

**Fashion Merchandising Promotion Plan
Forever 21**



**Monarch High School DECA Chapter
5050 Wiles Road
Coconut Creek, Florida**

Jenny Lam

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DECA Written Event Statement of Assurances, 2011

Research and report writing are important elements of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained by those engaging in research and report writing. To reinforce the importance of these standards, all written entries in DECA's Competitive Events Program must submit this statement as part of the entry. The statement must be signed by the DECA member(s) and the chapter advisor.

I understand the following requirements are set forth by DECA Inc. for all Competitive Event entries containing a written component. These requirements are additional to the general rules and regulations published by DECA Inc. By signing this statement, I certify that all are true and accurate as they relate to this entry.

1. The contents of this entry are the results of my work or, in the case of a team project, the work of current members of this DECA chapter.
2. No part of this entry has previously been entered in competition.
3. This entry has not been submitted in another DECA Competitive Event.
4. Credit for all secondary research has been given to the original author through the project's bibliography, footnotes or endnotes.
5. All activities or original research procedures described in this entry are accurate depictions of my efforts or, in the case of team projects, the efforts of my team.
6. All activities or original research described in this entry took place during this school year or the timeline specified in the Event Guidelines.
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This statement of assurances must be signed and submitted with the entry, or the entry will be given 15 penalty points.

Jenny Lam

Participant's Signature

Participant's Signature

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Jenny Lam

Print/Type Participant Name(s)

Fashion Promotion Plan / Monarch HS / Florida

Competitive Event Name/School/State

To the best of my knowledge, I verify that the above statements are true and that the student's (students') work does not constitute plagiarism.

Mr Kennedy

Chapter Advisor's Name

Greg Kennedy

Chapter Advisor's Signature

gregkennedy@browardschools.com

Chapter Advisor's Email

Hole punch and place in front of the written entry. Do not cover

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I. Executive Summary

This fashion promotion plan is intended to be a cooperate-wide promotion for the 355 Forever 21 retail locations in the United States. The campaign, "**FOREVER LOVES SPRING**", is planned for the month of April. The **location** of the Forever 21 store selected for the fashion promotion plan is located on 6000 Glades Road in the Boca at Town Center Mall.

There are four main **objectives**. Increasing in-store sales by 10% and increasing Forever 21's publicity are two important ones. Forever 21 have the potential to expand and become an even larger and well-known company. Two other equally important objectives are creating customer excitement and branding the Forever 21 name as well as increasing the floor traffic.

On a Saturday afternoon on April 22nd, five major **fashion shows** are scheduled in five cities: Los Angeles, Jacksonville, Dallas, New York, and Chicago. It will be an excellent way to attract new customers. Models from local modeling schools will be contacted to see who is interested in modeling for the fashion shows. Free t-shirts will be given away along with a free makeover to the first one hundred people to attend. Giving away a free wallet for a \$50 purchase is an **in-store promotion**. Forever 21 will also be sponsoring **charities** for breast cancer research and programs. Customers can sign up for **sweepstakes** in any Forever 21 stores. To top it off, everything in stores will be 10% off during the last week of April.

Bench and bus **advertisements** are used to reach out to old and new customers about Forever 21. Social media is also used. A Facebook page is created to advertise online. Anyone who signs up on the store website will be sent an email. These methods of advertisements should keep our old customers interested and bring in new customers.

Bright, colorful signs will be placed at the **storefront**. These signs should advertise about the events and freebies. The **store interior** will be transformed into a spring wonderland. The color schemes are spring colors and display items will create an upbeat and enchanted mood. All lighting will be turned on so everything is noticeable. Popular, catchy pop songs are played at a moderate volume for customers to enjoy while shopping.

There are many **responsibilities** for the store manager, assistant manager, and sales associates. The store manager must contact modeling schools for models, take charge of the charities, set up advertisements, conduct meetings, and order all necessary supplies. The assistant manager have the responsibilities of setting up the runways for the fashion shows, keeping track of sweepstakes, making sure models are present and prepared at the fashion shows, distributing wallets to the cash registers, and sending out emails to customers. Sales associates are to continue doing customer service and sales, help the assistant managers with the fashion shows, and set up the display items.

The total **budget** will be **\$744,035** for a national campaign. It includes all advertising media, fashion shows, community relations, displays, and incentive items.

The "**FOREVER LOVES SPRING**" fashion promotion plan is an exciting way to bring in more customers. Also, Forever 21 will be a more competitive store nationally.

II. Description of the Store

In 1984, Korean-American Do-Won Chang and his wife; Jin Sook, opened the first Forever 21. The first store was located on Figueroa Street in Los Angeles. It was originally known as Fashion 21 before it was changed to Forever 21. The company gears toward young women and men. Forever 21 headquarters' location is in Los Angeles, California, U.S. 90057.

