

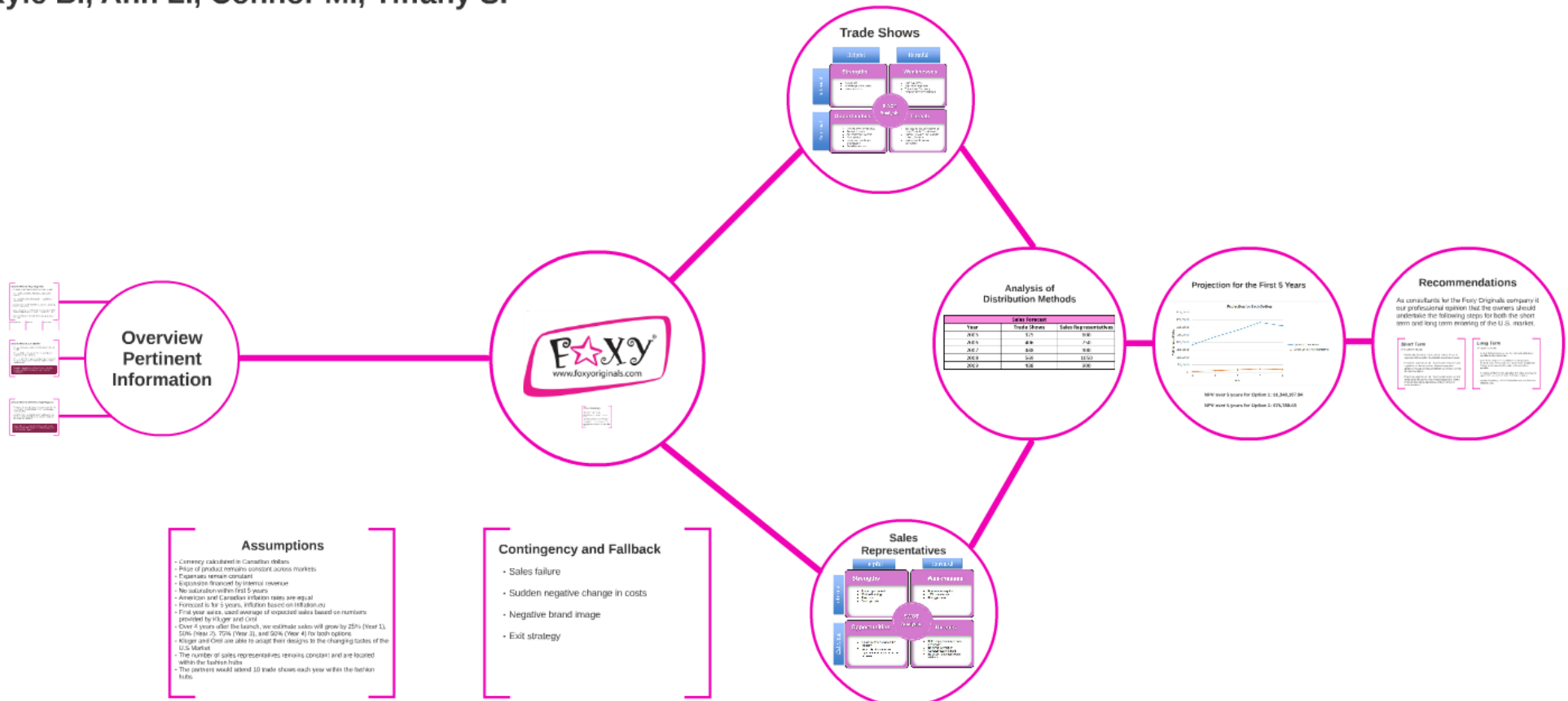
THANKS FOR LISTENING.

ANY QUESTIONS?



Foxy Originals - Expansion to the U.S. Market

Kyle B., Anh L., Connor M., Tiffany S.





Case Summary

Owners: Jen Kluger and Suzie Crul
Initial Problem: Over-saturation of Canadian Market
Solution: Expanding into a foreign marketplace
Target Market: United States of America (U.S.)
Recommendation: Enter the U.S. market via trade shows

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Overview Pertinent Information

Introduction to Foxy Originals

- Originally a small Canadian Business, founded in 1998
- The brand is currently found in 250 boutiques across Canada
- The brand achieved market saturation in approximately June of 2004
- Success of the brand linked with the personal relationships formed by the owners
- Current target market is women between the ages of 18 to 30 who identify themselves as style- and price-conscious
- Currently there are three major stylistic groups targeted by the brand

Reversible Enamels Ladies



Bridge Ladies

