J.CREW Golf

Madeline Peterson Merchandising Concept to Consumer

J.CREW Golf

Mission Statement

We believe that great style begins with great design—and probably a vodka and tonic. Our mission is to provide stylish golf wear. WE DON'T BELIEVE THERE'S JUST ONE WAY TO WEAR AN OUTFIT, but we do have a few ideas on how to pull one together. FOR US, THE MAGIC IS IN THE MIX. Extending JCREW's brand with golf wear is to transition our workingmen into retirement. Our designs are flexible, classic, practical and still similar to their old suiting. WE SIDE WITH STYLE OVER FASHION, think timelessness is underrated and find that clothes look best when they're lived in.

CUSTOMER PROFILE

TARGET MARKET SEGMENT

GEOG	D A	DIL	IC.
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Region: Any

City Size: Up to 1,00,000

Urban/rura Suburban

Climate: Any

DEMOGRAPHICS:

Age: 50+

Sex: Male

Family Life Cycle: Married, Retired, adult kids

Income: 50,000-110,000

Education: college graduate with Bachelors and or masters

Occupation Ex- Business man

Religion: Christian

Ethnic Background: White

PSYCHOGRAPHICS:

Social Class: Upper middle class-middle class

Personality: Achiever

Life-style: Retired

CONSUMER BEHAVIOR:

Benefits desired: Functional

Usage rate: Light-medium

CUSTOMER PROFILE

Segmentation Types/Bases **Illustrative Categories**

Geographic Segmentation Region North, south, east, west

City Size Up to 100,000,100,001+

Population density suburban Climate All

Demographic Segmentation Age 50±

Gender male Household size 1-2 persons 50,000-110,000 Income

Occupation retired

college graduate with Bachelors and or masters Education

Culture American or European Golfer/country club goer Sub culture

Christian Religion

National origin Italian, French, Canadian

Race

Upper-middle class-middle class Social Class

Marital status married Psychographics Achievers

Affective and Cognitive Segmentation

Sociocultural Segmentation

Degree of knowledge college degree-masters degree

Benefits sought Convenience Attitude Positive

Behavioral Segmentation Brand loyalty divided

Store loyalty None, divided Usage rate Light-medium

User status ex-user, current user, potential user

Payment method Cash, credit card, checks Media usage Newspapers, magazines, TV Usage situation vacation, hobbies, free time

J.CREW Golf

Madeline Peterson

The basics about your customer and her/his lifestyle.

Age? 50+

Occupation? Level of job? (exec, entry level, VP) _

Retired ex-business man

Where do they live? Texas, The Dallas area.

Single or married? Kids? Married with two adult children

Education Level? Where did they go to school and what did they study? Went to Michigan University and got a Bachelo

Then received a Masters in management from Arizona state

What life-stage are they in?

Retirement / empty nesting

Favorite movies? Cinderella man, Remember The Titans, and The Greatest Game Ever Played.

Favorite restaurants? _ The Dallas Country Clubs main dinner room,

What magazines do they read? The Wall street Journal, Sports illustrated, and Forbes

Favorite music? Bands? Bob Dylan, The beetles, the Eagles, the rolling stones, led zeppelin

Favorite artists and/or art movement? Roy Lichtenstein and Claes Oldenburg

Are they tech-savvy? Some what

What other designers do they lik Brookes Brothers, Ted Baker, Burberry.

Where do they shop? Nordstrom, Banana republic, Nike, CREW

Shopping attitude? Shop for fun, a necessary evil, very price-conscience, quality focused?

Functionality, shops when necessary enjoys style but is not an excessive shopper.

What types of vacations do they like? Favorite location Tropical places, anywhere with a golf course and a great bar.

What are their political views? Republican

Hobbies? Golf, gambling, sports

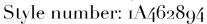
STYLE NUMBERING SYSTEM

```
YEAR
1
             2017
        1
     SEASON
             SPRING
        A
3
     CLASS
             TOPS
        1
             BOTTOMS
        2
             OUTERWEAR
        3
             ACCESSORIES
        4
     SUB CLASS
        1 TOPS
                                         POLO
                                         LONG SLEEVE WOVEN
SHIRT WITH RIB KNIT
                                         COLLAR
             BOTTOMS
                                     3
                                         GOLF PANTS
                                         GOLF SHORTS
                                          BOMBER JACKET
        3
             OUTERWEAR
                                         WIND BREAKER
        4
             ACCESSORIES
                                        6 GLOVES
      COLOR
5
             BEIGE
        1
        2
             GREY
             WHITE
        3
        4
             NAVY BLUE
        5
             TAUPE
        6
             KHAKI
6
     FABRICATION
             THICK RIB KNIT COTTON
        1
        2
             NYLON
             60% POLYESTER, 30%
        3
             COTTON, 10% SPANDEX
             50\% POLYESTER 50\% NYLON
        5
             COTTON/POLYESTER
             JERSEY KNIT THIN
        6
             COTTON
             WOVEN COTTON
        7
             LEATHER
        8
        9
             MESH NYLON
7
     SIZE
             SMALL
             MEDIUM
        3
             LARGE
             SMALL-MEDIUM
        4
             LARGE-EXTRA LARGE
        5
        6
             32
        7
             33
        8
             34
        9
             36
        10
             38
        11
    EXAMPLE:
1 2017
                                  1A23567
            2 SPRING
            3~BOTTOMS
            4 PANTS
            5 NAVY BLUE
```

