

## **Site Objectives**

### **Nicole Mears - Web 202**

American Puparel is an online company that sells dog clothing and accessories. The name "American Puparel" is a play on the name "American Apparel" which is a North American clothing manufacturer, designer, distributor, marketer and retailer based in Los Angeles, California. They are known for their effortless basics and iconic fashion favorites for women, men and kids. American Puparel will mirror American Apparel; an established and respected brand. American Puparel promises to deliver high quality basics for your dog to wear every season of the year. People that see your dog wearing American Puparel will know you and your dog are trendy and sophisticated.

American Puparel is different from its competitors in that it is marketed towards trendy millennial men and women. Many dog apparel companies are loud and frivolous. They feature costumes such as frilly dresses or shirts with silly sayings. American Puparel offers items that will not draw negative attention to you or your dog for looking like a joke. The clothing and accessories will be neither masculine or feminine; just practical because after all, dogs can't have gender identities.

American Puparel is a company focused on high quality clothing and accessories. It will not offer toys or food like other companies do. Because of this, our customers will know how much time and energy is spent on perfecting the products sold. Customers can be confident in the fact that clothing and accessories is not just American Puparel's focus, it is their passion.

Given our customer's demographics, American Puparel will do targeted advertising on social media. We will also partner with social media influencers to make posts with their dogs wearing our products. This type of advertising will target trendy, young dog owners on social media who will in turn spread the word about our products.

Because American Puparel is a start-up company, there is no previous data on success metrics for comparison. Any traffic and purchases on the site will be considered a success.