



Proposal for a marketing plan for a digital men's clothing and accessories store

Proposta de plano de marketing para uma loja digital de roupas e acessórios masculinos

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ABSTRACT

Recognizing that there is a lack of knowledge of entrepreneurs about marketing and its importance for organizations, resulting in market gaps. This study aims to present a proposal for a marketing plan in a digital store of men's clothing and accessories. Thus, for the development of this theme, a theoretical basis was used as a methodology, from renowned marketing authors, among bibliographies and recognized sites in the area. Therefore, it was understood how important it is to be up to date with the changes that the market provides us. The study brings strategies, such as the types of marketing, their theories, tools and concepts, this also includes the SWOT analysis and the 4P's, also known as the marketing compound. To direct the future entrepreneur, the study helps to find and define your competitions, target audience and their needs and desires, identify problems, know the communication channels, about the concept of entrepreneurship, its importance and its aspects, ending with a case study demonstrating a planning with the expectation of one year, relating the budgets, schedules and based on the proposal idealized to the company, a control will be made to observe if the goals are being met or if it will be necessary to change strategy. Therefore, it was understood how important it is to be on top of the changes that the market provides us, because by knowing it we can analyze the best ways to achieve the goal of placing the company as a reference in the market.

Keywords: Marketing plan, Men's clothing, Planning, Entrepreneurship.

INTRODUCTION

The challenge of starting a new business is a process full of obstacles that will make you think about giving up at many times, but the whole process becomes easier when the entrepreneur builds a plan that will give him a direction until the construction of his brand, to the point of idealizing new goals, in addition to drawing new horizons.

In this study, it presents a marketing plan aimed at the digital store, developing ways to increase its views, sales and consolidation of the company among its competitors, based on marketing concepts. It is also intended to analyze successful plans already developed, providing



different possibilities of business profiles, in order to obtain successful models.

In this sense, it is worth noting that the store to be analyzed already has a business profile, a situation in which we observe the lack of information that leaves gaps, through which it can be explored through continuous search for improvements with qualified professionals in the marketing area, especially valuing the brand identity, thus obtaining a competitive advantage in this global market.

Therefore, this challenge provides the author of this work with the opportunity to acquire practical knowledge that has been undertaken throughout the Commercial Management college. In addition, it will assist in future academic studies, through the theoretical framework to be used in this work, whose theme consists of deepening the theoretical aspects of entrepreneurship, mainly focusing on the elaboration of a marketing plan. In view of this, for Kotler (1999, p.65, emphasis added):

The marketing plan is related to a broader business plan, the "strategic planning of senior management", which would deal with the most general business definitions. This would be followed by a "specific strategic plan" for each business unit of the company, and, finally, there would be a marketing plan for each product within the business areas.

Thus, as a methodological procedure, this research was based on scientific articles already published in the elaboration of its theoretical foundation, through website and books, for the study of concepts, also counting on the vision of authors working in the digital marketing market, bringing the most important on the subject and their updates, from an analysis of the current market is seen the growth of door closures in the last year, bringing the importance of the elaboration of this article.

The Serasa Experian website (2024) presents data regarding bankruptcies in 2023, bringing a comparison between micro and small companies and other market levels:

Bankruptcy filings also rose in 2023: there were 983 filings compared to 866 registered in 2022, an increase of 13.5%. It was "micro and small companies" that drove the increase (546), followed by "medium-sized" (231) and large companies (206). The sector that most demanded requests was "Services" (373), followed by "Industry" (311), "Commerce" (292) and "Primary" (7). In December 2023, 102 requests for judicial reorganizations were registered, an increase of 32.5% compared to the same month in 2022. In the monthly variation, the indication was for a drop of 41.7%.

With the aim of measuring such knowledge, it was decided through a case study, to choose and suggest the company that operates in the digital field selling men's clothing and accessories. The company is serving in the city of Rio Claro, in the state of São Paulo, a store that recently started in e-commerce. To carry out this study, strategies were used to apply a



marketing plan aimed at the company in question, the plan lasts for one year, with the intention of directing the intentions of the owner of the company, facing a better understanding of his vision and objectives, considering this a method of qualitative research, through which we will pass on an improvement plan for the company.