6 COTTON/POLYESTER

7 33

Leather Golfing Glove with Mesh detail





\$32.00

- Mesh nylon detail on exterior of glove that allows stretch and flexibility
- Snap closer on palm side of glove
- Grip panels on palm of glove for no slip grip
- Sizes Small/Medium & large/Extra-Large
- Offered in Taupe & Grey

PANTONE® PANTONE®
9102 U PANTONE
11-0701 TPX
Whisper White

Bomber Jacket Wind Breaker Style number: 1A3541243



\$85.00

- Nylon (shell)
- · Equipped for rain or shine with rain and wind replant technology
- Polyester & nylon (lining) for extra insulation and flexibility.
- Cotton/polyester (jersey knit trim)
- Front gold zipper closure, three snap flap pockets, right arm gold zipper closer pocket.
- Offered in navy and sizes Small, Medium, Large, Extra Large



PANTONE® 282 C

Long sleeve woven shirt with rib knit collar Style number: 1A123172



- This classic polo neck woven shirt is a clean-cut standard that you can wear from the course to lunch.
- 100% Cotton (woven) majority of shirt
- 100% Cotton Thick Jersey Knit (collar & cuffs)
- Flexible for golfing and breathable
- Three buttons in neckline for option to open collar, and buttons on cuffs for option to roll up sleeve
- Offered in Small, Medium, Large, Extra Large
- Navy, White (navy stripe collar and cuffs)
- \$50.00



PANTONE® 282 XGC

Polo Style number: 1A111162



\$45.00

- This classic polo is a clean-cut standard that goes with just about anything.
- 100% Cotton Thin Jersey Knit (majority of shirt)
- 100% Cotton Thick Jersey Knit (collar and trimmings)
- Flexible for golfing and breathable
- Three buttons in neckline for option to open collar
- Offered in Small, Medium, Large, Extra Large
- Navy, Beige



PANTONE® P 169-3 U

282 XGC

Golf shorts Style number: 1A24636



\$65.00

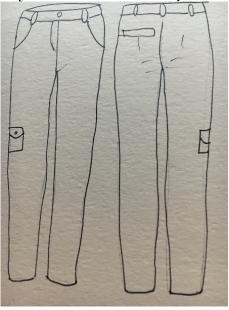
- 60% polyester, 30% cotton, 10% spandex
- Spandex technology for comfort while golfing
- Hidden zipper closure, double button waist band
- Belt loops, snap closer thigh pocket, small front zipper pocket
- Offered in navy and khaki
- Sizes: 32,33,34,36,38,40



PANTONE® 16-0726 TPX Khaki PANTONE® 282 XGC

Golf pants

Style number: 1A23637



\$95.00

- 60% polyester, 30% cotton, 10% spandex
- · Spandex technology for comfort while golfing
- Hidden zipper closure, double button waist band
- Belt loops, snap closer thigh pocket, one back pocket, two front pockets
- Offered in navy and khaki
- Sizes: 32,33,34,36,38,40



PANTONE® 16-0726 TPX Khaki PANTONE® 282 XGC

JCREW Golf

Date:			Style #: 1A462894
Product Descript Leather Golfing Glove w	vith Mesh detail		
Sizes: Small/Medium & large/F	Extra-Large		Season: Spring
Colors: Taupe & Grey			Wholesale: \$15.46
			Sug. Retail: \$32.00
MATERIAL	WARDOL DRIG	TE AMOUNT	BRODUCT CVETCH
MATERIAL Leather	YARDS PRIC 1/3 4	E AMOUNT 95 \$1.65	PRODUCT SKETCH
mesh (nylon)		98 \$0.66	
inesii (iiyioii)	170 5	50.00	
			4
			4//
			465
TOTAL MATERIAL COST		2.31	
TRIMMINGS	QTY PRIC	E AMOUNT	
Button (8 linge)	1 \$1.75		
label	1	\$0.10	
TOTAL TRIMMING COST		0.17	
101/12 Humming COS1		0.17	
LABOR		AMOUNT	PANTONE* PANTONE* 11-0701 TPX 9102 II
Cut/Make/Trim		\$3.00	11-0/01 IPX 9102 U Whisper White
Embrodiery Labor			
Beading Labor		\$0.75	
Shipping Overhead		\$0.75	
Marketing		\$0.50	Swatch
Growth		\$0.50	- water
TOTAL LABOR COST		5.25	
TOTAL COST OF PRODUCT:		7.73	

