



# blooms + threads



Market Research  
March 13, 2021

# Meet the Team

---



Tiffany Geng  
[Project Manager]



Christina Qiu  
[Associate]



Michelle Hui  
[Associate]

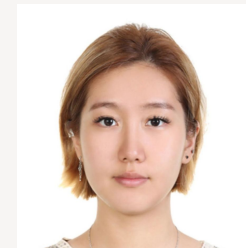


Abby Jin  
[VP Consulting]

Gurman  
Dhaliwal  
[Associate]



Haven Ahn  
[Associate]



Andrea Lai [Analyst  
Shadow]



# TABLE OF CONTENTS

## 01 Competitor Analysis

- Comparison and inspiration from 3 Main Competitors

## 02 Primary Research

- Analysis of Google Form Survey with 267 responses

## 03 Social Media & Website

- Research, best practices, and action plans

## 04 Store Front & Influencers

- Best practices and potential partnerships

01

# Competitor Analysis

# Target Competitors

- Location Proximity
  - General San Diego area + La Jolla
- Demographics
  - Women late teens - 30s
- Target Product
  - Thrifted / Upcycled Clothes
- Price Range (\$50-\$260)
- Online Presence
  - Website, Instagram, Tik Tok, Depop, and Yelp presence
- Strong Storefront
- Similar Aesthetics

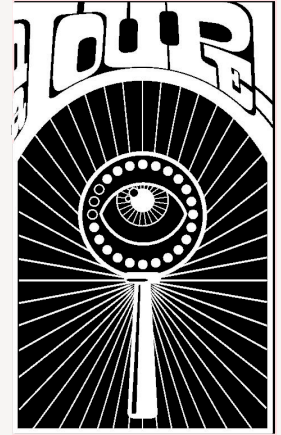


## Main Competitor 1 – Trendy And Topsy

- Online Presence
  - Instagram (102K followers), TikTok (15k followers), Etsy store
- Website
  - “Trendy and Topsy Blog” Section
    - Highlighting staple items
  - Group Trends Section
- Store Layout
  - Temporarily Closed
  - Record album covers on walls
  - Mostly racks and mannequin displays
- Price Range: \$15 - \$200

# Main Competitor 2 – La Loupe Vintage

- Online Presence
- Instagram (13.5k), Yelp (4.5/5 stars - 80 reviews), online recommendations
- Website Page
  - “Curated New”
  - News and Updates
- Store Layout
  - Front display with small accessories for sale
- Target Products
  - Vintage / Thrifted Clothes, Jewelry, Accessories, and small goods(lip balm, soap, pins, etc.)
- Price Range: \$10 -\$260





## Main Competitor 3 – Frock You Vintage

- Online Presence
  - Ranked 1st on Yelp using search word “Vintage clothes shops”
  - Consistent appearance on thrift shop recommendations from online communities (Instagram, Yelp, Reddit)
- Store Layout
  - Brightly-colored, pop-art style signage and 2 windows displays in the front
- Unique Style
  - Vintage antique-80s boutique carrying a more eccentric style
  - Attracts customers ranging from 30-40s
- Price Range: \$50 - \$100



# Instagram Analysis

<p>Blooms + Threads (5935 followers)</p>	<p>Types of posts -- videos, piece promotion, store front photos Frequency -- 12 posts / past 7 weeks Engagement -- 124 - 641 likes. ~5% of followers engagement (likes) Highest likes/comments -- Picture of owner + the Mural (641 likes + 23 comments)</p>
<p>Buffalo Exchange (103k followers)</p>	<p>Most posts have around 80-250 likes; Followers engagement with posts: ~0.19%; frequency 2-3 posts per day</p> <ul style="list-style-type: none"> <li>- Highest like (1472) -- post of tiny tote with a message “End Systemic Racism”</li> <li>- Hashtags (10-20 per post): #BuffaloExchange #BuySellTrade #ClosetCleanout #SpringCleaning #ClosetOrganization #WardrobeCleanout #ClosetEdit #SecondhandShopping #SustainableShopping #Thrifting #SecondhandFashion #SecondhandStyle #SpringStyle #SpringFashion #ClosetMakeover #ResaleFashion</li> <li>- Buffalo Exchange likes every comments (100%) under their posts and responds to 2-5 comments / post on average.</li> </ul> <p>IGTV (1000-13.2K views) (inconsistent)</p> <ul style="list-style-type: none"> <li>- “Seven style hacks to transform your wardrobe” (13.2K), Take a tour of Arizona’s closet, How we style a scarf in 4 ways (3k), Welcome back to Buffalo Exchange (13.1K), 10 ways to style a vintage shirt, etc</li> </ul>

