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Analysis: Because there is such fierce competition with the hardware store, I Believe that Hal should open his store online as a specialty woodworking tool store. He has lots of customers that are in this market, and his staff is knowledgeable and willing to make videos and instructional booklets for the tools, which he could sell online as well. Also these tools are expensive and he has demo stations at his store, which could bring online customers to his physical store location as well.

Rhea Clothing Company

My fictitious business will be a clothing store (Rhea Clothing Company) that has items that promote issues around the world and in the US. The idea is to promote awareness to social, political, and environmental issues that people may not know about or haven’t put much thought into. The company will sell shirts and hats. They items are easy to print on and have a high profit margin. My customer demographic will be male and females between the ages of 18-35. I believe that this age group would be the most willing to wear clothing that has printed text and images on it, and they also are the most likely to buy their own clothes. The company will be marketed globally. For environmental issues the whole world is concerned and therefore people in other countries would be interested in supporting these types of causes.

Analysis: Although there is lots of competition in the clothing world, our company has a competitive edge that engages consumers on an emotional level. People are passionate about issues that we will be promoting therefore they will be likely to want to promote that and purchase our product. Although it may take time to become established we have many different markets to exploit with various issues to address.