



A Perfect Fit for Lifelong Wear

Business and Marketing Plan

St. Mary's University

Business Overview

At EcoAltura, we're transforming the fashion industry with hyper-personalized, made-to-order apparel that eliminates overproduction and waste. Using advanced 3D body scanning and AI algorithms, we ensure a perfect fit for every customer. Our platform allows users to customize colors, patterns, and features, making each piece truly unique. By producing only what's needed, we reduce excess inventory and shipping waste, significantly lowering the environmental footprint of traditional fashion. This on-demand strategy not only fosters sustainability but also enhances the purchasing experience, aligning personalization with eco-friendly practices. At EcoAltura, we empower customers to express their values and style without compromising the planet.

- Short-term
 - Within the first 12 months, EcoAltura will achieve 100% sustainability by ensuring all products are made from eco-friendly materials such as recycled polyester and organic wool, while integrating cutting-edge technologies like 3D body scanning for personalized fit, pushing for continuous improvement toward a fully circular economy. This includes the implementation of a take-back program to recycle or upcycle all damaged and returned items.
- Long-term goals
 - Within the next 5-7 years, EcoAltura's plans to expand market presence around North America in key eco-conscious cities with high outdoor action such as Portland, Oregon, Park City, Utah, and Vancouver, Canada. We will also focus on expanding sustainable outdoor equipment, such as eco-friendly tents, hiking gear, and performance outerwear, while partnering with environmental organizations to drive further innovation in the outdoor and apparel industries.

Operations and Sustainability Strategy

- Suppliers: each maintains a climate conscious process
 - REPREEVE: One of the largest US providers of recycled polyester. Well-known brands for their sustainable, high-performance fabrics.
 - Polartec: A leader in recycled fleece and technical fabrics. It offers durable sustainable fabrics made from recycled materials, perfect for insulation layers.
 - PrimaLoft: The go-to supplier for synthetic insulation. It's lightweight, highly compressible, and effective at retaining warmth, making it ideal for ski jackets.
 - Duckworth: A Montana-based company producing 100% US grown Merino wool.
 - Econyl: Provides recycled nylon made from reclaimed ocean and industrial waste. Available in the US and is a premium sustainable option.
- Manufacturing- Abiding by the environmental regulations of Colorado and striving to reduce all negative environmental impact before it is produced.

- Transportation- Working with Amazon Freight, logistics service, to optimize our transportation process and reduce our negative environmental impact.
- Green Data Housing- Working with IBM and their product IBM Cloud for sustainable practices and technologies used in the operation and management of data centers. This allows us to reduce physical and energy waste.
- Credibility and Transparency- To reinforce the confidence that our consumers have in our brand and keep ourselves in check, we will obtain and continue to comply with the standards of the Global Organic Textile Certification to ensure the ethicality of our materials, making our supply chain transparent and easy to verify. In addition, by keeping our operations within U.S. borders, we ensure responsible labor practices that comply with U.S. law. Similarly, to further our commitment to the environment and give back to the community we will team up with local schools to create curriculum on sustainability.
- Store Front- Located in Aspen, Colorado. This location services as our hub for manufacturing, but it also services as a location where clientele can come and try items on and communicate with EcoAltura. This location in conjunction with our app is the starting place to build community and volunteer at events and with groups that EcoAltura is affiliated with.
- De-Processing- Any fabric material that cannot be used in manufacturing and creation will be used as feed in our own eco-friendly environment populated with Zophobas Morio, the super worm, which is able to digest materials like polyester and nylon into biomaterials.

Unique Selling Proposition

- 3D sizing AI- Tailor360 technology allows EcoAltura to most accurately produce clothing to each customer. This is combined with our choice for made-to-order products which abides by our climate-conscious business model. For the customer, this ensures the perfect product that encourages longevity and sustainability.
- EcoAltura also provides a service called AlturaCycle which promotes lifelong use of the products.
- All scraps from ordered products and previously ordered products will be used to create an additional bag, free of charge to the customer, that will be used for the package for shipping. The adhesive and label are water dissolvable.
- Implementing Tailor360 in the app will allow customers to create their own avatar, complete with the products they order. Being a part of the app allows you to be a part of the EcoAltura online community to connect with other climate-conscious individuals and sign up for volunteer and community building events held through EcoAltura.

Market Analysis

A. Industry Overview

- The outdoor apparel and equipment industry has seen remarkable growth following the COVID-19 pandemic, as people turned to outdoor activities as a way to stay active and maintain mental well-being. The pandemic led to a surge in hiking, skiing, and adventure tourism, and this interest has persisted. Consumers are becoming increasingly aware of their environmental impact. Issues like climate change and the fashion industry's pollution footprint are pushing them to seek sustainable products made from eco-friendly materials such as recycled nylon, polyester, organic cotton, and biodegradable fabrics (The Daily).

B. Target Markets

- Target Market 1: Young adults (ages 25-35)- EcoAltura will target environmentally conscious professionals from the ages of 25-35 with no kids and disposable income. While seeking adventure and outdoor activities they wish to prioritize sustainability and value high-performance.
- Target Market 2: Older Adults (35-60)- EcoAltura will target families who value outdoor activities like skiing and hiking. These consumers focus on durable, performance-oriented gear and prefer brands that align with their values of sustainability, safety, and family-oriented outdoor experiences.

