

Mooney



made by Andrejs Krusts, Anastasija Orlova, Veronika Novikova, Igors Silovs

29/03/17







"Inch2"



250-450€

"Noname atelier"



200-620€

"Ameli"



75-200€

"UGG"



150-350€

"Gucci"



450+€

"Guess"



50-200€

Geographic



- World Region: Europe
- Countries: Latvia, Luxembourg, Ireland, Norway, Switzerland, Netherlands, Sweden, Germany, Iceland, Austria

Demographic

Age: Average 30-45 years

- Gender:
60 % - female
40 % - male (50 % -
married, 50 % - single)





Psychographic



- Social Class: from Middle Class to Upper Uppers
- Lifestyle: Achievers and Strivers
- Personality: Ambitious, Authoritarian, Outgoing

Behavioural

- Occasions: Special occasions, seasonal
- Benefits: Quality, unique design, personalized product





Value proposition

To stylish people "Mooney" offers trendy, comfortable handmade items for your everyday life, which will let you feel special.



Core Values:

- 1) Originality
- 2) Authenticity
- 3) Quality



Benefits of the product:

- 1) Newest trends
- 2) Natural materials
- 3) Handmade products





Design Communications:



What to say?

- 1) Sales
- 2) Loyalty programme
- 3) Events
- 4) New products
- 5) Location and contacts





Instagram

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392 posts

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Mooney • Strēlnieku street 1a, Rīga WhatsApp : +37126603458

Monday - Saturday 10:00 -20:00 Sunday closed

Christmas sale!
Starts today!!!

HELLO
MONDAY!!!




- 25%

-15

WISHING YOU
A GREAT WEEK!

Mooney

Анастасия Главная



Mooney
@mooneybear.eu

Главная
Информация
Фото
Отметки «Нравится»


Нравится Подписки Поделиться

Отправить сообщение


Статус Фото/видео

Бренды одежды


Mooney 14 июня 2016 г. · €
Lace sneakers on sale 50% off 🌟 #Mooney #lacesneakers



Juta Stepanova Linda Kesenfelde в Mooney Bear.
В июле 2015 г. · Рига · €
Mooney Bear is ❤️



Mooney в Mooney Bear.
25 января 2016 г. · Рига · €
Mooney mink fur boots 🐾



Design Communications:

Who should say it?

1. Famous fashion magazines: "Vogue", "ELLE", "Harper's Bazaar", "L'Officiel", "ЛЮБЛЮ"

2. "Riga Fashion Week".



How to say it?

#Mooney
#Madeinlatvia
#Handcraftedinlatvia
#Mooneyshoes
#Summer2k17
#Minkfur
#Mooneybear
#Musthave





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mooneyofficial #mooneybear #shoes #itshoes #dress #flowers #beautiful @irinaskladnova @skladnova_atelier 🍷🍷

♡ Add a comment... ⋮



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mooneyofficial Repost from @julasardykova 🍷 Difficult choice 🍷 #mooneybear #itshoes #shoes #minkfur #love #luxurystore #summer 🍷

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mooneyofficial Repost from @ditagu 🍷 #mooneybear #cat #mooneybearshop #minkshoes #mink #leather #catslovemooneybear #itshoes #shop #riga #latvia

