



Sea Breeze Boutique

Coastal Grand Mall
Myrtle Beach, SC

Anna Grace Roberts, Meredith Barner, Mark DeMott, & Isabelle Weston
Section 001

The Team



**Anna Grace
Roberts**



Meredith Barner

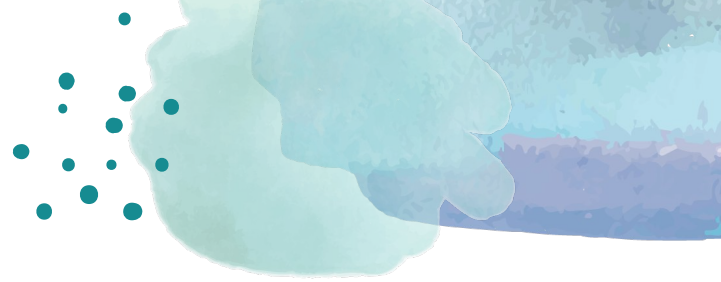


Mark Demott



**Isabelle
Weston**

Executive Summary



Welcome to Sea Breeze Boutique- your one-stop shop for beachwear in Myrtle Beach. Our beachwear line includes one-of-a-kind bathing suits, coverups, dresses, and accessories. Sea Breeze Boutique caters to women between the ages of 18 and 30. Sea Breeze Boutique has its own twist on show-stopping trends and the basics of the beach. We emphasize sustainability, so our products blend fashion with environmental responsibility. All of our products are locally made and unique, ensuring no two pieces are alike. We offer a guilt-free shopping experience, appealing to our audience with our trendsetting attire that is sustainable and provides a positive environmental impact. At Sea Breeze Boutique, we make shopping a breeze with our wide selection of unique products that positively impact the environment.



Differentiation

01

Specializing in Beachwear

Our boutique is the only locally owned female beachwear boutique in the mall.

03

Local Vendor

Customers will be encouraged to support our boutique as a locally owned small business that sells one-of-a-kind handcrafted items

02

Environment Friendly

Our products are locally made using ecosystem friendly materials.

04

Optimal Location

Our boutique will fit perfectly as a beach boutique in a southern coastal area with frequent tourists.

Segment

- Sales Potential: There is an extremely high sales potential because Coastal Grand Mall will receive a ton of foot traffic. They are located near the beach, hotels, and the airport, which will bring in tourists as well as locals.
- Competition Level: There are no other locally owned beachwear boutiques for females located in the mall.
- Ability to Compete: We will have a great chance to compete because we stand out from shops located in this mall. We offer products that are one-of-a-kind, and have high potential in this geographic area.
- Ability to market to this group: Females between the ages of 18-30 are our target market. They are influenced by current and unique trends on social media.
- Rationale for Target Market: This target market is easily influenced, and they tend to be loyal shoppers. Our products stand out because of the quality and uniqueness we offer. These women are easy to target on social media.

Persona

Meet Sarah:



Lifestyle and Interests

- Sarah loves to go to the beach and is an active member in her community.
- She enjoys spending weekends at the beach with her friends and family.
- She and her husband often spend their free time at the beach, participating in beach sports and water activities
- She is fashion-conscious and keeps up with current, unique trends.

Shopping Behaviors

- Sarah prefers shopping in-store to try on clothes. She closely follows social media for new arrivals and promotions.
- She often shops for beachwear during the summer and when she's planning trips.
- She looks for functional beachwear that is unique and stylish.
- She loves accessories to complete her beach look.

Brand Loyalty

- She is a loyal customer of local boutiques, and often recommends them to friends and family.
- She tends to support brands that align with her active beach lifestyle and provide both unique and practical options.
- She appreciates loyalty rewards, early access, and exclusive promotions.

