



**PHILIPPINE WOMENS UNIVERSITY**  
**CDCEC - STA. CRUZ CAMPUS**  
**STA. CRUZ, LAGUNA**

# **TOURISM AND HOSPITALITY MARKETING**

## **MARKETING PLAN**

**Submitted to:**  
**Ms. Mhelwin C. Almonte**



## NAME OF PRINCIPALS

✚ Almonte, Mhelwin C.

✚ Tnidad, Maria Leonor T.

Cavinti, Laguna - +63971147215

✚ Galzote, Monina D.

Sta.Cruz, Laguna - +639260684814

✚ Malibiran, Erlea S.

Siniloan, Laguna - +639067164848

✚ Olivar, Olav Harald A.

Pagsanjan, Laguna - +639062648895

✚ Mendoza, Joshapat Jasper T.

Pila, Laguina - +63975899851

## **Vision Statement**

A nation that offers a high fashionable plus size clothing products upholding the highest standard of integrity, honesty and worth ethics. We are determine to stay ahead of the curve on how to best serve the needs of our customer.

## **Mission Statement**

To provide trendy and affordable clothing to the plus size community, providing them with superior customer service and to enhance clothing products quality in order to be trusted more by the customer.

## **Business Goals**

- ☐ To be trusted by the plus size customer in providing the trendy outfit, to look beautiful and fabulous and be included on a fashion world.
- ☐ To promote high standards of fashionable clothing products with affordable prices.
- ☐ To hire a skilled fashionable merchandiser to build a perfect outfit to the customer and sales associate having an excellency in customer service and offer a fair wages and salary including their benefits.



RETICA ® is a store concept designed for and catering to a plus sized women sizes 38 to 48 aged 23 to 45 years old who love full fashion that will fit on their size too. RETICA ® offers affordable and great quality with the perfect fit. We believe that all women should look awesome, regardless of their dress size. Fabulous ladies curve fashion does not end at a size 36 and we are the proof. The Philippines best love plus size brand with a soft spot for gorgeous and trendy clothing. It is true that anyone can rock the latest fashionable trends and look simply divine, finding your perfect dresses, trousers, knitwear, coats, jackets, casual, and formal wear has never been so easy. RETICA ®'s objective is to respond to the needs and wants of its core customer.

### **Marketing Strategies**

RETICA ®'s plan is to create more customers and attract them to buy and patronized our products, so we have come up in strategies that will help to attracts the plus sized women by having a unique store ambiance with the theme of Retro and Vintage, we are planning to have a 15% discount on our opening day for the first 50 customers and offering a free satchel bag that will fit to the color of their chosen clothes. We will also plan to give a leaflets showing our brand a month before and during our opening day to invite customers to come in our store and see our products and to continue giving it until our brand be known. We are also

having a Return and Exchange policy, within 14 days having an original receipt with their products.

We are planning to create a social media account like Facebook, Twitter, and website for RETICA ® so that we can easily recognized for those who are not yet aware of our brand showcasing our products and ongoing promotions.

Since we have an online account and Website as well we will be having an Online RETICA ® Shopping Store for those customers who are not able to go or visit our branch in Sta. Cruz, Laguna. They can easily view our new arrivals and trendy clothes online and shop on the items they want. We will be offering a free shipping in Locals and Additional fee for International Client.

We will be having a Part Sale or Sale Promotion every three months starting from 10% to 50% depending on a fast and slow moving products. In-store promotions like, 20% on nightwear and some other departments to promote products that are not moving at all. Twice a year or every 6 months, We will be having up to 70% discount and Buy one Get one free promotion in every season or changing of trends.

We will be having a Graphical Signage of New Items or Sale Promotion posting in our window and Mannequins wearing our new arrivals or Sale t-shirt if we are on Sale. The out posting of lower price will be visible to the customers walking outside the mall to attract them.

## **Our Product**

RETICA ® is offering a fashionable products with an affordable price and great quality. Our product will be imported in Thailand and Bangladesh that is known a big distributor in retail industry. We are offering a fashionable tops, trousers, dresses, knitwear, coats, jackets,

casual, and formal wear and nightwear. We will have the best products that is in the fashionable trend today that would satisfy the needs of our customer.