♡ Add a comment... ⋮

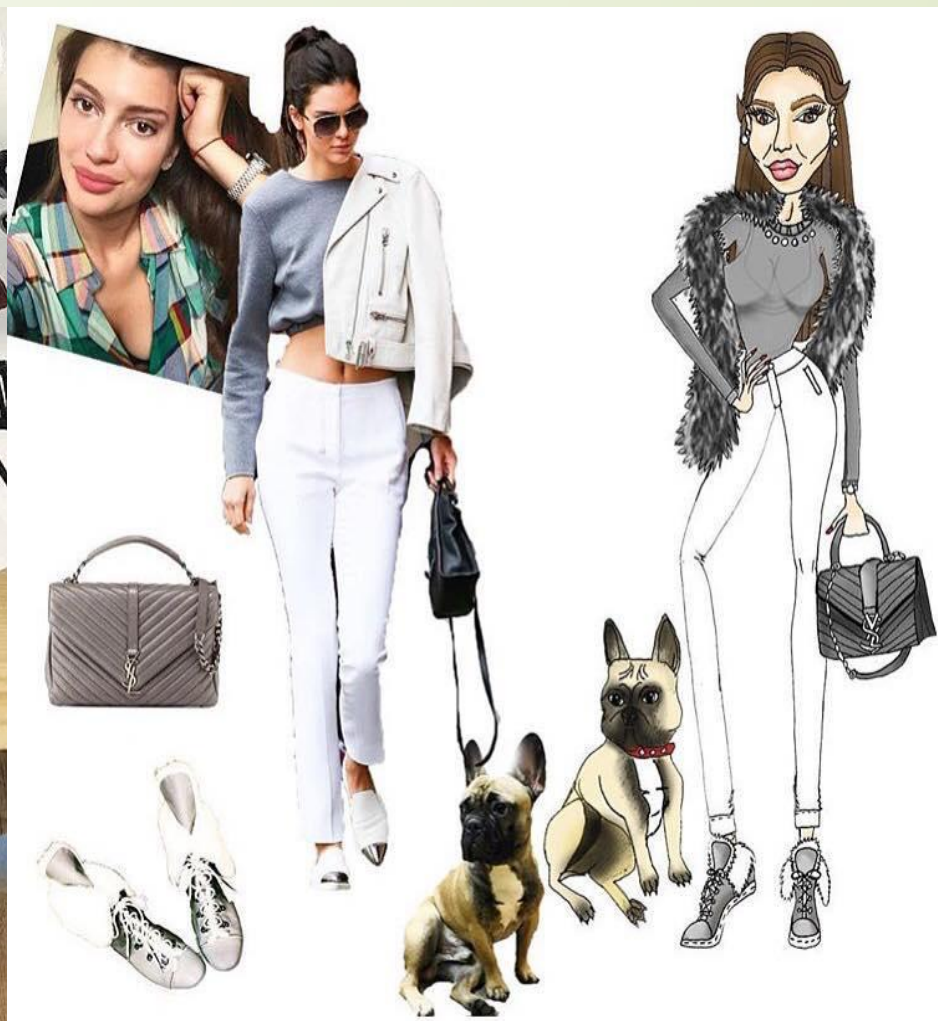


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mooneyofficial #goodmorning #monday #mooneybear #shoes #ditajewery #cartier #itshoes #bear #flowers #skladnova #love #keepsmling

♡ Add a comment... ⋮



Statistics



Sales in 2016

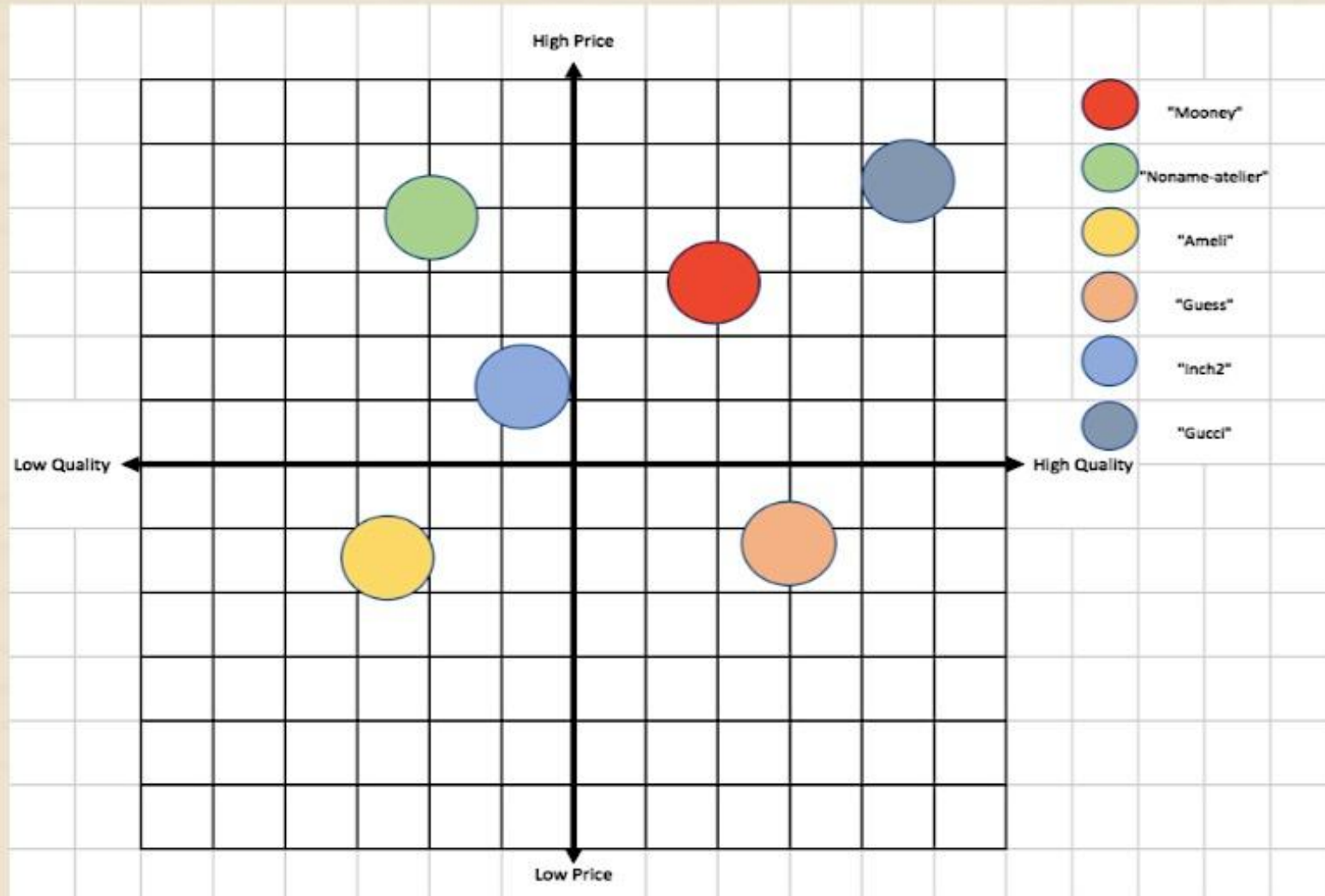
Winter:
New Year
Christmas day



Spring:
Mother's day
Easter
International
Women's day



Positioning



SWOT analysis



STRENGTHS (+)



- Good quality products
- Own style
- Individual approach
- Premium class clothes



WEAKNESSES (-)



- High prices
- Short range of customers



OPPORTUNITIES (+)



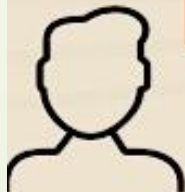
- Moving shops to other countries
- Opening more branches in Latvia
- Producing another types of clothing



THREATS (-)



- High taxes
- Market overload of clothing products
- Competitors as



Thank you for the attention!

