



Orion: Building A Home Market In China

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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%