# Instagram Analysis

<p>Trendy and Topsy (T&amp;T) (95.8K)</p>	<p>Most posts have around 50-2500 likes. Followers engagement with posts 0.52%; store account 100% likes back on followers' comments</p> <ul style="list-style-type: none"> <li>- Posts with &gt;1000 likes --- posts that have themes + entire outfit suggestions + asks a question for followers to respond</li> <li>- Hashtags (10-17 per post): #trendyandtipsy(7417 posts) #graphictee #vintagevibes(1096122 posts) #oversizedtee #shopthelook #trendyoutfits #boutique #troom #shoplocal #sandiego #pacificbeach #pb #trendyfashion #shopnow</li> <li>- Trendy and Topsy likes every comments (100%) under their posts.</li> </ul> <p>IGTV (1000-20.8K views)</p> <ul style="list-style-type: none"> <li>- "Must haves for 2020" with directed links to T&amp;T products (20.8K),</li> </ul>
<p>Other competitors (less followers)</p>	<p>Names: Leo Hamel Boutique &amp; Consignment Shop, Ransack, Honest Thrift,</p> <ul style="list-style-type: none"> <li>- 3000 - 13.9K followers</li> <li>- 2/3 have IGTV sections</li> </ul>

02

# Primary Research

# Survey Design

Goal: To learn more about the shopping habits and cloths preferences of Blooms+Threads target demographic.

## Important Questions:

- What's the most you would pay for vintage shirts? Price Range (for vintage shirt/pants + handpainted)
- Would you be interested in coming to Blooms and Threads to get a pair of pants altered?
- Would you like to be informed about new items that are dropped online? (new clothing drops on the website)
  - If so, what is the best day for these items to be dropped?
- Denim vs. upcycled pieces (tops)?
- What donations/charity/causes would you support?

# Data Collection



- Demographic Questions
- Shopping Habits
- Price Preferences
- Services
- Hours
- COVID-19

## Incentives:

- 10% discount on an item and store gift cards

## Duration:

- February 8, 2021 to February 19, 2021

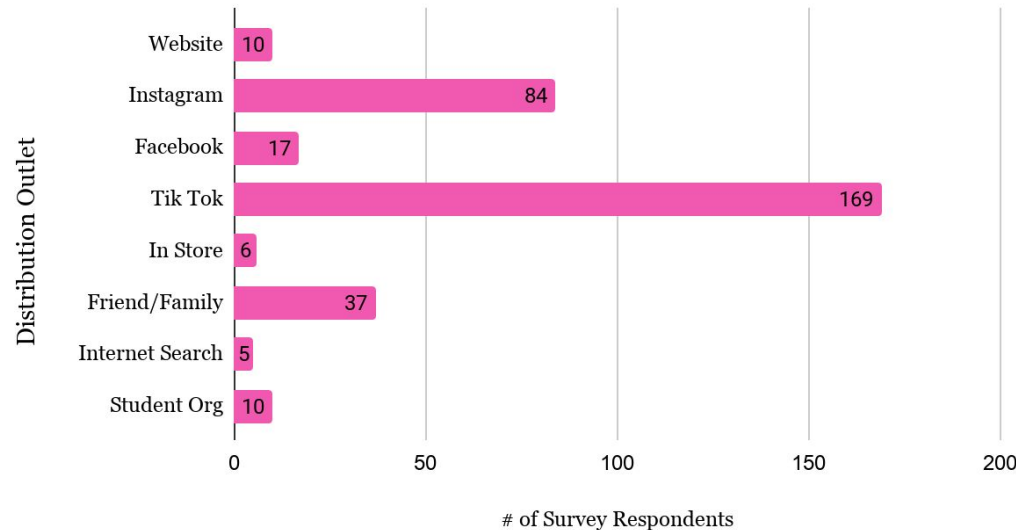
## Responses:

- 267 responses through Google Forms

# Survey Distribution Outlets

Question: "How did you end up finding this survey?"