The Ibmec Insights website (2021) brings us an article on how to make a dream come true that boils down to idealizing a dream, such as a company, for example, and getting it off the ground is no longer enough to keep that dream standing, its structure must be well developed and its focus needs to be clear, so that when in doubt it is the basis for your growth. Planning is a management tool that will subsidize growth, as well as the achievement of the company's objectives, because through this tool, it will be possible to present strategic suggestions to strengthen its dissemination and profile within the environment in which it is inserted.

Considering this perspective, the general objective of this work is to analyze and develop digital marketing strategies, applying suggestions from a marketing plan to an online store of men's clothing and accessories. To achieve the general objective, we delimit the respective specific objectives: Define the importance of marketing, develop a marketing plan, identify the needs and desires of the target audience, identify the main flaws in the planning, present the advantages in choosing to undertake, study the current market.

Thus, we then begin a theoretical discourse on this theme, in order to aim at the established objectives.

MARKETING CONCEPTS

Marketing "[...] it is a social process through which people and groups of people obtain what they need and what they want with the creation, offer and free negotiation of products and services of value with others" (Kotler, 2000, p. 30).

The valorization of knowledge from advertising has made what was once just a small business become large companies, such as Coca-Cola, which has invested so much in advertising that only in the use of its colors, such as red, black and white, they are a reference and quickly identified.

Some companies, many small or beginners, without education did not understand the real importance of a well-defined dissemination strategy, using for example only one or two paths that *marketing* proposes, limiting their actions, which could bring to the consumer paths that would lead them to the brand and influence their purchasing power. "The use of various media within a limited time interval can increase the reach and impact of the message" (Kotler; Keller, 2006, p.



557).

TYPES OF MARKETING

The creation of new branches for marketing grows according to market demand and its target audience. In addition to traditional marketing, according to the website Resultado Digitais (2020) brings us 12 main types of marketing, namely:

Marketing digital

The internet today is closer to everyone than it was fifteen years ago, everyone who wants to stay connected has a *smartphone* in their pocket that gives them access to a quick search, social networks or connects its users to one or more people at any distance at any time.

Searching the internet daily, with or without the intention of consuming, products and services has become a habit, even before knowing what we want, we do the research and the search site gives us the results nearby, as well as in the search for the best price or to better understand what we are trying to consume. "Digital Marketing: is a set of strategies aimed at promoting a brand on the internet, using different online channels and methods that allow the analysis of results in real time" (Website Resultado Digitais, 2020).

Content Marketing

It is a marketing strategy focused on content distribution, as it is within this information that the brand becomes the customer's need. Such information as texts, reports, videos are thought out in advance and need planning both in what will be written and when and where, so that it arrives at the moment that the consumer, your target audience will miss the need. (Resultado Digitais website, 2020).

Inbound marketing

Strategies that use content in search engines, social networks and blogs to meet the needs of those who are looking for a product or service. When we search on Google, for example, they are offered as an immediate response to your need, along with content that responds to your expectations, these are systems that are programmed to follow your consumer, attracted and convert them into customers. (Resultado Digitais website, 2020).



Outbound marketing

It is a traditional marketing strategy, where advertisements are offered on radio, TV, magazines, billboards, banners or sponsorship at an event. Today, for example, we see this profile on *YouTube*, before the videos.

Many times it does not generate as much consumer interest, may not reach its suggested audience and are usually very expensive to maintain and disappear after a while, unlike *inbound* that is fixed on the internet. (Resultado Digitais website, 2020).

Relationship marketing

Relationship Marketing is the combination of strategies for building and disseminating a brand, prospecting, building loyalty, and creating authority in the market. Its goal is to help companies win new customers and build their loyalty.

This modality transforms its customers into fans, advocates and promoters of the brand, based on their own testimonials. They are usually market-leading brands and their relationship with their customers is direct, offering advantages that keep them in the brand. (Resultado Digitais website, 2020).

Product Marketing

Segment is linked to connecting the new brand product and at the same time to your customer, within your strategy, an identity is created where the product, where your creation has a differentiated objective.

Product marketing has stages for developing this strategy, such as developing the consumer profile, teaching employees about the product, and preparing a launch. (Resultado Digitais website, 2020).

