



FSF

QR Vision Board for Urban Outfitters

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EXECUTIVE SUMMARY

The QR Vision Board for Urban Outfitters' launch solves many problems and creates many action points for the retailer. Understanding the customer and their needs post-pandemic makes up the vision for the launch. We understand our competitors as well as why the launch gives us a step up. Explaining the app and the in-store features of the launch make for an easy transition for the customer. With this launch, we will be able to see growth and opportunities in the market, and merchandise accordingly. Taking that information drives a buying plan and a marketing/ advertising plan designed for the customer.

WHAT THE CUSTOMER WANTS

Research

Less Enthusiasm for In-Store Visits

According to a survey by Global Web Index, nearly 50% of respondents say they won't visit stores "for some time" or "for a long time."

<https://www.adroll.com/blog/marketing/consumer-behavior-13-post-pandemic-trends-to-watch>

Consumer spending revving up

Some 51 percent of consumers reporting a desire to splurge and indulge themselves in a fit of post-pandemic revenge spending.

<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/emerging-consumer-trends-in-a-post-covid-19-world>

Personilization

80% of consumers are more likely to purchase from a brand that provides personalized experiences. 63% of consumers will stop buying from brands that use poor personalization tactics. Personalized shopping cart recommendations influenced 92% of shoppers online to buy products

COMPARING

ZARA

Apparel

\$5-250

98 locations US

2,220+ locations worldwide

"give customers what they want, and get it to them faster than anyone else."

H&M

Apparel

\$5-\$150

200+ locations US

550+ locations worldwide

"invest in people, communities and innovative ideas to drive long-lasting positive change and improve living conditions."

URBAN OUTFITTERS

Target Customer- "Young adults aged 18 to 28 through a unique merchandise mix, compelling store environment, websites, and mobile applications. We have established a reputation with these young adults, who are culturally sophisticated, self-expressive, and actively engaged with their peer group."

About: Founded in 1970 in a small space across the street from the University of Pennsylvania. Operates over 200 stores in the United States, Canada, and Europe, offering experiential retail environments and a well-curated mix of on-trend women's and men's clothes, from boho dresses, denim and graphics to shoes, hats, and backpacks, as well as beauty, intimates, swim and a collection of handpicked vintage clothing.

Online/ Offline 2020

online net sales= \$805.8 m

offline= \$340.87

QR VISION BOARD

Brick and Mortar– A QR code will be placed next to each product. When the customer scans it, they will be able to see the price, the stock, add to cart, or favorite.

The App

Favoriting–When the customer favorites a product (either from the scannable code or just browsing on the website) it will be added to a "vision board." The app will learn what the customer likes and suggest other products

Stock– After clicking or scanning the product, the customer will be able to see where, how many, and price, or simply add it to the cart and order online

From Online to in Store– After favoriting the product, the customer can go into a physical store to find their favorites. The app will tell the customer where these products are, as well as what else is in the store they may like. The customer can set a price point and the app will curate a list of in-store products that are in that price point by category

