

Another Woman's Treasure



Educators for Socially Responsible Apparel
Practices

fundamental change through research and education

Our Mission statement: Our mission statement is to minimize the purchases of one-use wedding dresses by reducing purchases of new dresses and reusing environmental footprint on fashion.

Vision Statement: Once the brides realize it is not all about the newness and price of wedding dresses, shopping for the big day will never be the same again. Now our consumers will not be worried about the cost and quality of the dress because with us, price is discounted, and quality is heightened.

Business concept:

We plan on opening this pre-used wedding dress storefront because we believe in the concept that you don't have to get a brand-new dress to feel special on your wedding day. Instead, we aim to provide timeless, unique wedding dresses that fit what the customer is looking for at an affordable price range. If you are looking for vintage to modern dresses, our store can provide that. Furthermore, with our aesthetic and chic indoor appearance, you would not believe that the dresses you are shopping for are used at all. We believe in keeping fashion sustainable, and this is our way of helping the whole wedding dress industry.

Target customer?

Demographics

- ❖ **Mid 20's – late 30's average marriage time period**
- ❖ **Female**
- ❖ **Well off zip codes such as [Manhasset, Ny] and [Westchester, Ny]: Both areas are close to well off areas and near target. Customer**



Psychographics

- ❖ **Our consumer believes that sustainability needs to start being more apart of fashion. Wanting to support that concept in any way possible.**
- ❖ **Want unique wedding garments.**
- ❖ **Our customer understands the importance of reducing fast fashion and what not reusing reducing and recycling can do to the environment around us and how it can affect the future of fashion.**



8 DECENT WORK AND ECONOMIC GROWTH



Sustainable Strategy

As a company working towards economic growth, we buy from pre-used owners. This helps economic growth as well as generates local and state tax revenues. We are creating less waste and room for the economy to be hurt.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



By reusing, reducing, and recycling, our company, helps and tries to emit all waste products of fast fashion factories.

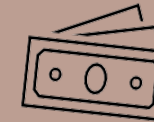
16 PEACE, JUSTICE AND STRONG INSTITUTIONS



We as a company make it a priority to ensure quality while also helping reduce clothes waste and price. In addition, we known to enforce and preach charity support and donations.



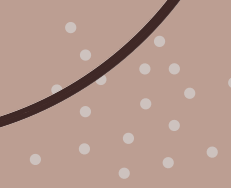
Our company positively impacts the people and their mindset on fashion. We are helping their planet and pockets with the way we run our company.



Helps people financially if they can't afford a new wedding dress, we provide discounted high-quality dresses for any type of woman.



The development of Our sustainable fashion business helps the planet in so many ways like helping improve air quality energy conservation and land use in the way we do business.



Industry segment and Marketing analysis

Wedding Dress clothing Market

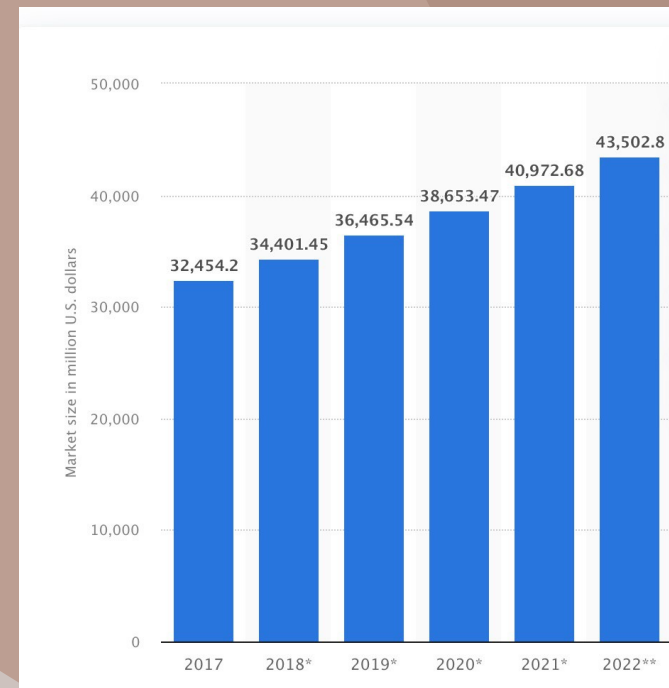
The Wedding dress industry is ever growing, according to data the current bridal wear market in the U.S was estimated to be worth \$26 Billion in the year 2020.

