



DELTA TEAM

MARKETING RESEARCH

PART 1

MKTG 323 - 502

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SUMMARY OBJECTIVE

Over the last several years we have seen an increase in body positivity and inclusivity. In those same years, Brandy Melville has seen a decrease in popularity and sales. Our goal with this research is to determine whether these two phenomena are related. By figuring out if the recent increase in body positivity is related to Brandy Melville's decrease in sales and popularity we can come up with a business solution to shift these results.

RESEARCH BACKGROUND

- Brandy Melville's past sales over the last decade
- Survey (Qualitative)
- Focus Groups (Quantitative)

RESEARCH PROBLEM

Brandy Melville wishes to increase growth and revenue among female college aged students, specifically women who are eighteen to twenty-five years old

RESEARCH OBJECTIVES

- To identify the reasons why Brandy Melville's popularity and sales have decreased over the past ten years.
- To determine a potential marketing strategy to increase inclusivity regarding clothing sizes



TARGET PARTICIPANTS

- Population: Female aged college students (18 - 25 year olds)
- Sample: Female aged college students (18 - 25 year olds)

TARGET INFORMATION

- Attention Getter: If you are reading this statement, select answer X
- How do you identify? (Gender)
- What is your age range?
- What is the first word that comes to mind when you think of Brandy Melville?
- Whenever you think of Brandy Melville, is your sentiment positive, negative or neutral?
- Do you consider Brandy Melville an inclusive brand regarding their sizes?
- Would you be more likely to shop at Brandy Melville if they had a wider range of sizes?

POTENTIAL IMPLICATIONS

- People may not be familiar with the brand
- People may have no specific sentiment towards the brand
- May not get sufficient reliable data

