

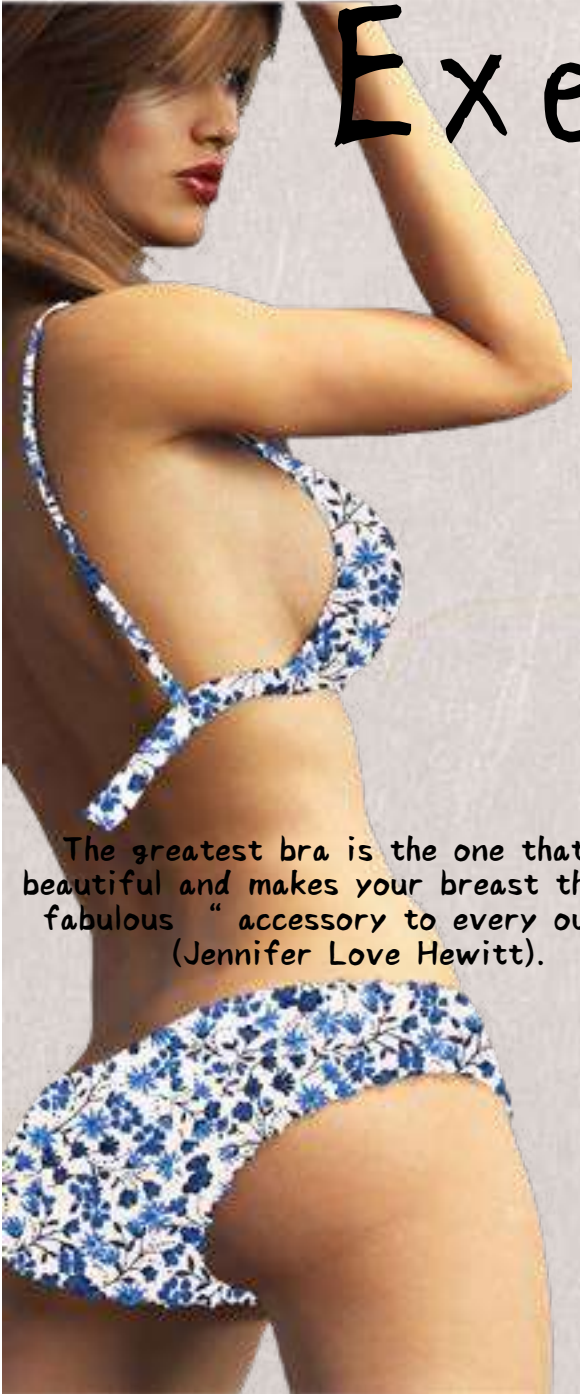


Content

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PAGE 3	Executive Summary
PAGE 4 -5	Introduction
PAGE 6 -9	Market Research (Verdict) <ul style="list-style-type: none">•Brand Posting Map•Consumer Profile
PAGE 10 -15	Comparative Shop Report <ul style="list-style-type: none">•New Look•Ann Summers Comp Shop•Bravissimo Comp Shop•Selfridges Body Studio Comp Shop
PAGE 16-20	Design <ul style="list-style-type: none">•Mood Board•Range PLaN
PAGE 21-26	Visual Merchandising <ul style="list-style-type: none">•Mood & Concpet Board•Floor Plan•Store Layout
PAGE 27 - 30	Marketing Reserch <ul style="list-style-type: none">•Kelly Brooks For New Look•Victoria Secret
PAGE 31-34	Marketing Tactics <ul style="list-style-type: none">•Press Release
PAGE 35- 38	Financial Costing
PAGE 39-40	Conclusion
PAGE 41	Appendices <ul style="list-style-type: none">•New Look Brand Board
PAGE 42-45	Evaluation/ Reflective Log



Executive Summary

The bra is the most dominant element of a woman's wardrobe and has freed women over the past thousands of years by allowing women to breathe, move and express themselves. The bra has allowed women to feel confident says 77% of U.K women (from The Female Confidence Report).

The bras represent form, function and fun, but it is hard to get bras in the larger cup that is fashionable and does not look like a granny bra. However, when you do find a bra that is fashionable - the price is usually high and unaffordable for the most part. So it is unfair that you have to pay more for a larger bra cup but "You do not pay more for shoes when you have bigger feet, do you?!" (Chard Heremaia).

The aim is to create a lingerie collection targeted at the big busted U.K

young adults with fashionable and most of all affordable lingerie. The collection will be a capsule range that will be in New Look flagship Oxford Street store and other selected stores in the U.K. in order to bring this collection to life, New Look will be teaming up with Liatojo, which is a brand by Siobhan Thompson - a new designer that will be designing the collection for New Look.

Liatojo is a brand that stands for sisterhood and believes in bringing fashion to everyone no matter their shape and/or size, at an affordable price. Liatojo wants to make clothing that is fashionable but at the same time environmentally friendly. The brand will use the best fabric and the greatest craftsmen to create excellent quality products.

The greatest bra is the one that fits beautiful and makes your breast the most fabulous "accessory to every outfit" (Jennifer Love Hewitt).

Introduction

The thought of shopping for a bra makes me want to cry and scream in frustration. I can never seem to find bras that fit me and in other colours than white, black or cream, along with being padded.

I already have big enough boobs, therefore; I do not need the extra padding. Then when I found beautiful bras, they were no better than the 'granny' bra and the costs are just too expensive.

With that being said, my only option is to wait for them to be on

sale to buy the ones I like and as you might expect by the time I go to buy them they are sold out. Clearly, retailers do not cater enough for the bigger size ranges, despite often having lots of small sizes remaining.

New Look, on the other hand, used to stock the bigger sizes, with the Kelly Brooks collection. However, they have now discontinued this collection. So, based on this, I came up with an idea to pitch a lingerie capsule range to New Look, targeted at the bigger busted young women on

a budget.

In this proposal, I will showcase why this capsule range could be successful. What plans there are for the future of lingerie by researching companies and brands that cater to big busted women in order to see what they offer and how I can incorporate the ideas they have to create the capsule range.

To achieve this research, I need to visit retailers that sell lingerie and see if they offer bras for the bigger busted and what price they retail for. Then

work out how to make my range more fashionable and less expensive. Furthermore, I need to look at how they display their stock, the layout of the stores and how they market their stock. Also, I will be using on Verdict to see if they have any market reports on underwear in the UK.

Additionally, I will also be doing a case study on New Look's previous marketing strategy for Kelly Brooks' lingerie collection. I hope to find out how they promoted the lingerie collection and what I

Black bra will “make you feel sexy”

can replace from the last promotion and also make it better. Furthermore, I need to research previous retailers and how they have marketed their lingerie collection and then strategies the best way for my collection. Including in the market research - will be my press release along with my press kit.

In this report, I will be showcasing what pieces the range will compose of by taking inspiration from the Japanese culture. To bring the range to life I will use the CAD flats from WGSN and use Japanese inspired patterns to create the collection. The Collection will be fashion-



able and at the same time very affordable for the younger market.

Likewise, I intend to use the information I have gathered from the store visits, taking into consideration on how they visual merchandise their floor to come up with a floor plan and a planogram of how I will lay my stock out.

Lastly, to get New Look on board, I need to showcase why this capsule range will be a success by demonstrating the costing and doing a finance plan. The financial costing will have the cost of production; marketing, store cost and what stores are the best to sell the collection in order for the range to make a profit for the company.

Market Research

Our generation of 16 - 24s customers do not have loyalty to a brand and are more willing to shop around for the most fashionable product at an affordable price.

Therefore, with the fashion retailers focusing primarily on the 25+ age group for lingerie and having a minimum amount of option for the younger shoppers are missing out on sales.