Industry Structure

This industry is full of large company's and small Designers including products like; wedding gowns, veils and other accessories such as shoes and gloves. The reusable sustainable side of this industry is growing and there aren't as many wedding dress establishments that only sell pre-owned sustainable dresses.

Competition

- Pre-owned Wedding Dresses
- David's Bridal
- Borrowing Magnolia
- Still White



Competitive Analysis

Borrowing Magnolia

Still white

Pre- owned wedding dress

Strengths

- Designer wedding dresses for low prices
- eco friendly and sustainable
- Easy to use website

Strengths

- Has a large option of size range and you can look at the dresses in your specific price range.
- Provides all the information of the previous dress owner.

Strengths

- Beneficial economies of scale
 - Broad product range
 - Easy to use

Weakness

- Quality checks before wedding dress purchase to confirm quality.

Weakness

- Weak brand reputation

Weakness

- Low quality pictures for high quality dresses

Opportunities

- Anyone can sell their designer dress on this website through the start selling link. The website provides fast easy way to buy and sell these wedding dresses.

Opportunities

- Get help from an expert if struggling to find a dress

Opportunities

- Improve weakness and ask for better quality photos from sellers.

Threats

- This company faces some obstacles in fear of supply problem, if one year less people start wanting to sell their dresses. They will lose business.

Threats

- Limited international marketing
- Changes in consumer spending patterns

Threats

- Changes in customer spending patterns.

	Q1	Q2	Q3	Q4/ Y1 total
Sales	\$70,000	\$84,000	\$93,000	\$94,000 = \$ 341,000 Y1
COG's	20,000	25,000	30,000	31,000 = 75,000 Y1
Net sales				\$128,435
Gross profit				\$266,000
Operating expenses				
Rent	\$30,000	\$30,000	\$30,000	\$90,000
website	\$250	\$250	\$250	\$750
Advertising and marketing	\$10,115	\$15,000	\$15,700	\$ 40,815
Other	\$2,000	\$2,000	\$2,000	\$6,000
Total				\$137, 565

Financials

Sourcing Structure

We have an interactive website that within the website has links where someone can either sell their wedding gown or purchase it. With links labeling “sell here” and or “how does selling work,” these links will have detailed information and rules on how they can sell to us. To ensure that the sellers are trustworthy, we have quality checks and previous owner information about all of the sellers publicly posted on the website. As for in store, the dresses have a tag on them of the information about the dress posted on the website as well. With our company's various industry connections, normal wedding dress companies help and encourage their customers to sell to us after their use in ways of helping sustainable fashion in the industry. The selling process is even more straightforward, instantly displaying quick links and prices. Ensuring that the products bought and sold come flawless and look unworn. Though, all of our pieces aren't only sourced through online, our store front is also available to make appointments to sell and buy dresses but in a way that is elevated and organized.

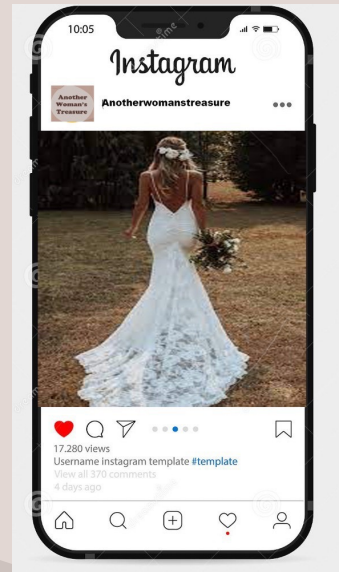
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Marketing strategy



Social Media: We will create a company profile on all social media's displaying our products and all about our brand and what we do as a company. Posting daily new sales and all the dresses being bought and sold currently. We will have someone updating and working that page everyday posting the woman who say yes to there wedding dress in our store. Creating a community for our customer, we want them to feel safe and comfortable shopping form our store and scrolling through our socials as well. Having a social media manager keeping all of our socials updated and useful to the customer.



Events: Our company values their customer opinion and through our company's various events we will host in order to promote and market our brand we will show why customers should buy sustainable wedding dresses over new ones. Hosting these events in big cities and states we will invite influencers and small celebrities to help promote our brand in hope that they will spread what good our company does.

Resources

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