



MARKETING PLAN & MIX

Our company's marketing tools and how
we pursue them to pursue target market

Date: May 26th, 2023

PRESENTED BY Framiore Capsule

Thematics

1. Executive summary
2. Market segmentation
3. Market analysis
4. Marketing mix
5. Promotion
6. Pricing
7. Places
8. Process mix
9. Process -Sustainability
10. People
11. People- Inclusive

Executive Summary

This marketing plan has been developed by Framiore Capsule to support its growth objectives and communicate the company's strategic direction. With a focus on providing capsule-based, eco-friendly clothing for career-driven women, Framiore Capsule aims to revolutionize the way women approach their work wardrobes. The plan outlines a comprehensive marketing strategy that includes targeted communication, online marketing, an affiliate program, a pull approach, an iterative approach, and building an email database, all while maintaining a commitment to production transparency.

In terms of partnerships, Framiore Capsule has established key collaborations with material suppliers, production facilities, personal stylists, agency/resellers, concept stores, end customers, financing partners, and fulfillment partners.

Currently, the company will use imported fabrics in Ukraine as local textile manufacturers have not been found yet. The search for local textile manufacturers will continue.

We have participated in 3 events and the first partnerships are still in progress.

Service or Product?

Framiore Capsule is dedicated to delivering personalized styling services, offering a tailored and unique experience to their customers. While our current focus is on providing a product that allows individuals to express their personal style, we are committed to our long-term goal of offering personal styling to every client. In the future, we plan to expand our services and further enhance the personalized experience we provide to our valued customers.

Personalized styling

Framiore Capsule presents curated capsule collections featuring a selection of versatile clothing items, including 3 models of pants and 3 models of shirts. Designed specifically for working women, these capsules offer a simplified approach to dressing, allowing for effortless mixing and matching while maintaining a stylish and coordinated look. With a focus on individual style and professional needs, these curated collections provide a cohesive and functional wardrobe that saves time and ensures a polished appearance.

Capsule-based clothing

B2B or B2C ?

Total Available Market

15M

Framiore capsule is a brand that is present in Belgium, Poland, and Ukraine, and it believes that people around the world value style and are searching for practical and sustainable solutions for their wardrobe needs. Hence, the company is determined to make its products accessible to customers globally.

Serviceable Available Market

70K

Framiore Capsule's strong sales and marketing channel has historically reached a serviceable available market of 70 000 people. Through targeted communication, online marketing, and strategic partnerships, Framiore Capsule plans to connect with a broader audience, making its functional and sustainable wardrobe solutions accessible to busy working women worldwide.

Serviceable Obtainable Market

247K

Among this market, the company's analysis suggests that around thirty thousand individuals are identified as the most likely buyers based on their specific demographic characteristics.

Beachhead

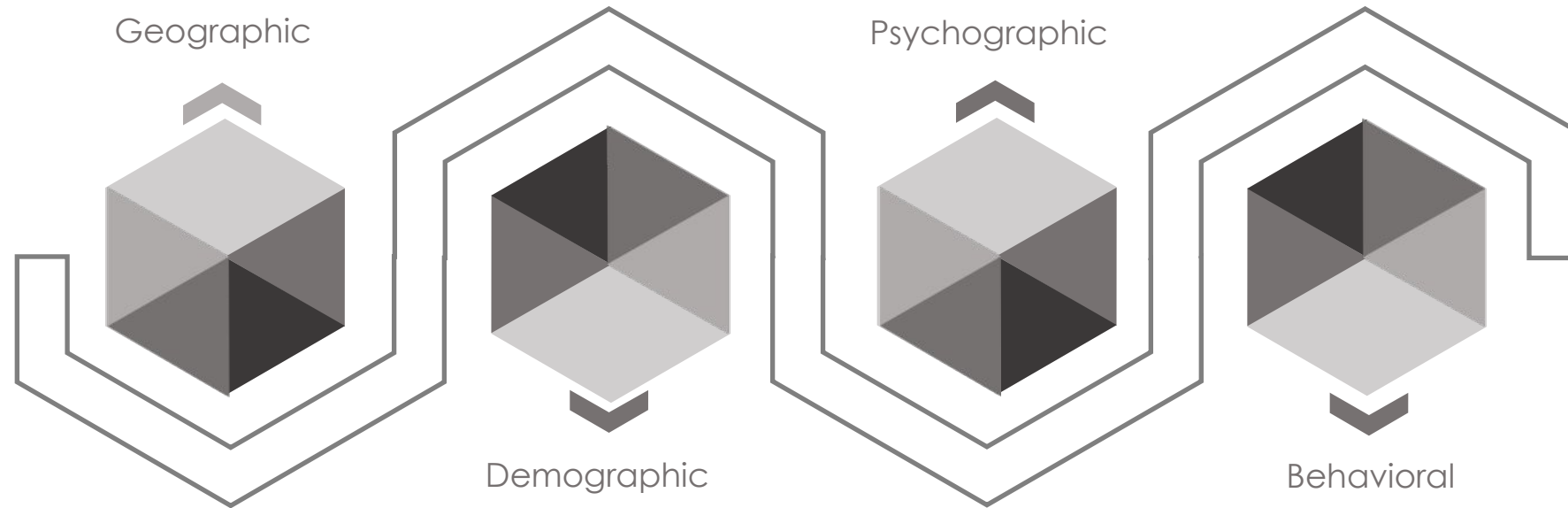
10K

The company aims to significantly increase this number through its marketing efforts, with a goal of tripling the active user base in the upcoming year.

Target Market Segmentation

Women aged 25-45. Our brand caters to women with moderate to high incomes who work in the corporate world, are self-employed, or own businesses.

Women who don't like shopping and value their time. They seek workwear that is not only stylish and professional but also sustainable and eco-friendly.



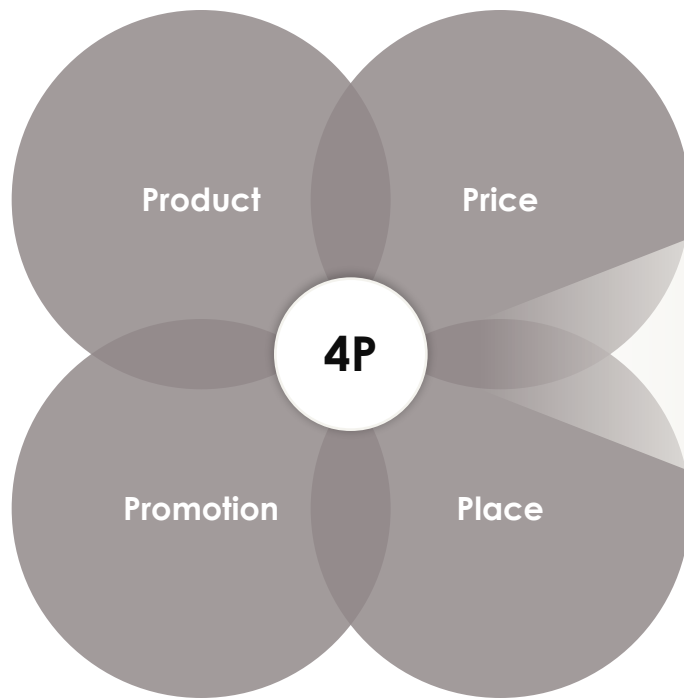
Framiore capsule is a brand available in multiple countries such as Belgium, Poland, and Ukraine. The company plans to extend its reach to other countries globally.

Ambitious women with busy lifestyles, who value inclusivity and embrace technology. Also women who are working towards their first promotion.