Guerrilla marketing

This tactic is made to impress, to create a memorable experience in the consumer. Because it aims to deal with the emotional. They are creative campaigns, where you can spend little and gain a lot of repercussion. Usually made in public places, to reach those who are in the place and who will watch their recording when released. (Resultado Digitais website, 2020).



Marketing viral

It is a strategy that explores the connection between people, spreading and viralizing, using the target audience itself. When the brand uses its advertising and it goes viral on social networks with a lot of shares, having a connection with guerrilla marketing, but it stays in the digital world. (Resultado Digitais website, 2020).

Endomarketing

It is the strategy that uses your own employees to promote your company, with engagement actions, leaving the employee ready to be brand ambassadors. This type of strategy has the characteristic of keeping your employees motivated and maintaining a good organizational climate. (Resultado Digitais website, 2020).

Marketing social

Within social marketing campaigns, the solution of some social cause can be observed, as it brings to its consumers the idea that the brand or even those who are participating in the campaign have a feeling that it is helping to solve a social problem. Customers who are concerned about such problems, embrace the cause and become loyal to the brand, making them the promoters themselves. (Resultado Digitais website, 2020).

Personal marketing

It is the use of actions to bring an increase in personal value to the publicized, a personal brand. Its objective is for other people to see the person in question in a positive way, bringing out their most relevant aspects. Very common in times of elections, especially with politicians who have already had a dirty record. (Resultado Digitais website, 2020).

Humanized Marketing

These are actions that seek to show that their processes are more humanized, bringing their consumer closer to the process and making them comfortable while the service or negotiation is taking place. The human factor is put in evidence, as it shows that the brand is human and takes care of its employees and customers. (Resultado Digitais website, 2020).

MARKETING PLANNING

According to Robbins (1981), planning is the decision in advance of what, how, when and who should do something. It is the specification of purposes to be achieved.

Planning represents the administrative activity that foresees in advance the actions to be carried out, through the experience of those who plan them, distributing them in stages to be completed, with a purpose.

Rezende (2008) conceptualizes it as the use of the collective and participatory in the execution of dynamic processes with strategic objectives to be achieved.

KNOW YOUR BUSINESS

For a company to succeed and go straight to the target, it is necessary to follow a strategic plan to identify these, through data collection, market research, identifying the company's positioning, going towards the study of consumer behavior,

One way to protect the business environment is the application of strategic management tools, which are techniques used by the company to improve the quality of its services, such as products, processes, systems, as well as to anticipate future events. (Souza, 2019)

STRATEGIC METHODS FOR ANALYSIS

SWOT Analysis

Two management tools that we can use would be the SWOT Analysis and the implementation of the 4P's of Marketing.

Figure 01: SWOT Analysis

S forças	W fraquezas	O oportunidades	T ameaças
fator interno positivo que avalia o que a empresa tem de diferencial em relação aos concorrentes.	fator interno negativo que avalia os pontos fracos da empresa em relação aos concorrentes	fator externo positivo que avalia o que pode ser feito pela empresa e que ainda não é	fator externo negativo que mostra o que concorrentes estão pondo em prática e pode ser uma ameaça
<i>quais os pontos fortes do meu negócio?</i>	<i>o que a empresa precisa melhorar?</i>	<i>o que a empresa não está aproveitando?</i>	<i>o que intimida a empresa?</i>

Source: eGestor, 2022



SWOT analysis, also known as SWOT, consists of identifying the strengths and weaknesses of a company, its operating environment, its internal audience, its capabilities and competencies, and the opportunities and threats of the external environment and uncontrollable environmental variables (Kuzaqui, 2016).

As it can also help the company to fit into the market, optimize threats, knowing well its placement in the market, the company can generate changes for improvements and develop efficiently and effectively, having a more assertive strategic plan for decision-making, as it can stand out by knowing the environment where it fits and what decisions to be made will make the consumer come to close sales with it, resulting in an increase in sales.