## **Our Price**

RETICA's product price is ranging from Php. 199.00 for the basic tees upto Php. 999.00 for the limited edition dress collection.

## **Our Service**

RETICA ® will hire the best team including Manager and Sales Associate with skilled Merchandiser that would give the best customer service that would lead for the satisfaction of our customer.

To achieve this, we will provide a training on Customer Service, Product knowledge, Outfit building and Cashiering for them to have and develop more their Excellency in dealing with our customers and to give a long lasting impression to them.

## Market

The targeted market is an image conscious who wants fashionable clothing that has a youthful, sexy and feminine image aged 23 to 45 years old mostly young and old professionals to a sexy moms who wants clothes that are versatile, attractive and becoming.

## Location

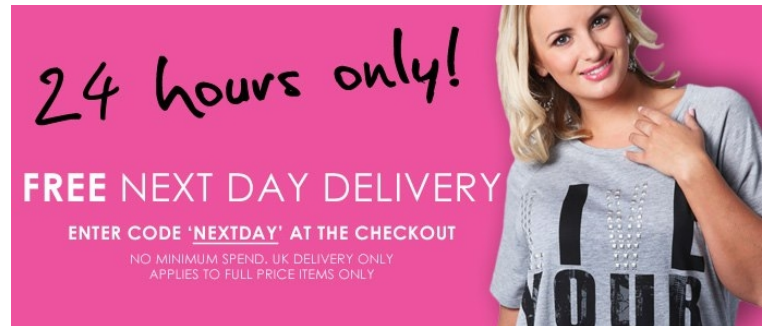
RETICA ® is located at 1<sup>st</sup> floor, Sunstar Mall, Brgy. Gatid, Sta Cruz, Laguna This mall is having a high counts of customer walk ins daily and most especially on weekends, as it is the only Mall here in Sta. Cruz, Laguna that most of the residence afford to spend their time with their family and friends.



## Promotions



## Online Promotion



## Competitors

RETICA ® has stiff local competitors like here in Laguna, many stunning boutique can also offer high quality of plus size clothing. Like French toss Clothing Company that established in 2001, located at Sunstar Mall in Gatid, Sta. Cruz, Laguna as they are providing casual style of clothes and they also offer some clothes for plus size Women. RETICA ®'s own comparative analysis of some boutiques in Laguna reveals that very few are unsuccessful in delivering high quality of products as well as Excellency in customer Service. From "look and feel" perspective, as well as consideration of designer lines, RETICA ® will carry French toss Clothing Company considered the main competitors.





## **Management**

As an Investors and Owner of RETICA ®, we came up on the decisions to hire a Manager that will handle the sales and commercial performance, Inventory Management, Stock distribution, Operations Standard and People Management. She will also be handling the payroll and provide training to the employee. In this, we as the owner will be having a Monthly meeting for the store performance and ongoing promotions along with the Manager. Each and every one of us can conduct a surprise visit and check what is going on in the store, the needs and the issue. We will focus on inventory control, upcoming promotions and other marketing plan and strategy to improve our business more.

As the Investors, We came up to the decisions that after the deduction of all the expenses of the store including rent, salary, utilities expense etc., the 50% of the net income will be divided and distributed to us and the other 50% will add to the capital to expand more our business.

## **Personnel**

RETICA ® will hired a full time Sales Associate that is knowledgeable in fashion and well trained Merchandiser that will assist and provide the needs of the Customer. We will provide our employee the Salaries and benefits that they deserved.

While they are employed, they will received a minimum salary of PHP 263.00/ day and allowable 4 days off in a month total of PHP.6,838.00 / month. We will be having a Monthly target for the motivation of the employee and will be given an

incentives if the store achieve its monthly target. Additional to this, RETICA ® are providing the free employees uniform for them to look formal in dealing with our customers. Benefits are also included for the employee of our company.