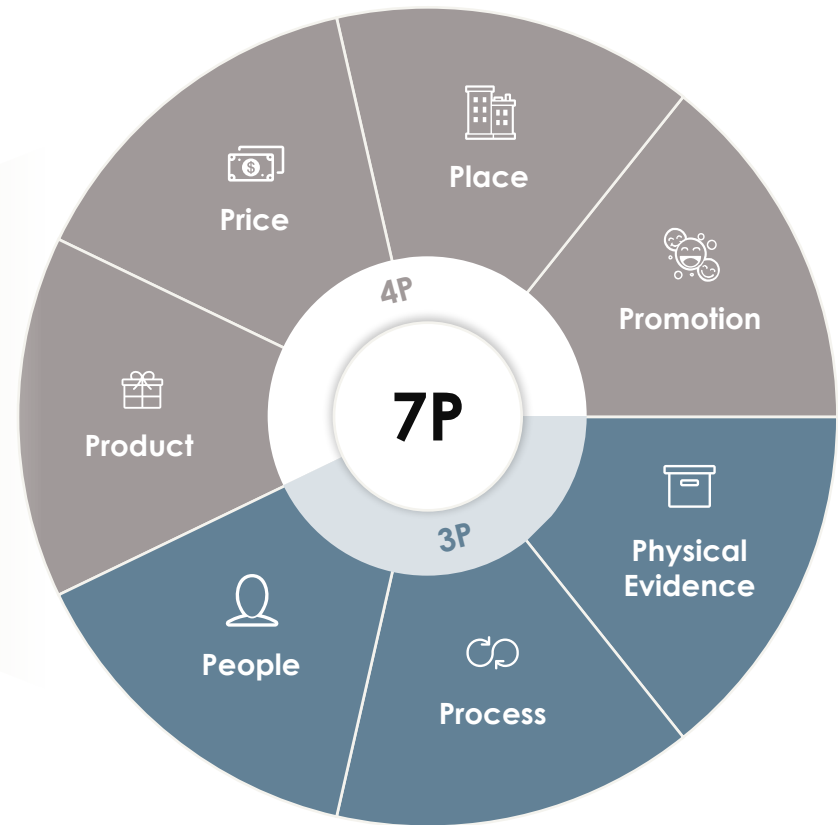
Market Analysis – Opportunities & Threats

Criteria	Opportunities	Threats
Market situation		
Market structure	✓	
Market potential / market volume	✓	
Customer structure	✓	
Competitor		✓
Environment / Frame conditions		
Laws and taxes		✓
Society	✓	
Ecology	✓	
Technological development	✓	
Strength		
Product /Service range	✓	
Prices		✓
Organization and management		✓
Cash flow	✓	
Weaknesses		
Locations	✓	
Product /Service range	✓	

MARKETING MIX – 4P'S VS. 7P'S



Classic Consumer Goods Marketing



Expanded Service Marketing

- Features

What is your USP ?

- Quality

How do you guarantee?

- Branding & packaging

Be sustainable

- Services & Warranties

customer relationship



- Payment Terms

describe your terms here

- Discounts

what is your policy

- Allowances

how you get better price in long term

- Pricing & Strategy

what is your pricing strategy

- Sales promotion

- Advertising

- Public relations

- Direct marketing

- Location & Transport

- Assortment & Inventory

- Market Coverage

- Channels

Framiore capsule approach

Features

Functional, sustainable, and
time-saving wardrobe solutions
for busy working women

Quality

Selecting Trusted Material
Suppliers

Branding & packaging

Eco-Friendly Materials, Reduced
Packaging Waste

Services & Warranties

Personalized Styling Assistance,
Hassle-Free Returns and
Exchanges

- Sales promotion
- Advertising
- Public relations
- Direct marketing



- Payment Terms

Online Payment Methods, 30 days
payment terms with retailers

- Discounts

No discounts policy

- Allowances

Volume discounts

- Pricing & Strategy

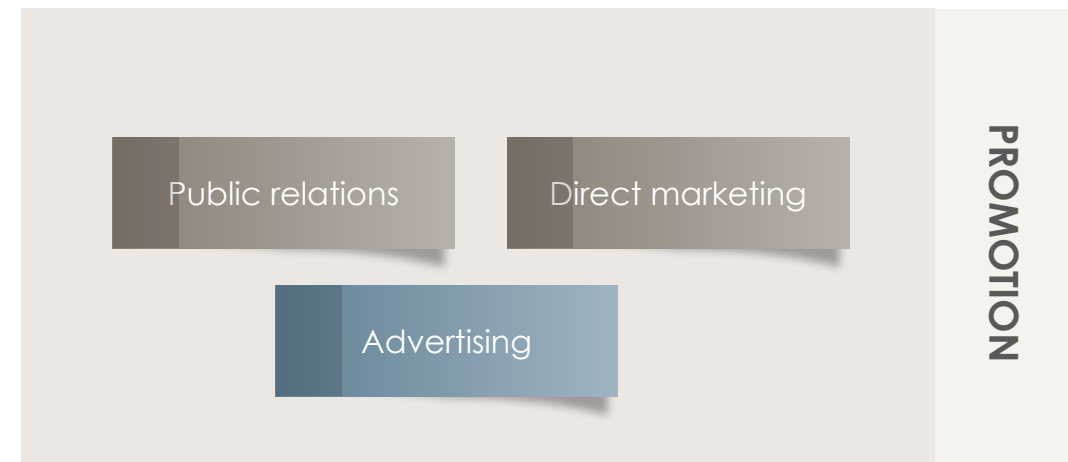
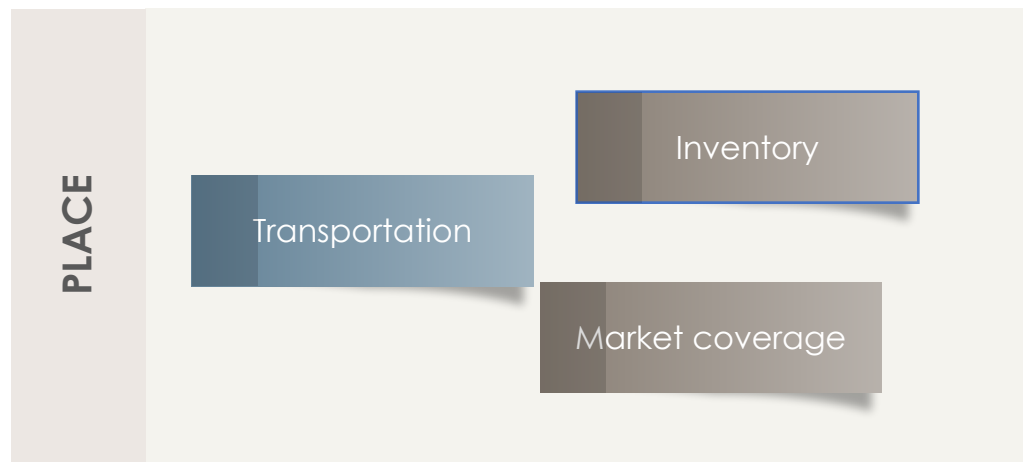
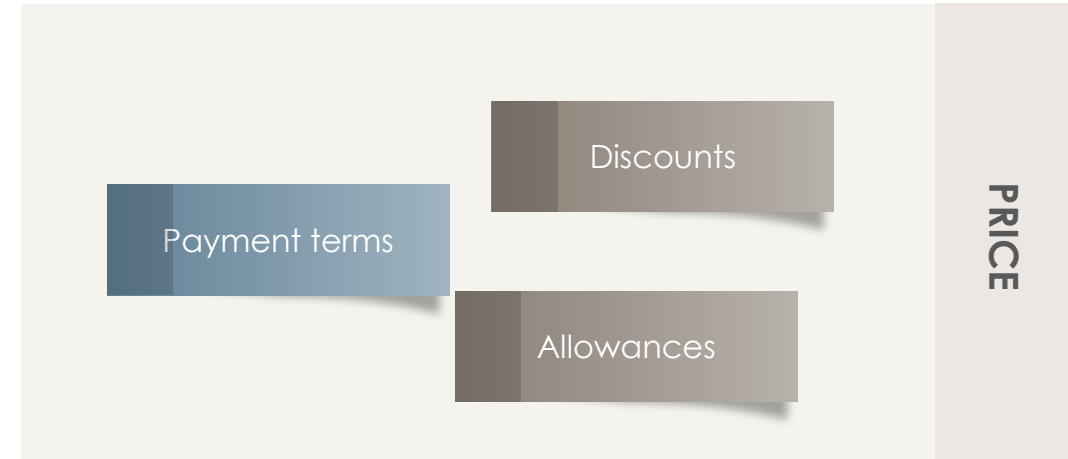
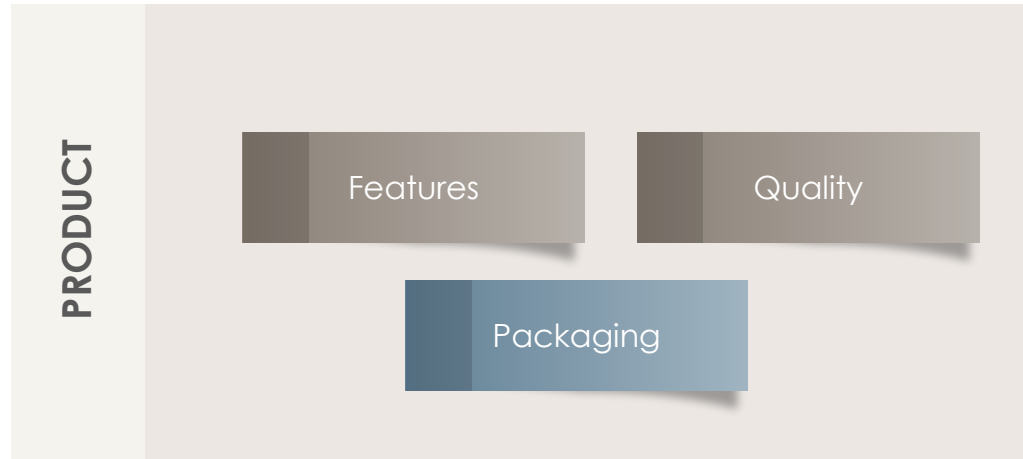
what is your pricing strategy