The analysis of the external environment (Threats and Opportunities), according to Kotler and Keller (2018, p. 52 – Emphasis added):

A marketing opportunity consists of an area of need and interest of the buyer that it is very likely that a company will be able to meet. There are three main sources of Market Opportunities. The first is to offer something that is scarcely available. This requires little marketing talent, as the need is quite obvious. The second is to offer an existing good or service in a new or superior way. How? The problem detection method asks consumers for suggestions, the ideal method asks them to imagine an ideal version of the good or service, and the consumption chain method asks them to describe how they acquire, use, and dispose of a product. The third and final source usually leads to the creation of an entirely new good or service. An **environmental threat** is a challenge posed by an unfavorable trend or event that, in the absence of a defensive marketing action, would lead to the deterioration of sales or profits. Threats located in the upper left cell are important because they have a high probability of occurrence and can seriously harm the company. To deal with them, it is necessary to prepare contingency plans. Threats that are in the lower right cell are secondary and can be ignored. Threats in the upper right and lower left cells require careful monitoring, in case they become more severe.

From the perspective of Kotler (2018), marketing is the art of finding, developing, and profiting from the opportunity found. Therefore, the professional has to be aware of the opportunities and threats that may arise, and propose adequate resources and develop strategies, to have good results. It is convenient for the professional to be able to take advantage of the opportunities that arise, and this needs to be done periodically, being able to make the analysis with a *check-list* with the Strengths, Threats, Weaknesses and Opportunities.

Marketing 4ps

The marketing mix is composed of combinations of variable elements that make up marketing activities, this concept was based on the scholar Neil Borden in 1949, during a reading by an author of the time who called executives *mixers*, as they materialized recipes.

In this way, this theory of marketing mix or marketing mix, began to become acceptable



to carry out marketing activities, so currently the marketing mix is considered the basic/fundamental for the study of tactical and operational marketing.

According to Kotler (2018), the marketing mix is "the set of tools that the company uses to achieve its marketing objectives in the target market". For the organization to have an effective marketing strategy, it is important to consider its variables, elaborating with the definitions, along with the appropriate resources and the ideal competitive advantages. The 4ps is composed of:

Price

Identify the most attractive price for customers (this price may vary, for example, according to the time of year, segment and/or geographic region).

Product

Make your product more competitive, with more benefits for the consumer. These benefits vary depending on the product and the company's objective. But some examples are: warranty, promotion, attractive packaging, free installation and quality.

Square

Think about the operationalization of your business, that is, the location, structure, distribution channels, delivery time, payment terms and choice of suppliers.

Promotion

Promoting your company is essential and there are several ways to do it. For example: personal selling, advertising, advertising, sales promotion, sponsorship marketing, point-of-sale communication, telemarketing, internet and loyalty policies.

Also in this direction, according to Kotler (2018), such targeting can generate efficiency in advertising campaigns, as it optimizes the costs and expenses that poor efficiency can cause. As well as developing a form of communication where a well-developed language will be directed based on its characteristics to the target audience and others interested in the process, meeting their needs and desires.

The Digital Results website (2020) describes the importance of the marketing mix: The marketing mix promotes a better application of business resources and optimizes the relationship with consumers, so it is necessary that to apply the mix in the organization it is important to think about the competitive advantage of the product, formulate smart



prices, apply the model called Attention, Interest, Desire, and Action (AIDA), which is interesting to promote the product, and have a digital presence.

IDENTIFICATION OF THE NEEDS AND DESIRES OF THE TARGET AUDIENCE

Market segmentation refers to targeting a certain portion of society in the market, which makes it easier for marketing to promote its strategies and advertising to specific audiences.

According to Ramper, a management software provider, published on its blog (2023), the main variables of marketing segmentation are:

Geographical

Country, region, state, city, city size, rural/urban, residential/commercial, density, climate;

Demographics

Age, gender, family size, family life cycle (single, married with/without children, etc.), income, socioeconomic status, occupation, education, generation, religion, race, nationality;

Psychographic

Lifestyle (healthy, minimalist, romantic, creative, militant, etc.), personality (sociable, authoritarian, conservative, etc.), values, interests, and concerns.

Behavioral

User status (regular, potential, former user, etc.), intensity of use, loyalty status, propensity stage (oblivious, informed, interested, intended, etc.), marketing sensitivity (quality, price, promotion, etc.), motivation (economy, convenience, prestige, etc.).

PRODUCT BENEFITS, MEETING CUSTOMER NEEDS

From the moment you start to define how you will sell your product or service, you will need to create strategies to connect with your customer, bring them to your reality and show that your product will bring benefits to their lives or your way of marketing will bring advantages, such as agility in service, fast delivery and affordable price.