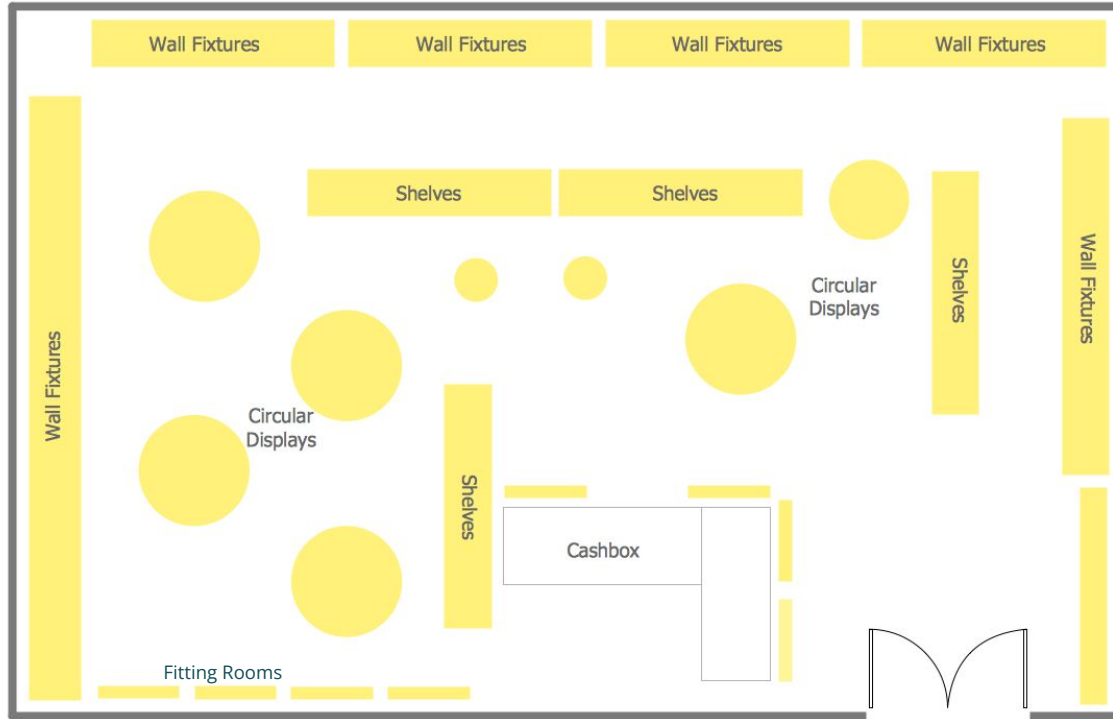
Demographics

- 28 Year old Female
- Married
- Marketing Professional
- \$40,000-\$60,000 per year

Favorite Brands and Retailers

- | | |
|---------------------|-----------------------|
| • Billabong | • Revolve |
| • Tj Maxx/Marshalls | • ASOS |
| • O'Neill | • Nike |
| • Target | • Triangl |
| • Amazon | • Local Boutiques and |

Store Layout



Store Front Mock Up



Store Window Mockup

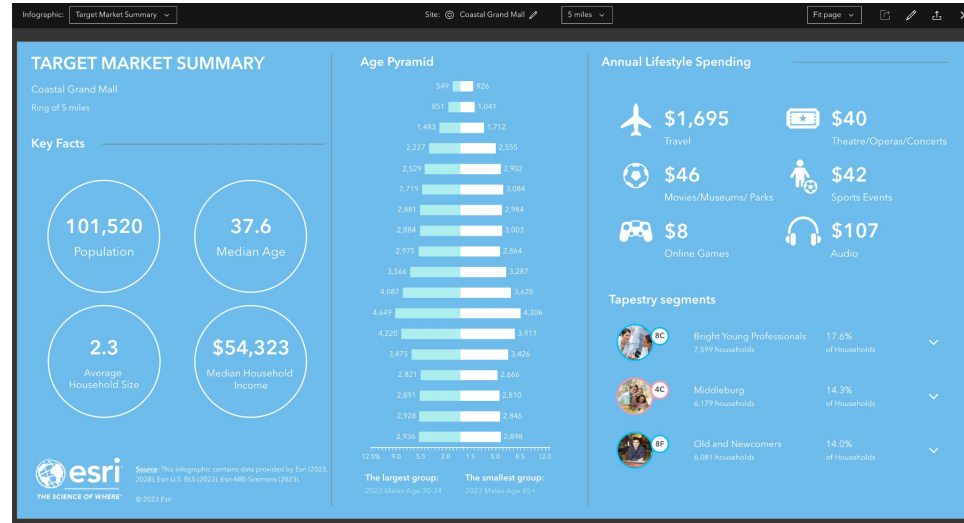
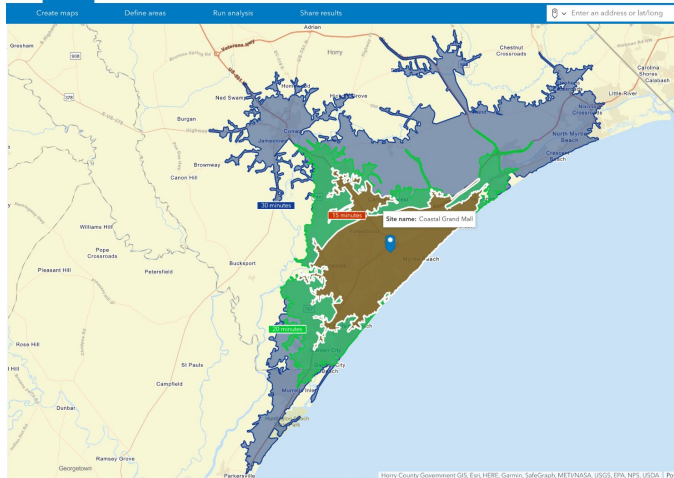