Their stores sell a broad collection of items for young men and women. They include items such as jackets, tees, jeans, skirts, shoes, etc. Forever 21 has affordable deals known as Fabulous Finds. There are a variety of stylish clothing, jewelry, and accessories sold at cheap prices. Tops - casual, dressy, camis, tanks, graphic tees, licensed tees, basics, and hoodies can be found in a wide range of colors and different styles. Jeans-distressed, skinny, jeggings, straight, and boyfriend jeans are the latest trends and are sold at reasonable prices. The store website is very easy to use and more items can be found online than what is being sold in stores.



The Forever 21 store selected for this fashion promotion plan is located in the Boca Town Center Mall on 6000 Glades Road, Space # 1031A. This shopping center is in a wealthy and upper income level area. The Forever 21 in Boca Raton is very popular to shoppers in the area. Popular anchor stores located within the Boca Town Center Mall includes Macy's, Delia's, Hollister, Pac Sun, and Aeropostale.

III. Objectives

Theme Name- FOREVER LOVES SPRING

Objective #1- Increase in-store sales by 10%

We will send out coupons to our customers through the mail to increase in-store sales. Each purchase over \$50 made by our customers will receive a free wallet with the Forever 21 logo embroidered on the front. The wallets will be in the available colors: white, black, gray, and brown. There will be many incentives as well. Shoppers can enter a sweepstake to win prizes such as gift cards and free clothes.

Objective #2- Increase Forever 21's publicity

In April, Forever 21 will sponsor charities for breast cancer research and programs in the following locations: San Diego, Salt Lake City, Orlando, Boston, and Memphis. Bench advertisements will advertise the "FOREVER LOVES SPRING" campaign. Buses will also be used to advertise the events and freebies. Those who signed up on the Forever 21 website will receive updates through emails.

Objective #3- Create Customer Excitement and Brand the Forever 21 Name

There will be fashion shows in Los Angeles, Jacksonville, New York, Chicago and Dallas. Free t-shirts with the Forever 21 logo will be given away at these fashion shows. The first one hundred people to attend the fashion shows will receive a free makeover by our hired makeup artists.

Objective #4- Increase Floor Traffic

With the coupons, incentives, and giveaways, the floor traffic will increase. Employees will be asked to inform our customers about the wallet giveaways and to sign up to receive monthly coupons. They will also be asked to greet customers when they come into the store.

IV. Schedule of Events

A. Special Events

1. **Fashion Shows:** There will be a fashion show scheduled on Saturday, April 22 in the afternoons in the five cities: Los Angeles, Jacksonville, Dallas, New York, and Chicago. It will advertise the new spring clothing line. We will be using models from local modeling schools and programs.
2. **Wallet Giveaways:** Each customer that spends at least \$50 will receive a free wallet in the available colors: white, black, gray, and brown. The Forever 21 logo is embroidered on the front of each wallet in a light blue print.
3. **Sweepstakes:** During the month of April, customers can enter a sweepstake in stores. Prizes are \$100 gift cards and free clothing. At the end of each month, winners will be notified by phone or email.
4. **Charities:** In the spring, Forever 21 is sponsoring charities for breast cancer research and programs. The charities will be in San Diego, Orlando, Salt Lake City, Boston, and Memphis. It will be a one-mile walk for breast cancer. At the end of the walk, there will be entertainment such as games and live performances.
5. **Sales:** During the last week of April, everything in Forever 21 stores will be 10% off

B. Advertising

Advertising Media	Date	Location and/or Description
1. Bus Advertising	April 1- April 30	Anyone can see this advertisement when they are in the public.
2. Bench Advertising	April 1- April 30	Anyone can see this advertisement when they are in the public.
3. Email	March 31-April 2	Anyone who signs up will receive an email.
4. Social Media	March 20-April 31	A Facebook page will be created to advertise.

C. Display

1. **Storefront:** Colorful, eye-catching signs will be placed at the storefront. The signs will display the “FOREVER LOVES SPRING” campaign and inform customers about events and freebies. For window displays, mannequins will be dressed in the new spring clothing line.
2. **Store Layout:** It will be a grid layout. The cash registers will stay on the left side of the store. All clearance racks and shelves will be moved to the back of the store. New arrivals will be placed at the front of the store.
3. **Store Interior:** Popular, catchy pop songs will be played at a moderate volume. All lighting will be turned on so everything is noticeable. The color scheme will be spring colors.

4. **Interior Displays:** Flower ornaments will be hung from the ceilings. Fake bushes, grass rugs, and statues of forest animals will be placed throughout the store to represent spring.

 **Publicity**

1. **Breast Cancer Charities:** In the following locations: San Diego, Salt Lake City, Orlando, Boston, and Memphis, Forever 21 will sponsor charities for breast cancer research and programs on April 30th.

