



# Marketing Plan

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## **Executive Summary**

Rewind Design is a custom, handmade wooden furniture and furnishings distributor based in Spring Green, WI. This small start-up operates as an e-commerce business that sells high-quality, one-of-a-kind household furniture and accessories at an affordable price.

### ***Situation Analysis***

Rewind Design is entering the U.S. Online Home Furnishing Sales Industry. This industry has not only grown substantially in recent years, but it's expected to continue to grow at a rapid rate within the next few years. A significant portion of this growth can be attributed to a several external factors including increased consumer spending, online activity, housing starts, and falling prices of crude oil in 2016.

The barriers to entry and market share concentration of the industry are low and steady making it easy for new businesses like Rewind Design to enter and establish their businesses. In return though, the competition within the industry is high and steady; the market is highly saturated with operators offering similar products and prices. 59.8 percent of the market belongs to thousands of operators like Rewind Design across the country, but large specialty retailers like Williams-Somona Inc. and Crate and Barrel also pose as competitors.

The largest market for the U.S. Online Home Furnishing Sales Industry in the U.S. is the household segment with an estimated 98 percent of the market. This segment has three main markets including individuals under 25, individuals 25 to 64, and individuals who are 65 and older. Consumers between the ages of 24 and 64 generated 76 percent of the industry revenue in 2016 as a high percentage of them are homeowners who are willing to purchase products for their homes.

### ***Product-Market Focus***

Rewind Design has several non-financial and financial goals that it is seeking to accomplish within one year of implementing its marketing plan. These goals include:

- Build brand awareness
- Introduce new products to the existing product line
- Enter a consignment agreement with Countryside Re-Find in Baraboo, WI
- Increase sales by 40 percent quarterly

To meet these goals, Rewind Design will narrow its focus to three of the six major market segments, consumers 35 to 44 years old, consumers 45 to 54, and those 55 to 64 years old. These segments account for approximately 60 percent of sales within the industry. Therefore,

Rewind Design will focus its efforts on the target market selection of 35 to 64 year old women with a household income of \$50,000 or more.

Rewind Design will position its products as high-quality statement pieces that buyers will truly appreciate. Its products are carefully crafted statement pieces that consumers will purchase to complete their homes and make their homes *feel* like home.

### ***Marketing Program***

Rewind Design's marketing program focuses on implementing the marketing mix. Each strategy will help to achieve the company's marketing objectives.

The product strategy focuses on providing original, high-quality products as well as considering customer feedback and requests for new products. These efforts assist in developing a sustainable product line and launching new products too.

The promotion strategy focuses on increasing Rewind Design's online visibility, gaining social media exposure, and driving advertising. By optimizing search engine results with Google AdWords, establishing a presence on multiple social media platforms, advertising in local newspapers, and mailing promotion coupons, Rewind Design will build its brand and encourage repeat purchases to help increase sales.

The distribution strategy will allow Rewind Design to distribute its products in a physical store in addition to its e-commerce business. The company will enter into a consignment agreement with Countryside Re-Find in Baraboo, WI; this will help the company grow through market expansion.

The price strategy focuses on giving the customers the value that they deserve all while allowing Rewind Design to maximize its profits. All product prices were established after taking material, labor, and shipping costs into consideration.

### ***Budget and Financial Projections***

Rewind Design's marketing budget includes 4 major categories:

- Web Marketing
- Advertising
- Product Marketing
- Content Marketing

The budget outlines the company's plan to spend approximately \$15,050 in year one on marketing operations. \$9,700 will be spent on web marketing, \$1,900 on advertising, \$1,850 on product marketing, and \$1,600 on content marketing.

Rewind Design is looking to increase its projected initial first quarter sales of \$3,000 by 40% quarterly. This results in a 274% increase in sales by the end of year one, leaving the company with first year gross sales of approximately \$21,312.

### ***Implementation and Evaluation***

The marketing manager will be implementing and monitoring the marketing program over the course of the year. Each strategy will require different amounts of maintenance and control, but the progress of all efforts will be measured quarterly. At the end of year one, if all marketing goals have been met or exceeded, Rewind Design can consider its marketing plan a success.