Perceptual Map



Store Location

Myrtle Beach, SC: Coastal Grand Mall



Key Visual and Tagline

Key Visual



Tagline

"Finding that
perfect wardrobe
is a breeze"

Mood Board

INSPIRE

Believe
in the magic of
the season

beach

Freedom

Just
living my
best life

VACATION

Beach
Please

sunshine



Merchandising Plan

Assortment Plan	Bathing Suits					Assortment Plan	Cover-ups						
Styles	One-Piece		Bikini		Tankini	Styles	Kimono		Tunic	Sarong			
Price Points	\$	50.00	\$	40.00	\$	40.00	Price Points	\$	30.00	\$	30.00	\$	20.00
Colors	black		black		black	Colors	navy		navy	navy			
	navy		blue		blue		white		white	white			
	white		pattern		pattern								
# Category skus	10		10		7	# Category skus	2		2	2			

Assortment Plan	<u>Assortment Plan</u>					Accessories								
Styles	Sundress		Maxi Dress			Styles	Hats		sunglasses	Jewelry	Beach Bags			
Price points	\$	50.00	\$	60.00		Price Points	\$	25.00	\$	15.00	\$	20.00	\$	45.00
Colors	white		navy/white pattern			Colors	black		black	blue	brown			
							brown		brown	white	black			
			blue							pink	navy			
# Category skus	1		2			# Category skus	2		2	7	3			

Twelve Month Financial Plan

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Year	% Sales
Revenue														
Net Sales	\$142,270	\$142,270	\$142,270	\$142,270	\$142,270	\$142,270	\$142,270	\$142,270	\$142,270	\$142,270	\$142,270	\$142,270	\$1,707,234	100.0%
Cost of Goods Sold	\$78,248	78,248	78,248	78,248	78,248	78,248	78,248	78,248	78,248	78,248	78,248	78,248	\$938,979	55.0%
Gross Profit	\$64,021	\$64,021	\$64,021	\$64,021	\$64,021	\$64,021	\$64,021	\$64,021	\$64,021	\$64,021	\$64,021	\$64,021	\$768,255	45.0%
Operating Expenses														
Store Labor	\$17,160	\$17,160	\$17,160	\$17,160	\$17,160	\$17,160	\$17,160	\$17,160	\$17,160	\$17,160	\$17,160	\$17,160	\$205,920	12.1%
Corporate Overhead	\$5,691	\$5,691	\$5,691	\$5,691	\$5,691	\$5,691	\$5,691	\$5,691	\$5,691	\$5,691	\$5,691	\$5,691	\$68,289	4.0%
Rent Expense	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$180,000	10.5%
Marketing Expenses	\$5,700	\$5,700	\$5,700	\$5,700	\$5,700	\$5,700	\$5,700	\$5,700	\$5,700	\$5,700	\$5,700	\$5,700	\$68,400	4.0%
Total Operating Expenses	\$43,551	\$43,551	\$43,551	\$43,551	\$43,551	\$43,551	\$43,551	\$43,551	\$43,551	\$43,551	\$43,551	\$43,551	\$522,609	30.6%
Income From Operations	\$20,471	\$20,471	\$20,471	\$20,471	\$20,471	\$20,471	\$20,471	\$20,471	\$20,471	\$20,471	\$20,471	\$20,471	\$245,646	14.4%

Break Even: Fixed Cost / Unit Contribution

Unit Contribution = Average Selling Price * Margin= 37.81*0.45= 17.01

300,000/17.01= 17,637 units

1

**SOCIAL MEDIA
PLATFORMS**

Collaborations with micro influencers on Instagram, TikTok, and Facebook. Daily story posts on Instagram that showcase all merchandise. Multiple posts a week with new merchandise.