The report from Verdict is saying

that if the retailers would inject more fashionable designs into ranges, introducing newness with new designs being launched in stages instead of all at once, will drive more sales from the younger market.

The data (in Figure 1) is showing that the age group that spends the most on lingerie is the 16-24s. This age group is more willing to experiment, and retailers have tapped into that market by producing more trendy underwear and

gives more choices, so we are more willing to spend.

However even though the 16-24s do not have the highest expenditure has the older age group we are more willing to spend frequently such generation more profit.



As we can see from the findings (in Figure 2) we can tell that 41.4% of the 16-24s prefer to shop for fit and then 34.1% also shops for quality. The result is showing that we care more about fit and quality than the brand. We also care about the price with 51.3% agreeing that it is a significant factor when we shop. So going forward, New Look should make sure that the fit and quality of their underwear is great so that we can keep customers as the age up and earn more.

Figure 2: Top 10 factors that drove underwear shoppers to make a purchase in the last 12 months (%), 2015

Driver of spend	Price	Fit	Quality	Convenience	Discounts/ Promotions	Choice	Figure enhancing	Brand name	Fashion	Shopping experience
Total	55.7	41.0	31.9	26.0	17.5	16.8	5.9	5.5	6.0	4.4
16-24	51.3	41.4	34.1	18.8	20.9	21.1	12.3	7.7	17.0	5.3
25-34	55.9	37.4	29.8	18.5	15.3	14.0	6.9	6.8	7.8	4.8
35-44	56.5	39.4	28.7	22.2	18.1	13.6	6.5	4.8	6.7	4.2
45-54	60.1	43.8	29.7	26.4	19.1	14.4	4.3	3.1	2.6	3.6
55-64	58.7	42.8	34.6	29.2	16.9	18.9	4.3	4.6	1.7	4.4
65+	52.4	40.4	34.7	32.4	16.0	18.5	4.4	6.5	1.4	4.3

Also, we can see from the brand position map for the lingerie market that New Look is one of the few brands which categories to the fashion lingerie category at an affordable price and in the mainstream market.

Figure 3: Underwear positioning Map, 2015



Consumer Board



From all the information I have gathered from the Verdict research I have come to the conclusion that the consumer we are aiming at is someone who is young and is interested in technology and has just started higher education, they have just started their first jobs and have limited income. They also have a very keen eye for fashion and love the sexy fashionable lingerie but can never find her size.

Comparative Shop Report



In order to continue with my research my research, I will be visiting underwear retailers locally and on Oxford Street to do my comparative shop because it is the primary location for a majority of the underwear flagship stores. I will be looking at the products that they stock along with how they merchandise their floor. In addition, I will be looking at what size bra they stock along with the price and design. I will be carrying out the comp shop at the following stores: New Look, Ann Summers, Bravissimo and Selfridge's & Co Body Studio.





NEW LOOK Comp Shop

The flagship store for New Look in Oxford Street has a tiny lingerie section. The bra on display was the regular size bra from size 32 to 38 inches with cups A to DD and about three designs from E to G cups. The designs were all in plain bright coloured lace but now patterns and priced at £7.99-14.99. The plus size bras were not on display. The plus size range goes from 40 to 44 inches in cups C to F on some designs. These bras look more grown up than playful for the younger market.





Though they have the sizes for the bigger bust, it does not have much as the smaller bust, so they do not have many options for the bigger bust. Then when it comes to the display of the garments, it was excellent, and there was nothing on the floor.



They made good use of the small space they were given, and the back wall is very well lit. They also had some mid-floor fixers on the floor with stock. They also had a little part that was badly lit and had the stock underneath the shelf where you could not see the stock.



Comp Shop Ann Summers

They are a brand more aimed at the 20+ years old as their lingerie is more proactive and revealing and not suitable for the younger market such as 16-19s. However, they do have some pieces that would suit the younger age group.

Also, they do have back sizes from 30 to 38 inches and cups A to F then they have plus size range that is back size 32 to 40, and the cup sizes up to H. Their prices for some items are reasonable but on the other hand, some are priced at £26+ prices are high for the target market.



As for the shop, it is very dark and not well lit, and I cannot see the garments well. However, as for the display, it is done quite well, the fact that they have a section for everything. Conversely, they have packed too much onto the bars, and it looks like they are going to fall off. One of the good things they do in-store, however, is to offer Bra fitting service which I believe New Look should offer as well.



Comp Shop BRAVISSIMO

They are one of the few lingerie brands in the UK that caters to the bigger bust but their prices are high and not feasible for the younger market. The sizes they have are 28 to 40 inches on the back and the cup sizes D to L. They have very coloured and trendy bra patterns and offer a broad range of choices but the big factor are the prices and they start from £22 and goes up in price. Clearly, these prices are out of the price bracket for the younger

generation, given the current economic climate.

They also offer an excellent service in their store where they will offer free bra fits to help you choose the best bra for your size and also what would look good on you. The store is well-lit and has space to move around with the stock being displayed very well with minimum product on the floor. The fixture is positioned well and makes you feel like you are walking in an 'S' shape. Also, the front window of the store has done well, and it showcases that they do brilliantly patterned lingerie along with solid colours and that they have different bra designs.

SELFRIDGES & CO

THE NEW

Comp Shop

BODY STUDIO



The Body Studio at Selfridge's & Co has a selection, of brands that do different lingerie. All the brands have a different size order for certain bra design and some of the bras will go up to FF, G or H. As for the H sizes, they only go up to 38 inches and not 40 inches like certain bras do. The design of the bras as a full-coloured range but they are mostly dull colours and no pattern. The overall design of the bras is standard with no outstanding design for the bigger busted.



However, as for the smaller sizes, there was lots of different design that was sexy and fashion forward. Also, the prices for these bras are £25 + and are more than what my aimed target market could afford. Also, the Body Studio section of the store

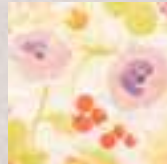


had an eye-catching layout as soon one walk into the department. The first thing you see is a mannequin in an interesting pose; that draws your attention, then you see the clothes that are layout in rows, and there is not much stock on the shop floor.





Outfit 1
Nightgown Kimono Long
Price: £16.99
Fabric: 100%
Colour Option: 4
Sizes: 8, 10,12,14,16, 18



Outfit 2
Nightgown Kimono
Short
Price: £15.99
Fabric: 100%
Cotton
Colour Option: 4
Sizes: 8, 10,12,14,16, 18

NEW LOOK
Liatop Spring/
 Summer
 2017
Range PAn



Outfit 4

Fabric: 100% Cotton

Colour Option: 4

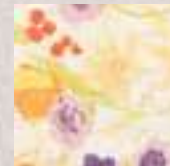
Briefs - Price: £4.99

Sizes: 8, 10, 12, 14, 16, 18

Bra 2 - Price: £12.99

Sizes: 32 - 40 Inches with
Cups E - J

NEW LOOK
Liatop Spring/
Summer
2017
Range PAn



Outfit 3

Camisole - Price: £14.99

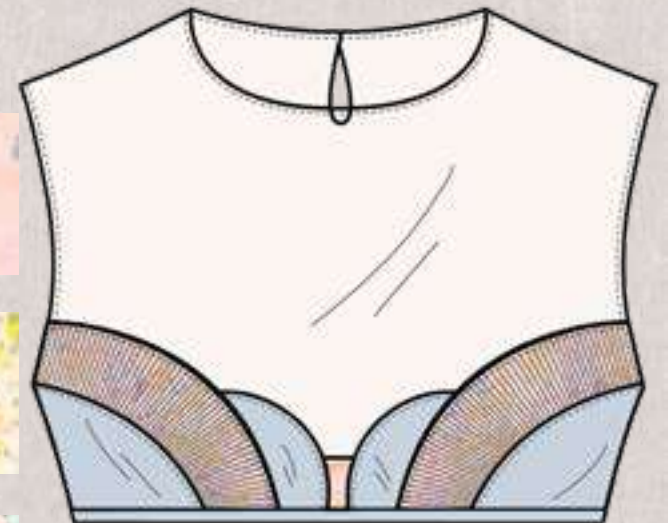
Shorts - Price: £9.99

Fabric: 100%

Cotton

Colour Option: 4

Sizes: 8, 10, 12, 14, 16, 18





Outfit 5
 Fabric: 100% Cotton
 Colour Option: 4
 High Waisted Briefs-
 Price: £6.99
 Sizes: 8, 10, 12, 14, 16, 18
 Bra 2 - Price: £12.99
 Sizes: 32 - 40 Inches
 with Cups E - J



