



Marketing Plan 2013
Amanda Salveson

Executive Summary

WayBack Vintage

is a vintage apparel retailer that uses a renovated tour bus as the storefront. The business travels to different locations, events, and can even make house calls.

Fashion trucks are a blooming and successful industry that has yet to be penetrated in the Phoenix area. Vintage apparel shops have popped up all over the Valley, proving there is a market for it, but none offer the convenience of WayBack.

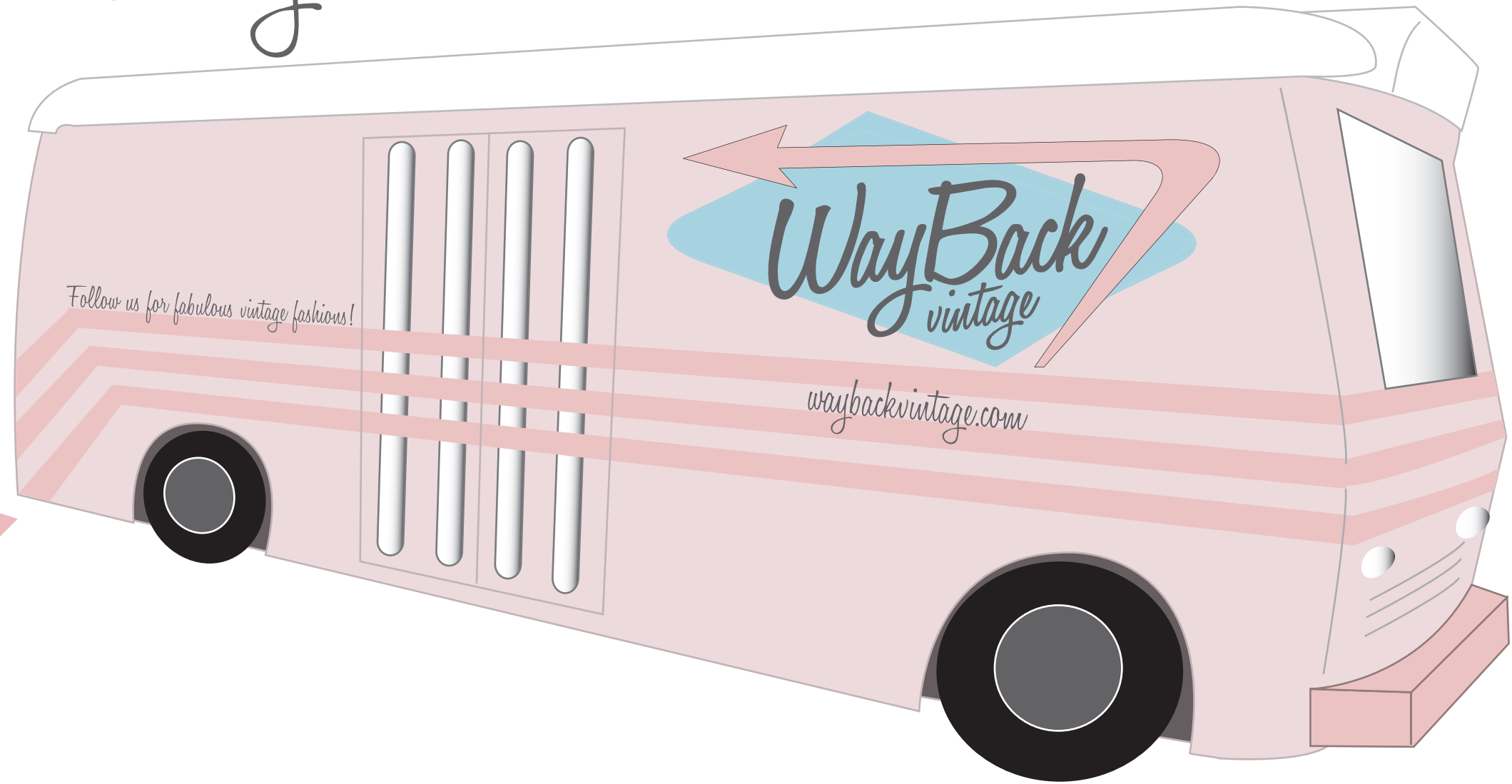
We aim to meet the needs of our customers by offering unique hand-picked garments and superior customer service.