## Situation Analysis

### Industry

#### *Growth*

The U.S. Online Home Furnishing Sales Industry retails a variety of household and decorative accessories via the internet. Not only has the industry grown substantially over the past decade, but with 16,424 businesses up and running in 2016, the industry is expected to continue to grow at a rapid annual growth of 11.9% in the next five years to come (Alvarez, 2016).

#### *Key External Drivers*

There are several external factors that have contributed to the growth of the industry. These key factors include:

- Consumer spending
- Number of mobile internet connections/Services conducted online
- Housing starts/Homeownership rates
- World price of crude oil

Consumer spending has played a major role in the growth of the industry as it is a crucial factor in determining the quantity and quality of purchases made online. Consumers are not only becoming more comfortable buying bigger ticket items online (York, 2010), but they are more willing to purchase premium-priced goods when overall spending is high. In addition, with employment on the rise, consumers are spending more due to an increase in income (Alvarez, 2016).

The online aspect of the industry has also contributed greatly to the industry growth. Consumers are using their mobile internet devices to shop on-the-go and the convenience of online shopping from anywhere with a connection has increased consumer spending as well. As online sales continue to skyrocket, consumers are deciding to leave instore department stores behind and are turning to price-competitive shopping online (Alvarez, 2016).

An increase in the number new housing units being built and new houses being bought, has spiked product demand for home furnishings. Because new houses need a full set of furnishings, the amount of consumers searching for these products has increased substantially (Alvarez, 2016).

The world price of crude oil plays a slightly less significant role in the growth of the industry but is still a contributing factor nonetheless. Online stores rely on companies like FedEx to ship their products to consumers so if oil prices are high, shipping costs increase which limits the

manufacturer's profits. As oil prices fell in 2016 and are expected to stay steady, companies don't waste money on shipping costs. However, because these prices have the ability to change very quickly, the price of crude oil poses a threat to the industry as well (Alvarez, 2016).

### ***Barriers to Entry***

Barriers to entry in the U.S. Online Home Furnishing Sales Industry are low and steady (Alvarez, 2016). This allows for new businesses to easily enter and establish their businesses, but it leads to a competition-heavy industry. New shops trying to enter the home furnishing industry face a great deal of struggle from the level of external competition in the industry by discount stores and major industry players. As these big competitors can offer low prices, small businesses find difficulty competing to sell comparable products online for steeper prices.

Although those trying to enter the U.S. Online Home Furnishing Sales Industry will have to compete against big, physical stores, they are at an advantage as well. The initial cost of starting a retail outlet and purchasing inventory is less expensive than opening a physical store. Therefore, anyone can purchase their own website and sell relevant products within the industry.

In addition to low barriers of entry, the U.S. Online Home Furnishing Sales Industry has low market share concentration (Alvarez, 2016). The four largest competitors in the industry account for less than half of the industry revenue, leaving space for new entrants like smaller, regional players. As the total number of businesses in the industry has and will continue to increase, the market share of the big brands is falling due to the new entrants snagging market share.

### ***Product Segmentation***

The U.S. Online Home Furnishing Sales Industry retails a variety of home furnishing goods to consumers nationally, the several product categories include:

- Seasonal Decorations
- Decorative Accessories
- Textile Products
- Kitchenware
- Other