Outfit 6
 Fabric: 100% Cotton
 Colour Option: 4
 Boxer Briefs- Price: £4.99
 Sizes: 8, 10, 12, 14, 16, 18
 Bra 2 - Price: £12.99
 Sizes: 32 - 40 Inches with
 Cups E - J

NEW LOOK
Liatop
 Spring/
 Summer
 2017
 Range Plan



Collection Plan

NEW LOOK
Liatys
Spring/
Summer
2017

This collection has taken inspiration from Japanese architecture along with its beautiful flowers and patterns. The elements I have taken from the Japanese mood board are the bright and youthful patterns and colour but the shape and structure of the architecture.

To create a lingerie range is beautiful with excellent quality craftsmanship and great quality fabric. This collection will have soft lace and not the itchy ugly cheap version. The style of the garments is made to be flattering but comfortable at the same time and overall it will be affordable.

The collection will consist of a long and short kimono inspired nightgown. There is also a camisole with match shorts and then three different bra styles with high waisted, boyfriend and normal knicker.

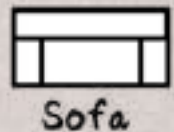
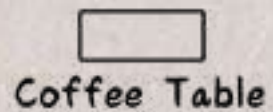
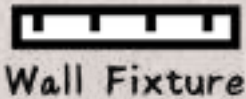
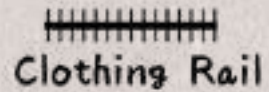
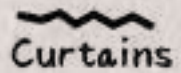
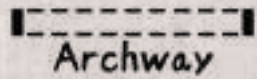
Mood & Concept

NEW LOOK
Liata
Spring/
Summer
2017



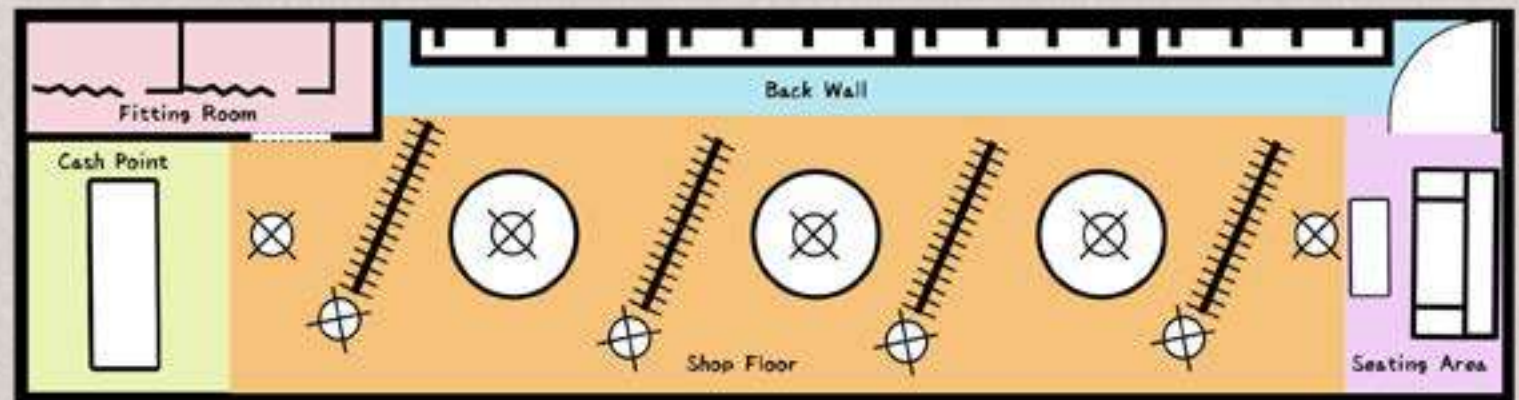
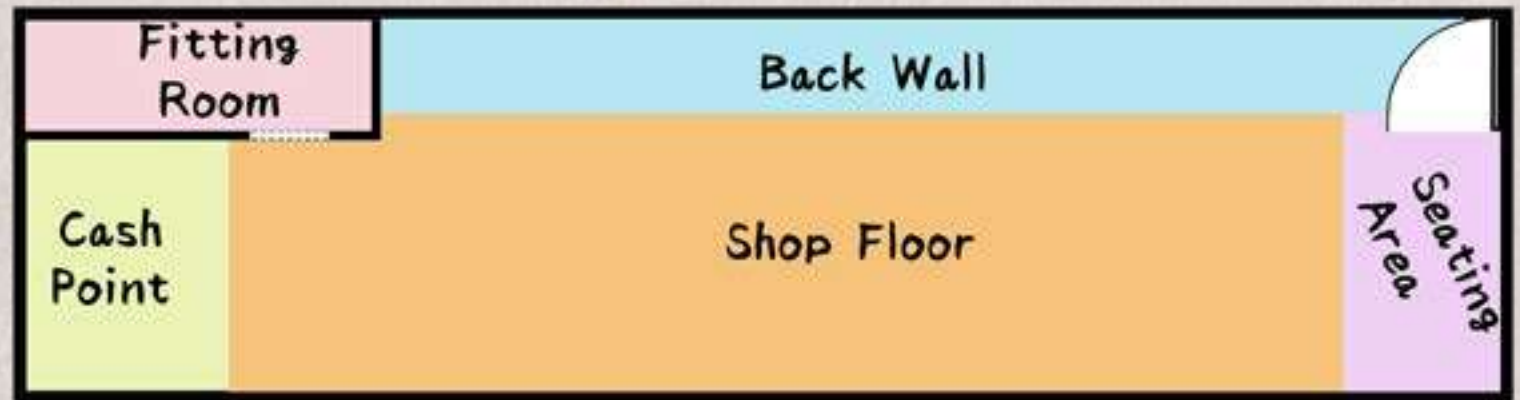
MALIO