- Location & Transport
- Assortment & Inventory
- Market Coverage
- Channels

4 P'S MARKETING MIX

● EXISTING

● IN PROGRESS



01 PLACE

- Retail
- Wholesale
- Mail Order
- Internet
- Direct Sales

02 PRICE

- Skimming
- Penetration
- Psychological
- Cost-Plus
- Loss leader, etc.

03 PROMOTION

- Special Offers
- Advertising
- Endorsement
- User Trials
- Leaflets/posters

7 P'S MARKETING MIX



04 PRODUCT

- Design
- Technology
- Usefulness
- Convenience
- Warranties

05 PEOPLE

- Employees
- Management
- Culture
- Customer Service
- Personnel

06 PROCESS

- Especially relevant to service industries
- How are services consumed?
- Performance & analytics

07 PHYSICAL EVIDENCE

- Interface
- Comfort
- Facilities
- Foot traffic
- Store lines

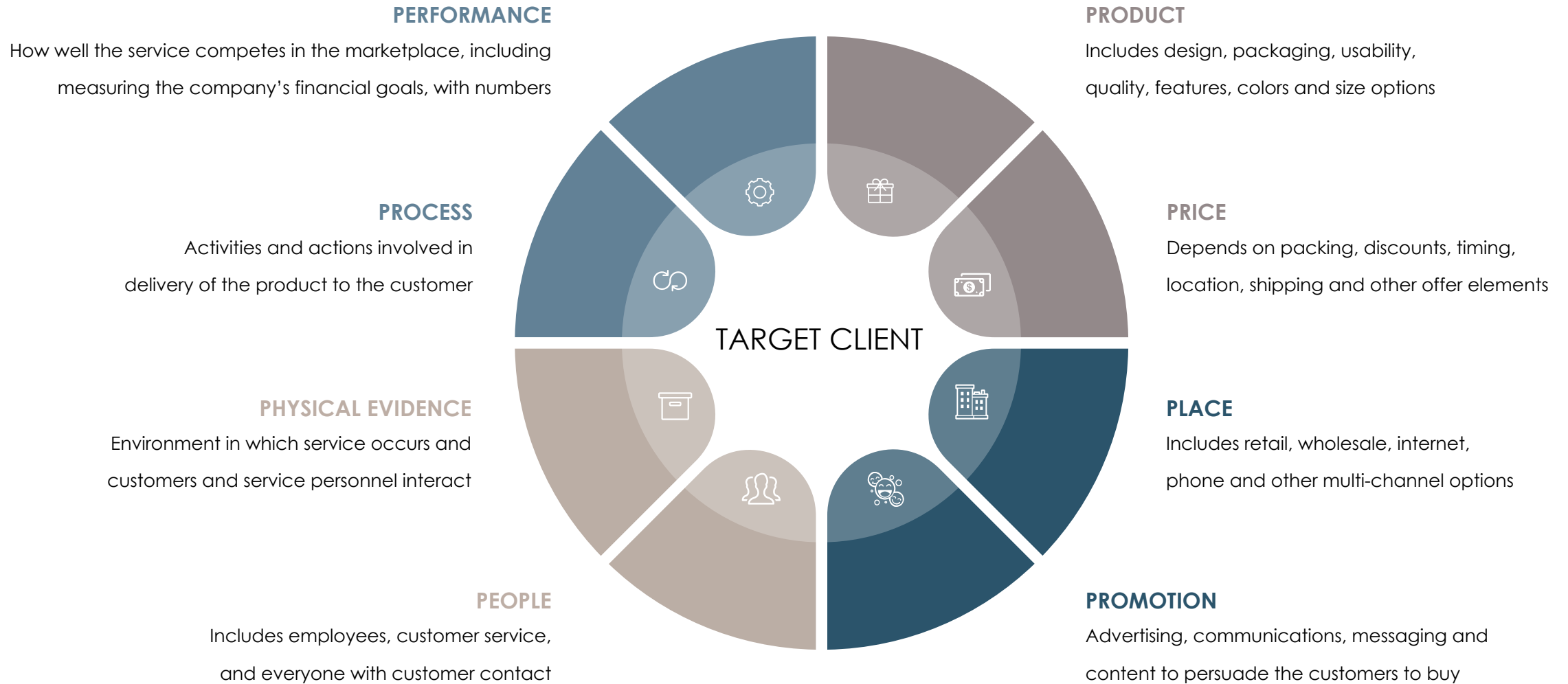
7 P'S MARKETING MIX WORKSHEET

	PRODUCT	PRICE	PLACE	PROMOTION	PEOPLE	PHYSICAL EVIDENCE	PROCESS
SUGGESTIONS	Personal gadget	\$40-\$60	Online retail	Influencer marketing	Tech experts	Exterior signage	Sales funnel
JUSTIFICATIONS	Usefulness	Affordability	Less overhead	Brand awareness	Target group	Brand awareness	Trackable metrics
ADDITIONAL FACTORS TO CONSIDER	Market competition	Marketing promotions	Delivery logistics	Other channels	User feedback	Cost to produce	Available team resources

