

By: Samantha Strandberg

Vera Bradley



# Table of Contents:

Mission Statement.....	pg.3
Customer Profile.....	pg.6
Model Sheets.....	pg.11
Cost Sheets.....	pg.14
<b>Phase 2.....</b>	<b>pg.23</b>
Concepts.....	pg.24
Development Calendar .....	pg.25
Unit Distribution Spread Sheet .....	pg.26
Invoice.....	pg.27
Floor Plan (Intro).....	pg.28
Key Code Sheet.....	pg.29
Assortment Plan.....	pg.30
Fixture Description.....	pg.31
Floor Plan (Maintenance and Closing Out Phase).....	pg.35
<b>Phase 3.....</b>	<b>pg.37</b>
Marketing Plan Objectives.....	pg.38
Objective Strategies.....	pg.39
Marketing Event Tactics and Deadlines.....	pg.41
Budget.....	pg.42
Evaluation.....	pg.43
Press Kit.....	pg.45



# *Vera Bradley for Target Mission Statement:*

## MISSION:

Vera Bradley for Target is an artful solution to solve real needs that brings joy to the everyday woman.

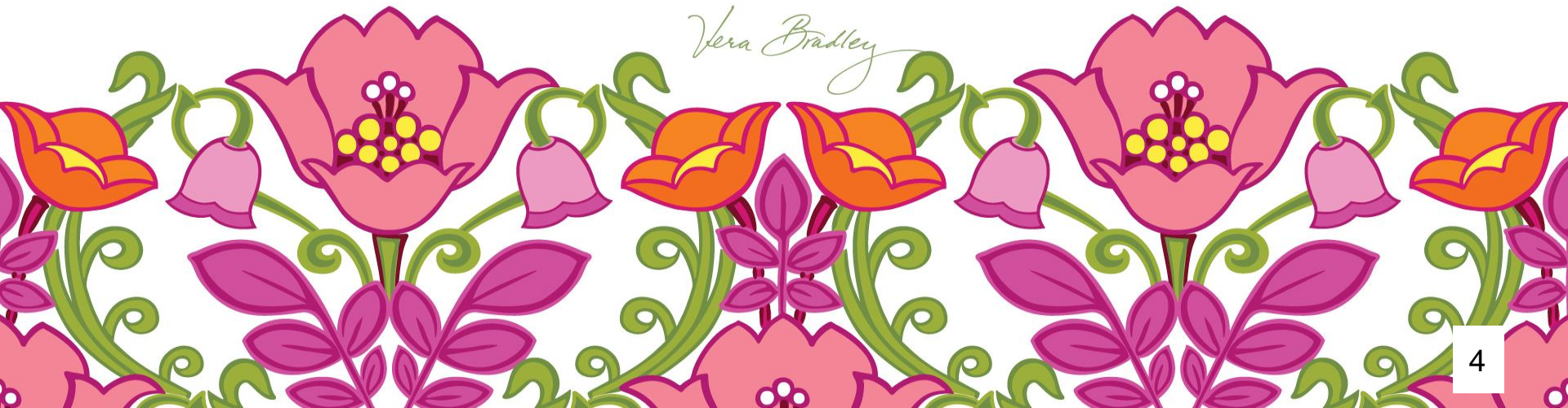
## VISION:

Vera Bradley for Target strives that not one woman will need to sacrifice quality for their unique style.



# *Vera Bradley's Mission Statement:*

At its very core, Vera Bradley is an innovative brand for women. We've always been inspired by the needs of real women, and our proudest moments have been when we can bring communities of women together through their shared love of beauty.





# Vera Bradley's Values:

**Tenacity** – doing the right thing and keeping a perspective on the bigger picture.

We are a relentless force paving the way for new ways to uplift women.

**Thoughtfulness** – paying attention and perfecting the details.

We never sacrifice an opportunity to be inviting, warm, and considerate.

**Optimism** – bringing a light-hearted spirit and fun to every interaction.

We share our bright spirit and good-natured humor through every interaction.

**Empathy** – acting with compassion in our hearts and having an open mind.

We design our products with a deep understanding of our consumer. They are the focus of all we do.

**Kindness** – caring for everyone we meet like family.

We treat our consumers, coworkers, and partners with utmost care.

**Ingenuity** – using creativity to solve problems with flair.

We continually strive for artful solutions to solve the real needs in her life.

# Customer Profile: Demographics

## Geographic Segmentation:

**Region:** Wood Dale, Illinois

**City Size:** Up to 15,000

**Population Density:** Suburban

**Climate:** Temperate

## Demographic Segmentation:

**Age:** 50+

**Gender:** Female

**Household Size:** 2

**Income:** Up to \$30,000

**Occupation:** Retired

**Education:** Some College

## Sociocultural Segmentation:

**Culture:** American

**Religion:** Catholic

**National Origin:** Irish, Italian, German

**Race:** Caucasian

**Social Class:** Working-Class

**Marital Status:** Married

**Psychographics:** Strivers



# Customer Profile: Demographics

## Behavioral Segmentation:

**Brand Loyalty:** Divided

**Store Loyalty:** Undivided Loyalty

**Usage Rate:** Light

**User Status:** Current User

**Payment Method:** Debit Card

**Media Usage:** Newspapers, Magazines, TV

**Usage Situation:** Home

## Affective and Cognitive Segmentation:

**Degree of Knowledge:** Novice

**Benefits Sought:** Convenience, Economic, Comfort

**Attitude:** Positive



# Psychographic: Pinterest

84% 11:41 AM

Search your Pins

CarolJane



Wood Dale

Cooking, Cleaning, HSN! I love my grandbabies Psalms 83:18

58

Pins

0

Followers

9

Following



84% 11:42 AM

Search your Pins

## Quotes to Live By

22 minutes



## Grandkid Fun!

26 minutes



## DIY COCKTAILS

84% 11:42 AM

Search your Pins

## Garden Paradise

34 minutes



## Home Ideas

34 minutes



## Recipes to Make

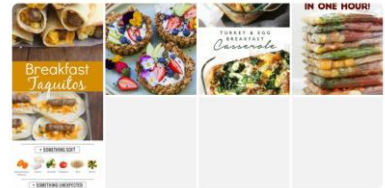
84% 11:42 AM

Search your Pins

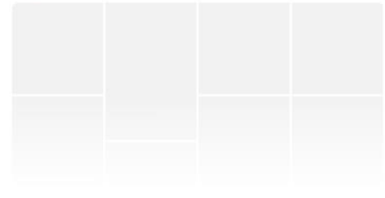


## Recipes to Make

43 minutes



+ Create board







# *Classifications and Sub classifications:*

## Tops:

- Sleeveless
- Short Sleeve
- T-Shirt
- Long Sleeve
- Blouses
- Tunics
- Tank Tops
- Utility Blouses
- Sweaters

## Bottoms:

- Denim
- Skirt
- Pants
- Shorts

## Dresses:

- Fit/Flare
- Swing
- Shift
- Shirdress
- Everyday/Casual
- Wear to Work
- Occasion
- Wrap