Date:				Style #: 1A3541243
Product Description: Bomber Ja	acket Wind Bre	aker		Segie # : 1110011210
Small.	action (filled 1910)	unor		
Medium,				
Large,				
Extra				
Sizes: Large				Season: Spring
Colors: Navy				Wholesale: \$41.78
<u>.</u>				Sug. Retail: \$85.00
				C
MATERIAL	YARDS	PRICE	AMOUNT	PRODUCT SKETCH
Nylon (shell)	1 1/2	\$3.99	\$5.99	
polyester & nylon				
(lining)	1	3.5	\$3.50	
Cotton/polyester				
(jeresy knit trim)	1/2	\$2.99	\$1.50	SALLITY OF THE PARTY OF THE PAR
				AHIA
momat Mamphati coom			210.00	1// 11 [4
TOTAL MATERIAL COST		i	\$10.99	
TRIMMINGS	QTY	PRICE	AMOUNT	
snaps (18 linge)		\$9.99/100	\$0.30	
zipper	2	\$1.50	\$3.00	
label	1		\$0.10	The minus minus
TOTAL TRIMMING COST		-	\$3.40	
		•		
LABOR			AMOUNT	PANTONE*
Cut/Make/Trim			AMOUNT \$4.00	PANTONE* 282 C
Cut/Make/Trim Embrodiery Labor				
Cut/Make/Trim Embrodiery Labor Beading Labor			\$4.00	
Cut/Make/Trim Embrodiery Labor Beading Labor Shipping			\$4.00	
Cut/Make/Trim Embrodiery Labor Beading Labor Shipping Overhead			\$4.00 \$1.00 \$0.50	282 C
Cut/Make/Trim Embrodiery Labor Beading Labor Shipping Overhead Marketing			\$1.00 \$0.50 \$0.50	
Cut/Make/Trim Embrodiery Labor Beading Labor Shipping Overhead Marketing Growth			\$1.00 \$0.50 \$0.50 \$0.50	282 C
Cut/Make/Trim Embrodiery Labor Beading Labor Shipping Overhead Marketing			\$1.00 \$0.50 \$0.50	282 C
Cut/Make/Trim Embrodiery Labor Beading Labor Shipping Overhead Marketing Growth			\$1.00 \$0.50 \$0.50 \$0.50	282 C
Cut/Make/Trim Embrodiery Labor Beading Labor Shipping Overhead Marketing Growth			\$1.00 \$0.50 \$0.50 \$0.50	282 C

Date:					Style #: 1A123172
	Long sleeve woven				
	shirt with rib knit				
Product Description:	collar				
	Small, Medium,				
Sizes:	Large, Extra Large				Season: Spring
	White (navy stripe				
Colors:	collar and cuffs)				Wholesale: \$21.26
					Sug. Retail: \$50.00
MATERIAL		YARDS	PRICE	AMOUNT	PRODUCT SKETCH
Cotton (woven)		3/4	\$3.99	\$2.99	
Cotton Thick Jersey					
Knit (collar)		1/4	\$4.15	\$1.04	
TOTAL MATERIAL (COST			\$4.03	
TRIMMINGS		QTY	PRICE	AMOUNT	
buttons (12 linge)		5	\$9.99/100	\$0.50	
(0 /					
label				\$0.10	
TOTAL TRIMMING (COST	•		\$0.60	
LABOR				AMOUNT	PANTONE*
Cut/Make/Trim		ı	ı	\$3.50	282 XGC
Embrodiery Labor					LOL AGO
Beading Labor					
					Navy strips
					in collar
Shipping				\$1.00	and cuffs
Overhead				\$0.50	
Marketing				\$0.50	Swatch
Growth				\$0.50	
TOTAL LABOR COS	T			\$6.00	
TOTAL COST OF PRO	ODUCT:			\$10.63	
					Stark white
					Court Hillo

Date:				Style #: 1A111162
Product Description: Polo				-
Small, Medium, Large	,			
Sizes: Extra Large				Season: Spring
Colors: Navy, Beige				Wholesale: \$20.86
				Sug. Retail: \$45.00
MATERIAL	YARDS	PRICE	AMOUNT	PRODUCT SKETCH
Cotton Thin Jersey Knit	3/4	\$3.99	\$2.99	
Cotton Thick Jersey				
Knit (collar)	1/4	\$4.15	\$1.04	MHH-I
				1 4
				6/11/1
TOTAL MATERIAL COST			\$4.03	
		ļ.		
TRIMMINGS	QTY	PRICE	AMOUNT	
buttons (12 linge)	3	\$9.99/100	\$0.30	The state of the s
\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \				
label			\$0.10	
TOTAL TRIMMING COST	'		\$0.40	
		!		
LABOR			AMOUNT	
Cut/Make/Trim			\$3.50	
Embrodiery Labor				PANTONE®
Beading Labor				DAGO 211 PANTONE
Shipping			\$1.00	282 XGC
Overhead			\$0.50	
Marketing			\$0.50	Swatch
Growth			\$0.50	
TOTAL LABOR COST			\$6.00	
		į		
TOTAL COST OF PRODUCT:			\$10.43	

Date:				Style # : 1A23637	
Product Descripti Golf pants					
32,33,34,36,					
Sizes: 38,40				Season: Spring	
Colors: Khaki, Navy				Wholesale: \$46.74	
				Sug. Retail: \$95.00	
MATERIAL	YARDS	PRICE	AMOUNT	PRODUCT SKETCH	
60% polyester,					
30% cotton, 10%				72 D 00	T
spandex	3	\$4.99	\$14.97	MITTER	
				VITTI	
				1 / 1 - 1	
					1
TOTAL MATERIAL COST	•		\$14.97	9 1 1 1	A
		•		PIIII	4
TRIMMINGS	QTY	PRICE	AMOUNT		
buttons (14 linge)	2	\$9.99/100	\$0.20		
snap 18 linge (pocket)	1		\$0.10		
label	1		\$0.10		
zipper	1		\$1.50		
11					
				- U L	1
FOTAL TRIMMING COST	'		\$1.90		
LABOR			AMOUNT		
			AMOUNT \$4.00	PANTONE PANTONE	
Cut/Make/Trim Embrodiery Labor				16-0726 TPX 282 XGC	
Cut/Make/Trim Embrodiery Labor				IAITIOIL	
Cut/Make/Trim Embrodiery Labor Beading Labor Shipping			\$4.00	16-0726 TPX 282 XGC	
Cut/Make/Trim Embrodiery Labor Beading Labor Shipping			\$4.00	16-0726 TPX 282 XGC	
Cut/Make/Trim Embrodiery Labor Beading Labor Shipping Overhead			\$4.00	16-0726 TPX 282 XGC	
Cut/Make/Trim Embrodiery Labor Beading Labor Shipping Overhead Marketing			\$1.00 \$0.50	16-0726 TPX 282 XGC Khaki	
Cut/Make/Trim Embrodiery Labor Beading Labor Shipping Overhead Marketing Growth			\$1.00 \$0.50 \$0.50	16-0726 TPX 282 XGC Khaki	
Cut/Make/Trim Embrodiery Labor Beading Labor Shipping Overhead Marketing Growth			\$1.00 \$0.50 \$0.50 \$0.50	16-0726 TPX 282 XGC Khaki	
LABOR Cut/Make/Trim Embrodiery Labor Beading Labor Shipping Overhead Marketing Growth TOTAL LABOR COST			\$1.00 \$0.50 \$0.50 \$0.50	16-0726 TPX 282 XGC Khaki	
Cut/Make/Trim Embrodiery Labor Beading Labor Shipping Overhead Marketing Growth			\$1.00 \$0.50 \$0.50 \$0.50	16-0726 TPX 282 XGC Khaki	

