



New Bag Launch - Go to Market Business Plan

Background and Business Goals

Parisa Wang is an ecommerce bag wholesaler and retailer aiming to create singular and luxurious handbags for women on the go at accessible prices (approx. \$100 ~ \$450). It is most known for her Addicted Bracelet Bag, a minimalist cross body handbag with a ring buckle worn around the wrist – a bag elevated to a jewelry aesthetic.

The brand focuses on boosting its brand awareness through social media exposure and has become one of the fastest growing independent designer brands.

We are collaborating with Parisa Wang for a new bag launch to help promote the brand further in the modern Asian community. The business goals are to raise awareness and have 150 waitlist subscribers by the launch day and then to convert the subscribers to sales (at least 50 bags).

- Value Props of Parisa Wang Brand and the Collaboration bag(Selling Points)
 - Exclusive and limited edition of a best selling signature bag
 - Carried by well known retailers and ecommerce sites: Shopbop and Bloomingdales'
 - Backed by major press - WWD, Refinery29, Popsugar etc.
 - Widely promoted by top influencers and celebrities - Bella Hadid, Hola Fiona, Savislook

Potential Opportunities

- Collaboration story: Fashion x Tech
- Mission story: Unlock your potential bag or power women bag
- Influencer Collaboration: invite top influencers to feature the bag
- Industry leader collaboration: Pitch Sheryl Sandberg and other female tech founders
- UGI (User Generated Content): Customers tagging for giveaway
- 10% Promotional Offers: Subscribe to waitlist to receive the promo code.
- Launch & Popup event (optional)

Business Case Sizing

Pre-launch (Phase 1)

| | |
|----------------|--------|
| Waitlist | 150 |
| Subscribe rate | 5% |
| Traffic | 3000 |
| Est.cpc | \$0.20 |
| Est.budget | \$600 |

Post-launch (Phase 2)

| | |
|-----------------|------|
| Sale | 50 |
| Conversion rate | 1% |
| Traffic | 5000 |



| | |
|------------|---------|
| Est.cpc | \$0.20 |
| Est.budget | \$1,000 |

Major Traffic Gen Channels

- Website
 - Homepage
 - Product page
 - Blog story
- Outbound Channels
 - Press releases
 - Newsletter Launch
 - Instagram Posts & Stories
 - Instagram Ads: Remarketing with promo code
 - Pinterest
 - Influencer Marketing

Prioritization and Next Steps

Phase 1

- Target audience research - All teams
- Collaboration story page design - UI/UX/PD
- Marketing strategy with creative ideas and assets – DM
- KPI Tracking and web page event tracking plan - BI

Phase 2

- Product page design - UI/UX/PD
- Marketing campaigns through all channels – DM
- KPI Dashboard and Ad Hoc business analysis – BI

Testing Plans

Creative Testing

- Leverage email and social media to testing different creative ideas, ie: Fashion x Tech vs. Power Women bag
- Scale the winner campaign through all channels

Conversion Testing

- A/B Test web pages with or without promo codes
- A/B Test email campaigns with or without promo codes