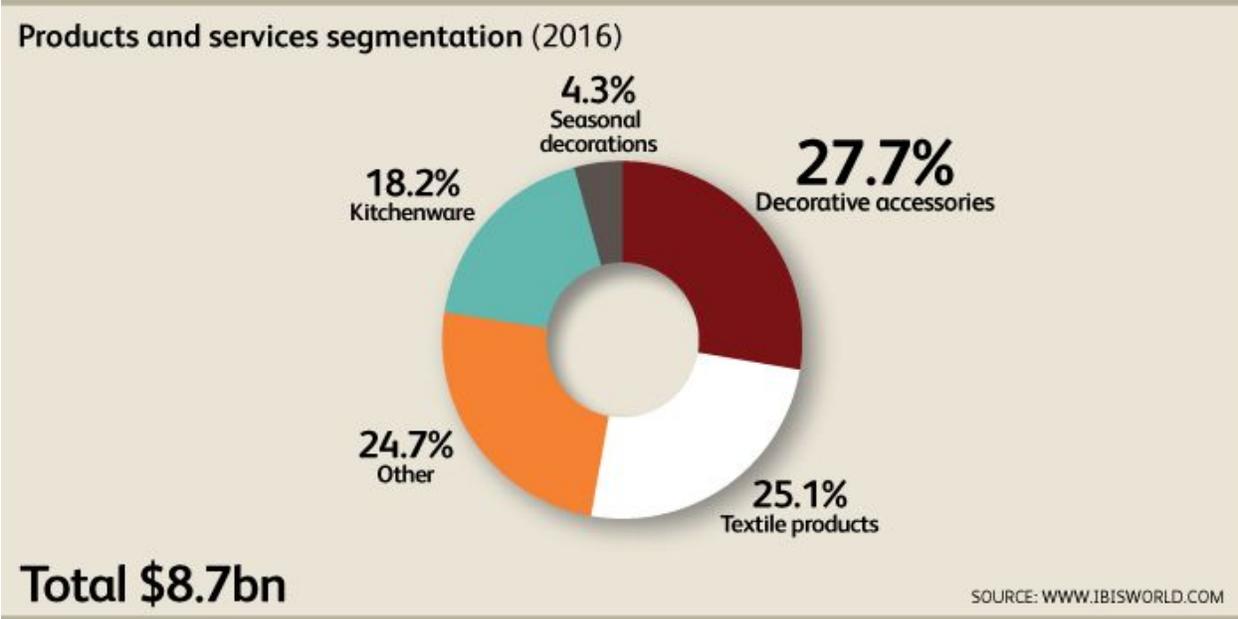
Seasonal decorations are items that can be purchased for events such as milestones or holidays.

Decorative accessories include items that are meant to accent a room including products such as mirrors, picture frames, wall hangings, lamps, etc. These products remain the most popular among home furnishing purchases.

Textile products include cloth or woven fabrics; towels, blankets, window covers, etc. Some products in this segment experience more wear-and-tear and need to be replaced more frequently than others.

Kitchenware products include kitchen products that are used more than just for decorating; These include products such as pans, pots, and small kitchen appliances. These products tend to be less of a discretionary purchase compared to other segment products. Product and services segmentation for the U.S. Online Home Furnishing Sales Industry in 2016 can be seen in Figure 1 below.

Figure 1: Products and Services Segmentation in the U.S. Online Home Furnishing Sales Industry



**Competition**

Competition within the U.S. Online Home Furnishing Sales Industry is high and steady (Alvarez, 2016). With over 16,000 business in operation in 2016, the market is highly saturated with operators offering very similar products and prices.

**Internal Competition**

The U.S. Online Home Furnishing Sales Industry experiences strong price competition; with thousands of businesses in the market, companies have a limited ability to increase profit margins by increasing product prices. However, online retailers save money on operating costs

due to not needing to pay for a physical space to market their products. This allows them to compete with physical stores while also retaining similar profit margins (Alvarez, 2016).

Customer service is also crucial in order to compete in the industry. Consumers want to feel confident that they are receiving informative and accurate information from employees, therefore they are more likely to shop from businesses that are willing to provide that to them. This is a big advantage for businesses with physical stores as they can offer a more personal and interactive experience.

### ***External Competition***

The U.S. Online Home Furnishing Sales Industry faces a significant amount of competition from large discount department stores like Target and Walmart. These competitors offer a one-stop-shop at their physical locations which gives them a huge advantage as consumers love the convenience and not having to wait for delivery as they would from an online store. They also appeal to customers by offering a large selection of home goods at discounted prices (Alvarez, 2016).

