

Example of company product background essay

[Business](#), [Company](#)



The company's concept is to bring sporty and fashionable clothing into the United States market using the cheap resources available in China. Actually, this is how the idea came up - we noticed that most of sportswear available in the market lack that fashion touch and we thought that we could provide them with fashionable sportswear because the existing sportswear lacked that touch of fashion. Our background began with noticing that outsourcing manufacturing from global sporting brands in China could provide a good option for manufacturing at a considerably lower cost as compared to manufacturing such clothing in the United States. We envision the clothing to appeal to the growing number of women going for trendy sportswear, which are not readily available in the market. With the help of professional designers in California, this new idea will prove successful in the US market. After realizing this unique opportunity, developing our principal brand quality sportswear that could distinctively stand out of other sportswear available in the market proved profitable. The target market includes both males and females, with females constituting a larger percentage of the market. Even though the criteria may vary, majority of our customers share a common positive reception of how fashionable and quality sportswear improves image, performance, and morale.

Our company will achieve such consistency in quality through designing products with the help of professional designers based in California. The products are then manufactured at predefined standards at Chinese companies, which also manufacture and export clothes to the United States. The fundamental feature of our products is their fashionability and durability. Sport wares must have the ability to survive some of the harshest

environments required of any garment, which require regular washing and wearing. In addition, most males and females today require clothes that are more fashionable such that they can be worn even when someone is not performing any sports activity.

Our company is on the verge of changing the face of the sportswear market in the United States by rejecting the standard and pushing the boundaries of development of sportswear. Our company is genuinely innovative in all facets including product design, design range, delivery methods, and IT systems. Our company is the first of its kind to introduce fashionable sportswear and we have collaborated with experienced designers in respective fields to introduce new concepts such as D-woman fashion look range, which is designed by Christine Miller, the exclusive Caniff Line Tailor. We will also work other designers from California to come up with more fashionable sportswear that appeals to both men and women.

The product that our company is going to launch into the market is a fashionable sportswear, which is also trendy for both males and females. The idea for this new product came after realizing that the current sportswear available in the market are not fashionable and trendy, and also lack the athletic touch sought by some individuals. From our market research, we noticed that women spend more on clothing as compared to men, and they like fashionable clothes. Therefore, the focus of the company will be on women's clothes since they provide a bigger market. The uniqueness of the product is that it is fashionable in addition to its sporty look. Owing to the fact that the product is manufactured in China at considerably lower cost, our company is able to sell at considerable lower prices and get high

turnover. From the market research on sportswear market in New York, people spend an average of \$1, 700 on sportswear, a value that shows that the target market is profitable.