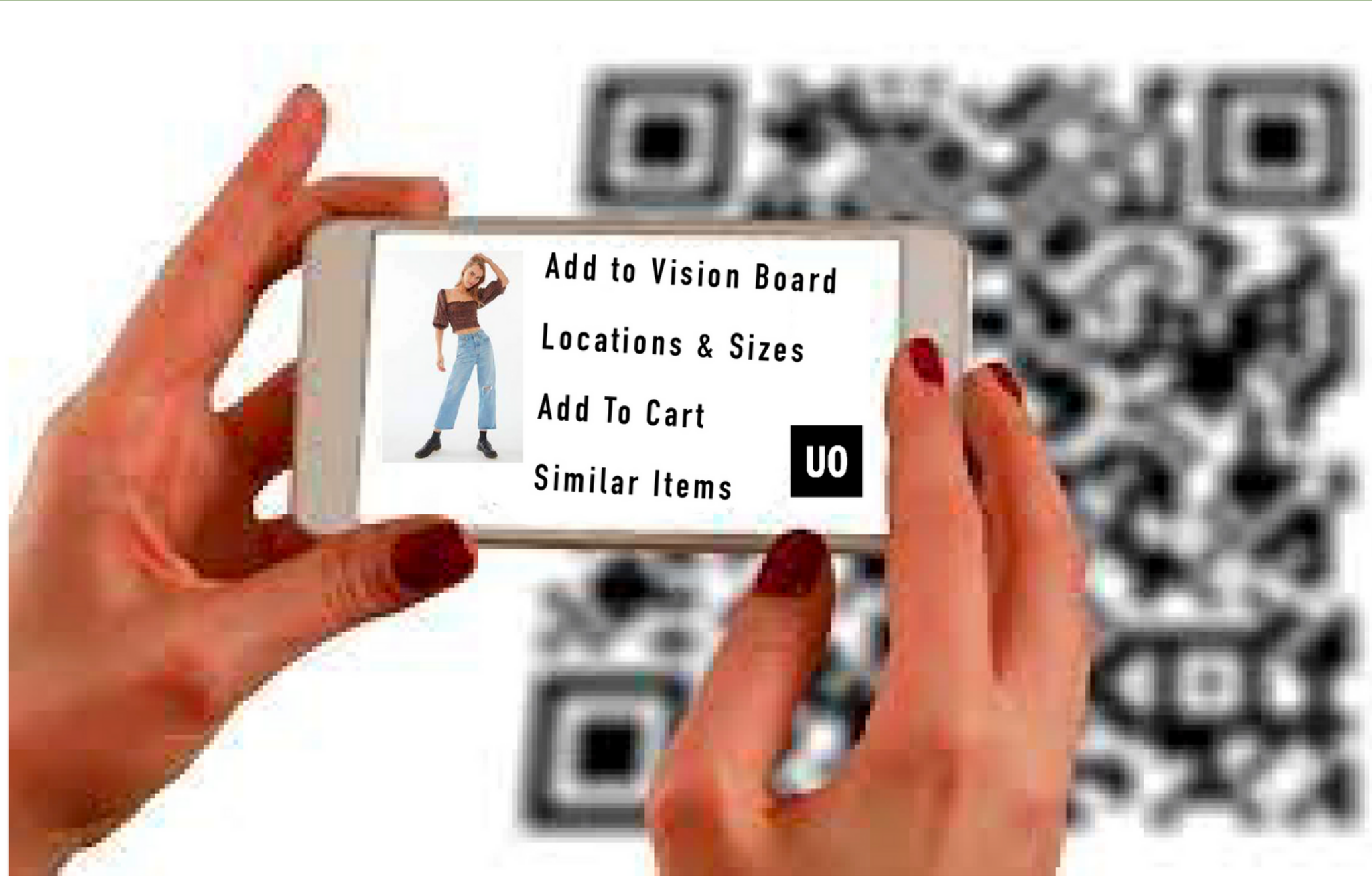


- Each Product will have its own QR code to be scanned
- Signage will have instructions and list the benefits

How to:

Open up your Urban Outfitters app and select "Scan Now"
Scan your products and choose from the menu

SCAN SCREEN



Add to Vision board- Engages customers and makes shopping and browsing product fun. Makes customer want to spend more time on the app to see what else can be added to vision board.

Locations and sizes- Helps buyers understand how many people, where, and at what sizes the product is being browsed. If the product is not available in the customer's size, they don't have to give it up. They have the option to buy it online/purchase at another location.

Add to cart- Helps buyers understand what products are being added/bought/abandoned in the cart. The customer has the option for it to be sent to their location in their size and in their favorite color, as soon as they see it.

Similar items- Encourages the customer to see other products and increases sales. The app will automatically generate and understand what products the customer likes and creates a personalized shopping experience.

