

IV. Marketing Analysis:

A. Target Market:

Private Sectors (80%): Ecowear primarily sells through their online website. The customer will be fined a small shipping fee and would take about 3 days to ship, depending on the location. In the future, Ecowear plans to hold an establishment where they plan to hold their merchandise and sell them to customers. In the meantime, Ecowear is donating all the merchandise they are currently making to the children at The Guild School who have Cochlear Implants.

Other Venues (20%): Aside from the store and the online website, Ecowear plans to travel around the country, showing off their merchandise and selling them as well in craft fairs. Finding the craft fairs should be fairly easy, considering how many Washington itself has. A small additional charge will be made towards the merchandise and that will go towards the venue.

B. Business Competition:

Indirect: Childish Dreams from Etsy is a small crocheting business online that makes hats, outfits, mittens, and shoes for babies. She ranges from \$42.00 to \$12.00, depending on the item. Childish Dreams is located in Seattle, WA. Although Childish Dreams has beautiful pieces at high quality crocheting, none of the profits or merchandise is going towards people who might need them. Furthermore, the price of Childish Dream's merchandise is exceedingly more than the merchandise from Ecowear.

Direct: CGOA (Crochet Guild of America) is a non-profit organization where the customer goes on the online website and sign up for a membership and receives discounts for patterns, a subscription to a crocheting magazine, and opportunities to participate in the CGOA fashion show. This organization is very helpful to people who are learning about crocheting, but signing up for a membership seems a bit much. Also, the website for CGOA was confusing to understand and find things.

C. Market Environment:

Legal Factors: Workers at Ecowear will be making the merchandise in their homes on their own time. The workers will post their products on the website every Friday afternoon, with at least 5 products posted. Once Ecowear opens a store, workers will deliver the products to the store on Friday afternoons as well. Ecowear employees will receive all profits they make from the buyers. Ecowear will have a business license and have it renewed every year.

Uncontrolled Factors: Trends and styles in hats and headbands change over time. A customer could want one thing, and then want something changed to it. Ecowear will ensure customers that they will get what they want, which is a high-quality product specially designed for the customers. Shipping and handling is another uncontrolled factor. Hoping an item being shipped in the mail will be taken full care of, meaning no dents or holes in the packaging, being shipped to the right location, and delivered at a reasonable time.

VI. Operational Plan:

Production

Productivity/Labor: Ecowear is ran by 4 women, which gives a lot of flexibility in the schedule during the week. Workers will have a minimum of 5 products a week made and ready to be sold when needed. They will be responsible to meet the deadline each week and have the products at a top-notch standard.

Resources: Ecowear will receive resources like yarn; crochet hooks, and buttons by other crocheters who don't want them anymore. Ecowear will also purchase these items from the store if needed. Yarn at Hobby Lobby is \$2.99, hooks at \$1.99, and buttons at just a few cents each. Purchasing from Hobby Lobby ensures Ecowear will get quality items for a reasonable price.

B. Maintenance and Service

Ecowear has one goal: to make sure the customer falls in love with their product. Ecowear can do that by paying close attention to the trends and styles, as well as coming up with unique and creative designs that the customers will adore. By doing this, Ecowear is going to succeed.