C. Market Size and Growth Potential

- The global outdoor apparel market was \$35 billion in 2023, with a predicted CAGR of 6.6% between 2024-2030, indicating significant growth. (Global Market Insights) The sustainable outdoor equipment segment, including products like backpacks and gloves, is also projected to grow at a CAGR of 4.2% driven by increasing consumer demand for eco-friendly, durable gear (Grand View Research).

D. Competitive Analysis

- Patagonia: Known for its sustainability initiatives and repair services. Patagonia has built strong brand loyalty through its environmental activism. While they have made strides in transparency, there is still a lack of full visibility into their supply chains. Many consumers are skeptical of “greenwashing,” where brands claim to be more sustainable than they are. In addition, Patagonia still utilizes petrochemicals, which are not able to be simply recycled to the environment, so Patagonia cannot do anything except store the returned items they cannot recycle in a warehouse (FemiGnarly).
- The North Face: Recognized for innovation in performance wear, they have adopted sustainability practices but still lag behind Patagonia in transparency and environmental commitment. The North Face company focuses on high-performance, off-the-shelter gear but offers very little in terms of customization or personalized fit. Their sizing can often be inconsistent, leading to product returns and unsatisfied customers.

EcoAltura will not only match our competitors in terms of performance and durability but will exceed them by focusing on personalization, transparency, and innovative technology. While major players are slow to fully integrate sustainability with cutting-edge technology, EcoAltura will lead the way in offering eco-friendly and personalized gear that is fully transparent from production to disposal, positioning us as the superior choice in the sustainable outdoor equipment and apparel market.

E. Market Gaps

- **Personalized Outdoor Gear:** Most competitors do not offer highly customized outdoor gear. By incorporating AI-driven sizing tools and 3D body scanning, brands can provide a more personalized fit and reduce returns.
- **Eco-Friendly Family Gear:** Few brands target families who want sustainable, high-performance gear for both adults and children. This represents an opportunity to cater to an underserved segment.
- **Circular Economy and Repair Services:** Many outdoor brands have not fully embraced the circular economy. There is an opportunity to offer more closed-loop systems where products can be returned for repair or recycling.

Marketing Strategy

Branding and Promotion Strategy

- EcoAltura positions itself as a leader in sustainable, personalized outdoor apparel. Our brand identity emphasizes innovation, eco-friendliness, and community engagement
- We will leverage a multi-channel approach, starting with a strong social media presence on platforms like Instagram and Facebook to showcase our unique made-to-order apparel and our innovative Tailor360.
- Seasonal campaigns and promotions will highlight specific product lines, while influencer collaborations will enhance our visibility and credibility among eco-conscious consumers.
- We aim to foster community engagement through local events and workshops, creating a space for connection and education about sustainable practices.
- Additionally, we will implement targeted email marketing to keep our audience informed about new products, special offers, and sustainability initiatives, ensuring that our messaging resonates with our values and the needs of our customers.

Partnerships

Partnering with the right groups isn't just about what is most advantageous to us financially, it is about working with groups that align with our values.

- Community- working with the local community of Aspen, Colorado's local non-profits and volunteer organizations to donate our time, talent, and treasure in order to further our company mission of sustainability and adventure.
- Influencers- Pairing with eco-conscious influencers to further outreach and visibility.
- Ski resorts and rentals- Booking vacations typically occurs months in advance of the travel date. By partnering with ski resorts and rentals, we can position ourselves in front of our target market early enough to ensure our products are ready for their trips. We will also sell generic sized sets to resorts to keep as rentals, increasing their sustainability and attaching ourselves to more potential customers.

Financial Projections

A. Sales Forecast

For Year 1, sales revenue is projected to range from \$4,391,500 to \$8,783,000 dependent upon units sold. Sales revenue is an estimate based on a sample of 3 diverse products to represent all products sold. The weighted average sales price is \$439.15 and applied across units sold projections for the first year (benchmarks of 10,000; 15,000; and 20,000 were used). The price per unit is justified based on the target market demographics and gross margin percentage requirements.

B. Budget and Expenses

Cost per unit consists of direct material, direct labor, manufacturing overhead, shipping/packaging, and other costs, which were calculated for the sample of three products. Direct material costs were calculated using estimated quotes from real suppliers and estimated amounts of material used for each product. Direct labor was calculated using the minimum wage in Colorado of around \$15/hour. A weighted average cost of goods sold per unit was calculated to be \$234.99 and is used in the projections for Year 1. Operating expenses total \$213,300 in the first year and include rent/utilities, marketing, equipment, software, and other expenses.

C. Funding Requirements

EcoAltura is funded with a \$1,000,000 10-year commercial loan at an interest rate of 7% (based on the current interest rate environment in 2024) and owner investment of \$140,000 (7 owners with \$20,000 investment each). This funding will be used for business start-up costs and capital expenditures over several years, which can be adjusted to fund future growth and reinvestment, or to refinance the commercial loan at a lower interest rate should the rate environment improve.

Appendices

[Financial Information EcoAltura.xlsx](#)

Sources

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