7 P'S MARKETING MIX WORKSHEET

	PRODUCT	PRICE	PLACE	PROMOTION	PEOPLE	PHYSICAL EVIDENCE	PROCESS
SUGGESTIONS	Clothes	€10- €120	Online retail	Online Marketing	SEO writers	Social media, website	Sales funnel
JUSTIFICATIONS	Usefulness	Affordability	Less overhead	Brand awareness	Target group	Brand awareness	Trackable metrics
ADDITIONAL FACTORS TO CONSIDER	Market competition	Marketing promotions	Delivery logistics	Other channels	User purchases	Cost to produce	Available team resources

8P'S MARKETING MIX



PROMOTION MIX

	MASS OR CUSTOMIZED	PAYMENT	STRENGTHS	WEAKNESSES
Advertising	Mass	Fees paid for space or time	<ul style="list-style-type: none"> • Efficient means for reaching large numbers of people 	<ul style="list-style-type: none"> • High absolute costs • Difficult to receive good feedback
Personal selling	Customized	Fees paid to salespeople as either salaries or commissions	<ul style="list-style-type: none"> • Immediate feedback • Very persuasive • Can select audience • Can give complex information 	<ul style="list-style-type: none"> • Extremely expensive per exposure • Messages may differ between salespeople
Public relations	Mass	No direct payment to media	<ul style="list-style-type: none"> • Often most credible source in the consumer's mind 	<ul style="list-style-type: none"> • Difficult to get media cooperation
Sales promotions	Mass	Wide range of fees paid, depending on promotion selected	<ul style="list-style-type: none"> • Effective at changing behavior in short run • Very Flexible 	<ul style="list-style-type: none"> • Easily abused • Can lead to promotion wars • Easily duplicated
Direct marketing	Customized	Cost of communication through mail, telephone, or computer	<ul style="list-style-type: none"> • Messages quick to prepare • Facilitates relationship with customers 	<ul style="list-style-type: none"> • Declining customer response • Database management is expensive

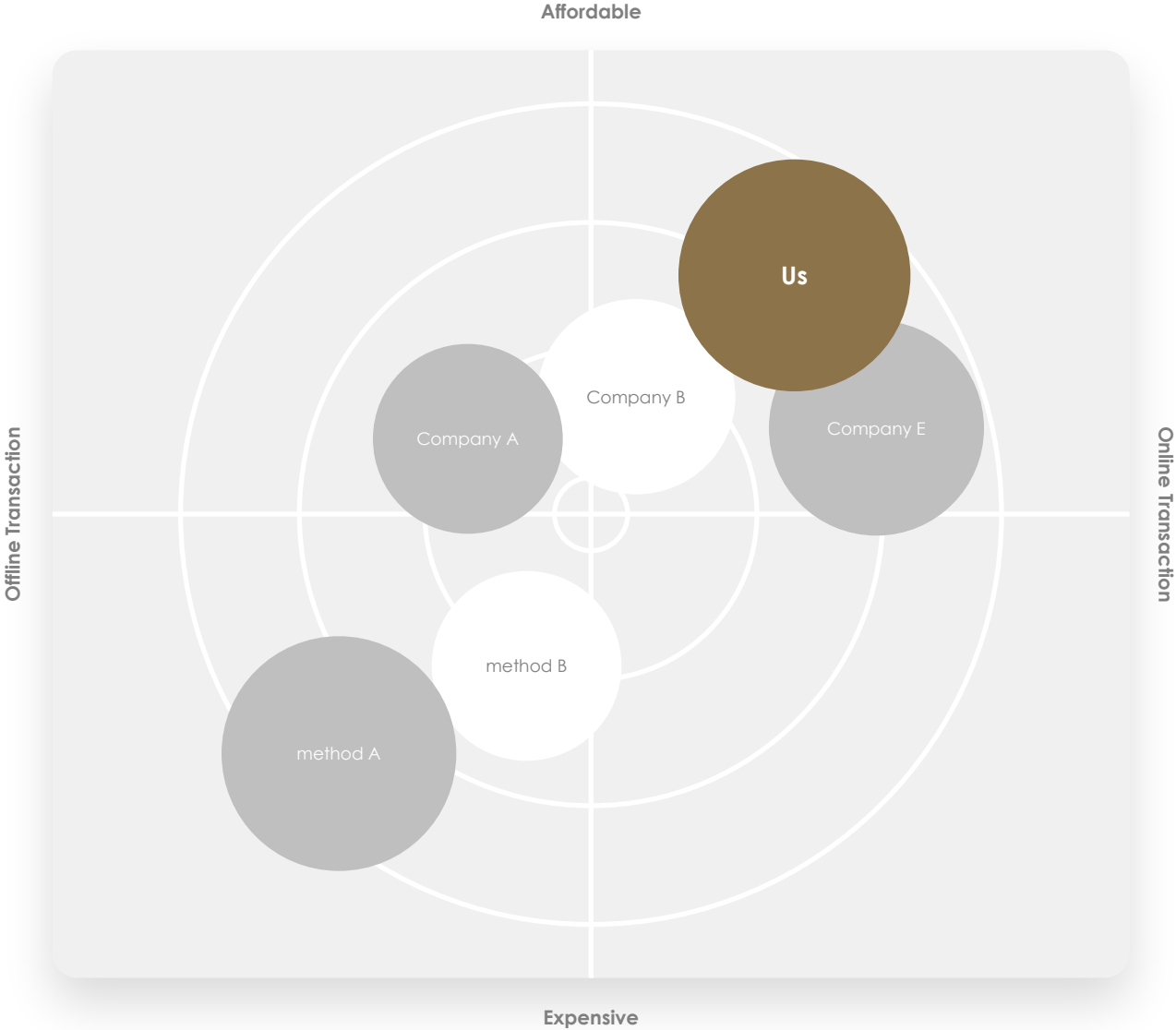
Framiore capsule
approach

PROMOTION MIX

	MASS OR CUSTOMIZED	PAYMENT	STRENGTHS	WEAKNESSES
Local Partnerships	CUSTOMIZED	agreed-upon terms	<ul style="list-style-type: none"> • Efficient means for reaching large numbers of people 	<ul style="list-style-type: none"> • No fixed price, hard to calculate expenses • Difficult to receive good feedback
Affiliate Program	CUSTOMIZED	Depending on your program's complexity	<ul style="list-style-type: none"> • Higher Customer Lifetime Value • Third-Party Validation • Cost effective 	<ul style="list-style-type: none"> • Limited Control • Profit Sharing • Potential Brand Dilution
Email marketing	MASS	Email Marketing Software, expenses on writers	<ul style="list-style-type: none"> • Wide Reach • Automation and Workflow Efficiency • Measurable Results 	<ul style="list-style-type: none"> • Lack of Visual Impact • Opt-out and Unsubscribe Rates
Online Marketing	MASS	Fees to SEO writers	<ul style="list-style-type: none"> • Long-Term Results • Increased Organic Traffic • Credibility and Trust 	<ul style="list-style-type: none"> • Time-Consuming • Intense Competition • Lack of Control
Direct marketing	CUSTOMIZED	Cost of communication through mail, telephone, or computer	<ul style="list-style-type: none"> • Messages quick to prepare • Facilitates relationship with customers 	<ul style="list-style-type: none"> • Declining customer response • Database management is expensive