Mission Statement

The WayBack Vintage bus offers you a unique and convenient shopping experience, where you will never find the same outfit twice.



the WayBack Vintage Bus

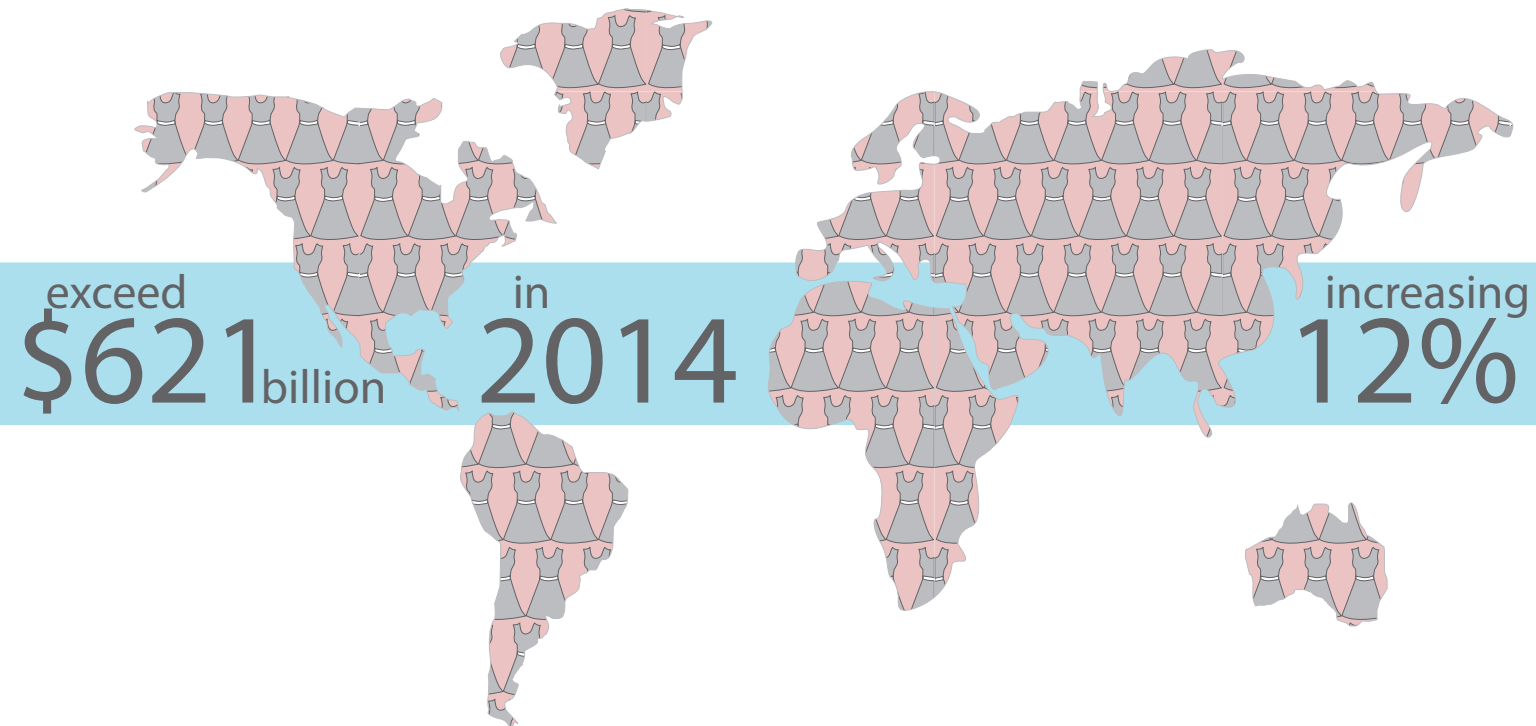


Shoes
Apparel
Accessories

“Follow us for fabulous vintage fashions!”