LAUNCH PLAN

Month 1- Research trends and target customer needs. Stock stores based on location, customer needs, and trends. Introduce the QR Vision board in stores, in the app. Send out email ads, social media ads, and marketing material to make customers aware of the QR Vision board

Month 2- Gather research based on the new implication of the QR Vision board. Gather numbers and review what customers are favoriting, adding to their cart, and buying through the app.

Month 3- Launch product based on customers engagement with the app



BDG Skater Baggy Jean – Ripped Black Denim

\$79.00



3,000 customers ❤️

4,453 Customers purchased through app 🛒

6,455 Customers scanned 📱



UO Cow Print Denim Mini Skirt

\$59.00



2,043 Customers ❤️

1,899 Customers purchased through app 🛒

3,546 Customers scanned 📱

EXAMPLE

BDG Skater Baggy Jeans are performing better than UO Cow print Denim Mini Skirt.

When thinking about product assortment of next launch, we may consider raising the volume of the jeans/ launching a similar product.

The numbers on the UO Cow Print Denim Mini Skirt raises questions. Many customers scanned, and favorited, but not many bought. Is this because the customer believes the price is too high? What other products were on the customers vision board that took president?

THE APP AT HOME

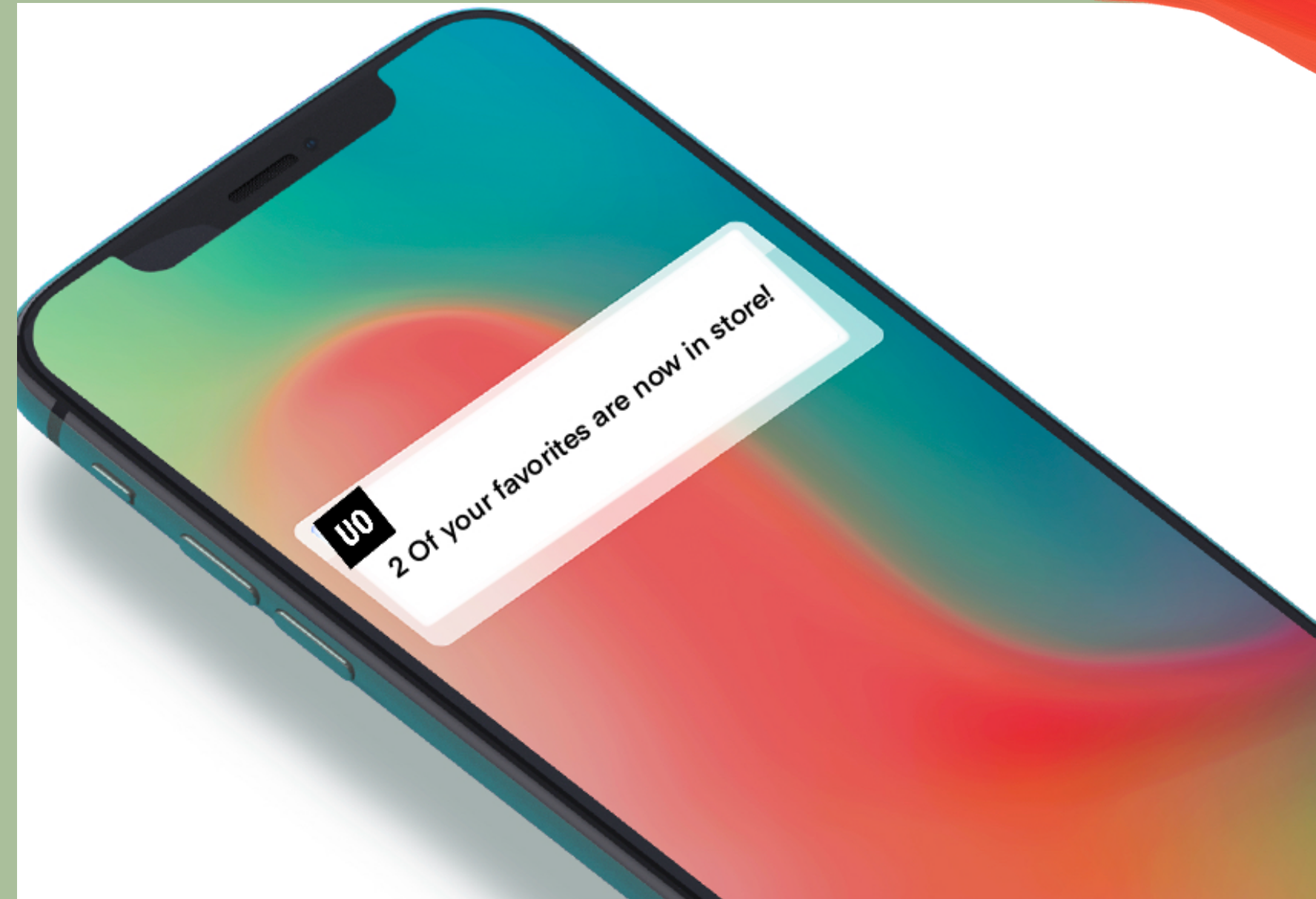
Customers can browse online products and **add them to the vision board.**