### ***Major Competitors***

There are thousands of small, medium, and large competitive operators within the U.S. Online Home Furnishing Sales Industry, there are a few large players that dominate the market share: Williams-Somona Inc. and Crate and Barrel (Alvarez, 2016).

Williams-Somona Inc. is one of the largest specialty retailers of home goods and holds 32.6 percent of the market share in the industry. The company has five retail store brands, eight direct-mail catalogs, and seven e-commerce websites that sell furniture, furnishings, and culinary equipment. Williams-Somona Inc. has an e-commerce channel that includes several brand names like Pottery Barn, PBTeen, Pottery Barn Kids, West Elm, Mark and Graham, and several more. Over the years the company's e-commerce has grown and now represents more than half of the company's total sales. Not only is the company expected to experience growth due to economic conditions, but their online retailing is evolving with the new industry (Alvarez, 2016).

Crate and Barrel is the wholly owned home furnishing retail subsidiary of Otto GmbH, a German-based powerhouse in the e-commerce industry. Owning 7.6 percent of the market share, Crate and Barrel offers dinnerware and kitchenware, storage products, furniture, and bath products across the nation. The company has experienced growth over the past few years, part of which can be attributed to their e-commerce operations. As the economy grows, Crate and Barrel will have a steady source of e-commerce growth (Alvarez, 2016).

59.8 percent of the market share belongs to the thousands of other operators within the U.S. Online Home Furnishing Sale Industry. Among those companies there are two that compete above the others: Bed Bath & Beyond with an estimated market share of 4.3 percent and Walmart Stores Inc. with an estimated market share of 4.1 percent. Although these competitors do not compete on the same level as Williams-Somona Inc. and Crate and Barrel, they provide a wide range of home furnishing products at a reasonable price (Alvarez, 2016).

## **Company**

### ***Description***

Rewind Design is a custom, handmade wooden furniture and furnishings distributor based in Spring Green, WI. This small start-up company was founded by a husband and a wife, who work together to provide consumers with unique, original, one-of-a-kind designs. Sourced from Timbergreen Farms in Spring Green, WI, Rewind Design guarantees high-quality products at an affordable price.

### ***Product Line***

Rewind Design offers a product line most similar to those within the decorative accessories segment. They produce household furniture and accessories such as coffee tables, wine racks, bar carts, jewelry hangers, candle holders, and much more. Their product line has a rustic and industrial look and all designs represent the same theme.

## **Customers**

The largest market for businesses in the U.S. Online Home Furnishing Sales Industry is U.S. consumers as commercial customers are more likely to purchase in bulk through wholesalers.

According to a survey by the U.S. Census Bureau's Consumer Expenditure, households make up a majority of the market with an estimated 98 percent while the other 2 percent consists of retailers, wholesalers, and other commercial buyers. There are three main markets within the household segment and they are as follows:

- Individuals under 25
- Individuals between 25 and 64
- Individuals who are 65 and older

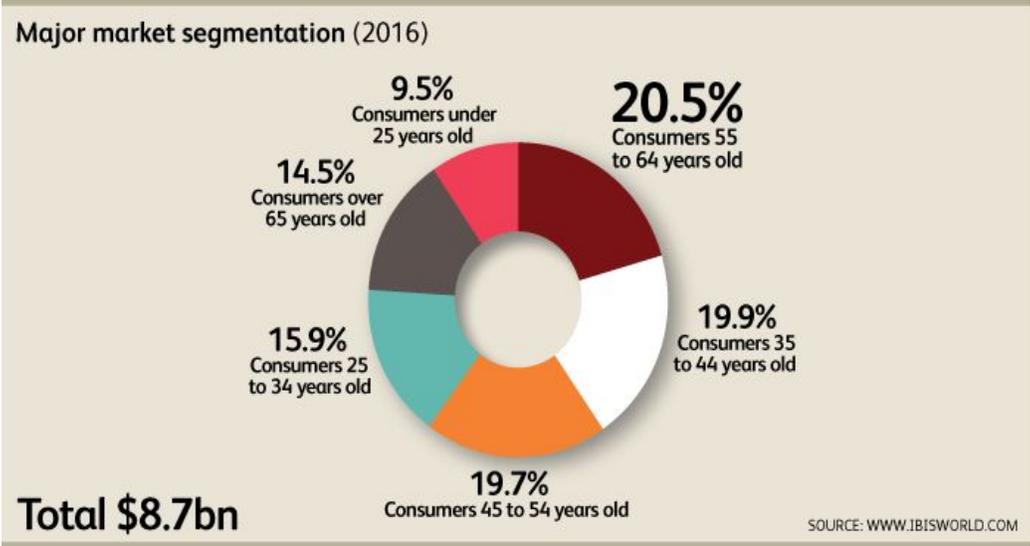
76 percent of the industry revenue in 2016 was from consumers between the ages of 25 and 64. These consumers are usually employed and therefore have a solid income so they can afford to buy home furnishing goods when they please. This demographic also has a high percentage of

