

NATURE'S WEAVE



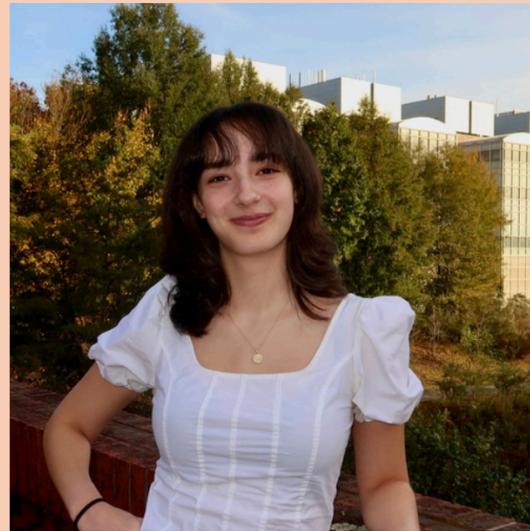
FTM 310 (001) - Final Project

Our Team



Marketing

Katelyn will focus on our target audience, marketing segmentation, and understanding market dynamics. She will establish our marketing goals and objectives. Lastly, implementing our marketing plan and monitor our marketing efforts.



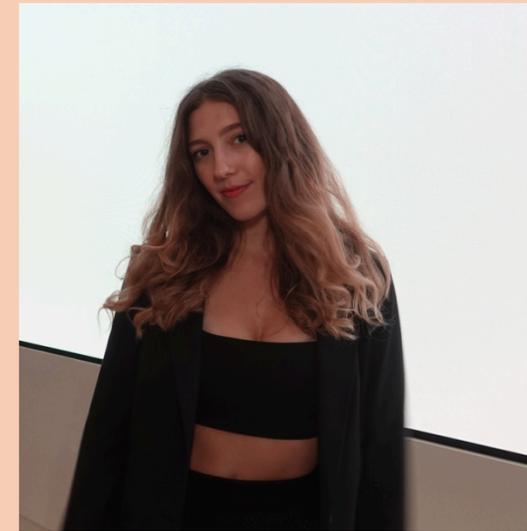
Sustainability

Mira will serve as a point of contact for all members within the supply chain, allowing for greater transparency to be achieved and communicated effectively, which will then allow for increased brand loyalty and sales.



Sustainability

Jaxon will help ensure we source from manufacturers that share our environmental and ethical principles. While also working with packaging, shipping distributions, etc. He will work with material choices, getting proper certifications for our products, and help marketing push our eco-benefits to our consumers.



Design

Isabella's role is to develop the specifics, including the collections, fabric selections, and intended uses. She will meticulously review designs to ensure they authentically reflect the company's core values and support our overarching objectives.



Design

Alyson will work as a designer on the design team to ensure overall cohesiveness of the brand. She will also be working alongside the risk management team with focus on the future of the company with sales and creative developments.

Mission of Nature's Weave



“Offer stylish and eco-friendly apparel for all, crafted with quality, sustainability, transparency, and ethical practices at the core of everything we do.”

Emerging Opportunities

01.

Sustainability & Green Fatigue

- Consumers are skeptical of brands' business practices
- "Consumers want organizations to step up and show proof of their eco pledges."

02.

Rise in Artificial Intelligence

- Businesses need to use AI to their advantage to "improve efficiencies and processes, and balance this with preserving a human touch".

03.

Social Commerce

- Consumers want to be entertained by brands through social media platforms. Brands need to focus on telling them a story leading to a purchase.

04.

Personalized Communication

- Brands should embrace engaging with consumers personally to create longterm customers. Examples include SMS texts, chatbot marketing.

Target Market

- Our target market is the older age range of Generation Z and the younger age range of Millennials, specifically 22-35 years old.

- Generation Z is the largest generation across the world, accounting for 25% of the world's population.
- They are between the ages of 12-25 and have a purchasing power of \$360 Billion.
- The fashion industry is their favorite entertainment category to spend money on.
- Generation Z has grown up under the lens of technology.