2

POP-UP SHOP

Pop-up shops throughout the grand strand. At festivals, markets, board walks, other coastal cities, etc.

3

SEMI-ANNUAL SALES

Semi-Annual sales at the peak of each season. BOGO promotions

4

**IN-STORE
FASHION SHOW**

Public in store fashion shows of new lines with local designers, artists, and models

5

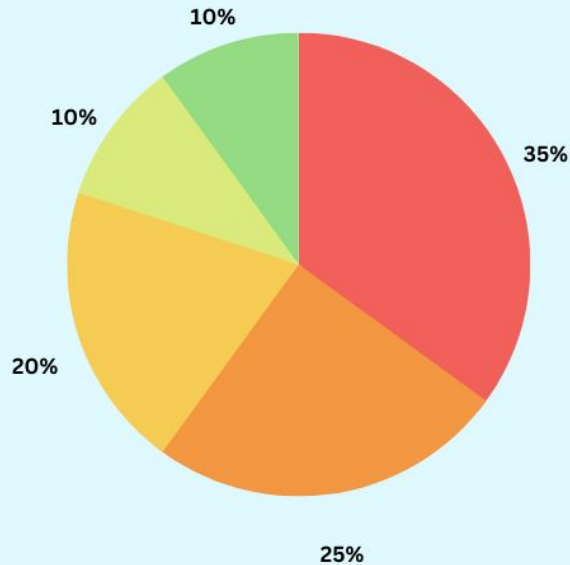
GIVEAWAYS

In store and social media contests with giveaways with merchandise, other local businesses products, and gifts

Integrated Marketing Plan

1. Social Media Pages (Instagram, Tiktok, Facebook, etc)
 - Collaborations with micro influencers/ Beach photoshoots/videos with influencers
2. Pop-Up shops throughout the grand strand
 - Beach boardwalks, seasonal shops, downtown Charleston, and open markets
3. Semi annual sales
4. Seasonal in-store Fashion shows for new launches
5. Giveaways online and at the store counter

Marketing Budget



Digital Marketing

With our boutique being located in Myrtle Beach, SC, it means we have a lot of tourists around us. It is important to reach these tourists before they arrive by investing in a well-designed website and search engine optimization

Social Media

Social media is a very easy and powerful tool to target potential customers with. This will allow for us to pay for content creators, social media advertising, and influencer collaboration

In-Store Promotions and Events

Window displays are very important in a mall because whatever the shopper is shown on the outside of the store determines whether or not they will take the time to go in and shop.

Email Marketing

Emails will be sent out to increase brand awareness and encourage past customers to return.

Website


By having a high quality and up to date website we will allow customers to find out about our boutique and its products as well as news such as new arrivals.

Expense Assumptions			Sales Assumptions		
Rent p/foot (includes fees)		\$75	Days open per week		7
Sq feet		2,400	Weeks per month		4.3
Rent per year		\$180,000	Open days per month		30.1
Rent per month	\$	15,000	Shopper traffic per day		250
			Shopper traffic per month		7,525
# Store employees		4	Conversion rate		20%
Hour per day		8	Transactions per month		1,505
Days per week		7	Units per transaction (UPT)		2.5
Hours per week		224	Average order value (AOV)	\$	37.81
Hours per month		963	Sales	\$	142,270
Hourly wage	\$	13.50	Annual Sales	\$	1,707,234
Store Labor per month	\$	13,003	Sls Sq Foot	\$	711
Store manager		1	Margin		45%
Hours per week		40	Cost of Goods Sold		55%
Hours per month		173	Total Cost of Goods Sold	\$	78,248
Hourly wage	\$	24.00	Gross Profit	\$	64,021
Store mgt per month	\$	4,157			
Total store labor cost	\$	17,160			
Total Marketing spend per mo	\$	5,700			

Appendix

Sales Mix

Category	# skus	Ave Price	Annual Sls Mix %	Weight Price
Bathing suits	27	\$ 43.33	25%	\$ 10.8
Coverups	6	\$ 26.67	25%	\$ 6.67
Dresses	3	\$ 55.00	25%	\$ 13.7
Accessories	14	\$ 26.25	25%	\$ 6.56
	50		100%	\$ 37.8



**Life's a Breeze
when you shop
with us.**

Thank you for your
time!