Date:				Style #:
Product Description: Golf Shor	ls			1A24636
32,33,34,30	6			
Sizes: ,38,40				Season: Spring
Colors: Khaki, Nav	/y			Wholesale: \$30.78
				Sug. Retail: \$65.00
MATERIAL	YARDS	PRICE	AMOUNT	PRODUCT SKETCH
60% polyester, 30%	1ANDS	PRICE	AMOUNT	PRODUCT SKETCH
cotton, 10% spandex	1 1/2	\$4.99	\$7.49	
			31113	
	1			E ME M
				100
	+			
	+			
OTAL MATERIAL COST	-1		\$7.49	
		ı		
TRIMMINGS	QTY	PRICE	AMOUNT	
uttons (14 linge)	2	\$9.99/100	\$0.20	
nap 18 linge (pocket)	1	\$9.99/100	\$0.10	
bel	1	\$0.10	\$0.10	
oper	1	\$1.50	\$1.50	
•				
			\$1.90	
OTAL TRIMMING COST				
OTAL TRIMMING COST		•		
	T		AMOUNT	
LABOR			AMOUNT \$3.50	DANTONE*
LABOR ut/Make/Trim				PANTONE* PANTONE
LABOR ut/Make/Trim mbrodiery Labor				PANTONE* 16-0726 TPX Khaki PANTONE 282 XGC
LABOR au/Make/Trim mbrodiery Labor eading Labor				16-0726 TPX 282 XGC
LABOR but/Make/Trim mbrodiery Labor eading Labor hipping			\$3.50	16-0726 TPX 282 XGC
LABOR Cut/Make/Trim Embrodiery Labor leading Labor hipping Overhead			\$3.50	16-0726 TPX 282 XGC
LABOR Cut/Make/Trim Cmbrodiery Labor Geading Labor Chipping Overhead Iarketing			\$3.50 \$1.00 \$0.50	16-0726 TPX 282 XGC Khaki
LABOR Cut/Make/Trim Embrodiery Labor leading Labor hipping Overhead Harketing Growth			\$3.50 \$1.00 \$0.50 \$0.50	16-0726 TPX 282 XGC Khaki
LABOR Cut/Make/Trim Cmbrodiery Labor Seading Labor Shipping Overhead Marketing Growth			\$3.50 \$1.00 \$0.50 \$0.50 \$0.50	16-0726 TPX 282 XGC Khaki
LABOR Cut/Make/Trim Embrodiery Labor Seading Labor Shipping Overhead Marketing Growth COTAL LABOR COST			\$3.50 \$1.00 \$0.50 \$0.50 \$0.50	16-0726 TPX 282 XGC Khaki

J.CREW Golf

Philosophy

At J.CREW Golf we don't believe there is just one way to wear an outfit. We believe in mixing and matching, our pieces are created to go straight from the golf course to grabbing lunch afterwards. Our designs are flexible, classic, practical and still similar to the old suits we make. The pieces in our collection are made with HIGH quality fabrics. The product assortment can appeal to multiple climates and the pieces can be layered. The line will be featured in J.CREW Mono label stores only; including 10 East

Coast stores (New York, Massachusetts, Connecticut), 4 Michigan stores, and 5 Florida stores. The collection will make its debut in S/S 2017. With the selling period of February-July

