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Background of the company
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Organizational chart
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Sampling Plan
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Sampling Plan

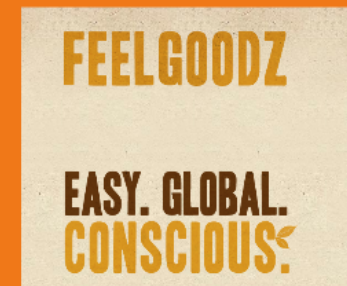
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Jieliang Phone Home! (C)



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Organization Facts TheCaseSolutions.com

2021
Employees + 7
2022
Employees + 15 (7 salaried, rest commission)
Revenue + \$700,000
2023
Expected hiring + marketing manager, design associate,
Public Relations, Regional Sales
Projected Revenue + \$1,200,000

Relgoods plans to be in a number of other mid to large
retailers in 2023 with their new year-round program

Current Business Online Presence TheCaseSolutions.com

- Website optimization project to be completed in March 2023
- Peak season commands 4500 hits a month
- Off-peak season is approximately half

Marketing Strategy Target Market TheCaseSolutions.com

- Age: 20-39
- Gender: 75% female
- Geography: Coastal states
- Income: + \$25,000
- Other:
 - When purchasing, price is secondary to comfort
 - Shop at Whole Foods
 - Identified with non-commercial brands
 - Use Social Media
 - Commonly shop online
 - On the political left
 - Non-corporate career (unprofit. govt. start-up)

Marketing Strategy Product TheCaseSolutions.com

- Flip flops
 - Men's - 12 classic colors/season, 3 sizes!
 - Women's 15 classic colors/season, 4 sizes!
- Kids
- SoftSocks
- Ballet Flats (coming soon!)



Marketing Strategy Place TheCaseSolutions.com

Domestic Wholesale 65%
Chain: 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 Warehouse 3%
Consignment 3%

- Prices range from
Domestic retail
above the MSRP
In Japan, Relgoods
department store

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Survey Draft

Online: <http://bit.ly/1363SD3>

Sampling Plan

Captive
Customer emails from online orders (6,000)
Facebook fans (7,000)
Twitter followers (3,000)

*Coupon will be offered for completing survey

FEELGOOD

EASY. GLOBAL
CONSCIOUS

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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

TheCaseSolutions.com

- *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%