



R A B B O N

MARKETING PLAN

Anh Nguyen | Independent Project

COMPANY

With a small workshop in downtown Mississauga, Rabbon DIY Supply offers materials to make handmade fashion items such as bracelets, hair accessories, necklaces, and key chains. We work as an intermediary, which collects materials from different manufacturers and provides them to the user. In addition, we also offer live tutoring classes at our shop and on our website. In particular, customers can choose the materials they like and design their samples on our website before making a purchase decision. It makes customers feel more interesting when they can change their design and see their products completely.

Our price range: \$0.99 – \$35.00



A vertical strip of marbled paper with grey and white veins runs down the left side of the page. A light pink horizontal bar is positioned at the top left, partially overlapping the marbled paper.

CONSUMERS

1

Young single women

They are women between the ages of 20-35 with stable jobs and are looking for a hobby in their spare time. They like making crafts for themselves and give it to their friends. They often fret in choosing the material, and they need to have the design ideas to follow.

2

Young mom who is having little girls

They are mothers who love to beautify their daughter. They also like to have synchronized products between mother and daughter. They seek a supplier of quality materials as well as a place where mother and their daughter can work together on weekends.

PERSONA

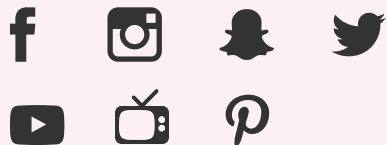


Pharmacy Assistant

at Total Health
Pharmacy, Mississauga
(Full time)

Income: \$40,000/year

Media:



1. Jacqueline Hall (22 years old) - Young single women

Jacqueline graduated from assistant pharmacy at a college. She has been living alone since she was in school. She is currently renting a room in Mississauga, near her workplace. On weekends, she often takes the time to visit her family and hang out with friends. She likes to use handmade accessories because it is unique and quite suitable for her liberal style. However, she is limited in creation; she can't sketch her ideas and wondered how her ideas would actually look like; so she often looks for handmade example that come with instructions to follow. She has some colleagues who love her products, and she is very happy to give them accessories that are made by herself and see them use it. She is also very excited to teach them how to make those products.

- She sometime orders materials on Amazon but it takes her a long time waiting for delivery.
- There are some material shops that meet her need but they are so far from her house.
- Needs unique ingredients that match her style
- Looking for an easy-to-use digital tool to design her own accessories
- Needs a place to relax with friends

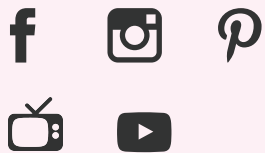
PERSONA



-Cake Decorator at
Armeen's Cake & Bake
Shop, Mississauga
(Part time)

Income: \$25,000/year

Media:



2. Fiona Hansons (37 years old) - Young mom who is having little girls

She is a cake decorator at a small bakery in Mississauga. She chooses this job because decorating is her hobby; moreover, this part time job allows her more time to take care of her family. Her husband is an experienced programmer with high income. She has two daughters, Abbey (9 years old) and Angela (5 years old), and she has to pick them up at school and in extracurricular classes every day. She likes to see family members dressed in the same concept when going out, so she wants to make matched accessories for her and her kids. Her kids are also very interested in joining with their mother while she is designing new things. She often searches online for new and unique materials that are safe for her children. She is a member of a community of moms with similar interests on Facebook. There, mothers often share their product images, experiences and tutorial clips to make DIY stuffs.

- Needs a safe and stylish supply of materials that suits both adults and children
- Needs a place to play and work with her children in the weekend

COMPETITORS

1

Michaels
Where Creativity Happens®

Michaels is a large company that supplies art and materials for DIY Makers throughout North America. Their products are extremely diverse and cover many areas such as painting, fashion, cooking, home decoration. They provide raw materials for design, as well as providing complete products. They also have handmade classes held at their stores for about \$ 15 depending on the project but they do not organize many accessory classes. In addition, they have online tutorials but it is not very detailed.

COMPETITORS

2

The logo for DeSerres features the brand name in a bold, black, sans-serif font. The text is partially overlaid by a large, vibrant red brushstroke that starts as a solid circle and tapers into a horizontal streak, creating a dynamic and artistic feel.

DeSerres

Established in 1908 , Deserres is a large supplier of Handmade materials across Canada. Just like Michaels Art, items of Deserres are also very diverse in many areas. Their stock is very reliable and safe and they are open about their materials data sheets. However, they only provide raw materials and do not sell finished products. They provide a lot of raw materials for jewelry, including the materials are packaged in the set with instructions that are convenient for customers; however, there are some ingredients they do not offer. They have tutorial projects for DIY stuffs, but because they have too many areas to cover, the projects of each field are quite small and sketchy. They have one store in Oakville and three in Toronto

COMPETITORS

3



Butterfly Beads is a friendly Toronto based, family owned, one-stop shop for beading and jewelry. Butterfly Beads is stocked with a variety of amazing products such as semi-precious stones, Swarovski crystal, findings, glass beads, seed beads. They have handmade stuffs with beads classes that are held regularly every week for around \$ 20 or more.