- Millennials are 28-43 years old, spend \$600 Billion annually and make most of their purchases online.
- The majority of Millennials follow their favorite brands on at least one social media platform.
- Look authenticity, local sourcing, ethical production and a great shopping experience when considering shopping from a brand.

- 64% of respondents “recognize the need to compromise the way we live to ensure sustainability”
- 52% would be willing to pay 10% more for a sustainable product

Customer Profile 1



Age: 32

Gender: Female

Marital Status: Single

Ethnicity: White

Income: \$54,000

Customer Name: **Bethany Johnson**

Customer Bio:

Bethany is aware of the negative impacts of the fashion industry on the environment and the people within it. She makes conscious decisions when shopping to combat this.

Goals:

Bethany is looking for an eco-friendly fashion brand that is truly transparent with their customers. She wants to feel good and confident wearing their clothing.

Products or Services Used:

Bethany currently thrifts when in search of clothing as well as uses platforms like Nuuly and ThredUp to limit her consumption.

Customer Profile 3



Age: 23

Gender: Female

Marital Status: Single

Ethnicity: White

Income: \$39,800

Customer Name: Emma Jackson

Customer Bio:

Emma is not as aware of the negative effects of the fast fashion industry. She stay in touch with trends, enjoys online shopping, and exploring new products and brands.

Goals:

She is looking expand into more comfortable basics and sleepwear. She also wants to better understand the negative impacts that shopping decisions can have.

Products or Services Used:

Bethany currently shops from brands such as Zara and H&M and uses platforms such as Rent The Runway.

Competitors

- **Cariloha**

- Bamboo men's and women's apparel and general home goods for the bed or bath.
- Own bamboo fields in China, containing 61 million bamboo plants, allowing them to farm their bamboo organically.

- **Patagonia**

- Leading example of sustainability stewardship.
- "Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis".
- Offer repair and reuse programs for their customers to bring their products back to continue their life-cycle.
- Recycled fabrics, responsibly sourced down, and 100% of cotton from organic farming practices.

- **Mud Jeans**

- Offer "take-back services, mending services, and possibilities for recycling to new fibers at end of life".
- Season-less collections that can be worn year-round.
- Offer a leasing service, allowing consumers to lease jeans that can later be returned for newer styles.

- **Pangaia**

- Intersects science, business, and fashion to form a sustainable brand + innovation hub empowering creators.
- With each new product release, they attempt to solve an industry environmental problem.

- **Boody**

- Bamboo basic-wear, loungewear, and activewear.
- Primarily uses Bamboo-Viscose, arguably the least sustainable bamboo derivation.

Product Lines

- Nature's Weave will launch with two starting collections
 - The Everyday Basics Collection
 - The Sleepwear Collection
- Both crafted from the versatile and eco-friendly bamboo fabric
 - This not only supports our commitment to sustainability but also enhances the comfort and quality of our clothing.
- Both feature men's and women's designs