Keys



Floor Plan

NEW LOOK
Liata
Spring/
Summer
2017



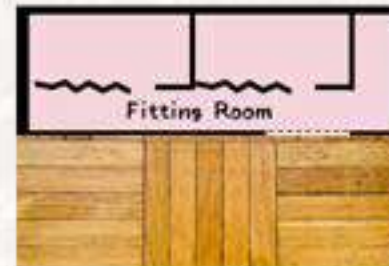
Tranquil



Comfortable



NEW LOOK
Liatop
Spring/
Summer
2017
Store Plan



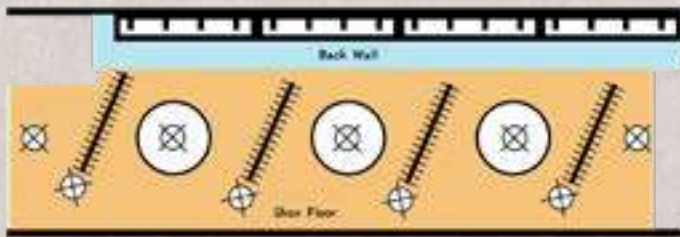
Having It
Thinking
About It
Got It



Definitely
Maybe
My Stuff

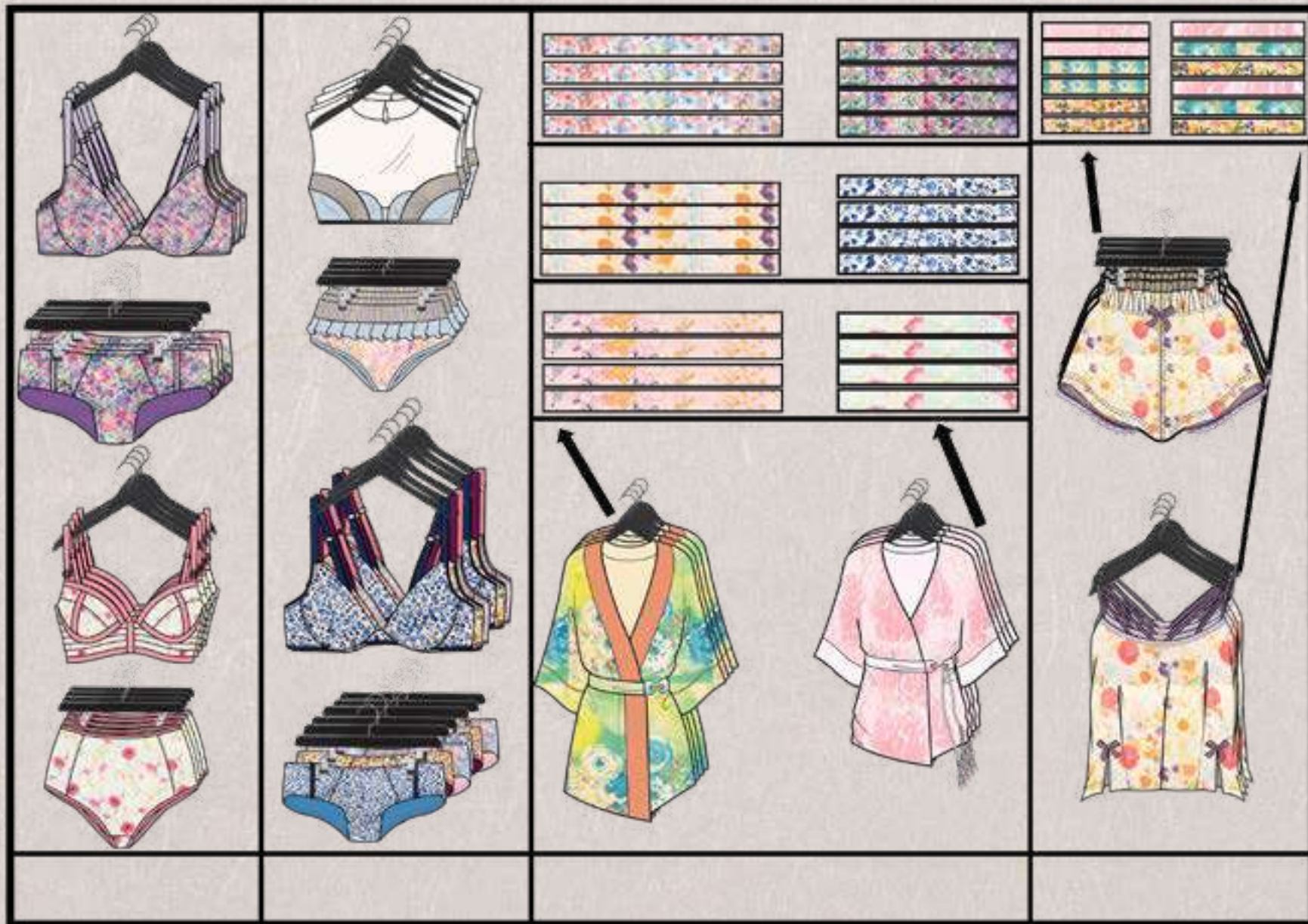


NEW LOOK *Liata* Spring/ Summer 2017 Floor Layout



Planagram

NEW LOOK
Liatys



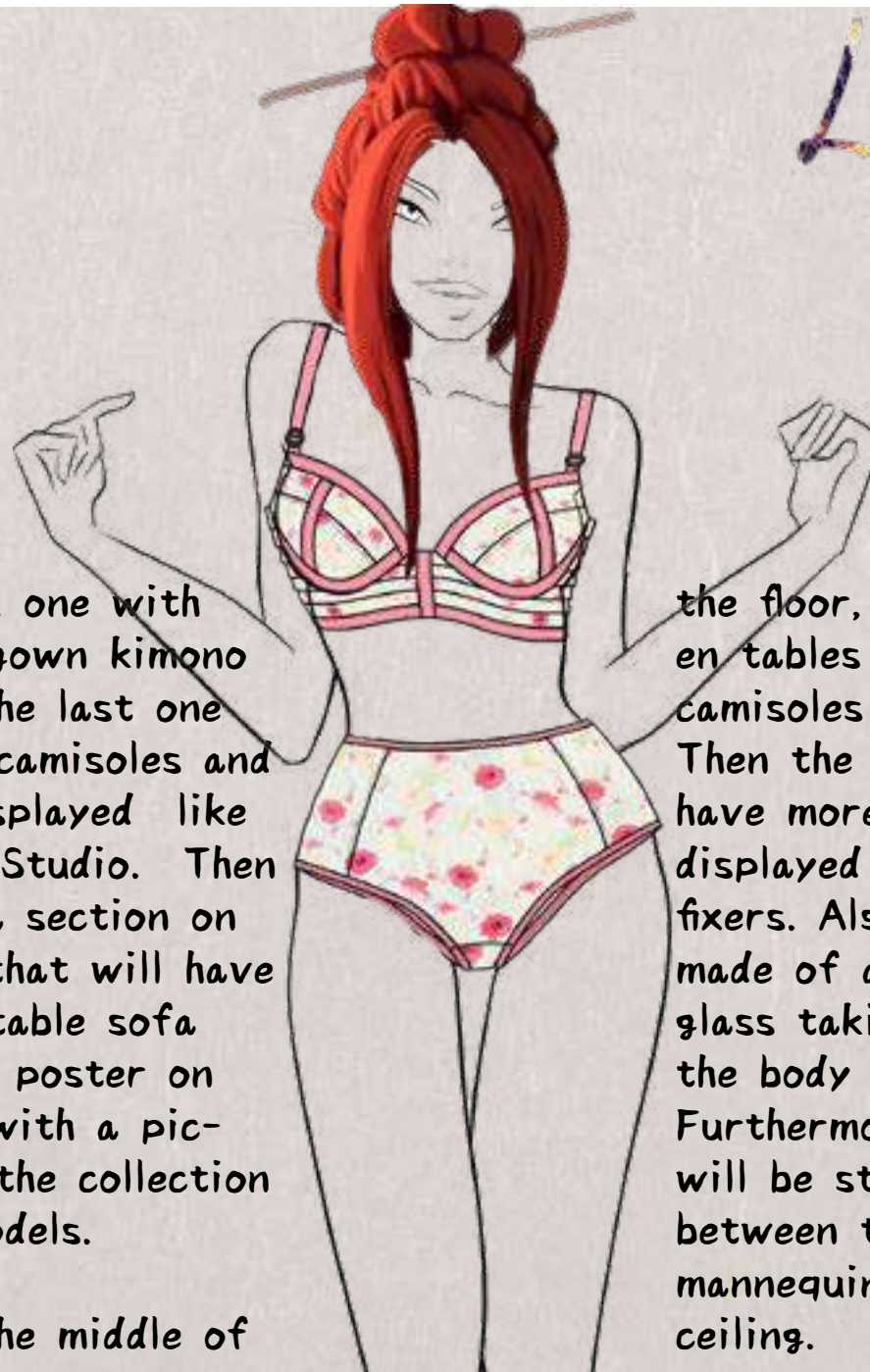
My store layout is a combination of all the stores I have visited for my comp shops. The Layout will be similar to the New Look flagship store with elements from Selfridge's & Co Body Studio. The area will be well-lighted and have soft calming colours.