Most Effective Survey Distribution Outlets

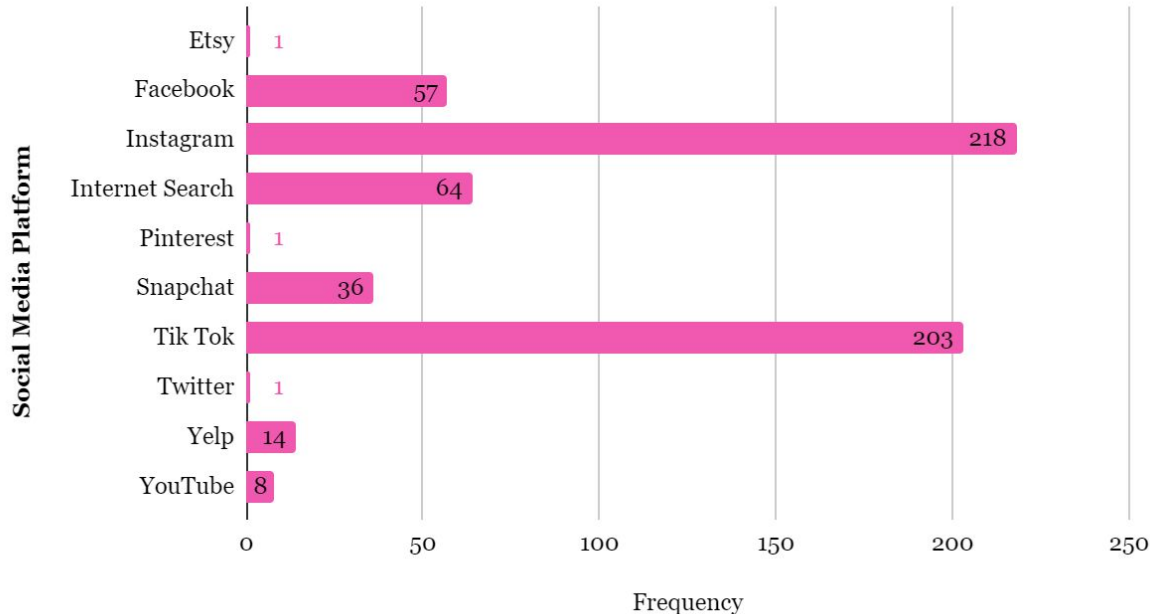


- Tik Tok was the most effective outlet with a majority (57.3%)
- Instagram followed by garnering 28.5% of responses

# Social Media Used to Learn about Small Businesses

Question: “What type of social media do you use to learn more about small businesses and new products?”

Social Media Used to Learn More About Small Businesses

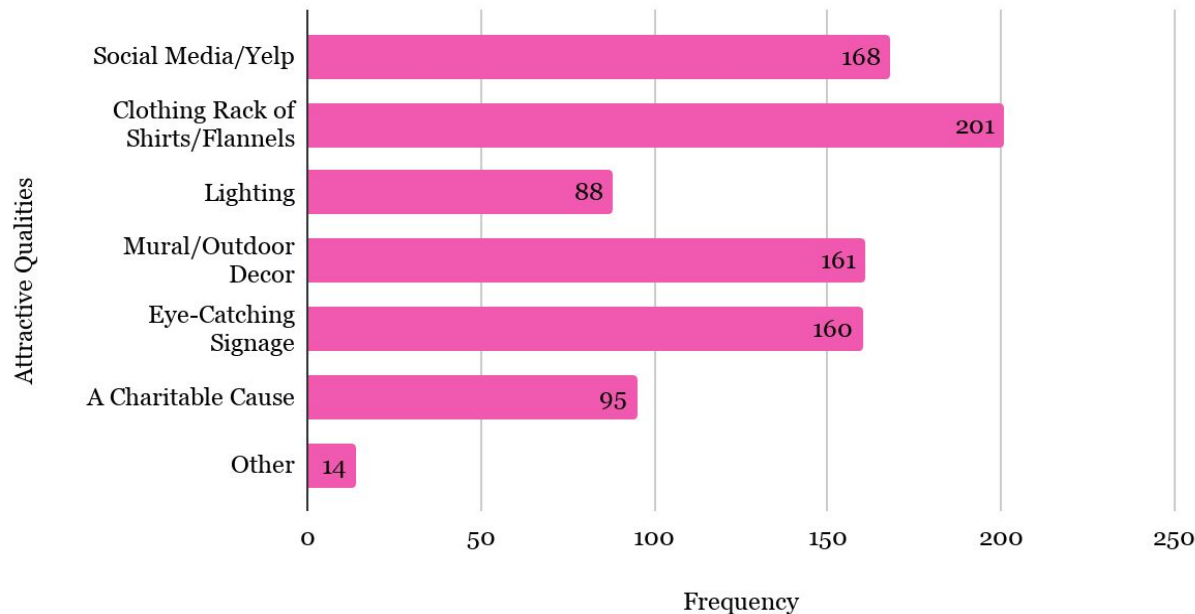


- Instagram (82%) and Tik Tok (77.5%) are the most used platforms to learn more about small businesses
- Etsy, Pinterest, and Twitter were the least used (each at .3%)

# Attractive Qualities of a Small Business

Question: "What attracts you inside a retail small business?"