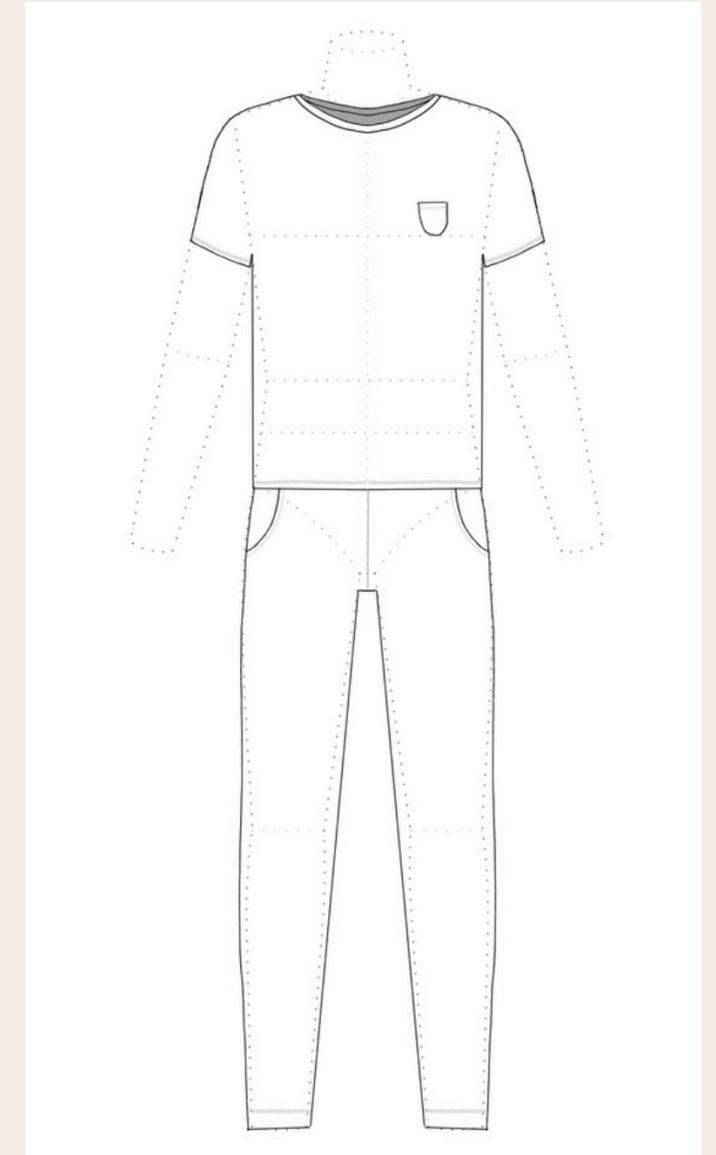
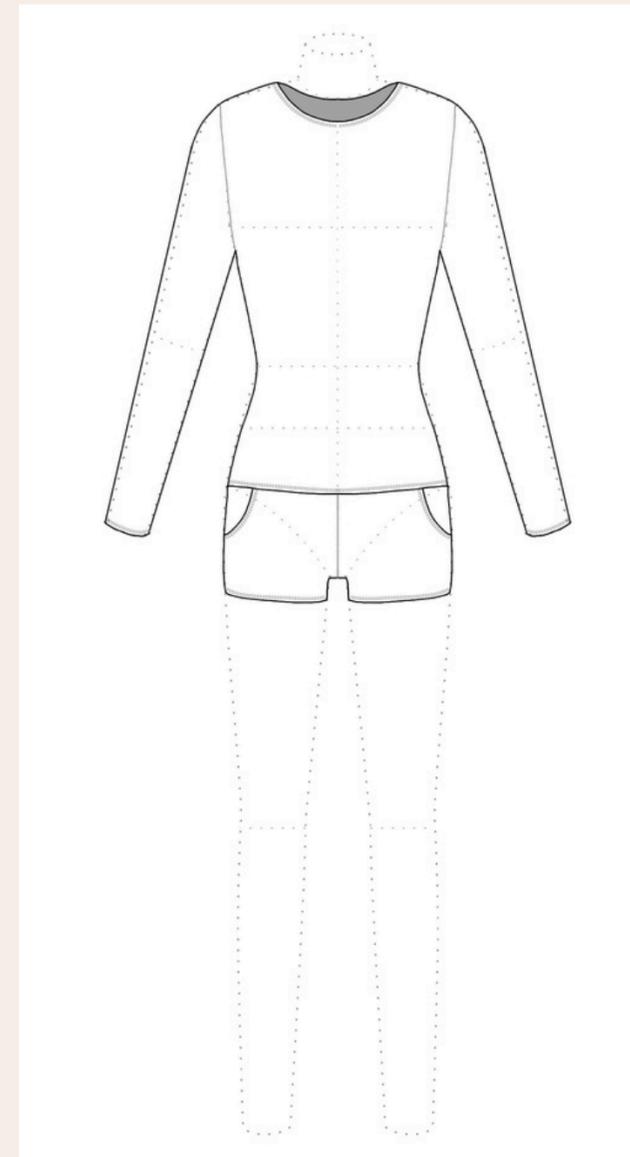