MARKETING PLAN: CALENDAR

	STRATEGY	TACTICS	PERSON RESPONSIBLE	BUDGET	COMPLETION DATE
1	Gain social media coverage by creating contest to win a \$100 card	photo shoot create 100% gift card Send out email blast Code gift card to work online send out Facebook invite put out signage in store for new FB page/ printing reach out to men's wear blogger to promote the FB page Mail gift card to winner	marketing manager/ lead photographer Graphic designer marketing manager IT manager marketing manager marketing manager visual merchandiser marketing manager	\$1,500 \$25 \$200 \$500 \$200 \$100	Feb 1 Feb 2 Feb 3 Feb 4 Feb 5 Feb 9 Feb 11 March 1
2	Increase Sales by 15% by having an add campaign in major magazines/newspaper	photo shoot reach out to magazines and newspapers to get a full pg. spread Post signage in store/ printing create 10% off coupon that goes on add Code coupon to work at registers and train employer to use it Track number of coupons used	Total: Lead photographer Public relations Visual merchandiser IT manager IT manager marketing manager	\$2,525 \$1,500 \$3,000 \$200 \$100 \$100	March 1 March 5 March 7 March 8 March 9th April 1st
3	Obtain 100 new customers by mailing out 20% off first purchase of a JCREW Golf item	Buy mailing/ email list from local golf clubs Create coupon barcode and graphics on mailer mail and email coupon flyer Give coupons to golf clubs/ country clubs to hand out Train employees how to use the coupon Sign up new customers for our loyalist program Track increase in loyalist accounts and how many coupons were used	Marketing manager IT manager/graphic designer Marketing manager Marketing manger Store manager Sales associates Marketing manager	\$375 \$500 \$450 \$100 \$100	June 1 June 2 June 3 June 3 June 4 June 6 July 1
4	Have a both at a golfing tournament with product and coupons to boost online sales	Reach out/ pay to have a table at golf tournament Create 30% off coupon/ print Give coupons to local golf clubs Select clothes that will be sold at the event Assign employees to work the event Place 30% off coupon at register in store Get tables, tents, and racks for the event Send out Press release Calculate the increase of online sales and how many trans were redeemed by coupons	Marketing manager IT manger/ graphic design Marketing manager Merchandising manager Store manager Visual merchandiser Marketing manager Marketing manager Marketing manager	\$509.44 \$500 \$200 \$400 \$900 \$200	July 1 July 2 July 3 July 4 July '10 July 11 July 12 July 13

JCREW Golf PLANNING CALENDAR SPRING 2017 IN-

SEASON/YEAR:

IN-STORE DELIVERY:

February, 2016

March	Feburary	January	December	November	October	September	August	July	June	May	April	MONTH
	,									1	Research	STEP 1
											market	
-	 	-		<u> </u>				-		Begin to		STEP 2
										design &		SIEF 2
										sketch		
										Sketen		
									Swatch &			STEP 3
									begin to			
									make			
									samples			
								Early				STEP 4
								production,				
								retail orders				
<u> </u>								placed				omen s
							Major					STEP 5
							production					
							begins					
+	+					Major		-		+		STEP 6
						production						0111
						continued						
					Major							STEP 7
					production							
					in-store							
					promotions							
				Shipping								STEP 8
				period,								
				in-store								
+	 		Shipping	promotions				-		+		STEP 9
			period,									SILIJ
			in-store									
			promotions									
		Shipping										STEP 10
		continued										
							1					
							1					STEP 11
	set up						1					
Track retail	 	+		 			 			1		CTED 12
selling, plan							1					STEF 12
for next												
season							1					
	Store set up											STEP 10 STEP 11

KEY CODE SHEET

FIXTURE	STYLE #	DESCRIPTION	# OF UNITS	<u>size</u>
A	1A3541242	bomber jacket wind breaker navy	2	m
A	1A23638	golf pants khaki	2	33
В	1A123172	long sleeve woven shirt with rib knit collar	2	m
В	1A24438	golf shorts navy	2	33
С	1A23637	golf pants khaki	4	32
С	1A23638	golf pants khaki	2	33
С	1A23639	golf pants khaki	2	34
С	1A236310	golf pants khaki	2	36
С	1A236311	golf pants khaki	2	38
С	1A236312	golf pants khaki	2	40
С	1A23437	golf pants navy	4	32
С	1A23438	golf pants navy	2	33
С	1A23439	golf pants navy	2	34
С	1A234310	golf pants navy	2	36
С	1A234311	golf pants navy	2	38
С	1A234312	golf pants navy	2	40.
D	1A123171	long sleeve woven shirt with rib knit collar	4	s
D	1A123172	long sleeve woven shirt with rib knit collar	4	m
D	1A123173	long sleeve woven shirt with rib knit collar	6	1
D	1A123174	long sleeve woven shirt with rib knit collar	4	xl
E	1A111161	polo beige	4	s
E	1A111162	polo beige	4	m
E	1A111163	polo beige	6	1
E	1A111164	polo beige	4	xl
E	1A114161	polo navy	4	s
E	1A114162	polo navy	4	m
E	1A114163	polo navy	6	1
E	1A114164	polo navy	4	xl
E	1A24637	golf shorts khaki	2	32
E	1A24638	golf shorts khaki	2	33
E	1A24639	golf shorts khaki	4	34
E	1A246310	golf shorts khaki	4	36
E	1A246311	golf shorts khaki	2	38
E	1A246312	golf shorts khaki	2	40
E	1A24438	golf pants navy	2	33