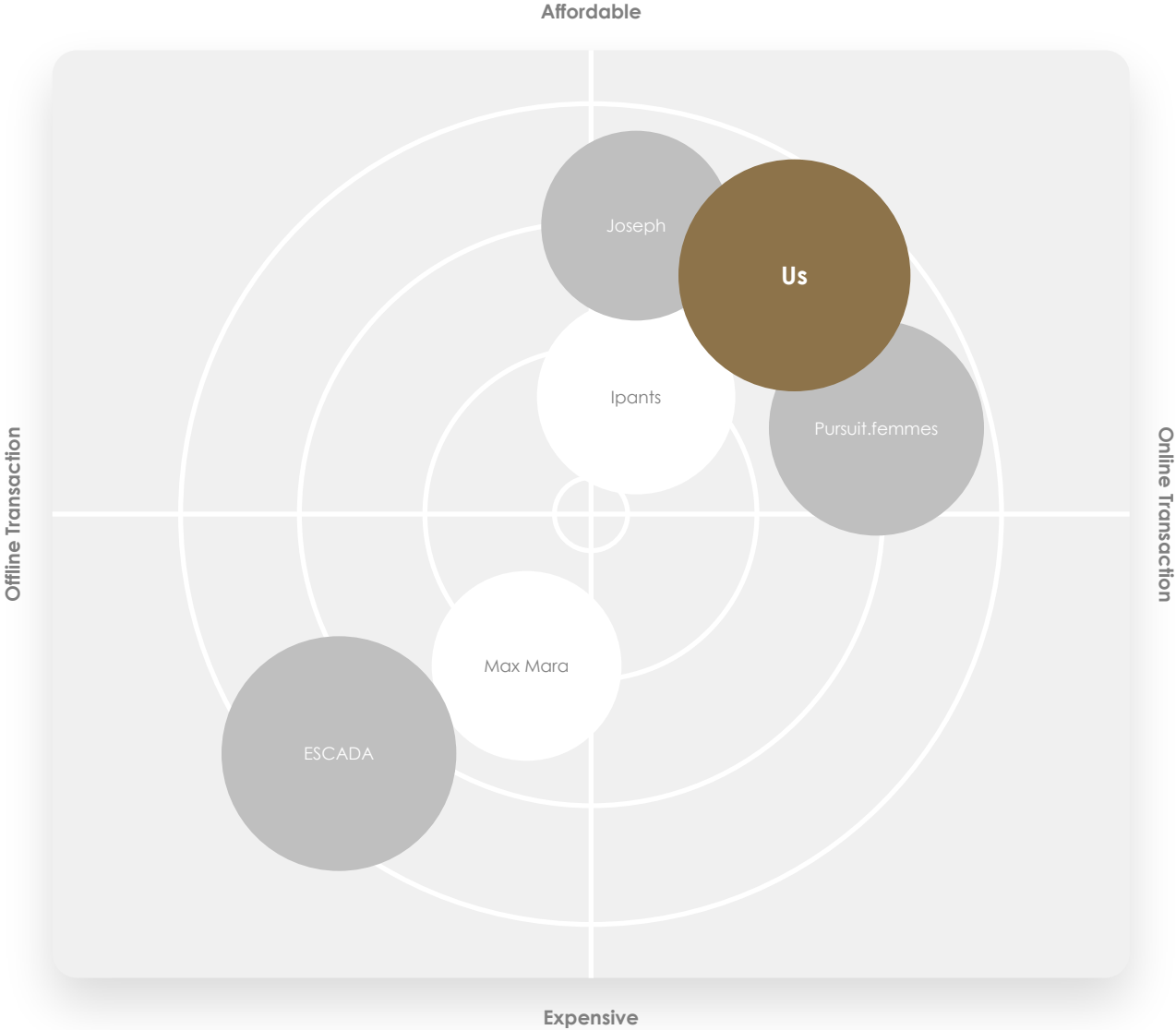
Our Competition

The company leads the formation of entirely new markets but still competes with traditional methods. We estimate six months from launch to reach 99% market adoption



Our Competition

Framiore Capsule, a pioneering brand in the fashion industry, is at the forefront of creating entirely new markets while navigating competition from traditional methods. We can cater to the personal needs of our clients with our personalized style approach, which allows us to expand the possibilities of engaging them infinitely.



Competitive Advantage



High margin



Easy transaction



Benefits users



Good Branding



Ease to use

FRAMIORE

COMPETITORS

High margin



Easy transaction



Benefits users



Good Branding



Ease to use

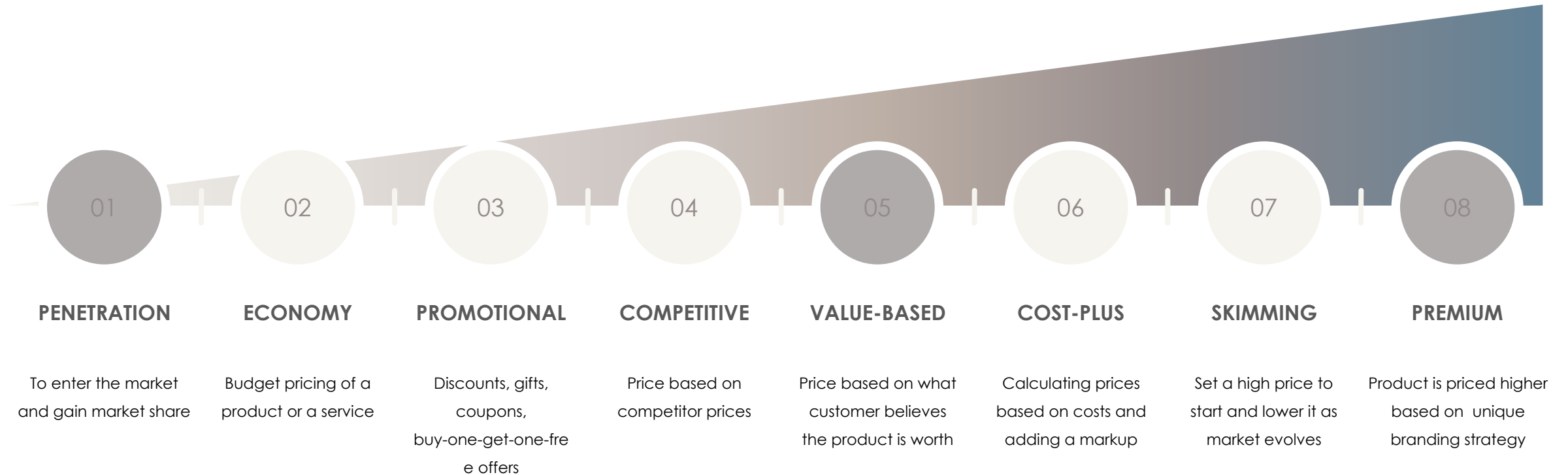


Our Pricing Strategy

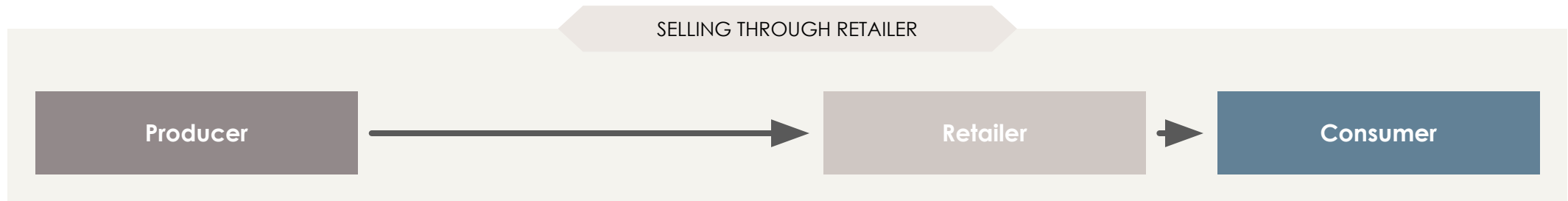
Pricing Strategy	Target Customers	Revenue per customer	Projected revenue
Cost based	Use in order to earn standard profit margin by covering our company's costs.	\$15	\$2M
Target profit	Used to attract potential customers in the market who have large business volumes and values.	\$30	\$700K
Value pricing	Used to offer just the right combination of quality with value-added service at a reasonable price.	\$20	\$4M
Competition based	Used to be ahead in the competition in order to develop new customers and retain them.	\$18	\$600K