The back wall fixer unit will be wood with a Japanese screen door backdrop like the ones in from the Body Studio. There will be four back wall fixers with two of them filled with underwear and bra and displayed like the New Look

back wall, one with the nightgown kimono and the-the last one with the camisoles and shorts displayed like the Body Studio. Then there is a section on the side that will have a comfortable sofa with the poster on the wall with a picture of the collection on the models.

Then in the middle of

the floor, there will be wooden tables with the nightgown, camisoles and shorts folded. Then the mid-floor fixer will have more bra and underwear displayed like the New Look fixers. Also, the fixer will be made of a mixer of wood and glass taking inspiration from the body studio and new look. Furthermore, the floor, there will be standing mannequin in between the fixers and some mannequin hanging from the ceiling.



NEW LOOK
Liatop Spring/
 Summer
 2017
 Store Plan

Kelly Brooks For New Look

Kelly Brooks had a partnership with New Look and launched a lingerie collection in April 2006 after the swimwear collection sold out. The range was launched in 175 stores and also online and internationally in Paris. The collection was priced from 5.99 up and with bras just costing £14.99.

With Kelly Brooks being a celebrity and a model that was popular, she was able to bring the celebrity collaboration to the line and brought in customers that were her fans.

Also, with her name being in the press it has generated free publicity for the range.



They had a press launch in one of the stores where on the floor was Kelly Brooks' name in stickers leading to the area in the store where the collection was displayed. Also, there were big posters outside the building of her as the model. She meets with the press and did interview along with taking pictures. Also, there were four more models with her, and they all flew to Paris to promote the collection on the same day.



The collection was also published on sites such as the Daily Mail, Express, and more offline publication. Also, along with online publication and fashion blogs. They did not use their social media platform to advertise such as Facebook and Twitter.





VICTORIA'S SECRET

Victoria Secrets has realised that shoppers need to view shopping at Victoria secrets as part of the regular shopping experience than being a necessity- driven purchase. They have done this by offering a broad range of products. However, along with the products they have made it so that the customer will want to achieve the look than the actual products. When the cus-

tomers shop at Victoria Secrets, they make it feel like an experience and allow customer guilt free indulgence as there is a broad spectrum of prices.



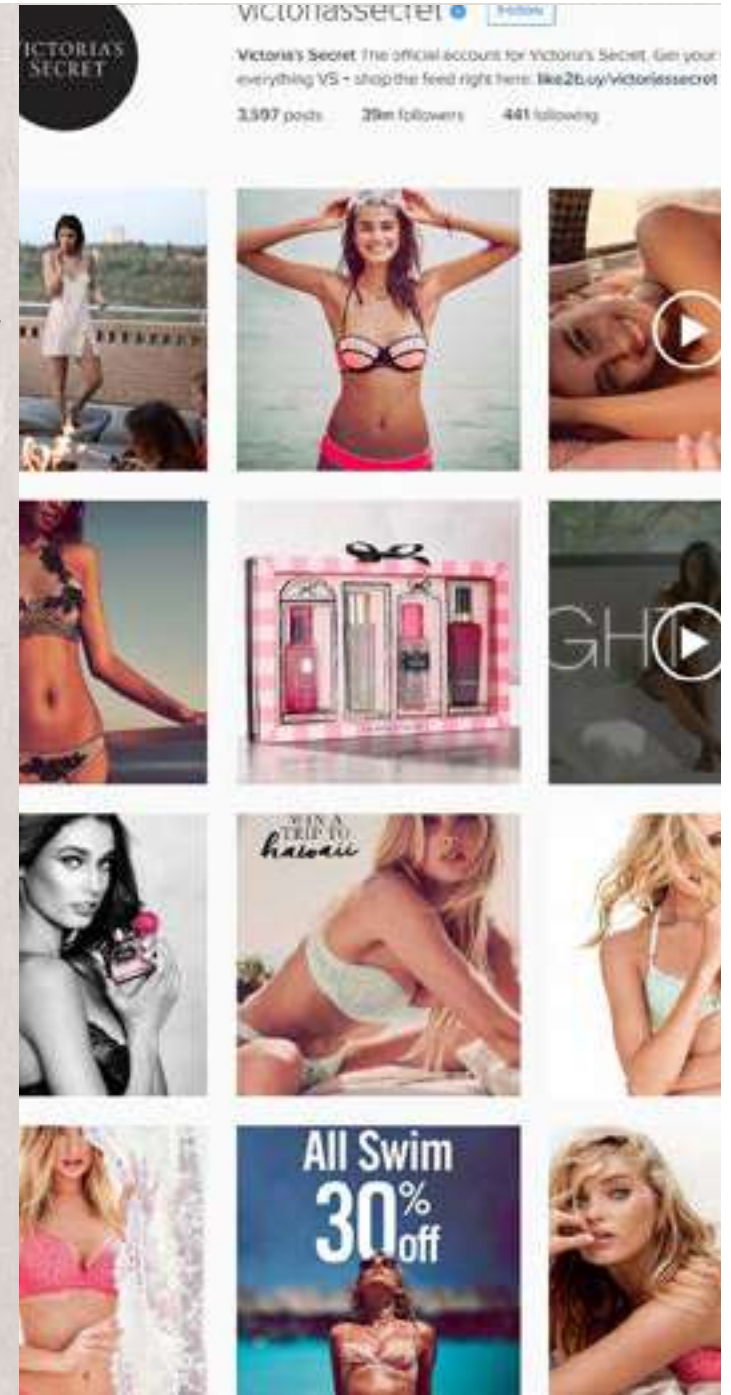
Likewise, as for the stores' atmosphere they had the previous runway show playing on a big screen and along with the colour scheme of their store matches what you expect from the brand. Also, they have a well-thought-out display such as the distinctive angel wing in their Westfield Stratford store that featured in an advert campaign.





This form of merchandise reinforces the brand's message and USP at every opportunity. Also, allows customers to feel like they're a part of the Victoria Secret fantasy world. Moreover, they will like connected to the brand and are a part of the Victoria Secret community which boosts sales.

They also use social media as a way to make their customers feel connected to the brand. They have used Snapchat to show behind the scenes footage when they were preparing for their catwalk show. They posted videos, Instagram and Twitter to promote new collections. They make use of offline publication with adverts in the magazine where their target market frequently reads.



Marketing Tactics

I have gathered my case study of New Look and Victoria Secret previous marketing strategies in which know that I need to engage the consumer and make sure that this collection is in their mind. One of the leading services I got when I did my comp shop was that some of the lingerie retailers offer bra fitting. So, we will be offering free bra fitting in every store that has the collection.

The collection will be launched in spring 2017 in New Looks Oxford Street flagship stores and nine more of their best-selling lingerie stores. There will be a press launch held in the flagship store two days before it goes live in stores. There will be mini interviews with the reporters and posing for pictures similar to Kelly Brook's launching her collection. In addition to promoting the collection, I will be doing a



variety of different marketing tactics such as:

Direct marketing which is adverts in offline publications such as New Look, Grazia and Stylist with an advert page. Also, for the on-line publication such as bloggers to review the collection to entice customers.

