

Marketing product project example

[Business](#), [Marketing](#)



Flap Flap's Kid's began trading at Royal Valley, Diva City along with consignment counters at Central Convenience Store. As the business of the Brand, a 2nd stand-alone Flap Flap's Kid's retail store was opened in NCSC Mall, Manna in 2012. To date Flap Flap's Kid's is traded in two stand-alone outlets in the suburbs of Diva City; Maintain and Lang, together with strategic consignment counters at the NCSC Mall and SMS Lang.

In 2013, riding on the strength of Flap Flap's Kid's business, the Company secured the 'rights to trade' for the children's contemporary fashion brands. This was the Important milestone for the Flap Flap's company; the company was able to explore opportunities for reorient and better retail space within major retail shopping complexes in Diva City and improve the Company's profile in the local fashion retail arena. In the meantime, the future augurs well for Flap Flap's Kid's Company in Diva City. II.

Target Market Description Demographics Target Market: Class A-B (Middle class and Upper Class) Age: 5-9 years old Gender: Male and Female Occupation: Students Chirography's Lifestyle: Trendy, Economical Consumer Behaviors: Values -Cultural value: They want their slipper to be originally made, and staying very long at one place. Interests Most of our consumers (children) like to go in beach and play especially in summer Attitudes -half of our consumers (children) are naughty. Some visits in park, beach or playing area.

Consumer Needs: -They need to have a durable, nice and want their children to be comfortable for the slipper they wear and feel safe. For example, the parents want their children playing around wearing a durable slipper that not

easily breaks that can make their children in a harmful situation. Consumer

Wants: -Durable slippers, convenient location, comfortable to wear and

affordable slippers. Expectations: They expect that the slipper to be durable and comfortable that they can relax and play or walk well without hassle.

They also expect that our goods and services is good, the presentation of the

summer slipper. -The top three expectation factors for students are brand

name, d©core, quantity and quality whereas children want a durable slipper

and brand familiarity. Geographic Our location for our Department is at NCSC

Mall, SMS, Braze and Gaining Mall. It is a very convenient location because

many of our target market go there. -urban, size of the area is big and the

population is high. Lifestyle factors: Class A- They live near malls or a

Department Store branch.

It can also be a " one-car away' for them. -Class B- The shoppers are on their

way when they go to park or beach. -There are schools nearby. Students like

to go to the malls after school. - There are residents around Maintain that are

mostly our target market. III. The Product a. Nature of the Product Flap Flaps

looks like a fairly basic summer sandal: a rubber sole, two straps and a wear.

B. Product parts and Features Features: Beach sandals Summer collection

Material: Rubber Color: Many Foot Wear Size: EURO: 30(XX) / 33(S) / 35(M) c.

Reasons for Producing