Cobra (2003) also emphasizes that to lead the customer to enchantment, it is not enough to offer exclusively financial benefits, it is also important to offer two more types of benefits: social and structural.



IDENTIFY THE PROBLEMS

When a customer goes to the store or is looking for a product, whether online or physically, he focuses and meets only the needs he has already defined before the search, this limits his service if he is not engaged enough to win your customer in a future sale, so when the customer comes to you, Analyzing and knowing your customer is a great strategy to identify problems to be solved and convert this as a driving of the sale. According to Cobra (2001, p.148) "To delight a customer it is necessary to go beyond satisfying their needs. It is necessary to surprise them by fulfilling explicit desires and even hidden desires."

STUDYING THE COMPETITION

Identifying and knowing your competition is essential to define your strategies for the marketing plan, it is information that will help define the price and how to present your product. Often, if your business is innovative and has no competition, the opportunity to give the price is yours.

The competition is defined as direct and indirect and the Serasa experian website (2023) presents the concept of these two terms:

Direct and indirect competition

Direct competitors consist of companies that operate in the same sector as yours. If you have a perfumery, the other businesses that sell perfume are your direct competitors. Well, you sell the same product

Indirect competitors are already more difficult to identify, since they do not operate with the same products as your company. But, they manage to compete in the market with their products.

Competitive differentiation

It is in the elaboration of this phase that you will show the consumer the identity of your brand, bringing characteristics that will make your company stand out from the others. Options such as being original, bringing sustainability are examples that may be the reason for choosing yours over the competition.

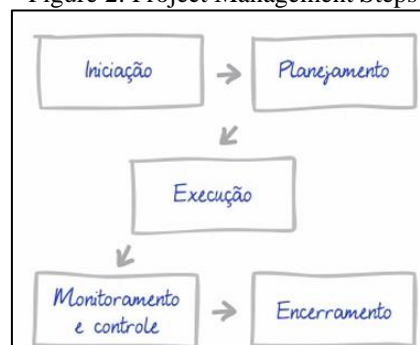
A competitive advantage is one or more attributes that make the company unique and superior to its competitors. These are **advantages and benefits offered to customers**. These are elements that other companies are not able to offer. The main importance of this process is the reflection on sales. When you have a competitive advantage, your company is in the memory of your customers. (Sebrae Alagoas, 2021)

Clear objectives

The execution of the marketing plan can be defined as project management and both required steps to be followed, with defined objectives to be achieved, with execution time, deadlines and completion.

ENAP (2013) presents the sequential stages of project management that resembles the marketing plan, because both before their execution need good planning and at the time of the unexpected, the response is quick and does not affect the deadlines, which are initiation, planning, execution, monitoring, control and closure.

Figure 2: Project Management Steps



Source: PMBOK - 5th. Edition

ENAP (2013) also brings us the items that make up project management, which are:

Scope, schedule, budget, quality, resources, and risks. Survey of the needs and expectations of customers and stakeholders. Setting clear and achievable goals. Adapting specifications, plans and approach to different concerns and expectations of the various stakeholders. Balancing the conflicting demands of scope, schedule, budget, quality, resources and risks.

Communication channels

Communication can use both personal and non-personal communication channels to hit the target audience. Personal channels are the famous word-of-mouth, which can be made up of social channels (families, friends, neighbors, etc.), advocate channels (sellers), specialized channels (independent experts who make contact with target buyers). And non-personal are targeted to reach larger audiences, channels such as media, sales promotions, events, and public relations. We can say that everything the company can do to attract its buyers to purchase its products or services we can call a communication channel from the layout of its store to the product or service and the service, with this the company has to understand the importance of investing in this sector.



Companies should distribute the communications budget among the eight main forms of communication — advertising, sales promotion, public relations and advertising, events and experiences, direct marketing, interactive marketing, word-of-mouth, and sales force. In the same sector, companies can differ considerably in terms of the choice of forms and channels. (Kotler, 2012, p.526)

ENTREPRENEURSHIP

According to the information available on the Industry Portal (2023), it is understood that entrepreneurship can be defined as:

It is an ideal from which new opportunities are identified to be explored and developed, based on acquired knowledge that is used to create a new process, product or service in order to make the user's life easier. With the objective of generating economic, social and environmental value, this ideology can be described in people as an innovative spirit that is contagious if well explored within organizations.