KEY CODE SHEET

FIXTURE	STYLE #	DESCRIPTION	# OF UNITS	<u>size</u>
E	1A24439	golf pants navy	4	34
E	1A244310	golf pants navy	4	36
E	1A244311	golf pants navy	2	38
E	1A244312	golf pants navy	2	40
F	1A3541241	bomber jacket wind breaker navy	4	s
F	1A3541242	bomber jacket wind breaker navy	4	m
F	1A3541243	bomber jacket wind breaker navy	6	l
F	1A3541244	bomber jacket wind breaker navy	4	xl
F	1A23639	golf pants khaki	4	34
F	1A236310	golf pants khaki	4	36
F	1A236311	golf pants khaki	2	38
F	1A236312	golf pants khaki	2	40
F	1A23438	golf pants navy	2	33
F	1A23439	golf pants navy	4	34
F	1A234310	golf pants navy	4	36
F	1A234311	golf pants navy	2	38
F	1A234312	golf pants navy	2	40
G	1A111161	polo beige	2	s
G	1A111162	polo beige	4	m
G	1A111163	polo beige	2	1
G	1A111164	polo beige	2	xl
G	1A114161	polo navy	2	s
G	1A114162	polo navy	4	m
G	1A114163	polo navy	2	1
G	1A114164	polo navy		xl
Н	1A24637	golf shorts khaki	2	32
Н	1A24638	golf shorts khaki	2	33
Н	1A24639	golf shorts khaki	2	34
Н	1A246310	golf shorts khaki	2	36
Н	1A246311	golf shorts khaki	2	38
Н	1A246312	golf shorts khaki	2	40
Н	1A24437	golf shorts navy	4	32
Н	1A24439	golf shorts navy	2	34
Н	1A244310	golf shorts navy	2	36
H	1A244311	golf shorts navy	2	38
H	1A244312	golf shorts navy	2	40.
I	1A462894	leather golfing glove with mesh detail grey	6	s-m
I	1A462895	leather golfing glove with mesh detail grey		m-l
I	1A465894	leather golfing glove with mesh detail taupe		s-m
I	1A465895	leather golfing glove with mesh detail taupe		m-l
			232	

Fixtures:

Slide-Under Table

- This table comes in two sizes so that the smaller one (table 2) can slide slightly underneath yo created a stagered look.
- The top of the table is a lighter colored wood that contrasts the darker color wooded fram legs
- Pieces are Like polos and shorts are neatly folded on these tables.
- Capacity: 40 units
- 2 on floor plan: Table 1 & Table 2



Round Table

- This Natural wood round table has a sturdy bottom with rivets in the stand to add extra detailing.
- The table has a rustic look to match the aesthetic of the shop
- The leather golfing glove with mesh detailing is displayed on this table
- Capacity: 45 units
- 1 on floor plan: Table 3



Rustic Roll Bar Rack

- This roll bar has a metal rack to hold clothes on hangers, yet adds to the rustic industrial feel to the shop.
- The bottom shelf of the rack is functional to add accessories to, like shoes if needed.
- This rack is functional because it is equipped with wheels so it can easily be moved.
- Long sleeve woven shirt with rib knit collar and the golf pants will be displayed on these racks.
- Capacity: 40 units
- 2 on floor plan: Fixture 1 & Fixture 2



Industrial Dress Form

- This dress form has a beige cloth body with matte black bottom for industrial feel.
- This mannequin is functional because it has wheels.
- Capacity: 4 units
- 2 on floor plan: manniquin 1 & manniquin 2



Sandwich Shelves with ladder

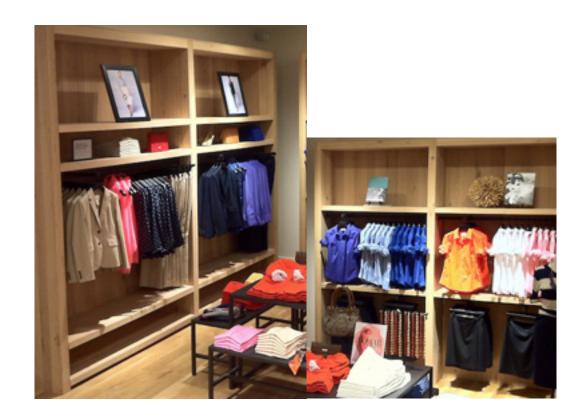
- These sandwich shelves are equipped with a ladder for easy accessibility, to merchandise on the top shelf.
- The shelves are made out of a rustic wood to match the rest of the shop.
- Shelves can be removed or added to accommodate moving floor plans.
- Polo's, Golf pants, and golf shorts will be displayed on this wall.
- Capacity: 100 units

• 1 on floor plan: Wall 1

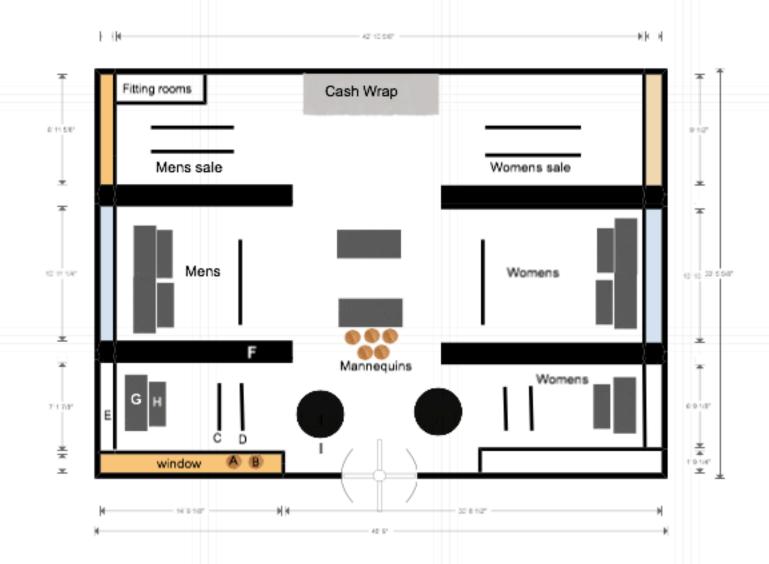


Wall Hanging fixtures

- The hanging fixtures are made out of a rustic wood to match the rest of the shop.
- Shelves and hooks can be removed or added to accommodate moving floor plans.
- Face-outs are made in this wall fixture to create optional outfit choices.
- Polo's, Golf pants, and golf shorts will be displayed on this wall.
- Capacity: 80 units
- 1 on floor plan: Wall 2



