

Group Project Worksheet

What is your product name? Krandre Custom Dresses

What does it do?

It is an app where you can create your dream dresses. After you are done making your dress on our app, the design then gets sent to our top notch team of designers. It will then be delivered to you in the next 1-2 business days.

Its an app where you can design your own dream dress and get it custom made to your enjoyment.

What does your product look like (what is the design)?

Its an app.

How do I know your product is good quality?

High classed designers are assigned to create your dream dress.

What are the features and benefits about your product?

We are a one of a kind business and are dedicated to making the perfect dress for you

How much is your product?

varies according to materials used on your dress. least expensive starting at \$90 and most +xpensive ending at \$1000

Where can consumers buy your product?

make products online, no store location`

What are some of the promotions that you are running for your product? Describe

The app will have sales and promtions according to the season. One prommotion will be that your first dress will be free from shipping charges and it is 25% off. Regarding the seasons, you will be able to make a dress according to the season for 50% off (Only one dress)

Who are you intending to sell the product to? (Age, gender, lifestyles, culture..etc)

We intend to sell our product to womenfrom ages around 14-50+ and of all sizes.

How are you fighting against the competition?

We are fighting against the competition by advertising on social media that teenagers and ladies are most likely to go on everyday. For example, instagram, twitter, and youtube ads. Also, we're putting out commercials on the channels that are mainly related towards women. By putting these dresses in the magazines, more women are likely to buy the dresses because seeing how flattering they look on models, they will proceed to buy them. Also, these dresses come in different sizes and patterns that you get to create or pick from our top sellers. so everyone can feel comfortable in their own skin.

How are you going to market your product?

We are going to market our product by broadcasting our products on television. We will use a famous model to show off how our dress makes our customers body look like an hourglass. We will also make paper advertisements in popular magazines and billboards around the city.