Top Attractive Qualities of a Small Businesses as a New Customer



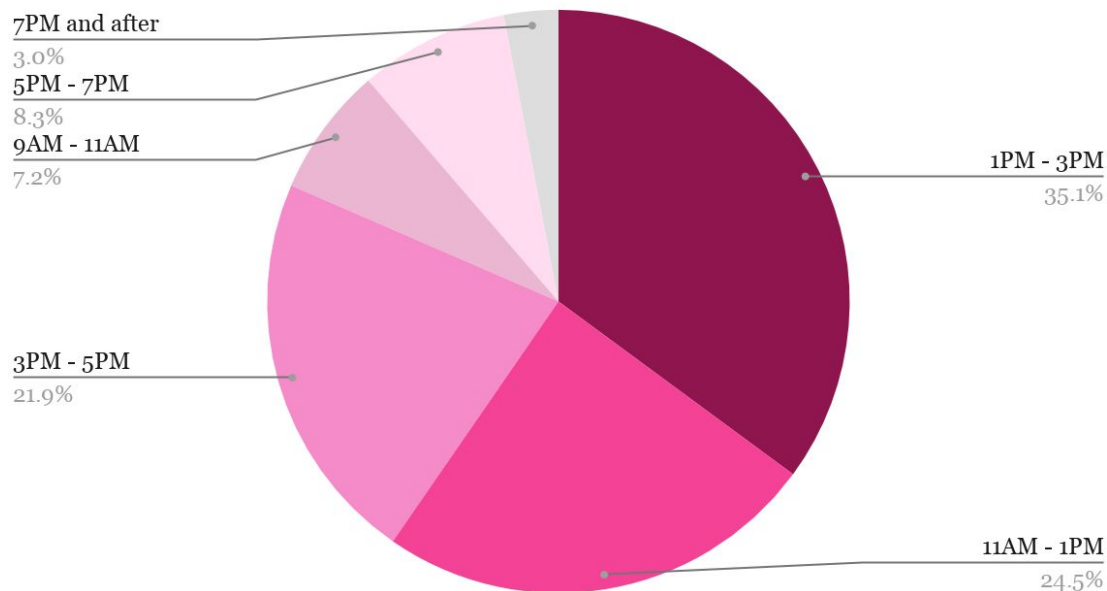
- An outdoor display of shirts/ flannels was the most attractive quality of a small business (69%)
- About 56% stated Social Media, Outdoor Decor, and Signage were attractive qualities
- Only about 30% stated lighting or a charitable cause was attractive



# Times Consumers are Comfortable Shopping

Question: "What time of the day do you feel most comfortable to shop in-person?"

Times Consumers are Most Comfortable Shopping in Person



- Late afternoon (1pm -3pm) was the most comfortable time stated by a small margin, with 11am-1pm and 3pm-5pm following closely behind
- 11am to 5pm would capture 81.5% of consumers

# Price Ranges for Custom Denim Jackets

Question: "What is the most you would pay for custom denim jackets? (can be hand painted, custom design, one of a kind)"

## Most a Consumer is Willing to Pay for Custom Denim Jackets

(can be hand painted, custom design, one of a kind)

