

COLLEGE UP!

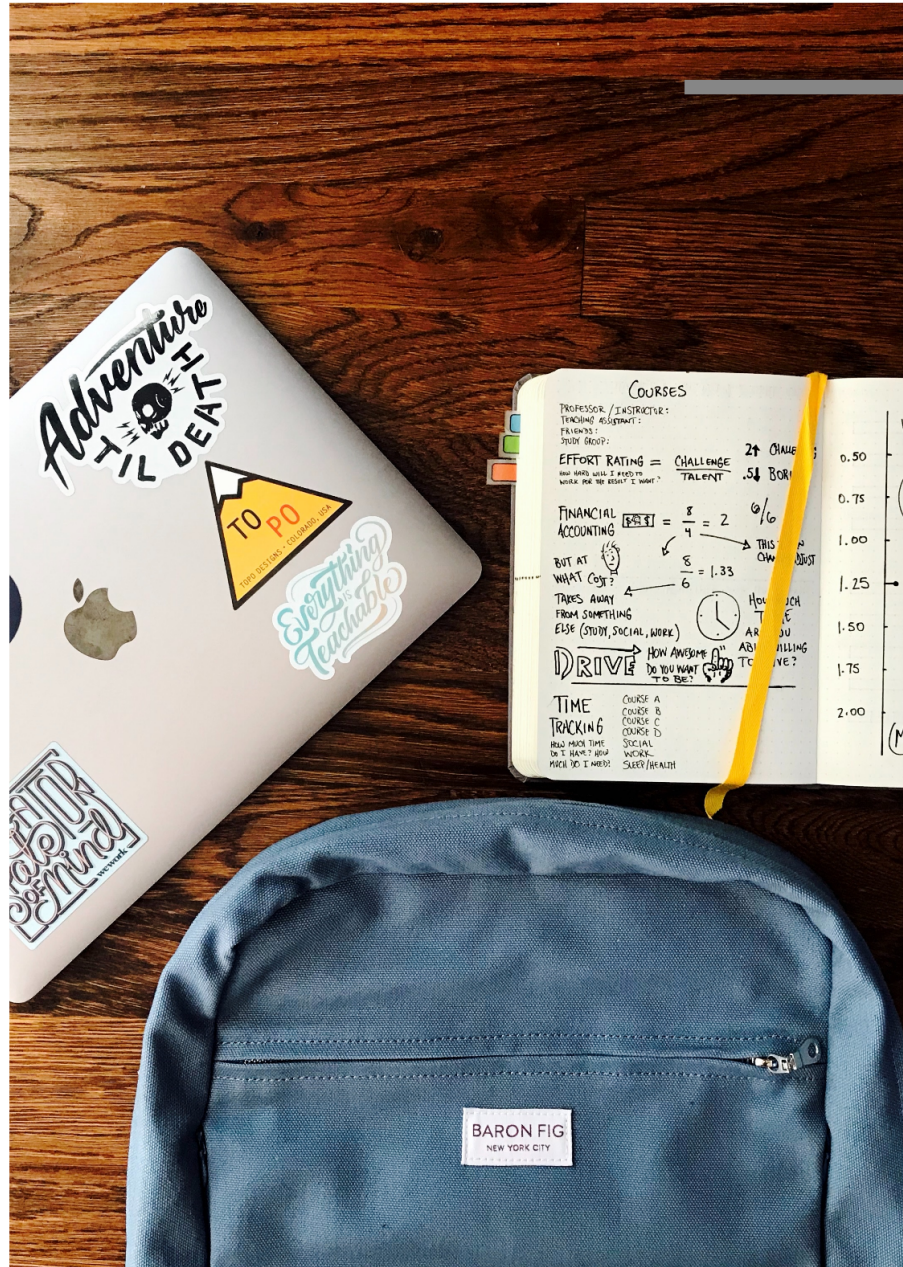
with



TARGET

TEAM 8

Quyên Lê
Bach Hoang
Huy Nguyen
Thao Nguyen



Agenda

Overview

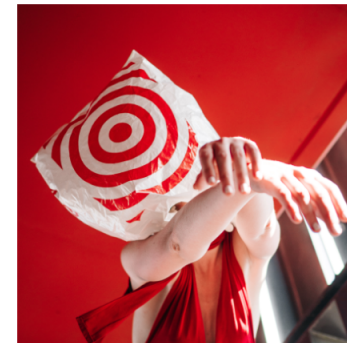
Objectives

Our Campaign

Financial Projection

Risks & Mitigation

Conclusion



— Overview



INDUSTRY

BTC: One of the **biggest** shopping season

\$ 25.5B

in planned spending



54%

in-store



24%

online



— Overview

STRENGTHS

- ▲ Excellent guest experience
- ▲ High quality products
- ▲ Many initiatives for students engagement