PRICING STRATEGIES

THE MOST COMMON APPROACHES

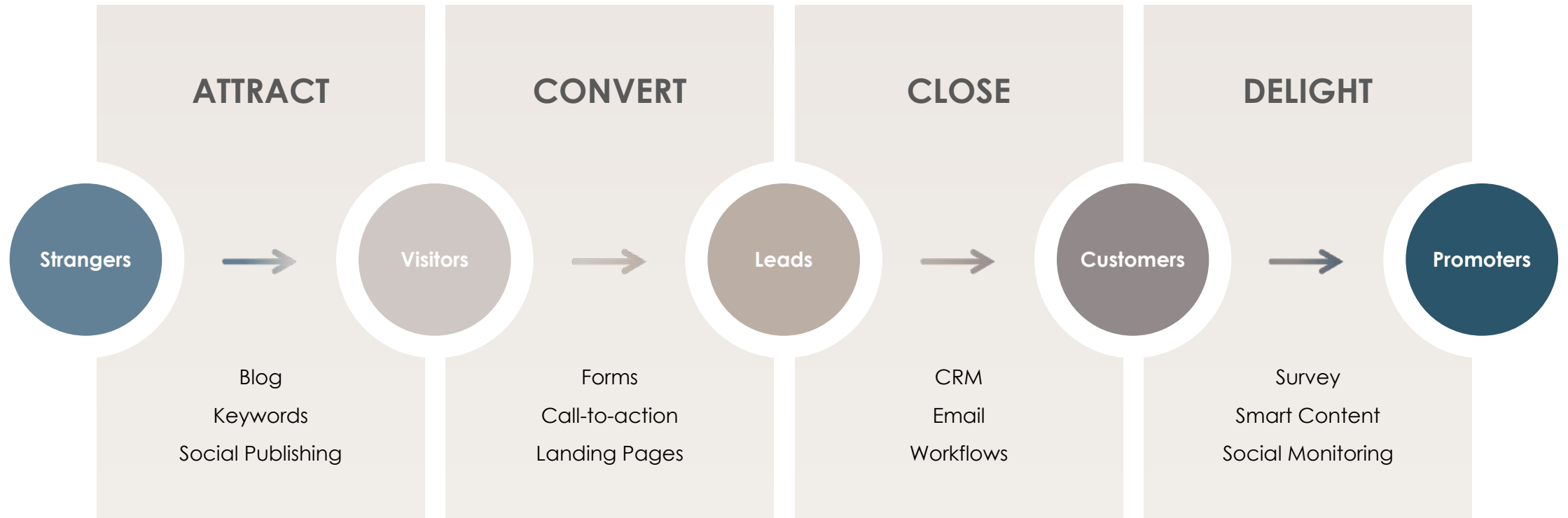


PLACES / CHANNELS



PROCESS

TARGET MARKETING PROCESS



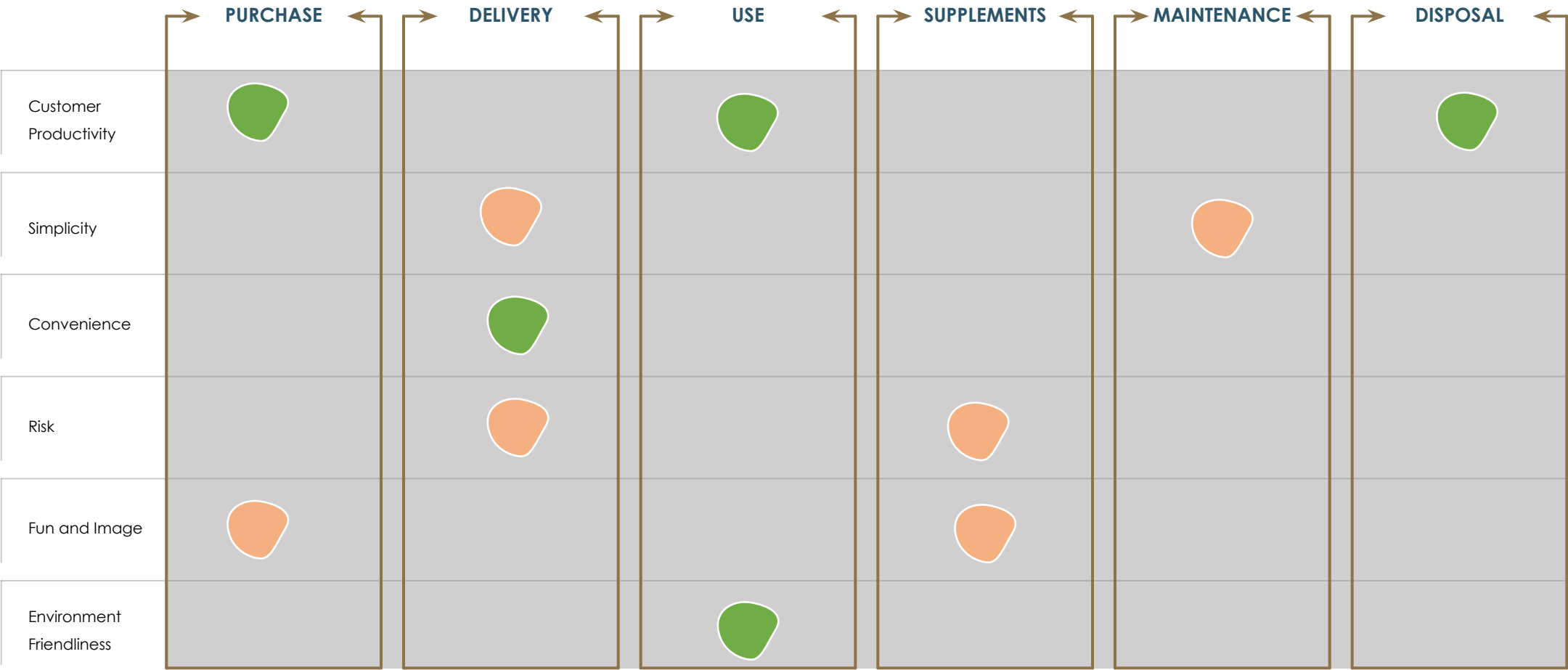
MARKETING MIX - PROCESS

Our Ambitions & Goals

	Workplace			Product	Environmental Contribution		
Focus	Health & Safety	Human Rights	Employee Engagement	Sustainable Technology	Climate Change	Water Impact	Reduce & Recycle
Ambition	Be a safe workplace with zero injuries and hazards.	Be recognized as a leader in labour and human rights.	Offer the best experience in all operating locations	Make products with the greatest positive impact for society.	Reduce our carbon footprint as well as GHG emissions.	Maintain our leadership in water efficiency.	Strive for zero waste in landfill and zero hazardous materials.
2022.. Goals	<0.1% For employees and contractors	100% Recognized by external bodies	+10 experiences every quarter	10% Reduction in product pricing	20% Less energy consumption	20% Less unnecessary water consumption	90% Of waste reused or recycled