Retail Industry

Global women's clothing industry expected to...

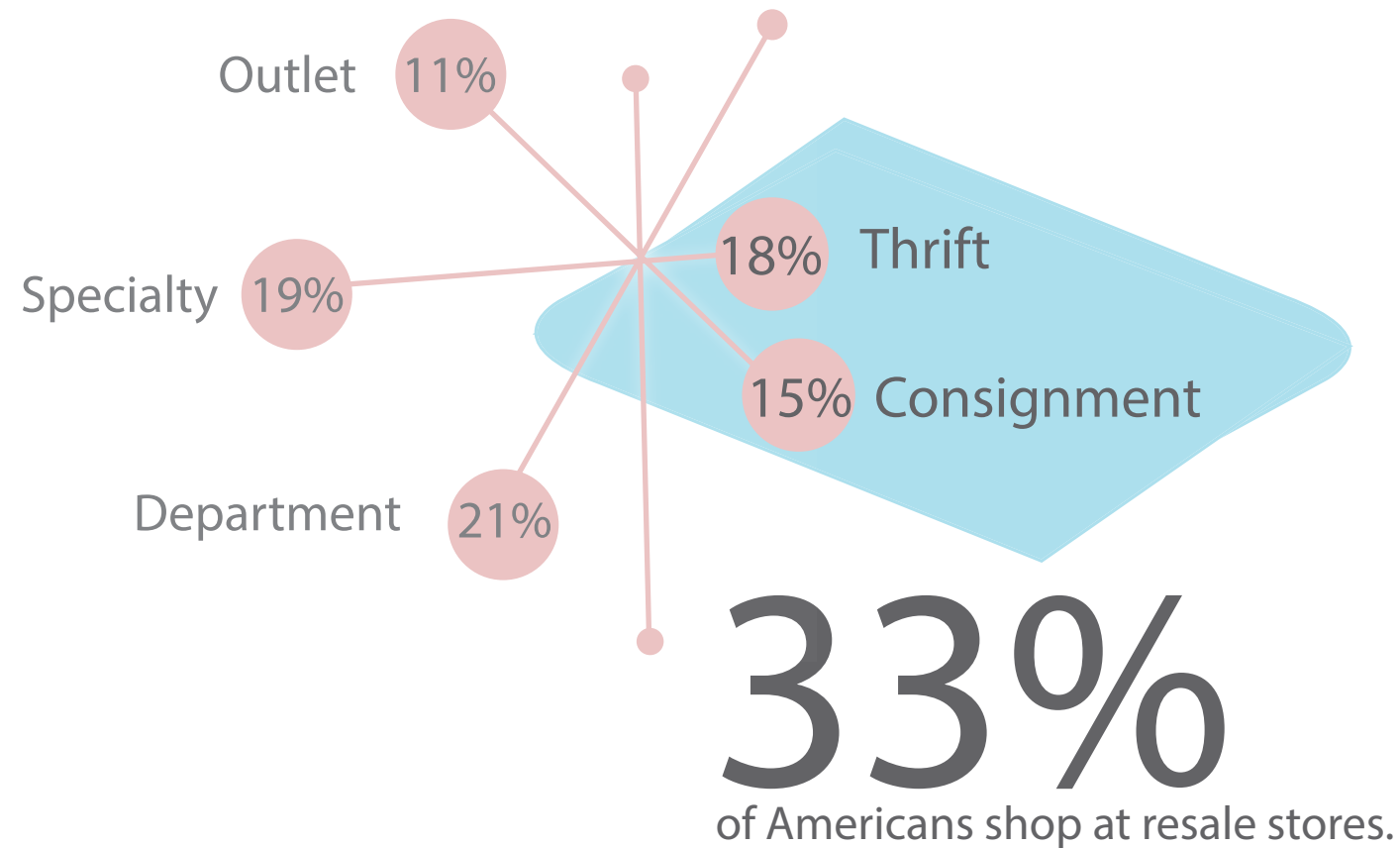


U.S. Women's Clothing Industry Revenue

\$42 Billion

Vintage Apparel Industry

% of Americans will shop at a/an store in a given year.