150 if it speaks to me

0.4%

\$65 - \$75

11.9%

\$45 - \$55

27.6%

\$55 - \$65

16.5%

\$75 - \$85

5.4%

\$90+

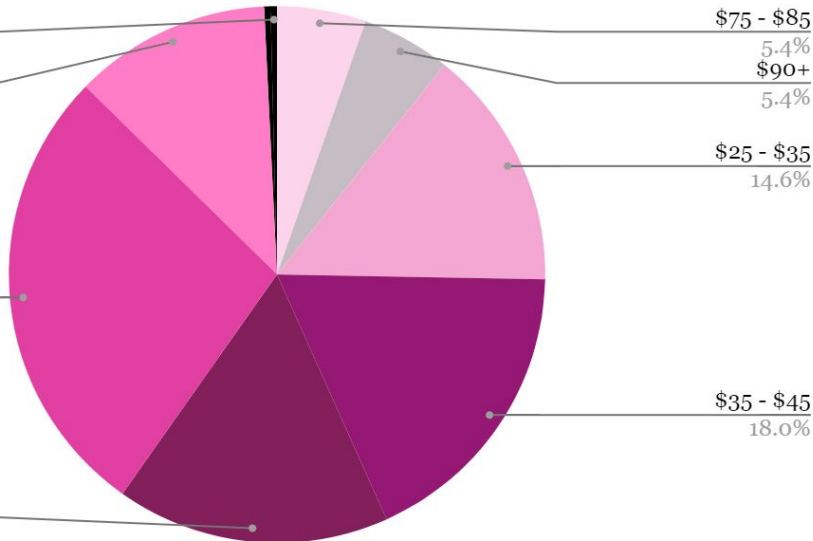
5.4%

\$25 - \$35

14.6%

\$35 - \$45

18.0%

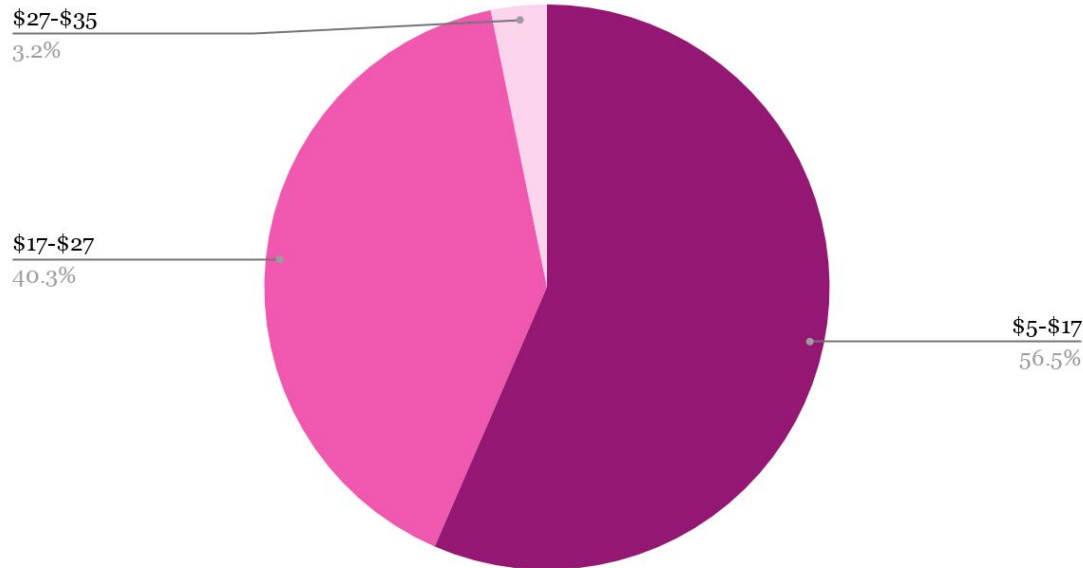


- The range \$45-\$55 got the most responses (27.6%)
- Overall, the range \$35-65 captures 62.1% of consumers
- This variety in price ranges can be attributed to the different options of a custom denim jacket stated and the lack of familiarity of custom denim jackets among those surveyed

# Price Ranges for Vintage Shirts

Question: "What price range would you prefer for vintage shirt?"

