



A Project with Maribyrnong City Council

"Adopt A Shop"

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My background



Education

- Master of Digital Media
- Bachelor of Science
- Diploma of Business and Commerce
- Certificate in Customer Engagement

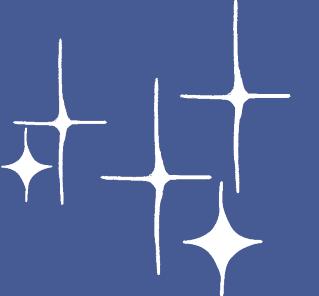
Work experience

- Business owner of a marketing company
- More than 15 years experience in marketing
- Business developer of more than 10 SME companies
- Local and international market

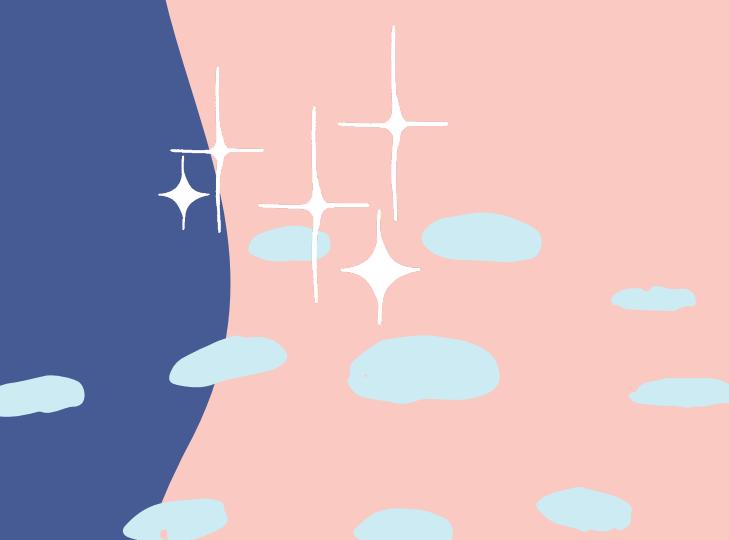
Introduction

- **Project:** A partnership between Maribyrnong City Council and Victoria University
- **Interest:** Strengthening the economic viability of Footscray area
- **Initiation:** In response to COVID-19 restrictions on trade
- **Activity:** Involve in a one-on-one connection with the business owners and managers
- **Method of contact:** Telephone call, email and zoom meeting

Problem

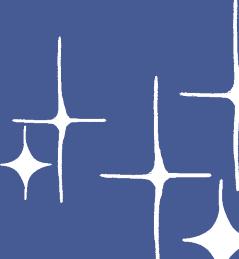


- Restrictions caused by the COVID-19 outbreak
- Slow down the economy of Maribyrnong City affected by the pandemic
- Substantial reduction of in-store shopping
- Decrease of revenue
- The businesses shut down
- Poor or lack online presence to connect with the customers



Objective

- Create sustainable market share
- Meet people's requirements in lock-down
- Create revenue in short term and grow the business in long term
- Create online marketplace
- Connect with the in-store customers
- Define target audiences
- Recommend online and offline marketing strategies
- Manage customer relationship over the time
- Attract the customers to shop in-store after the crisis



Merge Fashion

The adopted shop

- Sells women's clothing for more than 13 years in Footscray mall
- High revenue before Covid-19 pandemic
- High support from the customers live in Footscray and the connected suburbs
- Suitable clothes for various sizes, ages, cultures and religions
- Affordable and competitive prices in the area beside regular seasonal discounts
- Contact details of the previous in-store customers are not available
- Lack of any online presence such as google customer reviews, google map or social media account and website
- Closed with 75% loss in profit during Covid-19 pandemic