E. Other In-Store Activities

Sales Associates	Assistant Managers	Store Manager
1. Attend all staff meetings	1. Confirm all sales associates understand their goals	1. Conduct staff meetings and make sure all employees are present
2. Be extra friendly to the customers.	2. Update all sales associates on upcoming events.	2. Make sure everything is prepared for the seasonal sale

V. Responsibility Sheet

The promotion will require one store manager, three assistant managers, and six sales associates. Store managers have the most important duties and responsibilities. Assistant managers are responsible for several important tasks as well. Sales associates' main goals are to encourage customers to buy and to inform them about events.

Employee Title	Duties and Responsibilities
1. (1) Store Manager	1. March 17 th : Contact local modeling schools and programs in March for students to model in the fashion shows
	2. April 30 th : Take charge of the breast cancer charities and make sure everything is running smoothly
	3. March 25 th : Set up all advertisements: bench advertisements, bus advertisements, social media, and emails
	4. March 1 st , April 1 st : Conduct staff meetings and make sure all employees are present
	5. March 14 th : Order wallets and display items

2. (3) Assistant Managers	1. April 20 th :Set up fashion show runways
	2. April 1 st -April 30 th : Keep track of sweepstakes and notify winners.
	3. April 22 nd :Check to see if models are present and prepared for the fashion show.
	4. March 31 st :Distribute wallets to the cash registers.
	5. March 31 st :Send out emails to customers

3. (6) Sales Associates	1. April 1 st - April 30 th : Remind customers of events
	2. Customer service and sales
	3. April 20 th -April 22 nd : Assist the assistant managers with the fashion shows
	4. March 31 st : Set up all displays

VI. Budget

Advertising Media	Costs
1. Bench Advertisements I will use two benches in five cities and place near Forever 21 stores.	\$250 x 10 benches= \$2,500
2. Bus Advertisements I will use three buses in five cities to expose customers to Forever 21 and sales promotion.	\$2,000 x 15 buses= \$30,000
3. Fashion Show The fashion show costs includes models, food, print materials, make-up, and other incidentals.	\$5,000 x 5 fashion shows= \$25,000
4. Community Relations Publicity Forever 21 will run charities for breast cancer research and programs. Foods, drinks, live music, and entertainment will be provided.	\$2,500 x 5 charities= \$12,500
5. Social Media A Facebook page will be set-up and monitor during promotion. Using Database marketing will track customer hits and social media usage to company website.	1 page x \$500= \$500
6. Mailing List Email Emails will be sent to all customers who signed up on the store website.	\$100(cost to pay employee to send emails)

7. Wallets Wallets will be given away to customers who spend at least \$50.	300 wallets x \$2.99= \$897 x 355 stores= \$318,435
8. Displays This will include all signs and display items.	\$1,000 x 355 stores= \$355,000
TOTAL BUDGET	\$744,035

VII. Statement of Benefits To The Client/Advertiser

1. An important goal for implementing this seasonal sales promotion is to increase sales in our stores and promote the Forever 21 brand throughout our store to the customers.
2. I strongly feel fashion shows will create excitement for our existing customers and attract new customers into Forever 21 stores who might not normally shop in our stores. Sales and floor traffic should increase after the fashion shows.
3. The breast cancer charities should bring more publicity and brand the Forever 21 name. This event should help increase breast cancer awareness. Forever 21 will be sponsoring the charities and there will be refreshments and entertainment provided.
4. I strongly feel the wallet giveaways are very useful to customers. The wallets can be used to hold money and credit cards. The wallets are also very stylish.

VIII. Bibliography

<http://www.forever21.com/forever/history.asp>

http://www.forever21.com/product.asp?catalog_name=FOREVER21&category_name=dress&product_id=2084293899&Page=1

<http://www.forever21.com/product.asp?catalog%5Fname=FOREVER21&category%5Fname=top&product%5Fid=2081986992&Page=1>

<http://www.forever21.com/product.asp?catalog%5Fname=FOREVER21&category%5Fname=btms&product%5Fid=2000004936&Page=1>

http://www.forever21.com/product.asp?catalog_name=FOREVER21&category_name=btms_jeans&product_id=2081650689&page=1&trend=&fit=&pgCount=25

Marketing Essentials Book: pages. 305-309, pages. 404-407, pages 421,
Pages 654-659, Fashion Workbook page 249

IX. Appendix



The Front of a Forever 21 Store



**The Sign for the Town Center at Boca Raton
11/29/10**



**The Front of the Town Center Mall
11/29/10**



Macy's is a popular anchor store. 11/29/10



Aeropostale



Delia's

openings

casual wear

fast fashion

high quality
products in
retail stores
but from a
factory

to the
customers
many
styles
of sub
do not
LSP