


B/YTÉ PROPOSAL

Team 13

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Problems to solve

1

No significant social media presence and Lack of support in digital marketing

2

Single store operating thereby reducing accessibility to customers

3

Affordability for the target demographic

4

Poor inventory management



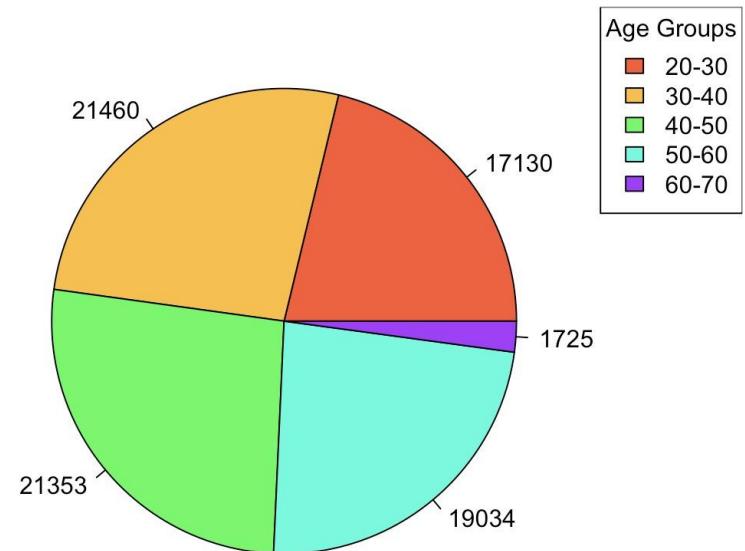
Project objective

To provide a solution that is cost effective, will positively impact the brand, and show results quickly.

Trends and Observations

B/yté has a significant number of customers in the age group of 20-35 years. This group includes many college students, thus we move towards the majority of our solutions, such as enhancing social media presence and digital marketing, being geared and catered toward them.

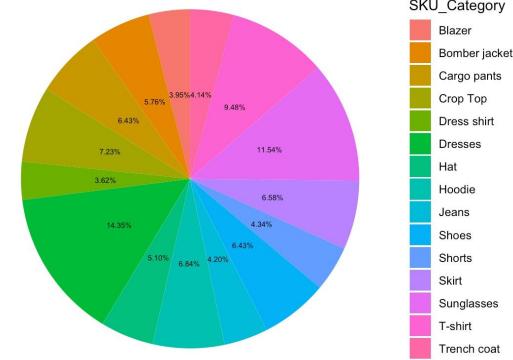
Items Purchased by Age Group



Trends and Observations

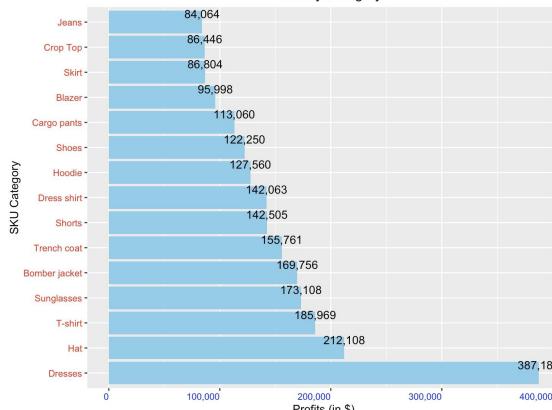
B/yté should do a sales analysis to understand which clothing items sell well and are the most profitable. Since, the company does not have a large amount of capital to work with, this would help them order their inventory accordingly and utilize their resources substantially.

Pie Chart of Operational Costs by Category



SKU_Category
Blazer
Bomber jacket
Cargo pants
Crop Top
Dress shirt
Dresses
Hat
Hoodie
Jeans
Shoes
Shorts
Skirt
Sunglasses
T-shirt
Trench coat

Profits by Category



Target audience

Based on our data analytics, the target audience should be consumers between the ages of 20-35.

- 01 | Social media adept and digitally savvy audience
- 02 | Fashion conscious demographic
- 03 | Working professionals have higher disposable income
- 04 | Growth potential for long term customer base
- 05 | Demographic has influencer culture





Solution

Revitalize Brand Outreach with Social Media Improved Digital Marketing Strategies

Note: Small time influencers would gain credibility and popularity by becoming brand ambassadors so the overall capital spent on the solution would be minimal.

Process



Step 1:

Hiring multiple small scale social media influencers who have a niche audience that aligns with the target demographic.

Step 2:

Consistently produce high-quality, visually appealing content showcasing your clothing line and lifestyle to attract new consumers



Step 3:

Linking Instagram Shopping and B/yté's clothing website

Impact

Social media is a powerful tool in improving brand outreach. The statistics listed below represent how primal brand outreach is currently.

Incorporating innovative digital marketing strategies as discussed in the previous slides, will improve brand outreach and provide room for brand development.

Current Impressions

60K

Expected to grow after hiring social media ambassadors

Current Followers

2K

Expected to grow after maintaining an active social media account on Instagram and TikTok

Target Impressions

120K

By the end of the next sales term



Thank you.