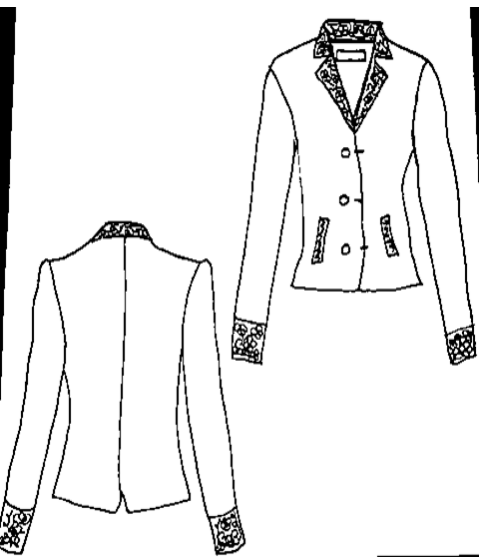
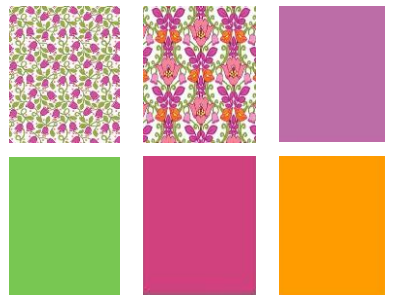
## Outerwear:

- Blazer
- Jacket
- Vest
- Trench
- Parka

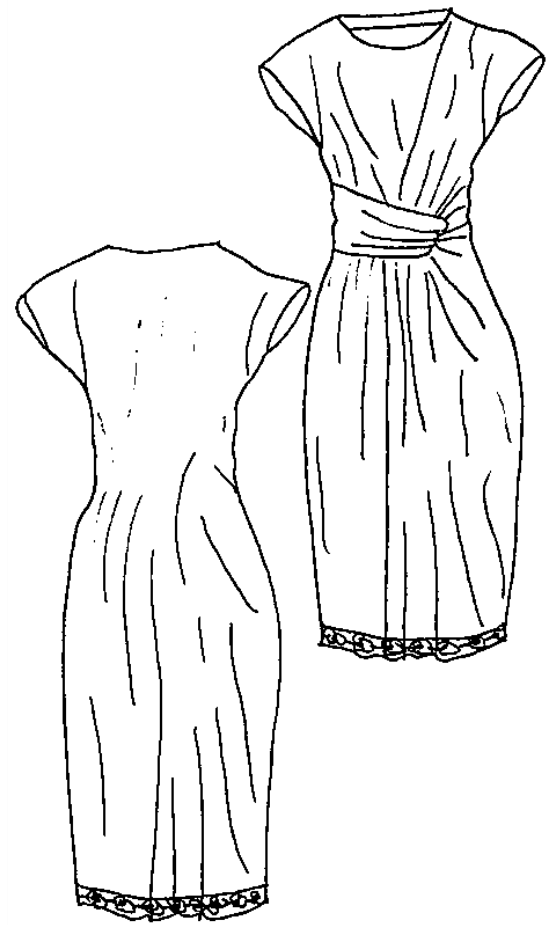
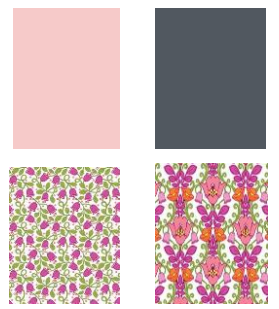




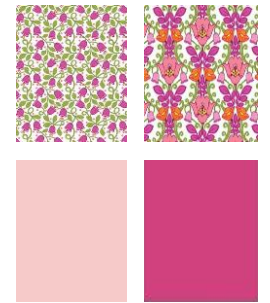
Reversible Puffer Vest  
Style #: 1D33[XXX]  
Retail Price: \$50.00



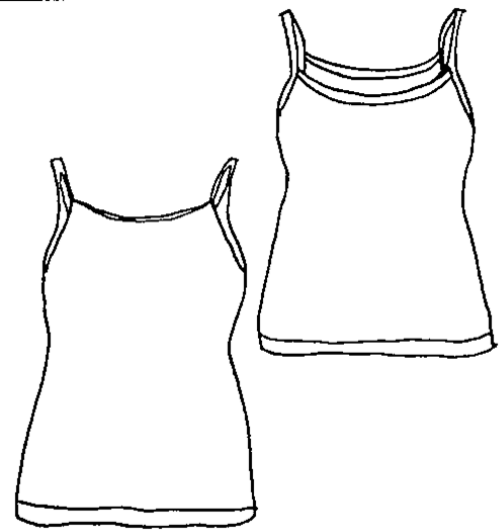
Blazer with Pattern Trim  
Style #: 1D31[XXX]  
Retail Price: \$75.00



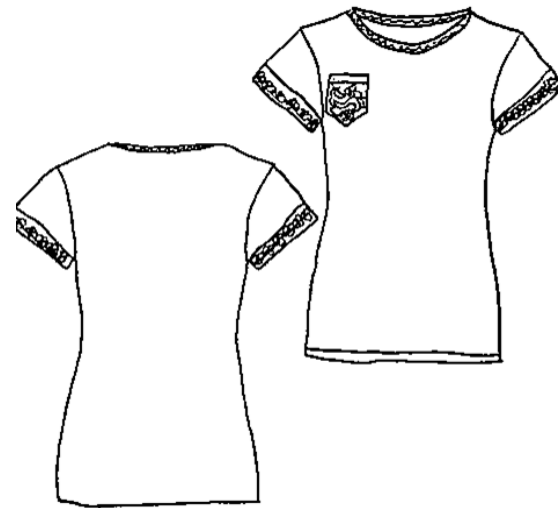
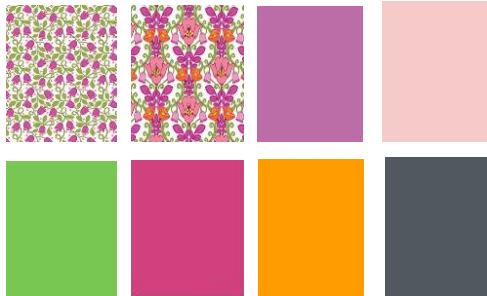
Wrap Dress with  
Pattern Trim  
Style #: 1D48[XXX]  
Retail Price: \$45.00







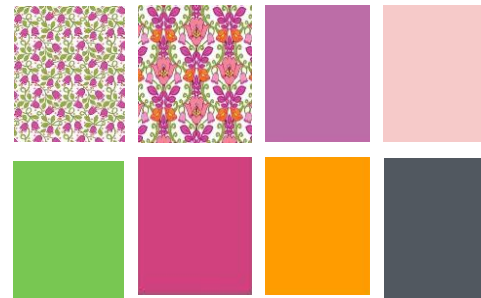
Basic Tank Top  
Style #: 1D17[XXX]  
Retail Price: \$25.00