The Everyday Basics Collection

This collection includes:

- Shirts
 - fitted and relaxed-fit
 - long and short sleeves,
 - crew and v-neck styles.
- Pants
 - straight-leg, relaxed, and practical designs
 - ex: trousers, linen pants, and cargo styles.
- Shorts
 - women's casual relaxed fits
 - 3.5, 4, and 5 inch inseams
 - men's relaxed fits
 - 4, 7, and 9 inch inseams
- All items come in a soothing array of earthy neutral colors
- Made from 100% bamboo knits, bamboo/cotton blend knits, and bamboo/spandex jersey knits.

Women's Basic



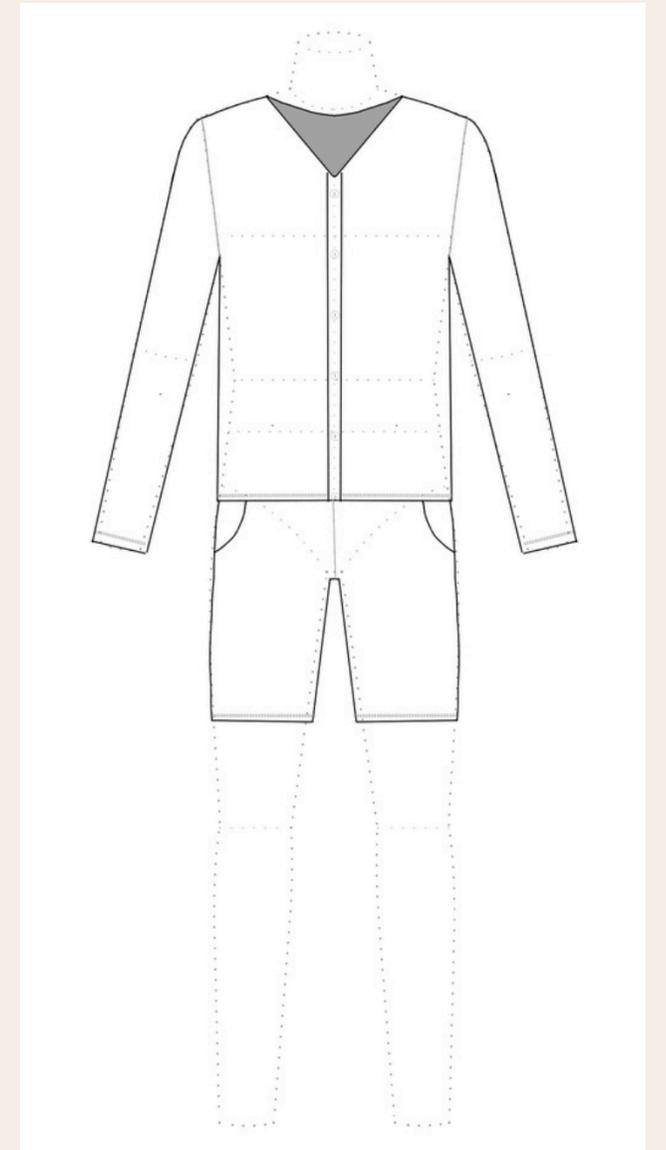
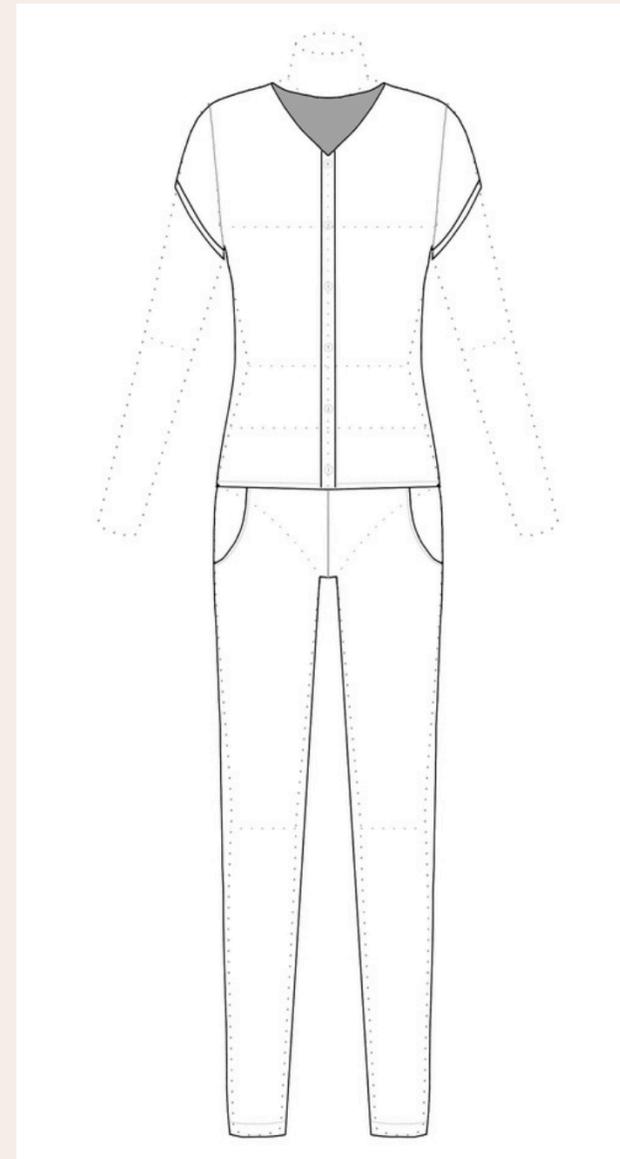
Men's Basic