Introductory Floor Plan

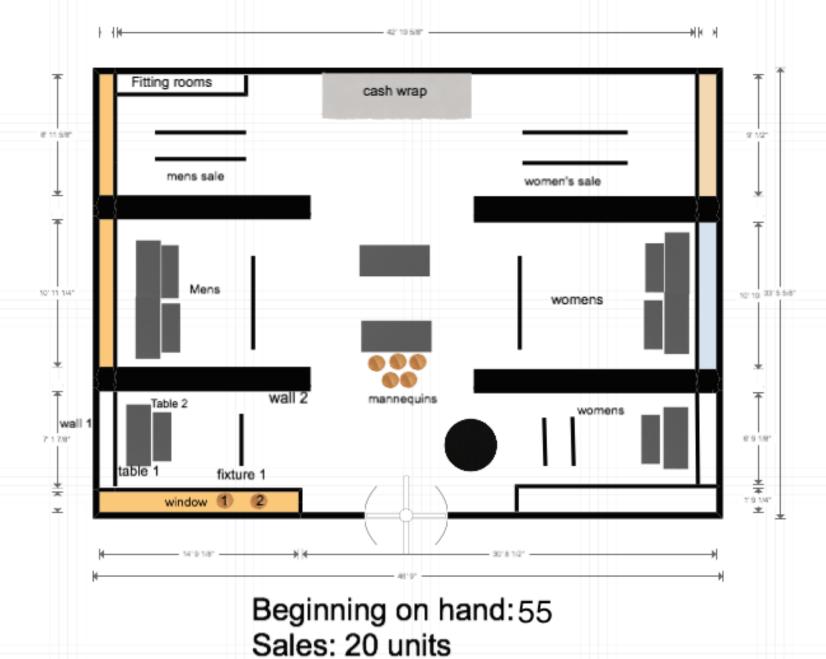


Beginning on hand: 232

Sales: 116

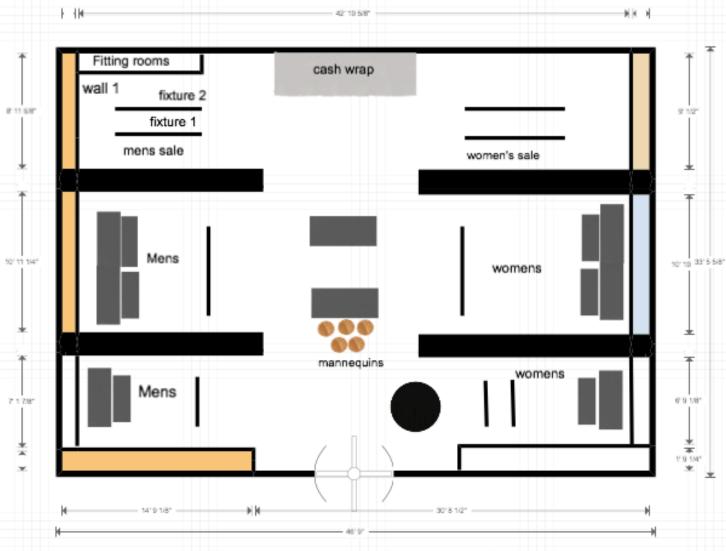
Ending on hand: 116

Maintenance Floor Plan



Ending on hand: 35

Clearance Floor Plan



Beginning on hand: 35

Sales: 15 units

Ending on hand: 20

MARKETING PLAN BUDGET

TOTAL RETAIL SALES: \$14,948

% MARKETING BUDGET: 6.0%

\$ MARKETING BUDGET: \$896.88

NUMBER OF STORES: 13

FINAL MARKETING BUDGET: \$11,659.44

JCREW Golf Marketing Plan

Madeline Peterson
Project 3
Merchandising Concept to Consumer

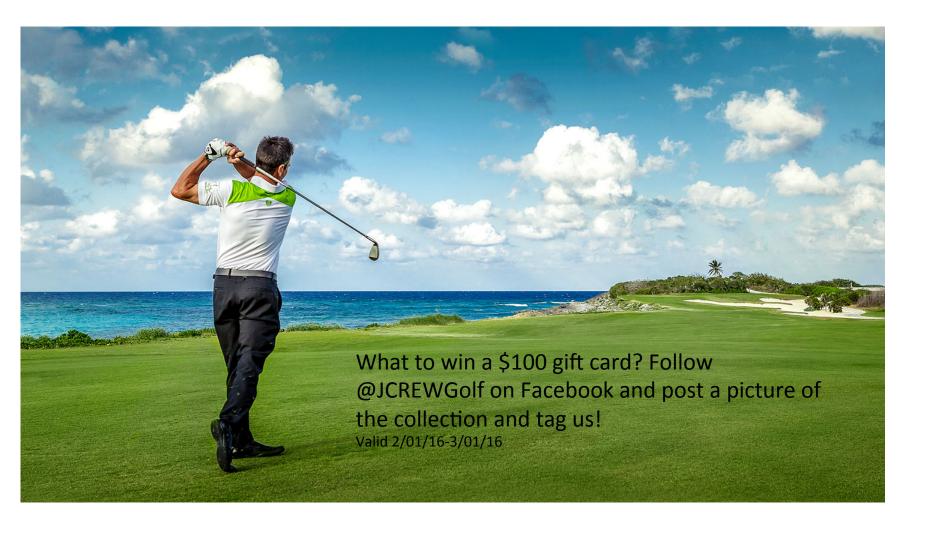
Marketing Budget

- We carry apparel so our marketing budget is 6% of sales
- Sales= $14,948*.06=$896.88 \times 13 = $11,659.44$
- Because we are having the line at 13 stores
- Objective 1: Obtain 1,000 followers on new JCREW *Golf* Facebook by March 1, 2017
- Objective 2: Increase sales by 15% by beginning of second quarter
- Objective 3: Obtain 100 new customers by the beginning of third quarter
- Objective 4: Increase online sales by 10% by July 31, 2017