U.S. Resale Industry Revenues

\$13 Billion

Environmental Impact of Vintage Apparel

zero

Target Market

1 The Chandler Woman

ZIP Code **85225** - "Downtown"

- 32.3 years
- \$49,975

ZIP Code **85226** - "Shopping Center"

- 36 years
- \$64,798



2 The Tempe Lady

ZIP Code **85281** - "Campus City"

- 22.8 years
- \$29,605



the Competition



Phoenix



Tempe



Competitor's ratings powered by Yelp



Phoenix



Phoenix

Above logos are property of the respective companies.

SWOT Analysis

S

Local business

Unique shopping experience

Quality, hand-picked merchandise

Education in buying, marketing, entrepreneurship

Social media skills and experience

W

Experience running a business

Financial backing

Brand awareness

Sourcing

Online awareness

O

Fashion trucks are trending

Brick-and-mortar store in future

Support local designers/upcyclers

Online buzz

Accommodating mobile lifestyles

T

Other stores with established merchandise sources

Brick-and-mortar stores with established customer loyalty

Accessibility of online retailers

Parking limitations during off hours

Market Penetration Plan

1

Direct Mailer

2

Webpage

3

Mobile App

4

Advertisements



Grand Opening Direct Mailer

"Our boutique on wheels brings you beautiful handpicked vintage apparel and accessories from all corners of the country.

The WayBack Vintage bus offers you a unique and convenient shopping experience, where you will never find the same outfit twice."

There's a *Grand Opening* event
coming to a neighborhood near you!



Join Us!