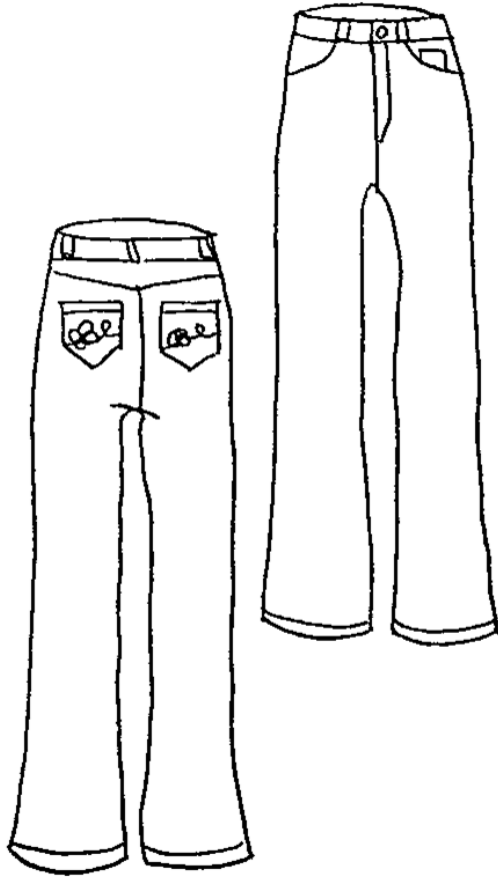
Mixed Media Long  
Sleeve Top  
Style #: 1D14[XXX]  
Retail Price: \$35.00



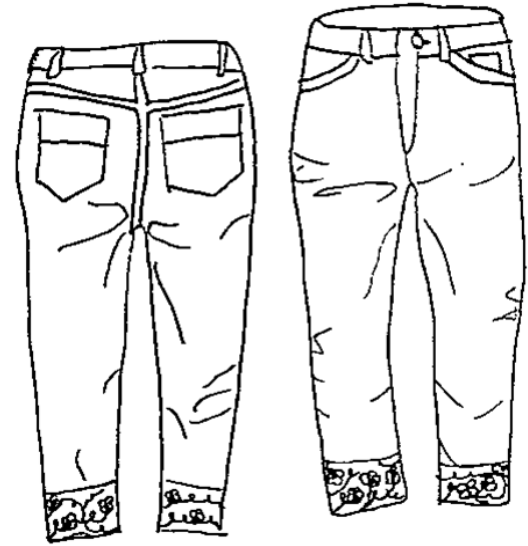
T-Shirt with Pattern on  
Patch Pocket and Trim  
Style #: 1D13[XXX]  
Retail Price: \$30.00







Boot Cut Denim Jean with  
Embroidery Pocket  
Style #: 1D21[XXX]  
Retail Price: \$44.50



Capris Boyfriend Chino Pant  
with Pattern Cuffs  
Style #: 1D23[XXX]  
Retail Price: \$35.00





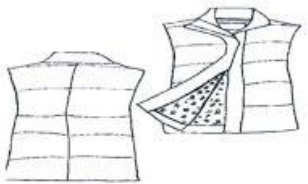
*Van Bradley*

**COST DEVELOPMENT**

DATE:	Jan. 27 2017	STYLE #:	1D33[XXX]
DESCRIPTION:	Reversible Puffer Vest	SEASON:	Spring 2017
		WHOLESALE PRICE	\$23.46
		RETAIL PRICE:	\$46.92

<b>SIZE RANGE:</b>	S, M, L, XL, XXL	<b>COLORS:</b>	Multi, Orange, Green, Pink, Purple, White	<b>RETAIL PRICE:</b>	\$46.92
<b>1. MATERIAL</b>		<b>YARDS</b>	<b>PRICE</b>	<b>AMOUNT</b>	<b>SKETCH</b>
100% Polyester		2.25	\$2.49	\$5.60	
100% Polyester Filling					
<b>INTERFACING ( LINING )</b>		1	\$1.55	\$1.55	
<b>TOTAL MATERIAL COST</b>				\$7.15	

<b>2. TRIMMINGS</b>	<b>QUANT.</b>	<b>PRICE</b>	<b>AMOUNT</b>
BUTTONS			
BELTS			
LABELS	1	\$0.10	\$0.10
FUSING	1	\$0.05	\$0.05
<b>TOTAL TRIMMINGS COST</b>			\$0.15



<b>3. LABOR</b>	<b>AMOUNT</b>
CUTTING	\$1.00
LABOR	\$1.90
MARKING/GRADING	\$0.38
PAYROLL TAXES & HEALTH FUND	\$0.75
TRUCKING	\$0.40
<b>TOTAL LABOR COST</b>	\$4.43

<b>3. TOTAL COST</b>	<b>\$11.73</b>
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REMARKS:  
Reversible Puffer Vest on side print dyed, other side soild.

MATERIAL SWATCH















*Van Bradley*

### COST DEVELOPMENT

DATE:	Jan. 27 2017	STYLE #:	1D14
DESCRIPTION:	Mixed Media Long Sleeve Top	SEASON:	Spring 2017
		WHOLESALE PRICE:	\$16.54
SIZE RANGE:	S, M, L, XL, XXL	COLORS:	Pink, Coal Gray
		RETAIL PRICE:	\$33.08

1. MATERIAL	YARDS	PRICE	AMOUNT
100% Cotton	2	\$1.62	\$3.24
100% Polyester	0.5	\$0.99	\$0.50

INTERFACING ( LINING )

TOTAL MATERIAL COST \$3.74

2. TRIMMINGS	QUANT.	PRICE	AMOUNT
BUTTONS			
BELTS			
LABELS	1	\$0.10	\$0.10
FUSING			

TOTAL TRIMMINGS COST \$0.10

3. LABOR	AMOUNT
CUTTING	\$1.00
LABOR	\$1.90
MARKING/GRADING	\$0.38
PAYROLL TAXES & HEALTH FUND	\$0.75
TRUCKING	\$0.40

TOTAL LABOR COST \$4.43

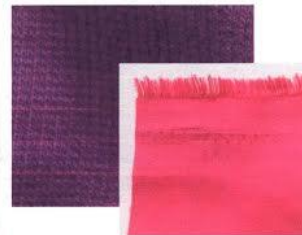
3. TOTAL COST \$8.27

REMARKS:  
Mixed Media Long Sleeve Top,  
cotton knit with polyester woven sewed within side slits

### SKETCH



### MATERIAL SWATCH





*Van Bradley*

### COST DEVELOPMENT

DATE:	Jan. 27 2017	STYLE #:	1D13[XXX]
DESCRIPTION:	T-Shirt with Pattern on Patch Pocket and Trim	SEASON:	Spring 2017
		WHOLESALE PRICE:	\$14.64
		RETAIL PRICE:	\$29.28

SIZE RANGE: S, M, L, XL, XXL    COLORS: Multi, Orange, Green, Pink, Purple, White, Coal Gray