SWOT

STRENGTHS

- **Avantages:**

- Our business model is not new but it is organized in a typical way. We do not cover too many areas but only in handmade accessories. That helps us to narrow our customer base and make it easier for our customers to find us.
- We understand the needs of customers who like to make handmade items
- We have a shop in downtown Mississauga, a convenient location for customers from nearby areas to purchase.
- There are many suppliers of materials so we can look for good material suppliers and can easily change suppliers if we feel they do not meet customer needs.

- **What we do well:**

- We offer unique and quality products
- We have detailed instructions so that customers can easily follow
- We make it more convenient to let customers create their own prototype on our website before making any purchase.



SWOT

WEAKNESSES:

- **What we should improve:**

- We do not have many online tutorial projects
- We only supply raw materials but do not sell finished products
- We do not have promotions to attract customers
- We have no way to deal with items left before importing new goods
- We don't have an mobile app



SWOT

OPPORTUNITIES

- Today's young people tend to share their DIY experience on social networking, which is an opportunity for us to expand our business.
- The needs of our customers are increasingly oriented towards the unique and novelty, which is also our business criteria
- Design a website and an mobile app that interacts with the user
- Offer attractive promotions for special occasions. It will attracts customers as well as solve all the inventory
- Encourage customers to share their creative products on our website as a source of ideas for other customers.



SWOT

THREATS:

- Material suppliers are mostly not domestic, so we have to import from abroad. We also have to spend a lot of time and money trying and choosing the best suppliers
- Our competitors are big and popular. They have good price and fascinating promotions.
- The renting price is expensive and would increase in the coming years

BRAND POSITIONING



This is a brand that supplies unique and quality material for handmade jewelry and hair accessories. With an interactive website allows our customers to design their prototypes, a small store that displays our items and handmade classes that suitable for both adults and children, we believe that Rabbon will be a community of handmade enthusiasts and a place for them to meet, share ideas and relax after work.



ACTION PLAN

PRODUCT:

- We provide the full range of materials to make a complete hand-made product
- Unlike big brands that offer a wide range of products in many different fields, our products focus on two main areas: hair accessories and jewelry. Restricting the service area makes it easy for customers to find us, which helps us to be more specific than other brands.
- We look for quality and unique sources. We aim to always have new products to meet the increasing demand of users.
- Not only do we allow customers to choose the materials they want, we also provide the set with instructions to customers to follow the pattern. Besides that, we have sold the complete products made by our staffs



ACTION PLAN

PRICE:

- We act as an intermediary between the manufacturer and the user, and we use unique and secure sources for the user, so our prices are slightly higher but acceptable due to the quality of our products.
- Our in-store classes will offer low prices to attract more people to join
- For the sale of the product, we offer retail price, promotion price and membership price



ACTION PLAN

PLACE:

- Located near the downtown Mississauga, convenient for customers in this area and surrounding areas to shop.
- Decorate shop with bright colors. Classroom information and promotions are displayed in a noticeable place to attract customers. The classroom area is open, neat and safe for little children
- Create an interactive website with users, where customers can shop online, find ideas, learn experiences



ACTION PLAN

PROMOTION:

- **Online Advertising:**

- Design website with eye-catching photos and professional style. The website regularly updates new products, promotions, tutorial projects and class information.
- Offer special occasion/holiday themes for sets, tutorial projects and class lessons

- **Social Media:**

- Create a channel on YouTube and update tutorial videos
- Associate with jewelry designers on social media for promote our product and give them 20% off
- Active on Facebook, Instagram and Twitter, regularly update information, shop activity photos and useful tips or blogs on the design, use and storage of handmade products.
- Sponsor for beauty V-bloggers



ACTION PLAN

PROMOTION:

- **Loyalty program:**

- Show “Follow us” on Facebook/ Instagram and get 10% discount on total bill
- Offer Membership Card with point collecting

- **Event:**

- Hold classes at elementary and secondary schools
- Join in craft show
- Offer different level of class (beginner, intermediate, advance, moms, kids), craft party.
- Invite some expert to class (for advance classes)

- **Point-of-sale:**

- Offer kits with instructions for beginners who don't have ideas for their stuffs
- Offer special prices for inventory items / use these items to make finished products and sell them.

OUR PRODUCTS

Raw materials



Tools



Handmade accessories



OUR SERVICES

DIY Classes



Online Tutorials



Digital Tool for Designing





THANK YOU

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