Also, there will be a leaflet in stores to inform the new look customers that a store near them will have the new collection soon. Furthermore, the leaflet will go into the online order bill packaging and



The image shows a promotional banner for the New Look Lingerie Collection. At the top, the 'NEW LOOK' logo is centered, with navigation links for 'NEW IN', 'WOMENS', 'SHOES & ACCESSORIES', 'MENS', and 'SALE' on either side. Below the logo, a banner reads 'NEXT DAY CLICK & COLLECT NOW FREE OVER £80'. The main visual features the 'NEW LOOK Lingerie Collection' logo in a colorful, stylized font, with the tagline 'The most fabulous accessory to every outfit.' and an illustration of a woman in a bikini. A large 'COMING SOON!' button is prominently displayed. Below this, there are links to 'DOWNLOAD OUR APP' for both the App Store and Google Play. A black bar highlights the brand as a 'DAILY INSPIRATION' and 'FASHION RETAIL BUSINESS OF THE YEAR'. Social media icons for Facebook, Twitter, Tumblr, Google+, YouTube, and Pinterest are shown. At the bottom, there are links for 'GIFT CARDS', 'YOUR ACCOUNT', 'DELIVERY', 'RETURNS', and 'PRIVACY POLICY'. A footer section contains contact information and a note about email subscriptions.

NEW LOOK

NEW IN WOMENS SHOES & ACCESSORIES MENS SALE

NEXT DAY CLICK & COLLECT NOW FREE OVER £80

NEW LOOK Lingerie Collection

The most fabulous accessory to every outfit.

COMING SOON!

DOWNLOAD OUR APP

Download on the App Store GET IT ON Google play

DAILY INSPIRATION

Facebook Twitter Tumblr Google+ YouTube Pinterest

NEW IN WOMENS SHOES & ACCESSORIES MATERNITY PLUS SIZE MENS TEENS TREND SALE

GIFT CARDS YOUR ACCOUNT DELIVERY RETURNS PRIVACY POLICY

You are being emailed by us after requesting to receive our newsletter either when you made a purchase online or subscribed at www.newlook.com

We do not reply to e-mails from this address. For further assistance, please visit our contact page. To remove yourself from our mailing list, please [unsubscribe here](#).

To make sure our e-mails get to you and avoid junk and spam folders, please add look@fashion.newlook.com to your address book.

Head Office & Registered Office
New Look Retailers Ltd, New Look House, Mercury Road,
Weymouth, Dorset, DT3 9LJ

Registered in England with Co. No. 1616426 Tel: 01305 765000

also in the Bill or promotional offer letters.

Viral Marketing, will mostly be using social media to do the advertising. To start off, there will be an email sent to customers who have previously bought lingerie and also to all new customer with an email informing them that a lingerie collection is coming soon and then a follow-up email to tell them that the collection is available in stores.

Along with the email, there will be a video advert containing only one outfit to promote the collection but with a variety of different body shape models to



showcase that the range is for everyone. Then video advert will be advertised on YouTube, Instagram, Twitter and Facebook; furthermore, there will be photos that contain the same outfit from the video and will be released on social media counting down the launch.

However, before the launch, there will be photos posted of elements that inspired the collection. The final marketing tactic is to have a competition to promote the collection. The competition will allow customers to win a consultation Bra fitting and an outfit of their choice from the collection.

To win this opportunity, they will have to try and get as much 'likes' as possible within a week from a post on social media by wearing clothing from New Look & Liatojo. This competition will be posted on all the social media pages, the website and also in the adverts for the offline publication.



P
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NEW LOOK

Liatojo

MALIO

The Lingerie Collection that's the most fabulous accessory to every outfit.

Founded in 2016, Liatojo is a brand that creates environmentally friendly clothing for all shape and sizes at an affordable price.

Liatojo is a brand that wants to deliver the greatest craftsmanship with the best fabric to create excellent quality products.

Like Mercy Dobell, Liatojo believes that "The bra has joined the lipstick and heels in becoming one of the beloved symbols of growing ups." So that's why we're teaming up with New Look to bring the bigger busted younger market a range of lingerie that is right for them.

For 2017, Liatojo and New Look present the first lingerie range of floral luxuriance lace, soft cotton and most of all comfortable fit underwear. The range will include camisoles, shorts knickers, and bras. They will all come in 4 different colour choices and pattern designs with prices starting from £3.99.

MALIO

Finical Cost

As for the finance, I first had to work out how much I was going to sell the products for. So, I had a look at what New Look sells their lingerie for and then based the price on that. I then had to do the calculation backwards to work out what it would cost to buy the products. I worked it out by:

Camisole Sizes: 8, 10, 12, 14, 16, 18

VAT is 20% (1.2)

$\pounds 14.99 / 1.2 = \pounds 12.49167$ - round to $\pounds 12.49$

30% is the mark up amount

$\pounds 12.49167 \times 30\% = \pounds 3.747501$ - round to $\pounds 3.3475$

6 is the number of sizes available with 10 units delivered per week

$6 \times 10 = 60$ the number of stock delivered per week

12 is the number of weeks the store is stocking the products

$60 \times 12 = 720$ Units of stock for 3 months or 12 weeks

$\pounds 3.7475 \times 720 = \pounds 2,698.20$

16% is the cost of shipping from China to the U.K

$\pounds 2,698.20 \times 16\% = \pounds 431.712$

$\pounds 14.99 \times 720 = \pounds 10,792.80$

$\pounds 10,792.80 / 1.2 = \pounds 8,994$

Profit with VAT - $\pounds 10,792.80 - (\pounds 2,698.20 + \pounds 431.712) = \pounds 7,662.888$ - round to $\pounds 7,662.89$

Profit without VAT - $\pounds 8,994.00 - (\pounds 2,698.20 + \pounds 431.712) = \pounds 5,864.088$ - round to $\pounds 5,864.09$

Bra Sizes - 32 to 40 inches back and cup sizes E to J which is 24 sizes in total.

$24 \times 10 = 240$ - the number of stock for 1 week

$240 \times 12 = 2,880$ units of stock for 3 months or 12 weeks

$\pounds 13.99 / 1.2 = \pounds 11.6583$ - round to $\pounds 11.66$

$\pounds 11.66 \times 30\% = \pounds 3.4975$ - round to $\pounds 3.50$

$\pounds 3.4975 \times 2,880 = \pounds 10,072.80$

$\pounds 10,172.80 \times 16\% = \pounds 1,611.648$ - round to $\pounds 1,611.65$

$\pounds 13.99 \times 2,880 = \pounds 40,291.20$

$40,291.20 / 1.2 = \pounds 33,576$

Profit with VAT - $\pounds 40,291.20 - (\pounds 10,072.80 + \pounds 1,611.648) = \pounds 28,606.752$ round to $\pounds 28,606.752$

Profit without VAT - $\pounds 33,576 - (\pounds 10,072.80 + \pounds 1,611.648) = \pounds 21,891.552$ round to $\pounds 21,891.55$

Driver of spend	Price	Fit	Quality	Convenience	Discounts/ Promotions	Choice	Figure enhancing	Brand name	Fashion	Shopping experience
Total	55.7	41.0	31.3	26.0	17.5	16.8	5.9	5.5	5.0	4.4
16-24	51.3	41.4	34.1	18.8	20.9	21.1	12.3	7.7	17.0	5.3
25-34	55.9	37.4	29.8	18.5	15.3	14.0	6.9	6.8	7.8	4.8
35-44	56.5	39.4	26.7	22.2	18.1	13.6	6.5	4.8	6.7	4.2
45-54	60.1	43.8	29.7	26.4	19.1	14.4	4.3	3.1	2.6	3.8
55-64	58.7	42.8	34.6	29.2	16.9	18.9	4.3	4.6	1.7	4.4
65+	52.4	40.4	34.7	32.4	16.0	18.5	4.4	6.5	1.4	4.3