1. MATERIAL	YARDS	PRICE	AMOUNT
100% Cotton	2	\$1.24	\$2.48
	0.25	\$1.24	\$0.31
INTERFACING ( LINING )			
<b>TOTAL MATERIAL COST</b>			<b>\$2.79</b>

SKETCH

2. TRIMMINGS	QUANT.	PRICE	AMOUNT
BUTTONS			
BELTS			
LABELS	1	\$0.10	\$0.10
FUSING			
<b>TOTAL TRIMMINGS COST</b>			<b>\$0.10</b>



3. LABOR	AMOUNT
CUTTING	\$1.00
LABOR	\$1.90
MARKING/GRADING	\$0.38
PAYROLL TAXES & HEALTH FUND	\$0.75
TRUCKING	\$0.40
<b>TOTAL LABOR COST</b>	<b>\$4.43</b>

<b>3. TOTAL COST</b>	<b>\$7.32</b>
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REMARKS:  
T-Shirt with Pattern on Patch Pocket and Trim

MATERIAL SWATCH











STYLE NUMBERING SYSTEM

- 1 YEAR
  - 1 2017
  - 2 2018
  - 3 2019
  - 4 2020
  
- 2 SEASON
  - A SUMMER
  - B FALL
  - C WINTER
  - D SPRING
  
- 3 CLASS
  - 1 TOPS
  - 2 BOTTOMS
  - 3 OUTERWEAR
  - 4 DRESSES
  
- 4 SUB CLASS
  - 1 TOPS
    - 1 SLEEVELESS
    - 2 SHORT SLEEVE
    - 3 TSHIRT
    - 4 LONG SLEEVE
    - 5 BLOUSE
    - 6 TUNICS
    - 7 TANK TOP
    - 9 SWEATER
  - 2 BOTTOMS
    - 1 DENIM
    - 2 SKIRT
    - 3 PANTS
    - 4 SHORTS
  - 3 OUTERWEAR
    - 1 BLAZER
    - 2 JACKET
    - 3 VEST
  - 4 DRESSES
    - 1 FIT/FLARE
    - 2 SWING
    - 3 SHIFT
    - 4 SHIRTDRESS
    - 5 CASUAL
    - 6 WEAR TO WORK
    - 7 OCCASION
    - 8 WRAP
  
- 5 COLOR
  - 1 MULTI
  - 2 BLACK
  - 3 WHITE
  - 4 RED
  - 5 ORANGE
  - 6 YELLOW
  - 7 GREEN
  - 8 BLUE
  - 9 BROWN
  - A PURPLE
  - B PINK
  - C MAGENTA
  - D COAL GRAY
  
- 6 FABRICATION
  - 1 COTTON
  - 2 COTTON/POLYESTER
  - 3 MODAL RAYON
  - 4 MULTI BLENDED
  - 5 SPANDEX/RAYON
  - 6 POLYESTER
  - 7 WOOL
  - 8 LEATHER
  - 9 DENIM
  
- 7 SIZE
  - 1 SMALL
  - 2 MEDIUM
  - 3 LARGE
  - 4 EXTRA LARGE
  - 5 EXTRA EXTRA LARGE
  - 6 2
  - 7 4
  - 8 6
  - 9 8
  - A 10
  - B 12
  - C 14
  - D NO SIZE

EXAMPLE: 1A11552

- 1 2017
- 2 SUMMER
- 3 TOP
- 4 SLEEVELESS
- 5 ORANGE
- 6 SPANDEX/RAYON
- 7 MEDIUM



*Phase 2:  
Development,  
Distribution, and  
Store Layout Plan*





# Vera Bradley for Target Key Concepts:

## Selling Appeal:

- Bringing back discontinued patterns
- Affordable quality products
- Artful accessories turn into unique clothing styles

## Distinctive Characteristics:

- Eye catching colors
- Playful prints and patterns
- Modest and comfortable

## Location of Selling Space:

- Women's Apparel
- Featured Section
- In front; near main isle
- In middle of pod

## Selling Period:

- Spring 2017
- March-May





FASHION MERCHANDISING PLANNING CALENDAR												
SEASON/YEAR:		SPRING 2017				IN-STORE DELIVERY:				Mar-17		
MONTH	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
STEP 1	Research market, packaging & scents											
STEP 2		Begin to design & sketch										
STEP 3			Swatch & begin to make samples									
STEP 4				Early production, retail orders placed								
STEP 5					Major production begins							
STEP 6						Major production continued...						
STEP 7							Major production... in-store promotions					
STEP 8								Shipping period, in-store promotions				
STEP 9									Shipping period, in-store promotions			
STEP 10										Shipping continued...		
STEP 11											Store set up	
STEP 12												Track retail selling, plan for next season