The Sleepwear Collection

This collection includes:

- Shirts
 - relaxed-fit button-up
 - short and long sleeves
- Matching sets of pants and shorts
 - Pants
 - elastic or drawstring waistbands
 - Shorts
 - align in inseam length to the Everyday Basics
- Colors mirror those of the Everyday Basics
 - possibility of introducing patterns such as classic plaid or bamboo-inspired prints.
- Made from bamboo/cotton blend knits and luxurious 100% bamboo flannel

Women's Sleep



Men's Sleep

Marketing & Promotion



Eco Oriented Branding:

- Ecolabels: Become type 1 Certified (B-Corp, Nordic Swan, FSC)
 - Voluntary, Third-Party Certified Compliance = More Consumer Trust
 - Avoid Greenwashing Fears
 - Extends to packaging use of recycled and compostable materials.
- Biodegradable fabric tags and care labels woven into products
 - Includes a short excerpt on our brand, ensuring that everybody who picks up our products has the chance to learn about who we are and why we exist.
 - Builds a connection between the garment and the consumer
- Brand name and sizing straight onto our products

These choices help to market our efforts towards sustainability, while creating an intentional separation from most products on shelves that have traditional polyester tags and plastic connectors.

Marketing & Promotion

Social Media Campaigns

- Cohesive across multiple platforms.
 - Expose consumers of all demographics to our offerings.
- Offer behind-the-scenes tours of our manufacturing facilities and product sourcing.
 - Connects consumers with our supply chain, showing them where their money goes.
- Offer select deals for interactive consumers.

Campus Collabs

- Partner with college students, similar to Depop Campus Ambassadors.
 - Allowing students to buy our clothes at discounted prices.

ReturnToSender

- Offer promotional discounts to those who return their used clothing to us.
 - Allows us to recirculate those clothes and fibers.
 - Retains customers past their first purchase.