WEAKNESSES

- ▼ Underutilized subscription site
- ▼ Lack initiatives to engage parents



Objectives



Strengthen the
Parents - Students
Relationship



Leverage competitive
advantages



Create lifetime guests

Expect More, Pay Less —

Our Campaign



Phase 1

**RAISE
AWARENESS**



Phase 2

**ENCOURAGE
PARTICIPATION**



Phase 3

**SUSTAIN
ENGAGEMENT**

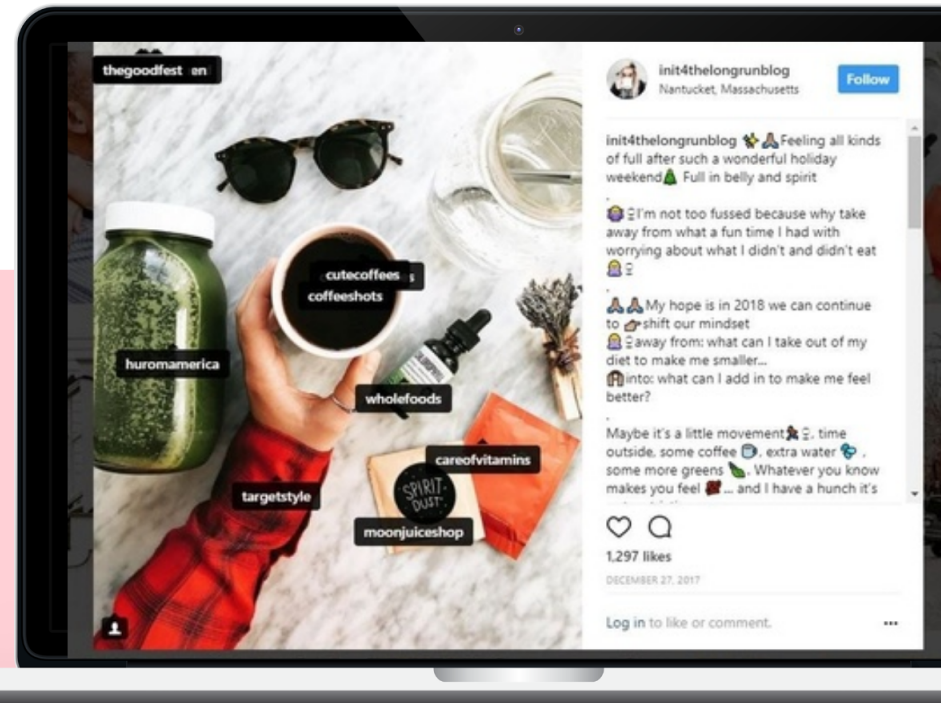
PHASE 1

Raise Awareness

PARTNERSHIPS

Implementation

- Micro influencers
- Contents: Fashion, Lifestyle, Home Decor, Health & Wellness