## UNIT DISTRIBUTION PLAN

VENDOR NAME	BEGIN SHIP	COMPLETE	LABEL						SEASON					
TARGET	NOVEMBER	JANURARY	VERA BRADLEY						SPRING					
	X	NEW ORDER							SHIPPED:	X	ORDINARY			
			SIZE											
STYLE #	DESCRIPTION	COLOR	S	M	L	XL	XXL	TOTAL UNITS	WHOLESALE	RETAIL	TOTAL WHOLESALE	TOTAL RETAIL		
TOPS														
1D1731[X]	BASIC TANK TOP	WHITE	3	3	3	3	3	15	\$12.26	\$25.00	\$183.90	\$375.00		
1D1711[X]	BASIC TANK TOP	MULTI	3	3	3	3	3	15	\$12.26	\$25.00	\$183.90	\$375.00		
1D17A1[X]	BASIC TANK TOP	PURPLE	2	3	3	2	2	12	\$12.26	\$25.00	\$147.12	\$300.00		
1D17B1[X]	BASIC TANK TOP	PINK	4	4	4	4	4	20	\$12.26	\$25.00	\$245.20	\$500.00		
1D1771[X]	BASIC TANK TOP	GREEN	2	3	3	2	2	12	\$12.26	\$25.00	\$147.12	\$300.00		
1D17C1[X]	BASIC TANK TOP	MAGENTA	3	3	3	3	3	15	\$12.26	\$25.00	\$183.90	\$375.00		
1D1751[X]	BASIC TANK TOP	ORANGE	2	3	3	2	2	12	\$12.26	\$25.00	\$147.12	\$300.00		
1D17D1[X]	BASIC TANK TOP	COAL GRAY	4	4	4	4	4	20	\$12.26	\$25.00	\$245.20	\$500.00		
1D1331[X]	T-SHIRT	WHITE	3	3	3	3	3	15	\$14.64	\$30.00	\$219.60	\$450.00		
1D1311[X]	T-SHIRT	MULTI	3	3	3	3	3	15	\$14.64	\$30.00	\$219.60	\$450.00		
1D13A1[X]	T-SHIRT	PURPLE	2	3	3	3	3	14	\$14.64	\$30.00	\$204.96	\$420.00		
1D13B1[X]	T-SHIRT	PINK	4	4	4	4	4	20	\$14.64	\$30.00	\$292.80	\$600.00		
1D1371[X]	T-SHIRT	GREEN	2	3	3	2	2	12	\$14.64	\$30.00	\$175.68	\$360.00		
1D13C1[X]	T-SHIRT	MAGENTA	3	3	3	3	3	15	\$14.64	\$30.00	\$219.60	\$450.00		
1D1351[X]	T-SHIRT	ORANGE	2	3	3	2	2	12	\$14.64	\$30.00	\$175.68	\$360.00		
1D13D1[X]	T-SHIRT	COAL GRAY	4	4	4	4	4	20	\$14.64	\$30.00	\$292.80	\$600.00		
1D14B2[X]	MIXED MEDIA LONG SLEEVE	PINK	3	5	5	3	2	18	\$16.54	\$35.00	\$297.72	\$630.00		
1D14D2[X]	MIXED MEDIA LONG SLEEVE	COAL GRAY	3	6	6	3	2	20	\$16.54	\$35.00	\$330.80	\$700.00		
BOTTOMS														
1D2189[X]	BOOT CUT DENIM JEAN	BLUE	4	6	6	6	3	28	\$22.18	\$44.50	\$621.04	\$1,246.00		
1D2383[X]	CAPRIS BOYFRIEND CHINO PAN	BLUE	4	5	5	4	3	24	\$17.32	\$35.00	\$415.68	\$840.00		
1D23D3[X]	CAPRIS BOYFRIEND CHINO PAN	COAL GRAY	4	5	5	4	3	24	\$17.32	\$35.00	\$415.68	\$840.00		
DRESS														
1D48B5[X]	WRAP DRESS	PINK	2	4	4	3	2	15	\$22.04	\$45.00	\$330.60	\$675.00		
1D48C5[X]	WRAP DRESS	MAGENTA	2	4	4	3	2	15	\$22.04	\$45.00	\$330.60	\$675.00		
OUTERWEAR														
1D33A6[X]	REVER SIBLE PUFFER VEST	PURPLE	3	4	4	3	2	16	\$23.46	\$50.00	\$375.36	\$800.00		
1D3376[X]	REVER SIBLE PUFFER VEST	GREEN	2	3	3	2	2	12	\$23.46	\$50.00	\$281.52	\$600.00		
1D33C6[X]	REVER SIBLE PUFFER VEST	MAGENTA	3	4	4	3	2	16	\$23.46	\$50.00	\$375.36	\$800.00		
1D3356[X]	REVER SIBLE PUFFER VEST	ORANGE	2	3	3	2	2	12	\$23.46	\$50.00	\$281.52	\$600.00		
OUTERWEAR														
1D31B1[X]	BLAZER	PINK	2	3	3	3	2	14	\$36.78	\$75.00	\$514.92	\$1,050.00		
1D31D1[X]	BLAZER	COAL GRAY	3	4	4	4	3	20	\$36.78	\$75.00	\$735.60	\$1,500.00		
GRAND TOTAL								478			\$8,590.58	\$17,671.00		

INVOICE

Date	Invoice #
2/9/2017	127

**Bill To:**

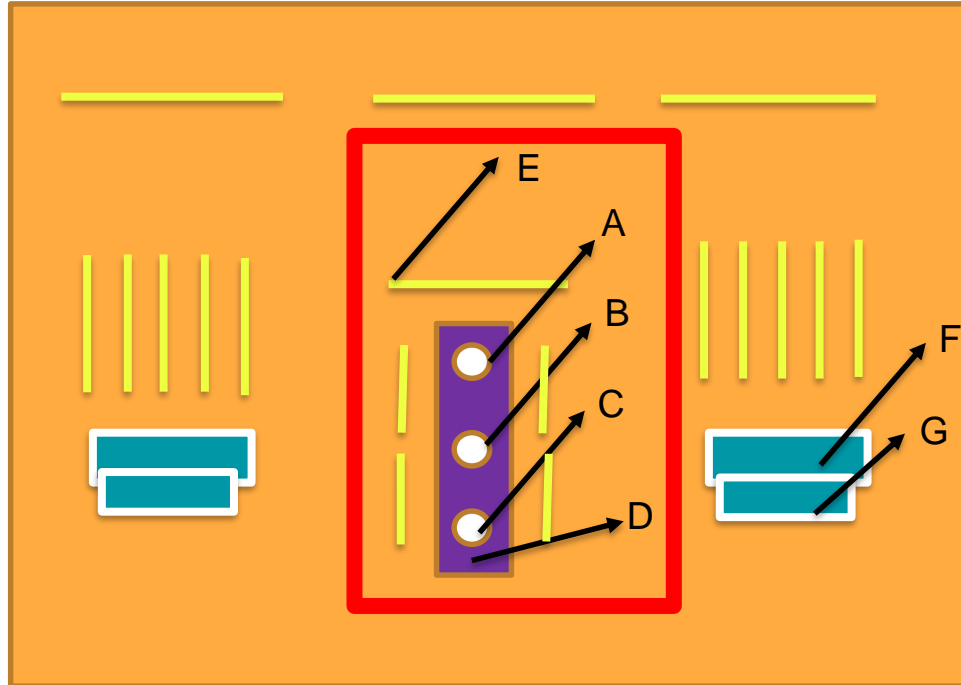
1000 Nicollet Mall minneapolis, MN. 55403

**Ship To:**

401 W. Irving Park Rd. Wood Dale, IL. 60191

P.O. Number	Terms	Rep	Ship	Via	F.O.B.	Label/ Brand
2316475	2/10 Net 30	Ms. Strandberg	March	Surface		Vera Bradley
Quantity	Style #	Description			Price Each	Total Amount
15	1D1731[X]	BASIC TANK TOP WHITE			\$12.26	\$183.90
15	1D1711[X]	BASIC TANK TOP MULTI			\$12.26	\$183.90
12	1D17A1[X]	BASIC TANK TOP PURPLE			\$12.26	\$147.12
20	1D17B1[X]	BASIC TANK TOP PINK			\$12.26	\$245.20
12	1D1771[X]	BASIC TANK TOP GREEN			\$12.26	\$147.12
15	1D17C1[X]	BASIC TANK TOP MAGENTA			\$12.26	\$183.90
12	1D1751[X]	BASIC TANK TOP ORANGE			\$12.26	\$147.12
20	1D17D1[X]	BASIC TANK TOP COAL GRAY			\$12.26	\$245.20
15	1D1331[X]	T-SHIRT WHITE			\$14.64	\$219.60
15	1D1311[X]	T-SHIRT MULTI			\$14.64	\$219.60
14	1D13A1[X]	T-SHIRT PURPLE			\$14.64	\$204.96
20	1D13B1[X]	T-SHIRT PINK			\$14.64	\$292.80
12	1D1371[X]	T-SHIRT GREEN			\$14.64	\$175.68
15	1D13C1[X]	T-SHIRT MAGENTA			\$14.64	\$219.60
12	1D1351[X]	T-SHIRT ORANGE			\$14.64	\$175.68
20	1D13D1[X]	T-SHIRT COAL GRAY			\$14.64	\$292.80
18	1D14B2[X]	MIXED MEDIA LONG SLEEVE PINK			\$16.54	\$297.72
20	1D14D2[X]	MIXED MEDIA LONG SLEEVE COAL GRAY			\$16.54	\$330.80
28	1D2189[X]	BOOT CUT DENIM JEAN BLUE			\$22.18	\$621.04
24	1D2383[X]	CAPRIS BOYFRIEND CHINO PANT BLUE			\$17.32	\$415.68
24	1D23D3[X]	CAPRIS BOYFRIEND CHINO PANT COAL GRAY			\$17.32	\$415.68
15	1D48B5[X]	WRAP DRESS PINK			\$22.04	\$330.60
15	1D48C5[X]	WRAP DRESS MAGENTA			\$22.04	\$330.60
16	1D33A6[X]	REVERSIBLE PUFFER VEST PURPLE			\$23.46	\$375.36
12	1D3376[X]	REVERSIBLE PUFFER VEST GREEN			\$23.46	\$281.52
16	1D33C6[X]	REVERSIBLE PUFFER VEST MAGENTA			\$23.46	\$375.36
12	1D3356[X]	REVERSIBLE PUFFER VEST ORANGE			\$23.46	\$281.52
14	1D31B1[X]	BLAZER PINK			\$36.78	\$514.92
20	1D31D1[X]	BLAZER COAL GRAY			\$36.78	\$735.60
<b>Grand Total</b>						<b>\$8,590.58</b>