homeowners which means they will purchase products to furnish different rooms in their homes (Alvarez, 2016).

Individuals who are 65 and older account for approximately 14.5 percent of the home furnishing revenue in 2016. The majority of this segment has retired so they no longer have a steady income to freely spend on goods (Alvarez, 2016). If they do have the money, they tend to be spending more on experiences (Boschini, 2015).

Consumers 25 and under only account for 9.5 percent of the industry revenue since most are too young to live on their own and therefore, buy decorations for a home. Of those that do own their own home though, they do not have a steady income to be spending on high-priced home goods (Alvarez, 2016). The major market segmentation of the U.S. Online Home Furnishing Sales Industry can be seen in Figure 2 below.

Figure 2: Market Segmentation in the U.S. Online Home Furnishing Sales Industry



## SWOT Analysis

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> <li>● Rewind Design offers <i>custom</i>, handmade wooden furniture and furnishings. When you order any of their products you are receiving complete original designs.</li> <li>● All products are made upon a submitted order. Therefore, there is never any access inventory, leaving Rewind Design with no inventory costs.</li> <li>● Rewind Design is family-owned and operated. This allows for great flexibility, efficient communication, and convenient control.</li> <li>● Rewind Design prides itself in giving customers what they pay for; all customers are guaranteed high-quality products.</li> </ul>	<ul style="list-style-type: none"> <li>● Rewind Design is part of a small, niche market. Custom-made wooden/industrial furniture and furnishings aren't readily available at traditional store locations so it takes a special buyer to desire the product.</li> <li>● Because Rewind Design assembles the products completely themselves (they don't ship parts with instructions for assembly), shipping can be an inconvenience and increases costs for the consumer.</li> <li>● Rewind Design is brand new to market so not many people are aware of their brand yet.</li> <li>● Rewind Design currently has only one employee who does the product manufacturing; considering that some products take more time to make than others, if order volumes are ever high at any given point in time, products will go on backorder.</li> </ul>
<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"> <li>● Rewind Design currently only takes orders online but has the potential to form partnerships with small specialty stores and boutiques that sell similar products.</li> <li>● It's becoming increasingly important that businesses work to be as convenient as possible for consumers. With this, Rewind Design could consider pursuing a multichannel strategy.</li> <li>● After launching the original product line and receiving customer feedback, Rewind Design could consider expanding their product line.</li> <li>● Rewind Design gives a percentage of each sale to an organization in Guatemala; not only does this give them a good image in the eyes of the consumers but it gives them the chance to stand apart from their competitors.</li> <li>● Rewind Design's products have a refurbished and rustic look; this happens to be a current trend in the home décor area.</li> <li>● Rewind Design does not require a physical space to market their products; their online operation costs are low which allows them maintain profit margins.</li> </ul>	<ul style="list-style-type: none"> <li>● Rewind Design purchases wood for their products from Timbergreen Farms in Spring Green, WI; this is a small, local farm that potentially couldn't keep up with the demand for large supplies of wood.</li> <li>● Because Rewind Design competes in a small, niche market, there are several competitors with very similar product offerings.</li> <li>● Compared to products being sold at big furniture stores, Rewind Design's products are priced higher than those of a basic selection in-stores.</li> <li>● Rewind Design can only distribute within the United States; their products are not available worldwide.</li> </ul>