★ Relatable and trustworthy

★ Authentic and personal

★ High engagement rate

★ Cost effective

PHASE 1

Raise Awareness



PROMOTIONS

Online

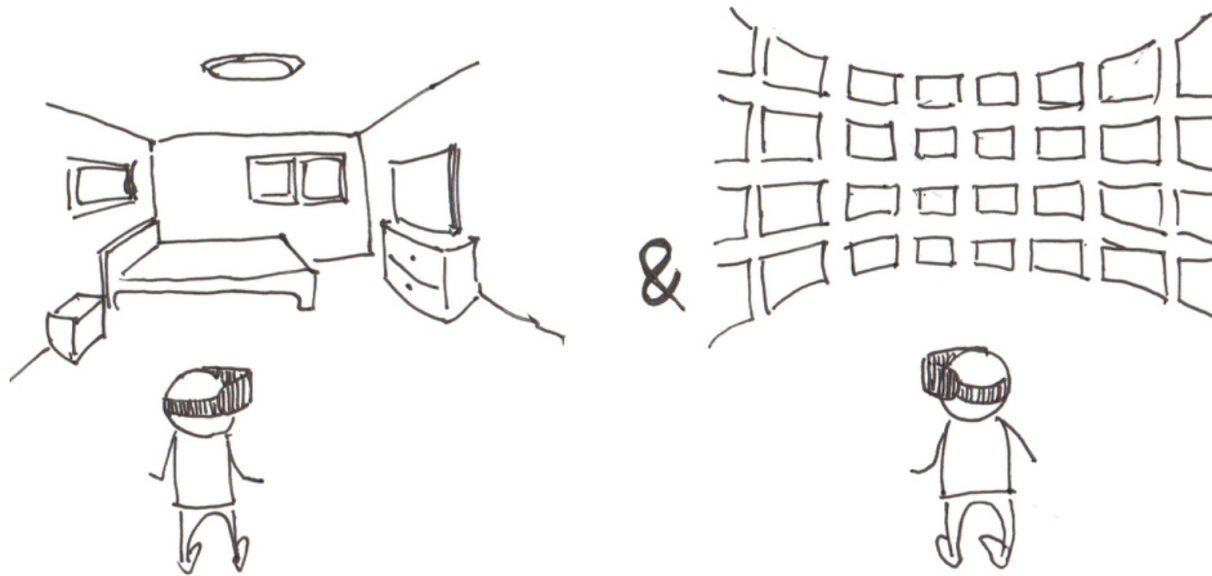


Offline



PHASE 2

— Encourage Participation



Implementation

- 3 biggest stores
- 5x5 space per station
- VR headsets
- QR code generator

VIRTUAL ROOMS

- ★ Immersive shopping experience
 - ★ Showing more products without sacrificing space
-

Encourage Participation

COLLEGE WORKSHOPS

- ★ Good memories & quality time
- ★ Increase merchandise's visibility & accessibility



Implementation

- Duration: 45 minutes
- Topics: mealprep, decorations, etc.
- Capacity: ~ 60 people
- 5 ~ 7 team members

Sustain Engagement

CARE PACKAGES



Implementation

- Monthly subscription
- Customized & personalized
- Stationery, laundry & personal care products

- ★ Address decline in spending
- ★ Convert one-time buyers into lifelong guests
- ★ Tighten relationships

Financial Projection

P H A S E 1 Raise Awareness	Paid Partnership	\$ 150,000	15 micro-influencers
	Advertisements	\$ 50,000	Online & Offline
P H A S E 2 Encourage Participation	Virtual Rooms	\$ 150,000	12 VR stations Software development
	College Workshops	\$ 50,000	2-3 workshops per university
P H A S E 3 Sustain Engagement	Care Packages	\$ 250,000	Subscription site revamp Packaging costs

TOTAL \$ 650,000

— Risks & Mitigation

Excess demand for VR

- In-store display
- Team member training

Low showup rate at workshops

- School's newsletter
- Incentives

Subscription cancellations

- Monthly customer feedback
- Performance evaluation

— SWOT Analysis



STRENGTHS

- Leverage technology to boost guests' excitement
- Increase online presence
- Promote lifelong relationships
- Engage & create values for team members



WEAKNESSES

- Pricing perception still exists
- Missed opportunities to engage guests in smaller stores

— SWOT Analysis



OPPORTUNITIES

- The campaign is easy to be scaled up
- More tailored recommendations



THREATS

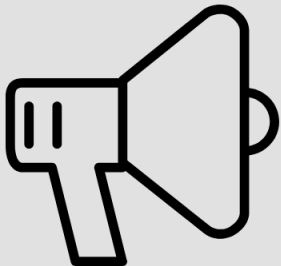
- Changing technology landscape
- Other retailers catch up with the campaign



Conclusion

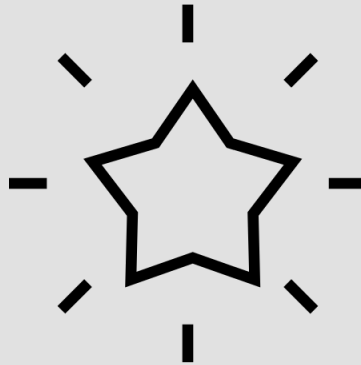
RAISE AWARENESS

Capture early
attention



ENCOURAGE PARTICIPATION

Engage and
involve



SUSTAIN ENGAGEMENT

Convert to
lifetime guests



Thank YOU



T e a m 8



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