



Republic of the Philippines
Municipality of Subic
KOLEHIYO NG SUBIC
BUSINESS EDUCATION DEPARTMENT



HAMIROJO CLOTHING

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MARKETING PROGRAM

1. Description of Present Marketing Practices of Competitors

- Double JG Printing Services primarily relies on an exceptional commitment to customer service, they have consistently upheld a reputation for providing customers with an outstanding and unparalleled level of support and assistance.
- JMPH Printing Services operates with their combination of affordable pricing and top-notch quality, they have established a well-deserved reputation for offering products or services that not only meet stringent quality standards but also remain accessible to a wide range of consumers due to their competitive pricing strategies.
- DPI Print Solutions is famous for their online store and expedited transaction processes, they have gained recognition for their efficient e-commerce platform that facilitates swift and hassle-free transactions for customers.

2. Proposed Marketing Program

- *Selling Organization*

The E-Commerce Team is a well-rounded group composed of three key roles: a web developer, a customer service representative, and an order fulfillment specialist. The web developer enhances user experience, the customer service rep handles inquiries and issues, and the order fulfillment specialist ensures swift and accurate shipping, collectively ensuring a smooth online shopping experience.

- *Sales Team*

We are in the process of strengthening our B2B sales efforts by introducing a dynamic team of two dedicated sales representatives. These individuals will play a pivotal role in our growth strategy as they embark on a mission to establish and nurture valuable relationships with local boutiques. Their core responsibility is to initiate contact, engage in productive negotiations, and ultimately facilitate bulk orders from these boutiques for our products or services. Beyond the initial transactions, they will continue to cultivate and maintain these partnerships, ensuring the long-term success of our business through sustained collaboration with the local boutique community.



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- *Terms of Sales*

Our pricing approach is designed to be highly competitive, offering tiered discounts for bulk orders to incentivize larger purchases. To ensure that our pricing remains competitive in the market, we will regularly scrutinize and assess our competitors' pricing strategies. Based on this analysis, we will make necessary adjustments to our pricing structure, striking a balance between affordability for our customers and a position of strength in the marketplace. This agile approach to pricing management will allow us to adapt to market conditions and maintain our competitiveness in the long run.

We offer multiple convenient payment options for our customers. Individual customers have the flexibility to pay via credit card, GCash, or PayMaya, making transactions seamless and hassle-free. For our valued B2B clients, we extend the option of invoicing with net 30 terms, providing a more tailored and accommodating payment arrangement that aligns with their business needs and cash flow.

- *Channels Distribution*

Our e-commerce platform stands out for its elegantly clean and user-friendly design, meticulously crafted to deliver an exceptional experience on both mobile and desktop devices. We place a premium on a hassle-free checkout process, streamlining it to be as smooth and efficient as possible. This commitment to an intuitive and convenient user journey underscores our dedication to providing a superior online shopping experience.

Our objective is to establish collaborative partnerships with local clothing boutiques to facilitate the physical distribution of our products. Through negotiations, we will work out mutually beneficial wholesale terms that cater to the needs and interests of both parties. This approach not only broadens our reach but also strengthens our ties within the local business community, fostering a win-win situation for all involved.

- *Transportation and Warehousing Arrangements*

We have formed a strategic partnership with J&T Express to handle our transportation needs, guaranteeing swift and efficient delivery services within our defined target region. With this collaboration, we aim to provide our customers with the convenience of same-day or next-day delivery, enhancing the overall customer experience and fulfilling their expectations for timely and reliable product distribution.



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- *Cost Analysis*

Our comprehensive cost analysis encompasses various facets of our operations, including production costs, which involve both materials and labor expenses, transportation costs, warehousing expenditures, and the salaries of our e-commerce and sales teams. To enhance cost-efficiency, we will make strategic investments in inventory software, which will play a pivotal role in optimizing our warehousing expenses, ensuring that we manage our resources effectively and streamline our operations.

3. Promotion and Advertising Plans

In our social media advertising strategy, we will place a particular emphasis on platforms like Instagram, Facebook, and TikTok. Leveraging the power of visual content, we will use these platforms to showcase the exceptional quality of our products and highlight the customization options we offer. This approach is designed to engage our audience effectively and convey the unique value of our offerings through captivating imagery and video content.

Our social media campaigns will be strategically aligned with seasonal trends and key holidays. As an example, we plan to execute a "Halloween Collection" campaign in August, capitalizing on the seasonal demand and aligning our offerings with the needs and interests of our target audience during that period. This approach ensures that our marketing efforts remain relevant and resonate with our customers throughout the year.

4. Packaging

Our packaging design will embrace a minimalistic aesthetic, prominently showcasing our logo and incorporating a trendy, concise thank-you message. In addition, the design will prominently feature our brand colors, maintaining a consistent and visually appealing branding across our product packaging.

Our dedication to sustainability is reflected in our commitment to eco-friendly packaging. We utilize recycled cardboard and biodegradable bags as part of our efforts to align with our brand's core values of environmental responsibility and sustainability, minimizing our ecological footprint while delivering high-quality products to our customers.