## **Product-Market Focus**

### **Marketing Plan Objectives**

The following goals will be met within one year:

#### ***Nonfinancial Goals***

Market penetration

- Build brand awareness

Product development

- Introduce new products to existing product line

Market expansion

- Enter into a consignment agreement with Countryside Re-Find in Baraboo, WI

#### ***Financial Goals***

Market penetration

- Increase sales by 40 percent quarterly

### **Segmentation**

Refer to *Figure 2: Market Segmentation in the U.S. Online Home Furnishing Sales Industry* in the customer analysis section above.

### **Target Market Selection**

Rewind Design's main target market focus is on 35 to 64 year old women with a household income of \$50,000 or more. After considering that approximately 76 percent of the industry revenue in 2016 was from consumers in the 25 to 64 age segment (Alvarez, 2016), Rewind Design narrowed its specific target market even more based on a few factors. First, the company decided to tighten the target age range due to the fact that those under 35 are still focusing on finding financial stability and are more likely to spend money in other areas rather than custom home furniture. Second, women are more likely to search for and purchase higher-end furniture and furnishings (Simmons Research LLC, 2016). Finally, within recent years e-commerce sales have increased significantly with the middle-income segment (\$50,000-\$99,000) contributing to 5 percent of the total e-commerce growth (York, 2010). Those with an income of \$50,000 or more were 50 percent more likely to spend money on higher-priced home furniture and furnishings than those with an income of less than \$50,000 (Simmons Research LLC, 2016).

## **Product Positioning**

Rewind Design strives to provide products that leave customers in awe. Each piece is carefully crafted into an aesthetic piece of art; something that someone will appreciate. With this, Rewind Design works to offer beautiful products that consumers can honestly enjoy each and every day.

Rewind Design focuses on helping specific individuals find the pieces that they need to complete their homes. These individuals are not looking for little trinkets to fill empty space, but rather unique pieces that make their home *feel* like home. The target market of women ages 35 to 64 falls in this category as they value high-quality, statement pieces rather than products available for everyone at big-box stores.

### ***Customer Value Proposition***

“At Rewind Design, we take recycled wood and give it a second chance. Each product is uniquely crafted from this reclaimed timber leaving you with a one-of-a-kind masterpiece. The best part? A percentage of each sale is donated to Mission Impact, an organization in Guatemala, to support families in need. So while you enjoy your stunning piece, you’re helping someone enjoy this amazing life. All in all, we believe that if some old, tattered wood can be restored into something beautiful, so can someone’s life.”

## **Marketing Program**

### **Product Strategy**

Rewind Design’s efforts to provide its original, high-quality products all while considering customer feedback and requests will help it develop a sustainable product line as well as add new products.

### ***Sustainable Product Line***

As Rewind Design introduces its original product line to the public, the company will establish a product line that attracts many customers and will sell consistently; the products that sell repeatedly and regularly will become a sustainable product line and will generate a significant amount of sales for the company.

### ***Launch New Products***

After the original product line launches and finds success, Rewind Design plans to add new products to its line. The owners will introduce new designs of its own but will also use customer feedback and take customer requests for potential products. By considering the customer's wants when expanding the product line, Rewind Design will not only heighten its relationships with its customers but it will have the opportunity to gain new customers through positive word of mouth.

### **Promotion Strategy**

Rewind Design's promotional efforts to increase its online visibility, gain social media exposure, and drive advertising will aid in achieving its goals of building brand awareness and increasing product sales.

### ***Build Brand Awareness***

In order to build brand awareness, Rewind Design must focus on increasing its online visibility. Upon launching its store profile on Etsy.com and its official company website, Rewind Design will focus on using Google AdWords to optimize appearance on search engine results. Social media will also play an important role in building Rewind Design's brand; to begin, the company plans to establish a presence on Facebook, Instagram, Twitter, and Pinterest. These platforms help businesses build their brands by permitting the distribution of engaging content and generating word-of-mouth recommendations (Momany & Alshboul, 2016).

