

# TRUNK CLUB

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Marketing 5000  
Marketing Plan



Trunk Club  
Background  
Target Market  
Strategic Analysis



# Trunk Club

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



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You Tube

# 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

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# Target Market

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

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# Situational Analysis



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# Users and Buyers

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

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# 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

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# 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

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