Merge Fashion current interior design



Strategic Roadmap

1. Situational Analysis

- Company
- Customer
- Competitors
- Collaborators
- Climate / context

2. Capability analysis

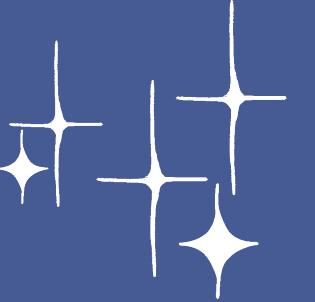
- SWOT

3. Define user persona

4. Performance development

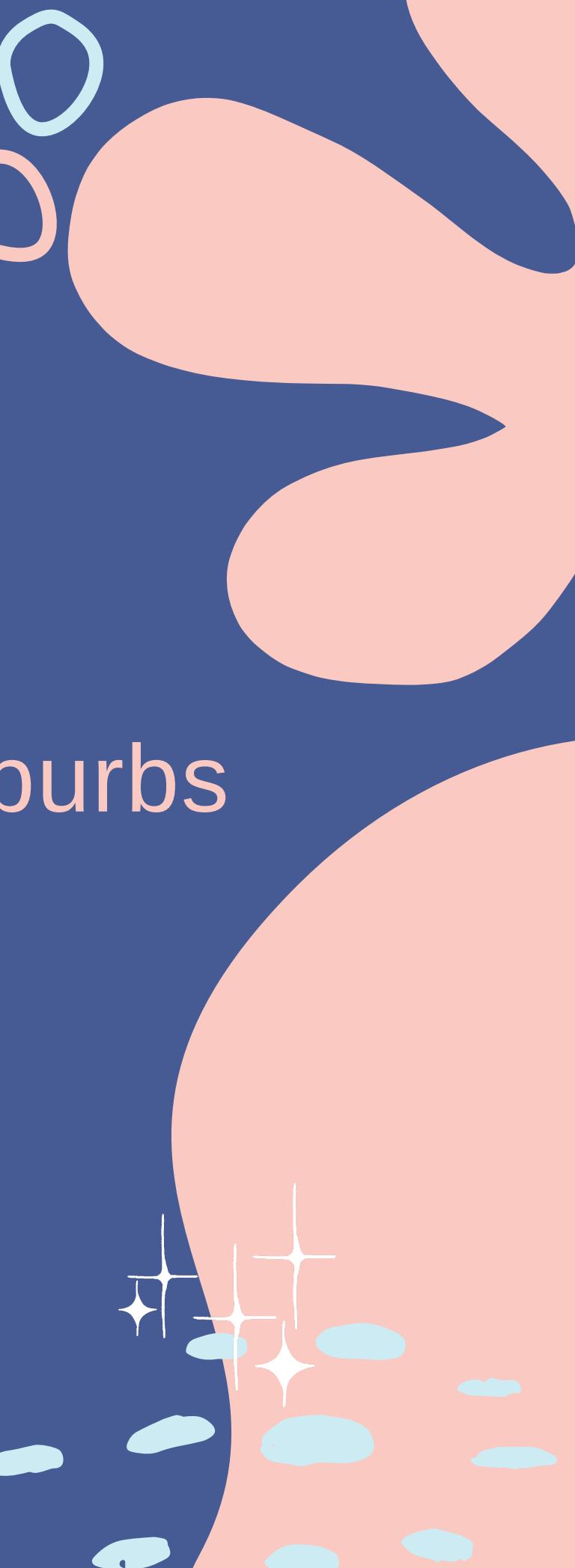
- Online / offline marketing strategies
- Short term / long term tactics

User Persona



The particular group of consumers who;

- Live in Maribyrnong City and the connected suburbs
- Receive the message
- Connect with the shop online or in-store
- Buy the products online or in-store



Persona 1



Aisha Ansari

I am a 25 years old mother
I like to wear scarf and maxi dresses for social activities
I love to wear beautiful dresses at home

Persona 2



Morrie Hollman

I am a 45 years old husband and father

I love my wife and daughter

I love to buy clothes and dresses for their birthdays

I am too busy to visit a shop and prefer to shop online

Persona 3



Chen Huang

I am a 65 years old woman

I live in Geelong

I love comfy and light clothes in the summer

I love to wear stretching pants and long socks in the winter

I like to wear accessories and scarves occasionally

My grand daughter and I enjoy shopping together in Footscray mall

Sometimes, my grand daughter buy cloths and accessories for me on her mobile

Persona 4



Lee Huang

I am a 20 years old girl

I love to wear jeans and sport fashions

I prefer fake and cheap brand clothes

I love to go for shopping with my mother and grandmother and buy matching cloths together

I have a collection of hats in my bedroom

I am loyal to the stores who sell small size and durable clothes for every season

Persona 5



Serenity Ungson

I am a 40 years old mother

I love to shop online and pick up in-store

I love fashion and like to have variety of dresses in a season

I always look for beautiful and affordable clothes

Marketing Plan

- Fast fashion "short term"
- Slow and sustainable fashion "Long term"



Multiple Platforms

Multichannel Marketing

- Creating in-store events
- Establishing digital marketplace
- Developing social media presence
- Building continuous online/offline experience