Price Ranges Consumers Prefer for Vintage Shirts

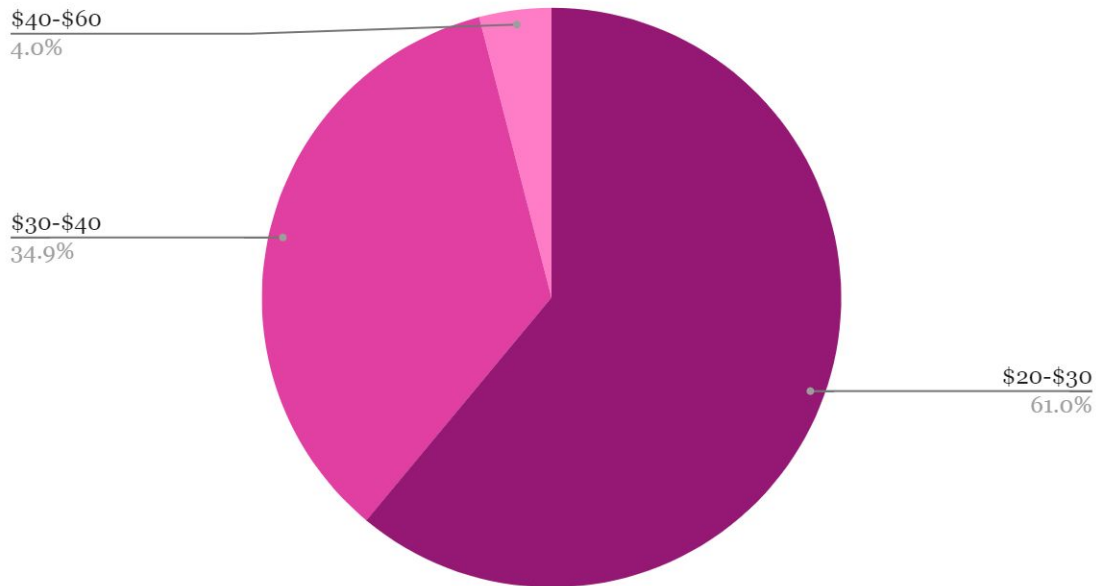


- 56.5% of consumers stated \$5-\$17 was the most preferable price
- 40.3% of consumers stated \$17-\$27 was most preferable
- Only 3.2% would prefer to pay over \$27

# Price Ranges for Vintage Pants

Question: "What price range would you prefer for vintage pants?"

Price Ranges Consumers Prefer for Vintage Pants



- The majority stated \$20-\$30 was the most preferable
- 34.9% stated \$30-\$40 was the most preferable
- Only 4% would pay over \$40

# Key Survey Findings

27%

Friday is the most preferred day by survey sample for an online drop, but the distribution was fairly spread throughout the days of the week

45.6%

Of survey sample is willing to pay \$35-55 for Denim Jackets, but there is variability in data as consumers are unaware of price average points for items like this

61%

Of survey sample is willing to pay \$20-30 for Pants, while smaller group of 34.9% willing to pay \$30-40

56.5%

Of survey sample is willing to pay \$5-17 for T-shirts, while a smaller group of 40.3% willing to pay \$17-27

# WHAT WE RECOMMEND

## ONLINE DROPS

1. Online drops on Friday
2. Online drops at your convenience with added social media promotion

## STORE FRONT

1. Display racks of shirts/flannels
2. Signage, social media, and decor are high/similar in effectiveness

## SOCIAL MEDIA

Roll out new products on Instagram, market on Tik Tok, and build out Yelp page

## STORE HOURS

Tue, Thu, Sun: 11AM - 5PM  
Fri, Sat: 11 AM-7PM  
Mon: Closed  
Continued monitoring of traffic

## PRICE POINTS

Sell items at two price points (affordable vs higher quality)  
Sell pants at \$20-30 & \$30-40  
Sell t-shirts at \$20-30 & \$30-40

03

## Social Media & Website

# Tik Tok

## Increase Engagement

1. Use hashtags that are trending within thrifting niche
2. Hashtag physical location to garner more SD impressions
3. Use trending songs (Use Spotify for forecasting since trending songs Tik Tok are typically top trending songs on Spotify)

## Logistics

1. Release Tik Toks at an optimal time
2. Post every day as Tik Tok algorithm values posting frequency
3. Create posting schedule that outlines content and optimal posting times
4. Consider utilizing growth services (\$15/week)

## Content

1. Display your personality in Tik Toks; authenticity and personalization is important to audiences
2. Participate in trends within thrifting niche
3. Let in-video text go longer for legibility



# Instagram

## Increase Engagement

1. Create new posts that feature themed outfit and asks questions in the caption
2. Use branded and popular hashtags for each post (Blooms + Threads, vintagevibes)
3. Like followers' comments (10-15 minutes per week).

## Content

1. Upload existing B+T TikTok videos on Reels
2. Create new videos that feature challenges/contests and B+T products on IGTV.