The same author Portal da Indústria (2023) presents concepts about entrepreneurship:

Entrepreneurship is an activity that had a major turning point for the market, its development has brought great benefits to countries, such as quality of life, innovation, employability, competition, product mix, turnover in the economy and a boost in talent inspiration.

The so-called entrepreneur is the combination of the awakening of skills and behaviors of a person who has a call to open a business, the so-called entrepreneurship, it involves motivation and willpower, to become an entrepreneur it is necessary to have a series of *Soft skills*, *Hard skills* and *Deep skilld*. With this we can say that entrepreneurship can be developed and improved over time.

ENTREPRENEUR SKILL

Still with regard to such important skills for the entrepreneur, Crispino (2017) points out the following aspects:

Soft skills

These are subjective skills, much more difficult to assess. They are also known as people *skills* or interpersonal *skills*, because they are related to the way you relate and interact with people. Such as: Attitudes, Communication, Conflict resolution, Creativity, Critical thinking, Decision making, Empathy, Ethics, Resilience, Persciency, Motivation, *Networking*, Patience, Persuasion, Positivity, Management.



Hard skills

They are technical skills, which can be learned in online or face-to-face courses, whether college or technical, we can say that it is theoretical and practical learning, so that you learn through study, with handouts, classroom, books, websites, articles, and even at work, examples: Graduation or Certificates, Administration, Accounting, Carpentry, Construction, Editing, Engineering, Finance, Health Care, Production, Laws, Mechanics, Information Technology, Programming, among others.

Still, in this sense, Souza (2021) represents *Deep Skills* as:

Deep skills

It is employees' personal skills and attitudes that are responsible for creating motivation. It is essential for the development of skills, in various technical and interpersonal knowledge. We can say that it is also linked to the ease of obtaining knowledge and practice, enabling your professional and personal improvement. We can say that *Deep Skills* is related to: Self-confidence, Self-esteem, Honesty, Happiness, Compassion, among others.

The Industry Portal (2023) brings us important information about entrepreneurship, such as that it is very important for the entrepreneur to have these skills to build a successful company, however we can characterize an entrepreneur as one who has a future vision of the organization, he spares no effort to open and manage his own company, an entrepreneur cannot be afraid to take risks, However, he strives to keep the company developing and look for opportunities. [...]

According to Sebrae (2022): The entrepreneur has to be proactive, have a foresight, in case if something will compromise his business or if it will spread it positively, the entrepreneur has to know how to lead the way so that it does not have impacts that can result in negative, bringing bankruptcy and problems to his company, which is why it is necessary for the entrepreneur to know his market segment, Always seeking to improve your knowledge, and *networking*, as it is important to relate to entrepreneurs with experience, and knowledge about managing your business.

It is worth noting that the entrepreneur also knows the importance of each department of an organization, being them the financial department, human resources department, legal department, accounting, logistics, marketing, and knowledge of each process of the organization, as each of them has a fundamental role for permanence in the market, so he has to have efficient and effective management.



For Silva and Sanches (2013), there are some essential steps to undertake, such as: Identify business ideas or opportunities, conduct market research to validate their feasibility, craft a consistent business plan, seek financial resources if necessary, develop a high-quality product/service, promote and market your offering effectively, manage your venture efficiently, be open to learning and adapt along the way.

According to the SEBRAE Agencies website (2023):

In the first half of this year, Brazil had a positive balance of 868.8 thousand small enterprises created in the country, including microenterprises, small businesses and individual microentrepreneurs (MEI). Of this total, close to 1.9 million small businesses were opened, while 1.1 million were closed. The data are from a survey carried out by Sebrae based on data from the Federal Revenue Service.

Brazil is growing in the field of entrepreneurs, we can look at the data following the purchase of previous years.

Micro enterprises (ME) and small businesses (EPP) accounted for a balance of 183.1 thousand new companies opened in the first six months of 2023. This year's result was the best in the last three semesters. The second half of 2022 had a balance of 168 thousand new ME and EPP in the country, while the first half of that same year registered 171.7 thousand. The second half of 2021 had a positive balance of 168.9 thousand small business openings.

CASE STUDY: MARKETING PLAN DEVELOPMENT

OBJECTIVES

Leverage the store's profile, increasing its engagement and converting its views into possible sales, from this improvement, increase the product mix, based on the profile of the target audience.