# Introductory Phase:



Projected Units On Hand: 478 units

Projected Sales: 192 units

Projected Ending on Hand: 286



## KEY CODE SHEET

<u>FIXTURE</u>	<u>STYLE #</u>	<u>DESCRIPTION</u>	<u># OF UNITS</u>
A	1D14B21	SMALL MIXED MEDIA LONG SLEEVE, PINK	1
A	1D21896	SIZE 2 BOOT CUT DENIM JEAN, BLUE	1
B	1D13311	SMALL T-SHIRT, WHITE	1
B	1D23836	SIZE 2 CAPRIS CHINO PANT, BLUE	1
C	1D31D16	SIZE 2 BLAZER, COAL GRAY	1
C	1D23D36	SIZE 2 CAPRIS CHINO PANT, COAL GRAY	1
E	1D1731[X]	BASIC TANK TOP, WHITE	15
E	1D1711[X]	BASIC TANK TOP, MULTI	15
E	1D17A1[X]	BASIC TANK TOP, PURPLE	12
E	1D17B1[X]	BASIC TANK TOP, PINK	20
E	1D1771[X]	BASIC TANK TOP, GREEN	12
E	1D17C1[X]	BASIC TANK TOP, MAGENTA	15
E	1D1751[X]	BASIC TANK TOP, ORANGE	12
E	1D17D1[X]	BASIC TANK TOP, COAL GRAY	20
E	1D1331[X]	T-SHIRT, WHITE	15
E	1D1311[X]	T-SHIRT, MULTI	14
E	1D13A1[X]	T-SHIRT, PURPLE	14
E	1D13B1[X]	T-SHIRT, PINK	20
E	1D1371[X]	T-SHIRT, GREEN	12
E	1D13C1[X]	T-SHIRT, MAGENTA	15
E	1D1351[X]	T-SHIRT, ORANGE	12
E	1D13D1[X]	T-SHIRT, COAL GRAY	20
E	1D14B2[X]	MIXED MEDIA LONG SLEEVE, PINK	17
E	1D14D2[X]	MIXED MEDIA LONG SLEEVE, COAL GRAY	20
E	1D2189[X]	BOOT CUT DENIM JEAN, BLUE	27
E	1D2383[X]	CAPRIS BOYFRIEND CHINO PANT, BLUE	23
E	1D23D3[X]	CAPRIS BOYFRIEND CHINO PANT, COAL GRAY	23
E	1D48B5[X]	WRAP DRESS, PINK	15
E	1D48C5[X]	WRAP DRESS, MAGENTA	15
E	1D33A6[X]	REVERSIBLE PUFFER VEST, PURPLE	16
E	1D3376[X]	REVERSIBLE PUFFER VEST, GREEN	12
E	1D33C6[X]	REVERSIBLE PUFFER VEST, MAGENTA	16
E	1D3356[X]	REVERSIBLE PUFFER VEST, ORANGE	12
E	1D31B1[X]	BLAZER, PINK	14
E	1D31D1[X]	BLAZER, COAL GRAY	19
<b>GRAND TOTAL:</b>			<b>478</b>



# Assortment Planning: Introductory Phase

TOPS		CAPACITY	# OF	TOTAL
	FIXTURE DESCRIPTION	PER FIXTURE	FIXTURES	CAPACITY
1	Clothing Rack E	100	4	400
2	Mannequin A	2	1	2
3	Mannequin B	2	1	2
4	Mannequin C	2	1	2
5				0
6				0
7				0
8				0
	TOTAL		7	406

BOTTOMS		CAPACITY	# OF	TOTAL
	FIXTURE DESCRIPTION	PER FIXTURE	FIXTURES	CAPACITY
1	Clothing Rack E	100	1	100
2	Mannequin A	2	1	2
3	Mannequin B	2	1	2
4	Mannequin C	2	1	2
5				0
6				0
7				0
8				0
	TOTAL		4	106



