

# Charming Charlie LLC

## Retailing Final Project



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Charming Charlie Company

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### History of the Company

Charming Charlie was founded by Charlie Chanaratsopon in 2004 in Houston, Texas.

"Parlaying his Columbia graduate business school office hours into business consulting sessions and his personal line of credit into funding,

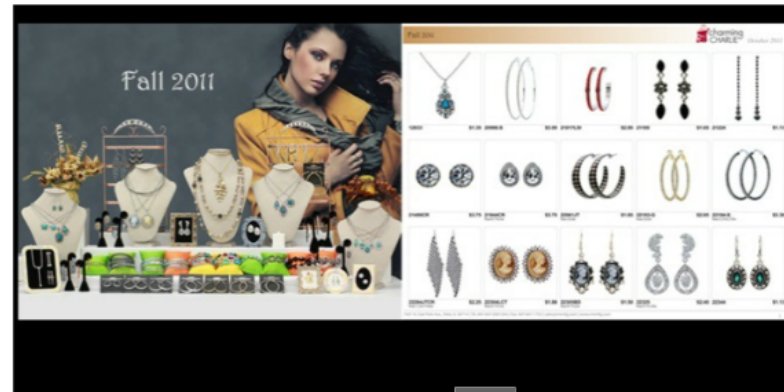
Chanaratsopon was able to manifest his retail vision into a reality when a tenant from one of his shopping centers backed out of their lease."

# Channels of Distribution

store



catalog on website



## Target Market

- a. Teens or women
- b. Fashionable teens or women looking for good quality accessories
- c. Demographics: 14-40, girls, average salary, good education, and average job
- d. Psychographics: has ears pierced, likes wearing dresses and wearing a lot of necklaces and rings, wants to be in fashion, popular
- e. Geographics: live in urban or suburban areas not rural, live in a nice, big neighborhood with inexpensive houses
- f. Product Benefits: variety of accessories
- g. Charming Charlie's competitive advantage is that they organize their merchandise by color

