

Brand Building for Profit

Table of Contents

SECTION 1	
A LITTLE BRANDING HISTORY	1
SECTION 2	
THE POWER OF A BRAND	19
SECTION 3	
MARKET RESEARCH	29
SECTION 4	
TREND RESEARCH.....	45
SECTION 5	
MARKETING PLAN	51
SECTION 6	
MARKET ENTRY	65
SECTION 7	
PRODUCT DEVELOPMENT.....	69
SECTION 8	
BRAND PROTECTION	73
SECTION 9	
COMPLIANCE ISSUES	89
SECTION 10	
CONCLUSION	93
APPENDICES	103

First Branded Label

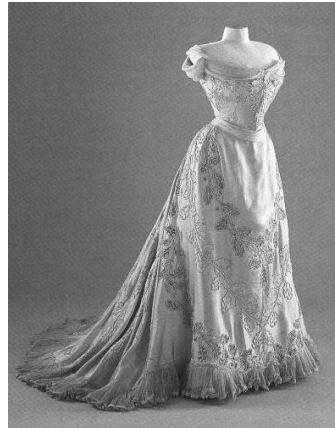
In 1858 Charles Fredrick WORTH, an English fashion designer working in Paris, created and marketed his designs worn by his attractive French wife. She and her clothes attracted much admiration and created a demand for Worth's designs.

He then won the favor of the Empress Eugenie, the wife of Emperor Louis Napoleon III.

Fashionable and wealthy women from both the French and English courts rushed to be his clients.

Worth created clothes for the "right" women to wear. The wearer's looks had to be first approved by him before he would create for them.

This created a demand for Worth's clothing, and so the first branded label was born.



Definition of a Brand

A name, term, sign, symbol, or design, or a combination of them, intended to identify the goods of one designer and to differentiate them from the competition.

What is Brand Awareness?

When a brand name comes to mind when thinking about a particular product category:

- Nike
- Kleenex
- Xerox

What is Brand Image?

The association that comes to the consumer's mind when contemplating a particular brand.

In today's global market place, a name or logo is an important element that will allow a product to be recognizable as a universal reference point.

Elements of a brand must be striking enough to create an indelible impression.

Decide Where the Market Can Bear Another Clothing Line

It will be important to invest the time in answering these questions before you begin your business:

- Who is your customer?
- What is the average age of your potential customer?
- What is the average educational level of your customer?
- Where do your customers live?
- What are the types of occupations of your customers?
- What is the average income of your customers?
- Who is your competitor?
- How successful is their business?
- What works well for them and what doesn't?
- Does the market need another line?

Important: Check regularly to see what is selling and to calculate the average price point of the merchandise.

Each Garment Must be Individually Styled

- Garments should be similar to other garments in the line, and similar to garments in the preceding line. This could be fabrication, cut of the garment or design line
- Each season it is important to create new individual features of its own and at the same time retain the “look” of your brand
- These similarities represent the signature “look” for your company, one which retailers and customers come to recognize and return to buy



How to Profit From an Established Brand

- Licensing is a financial asset at a low cost and provides a revenue source
- Licensing can increase your trademark's recognition and value by extension in other territories/markets
- Licensing agreements can shift manufacturing or distribution costs and help with funding for a fast growing company, which needs funds to grow successfully
- Reduce fluctuations in business with licensing minimums or quotas
- Joint venture and strategic partnering can be important options, but it will be important to find the right partner to license your product
- Make sure to do due diligence and investigate quality of products produced by a potential licensing partner