Customers will get notifications about when and where their favorite items are in store.

Customers can **purchase** their favorite items from anywhere

When a customer enters the store, they will get a notification that tells them how many and which of their favorite products are at their locations

Sort by– Shop by price, color, category, and location



ASSORTMENT PLAN

Assortment Plan Brick and Mortar:

large sales volume stores

Item #	Description	# Color	# Sizes	Units per Size	Unit Cost	Retail Unit Price	IMU %	total # stores	total unit OH	total retail OH	total cost	Avg units OH per store	Avg Retail \$ OH per store
	Dress Forum Brook Tie-Back M	1	5	20	\$ 55.88	\$ 125.50	55.5%	20	2,000	\$ 251,000	\$ 111,760	100	12,550
	BDG Rover Zip-Up Sweatshirt	1	5	35	\$ 43.96	\$ 98.80	55.5%	20	3,500	\$ 345,800	\$ 153,860	175	17,290
	The Ragged Priest UO Exclusive	1	5	20	\$ 36.51	\$ 82.00	55.5%	20	2,000	\$ 164,000	\$ 73,020	100	8,200
	Levi's Rainbow Denim Trucker J	1	5	35	\$ 102.07	\$ 229.50	55.5%	20	3,500	\$ 803,250	\$ 357,245	175	40,163
	BDG Tampa Vintage-Wash Min	1	5	35	\$ 40.98	\$ 92.00	55.5%	20	3,500	\$ 322,000	\$ 143,430	175	16,100
Total							55.5%		14,500	\$ 1,886,050	\$ 839,315	725	\$ 94,303

average sales volume stores

Item #	Description	# Color	# Sizes	Units per Size	Unit Cost	Retail Unit Price	IMU %	total # stores	total unit OH	total retail OH	total cost	Avg Units OH per store	Avg Retail \$ OH per store
	Dress Forum Brook Tie-Back M	1	5	15	\$ 55.88	\$ 125.50	55.5%	15	1,125	\$ 141,188	\$ 62,865	75	9,413
	BDG Rover Zip-Up Sweatshirt	1	5	25	\$ 43.96	\$ 98.80	55.5%	15	1,875	\$ 185,250	\$ 82,425	125	12,350
	The Ragged Priest UO Exclusive	1	5	15	\$ 36.51	\$ 82.00	55.5%	15	1,125	\$ 92,250	\$ 41,074	75	6,150
	Levi's Rainbow Denim Trucker J	1	5	25	\$ 102.07	\$ 229.50	55.5%	15	1,875	\$ 430,313	\$ 191,381	125	28,688
	BDG Tampa Vintage-Wash Min	1	5	25	\$ 40.98	\$ 92.00	55.5%	15	1,875	\$ 172,500	\$ 76,838	125	11,500
Total							55.5%		7,875	\$ 1,021,500	\$ 454,583	525	\$ 68,100

