

BIKINI BAR



SOURCING STRUCTURE

Our bikinis will be made entirely from the recycled material called REPREVE (REPREVE, n.d.). We will source the fabric from Unifi, which is the company that creates the REPREVE fabric (REPREVE, n.d.). REPREVE is a performance fiber made entirely from recycled plastics, including plastic bottles. So not only is our material helping to reduce plastic wastes out of landfills and oceans, but it is also a great, durable material that is designed for athletics/fashion. This fabric is also great for moisture wicking, adaptive to warming and cooling, and can also be water repellent (REPREVE, n.d.). Using REPREVE puts my brand at a competitive advantage because our customers can be sure that by purchasing a bikini from my brand, that they are helping to reduce plastic pollution while still getting a high-quality garment. After receiving fabrics, I will use the company LeftyProductionCo (LeftyProductionCo, n.d.) to make my bikinis. This manufacturer offers multiple sustainability features and is customizable to your brand and what you want. It is also made in the USA, where I can ensure that workers will be paid living wages and treated fairly (LeftyProductionCo, n.d.). Final products will be limited quantity and put on our online store, then shipped out to customers who make a purchase.

SUSTAINABLE STRATEGY

Regarding socially responsible business practices, for the triple-bottom line my business prioritizes renewable energy, climate action, and life below water through the use of sustainable fabrics and practices. With leftover fabrics from production, we will be using the scraps to make matching scrunchies and other limited-edition products such as sarongs. The earth and the planet are one of the top priorities of my company, so to help do our part in the conservation of our planet, we will be using a sustainable fabric called REPREVE (REPREVE, n.d.). This material is made from recycled plastic from oceans, thus contributing to the cleanliness and health of both water and sea life.



Educators for Socially Responsible Apparel Practices
fundamental change through research and education

BUSINESS CONCEPT

The retail format for my business will be online retailing and will specialize in sustainable, high quality swimwear/bikinis in particular. To correspond with the high-quality sustainable swimwear, the price point will be high, starting around \$100 for a full bikini set (approximately \$50 for both a bikini top and bottom). In order to achieve both of our mission and vision statement goals, I will ensure that my products are made from ethically sourced/recycled materials to limit carbon footprints. As this business will be a sole- proprietorship and start as an online business, production will be in the United States with Lefty Production Company, which is based in Los Angeles, CA (LeftyProductionCo, n.d.). I will be the only employee to start, but once my company begins to grow, I will hire employees to help me with production, sourcing, designs, distribution, etc. We will source our fabrics from Unifi, the company which is the creator of REPREVE fabrics (REPREVE, n.d.).

MISSION STATEMENT

“To create high quality, long lasting swimwear made with materials derived from sustainable and ethical sources”

VISION STATEMENT

“To make your favorite ethically conscious and sustainable bikini”

TARGET CUSTOMER

The target market for my socially responsible fashion retail store is young women ages 18-35. They tend to live in or near cities and make approximately \$80,000-\$100,000 a year. These women are college educated, and their occupations can vary. My swimwear company is targeted for women who prioritize quality, ethics, and sustainability. They tend to be very optimistic and open minded and adapt to changes very well. These women are willing to spend the extra money on a product that they know is ethically and sustainably made because it is worth the extra cost to them. When they find a sustainable brand with excellent quality, they tend to stay loyal to the brand because they know they will be getting a high quality and unique product. They lead a very active, lifestyle and are constantly on the go so we want to offer them a dependable product for all of their adventures. According to majority segmentation, the Laptops and Lates market seems to best fit my brand, as the majority of people in this group are college educated, the median income is \$112,200, and they are an environmentally conscious group. They also recycle faithfully, which shows that they would appreciate the use of the sustainable fabrics (esti.com, n.d.).

TAPESTRY SEGMENTATION

- Laptops and lattes:
- College educated
- Median income \$112,200
- Environmentally conscious
- Recycle faithfully (esti.com, n.d.)

COMPETITIVE ANALYSIS

S All bikinis are sustainably/ethically made in the United States with fabric made of recycled plastic and are very high quality.

W High prices might push customers away, only a few products to start. REPREVE might be an unfamiliar fabric to customers

O Utilize influencers to help promote brand, open a brick-and-mortar store in California, collaborate with celebrities to create exclusive bikini collections

T Competing with big, successful companies, others switching to the use of REPREVE fabric.

Frankies Bikinis: High quality/sustainable swimwear company based in Malibu, CA. Offer unique and original patterns and designs (Frankies Bikinis, n.d.).

Blackbough Swimwear: Offer unique and trendy swimwear, business started out of a bedroom and grew to be very successful (Blackbough Swim, n.d.).

My Brazilian Shop: Very small bikini company based out of Las Vegas, NV. All bikinis are made in Brazil, and they ship worldwide (My Brazilian Shop, n.d.).

FINANCIALS

Annual Net Sales: \$14,560.00

COGS: \$7,060.00

Gross Margin: \$7,500.00

Operating Expenses:

Insurance: \$960.00

Marketing: \$500.00

Rent \$3,500

Net Profit: \$2,540

MARKETING STRATEGY

My company will rely on popular social media websites such as **Instagram, TikTok, and YouTube** to help promote our brand. It only makes sense that we use these social media platforms as these are the platforms our target market uses daily. Instagram: our main platform. Post pictures of new products/launches, interact with followers by doing Instagram lives, reposting pictures of customers in our swimwear, giveaways, utilize popular Instagram influencers

Tik Tok: Create short videos showing our swimwear styled, Tik Tok influencers showcasing our products and trying them on

YouTube: Create longer videos talking about the brand, discussing upcoming launches/sneak peeks, videos about promoting sustainability/ethics in and outside of bikini bar.



MARKET ANALYSIS

Swimwear is a fast-growing market, specifically in the Asia Pacific area of North America. Large manufacturers are switching their focus on creating comfortable swimsuits, as this is becoming a key deciding factor for customers. Trendy patterns and prints are also becoming more popular along with unique swimsuit cuts. Because there are many new innovations coming in the swimwear market such as the use of Neoprene fabric for durability, the swimwear market is projected to grow exponentially, which is excellent for my swimwear brand. Especially because the use of a sustainable and environmentally friendly fabric will be used. Competitors that are currently dominating the swimwear market include American Apparel, Aventura, NeZONE Clothing Limited, La Pele Group, and O'NEILL, Inc. (Market Intelligence, 2021).

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