RETICA ® will provide:

- ✓ Holidays: Eleven (11) paid holidays regular holidays and nine (9) national special holidays and one (1) local special holiday per year as provided under Proclamation No. 1105 (2016 Declared Holidays)
- ✓ Vacation: Thirteen (13) vacation days, with additional 1 vacation day every year starting on 2nd year of service and convertible to cash at the end of each year. Maximum total vacation leave is 18 days.
- ✓ Leaves:
  - ✓ • Sick Leave: Twelve (12) days per year for the first two years of service. With additional 1 sick leave every year starting on 2nd year of service. Maximum total sick leave is 15 days. All unused leave days are convertible to cash in December of each year.
  - ✓ • Paternity Leave: All legally married male employees are eligible for 7 working days up to four (4) child birth or miscarriage of legitimate spouse to be availed within sixty (60) days from deliver / miscarriage. •

- ✓ Bereavement: Three (3) days in the event of death of an immediate family member which includes the employee's children, parents, grandparents, brother, sister, spouse, and parents-in-law.
  - ✓ • Solo Parent Leave: Seven (7) working days parental leave for solo parents certified by the DSWD • Calamity Leave: Two (2) days leave for employees who were affected by flood, fire and typhoon (must be supported by a Government proclamation)
  - ✓ • Magna Carta for Women: Sixty (60) calendar days leave. It is given to all female employees who underwent surgery caused by gynecological disorders and who have rendered at least six (6) months continuous aggregate employment service for the last twelve (12) months prior to surgery.
- ✓ OTHER BENEFITS:
- ✓ • 13th month: The Company grants a 13th month pay equivalent to one (1) month's pay to all eligible associates every November of each year. Associates with at least one (1) year of service as of November 20th shall receive a full bonus equivalent to one (1) month's basic monthly salary while those less than one (1) year of service shall receive a pro-rated bonus provided they have worked for 1 month.

- ✓ • Mid-year Bonus: The company grants bonus equivalent to a half month pay. All probationary and regular employees are eligible to this bonus.
- ✓ SSS / PAG-PAGIBIG / PHILHEALTH are also provided of the company.

## **Capital**

Starting up this business is not that easy but it should be well planned and manage. To start up, RETICA ® needs a capital of PHP 2,000,000.00 including the Store expenses and requirements, working capital, equipment and the supplies needed of the store. Each of us, should put up a capital worth of PHP. 333,350.00 Each to start this business.

## Summary

There are various economic forces that affect apparel retailers, Consumer confidence is the most important. RETICA® is a store concept designed for and catering to plus sized women sizes 38 to 48 aged 23 to 45 years old who love full fashion that will fit on their size too. RETICA ® offers affordable, great quality fashion with the perfect fit. The Philippines best love plus size brand with a soft spot for gorgeous and trendy clothing.

The targeted market is image conscious and wants fashionable clothing that has a youthful, sexy and feminine image mostly young old professionals to a sexy moms who wants clothes that are versatile attractive and becoming.

Our product will be imported in Thailand and Bangladesh that is known as a big distributor in retail industry. We are offering fashionable Tops, trousers, jeans, dresses, knitwear, hoodies and nightwear. We will have the best products that are in the fashionable trend today that would satisfy the needs of our customer.

RETICA ® target market is an image conscious who wants fashionable clothing that has a youthful, sexy and feminine image aged 23 to 45 years old mostly young and old professionals to a sexy moms who wants clothes that are versatile, attractive and becoming.

It will be located at 1<sup>st</sup> floor, Sunstar Mall, Brgy. Gatid, Sta Cruz, Laguna. It's main competitors is French toss Clothing Company that established in 2001, located

also at Sunstar Mall in Gatid, Sta. Cruz, Laguna as they are providing casual style of clothes and they also offer some clothes for plus size Women.

As the Investors, We came up to the decisions that after the deduction of all the expenses of the store including rent, salary, utilities expense etc., the 50% of the net income will be divided and distributed to us and the other 50% will add to the capital to expand more our business.

We will hire a Manager and a full time Sales Associate that is knowledgeable in fashion and well trained Merchandiser that will assist and provide the needs of the Customer. Providing the Salaries and benefits that they deserved.

RETICA ® needs a capital of PHP 2,000,000.00 including the Store expenses and requirements, working capital, equipment and machineries and the supplies needed of the store.