Assortment Plan ECommerce:

e-commerce fulfillment

Item #	Description	# Color	# Sizes	Units per Size	Unit Cost	Retail Unit Price	IMU %	total # stores	total unit OH	total retail OH	total cost	Avg units OH per store	Avg Retail \$ OH per store
	Dress Forum Brook Tie-Back M	1	5	35	\$ 55.88	\$ 125.50	55.5%	1	175	\$ 21,963	\$ 9,779	175	21,963
	BDG Rover Zip-Up Sweatshirt	1	5	45	\$ 43.96	\$ 98.80	55.5%	1	225	\$ 22,230	\$ 9,891	225	22,230
	The Ragged Priest UO Exclusive	1	5	35	\$ 36.51	\$ 82.00	55.5%	1	175	\$ 14,350	\$ 6,389	175	14,350
	Levi's Rainbow Denim Trucker J	1	5	45	\$ 102.07	\$ 229.50	55.5%	1	225	\$ 51,638	\$ 22,966	225	51,638
	BDG Tampa Vintage-Wash Min	1	5	40	\$ 40.98	\$ 92.00	55.5%	1	200	\$ 18,400	\$ 8,196	200	18,400
Total							55.5%	1	1,000	\$ 128,580	\$ 57,221	1,000	\$ 128,580
GRAND TOTAL:							55.5%		23,375	\$ 3,036,130	\$ 1,351,119		

INCOME STATEMENTS

	\$
Net Sales	\$ 8,950,206
Cost of Goods Sold	\$ 1,351,119
Gross Margin	\$ 7,599,087
Operating Expenses	\$ 7,450.00
Operating Profit	\$ 7,591,637
Operating Expenses:	
Cost of Product Development	
Marketing Initiative A	\$ 2,000.00
Marketing Initiative B	\$ 150.00
Marketing Initiative C	\$ 5,000.00
Marketing initiative D	\$ 300.00
Total Marketing Costs	
Additional Investments	
Total Operating Expenses	7450



DISTROBUTION PLAN

<u>Retailer</u>	<u># of Locations</u>	<u>Assortment Plan (A, B, C)</u>	<u>Total units OH</u>	<u>Total Retail \$ OH</u>	<u>Inventory Turnover</u>	<u>Sales Forecast</u>
A	20	A	14,500	\$ 1,886,050	2.7	5,092,335
B	15	B	7,875	\$ 1,021,500	2.5	2,553,750
ECOMMERCE	1	C	1,000	\$ 1,021,500	3.2	3,268,800
Total			23,375	\$ 3,929,050		\$ 10,914,885

6 MONTH BUYING

Spring		FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEASON	
Fall		AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	TOTAL	
SALES \$	Sales % to total	12%	16%	18%	19%	21%	14%		100%	
	Plan	\$1,309,786	\$1,746,382	\$1,964,679	\$2,073,828	\$2,292,126	\$1,528,084		\$10,914,885	
STOCK/SALES RATIO	Plan	4.0	3.2	3.1	2.8	2.5	2.4			
BOM STOCK \$ (RETAIL)	Plan	\$5,239,145	\$5,588,421	\$6,090,506	\$5,806,719	\$5,730,315	\$3,667,401	\$2,000,000	\$4,874,644	
MARKDOWNS \$	Plan	\$196,468	\$196,468	\$196,468	\$294,702	\$392,936	\$491,170	\$196,468	\$1,964,679	
	% to Sales	10.0%	10.0%	10.0%	15.0%	20.0%	25.0%	10.0%	100.0%	
PURCHASES \$ (Retail)	Plan	\$1,855,530	\$2,444,934	\$1,877,360	\$2,292,126	\$622,148	\$351,852		\$9,443,952	
SEASON TOT.					PLAN					
Sales					\$10,914,885					
Markup %					55.5%					
Markdown %					18.0%					
Gross Margin %					25.5%					
Average Stock					\$4,874,644					
Turnover					2.24					

MARKETING CAMPAIGN- SOCIAL INFLUENCER ENDORSEMENT

Because Urban Outfitters Target Customers young adults aged 18 to 28 through a unique merchandise mix, compelling store environment, websites, and mobile applications, The best way to market towards them is through social media.

