



PixSense: Go-to-Market Strategy

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Contents
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- Background of the Company
- Organization chart
- Current Business
- Marketing Strategy
- Research Objectives
- Data Description

Organization chart
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Our research is built upon the knowledge of the client with goals and objectives that are aligned with the business strategy. The research is designed to provide the client with the information they need to make informed decisions about their business.

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Marketing Opportunities

1) Product industry trends
2) Geographic market segments
3) Demographic and psychographic trends
4) Consumer behavior trends

Research Objectives

1) Determine market needs for the product
2) Identify key market segments
3) Determine geographic distribution of the product
4) Determine consumer behavior trends

Data Description

Primary Data
Secondary Data
Tertiary Data

Survey Design

Survey Design

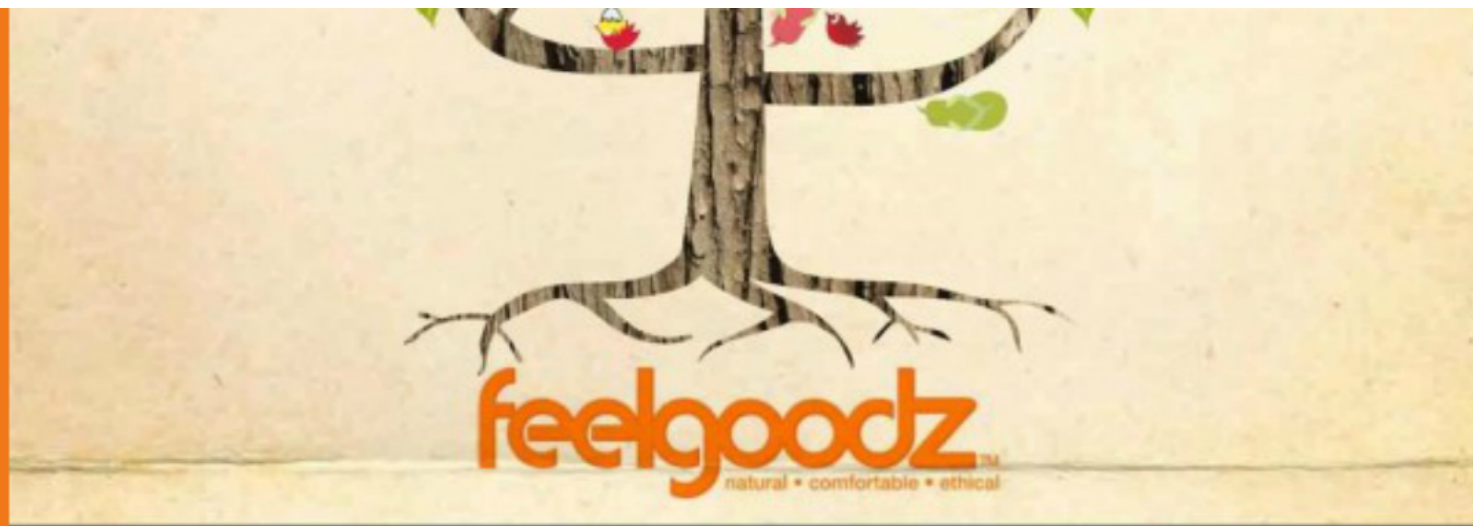
Sampling Plan

Sampling Plan

Timeline / Deliverables

Timeline / Deliverables





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Background of the Company

-Organization Facts

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Marketing Problems

Research Objectives

Data Description

Organization Facts

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Company History

- 2008 founded by Kyle Berner
- Brand launched in May 2008 with online distribution and local retailers in NOLA
- In 2009 Feelgoodz began distributing in SW region of Whole Foods Market
- Expanded to all regions of Whole Foods in 2010
- Feelgoodz Acquired Kinder Soles in 2011 with a new unofficial headquarters established in downtown Raleigh known as the Treehouse

Organization Facts

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2011

Employees = ~7

2012

Employees = ~15 (7 salaried, rest commission)

Revenue = \$700,000

2013

*Expected hiring = Marketing Manager, Design Associate,
Public Relations, Regional Sales*

Projected Revenue = \$1,700,000

*Feelgoodz plans to be in a number of other mid to large
retailers in 2013 with their new year-round program*

Current BuSineSS

Online PreSence

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- *Website optimization project to be completed in March 2013*
- *Peak season commands 4500 hits a month*
- *Off-peak season is approximately half*

Marketing Strategy

Target Market

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- Age: 22-59
- Gender: 75% female
- Geography: Coastal states
- Income: > \$25,000
- Other:
 - When purchasing, price is secondary to comfort*
 - Shops at Whole Foods*
 - Identifies with non-commercial brands*
 - Uses Social Media*
 - Commonly shops online*
 - On the political left*
 - Non-corporate career (non-profit, govt, start-up)*

Marketing Strategy

Product

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- Flip Flops

Mens - (2 classicz colors/season, 3 sizes)

Womens (5 slimz colors/season, 4 sizes)

Kids

- SoftSockz

- Ballet Flats (coming soon)



Marketing Strategy

Place

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Domestic Wholesale 85%

*Chains: Whole Foods★, H-E-B (Texas),
Earthfare*

*100 independent retailers: can qualify for
free shipping, free display, and some
returns*

International Wholesale 7%

Online and Treehouse 3%

Consignment 5%