Holiday Specific Sales

- Earth Day
 - % of sales donated to related charities
 - Pushes consumers to buy our clothes in support of other organizations.

Exclusivity

- Produce limited amounts of theme-specific clothes.
 - Push consumers to buy fast, as they may not have another opportunity to own that article of clothing.

First Time Buyer

- 10% off for first-time consumers.
- 10% off if you refer a friend who buys a product from Nature's Weave.

Distribution Channels

E-Commerce/Online Platforms

- Visually pleasing and simplistic, easily accessible and user-friendly, both on PC and smartphone.
 - Built-in map of brick-and-mortar stores which sell our products.
 - Allows for people to try-on and feel our clothing.
- Social Media:
 - Consumers can shop while they scroll
 - Instagram/TikTok

Marketplace Websites and Stores

- Amazon/Walmart
- Ensure our products can be seen and marketed to customers outside of those specifically searching for sustainability-oriented products.

College Campuses

- Immerse college students in how bamboo-clothing can be a sustainable and affordable alternative.
- Pop-up shops that allow for the promotion of our brand.
- Occasionally offering raffles and giveaways for students to become familiar with our brand.

Pricing Strategy

We will take a competitive pricing strategy, keeping our products similar in price to competitor brands. We will match prices exactly, or set them a few \$ higher, while slowly aiming to move to a cheaper price as we build our customer base.

- Bundle pricing for sets and garment packs
- Become as cost-competitive as possible

Basic T-Shirt:

- Cariloha: \$34
- Boody: \$43.95

Men's Boxers:

- Cariloha: \$22
- Boody: \$27.95

Sleepwear Lounge Pants:

- Cariloha: \$45
- Boody: \$61.95

Pull-over Sweatshirt:

- Cariloha: \$89
- Boody: \$79.90



Financial Plan

Nature's Weave is projected to be profitable in the first year of business, with a **net gain of \$10,508**, taking into account all related costs.

Key figures, including the initial budget for start-up costs and a month-to-month profit and loss projection, are pictured to the right.

These projections were formulated using data from relevant companies which already exist in the market, allowing for established sales and costs to serve as a reference for future projections regarding Nature's Weave.

START-UP COSTS/BUDGET

COST ITEMS	MONTHS	COST/ MONTH	ONE-TIME COST	TOTAL COST
Advertising/marketing***	12	\$1,250	\$0	\$15,000
Employee salaries***	12	\$20,000	\$0	\$240,000
Website/Online Marketplace Establishment	12	\$36	\$0	\$432
Rent/lease payments/utilities***	12	\$3,400	\$0	\$40,800
Incorporation Costs	12	\$17	\$128	\$328
Insurance Costs	12	\$64	\$0	\$768
ESTIMATED START-UP COSTS				\$282,328