While focusing on raising brand awareness, it is important that Rewind Design is measuring the growth of its brand. The company can measure its success in the following ways:

- Track the brand's following on social media (likes, followers, pins, etc.)
- Check the volume of mentions the brand is getting on social media platforms and the volume of searches for the brand name on Google Trends
- Monitor company website traffic

### ***Increase Sales***

Rewind Design is still in the pre-launch stage so the company has not made any product sales. Upon the official launch on May 1<sup>st</sup>, Rewind Design will allow three months to generate sales through new customers. After the first three months, Rewind Design plans to increase sales by 40 percent quarterly for the next three quarters which would result in a 274 percent increase in sales at the end of its first year.

By proactively utilizing its social media accounts, Rewind Design will not only expand its customer base but it will encourage repeat purchases through social media marketing (Momany

& Alshboul, 2016). As the year progresses and the company's online presence grows, social media exposure and promotions on the multiple platforms will lead to an increase in sales for the company.

Advertising will also play a role in increasing sales; local newspaper advertisements and mailing promotion coupons will not only assist in building brand awareness but they will offer potential customers discounts and help to generate sales.

### **Distribution Strategy**

Rewind Design products that are ordered online will be distributed through major carriers FedEx and UPS depending upon customer shipping needs and location.

Rewind Design will enter into a consignment agreement with Countryside Re-Find in Baraboo, WI. Countryside Re-Find is a home décor store offering vintage, repurposed, and hand-crafted décor (<https://www.countrysiderefind.com>). Countryside Re-Find will sell Rewind Design's products in return for 25 percent of each product sale. If Rewind Design's products do not sell within six months of each product's introduction date, Countryside Re-Find and Rewind Design will discuss the continuity of the agreement.

## Price Strategy

Rewind Design’s pricing strategy reflects the value the company provides, matches what consumers are willing to pay, and focuses on maximizing profits.

The product prices were established after taking material, labor, and shipping costs into consideration (see Figure 3 below).

*Figure 3: Rewind Design Product Prices and Dimensions*

Product	Type	Dimensions	Price
Candle Holder	3 Votive	12"L x 3.25"W	\$ 22.00
Candle Holder	4 Votive	15"L x 3.25"W	\$ 26.00
Candle Holder	5 Votive	18"L x 3.25"W	\$ 28.00
Rolling Bar Cart		36"L x 17W x 34"H	\$ 285.00
Wine Glass Holder		17"L x 12"W x 15"H	\$ 40.00
Wine Rack	6 Glass	36"L x 6"W x 16"H	\$ 100.00
Wine Rack	4 Glass	36"L x 6"W x 16"H	\$ 85.00
Coffee Table		48"L x 24"W x 18"H	\$ 189.00
End Table		20"L x 24"W x 18"H	\$ 135.00
Jewelry Holder		7"L x 7"W x 16"H	\$ 27.00
Serving Tray		22"L x 15"W	\$ 40.00
Paper Towel Holder		7"L x 7"W x 15"H	\$ 15.00
Table Box		30"L X 7.25"W	\$ 40.00
Pillar Candle Holder	2.5 inch	3.5"L x 3.5"W x 2.5"H	\$ 8.00
Pillar Candle Holder	4.5 inch	3.5"L x 3.5"W x 4.5"H	\$ 10.00
Pillar Candle Holder	6.5 inch	3.5"L x 3.5"W x 6.5"H	\$ 12.00

## Budget and Financial Projections

### Marketing Budget

The following table outlines the costs involved in Rewind Design’s marketing budget.

*Figure 4: Product Launch Marketing Budget*

<b>Product Launch Marketing Budget</b>					
	Q1	Q2	Q3	Q4	TOTALS
<b>Web Marketing</b>					
Google AdWords		500	500	500	\$ 1,500.00
Facebook advertisements	200	400	600	1000	\$ 2,200.00
Etsy.com		400	300	300	\$ 1,000.00
Website development			5000		\$ 5,000.00
<b>TOTAL Web Marketing</b>	<b>\$ 200.00</b>	<b>\$ 1,300.00</b>	<b>\$ 6,400.00</b>	<b>\$ 1,800.00</b>	<b>\$ 9,700.00</b>
<b>Advertising</b>					
Business cards	75	75	75	75	\$ 300.00
Mailing coupons	100	100	100	100	\$ 400.00
Local newspaper advertising	300	300	300	300	\$ 1,200.00
<b>TOTAL Advertising</b>	<b>475</b>	<b>475</b>	<b>475</b>	<b>475</b>	<b>\$ 1,900.00</b>
<b>Product Marketing</b>					
Product brand stamp	250				\$ 250.00
Custom product tags	50	50	50	50	\$ 200.00
Custom package sealing tape	350	350	350	350	\$ 1,400.00
<b>TOTAL Product Marketing</b>	<b>\$ 650.00</b>	<b>\$ 400.00</b>	<b>\$ 400.00</b>	<b>\$ 400.00</b>	<b>\$ 1,850.00</b>
<b>Content Marketing</b>					
Professional photography	400	400	400	400	\$ 1,600.00
<b>TOTAL Content Marketing</b>	<b>\$ 400.00</b>	<b>\$ 400.00</b>	<b>\$ 400.00</b>	<b>\$ 400.00</b>	<b>\$ 1,600.00</b>

### Sales Forecast

The following figures highlight Rewind Design’s quarterly sales targets that must be met in order to reach its goal of increasing sales by 40 percent quarterly in the first year.

Figure 5: Projected Sales and Percent Growth

Sales Forecast for May 2017-May 2018		
Quarter	Projected Sales	Percent Growth
1	\$ 3,000.00	
2	\$ 4,200.00	40%
3	\$ 5,880.00	40%
4	\$ 8,232.00	40%
274% increase in sales by the end of year one		

Figure 6: Sales Forecast for Year One



## Financial Analysis

Rewind Design is looking to increase its projected initial first quarter sales of \$3,000 by 40% quarterly. This results in a 274 percent increase in sales by the end of year one, leaving the company with first year gross sales of approximately \$21,312.

## **Implementation and Evaluation**

### **Implementation of Marketing Program**

The marketing manager will be responsible for implementing and controlling the marketing program. Although each part of the marketing mix will have separate implementation dates and will require different amounts of maintenance, each strategy will be executed within one year.

All social media platforms will be published on May 1<sup>st</sup>, the official launch of Rewind Design. To begin, platforms will be updated weekly with new content and as the company's following grows, other promotional efforts will be implemented. After the first quarter, the company Etsy profile will be launched along with applying Google AdWords to begin increasing online visibility. In quarter three the official website of Rewind Design will be developed and launched.

Within one month of beginning operations, Rewind Design will enter into a consignment agreement with Countryside Re-Find. The terms contract will last a minimum of six months and continuity will be dependent upon product sales volume.

### **Marketing Metrics**

Progress of each strategy will be measured quarterly.

Social media efforts will be measured by tracking the brand's following on social media (likes, followers, pins, etc.), checking the volume of mentions the brand is getting on each social media platform and the volume of searches for the brand name on Google Trends, and monitoring company website traffic. After the first quarter, Rewind Design will analyze the feedback and exposure it received and create specific goals for each platform dependent upon the platform's current standing/growth. If the promotional efforts assist in building brand awareness and increasing sales, the marketing objectives will be considered a success.

Rewind Design's consignment agreement will be evaluated after the second quarter. If the agreement continues and the consignment assists in increasing sales significantly, the efforts of the distribution strategy will be considered a success and the marketing objective will be complete.

Rewind Design will document the number of each product being sold. By checking on these figures quarterly, the company will find which products are selling repeatedly and regularly. If

the company finds trends and has a number of products selling consistently each quarter, it will have established a sustainable product line. Rewind Design will also document the amount of requests for new products being received quarterly. If these numbers continue to increase steadily throughout the year, the company can consider its product strategy effective for completing its marketing objective.

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