## Sponsors

1. Reach out to influencers who can feature B+T products
2. Highlight donations and request donation partners organizations, and community pages such as "whatspoppingsandiego"

# Yelp

Increase Engagement	Content	Incentivizing Reviews
<ol style="list-style-type: none"> <li>1. Put a linkable Yelp badge on website and social media platforms to improve Yelp SEO algorithms</li> <li>2. Respond to reviews by thanking positive reviews and addressing the negative ones</li> </ol>	<ol style="list-style-type: none"> <li>1. Encourage Customer Photos (in store)</li> <li>2. Encourage Customers to include keywords such as vintage, thrift, upcycle, sustainable</li> <li>3. Emphasize review content for customers on flyers</li> </ol>	<ol style="list-style-type: none"> <li>1. Incentivize Reviews with 10% off an item, \$5 off, or store credit</li> <li>2. Design in-store voucher (small card) or flyer to promote review incentive</li> <li>3. Have customers provide screenshot of review as proof for discount</li> </ol>

# Website

## Changes to Existing Pages

1. Move in-stock items to top of pages
2. Provide countdown to online drops/sneak peaks
3. Provide clear instructions to the physical store with a map, pictures, etc.
4. Provide sizing details (maybe a chart) and more pictures of certain items for clarifications
5. Create categories of clothes being sold

## Potential Sections to Add

1. Provide feedback section
2. Donations page with pictures and numbers about impact
3. An Upcycling Informational section
  - a. Harms of fast fashion
  - b. Heavy stats supporting upcycling
  - c. Links to more learning resources
4. Clarify methods for customers to donate clothes

## Other Ideas

1. Utilize call to action buttons and pop-ups
  - a. Always ask for email with an offer of coupon immediately
2. Utilize empty space on home page
  - a. Item of the Week
  - b. Sales information
3. Create more options for checkout
  - a. Paypal(2.9 % + \$.30)  
Apple Pay, Bank Transfer, etc.

# Store Front

## Windows/Doors

1. Use polaroids of store regulars in the window display section
2. Customers write answers on post-it notes to answer a question posted in your store window (can be related to upcycling +sustainability)
3. Chalk pens on the windows
4. Hang hand painted jackets on strings at the storefront with the back facing the window or doorway so people can see the paintings.
5. Display message or poster on one of the glass windows that is catchy and also gives B + T info

## Seasonal

1. Merchandise, decorations, clothes that reflect holiday sentiment (Halloween, spring)
2. Change displays often to help customers stay excited
3. Flyers relating to your product + sustainability + Donation
4. Mannequin display



## Lighting & Signage

1. Put panel with arrows in the front of the roadside, to guide them to the actual location of B + T
2. Put a overhead light above the B+T logo outside
3. Fairy lights around mural and store

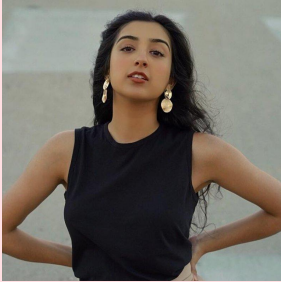


# 04

## Store Front & Influencers

# Influencers

## Aditimayer



- 52k Instagram followers
- Raising awareness on sustainable fashion
- Recommendations / partnerships
- Los Angeles
- Aditi@ADIMAY.com.

## Coolirpa



- 94k Instagram followers
- Upcycling, DIYs
- Thrifting trips and store recommendations
- Southern California
- coolirpa@gmail.com

## Rxuths



- 61k Instagram followers
- Fashion Influencer
- Occasional partnerships
- Los Angeles
- ruthkaldenberg@gmail.com

# Influencers

Kkateli



- 28k Instagram followers
- Fashion Influencer
- Partnerships
- Small business hauls on Youtube
- Los Angeles
- [contactkkateli@gmail.com](mailto:contactkkateli@gmail.com)

Omfighazel



- 85k TikTok followers
- Thrifting and vintage clothing store recommendations
- San Diego

Gabrielasage



- 10k TikTok followers
- Sustainable fashion content and store recommendations
- San Diego

# Influencer Action Plan

## Outreach

- Create pitch to engage
- Quick email/call

## Logistics

- Draft agreement
- Confirm social media action plan

## Incentives

- Personalized discount codes
- Collaboration (denim jackets)
- Influencer choice of donation

Name	Contact Info
Aditimayer	Aditi@ADIMAY.com
Coolirpa	coolirpa@gmail.com
Rxuths	ruthkaldenberg@gmail.com
Omfgghazel	Tik Tok: <a href="https://www.tiktok.com/@omfgghazel?lang=en">https://www.tiktok.com/@omfgghazel?lang=en</a>
Gabrielasage	Ins: <a href="https://www.instagram.com/gabrielasage/?hl=en">https://www.instagram.com/gabrielasage/?hl=en</a>
Kkateli	contactkkateli@gmail.com



