TRUNK CLUB



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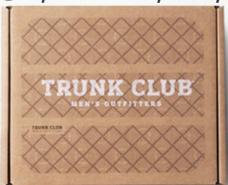


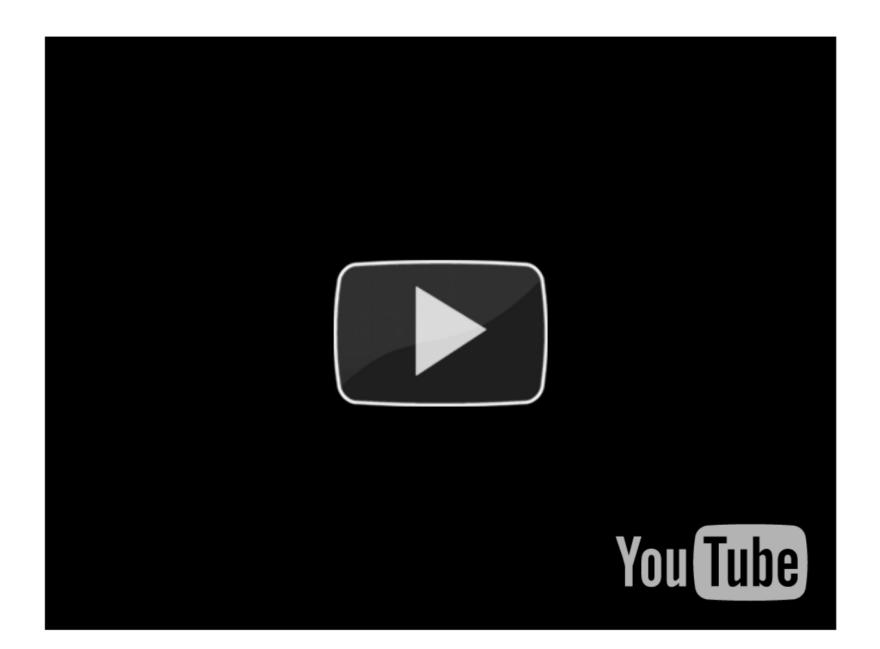




Trunk Club

- Clothing service for men and women
 - Personal stylist
- Online
- In person (club house)
 - Chicago, Dallas, DC, LA, NYC





Background

- Founded in 2009 by Joanna Van Vleck
- 2014 Revenue: ~\$100M
- Started to solve the problem of shopping for clothes in a store
 - overwhelming
 - inconvenient
- Dedicated personal stylists
- Exceptional customer service
- High quality brands

Target Market

- Primary: men aged 20-45
- Secondary: women aged 20-45
- Tertiary: men and women aged 45-60

Situational Analysis



Users and Buyers

- All consumers
- Apparel industry is a very large market
- Objective: change the way people shop

Competitors

- Direct vs. Indirect Competitors
- Direct: BombFell; Frank & Oak Hunt Club
 - BombFell
 - Pricing & quality
 - Frank & Oak Hunt Club
 - \$20 per year subscription fee
 - Pay after you receive the product
- Indirect: All clothing stores, retail and online
 - Satisfy the same consumer need

Market Share

- Overall market share in apparel industry is miniscule
- Apparel market valued at about \$343 billion annually
- Trunk Club: just over \$100 million
- Based on this marketing plan, we believe it is realistic to double their revenue in the next year