

Fashion Promotion Plan manual FFP- Step 2 & 3

(Worth 50 points)

Tip- See sample winning manual as a helpful guide. Also use the Fashion Marketing workbook & Marketing Essentials to assist you with all sections of your manual.

2. Description of the Store

- Using the internet you will research detailed information about your company.

*Company headquarters location?

* Year company founded?

* Overview about merchandise offerings in store?

*What is the store location for your promotion? (city located, name of shopping center)

* List any popular anchor stores located within the shopping center to attract customers into your store.

3. Objectives

First, **create a Theme Name for Your Seasonal Sale.** (Seasonal or Holiday sale). Ex: "Presidents Day Sale at Macys"

Identify 4-5 Specific Objectives for your Promotion Plan.

(See page 249 in Fashion workbook)

For each Objective, number them #1-5, and to explain how you will implement each objective. See example listed below.

(Examples)

- Increase **in-store sales** by 12% for our advertising promotion.
Ex: "During the month of October we will be promoting the Calvin Klein fragrance line by having sales demonstrations within the store. The goal is to increase sales for the new Calvin Klein line."

Tips- Use Mkt. Essentials book and use the below marketing strategies:

- Promote our "**Online Loyalty Marketing**" see pg. 375
- Create excitement with our customers by offering **consumer promotions**, such as coupons and premiums (low cost give-a-ways).
- Promote **Loyalty Marketing Programs**. See page 374
- Promote "Sales Force Promotions" See page 370.
- Use "**Promotional Advertising**" see page 401

Grading Rubric- FPP Step 2 & 3

If you received an "X" next to any of the following parts means that you were lacking detailed information. You can receive bonus points if you make the corrects and return to me with-in 1-Day. (include your original copy)

_____ Researched corporate info. About your chosen company- history, headquarters.

_____ Overview about merchandise in store.

_____ Store location for your promotion? (shopping center, city located)

_____ Didn't list 4-5 Objectives for your Campaign

_____ Missing Theme name for your promotion

_____ Objectives are not realistic.

Fashion Promotion Plan

Tips- Step 4 Schedule of Events

What month will you run Promotion?

Does your promotion tie-in with the Season?

Ex: Macy's Sweetheart Valentine's Day Sale

Length of your Promotion? (pick-one)

1-day sale

3-day sale

1-week Sale

2-week Sale

Next explain your events for each week in detail.

Example- We will kick off our promotion by offering 15% off all Capri pants.

Tip- Use the **Fashion workbook** pgs. 248-250 and the Marketing Essentials book pgs. 305-309 for helpful ideas for your Special Events.

A. Special Events

Examples include: Consumer Promotions such as:

- **Online Loyalty Marketing Programs-** Get customers email for special discounts/savings.
- **Drawing Contest-** Ex: Enter to win a \$500 shopping Spree or cruise
- Offer **price reductions/Sale** on specific items- Explain
- **Private Sale-** to customers with Company Credit card.
- **Factory Packs-** free gift placed inside a bag for customers who make a purchase of \$25.00.
- **Promotional Tie-ins** (sales promotions between 2 companies)
- **Fashion Show-** Tip- Keep this event for the last week of your promotion!
- **special appearances** by a designer or celebrity
- **Promotional Tie-ins-** sales promotions between 2 companies. Ex: Calvin Klein joins with Macys to advertise the new Calvin Klein sportswear line.
- **Social Media-** Offer special savings/coupons to customers who register on your Face book or Twitter account.
Ex: Customers who register on our Face Book account will get a coupon for \$10.00 off their next purchase.

Tip- I suggest you use at 3-4 special events listed above in your paper!

B. Advertising- See ch. 19 Mkt. Essentials book pgs. 404-407.

Examples include: Social Media, direct mail flyers, Sun-Sentinel newspaper, Outdoor Billboards, Bus Transit, Radio, and Cable TV.

Select 3-4 forms of advertising to use for your promotion. Include dates and locations for your advertising. You might also want to include a chart and label accordingly.

Example:

Advertising Media	Date	Location and/or description
1. Sun-Sentinel newspaper	Saturday Dec. 1 st thru 5th	We hope to attract

2. Y-100 radio advertising	Week of December 1 st . To be aired 20 times during the week.	Our target market (Generation Y) listens to this hip radio station.
3. Direct-Mail flyers	Nov. 30 th only (Week 2 of our promotion)	We want to reach customers living in Deer Creek and Century Village neighborhoods of Deerfield Beach..

C. Display – Is a presentation of merchandise to attract customers and increase sales.

See pgs. 242- 247 fashion workbook)

-Need to mention all 4 aspects about your visual merchandising: (1) storefront (2) store layout (3) store interior and (4) interior displays.

Marquee- This is the store sign on the outside displaying the Store Name.

Window Displays- How is it tied into your Sales Promotion?

Lighting- Is it bright or dim lighting? Explain why

Music in store- Explain the atmosphere you want to create.

Mannequins- Explain how they are used in the promotion.

In-store signage- Tied-in with your promotion?

Ex: Make a large banner with the Theme Name of your Promotion

D. Publicity (press releases sent to various medias)

Note- This must be news worthy for media (newspaper) to be interested. Ex: “Paris Hilton will be at the Galleria Mall to promote her new fragrance line “Simple Life.”

Tip- Create a Press Release to announce your Event. (See pg. 313 Marketing Book)

Community Relations- ex: sponsoring special Olympics, Breast Cancer Awareness.