Profit and Loss Projection

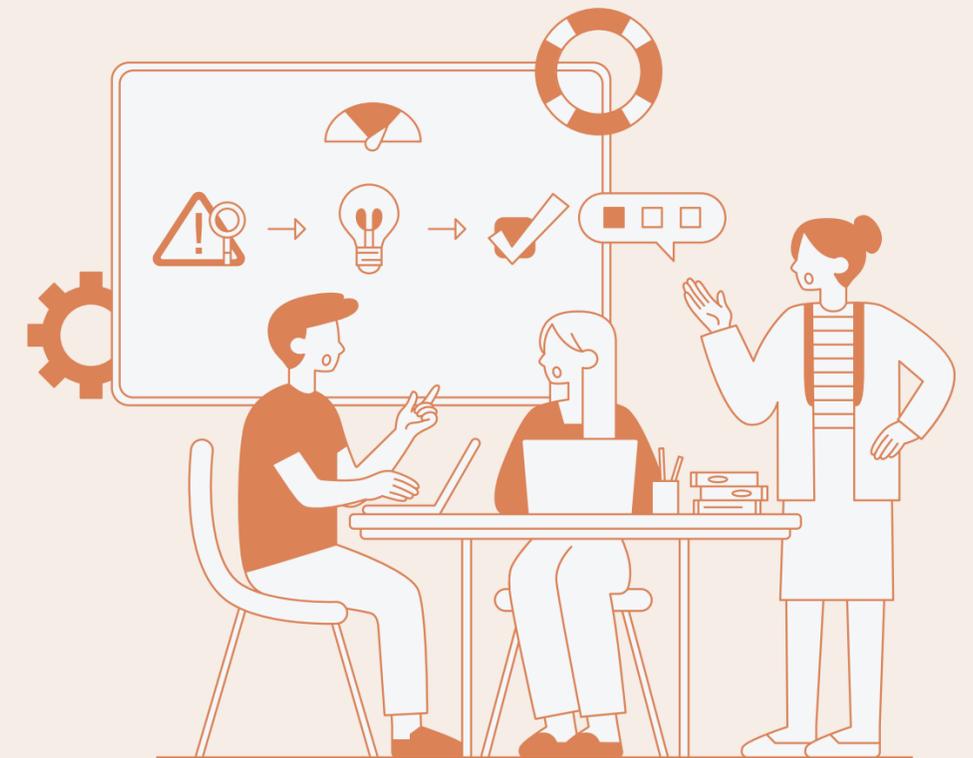
For the period ended, December 31, 2024

REVENUE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Estimated product sales	\$17,430	\$22,655	\$22,432	\$21,389	\$27,856	\$23,765	\$26,345	\$37,567	\$42,389	\$45,268	\$59,234	\$64,879	\$411,209
Less sales returns & discounts	\$0	\$0	\$0	(\$201)	(\$234)	\$0	\$0	(\$280)	(\$385)	\$421	\$0	(\$1,084)	(\$1,763)
Other revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net sales	\$17,430	\$22,655	\$22,432	\$21,188	\$27,622	\$23,765	\$26,345	\$37,287	\$42,004	\$45,689	\$59,234	\$63,795	\$409,446
Cost of goods sold	\$4,358	\$5,664	\$5,608	\$5,347	\$6,964	\$5,941	\$6,586	\$9,392	\$10,597	\$11,317	\$14,809	\$16,220	\$102,802
Gross profit	\$13,073	\$16,991	\$16,824	\$15,841	\$20,658	\$17,824	\$19,759	\$27,895	\$31,407	\$34,372	\$44,426	\$47,575	\$306,644
EXPENSES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Salaries & wages	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$240,000
Marketing/advertising	\$400	\$450	\$450	\$450	\$900	\$900	\$900	\$900	\$900	\$900	\$1,200	\$1,200	\$9,550
Rent/utilities	\$2,800	\$3,017	\$3,256	\$2,976	\$2,998	\$3,115	\$2,965	\$2,934	\$2,867	\$3,217	\$3,311	\$3,403	\$36,859
Other expenses	\$342	\$245	\$263	\$267	\$233	\$246	\$131	\$167	\$234	\$224	\$189	\$167	\$2,708
Total expenses	\$23,200	\$23,467	\$23,706	\$23,426	\$23,898	\$24,015	\$23,865	\$23,834	\$23,767	\$24,117	\$24,511	\$24,603	\$286,409
Income before taxes	(\$10,128)	(\$6,476)	(\$6,882)	(\$7,585)	(\$3,240)	(\$6,191)	(\$4,106)	\$4,061	\$7,640	\$10,255	\$19,915	\$22,972	\$20,235
Income tax expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$609	\$1,146	\$1,538	\$2,987	\$3,446	\$9,726
NET INCOME	(\$10,128)	(\$6,476)	(\$6,882)	(\$7,585)	(\$3,240)	(\$6,191)	(\$4,106)	\$3,452	\$6,494	\$8,717	\$16,927	\$19,526	\$10,508

Risk Management

While building and growing any company, there are always risks involved with a new product. Risks that could happen to Nature's Weave could be as follows.