Using platforms like Tik Tok and Instagram, a brief 15-second video starring a social influencer demonstrating the QR Vission Board launch.

The Video will have a clickable link and a 10% off coupon, mentioned by our influencer, to have the customer sign up and start shopping/ favoriting.



KERI FAY

Keri Fay is a style influencer based in New York, and it's no secret the city influences her #ootd. Her account is chock full of fashion and beauty tips and features the occasional celeb-inspired tutorial. Fay's content is also educational, with videos that highlight one article of clothing and explain how to style it in different ways.

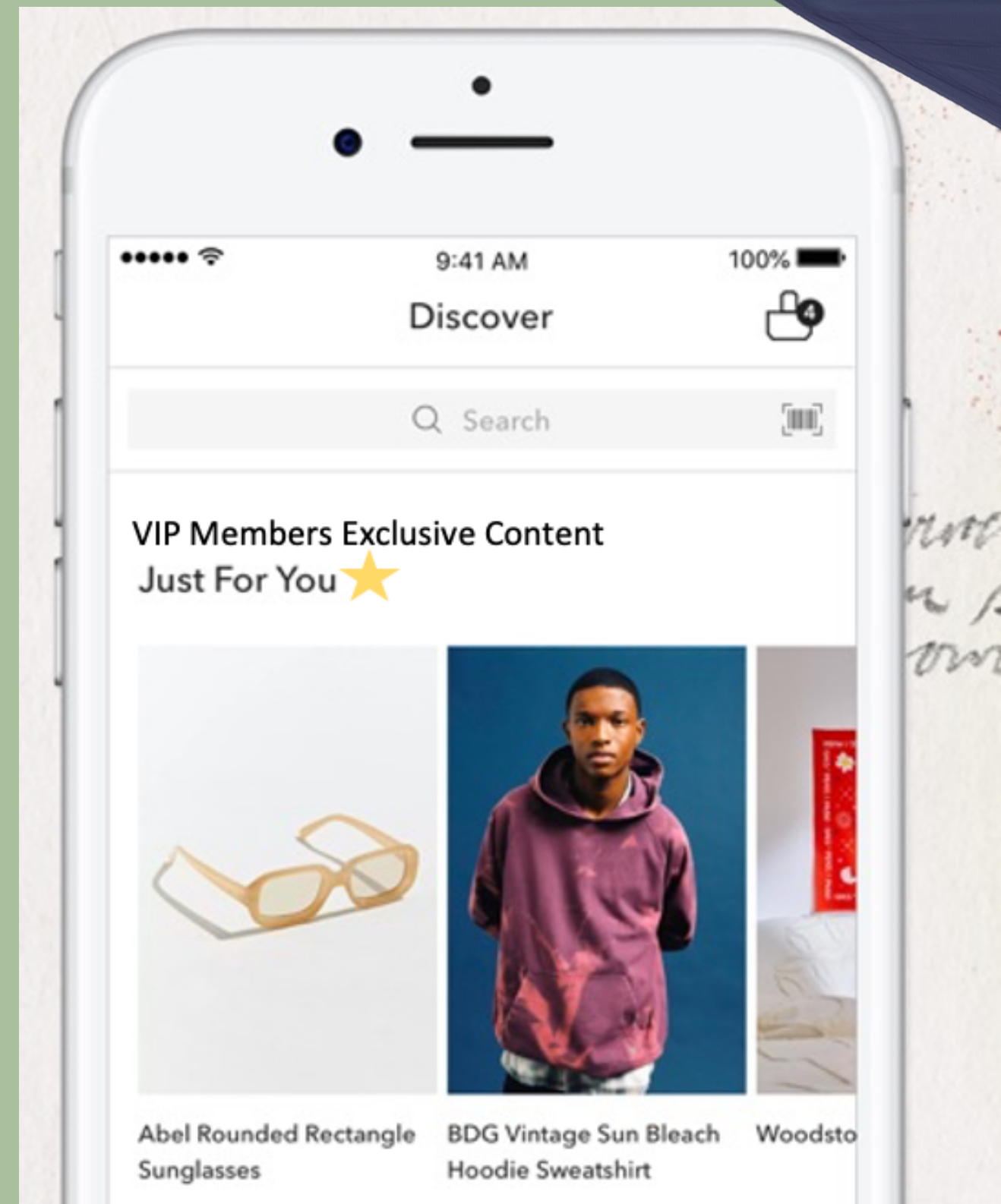
EXCLUSIVE CONTENT

STIMULATING CUSTOMER EXCITEMENT AND INTEREST IN THE BRAND

Customers who are signed up with The QR Vision Board app will receive exclusive content such as :

- Early access to line drops and product assortment
- Coupons
- Gifts for loyalty
- In app-only product

Exclusive content gives objectives of stimulating customer excitement and interest in the brand



The post-pandemic customer wants to feel heard and marketed to directly. They want to make sure they can still get their product in uncertain times. Because the QR Vision Board is an AI styled launch, merchandisers of the brand will be able to track important numbers and scale products accordingly

<https://ecommercedb.com/en/store/urbanoutfitters.com>

<https://0-www-statista-com.library.scad.edu/statistics/672200/net-sales-of-urban-outfitters-worldwide-by-segment/>

<http://investor.urbn.com/financial-information/annual-review>

<https://www.urbanoutfitters.com/>

<https://www.instyle.com/fashion/best-tiktok-fashion-accounts-to-follow>

APPENDIX



BDG Rover Zip-Up Sweatshirt
 Details
 Product Sku: 62799812; Color Code:

Floral midi dress by Dress Forum topped with adjustable spaghetti straps at the v-neckline and fitted with a tie closure and cutout at the back.

Content + Care
 - 100% Rayon
 - Machine wash
 - Imported

Size + Fit
 - Model is 5'10" and wearing size Small
 - Measurements taken from size Medium
 - Length: 45"



BDG Rover Zip-Up Sweatshirt
 Details
 Product Sku: 61676169; Color Code: 224

Zip-up sweatshirt from BDG cut to the waist and topped with a mock neck collar. Only at UO.

Content + Care
 - 58% Cotton, 42% polyester
 - Machine wash
 - Imported

Size + Fit
 - Model is 5'9" and wearing size Small
 - Measurements taken from size Small
 - Chest: 40"
 - Length: 18.5"



The Ragged Priest UO Exclusive Corset Halter Top
 Details
 Product Sku: 63140180; Color Code: 055

Halter top from The Ragged Priest with corset-style lacing at the back. Find it only at UO.

Content + Care
 - 100% Cotton
 - Machine wash
 - Imported

Size + Fit
 - Model is 5'9" and wearing size Small
 - Measurements taken from size Small
 - Chest: 22"
 - Length: 17"

The Ragged Priest
 Bold and coveted, The Ragged Priest mixes classic silhouettes and contemporary styles with an effortless touch of edge.



Details
 Product Sku: 73668949;
 Color Code: 091

Hot pant style shorts by BDG. Bodycon fit Ft. a regular rise waist, belt loops, five pockets and a super-cropped mini fit. Only at UO.

Content + Care
 - 98% Cotton, 2% Elastane
 - Machine wash
 - Imported

Size + Fit
 - Model is 173.5cm/5'8.5" and wearing size Small



Product Sku: 62689484; Color Code: 015

Classic trucker jean jacket from Levi's trimmed with rainbow-colored stitched trim along the cuffs and hem.

Content + Care
 - 100% Cotton
 - Machine wash
 - Imported

Size + Fit
 - Model is 5'9" and wearing size Small
 - Measurements taken from size Small
 - Chest: 36"
 - Length: 17"