BUYER UTILITY MAP

 we need to develop  we are well with that



Sustainable Development Goal (SDG)



MARKETING MIX - PROCESS

Sustainable Development Goal (SDG)

	1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS
Resilient Sourcing	●			●									●	●			●
Safe & Sustainable Sites								●			●						
Climate Change & Energy				●							●				●		
Professional Excellence	●					●					●				●		
Sustainable Profit Portfolio			●			●			●						●		
Business Driven Innovation						●					●			●		●	
Valuing Customer Relations			●														
Total SGD Contribution	●	●		●	●	●	●	●	●	●		●		●			●



Low Density



Medium Density

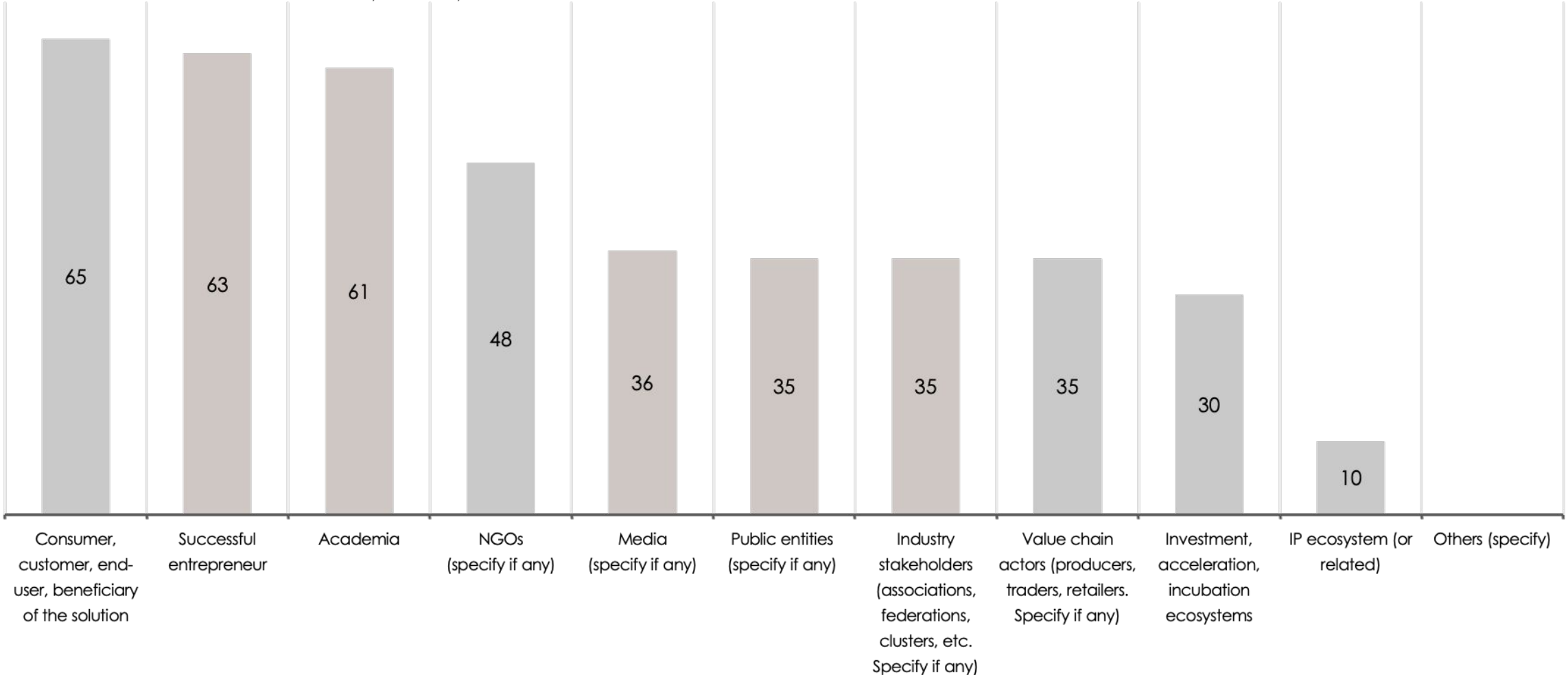


High Density

MARKETING MIX – PEOPLE – COMMUNITY VOICES

ACTIVATE COMMUNITY VOICES:

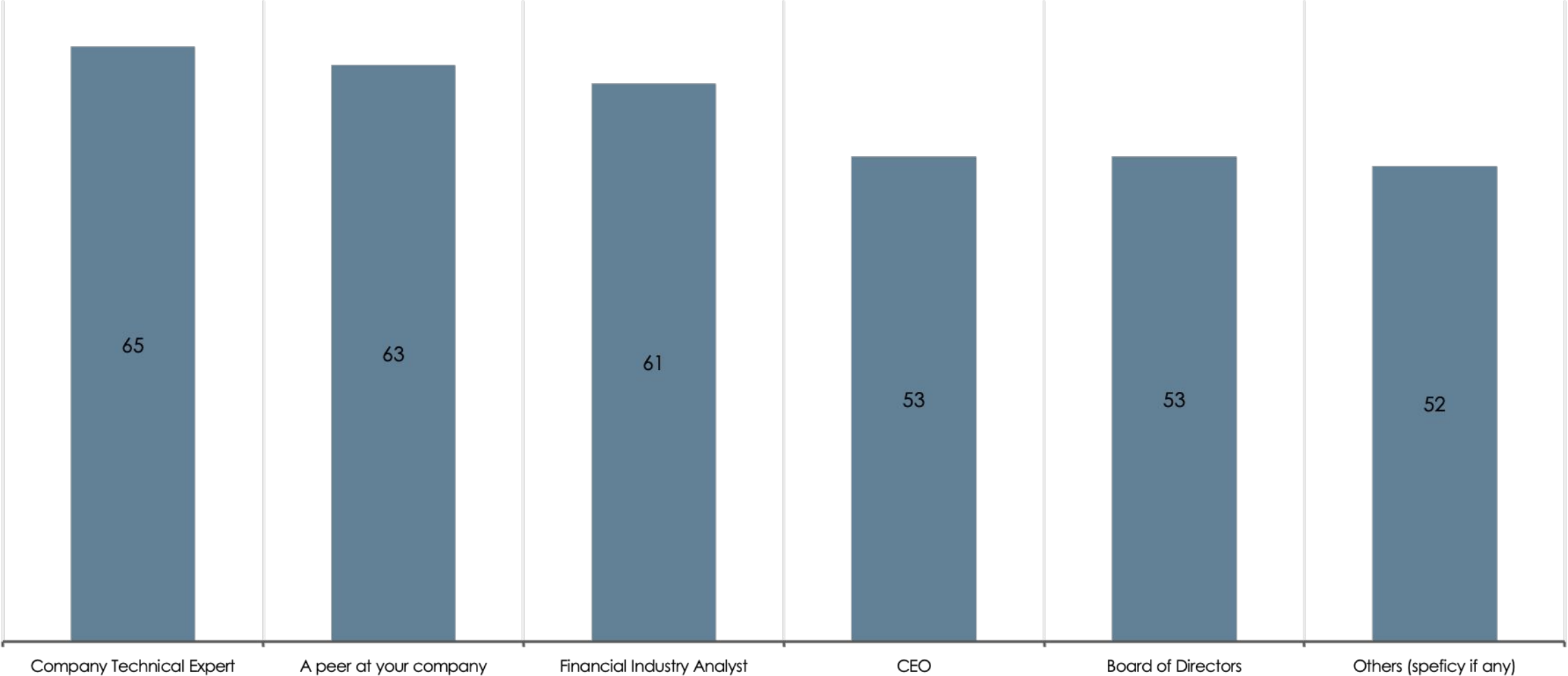
Percent who rate each source as very/extremely credible



MARKETING MIX – COMPANY VOICES

ACTIVATE EMPLOYEE VOICES:

Percent who rate each source as very/extremely credible



FOSTERING PARTICIPATORY VALUES AND INCLUSION

Based on the above, which of the following stakeholders are you approaching at this stage to receive feedback on your project/solution?