STRATEGIES

The marketing planning of this study comprises the organization of one year, therefore, it was idealized as an application of this plan and the construction of the schedule, the marketing actions in the period of the second half of 2024 and the first half of 2025.

Target audience

Men in the age group of 16 to 40 years. Among classes B, C, D. With an income between R\$ 1,640.00 to R\$ 7,000.00



Differential

The store's differential is the quality standard of its products, as the store sells t-shirts with Peruvian knitted fabric, as well as a variety of accessories, which complement the style of the clothes.

Positioning

The store seeks to be up to date in the world of men's fashion, offering quality products at affordable prices, offering efficient and exclusive service to each customer.

STRATEGIC METHODS APPLIED

Analyst SWOT

Forces

Quality products such as Peruvian mesh, speed in the delivery of its products, personalized service that seeks to satisfy the needs of its customer. Wide range of colors on the shirts and varieties of glasses to put together your *look*.

Brotherhood

The investment in buying inventory, the difficulty of serving long-distance customers, the way products are displayed on Instagram.

Opportunities

Increase the engagement of the online store, attract customers in other media besides instagram, such as facebook and tiktok, seek improvement in the areas of marketing, increase service to the national level.

Threats

Competitors with the same product profile and with a greater variety of accessories as well as clothes, cords and blouses. Scope of product deliveries and time of service of these deliveries. Customers already loyal to buy from competitors.

4'p Marketing Compound

Product

T-shirts, polo shirts, Bermuda and Oculos.



Their clothes are with Peruvian knit quality, with sizes of S, M, L and XL.

Regarding warranties and returns, the store follows the rules of the C.D.C (Consumer Protection Code) for online product sales .

Square

The store currently serves in the city of Rio Claro, where its stock is also located, with long-term plans for nationwide expansion. Its sales are currently completely *online* and its deliveries are made in the delivery format from the arrival of the order.

Promotion

The store's sales promotion is to attract its customers through media on social networks, with constant posts of its looks with products from the store, as well as updated fashion information aimed at its audience.

To boost its sales, the store can count on the outsourcing of paid traffic service, through publications on Meta: instagram, facebook and google ads for research and ads on websites.

Price

T-shirts and polo shirts: R\$ 45.00 to R\$ 70.00, shorts: R\$ 45.00 to R\$ 60.00, glasses: R\$ 55.00. Publication Boost: R\$ 6.00 to R\$ 2,000.00 Reais, depending on the reach you want to reach, being able to direct the desired audience.

TACTICS

Marketing viral

Creation of videos with current approaches in order to attract views, focus on fast service and increase comment engagement. Boost viral media on social networks such as Instagram, Facebook, and Tik Tok.

Sales promotion

Develop the store's profile, filter the target audience, creating content to reach them, attracting their interest and keeping in touch with the store, such as fashion and *looks* for the profile.

Weekly creation of videos and photos with the products for exhibition and publication and supply of the networks, supplying content for daily publications in *stories*.



Develop media with fashion topics and *look* ideas , making the profile as an information channel, thus maintaining the daily views of customers.

Boost the media created weekly with scales and observe their development and reach.

Product Promotion

Quizenally create a product promotion, with the aim of attracting new customers and reducing old stock.

Create a raffle based on reach goals, with the help of partnerships with other companies and influencers, with the objective of attracting more views and media movement. Generate media boost and observe their reach.

5.5 CHRONOGRAMS

Figure 3: Marketing plan timeline

SCHEDULE – 2ND SEMESTER - 2024																								
	JUL				AGO				SET				OUT				NOV				TEN			
Without.	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Viral Campaign																								
Video Creation	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Image Creation	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Impulse. facebook	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Impulse. Instagram	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Impulse. Tik Tok	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Sales Promotion Campaign																								
Draw the profile and filt. The profile	x	x																						
Create videos for publications	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Create looks for publications	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Create publ. com inform. About Fashion	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Impulse. facebook	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Impulse. Instagram	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Imopuls. Google Ads	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Product Promotion Campaign																								