E. Other in-store activity (For instance, “Private Sale” for your Select customers)

Grading Rubric – **Step 4 Schedule of Events (steps A-E)**

Worth 50 points

If you received an “X” next to any of the following points, you are lacking detailed information. Make corrections within 2-days to receive bonus points!

_____ Did not TYPE your name and event (FPP) & class hour in the upper right-hand corner of paper.

_____ did not **bold and/or label each section** of our paper (see bolded areas below)

_____ Step **A- Special Events**- lacks detail.

_____ Step **B- Advertising** -lacks detail.

_____ Step **C- Display**- lacks detail

_____ Step **D- Publicity**- lacks detail

_____ Step **E- Other in-store activity** – lacks detail.

TIPS FOR STEPS 5 & 6

Fashion Promotion Plan

5. Responsibility Sheet

First write a paragraph explaining how many employees you will have for your promotion. Be specific and include dates of duties. Include managers and all workers. Option- You may create a chart OR put in paragraph form. Include job titles, duties & responsibilities.

Duties required for Sales Promotion	Duties & Responsibilities
1. Store Manager	- Oversee all aspects of sales promotion.
2. (3) store managers	- (need to list each managers responsibilities.
3. (6) Sales Associates	(List various duties here)

6. Budget-

For this section you will need to list and calculate where exactly where you will be spending money for this promotion. This should include all of your advertising expense, and any other activities you've planned- example fashion show, printing materials, food, models etc.

Note- If using Kennedys Tip sheet for Advertising Costs for newspaper costs you'll need to call the Sun-Sentinel Ad Sales department for specific costs to advertise!

- Use a table or chart to calculate your expense and show breakdown.
- Example

Advertising Media	- Cost
1. Sun-Sentinel newspaper I will advertise every Sunday during the month of March	\$600 x 4 weeks = \$2,400
2. Bench advertising I will use 3 benches and place near my store to expose customers to my store and Sales promotion.	\$600 x 3 benches = \$1,800
3. Aerial advertising I will have an airplane fly over South Beach for 2 weeks during my promotion.	\$1,200 x 15 days = \$18,000
4. Fashion show My fashion show costs included models, food, print materials, make-up, and other incidentals.	\$2,000
TOTAL BUDGET	- \$24,200

TIPS FOR STEPS 1, 7 & 8

Fashion Promotion Plan

7. Statement of Benefits to the Client/Advertiser

- Give 4-5 specific reasons why your company needs to approve this seasonal sales promotion.

Tip- Use the word **Brand**. This is a name, term, design, or symbol that identifies a business or organization and its products. Example- Coca-Cola or McDonalds.

Example

An important goal for implementing this seasonal sales promotion is to increase sales in our store and to promote the Calvin Klein Brand throughout our store to our customers. (See Chapter 31- Branding elements & strategies for additional tips)

- Also state specific reasons why you've chosen certain sales promotion activities and why each is important.
- Example- I strongly feel a fashion show will create excitement for both our existing customers and bring "new" customers into our store who might not normally shop in our store.

8. Bibliography

Make sure you list all citations from books, periodical articles, internet research and personal interviews.

- **Site store manager /contact person who assisted you with your manual.**
- **Specific websites and search engines**
- **Recommend using minimum 12 sources of research in your bibliography.**

Example:

Interview with Bill Stumpel, Computer Programmer for BR Data Software Retail
www.brdata.com/company/index.asp

Search engine Advertising, Google Ad words

Marketing Essentials Book, page 421

Step 1- Executive Summary

Include a one-page summary about all aspects of your marketing project. This should be single-spaced and bold each of the following sections: Description of Store, Objectives; Schedule of Events- Advertising, Display, Publicity, other in-store activities; Responsibility sheet; Budget; statement of Benefits to the Retail Establishment.

TURNING-IN YOUR COMPLETING DECA MANUAL

Worth 60 points

(11-Page Manuals)

- Entrepreneurship Participating
- Entrepreneurship Franchising
- Advertising Campaign
- Fashion Promotion Plan
- Sports Marketing Event

(30-Page Manuals)

- * Marketing Research Events
- * Entrepreneurship Written
- * Community Service
- * Learn & Earn
- * Public Relations campaign

Executive Summary

This is simply an overview of your entire marketing project. This must be single-spaced and include all sections from your paper. Bold sections titles in summary and entire paper. Example- Introduction, Self-analysis, location

Table of Contents- The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Title Page- Center document and include: (double space)

Name of Competitive Event
Name of your proposed business
Monarch High DECA Chapter
5050 Wiles Road
Coconut Creek, Florida
Participant's name(s)
Current Date

Prior to turning-in your completed paper make sure you have the following steps completed:

1. Go to www.deca.org and read and follow the Checklist standards pertaining to your paper. Points will be deducted for any steps missing.
2. The body of the written entry must be limited to 11 numbered pages, not including the title page and table of contents page. Note- see above list of 30-page manual list.
3. The pages must be numbered in sequence, starting with the executive summary.
4. Your typed entry must be double-spaced with the exception of the Executive Summary, which is single-spaced.
5. Make sure you **bold** each of your headings and underline your sub-headings throughout paper.
6. Manuals must flow with no empty "white space" between sections.
7. Make sure your paper follows the sequence outlined in the guidelines checklist.
8. Pick-up and sign the Statement of Assurance sheet. This form must be placed on the 2nd page of your paper.
9. (Important) Ask your English teacher to proofread your completed DECA manual and check for proper sentence structure and word usage.