Type of stakeholder	to be consulted?
Consumer, customer, end-user, beneficiary of the solution	
Successful entrepreneur	
Academia	
NGOs (specify if any)	
Media (specify if any)	
Public entities (specify if any)	
Vulnerable groups	
Industry stakeholders (associations, federations, clusters, etc. Specify if any)	

Type of stakeholder	to be consulted?
Value chain actors (producers, traders, retailers. Specify if any)	
Investment, acceleration, incubation ecosystems	
IP ecosystem (or related)	
Company Technical Expert	
A peer at your company	
Financial Industry Analyst	
CEO	
Board of Directors	
Others (specify and add as many other options as needed)	

FOSTERING PARTICIPATORY VALUES AND INCLUSION

What are the main objectives of the consultation?

Objective of the consultation	Mark “x”	Objective of the consultation	Mark “x”
To measure/test the functionality		To understand the regulatory framework	
To measure the user experience		To identify constraints, bottlenecks, obstacles (specify if any)	
To measure the interest (specify the type of interest)		To assess social, economic, industry impact	
Market research		Others (specify and add as many other options as needed)	
To measure the potential on complete upscaling / production capacity			

Tell us the channel/tool/instrument you will put in place to measure/gather the feedback?

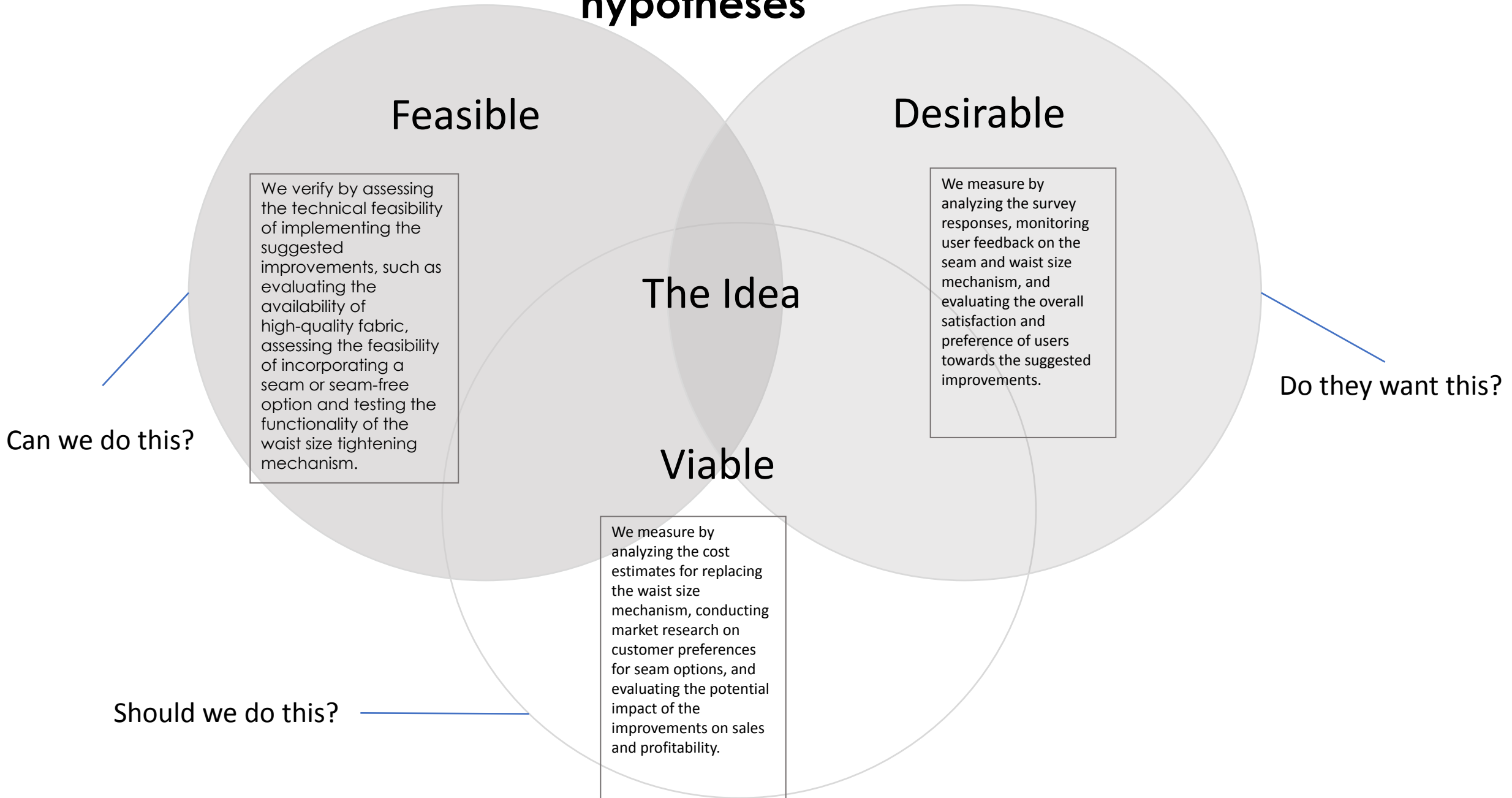
Channel/tool/instrument	To be used?
Survey	
Workshop	
Field sampling	
Interviews	
Material transfer	
Others (specify and add as many other options as needed)	

MARKETING MIX – PEOPLE

Based on the above, tell us how did you get the target stakeholders involved? how many people did you approach for the consultation?

Based on the above, tell us the main conclusions and findings resulting from this consultation and how these help your business case move forward

Testing the business idea - hypotheses



Testing the business idea - testing

Feasible

- We verify by
- We measure by...
- We are right if

Desirable

- We verify by
- We measure by...
- We are right if

Viable

- We verify by
- We measure by...
- We are right if

Testing the business idea - testing

Feasible:

We verify by assessing the technical feasibility of the product or service, including evaluating the availability of resources, skills, and infrastructure required for its development and implementation.

We measure by analyzing the results of technical assessments and feasibility studies, considering factors such as cost, time, and resource requirements.

We are right if the technical assessments indicate that the product or service can be realistically developed and implemented within the available resources and constraints.

Desirable:

We verify by conducting market research, user surveys, and focus groups to gather feedback on the product or service's features, design, and overall appeal to the target audience.

We measure by analyzing the survey responses, conducting preference tests, and evaluating user feedback to determine the level of desirability and satisfaction with the product or service.

We are right if the majority of the target audience expresses a strong interest in and positive perception of the product or service, indicating its desirability in the market.

Viable:

We verify by conducting a comprehensive financial analysis, including assessing costs, pricing strategies, revenue projections, and potential profitability.

We measure by analyzing financial statements, conducting market research on pricing and competition, and monitoring key financial metrics such as revenue, expenses, and profit margins.

We are right if the financial analysis demonstrates that the product or service has the potential to generate sustainable revenue and achieve profitability within a reasonable timeframe.

Set your marketing goal

We would be delighted with our business' performance if we: **could reach the.....(number) of buyers/customers/subscribers and our revenue could reach while keeping our costs under*

*it is only a sample; please set your own categories for your goals.
Remember for customer satisfaction and ratings.