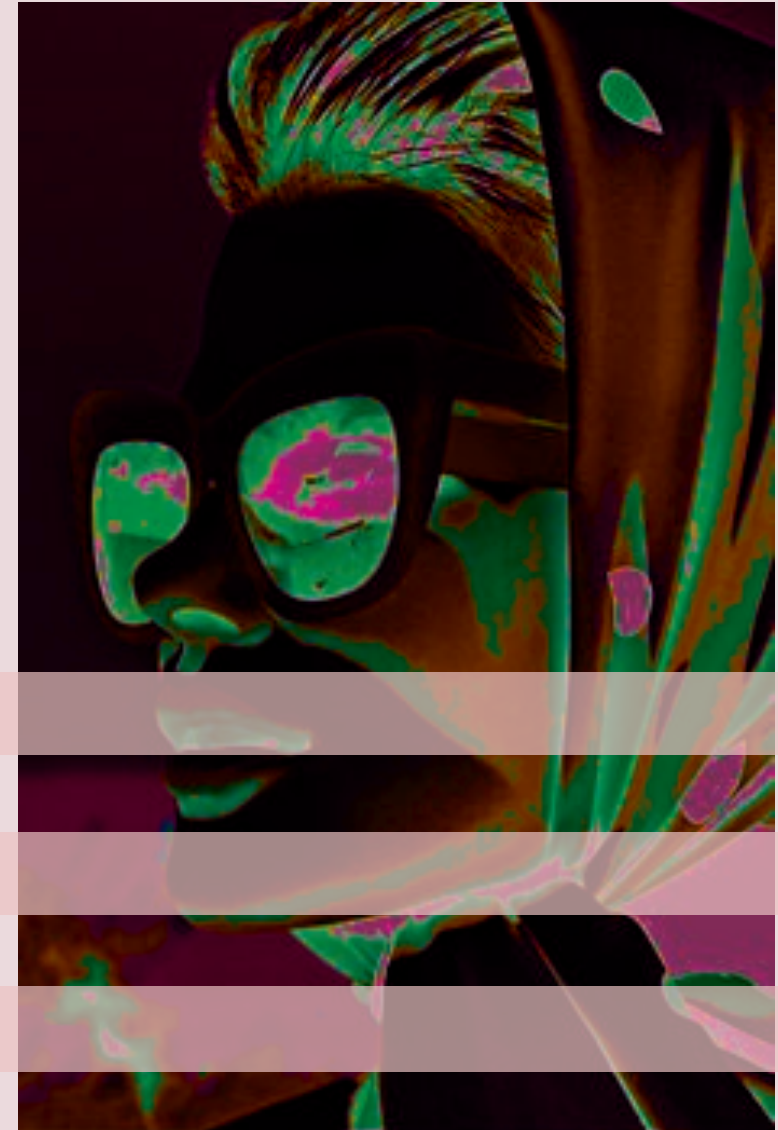
Tempe Mill Avenue

Friday March 8th 3 - 7 pm

Downtown Chandler

Saturday March 9th 2 - 6 pm

www.wayback.com



Webpage



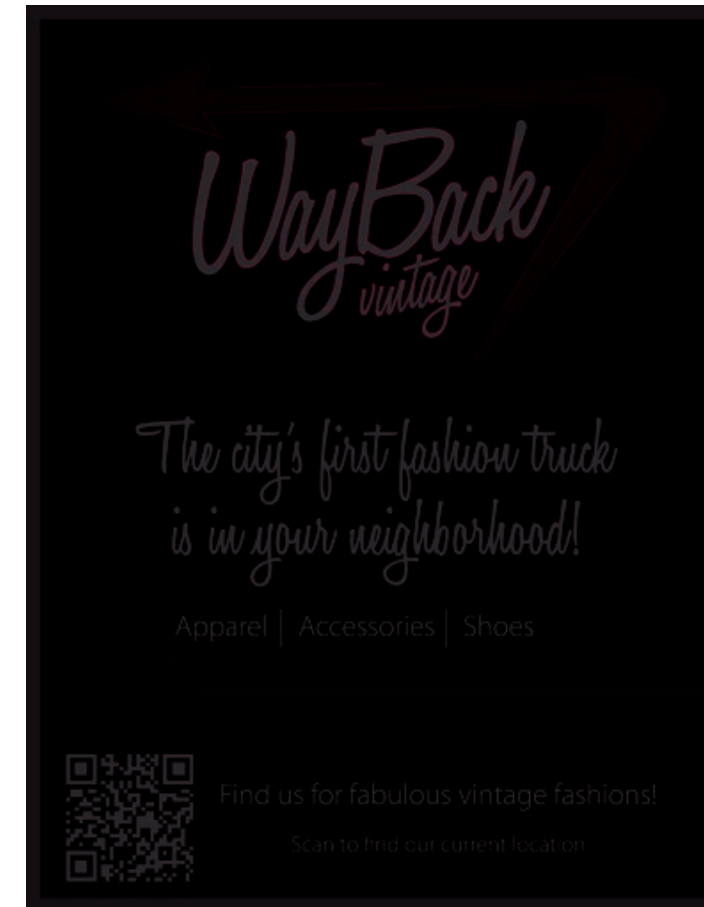
Mobile Application



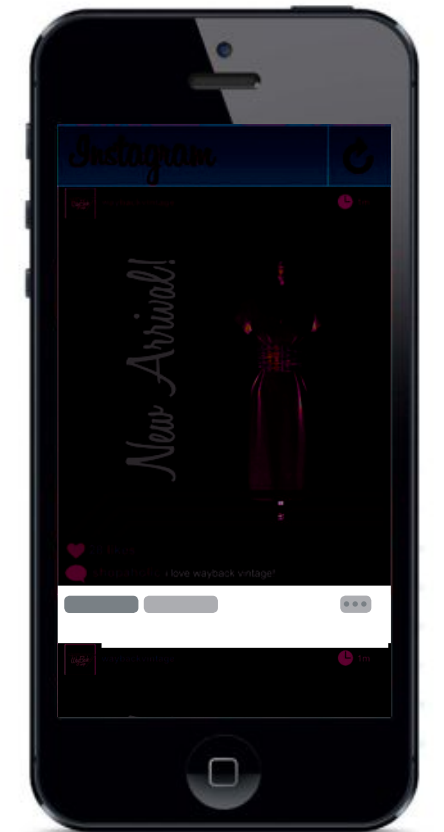
Advertisements



Online Publications



Print Ads



Social Media

References

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Q & A