Three Months Forecasted Sales/Revenue (For 10 Stores)												
Profit Per Week	£556,344.00											
Week Number	1	2	3	4	5	6	7	8	9	10	11	12
Sales	£556,344.00	£1,112,688.00	£1,669,032.00	£2,225,376.00	£2,781,720.00	£3,338,064.00	£3,894,408.00	£4,450,752.00	£5,007,096.00	£5,563,440.00	£6,119,784.00	£6,676,128.00
Sales - VAT 20%	£463,620.00	£927,240.00	£1,390,860.00	£1,854,480.00	£2,318,100.00	£2,781,720.00	£3,245,340.00	£3,708,960.00	£4,172,580.00	£4,636,200.00	£5,099,820.00	£5,563,440.00
VAT to pay	£92,724.00	£185,448.00	£278,172.00	£370,896.00	£463,620.00	£556,344.00	£649,068.00	£741,792.00	£834,516.00	£927,240.00	£1,019,964.00	£1,112,688.00

Three Months Trading Costs (For 10 Stores)												
Week Number	1	2	3	4	5	6	7	8	9	10	11	12
Cost Of Stock	£556,344.00	£0.00	£0.00	£0.00	£556,344.00	£0.00	£0.00	£0.00	£556,344.00	£0.00	£0.00	£0.00
Shipping Cost	£89,015.04	£0.00	£0.00	£0.00	£89,015.04	£0.00	£0.00	£0.00	£89,015.04	£0.00	£0.00	£0.00

After I had done the calculation, I then input everything into to Excel and I was able to create the costing for every product. Moreover, after I had seen what the profit would be for only one pattern per product I decided to do four styles instead to generate more profit. Though I had increased the profit it still wasn't enough, I then decided to launch the collection in New Look flagship store and 9 of the other stores with the top selling lingerie department.

Three Months Profit or Loss (For 10 Stores)

Week Number	1	2	3	4	5	6	7	8	9	10	11	12
Total Revenue	£556,344.00	£1,112,688.00	£1,669,032.00	£2,225,376.00	£2,781,720.00	£3,338,064.00	£3,894,408.00	£4,450,752.00	£5,007,096.00	£5,563,440.00	£6,119,784.00	£6,676,128.00
Total Cost	£1,936,077.12	£1,936,077.12	£1,936,077.12	£1,936,077.12	£1,936,077.12	£1,936,077.12	£1,936,077.12	£1,936,077.12	£1,936,077.12	£1,936,077.12	£1,936,077.12	£1,936,077.12
Profit or Loss	-£1,379,733.12	-£823,389.12	-£267,045.12	£289,298.88	£845,642.88	£1,401,986.88	£1,958,330.88	£2,514,674.88	£3,071,018.88	£3,627,362.88	£4,183,706.88	£4,740,050.88

Furthermore, from the costs mentioned above I was able to work out the total revenue that I would get for the three-month period that the stock would be in store. I then had to work out how much stock would be made per week in the 12 stores so I did:

$$£6,676,128.00 / 12 = £556,344.00$$

£556,344.00 - 1st-week sales

£556,344.00 + £556,344.00 = £1,112,688 in order to get the 2nd week's sales

I then added 556,344.00 to the previous week sales to get the new week's sales. The sale is then deducted at the 20% VAT.

Three Months Forecasted Sales/Revenue (For 10 Stores)

Profit Per Week	£556,344.00											
Week Number	1	2	3	4	5	6	7	8	9	10	11	12
Sales	£556,344.00	£1,112,688.00	£1,669,032.00	£2,225,376.00	£2,781,720.00	£3,338,064.00	£3,894,408.00	£4,450,752.00	£5,007,096.00	£5,563,440.00	£6,119,784.00	£6,676,128.00
Sales - VAT 20%	£463,620.00	£927,240.00	£1,390,860.00	£1,854,480.00	£2,318,100.00	£2,781,720.00	£3,245,340.00	£3,708,960.00	£4,172,580.00	£4,636,200.00	£5,099,820.00	£5,563,440.00
VAT to pay	£92,724.00	£185,448.00	£278,172.00	£370,896.00	£463,620.00	£556,344.00	£649,068.00	£741,792.00	£834,516.00	£927,240.00	£1,019,964.00	£1,112,688.00

The trading cost only has the cost of sales and shipping cost but no fixed and variable cost has the cost will all be covered by New Look because this collection will just be swap out for the exciting stock in the stores. The stock will be delivered in week one with three weeks quantify the worth of stock and then in week five and nine, another delivery of four weeks' worth of stock will be delivered.

Three Months Trading Costs (For 10 Stores)												
Week Number	1	2	3	4	5	6	7	8	9	10	11	12
Cost Of Stock	£556,344.00	£0.00	£0.00	£0.00	£556,344.00	£0.00	£0.00	£0.00	£556,344.00	£0.00	£0.00	£0.00
Shipping Cost	£89,015.04	£0.00	£0.00	£0.00	£89,015.04	£0.00	£0.00	£0.00	£89,015.04	£0.00	£0.00	£0.00
Total Costs	£645,359.04	£0.00	£0.00	£0.00	£645,359.04	£0.00	£0.00	£0.00	£645,359.04	£0.00	£0.00	£0.00

The profit and loss table shows how much profit would be made over the three-month period. The final profit made is done by doing

Profit = Turnover Costs and Shrinkage

Costs and Shrinkage = £645,359.04 + 645,359.04 + £645,359.04 = £1,936,077.12

£4,740,050.88 = £6,676,128.00 - £1,936,077.12

This profit is a good amount for such a small period the stock is in store. In addition, as this is collaboration I would get a percentage of the profit which will be 0.25%. The money I will make is £4,740,050.88 x 0.25% = £11,850.13

The table below shows the cost and shrinkage value of £1,936,077.12 as a fixed cost across all 12 weeks even though the table above is showing that I have split the delivery in 3 to demonstrate the accurate profit and loss calculation.

Three Months Profit or Loss (For 10 Stores)												
Week Number	1	2	3	4	5	6	7	8	9	10	11	12
Total Revenue	£556,344.00	£1,112,688.00	£1,669,032.00	£2,225,376.00	£2,781,720.00	£3,338,064.00	£3,894,408.00	£4,450,752.00	£5,007,096.00	£5,563,440.00	£6,119,784.00	£6,676,128.00
Total Cost	£1,936,077.12	£1,936,077.12	£1,936,077.12	£1,936,077.12	£1,936,077.12	£1,936,077.12	£1,936,077.12	£1,936,077.12	£1,936,077.12	£1,936,077.12	£1,936,077.12	£1,936,077.12
Profit or Loss	-£1,379,733.12	-£823,389.12	-£267,045.12	£289,298.88	£845,642.88	£1,401,986.88	£1,958,330.88	£2,514,674.88	£3,071,018.88	£3,627,362.88	£4,183,706.88	£4,740,050.88

Conclusion

The project has developed into a viable business venture as I have provided elements to support my theories through the research I have done such as the comp shop visits and using secondary research such as Verdict.

With this two source of research, I was able to prove there is a gap in the market for the younger generation that the lingerie retailers is missing, in that, they have been excluding the bigger busted younger mar-

ket as well.

If New Look comes on board with this proposal and we are able to bring this collection to life, it will be a success. But to achieve this success, we need to market the collection in a smart innovative and cost effective way.

The marketing plan I have proposed should guarantee that the collection will be in the consumer minds at all times along with bringing new customers to the New Look brand.



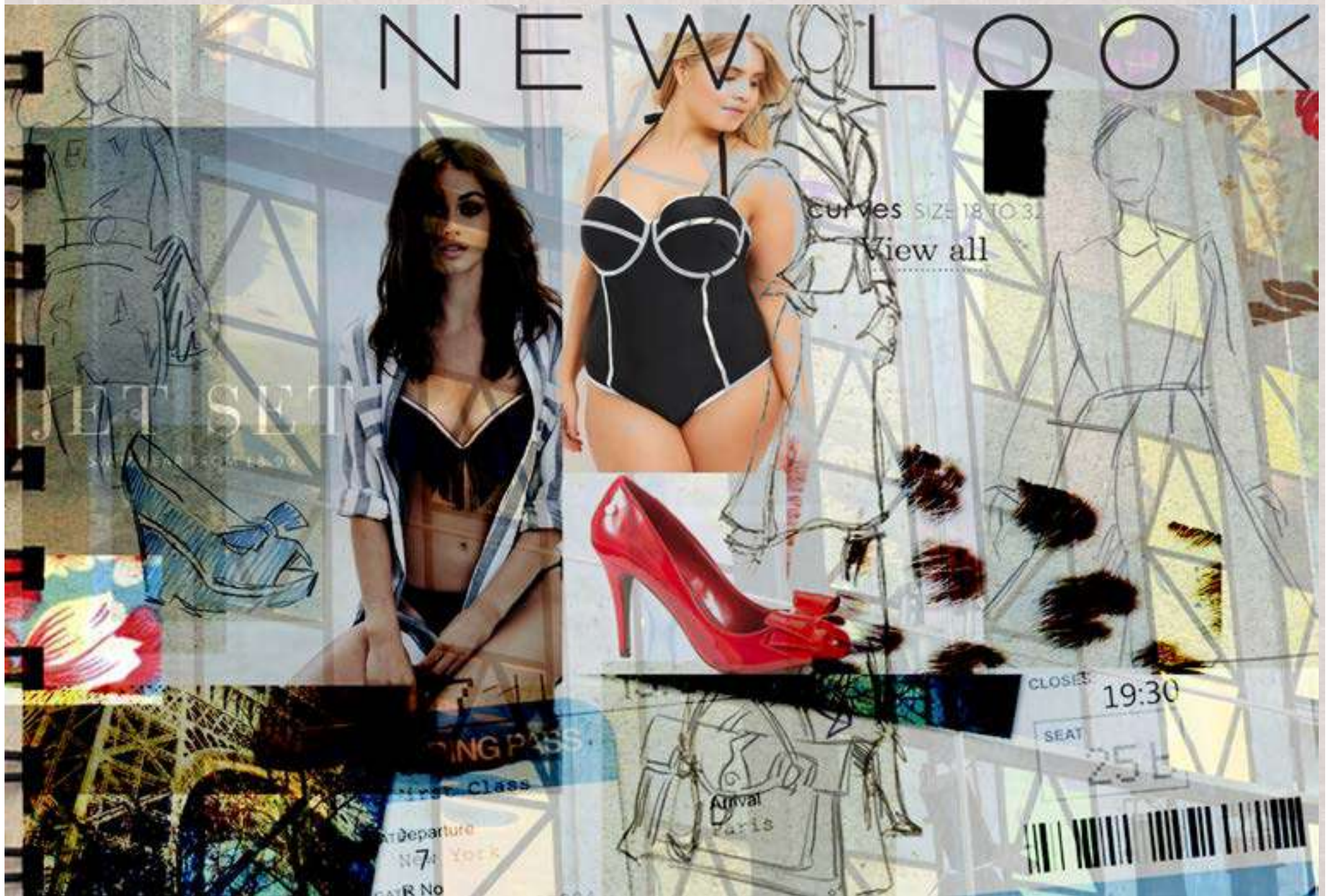


The other main factor to make New Look collaborate with me on this venture is the finance and if it will be a viable business and make a profit. As we can see from the figures, this collection will cost £1.9 million to make but we will get back more than double the cost of making with £4.7 million profits after tax.

In addition, I will also be making 0.25% profit for my brand Liatojo myself. With these figures going forward I have a plan to expand Malio by in-

roducing a swimwear range, along with doing season range such as at Christmas and Valentine's Day.

Nonetheless, if New Look decides that this venture is not for them there are other retailers that I could present this to; such retailers like River Island, H&M, Primark or even Very. The reason I have chosen these retailers is because they already have a standing in the underwear market and they cater to the younger market.



Evaluation

The finish point for my individual negotiated project came when I realised that I had achieved everything I planned for this proposal. The process to accomplish my proposal was fun, educational and a learning curve for me. The first proposal I submitted was a collection of the non-wired bra but after I did some research, I realised that this element of the market was already being developed with new technology from existing retailers. So I went back to the drawing board for my proposal and was sure what to do. However, I was getting so

frustrated because realised that it was summer time soon and I had no fashionable bra to wear; only the old granny ones and those were the only ones I could find in my size and price range. This realisation gave me the idea to come up with a range of fashionable bra for the younger generation at an affordable price. To start of my project, I did a comp shop report so that I could see what product the other lingerie retailers were selling. I discovered however that some of the retailer do cater to the bigger busted but to no surprise, their price was too high and on



the other hand the other retailers have affordable price but the sizes were too small for the bigger busted.

The information I gathered from the comp shop visits were not enough to show why my proposal would work, so, I needed another source of information. So my teacher told me about the market research site Verdict that might have information for me. I decided to use the site and there I found a market report for the U.K underwear market. The information I received was that the 16-24s market was the age group that a lot of retailers have neglected when doing lingerie. This information along with my own research led me to realise that there was a gap in the market that New Look



could fulfil.

The reason I have chosen New Look is that they are a brand that is for the younger generation and they provides excellent quality products. The other reason was that they use to do a fashionable lingerie line with Kelly Brooks for an affordable price for the younger generation but they dissolve the partnership in 2015. Therefore, leaving a gap in their lingerie range so I believe that a collaboration with my Liatojo brand could prove a success.

The part of this project I struggled with were understanding what that the products were going to look like and how I was going to design them in such a short amount of time. Then, I



got informed by my teacher that I could just use flat CAD files and that the place to source them from was WGSN. This solved one of my main problems but then came another problem in how to add the pattern in the way I wanted them. I learned a new method in Photoshop that helped me to achieve the desired look I wanted for my collection. Another new skill I learned while doing this project was using Photoshop to do a planogram for my store layout.

Another major area

I struggled with was the finance! It was hard to know how I was going to fund this collection and what price the products should sell for. In the end, because I chose to collaborate with New Look I realised that they would cover the cost and that I could base my price on their existing products. Therefore, making the finance easier and I learned how to use excel in the process. It goes without saying that this has helped me to speed up the time I would have spent on working it out by hand.

The last section I had

to do was my marketing section which I found to be easy as I have excelled so much in my previous marketing assignment. I took all the knowledge I had learned to put toward my final plan such as doing a press release and creating great adverts and digital elements of marketing.

To finish my proposal, I had to put everything I did into InDesign to present it in a professional format. This process was the most fun along with the marketing section because I work faster and I enjoy it more

when it's a creative activity. This section also took the longest as I always nit pick at everything because I want it to be perfect and well finished. Likewise, I have realised that this proposal as turned into a business plan that I can do an actual pitch to New Look and it being a success. However, I have also realised that if New Look decides not to take this project on that, I can change some elements of it and pitch to another retailer that may take it on. The reason it will be able to be a success with any retailer is because the project is realistic

and achievable business venture that is filling a gap in the market.

With my project, finally finished, I realised that I have procrastinated a lot and I have taken a step back on the progress I have made when doing my previous assignments. In addition, I have also calmed down and not panic because I realise that I have all the knowledge and skills to accomplish this project. Furthermore, this project has taught me that you're your ideas can become an opportunity just as long as you do the relevant research, have self-belief, and put all your effort in to make it a success.

