**ISLAND GIRL BOUTIQUE**

Island girl boutique sells female swimwear and business branded t-shirts made by various designers in collaboration with the boutique. The boutique will target the average female from the age of 16 and up, with low to median income in all sizes. The swimwear and t-shirts will be available in store and online and will ship domestically and globally. The business also offers a subscription package where at the beginning of the months of April, August and December we provide two of the newest swimwear designs and the latest T-Shirt brand design of the business.

**FEASIBILITY ANALYSIS**

**Concept Statement**

Island Girl Boutique offers the latest in modern and original female swimwear and as a.

**Product/Service and Industry/Target market Analysis**

We conducted a small survey on a small group of women within our target demographic where the majority said that they were interested in the idea of a subscription service. They also expressed their enthusiasm on the idea of online shopping for they own clothing. Our research into subscription-based products showed that clothing focused subscription products, especially ones that deal with swim wear are extremely rare.

**BUSINESS MODEL**

The business falls under the standard business model. This is best suited because the business idea will not change the way business will be conducted in the industry but rather offers a much better and reliable customer service for persons in need of swimwear.

**INDUSTRY AND COMPETITOR ANALYSIS**

**Industry Analysis**

There is a gap in the technological advancements in the bikini industries, both in online store presence in Barbados, and in a subscription-based package. Customers can order and receive their subscription packages from the comfort of their homes. Outsourcing the manufacturing of brand clothing at a low-cost foreign market will be beneficial to our firm by saving cost.

**Competitor analysis**

Bajan Cherry is a local start up which was established in 2012, they have a strong market in eco-friendly and recycled swimsuits. This business has influencers as Brand ambassadors. Express Bikini is a local startup established in 2013, they cater to various sizes including plus sizes. Sea Reinas is an international business with an outlet located in Barbados. They sell quality products at a competitive price, they have a large collection of accessories and they have an online store.

**Potential Success in Industry**

This industry is realistic to venture in as the window of opportunity is open for subscription-based products in the bikini industry as the technological factors such as online stores are quickly becoming the norm for retail businesses. Our local brand will sell swimwear at affordable retail pieces and shows a differentiation of products from competitors as t-shirts will have the company’s brand. Both factors prove to separate Island girl Boutique from its competition as a brand and provide some of the lowest prices which will allow our firm to do a better job in the industry on a whole. Our subscription and delivery service allows our brand to be in a unique position in the industry as subscription-based products have not been done in this industry in Barbados.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Island Girl Boutique** | **Bajan Cherry** | **Express Bikini** | **Sea Reinas** |
| *Cost* | Advantage | Disadvantage | Even | Even |
| *Selections* | Even | Even | Even | Even |
| *Sizing* | Advantage | Even | Advantage | Even |
| *Ecofriendly* | Even | Advantage | Even | Even |
| *Philanthropy* | Even | Even | Even | Even |
| *Accessories* | Even | Even | Advantage | Advantage |
| *Delivery* | Advantage | Disadvantage | Disadvantage | Advantage |
| *Subscription* | Advantage | Disadvantage | Disadvantage | Disadvantage |

**Competitive Analysis Grid for Island Girl Boutique**