In-store Shopping

- 71 % of shoppers spend more money in-store than online
- First insight finds consumers more likely to add items to cart when shopping In-Store vs. Online

Eastern Standard Time March 04, 2019

Traditional Marketing Strategies

Offline recommendations

Short term

- Creating impressive storefront
- Updating the display window at least once a month
- Collecting the customers' data after their permission
- Collecting discounted products in one side of store
- Designing the right turn of the store the best
- Designing tables for low-price / high-profit items
- Using natural or warm white lights

Long term

- Hiring female and trained salespersons
- Collaborating with charities to set-up events
- Thinking about a side business to support the current business in difficult times



Examples of impressive interior and display window design



Online Shopping

- An estimated 1.8 billion people worldwide purchase goods online.
- 63% of shopping occasions begin online.
- Nearly half of the consumers shop more on mobile than in-store.

STATISTA MAR 23, 2020

Digital Marketing Strategies

Online recommendations

Short term

- Creating Google business account
- Creating social media business accounts on Facebook and Instagram
- Creating Facebook Market place account
- SMS marketing on phones and WhatsApp group
- Developing email campaign

Long term

- Setting-up website and develop SEO
- Creating paid marketing SME on Google and social media
- Creating sellers' account in Amazon
- Building an app for the business
- Practicing E-commerce
- Developing Chatbot



My Achievements



- Using multichannel marketing in the retail industry
- Focusing on a community
- Using difficulties as opportunities
- Cooperating with the government
- Raising self-confidence
- Practicing to be a good listener
- Learning to empathise with people
- Learning to work remotely
- Practicing teamwork with people from diverse industries
- Using past experiences in a new field
- Understanding the problems of retailers
- Feeling satisfied when helping people in difficult time

My Future Plan

Research plan

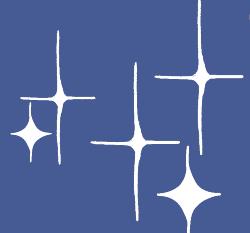
- Analysing Social Media for the retail industry
- Developing surveys through questionnaires
- Conducting face-to-face interviews with the business owners and customers

Career plan

- Focusing on retail industry
- Working with interested marketing companies in the retail industry
- Preparing a project proposal and submit to Knox City Council with the aim of supporting the local shops
- Establishing a consulting company in long term

Critical Reflection

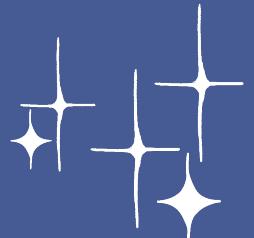
- Lack of a budget plan
- Lockdown restrictions
- Lack of proper communication
- Language issues
- Technology issues
- Lack of sufficient information
- Lack of feedback from the business owners



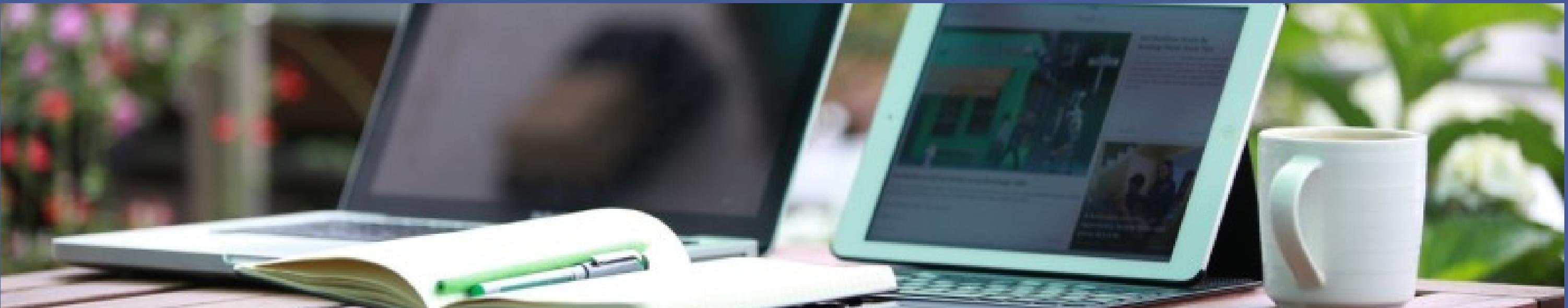
Conclusion

Customer is the king. It is important to;

- Empathise with them
- Build reliable channels to communicate with them
- Create flexible and effective connection with them
- Provide good customer services to them



Contact me for any question



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