# Final Conclusions



# Focus #1- Digitization

## Yelp



- Engagement with customers
  - Responding to reviews both bad and good
- Update account with content
  - Post new store photos, photos of owner, and photos of artist's B+T work
- Incentivize reviews
  - Create discount codes for customers that review or post photos
- Timeframe
  - Engagement should be maintained once a week
  - Updating account content once every 2-3 months
  - Updating store hours, description as needed, especially on holidays
  - Incentivizing reviews once a week

# Focus #1- Digitization

## Website

- Change existing pages
  - In stock items at the top of the page
    - Customers get frustrated or discouraged when they see “out of stock”
    - Update the day of the next online drop so customers can expect in stock items
    - Update logistical information: store hours, contacts
- Clothing categories: filter for shirts, pants, and jackets
- Add new sections
  - To increase engagement and education about your store
    - Donation information page
    - Benefits of shopping at a thrift store
- Implement other ideas after changing existing pages and adding new sections

# Focus #1- Digitization Website

- Timeframe (4 weeks)
  - Spend about 2 weeks changing existing pages
  - Spend about 1 week creating new sections
  - Spend about 1 week adding other ideas to fine tune customer experience with the website



# Focus #1- Digitization

## Social Media

- Instagram
  - Increase engagement through trending hashtags
  - Create new material for IGTV and Reels
  - Post Tik Tok content on Instagram Reels to gain more followers
    - From survey data, Tik Tok and Instagram are most used social media platforms.
    - Get B+T 30,000 Tik Tok followers to follow on Instagram
      - Currently <6,000 followers on Instagram
- Tik Tok
  - Increase engagement through trending hashtags
  - Utilize global best times to post on Tik Tok
  - Create posting schedule

# Focus #1- Digitization

## Social Media

- Instagram Timeframe
  - New content for IGTV and Reels once a week
  - Post from Tik Tok once a week
  
- Tik Tok Timeframe
 

Sample posting schedule in PST

  - Monday 7pm
  - Wednesday 8pm
  - Saturday 5pm



# Focus #2– Storefront

- Windows and doors
  - Use posters or chalk displays (\$50)
    - Write “Online Drop on Tuesday”
    - QR code for website on posters
    - Hang clothes above the door
  - Timeframe
    - Weekly update windows and change door display daily
- Lighting and signs (\$50)
  - Light to illuminate store logo
  - Guiding arrows to the store
- Seasonal (\$50 a season), (\$30 a holiday)
  - Fall, Winter, Spring, Summer
  - Start planning decorations a month before seasons start
  - Holiday decorations should be at least 2-3 weeks before the holiday





# Contacts



Tiffany Geng  
[Project Manager]

[txgeng@ucsd.edu](mailto:txgeng@ucsd.edu)  
[Linkedin](#)



Christina Qiu  
[Associate]

[k4qiu@ucsd.edu](mailto:k4qiu@ucsd.edu)  
[Linkedin](#)



Michelle Hui  
[Associate]

[michellesyhui@gmail.com](mailto:michellesyhui@gmail.com)  
[Linkedin](#)



Abby Jin  
[VP Consulting]

[ajin@ucsd.edu](mailto:ajin@ucsd.edu)  
[Linkedin](#)



Megan Cromley  
[Client]

[shopbloomsandthreads@gmail.com](mailto:shopbloomsandthreads@gmail.com)

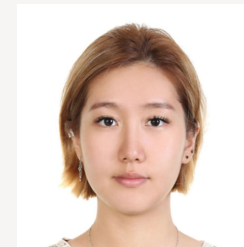
Gurman  
Dhaliwal  
[Associate]

[gurmankdhaliwal2@gmail.com](mailto:gurmankdhaliwal2@gmail.com)  
[Linkedin](#)



Haven Ahn  
[Associate]

[zahn@ucsd.edu](mailto:zahn@ucsd.edu)  
[Linkedin](#)



Andrea Lai [Analyst  
Shadow]

[alai@ucsd.edu](mailto:alai@ucsd.edu)  
[Linkedin](#)





# Thank You

---

# RESOURCES

- Blooms + Threads Research Materials:  
[https://drive.google.com/drive/u/1/folders/1n3\\_Kgq5L-vbF2s-egLBflb3SfRij\\_Z7z](https://drive.google.com/drive/u/1/folders/1n3_Kgq5L-vbF2s-egLBflb3SfRij_Z7z)
- Slide Theme Credits: [Slide Carnival](#)