Create promotion		x		x		x		x		x		x		x		x		x		x		x		
Create Draw			x			x			x			x			x			x			x			
Partnership with Influencer			x			x			x			x			x			x			x			
Impulse. facebook		x	x	x		x	x	x		x	x	x		x	x	x		x	x	x		x	x	x
Impulse. Instagram		x	x	x		x	x	x		x	x	x		x	x	x		x	x	x		x	x	x
SCHEDULE – 1ST SEMESTER - 2025																								
	JAN				FEB				MARCH				APR				MAY				JUN			
Without.	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Viral Campaign																								
Video Creation	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Image Creation	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Impulse. facebook	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Impulse. Instagram	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Impulse. Tik Tok	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Sales Promotion Campaign																								
Develop the profile and filter the profile	x	x																						
Create videos for publications	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Create looks for publications	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Create publications with fashion information	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Impulse. facebook	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Impulse. Instagram	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Imopuls. Google Ads	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Product Promotion Campaign																								
Create promotion		x		x		x		x		x		x		x		x		x		x		x		x
Create Draw			x			x				x				x				x				x		
Partnership with Influencer			x			x				x				x				x				x		
Impulse. facebook		x	x	x		x	x	x		x	x	x		x	x	x		x	x	x		x	x	x
Impulse. Instagram		x	x	x		x	x	x		x	x	x		x	x	x		x	x	x		x	x	x

Source: Own Authorship (2024)



BUDGET

BUDGET –2024/2025				
	Unit Value (per 3 day)	Number of ads	Daily Reach.	Value per Month
Impulsionation Facebook(when)	R\$ 26,00	11	8.4mil to 24.1mil	R\$ 286,00
Impulsionation Instagram(meta)	R\$ 78,00	11	8mil to 21 mil	R\$ 858,00
Google Ads	R\$ 78,00	4	560 à 1.180	R\$ 312,00
Impulsionation Tik Tok	R\$ 172,61	4	24 thousand to 88 thousand (custom/profile)	R\$ 690,44
Influencer Partnerships	R\$ 350,00	2	50mil	R\$ 700,00
			TOTAL VALUE FOR THE MONTH: R\$ 2 846.44 TOTAL AMOUNT PER YEAR: R\$ 34,157.28	

CONTROL

At first, it is necessary to launch the first advertising ideas, with the publication of content and media boosting, following their development and return on investment applied.

With the campaigns in action, first, their development will be observed daily by the view counts, if the proposed campaigns are delivering the views proposed by the platforms.

Then, with these results, if necessary, a new path will have to be planned to achieve the goals of reaching your target audience and increasing clicks.

If what was used at first works, in addition to maintaining the same planning, a greater investment will be made in the medium. Control needs to be flexible to events, as advertising is uncertain and needs the public's acceptance for its engagement.

Using these visualizations, the media will be used to create a communication channel, through questions and answers, both in publications and comments, bringing necessary information and direction for future publications.

Thinking about the objective of this marketing plan, sales should be in parallel with views and interactions on the profile, analyzing your inventory and using the information collected to supply the inventory.

The schedule of this marketing plan was designed to reach the largest number of people who fit within the target audience and its interconnected, being developed according to the budget applicable to the current initial scenario of the company, knowing that its development is aligned with its growth.



FINAL CONSIDERATIONS

It is concluded that the development of a marketing plan starts from the idealizations of the person responsible for the business, its objectives must be very clear and goals already outlined. As already said, difficulties will be part of development and it is in them that the adaptations and intelligence of the responsible team will be tested. With the advancement of information getting closer and closer, the need for entertainment makes the public ask more and more for something new and draw their attention to the point of sharing it with their loved ones.

Knowing your audience is one of the main rules for your growth, as it is with this knowledge that you will have ideas to attract them and make them loyal.

Following the schedules and budget during this implementation period is necessary, so that there are no doubts and fears along the way, as this path needs to be safe and attentive so that it does not go too far beyond what was planned, no matter how uncertain the result is, it is necessary to monitor and be cautious when changing, There is a risk that we must study.

Therefore, closely monitoring the planning is necessary, so that they have better results, having focus and discipline will help a lot for the goal to be accomplished and it is also necessary to observe customer feedback and try to improve what is being done, to ensure the success of the strategies, always seeking to analyze the market, your target audience.

With this in mind, the objective of this study was achieved, carrying out a planning of what will be done, an analysis of the best choices and the development of a proposal to be implemented based on the current market.



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