Marketing Budget Template

MARKE	TING PLAN BUDGE
TOTAL RETAIL SALES:	\$14,948
% MARKETING BUDGET:	6.0%
\$ MARKETING BUDGET:	\$896.88
NUMBER OF STORES:	13
FINAL MARKETING BUDGET:	\$11,659.44

- Objective 1: Obtain 1,000 followers on new JCREW *Golf* Facebook by March 1, 2017
- Strategy: Gain social media coverage by contest to win a \$100 gift card, by having people post picture of the new collection and tag @JCREWgolf.
- Tactics: —Send out Facebook invite to follow the JCREW *Golf* to people who already follow the JCREW page
- -Put out signage in store about new Facebook page
- -Send out email blast about new Facebook page
- —Inform employees to tell customers about new Facebook page
- -Create new content of pictures with the golf wear merchandise
- -Ask a Men's wear blogger to share the page
- Create \$100 gift card
- -Mail out \$100 gift card to winner
- Evaluation: Marketing manager calculate number of Facebook followers gained by March 1, 2017



- Objective 2: Increase sales by 15% by beginning of second quarter
- Strategy: Advertisement in New York Times, Golf Magazine, and The Wall Street Journal.
- Tactics: —Schedule a photo shoot to create content for the add
- -Send out press release
- -Reach out to Magazines/News Paper to reserve spot in March magazine/paper
- -Post the advertisement in stores as well to get more use out of the campaign
- —Put a 10% off coupon in the corner of the Add so customers will buys more
- -Train employees how to use coupon
- -Track number of coupons used in system so we know how successful it was
- Evaluation: Marketing manager calculate increase of sales and track how many coupons were redeemed by April 1, 2017

Advertisement Campaign



- Objective 3: Obtain 100 new customers by the beginning of third quarter
- Strategy: Mail out 20% off first purchase on a JCREW Golf item
- Tactics: —Buy mailing list/email list of local golf club/country clubs
- -Send out email with coupon to brand new customers and previous customers who who haven't tried golf line yet
- -Mail out email with coupon to brand new customers and previous customers who haven't tried golf line yet
- -Create coupon barcode and graphics on flyer
- Train employees how to use coupon
- -Sign new customers up for loyalist program
- -Provide coupons to local golf clubs/ country clubs to give out Evaluation: Marketing manager calculate increase of Loyalist accounts and how many coupons were redeemed by July 1, 2017

Coupon



- Objective 4: Increase online sales by 10% by July 31, 2017
- Strategy: Have a booth at a major golf tournament with our product there and have coupon to boost online sales
- Tactics: —Reach out to golf courses to have a table at the golf tournament –Create 30% off coupon
- -Code coupon to work on online site
- -Create promo code for coupon
- -Give out coupons to local golf clubs
- -Select clothes that the table will be selling at the event
- -Assign employees to work the event

Evaluation: Marketing manager calculate increase of online sales and see how many were redeemed from the coupon by July 31, 2017



J.CREW Golf PRESS KIT

Contains Press Release, Company Bio, Business Card, and Line Sheets

Press Release

JCREW Golf

New Release

Madeline Peterson Marketing Manager T: (866) 739-5942 F: (855) 739-5940 M.peterson@Jcrew.golf.com

For Immediate Release July 13th 2017

JCREW Golf at 2017 N.Y.S. MEN'S AMATEUR CHAMPIONSHIP
(Farmingdale, NY July 25th 2017)- JCREW will promote their new
Spring/Summer 2017 line JCREW Golf at the 2017 N.Y.S. MEN'S AMATEUR
CHAMPIONSHIP. The tournament is at Bethpage State Park Green Course.

We will have tables set up with clothes from out new line to purchase.

We want to get the word out about our products and interact with our direct consumers. We will give the product knowledge about the fashionable and functional golf wear. We will also be handing out coupon for 30% off you first online order of JCREW Golf. The event is from 10am-3pm

PRESS, Please e-mail for accreditation. Include name and titles of attendees, company name, telephone, and email address. We will confirm via email. Send to F: (855) 739-5940 E: M.peterson@Jcrew.golf.com

Company Bio

J.CREW GOLF

JCREW Golf is a new twist on an all time American favorite brand that started in 1983 via catalog. In 1988 JCREW opened our first store in New York's South Street Seaport At JCREW Golf we believe in mixing and matching, our pieces are created to go straight from the golf course to grabbing lunch afterwards. The product assortment can appeal to multiple climates and the pieces can be layered. The line is currently featured in select J.CREW Mono label stores and online; including 4 East Coast stores (New York, Massachusetts, Connecticut), 4 Michigan stores, and 5 Florida stores. The collection made its debut in S/S 2017.

Business Card

√ JCREW Golf

MADELINE PETERSON I MARKETING MANAGER

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