**A**

White Headless  
Mannequin: Pose A



**B**

White Headless  
Mannequin: Pose B



**C**

White Headless  
Mannequin: Pose C



D

White Rectangle  
Mannequin Platform

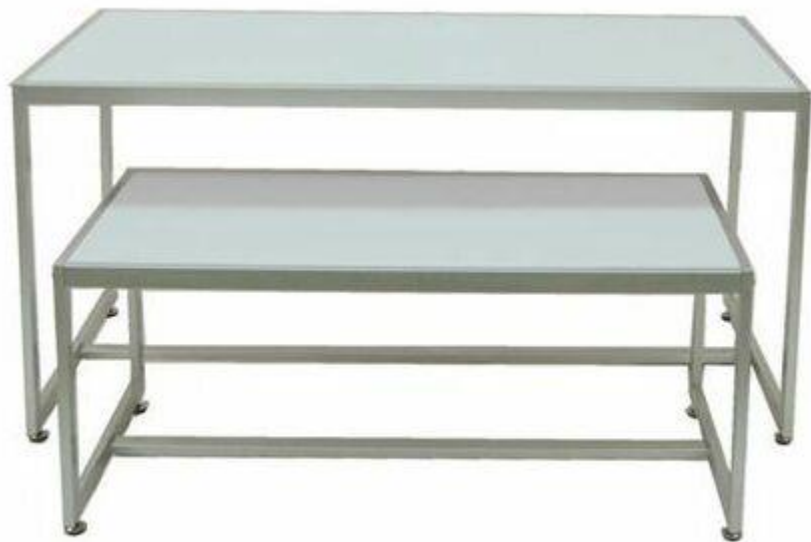






E

Industrial Grade Clothing Rack



**F**

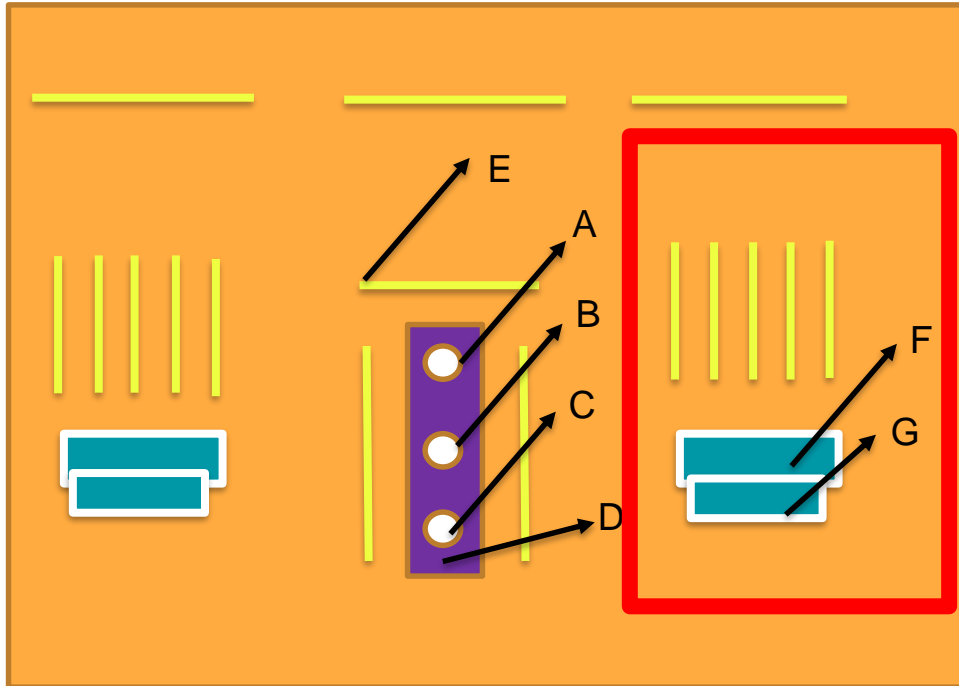
Large White Metal Nesting Table

**G**

Small White Metal Nesting Table



# Maintenance Phase:

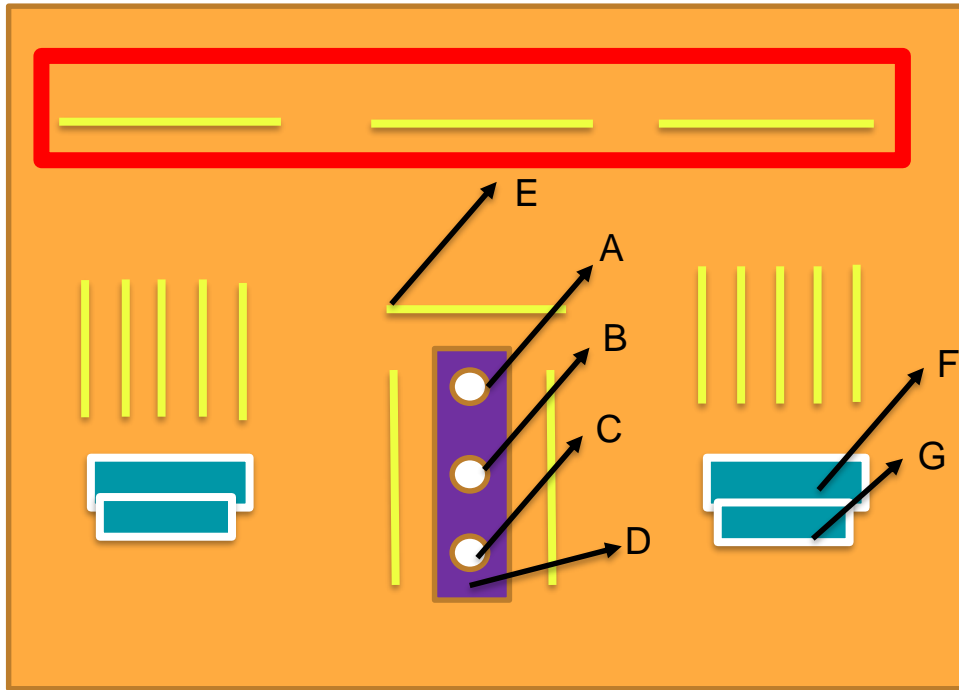


Projected Units On Hand: 286 units

Projected Sales: 115 units

Projected Ending on Hand: 171 units

# Closing Out Phase:



Projected Units On Hand: 171 units

Projected Sales: 69 units

Projected Ending on Hand: 102 units





# *Phase 3: Marketing Plan*



# Objectives:

1. Bring in 50% of new Vera Bradley customers by closing out phase.
2. Engage with 200,000 Target's online consumers by end of season.
3. Connect with every Vera Bradley consumers before collection release date.
4. Introduce the new product to the top 100 Vera Bradley loyal customers in the top 10 Target Flagship cities.

## *Bring In New Consumers: Strategy*

- Place an Ad in Target's weekly paper.
- Insert a promo coupon, for 25% off any Vera Bradley for Target Purchase.

## *Engage with Target's Online Consumer: Strategy*

- Create an online banner on Target's website's home page.
- Sell Vera Bradley for Target merchandise exclusively online and in Target flagship stores.



## *Connect with the Vera Bradley Consumer: Strategy*

- Create a flyer to advertise the new apparel collection.
- Place flyers at all Vera Bradley's stores, within cash wrap area.
- Upon opening, place remaining flyers in customer's bags.

## *Introduce the New Product: Strategy*

- Hold a fashion show at all Target locations selling the new collection.
- Send Evites to Vera Bradley's email chain list.