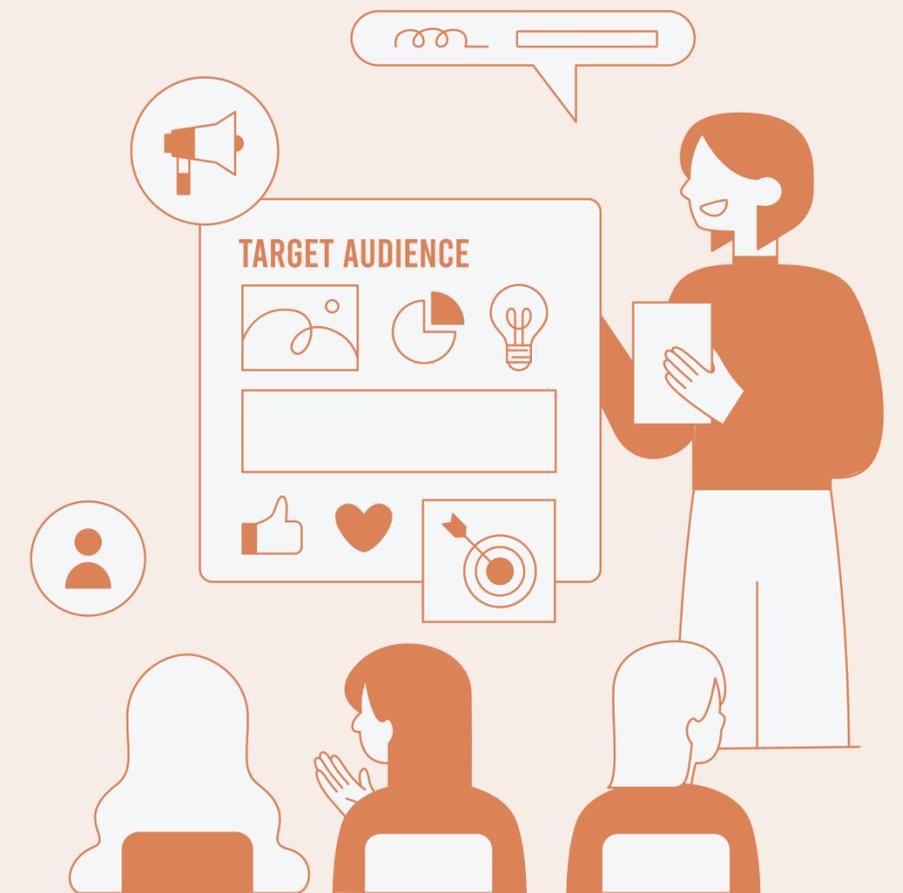
- Due to the effects of global warming we could lose our bamboo supply as well due to other effects such as weather, drought, and incidents.
- There are many risks involved in a company even more so when you are relying on a crop for your manufacturing unexpected things can happen. Bamboo is an invasive species.
 - In order to grow the crop we as a company need to find places where bamboo is invasive and be able to collect the plant for use.



Nature's Weave: The Future

The product and brand evaluation of Nature's Weave will be determined based on the needs and values of the consumers.

- At Nature's Weave, we will strive to offer innovative products that are able to align with our mission statement of being an environmentally friendly brand.
- To keep our brand elevated, we as a brand, need to be able to adapt to the consumers' needs. One of the main needs our consumers are after is eco-friendly brands.
- One concept we discussed was fabrics with fibers made from potato root, allowing for a similar product like our bamboo line that helps to reduce waste in our ecosystems. By doing this as a brand, we are allowing new customers to find us and our existing customers to be able to continue using the brand they love.



A decorative border made of watercolor brushstrokes in shades of orange, green, and blue, framing the central text.

THANK YOU!

Any Questions?

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