**MARKETING PLAN**

	STRATEGY	TACTICS	PERSON RESPONSIBLE	\$ BUDGET	DATE
1	Ad in Target Newspaper	CONTACT TARGET: SECURE DATE, SIZE PICK PRODUCT CREATE ROUGH LAYOUT PHOTOGRAPH PRODUCT TURN IN LAYOUT, AD TO TARGET	MARKETING MANAGER PRODUCT DEVELOPMENT MANAGER MARKETING MANAGER MARKETING MANAGER MARKETING MANAGER .	\$300 \$500	JAN. 10TH JAN. 22ND FEB. 5TH MARCH 10TH MARCH 12TH
2	Online Banner on Target Website	CONTACT TARGET ECOMMERCE MARKETER: SECURE DATE, SIZE PICK PRODUCT CREATE ROUGH LAYOUT PHOTOGRAPH PRODUCT TURN IN LAYOUT, AD TO TARGET	MARKETING MANAGER PRODUCT DEVELOPMENT MANAGER MARKETING MANAGER MARKETING MANAGER MARKETING MANAGER .	\$300 \$500	FEB. 20TH MARCH 2ND MARCH 5TH MARCH 10TH MARCH 20TH
3	Flyers within Vera Bradley Stores	CONTACT VERA BRADLEY DIRECTOR: SECURE DATE, SIZE PICK PRODUCT CREATE ROUGH LAYOUT PHOTOGRAPH PRODUCT TURN IN LAYOUT, FLYER TO VERA BRADLEY STORES	MARKETING MANAGER PRODUCT DEVELOPMENT MANAGER MARKETING MANAGER MARKETING MANAGER MARKETING MANAGER .	\$300 \$500	FEB. 28TH MARCH 15TH MARCH 25TH MARCH 30TH APRIL 10TH
4	Evite on Vera Bradley's Email Chain	CONTACT VERA BRADLEY DIRECTOR: SECURE DATE, SIZE PICK PRODUCT CREATE ROUGH LAYOUT PHOTOGRAPH PRODUCT TURN IN LAYOUT, EVITE TO VERA BRADLEY STORES	MARKETING MANAGER PRODUCT DEVELOPMENT MANAGER MARKETING MANAGER MARKETING MANAGER MARKETING MANAGER .	\$300 \$500	JAN. 10TH MARCH 2ND MARCH 5TH MARCH 10TH MARCH 20TH
	Fashion Show at top 10 Target Stores	RUNWAY SET UP AND VENUE MATERIALS FOR ALL LOCATIONS FOOD FOR ALL LOCATIONS SHOW PERSONNEL FOR ALL LOCATIONS PRESS KIT FOR ALL LOCATIONS GOODIE BAG TECHNICAL SUPPORT STAFF FOR ALL LOCATIONS	FASHION SHOW DIRECTOR FASHION SHOW DIRECTOR FASHION SHOW DIRECTOR PROMOTION COORDINATOR PROMOTION COORDINATOR STAGE MANAGER	\$81,500 \$80,000 \$32,490 \$3,000 \$10,000 \$21,500	MARCH 30TH MARCH 30TH MARCH 30TH FEB 20TH MARCH 23TH MARCH 30TH

# Marketing Budget:

Total Retail Sales per Store: \$17,671.00

Percentage of Marketing Budget: 4.0%

Marketing Budget: \$707.00

Marketing Budget X 500 Stores: \$353,500.00

Total Cost of Marketing Plan: \$291,690.00

Total Retail Sales for 500 Stores: \$8,835,500.00



The Vera Bradley for Target collection will be in 500 U.S. stores of the 1,807 Target locations worldwide.



## *Bring In New Consumers: Evaluation*

- Track how many customers use the Target Newspaper promo coupon.

## *Engage with Target's Online Consumer: Strategy*

- Track how many clicks the home page banner receives.
- Track how many items from Vera Bradley for Target collection sells on website.
- Track the number of orders from Vera Bradley for Target collection receives.

## *Connect with the Vera Bradley Consumer: Evaluation*

- Track how many costumers take flyer from cash wrap for each store.
- Track how many left over flyers are given out for each store.

## *Introduce the New Product: Evaluation*

- Track how many Vera Bradley customers come from evite notice.
- Monitor buzz on social media about fashion show and goodie bags.
- Allow fashion show audience to purchase collection after the show; track how much in retail sales the audience spent.
- Track proceeds to the Vera Bradley Foundation for Breast Cancer Inc.







# Press Release:

To: The Chicago Tribune  
435 N. Michigan Ave.  
Chicago, IL 60611  
[312.222.3232](tel:312.222.3232)

FOR IMMEDIATE RELEASE

Contacts:

Samantha Strandberg  
[Samantha.Strandberg@VBtarget.com](mailto:Samantha.Strandberg@VBtarget.com)  
123.456.7810

## VERA BRADLEY FOR TARGET FASHION SHOW

A Fashion Show for All the Be

March 30th, 2017 - Chicago - IL exclusive Fashion Show to promote Vera Bradley's new line of clothes, selling in 500 Target retailers. The event will take place from 7pm to 9pm on March 30th at the Michigan Avenue Target. These companies worked together to organize this fashion show, providing an important message for all women to feel like they never have to sacrifice quality for their unique style.

The brand extension director, Samantha Strandberg, is very excited to make a line that is for women of all shapes and sizes she said, "Vera Bradley for Target is an artful solution to solve real needs that brings joy to the everyday women, this fashion show will be a fabulous event to celebrate this and bring awareness to a great cause". All the profits will be donated to the Vera Bradley Foundation for Breast Cancer. Vera Bradley Foundation has donated more than \$28 million toward a future free from breast cancer. All funds support the talented clinicians and researchers working toward a cure in the Vera Bradley Foundation for Breast Cancer Research Laboratories at the Melvin and Bren Simon Cancer Center in Indianapolis. Through the Vera Bradley Foundation, we contribute to a future free from breast cancer and we invite others who share our passion for the cure to join us in the effort.

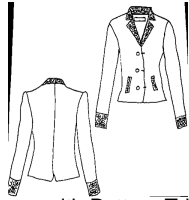
Tickets, donations, and more information is available online at [Vera.Bradley.Target@fashionshow.com](http://Vera.Bradley.Target@fashionshow.com).

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# Line Sheets:



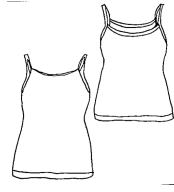
Reversible Puffer Vest  
Style #: 1D33[XXX]  
Retail Price: \$50.00



Blazer with Pattern Trim  
Style #: 1D31[XXX]  
Retail Price: \$75.00



Wrap Dress with Pattern Trim  
Style #: 1D48[XXX]  
Retail Price: \$45.00



Basic Tank Top  
Style #: 1D17[XXX]  
Retail Price: \$25.00



T-Shirt with Pattern  
on Patch Pocket and  
Trim  
Style #: 1D13[XXX]  
Retail Price: \$30.00



Mixed Media Long Sleeve Top  
Style #: 1D14[XXX]  
Retail Price: \$35.00



Boot Cut Denim Jean  
with Embroidery Pocket  
Style #: 1D21[XXX]  
Retail Price: \$44.50



Capris Boyfriend Chino  
Pant with Pattern Cuffs  
Style #: 1D23[XXX]  
Retail Price: \$35.00



Vera Bradley

# Company Biography:

“The best stories have the most unexpected beginnings - \$500, a ping pong table as a work space, and a bright idea in 1982 has turned into a global success. First neighbors, then friends turned founders Barbara Bradley Baekgaard and Patricia R. Miller were disappointed at the absence of beautiful luggage in airports and decided to create their own. Their friendship and desire to bring beauty to the world continue to remain at the heart of the company”.

Vera Bradley for Target is an extension to this very message. Vera Bradley for Target has come from the absence of beautiful luggage and transformed into a full apparel brand, from casual jeans to business blazers. Vera Bradley for Target has the artful solution to solve real needs that brings joy to the everyday woman. The brand continues to revive lovable retired prints into trendy styles each season.

# *Goodie Bag for Fashion Show:*





# Business Card:

