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INTRODUCTION

It is well known that the fashion companies in London, especially luxury brands, are saturated in the Marylebone and Mayfair areas. However, East London is rapidly growing every day as it offers companies the potential to expand the business. To be more specific, the Shoreditch area attracts more younger fashion enthusiasts, customers who are aware of sustainability and are looking for the experience rather than just shopping.

Generally, the report proposes a project for opening Matches Green-East, focusing on current the hot topic – sustainability. The store concept will be situated in the East part of the capital - Shoreditch, offering a shopping experience with integrated lifestyle activities for a wide range of the audience.

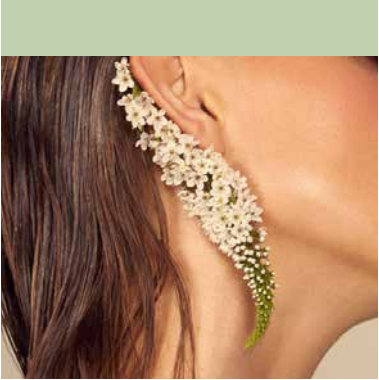
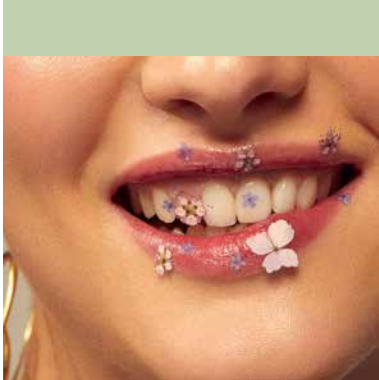
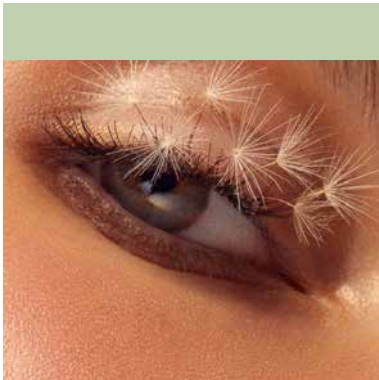


AIMS & OBJECTIVES

AIMS	OBJECTIVES
One of the main aims of the report is to explore and identify MatchesFashion.com current market positioning.	1. Understand the brand itself (identity, DNA). 2. Identify current and potential target market. 3. Identify competitors. 4. Explore surrounding markets.
Secondly, it is essential to develop a relevant project proposal for the launch of Matches Green in the East London, Shoreditch.	1. Explore the situation of East London market, in order to identify potential opportunities and risks. 2. Control and motivate the project management team to make the project work efficiently. 3. P'ropose a back up plan for the possible risks.
Finally, the project will focus on the integration of sustainability as one of the key aspects of the store.	1. Understand the behavior of the target customer at Matches Green-East. 2. Selection of the 15 sustainable brands. 3. Include interactive activities, Green Cafe. 4. Launch party proposal. 5. Proposal of the store's merchandising and rendering (visuals).

METHODOLOGY TABLE

OBJECTIVES	SECONDARY RESEARCH	FOCUS GROUP	QUALITATIVE INTERVIEWS	SURVEY
BRAND OVERVIEW	✓		✓	✓
IDENTIFYING TARGET AUDIENCE	✓		✓	✓
CUSTOMER BEVAHIOR	✓	✓		✓
CUSTOMER NEEDS		✓		✓
COMPETITOR ANALYSIS	✓		✓	
OPPORTUNITIES & THREATS	✓		✓	
HR STRATEGY	✓		✓	
SUSTAINABILITY FOCUS	✓			✓
BRAND SELECTION	✓	✓		
GREEN CAFE	✓			✓
STORE VISUALS & EXPERIENCE	✓	✓		



MATCHESFASHION

RETAILER DESCRIPTION

The British luxury fashion retailer known as Matchesfashion.com was founded in 1987 by Tom and Ruth Chapman. The business started with a launch of brick and mortar retail store in Wimbledon Village, but in 2007 founders saw their potential in moving to a digital platform in order to broaden the audience internationally. Additionally, 2013 was a special year as the store has rebranded as Matchesfashion.com to reflect its significantly successful digital profile (Ellison; 2017).

So far, the store has successfully spread awareness about its existence worldwide. Currently, it offers over items from over 450 established and emerging designers, has three physical stores across London, and one retail space, which includes luxury shopping, personal shopping as well as a media hub. Since 2010, Matchesfashion.com has shown consistent and profitable double-digit growth raising its revenues of £372 million in 2018 (Matveeva; 2019). In fact, 97 percent of the retailer's sales are generated from the online platform.

Despite the massive online sales, the luxury retailer never stopped investing in brick and mortar store experience. As mentioned before, it has already opened three stores. Nevertheless, in 2018, Matchesfashion.com introduced its brand new shopping space in 5 Carlos Place in Mayfair, where customers can have a physical and digital experience.

In general, Matchesfashion.com is facing direct competition from luxury retailers such as Browns (online and offline), Net-a-porter (online), and Farfetch (online). As well, there are other retailers to be aware of, such as Harrods, Selfridges, and Mr Porter.

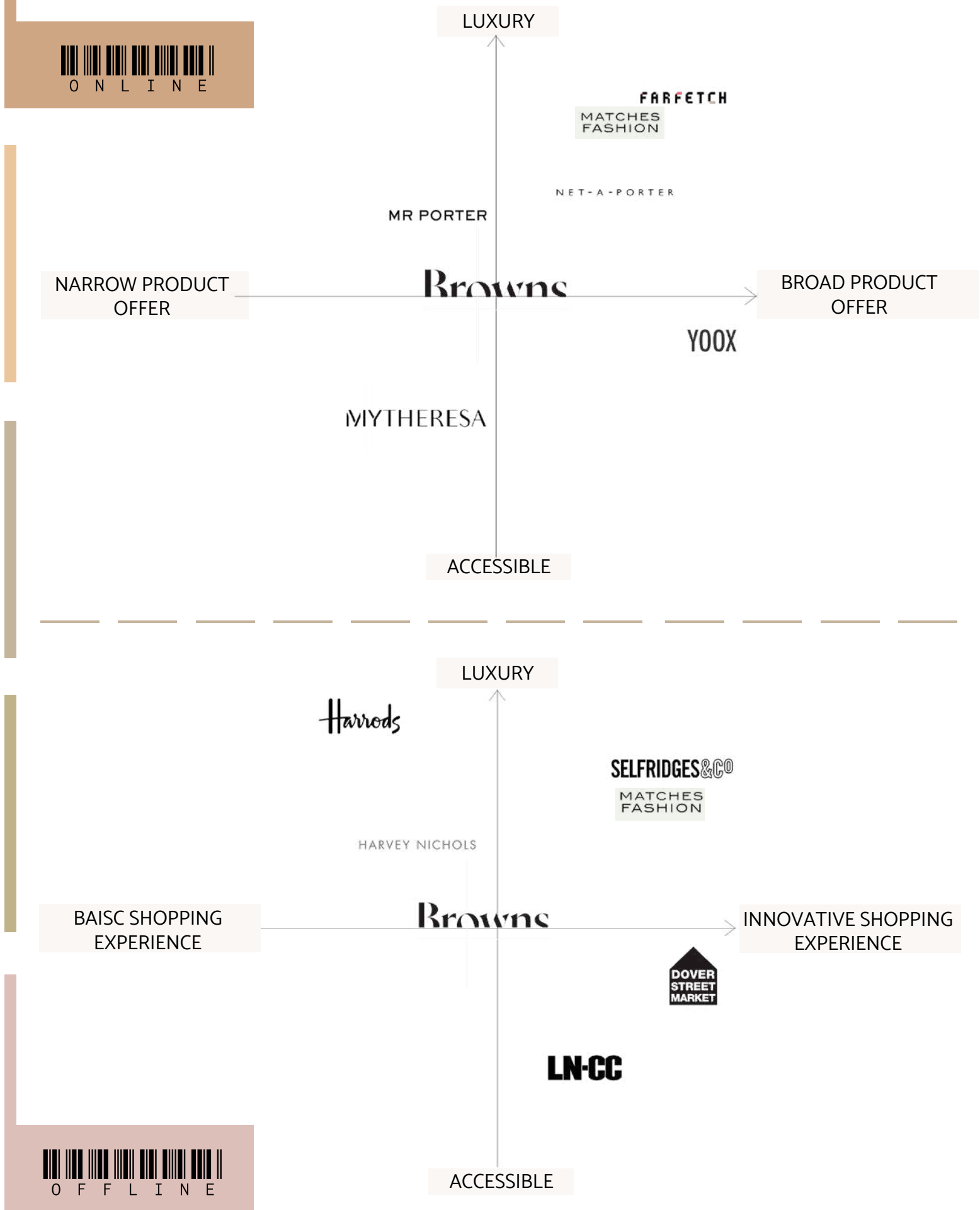
MISSION STATEMENT MATCHESFASHION.COM

"WE ARE ON A MISSION TO OFFER THE MOST PERSONAL LUXURY SHOPPING EXPERIENCE IN THE WORLD"

PYRAMID OF PRICE



POSITIONING MAP



LOGO PROPOSAL

FOR MATCHES GREEN-EAST

i'N
GREEN

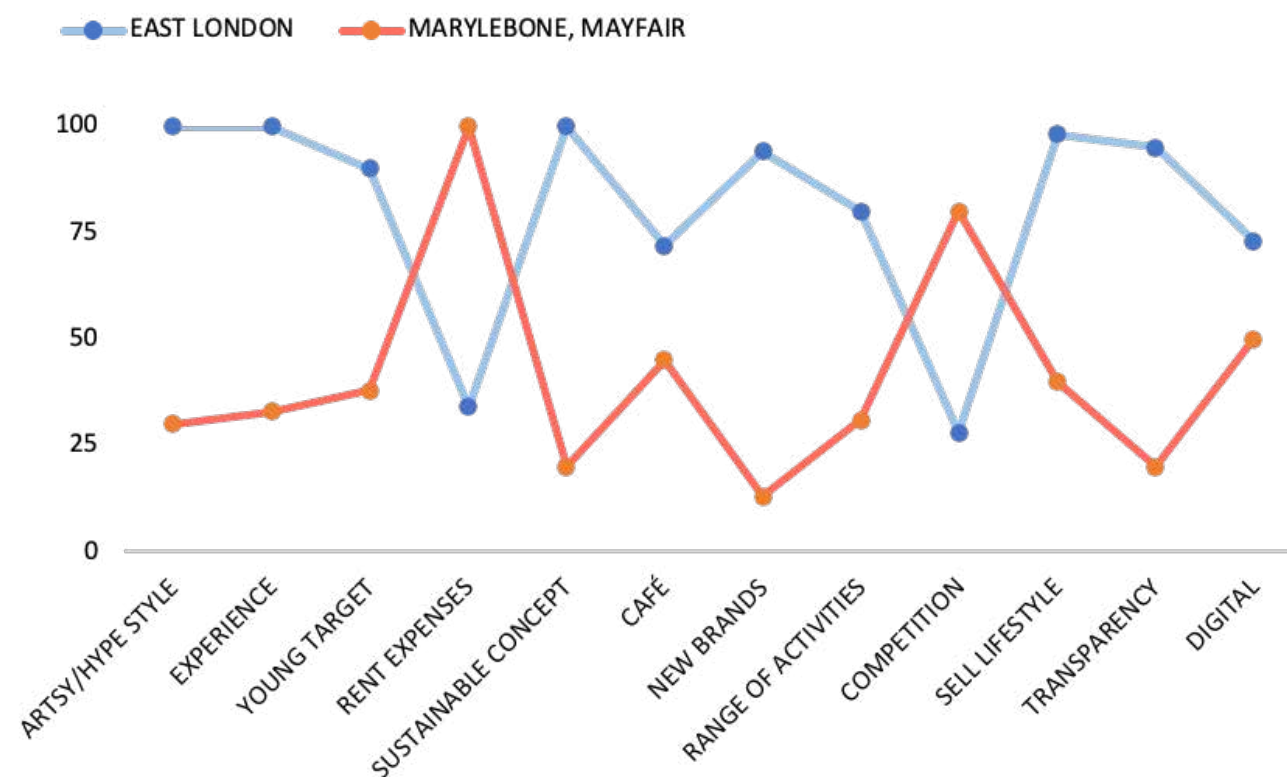
MATCHESFASHION.COM

The proposed Matches Green logo explanation:

- The big letter M is taken from the original Matches-Fashion logo.
- Green directly tells the customer that the concept of the store is based on sustainability and environmentally friendly purposes.
- MatchesFashion in the box below represents the company itself in order to clarify that Matches Green is another unique concept store by MatchesFashion.
- The whole logo in bold letters is sending the message "I'M GREEN" as well as clearly representing that store's concept is closely related to sustainability. In addition, this statement brings the attention of conscious consumer straight away.

BLUE OCEAN: MATCHES GREEN EAST

East London has been underrated among luxury fashion retailers for a while, although the situation is about to change. According to FashionUnited.uk, Shoreditch might become a “mini Bond Street” as high-end brands are opening stores within the area. The Blue Ocean Strategy is applied and presented below in order to have a clear understanding why East London seems to be a potential place to open the store.



4 ACTION FRAMEWORK

CREATE	Sustainability; Artsy/hype style; In-store activities: innovative experience
RAISE	Young target market; Interactivity (digital; in store); Awareness, eco friendliness; Lifestyle product variety
REDUCE	Rent expenses; Waste, pollution; Competition
ELIMINATE	Non sustainable brands; Non sustainable cafe factors; Use of one-off plastic

6 PATHS FRAMEWORK

INDUSTRY	Multi-Brand Retail
STRATEGIC GROUP	MatchesFashion.com
BUYER GROUP	Gen Z; Millennials; Upper-Middle class customer; Seeking for Sustainable choices
SCOPE OF PRODUCT OR SERVICE OFFERING	Deliver innovative customer experience; Encourage Sustainable Lifestyle; Educate Consumer
FUNCTIONAL-EMOTIONAL ORIENTATION	Emotional Orientation: Sustainable store concept & Green Cafe
TIME	Concept store that enhances both digital and physical interaction with the consumer. Besides, it educates and encourages its consumer to follow sustainable behavior. It is predicted that the created Blue Ocean will become a Red Ocea in approximately 1-2 years.

S

Matches Green East will mainly target habitants around Shoreditch and Old Street area as it is becoming a common place for business and living (Galliard Homes; 2019). The zone is mainly populated by Millennials who choose this place for living, working, studying or hanging out with friends. To be more specific, over 50% of Shoreditch population are millennials (between 20-39 year-old). As well, young tourists are attracted by the youthful and street art vibe of the area. Worth to mention that younger consumers are seeking for innovativeness rather than basic shopping, as well as they are sensible towards environmental and social issues.

T

Identified three main targets: local Millennials, Family, Tourist. All three segments could be considered as the Younger generation. The main focus will be taken on local Millennials, whose spending power is high, and it is driven by sustainable choice. Additionally, experience has to be unique and differ from the other retailers, because younger generation is not brand loyal, but driven by novelty. Besides, tourists have to be one of the priorities as it is profitable segment and they can be the way to increase recognition of the store internationally.

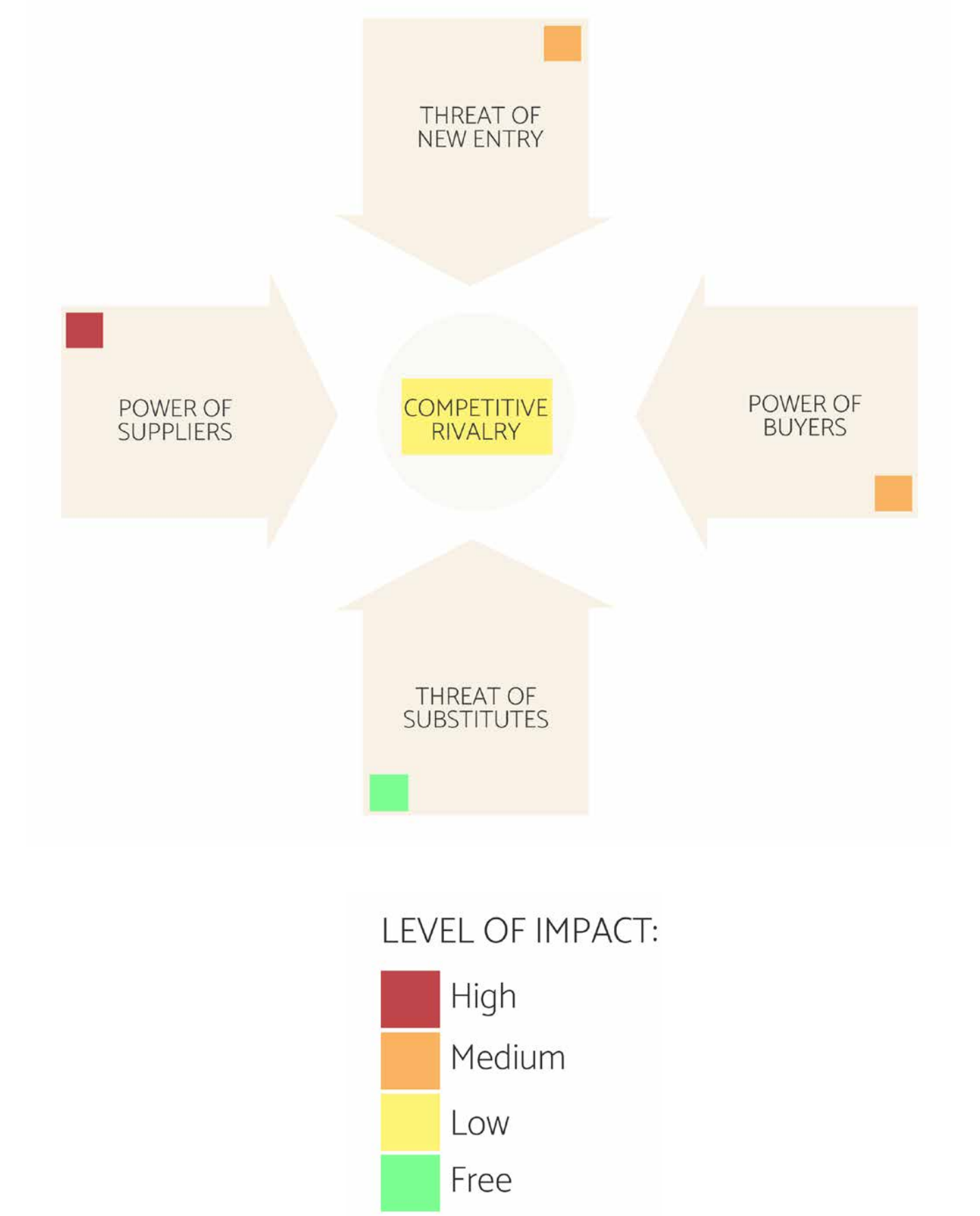
P

To attract all of the prioritized segments, the Matches East will deliver an engaging experience physically and digitally. To offer Unique Selling proposition, the main focus will be Sustainability. To be more specific, store's core value will reflect on carefully chosen sustainable brands, educational approach towards sustainability, showcasing the transparency of the supply chain and Green Café. Worth to mention that all of the staff members will be required to go through trainings regarding sustainability. In order to relate with the artsy, street style vibe of Shoreditch, various artists works will be always displayed inside the store. (The list of the artists can be found in the Appendix 3)

PORTER’S FIVE FORCES

COMPETITIVE RIVALRY	Concept stores such as Browns East, LN-CC and Gentlewench are already settled in the London East area, specifically in Shoreditch, and these competitors have successfully adapted to their east audience. Despite the fact that all three competitors offer luxury brands, Matches East will differ by choosing luxury and sustainable selection.
POWER OF BUYERS	Matches has a broad and large audience which has been reached through its well-developed e-commerce website and personal luxury shopping experience in Carlos Place, enhancing strong relationship with loyal clients. In addition, previous creative collaborations with various brands (e.g. Bottega Veneta, Prada, Meadham Kirchhoff) have massively attracted younger audience (Singer; 2018). Even though today's consumer usually chooses online shopping, it is still important to provide an innovative experience as it is very
POWER OF SUPPLIERS	There is no broad variety of luxury sustainable brands and it means that their position is stronger. It might lead to the possibility of increased prices for Matches East in terms of buying (it might affect profitability). In this case, it will be harder to choose a bit cheaper alternative. On the other hand, according to Matches Fashion mission statement it is enhancing “the most luxury shopping experience” – having luxury sustainable brands is a part of USP for Matches East and it will provide what is needed for the target audience.
THREAT OF SUBSTITUTES	While the competitors are offering mainly artistic approach, Matches East will definitely have its point of difference – sustainability. It is a unique store concept which is driven by offering sustainable brand selection, transparency, honesty and has a motive to educate the clients.
THREAT OF NEW ENTRY	East London area is a target for start-ups and emerging brands as the rent is cheaper comparing to Central zone (Marylebone, Mayfair). As well, Shoreditch and Old Street attracts majority of millennials. Many businesses might enter this area, although Matches will focus on keeping in-store experience innovative with latest technology trends in order to keep the position strong.

PORTER’S FIVE FORCES MODEL





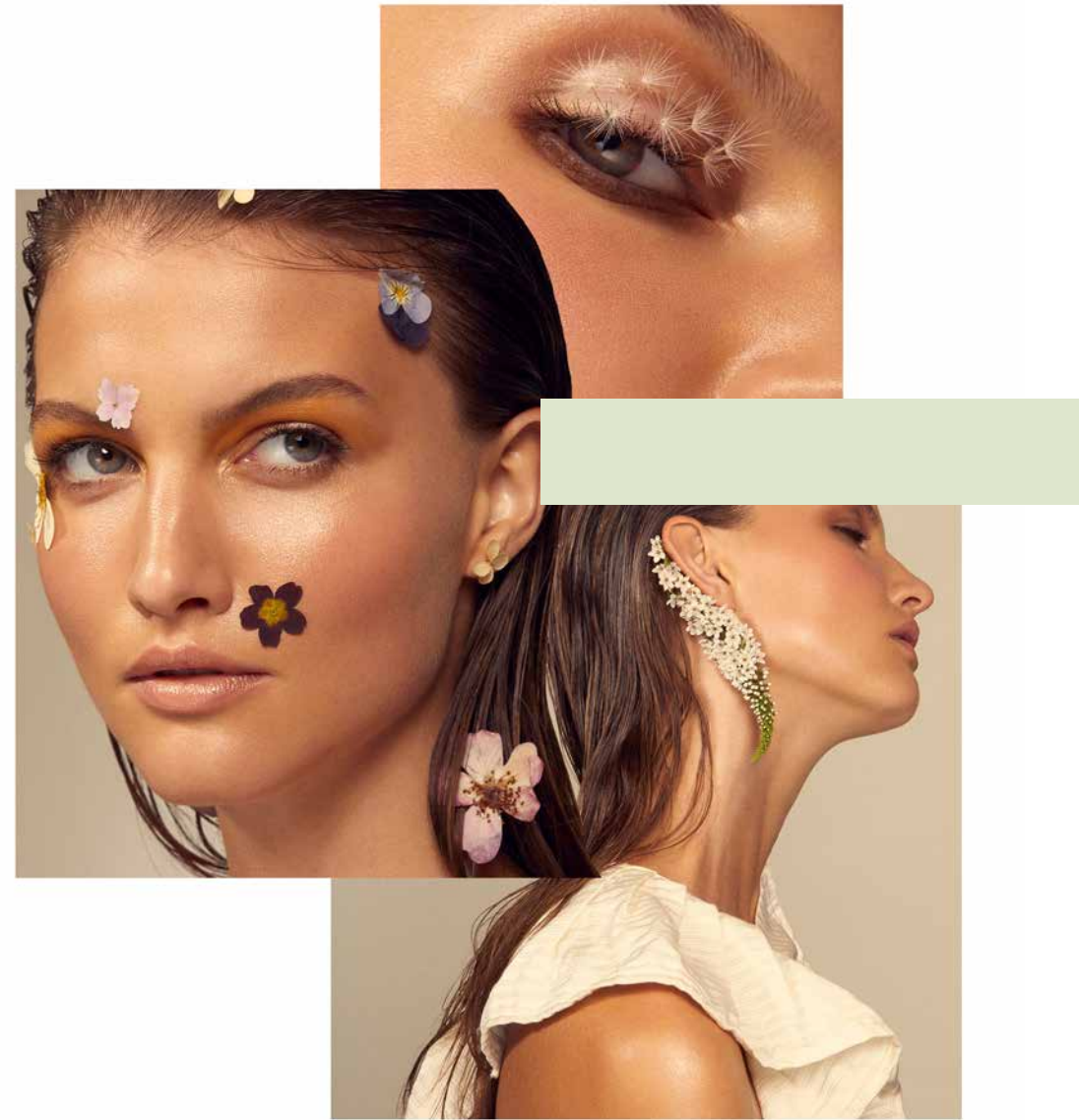
STORE MANAGER	
Roles and Responsibilities	- Plan & direct the day-to-day operations of the store. - Develop strategies to improve customer service, drive store sales, increase profitability, create store policies. - Ensure maintenance of inventory accuracy. - Ensure the achievement of business goals and strategic projects. - Ensure customers needs are met. - Complete store operational requirements by scheduling and assigning employees. - Protect employees and customers by providing a safe and clean store environment. - Update colleagues on business performance, new initiatives and other pertinent
Competencies	- Commercial awareness. - Proven ability to manage teams and drive long-term results. - Big interest in fashion industry and sustainability, new technology. - Skills managing conflicts (quick response to an issue), developing a team closely. - Strong communication skills. - Team-player mentality.
Experience	- More than 4 years experience in fashion industry (retail) would be desirable

SUPERVISOR	
Roles and Responsibilities	- Supper the store manager in day-to-day store activities, deputising in their absence. - Provide and ensure a high level of customer service (online and offline) - Assist in store's merchandising, display maintenance. - Constantly co-ordinate inventory. - Ensure that the staff is right for Matches Green East. - Prepare end of the day cash up. - Provide a report of employees performance for the store manager.
Competencies	- Proven ability to drive long-term and short-term results - Talent for coaching and developing a healthy relationship within the team. - Ability to response quickly to any problem. - Passion for fashion industry and sustainability, new technology. - Good, motivating team-player. - High level communication skills.
Experience	- More than 2 years experience is required.

SALES ASSISTANT (full-time & part-time)	
Roles and Responsibilities	- Greeting the customers who enter the store, make them feel comfortable and provide help if needed (assist in selecting the right products while offering an advise). - Involmenet in stock control and management. - Balancing cash registers with receipts. - Process the sale in professional and confident manner while maintaining a friendly relationship with a customer. - Update yourself on all of the product lines and products, follow up on current and upcoming fashion trends. - Gather and collate client's CRM details to follow up with the client's purchasing history, make the shopping experience more personal for returning customers.
Competencies	- High level communication skills. - Team-player mentality. - Proven ability to drive results. - Positive attitude. - Quick in responding to a problem. - High interest in the fashion world, sustainability.
Experience	- At least 1 year experience in the retail.

BARISTA	
Roles and Responsibilities	- Greeting the customers who enter the store, make them feel comfortable. - Ensuring the quality of the food and beverages. - Prepare organic and aesthetically pleasing drinks and cocktails following the provided guidelines. - Edit menu occasionally. - Monthly propose a new limited edition themed dish. - Take control of raw materials (availability). - Ensure that the place is clean.
Competencies	- Positive, friendly attitude. - Quick response to a problem. - Great cooking abilities. - Passion for sustainability and creativity.
Experience	- At least 2 years experience in the high level cafe/restaurant . - Graduation from a chief school would be desirable.

BODY GUARD	
Roles and Responsibilities	- Greeting the customers who enter the store, make them feel welcomed. - Ensuring that everybody who enters the store is safe. - Tracking the number of people entering the store with 'clicker'. - Help and direct the client if he/she is looking for something specific.
Competencies	- Positive, friendly attitude. - Quick response to a problem. - Very attentive. - Great strength - Preferably taller than 185cm.
Experience	- At least 1 year experience would be desirable.



SMART GOALS	
Matches Green East aims to deliver successfully core values and provide a very attentive and innovative shopping experience, differ from the competitors and most importantly ensure customer's loyalty.	
S	Fulfill customer experience through innovativeness and interactivity while keeping the high quality standards. As well, deliver the core values of the concept store through attentive selection of the brands, Green Cafe, interior, sustainable initiatives, transparency and honesty. Try to attract new customers while keeping the current ones excited. It is estimated to have at least 550 pp/wk and 17% of them returning within 3-4 months.
M	To make sure that the goal is trackable, the body guard will be responsible for tracking the customer entering the store with 'clicker'. For any purchase made in store, each client will be asked to fill the form to set up a customer base. In case the customer has already registered,, the shopping assistant will ask only to provide the full name.
A	For the further improvement of the store, customer will receive an online survey via email. For completing the survey, the customer will be awarded with a discount voucher which can be used in the period of 3 months. As well, it will be possible to complete the survey in store right after the purchase is made., Sales assistant will provide an iPad to complete the online survey on spot.
R	As the database will be developed, it will help the team to encourage customers to come back to the store. The voucher given for taking the online survey will ensure that most of the clients who received the voucher will come back soon, or if they did fill in the survey in store - they might make another purchase straight away.
T	Matches Green is a one of a few multi-brand retailers that is intensively focused on sustainability. It is likely to believe that green oriented consumers will come back few times within 4 months period. Might be not only for shopping reasons but for the Green Cafe or store events/activities. It is believed that within 4 months period, there will be over 1200 clients registered.



HR STRATEGY: PROJECT

Considering the project budget, there is a possibility to hire three executives: Brand Executive, Customer experience/Marketing Executive and Food & Beverage Executive. Job descriptions for each executive are provided in the following pages.

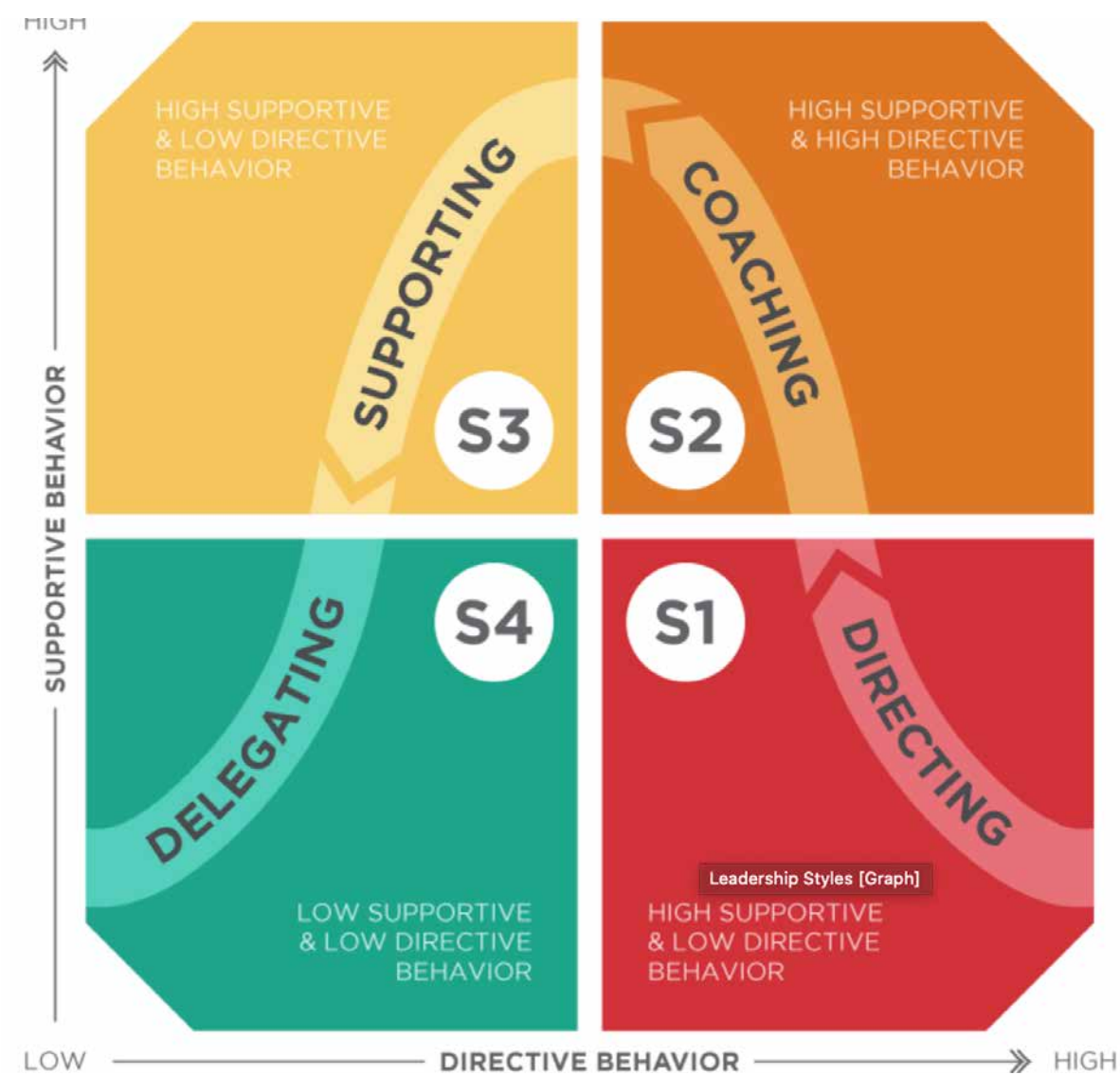
BRAND EXECUTIVE DANIELA	
Roles and Responsibilities	- Select most relevant sustainable 15 brands for the new store concept. - Ensure product availability at optimal prices through proper negotiations with suppliers and through the best procurement terms. - Ensure that the delivery of products is on time (if not, find an alternative solution how to minimize the risks). - Be responsible for the stock management of all products in the brand portfolio. - Ensure that payments are made on time. - Work closely with brands for the capsule collections. - Conduct regular product training for staff and partners. - Submit systematic activity and results reports as requested.
Competencies	- Advanced in Microsoft Excel for macOS and Windows. - A broad knowledge about sustainability (in fashion industry and in general). - Proficiency in one or more foreign languages (French, Italian, Mandarin, Russian, Spanish) would be desirable.
Soft Skills	- Strong communication and negotiation skills. - Good organisational skills, team-player mentality. - Attentive. - Reliable, responsible and responsive. - Good time management, working under pressure, flexibility.
Experience	- Undergraduate degree. - At least 3 years experience. - Post-Graduate degree would be a plus.

C.E & PR/MARKETING EXECUTIVE CHRISTOPHER	
Roles and Responsibilities	- Establish customer support practices. - Ensure customer satisfaction. - Develop customer loyalty through experience and campaigns. - Manage in-store events. - Promotion of the store and services. - Analyze metrics, collect feedback. - Overseeing and developing marketing campaigns. - Maintaining website and social media (provide timeline for content & activities). - Liaise with influencers. - Monitoring performance.
Competencies	- Advanced in Microsoft Excel and PowerPoint for macOS and Windows. - A broad knowledge about sustainability (in fashion industry and in general). - Knowledge in new technology.
Soft Skills	- Strong communication and negotiation skills. - Good organisational skills, team-player mentality. - Attentive. - Reliable, responsible and responsive. - Creative thinking - Good time management - Passion for knowing different cultures (to avoid cultural appropriation).
Experience	- Undergraduate degree. - At least 1-2 years experience. - Post-Graduate degree would be a plus.

FOOD & BEVERAGE EXECUTIVE LAUREN	
Roles and Responsibilities	- Responsible for selecting sustainable suppliers. - Ensure that the food and beverages are consistent with Matches Green Concept. - Ensure that the picked themes are relevant so a season and consumer needs. - Responsible for the quality and supplier's contacts. - Monthly suggest and control the limited edition dishes/beverages list. - Develop attracting menu. - Responsible for staff recruitment - Track stores performance. - Work closely with brands for further collaborations. - Work on the interior of the Green Cafe, and make changes occasionally. - Coordinate with the marketing team for any in-store events.
Competencies	- Advanced in Microsoft Excel and PowerPoint for macOS and Windows. - A broad knowledge about sustainability in terms of food and beverages.
Soft Skills	- Strong communication and negotiation skills. - Good organisational skills, team-player mentality. - Attentive. - Reliable, responsible and responsive. - Creative thinking. - Flexibility, work under pressure.
Experience	- Undergraduate degree in beverage and food department. - At least 2 years experience.

LEADERSHIP APPLIED WITH THE TEAM

Following the theory of situational leadership by Hersey and Blanchard and taking into consideration each team member's age and experience in the industry, the right leadership style for the first 2 years should be a mix of Directing and Coaching. A team of young professionals needs their leader to develop a clear understanding how to handle the situations and gain more knowledge how the works should be done, in order to boost the efficiency in achieving goals. After at least two years working together it can be predicted that the leadership style will be focused mainly on Directing style.



SOURCE: <https://online.seu.edu/articles/essential-types-of-leadership-styles/>

EXPECTATIONS FROM THE MANAGER

- Be committed to the project.
- Provide accurate and truthful status.
- Follow the project plan and defined processes.
- Demonstrate proactivity.
- Take direction, but push back appropriately.
- Propose things that make sense.
- Communicate/inform proactively.
- Be accountable for decisions.
- Be respectful of other team members.
- Maintain a positive attitude.
- Be honest.
- Be loyal to the whole team.
- Attend team meetings.
- Good time management.

EXPECTATIONS FROM THE TEAM

- Stimulate group interaction.
- Promote participative planning.
- Define all relevant work processes.
- Define performance expectations.
- Manage conflict in a constructive manner.
- Share information appropriately.
- Remove obstacles.
- Insulate team from unproductive pressures.
- Resist unnecessary changes.
- Recognize and reward achievement.
- Be honest.
- Spend off-work time with the team to develop healthy relationships.
- Do not scare the team if there is a problem.
- Good time management (avoid dual responsibility trap)

SOURCE: Heerkens G. R., 2002. "Project Management", page 94

SMART OBJECTIVES - EXECUTIVES

S	- Find a strategically applicable location for the concept store (around Shoreditch). - Attentively select and sign contracts with 15 sustainable brands, agree with the delivery deadlines. - Decide on the interior for the store, strategically arrange the floorplan. - Sign agreements with artists that are going to be displayed in the store for the first year. - Define the Green Cafe concept, select the sustainable suppliers. Ensure the quality. - Propose the plan for 1 year of in-store and online activities (customer engagement). - Organize a launch party. - Track the productivity and constantly monitor project progress.
M	- Define the target consumer and assess the approximate number of potential customers in the area. - Primary & Secondary research for the project development (brands, interior, Green Cafe menu. - Forecast the customer behavior. - Define the trends in food industry. - For online consumers: define the engagement activity. - Research the infulencers that can bring the interest for the launch party. - Team productivity and effectiveness will be measured through outcomes.
A	- Select the innovative and interactive experience that differs from what the competitors are offering. - 'Arrange a focus group of target customer and collect the feedback on the proposed ideas for the store concept activities, Green Cafe. - Make an easy to use online platform. - Arrange constant team meetings every 3 weeks (1 to 1 if necessary) - Propose an attractive store design to attract the consumers.
R	- By opening Matches Green in East London, it will help Matches to broaden the audience (main focus will be on younger generation, specifically millennials) as well as expand the business (increase long-term profitability). - Taking consumer psychology into consideration, a great performance in sales is expected. - With innovative consumer engagement, a number of loyal clients is expected. - Team productivity will be ensured with total transparency and honesty of each team member.
T	All of the aims and objectives have to be achieved in twelve months before the store's launch event happens.



	Mar-20				Apr-20				May-20				Jun-20				Jul-20				Aug-20				Sep-20				Oct-20				Nov-20				Dec-20				Jan-21				Feb-21				21-Mar				
	4	11	18	25	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	5	12	19	26	2	9	16	23	7	14	21	28	4	11	18	25	2	9	16	23	6	13	20	27	3	10	17	24	2	9	16	23	30
LOCATION SCOUTING																																																					
visiting the area																																																					
real estate meeting																																																					
RECRUITMENT OF THE TEAM																																																					
brand executive																																																					
C.E. & marketing executive																																																					
food & beverage executive																																																					
CONFIRMATION OF BRAND MIX																																																					
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CONFIRMATION OF CAFE PRODUCTS																																																					
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select the products																																																					
manage the delivery times																																																					
monitor sales																																																					
VISUAL MERCHANDISING																																																					
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RECRUITMENT OF EMPLOYEES																																																					
MONITORING OF THE DEVELOPMENT OF THE PRODUCT																																																					
EVENT LAUNCH																																																					
OPENING																																																					



RISK MANAGEMENT

Project name		Matches Green East							
National Center		UK							
Project manager name		Diana Charcenko							
Project description		New store opening							
ID	CURRENT STATUS	RISK IMPACT	PROBABILITY OF OCCURRENCE	RISK MAP	RISK DESCRIPTION	PROJECT IMPACT	RISK AREA	RISK RESPONSE STRATEGY	RISK RESPONSE STRATEGY
R1	OPEN	HIGH	MEDIUM	YELLOW	Extreme situations such as pandemics is hard to predict but it can drastically affect the businesses.	COVID-19 situation showed that during the pandemic businesses might suffer or even crash. If the country or city is in the lockdown physical stores has to be closed which leads to a lower profit, and difficulties handling employees' wages.	External Influences	Contingency Planning	Make sure that Matches Green e-commerce is fully developed for an intense demand if the pandemic happens. Ensure that all of the health protection regulations are met in order to protect the employees and customers.
R2	OPEN	HIGH	MEDIUM	RED	Poor project leadership	Slowing down the development of the project (deadlines are not met), tension between executive team members and affecting project success.	Organizational/Change Management	Prevention	Invest time in bonding and maintain good relationship with a team of executives, ensure that all of the commitments are made clear and constantly keep reminding about the goals, motivate the team. Keep the team-player mentality and support the executives if any problems occur.
R3	OPEN	MEDIUM	LOW	GREEN	Supplier cancels their duties for the project.	Less products to sell, lowers the variety of product range in store which leads to unsatisfied consumer.	Material/Project Resources	Contingency Planning	In order to prevent this type of situation, it is necessary to sign an agreement with suppliers which ensures that Matches Green will be allowed to take actions against them if the regulations are not met.
R4	OPEN	LOW	HIGH	YELLOW	Fluctuation of the currency GBP	Sales forecasts, increased price for the imports, balance sheet hedging and incoming payments are affected.	External Influences	Contingency Planning	The be sure what amount of incoming money will be, Matches and the suppliers should sign a forward contract in order to fix and exchange the currency rate on a specific date.
R5	OPEN	MEDIUM	LOW	GREEN	Too optimistic assessment of employees workload	Deadlines are not met	Organizational	Prevention	Assess each employees workload realistically, reward the employee for working overtime in order to motivate to get the work done before the deadlines, coach the team on time
R6	OPEN	HIGH	MEDIUM	RED	Shipment delays	Lack of inventory which leads to the loss of sales	Material/Project Resources	Contingency Planning	In the agreement with suppliers set the cost for delays. If necessary invest in marketing in order to satisfy the customers with the available stock.
R7	OPEN	HIGH	LOW	RED	Customer unsatisfaction about the Green Café food/beverages quality	Negative reviews online causing bad reputation	People	Mitigation	If the bad reviews occur, ensure that the Green Café response is immediate. The customer can be offered to get a refund, next time get the order for free. Ask if the customer would like to have their meal or beverage re-done. Always ask for the feedback before the customer leaves.
R8	OPEN	MEDIUM	MEDIUM	YELLOW	Demand is not met	Profit expectations are not accomplished	External Influences	Prevention/Mitigation	Work closely with the marketing team in order to develop a powerful message and make campaigns appealing for the target customer. If the demand problem occurs unexpectedly then instantly arrange team meetings in order to choose the right tactics to apply in the situation.

COVID-19 OUTBREAK

S	As the project started the COVID-19 pandemic became more serious. The executives were scared to gather for the meetings and in the second month of the lockdown it was harder to handle the workload as PR & Marketing executive was psychologically affected by the lockdown.
T	It is the project managers duty to ensure that the level of productivity is efficient and the whole team is safe and dedicated for the project. It is necessary to communicate with the team and be a coach in order to help dealing with the occuring stress or any mental breakdowns, support emotionally.
A	To ensure the safety of the team, the project manager decided to do Zoom meetings. In order to cheer up the team members during this difficult period, in each meeting all of the executives were asked to put a funny background so the atmosphere is less tense. The project manager noticed that marketing executive Christopher was very down lately. Accordingly, a 1 to 1 meeting was arranged in order to listen what problems Christopher is facing and provide any moral support that is needed.
R	The calming and inspiring speech of the project manager helped Christopher to change his perception and after two weeks, in the next arranged meeting, he was a new person who is more confident and motivated. As well Christopher understood that he is not alone and has all of the teams support. All in all, the rest of the team felt relieved and happy knowing that the project manager is not only dictating tasks, but a team-player.

INTERNAL CONFLICTS

S	Project Manager had an argument with a Food & Beverages executive Laura as not all of the information was shared on time while other executives knew the problem. The issue occured during the meeting while discussing the situation with the suppliers. Laura had not told the project manager that the main supplier has canceled the deal and she was trying to fix the situation by herself. That was a Silo Mentality case which could have led to a very serious problem if the project manager did not find it out.
T	The Project Manager responsibility is to make sure that as long as the problem is out, try to find a solution in dealing with it and ensure that this situation will never happen again within the team.
A	Project manager has arranged a one to one meeting with Laura in order to clarify all of the details related to the problem. They had to do another meeting the next day based on the solution of the issue that has occured. It was clarified that the problem is not very serious and there is an alternative for the supplier who has accepted the deal and signed a contract. After the problem was solved, Laura was strictly informed that all of the information related to the project has to be shared instantly.
R	As the issue with food supplier was successfully assessed and dealt with fastly, Laura was in a safe position. The project manager was understanding and trusting that it will never happen again with any of the executives.

DEADLINES NOT MET

S	Due to lots of workload for each executive some of the deadlines were not met in the third month of the project.
T	It is one of the main Project Manager's responsibility to ensure that all of the deadlines are met. In this case, the solution has to be clarified as soon as possible in order to get back on track and do not postpone future deadlines.
A	As the problem occured, it was necessary to arrange two additional meetings with the team of executives. The missing work for each department was clarified in detail. The project manager offered rewards for the overtime work in order to motivate the team members to intensify thei working pace.
R	Most of the next deadlines were met, only one was not possible to work out for the reasonable issues. Although, the project manager was proud to see the team not minding the overtime work and trying to do the best for the project improvement.

CONTINGENCY
At the beginning the risk was not considerably measure, the pandemic risk was mainly focused on the project itself and not the team. For the future, the project manager has to consider the risk not only in terms of processes but in terms of team equally.

MITIGATION
Instant mitigation plan by the project manager was created as long as the problem with Christopher was noticed. The pandemic risk was not evaluated enough.

CONTINGENCY
The risk was expected, although the project manager has not made it totally clear that the team has to share completely everything related to the project in order to keep a high productivity and avoid any issues within the team.

MITIGATION
The project manager though that the previous effort must have been enough in order to prevent the risk. However, the situation turned out unexpectedly. The instant mitigation plan was put into practice.

CONTINGENCY
The risk was predicted but was not considered seriously. At the beginning, the project manager must had encouraged and warned the team that working overtime might happen. The main reason is that the team is new with each other and there is no awareness about the working pace.

MITIGATION
A mitigation plan has been put into practice. Although, it was a lesson for the team and project manager that working in a completely new team always brings this kind of challenges.



BRAND MIX: TARGET CUSTOMER

Matches Green East will mainly focus on millennials, however Gen Z and older clients will not be forgotten. The age range is approximately from 17 to 40 years old. Audience is considered to be from the Upper-Class, which mean that the grade of income is generally AB, C1. In the following pages, the subcategories of target customer are presented.

SUBCATEGORIES

FOCUS ON SUSTAINABILITY

The green consumer is sincere in their intensions, with a growing commitment to greener lifestyles. They do not expect companies to be perfect in order to be considered ‘green’. Rather they look for companies that are transparent, honest and have made a commitment to improve (IISD; 2013). This consumer loves travelling, enjoys nature, outdoor activities and is interested in vegetarian or vegan culinary. As well, green consumer is always eager to learn and this means that consumer education has to be a part of strategy. In this category fall millennials and adults who are influenced by their children. In terms of gender, the main target are women (70%). Their spending power is medium as they are considered as careful spenders, however they are ready to pay more for the value.

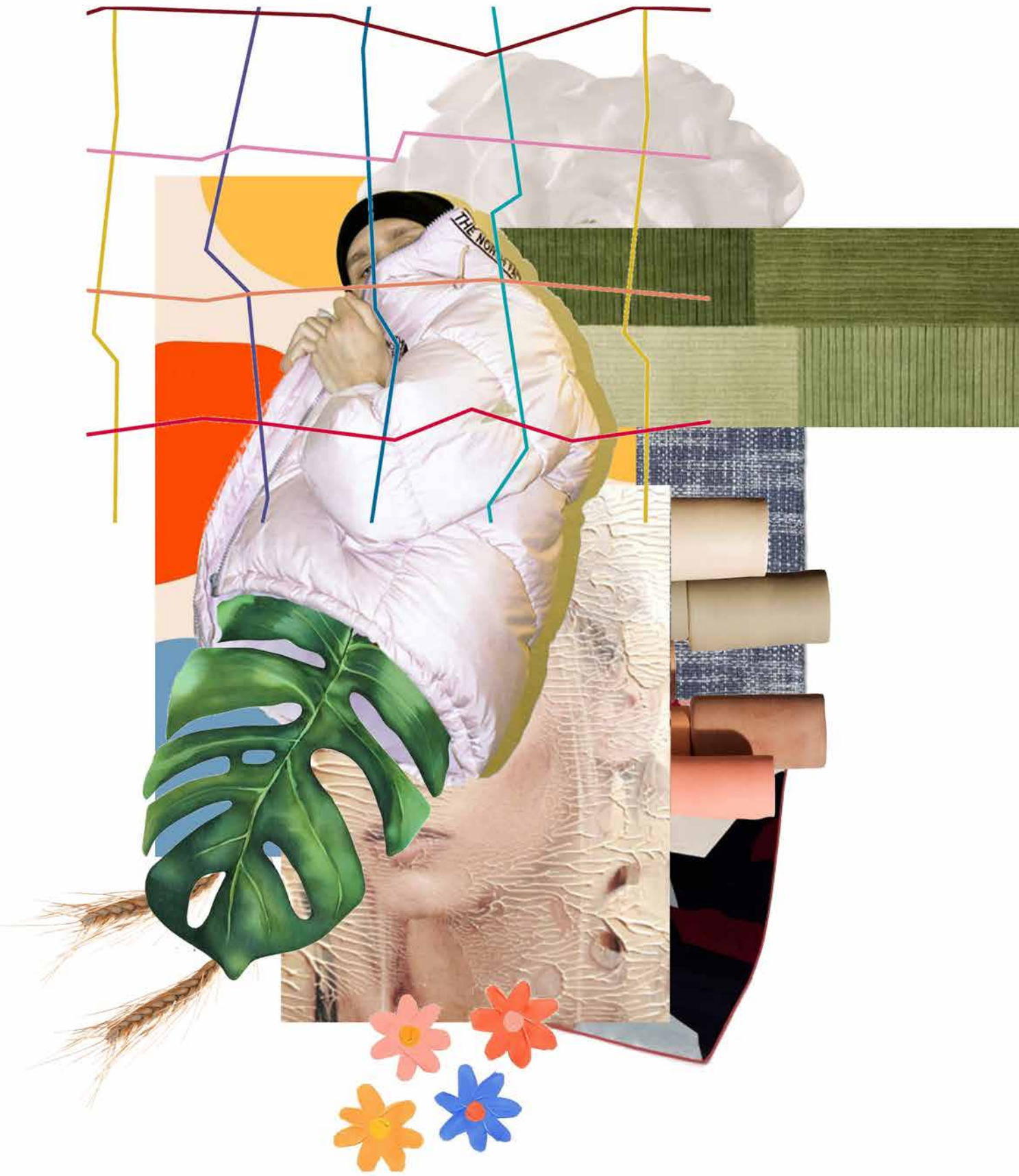
FOCUS ON EXPERIENCE

This type of consumer is seeking for an innovative, interactive experience. They are keeping temselves updated in terms of new technology. This target covers more men (60%). Tech seeker prefers the in-store experience to be digitalized. As the green consumer, this target loves to broaden their knowledge, usually they do it online. The majority has interest in games, having it in store would be a huge plus. These consumers are hard workers and considered to have a medium-high spending power. They tend to fall for impulse buying, usually the experience is the main push for them.

FOCUS ON BOTH SUSTAINABILITY & EXPERIENCE

Gendervise it's 50% women and 50% men. This target is a mix of sustainable customer and a tech seeker. Consumers who are in this sub-category, they are aware about the environmental issues, they seek for brands that are honest, transparent and are always changing towards sustainability. However, they do not care only about the sustainability. This target will be satisfied with the shopping if it is engaging. It is important to make the experience interactive and innovative/digitalized. These consumers are usually not loyal, but if the shopping experience leaves a really memomarbale impression for them - it might be a win for the store.

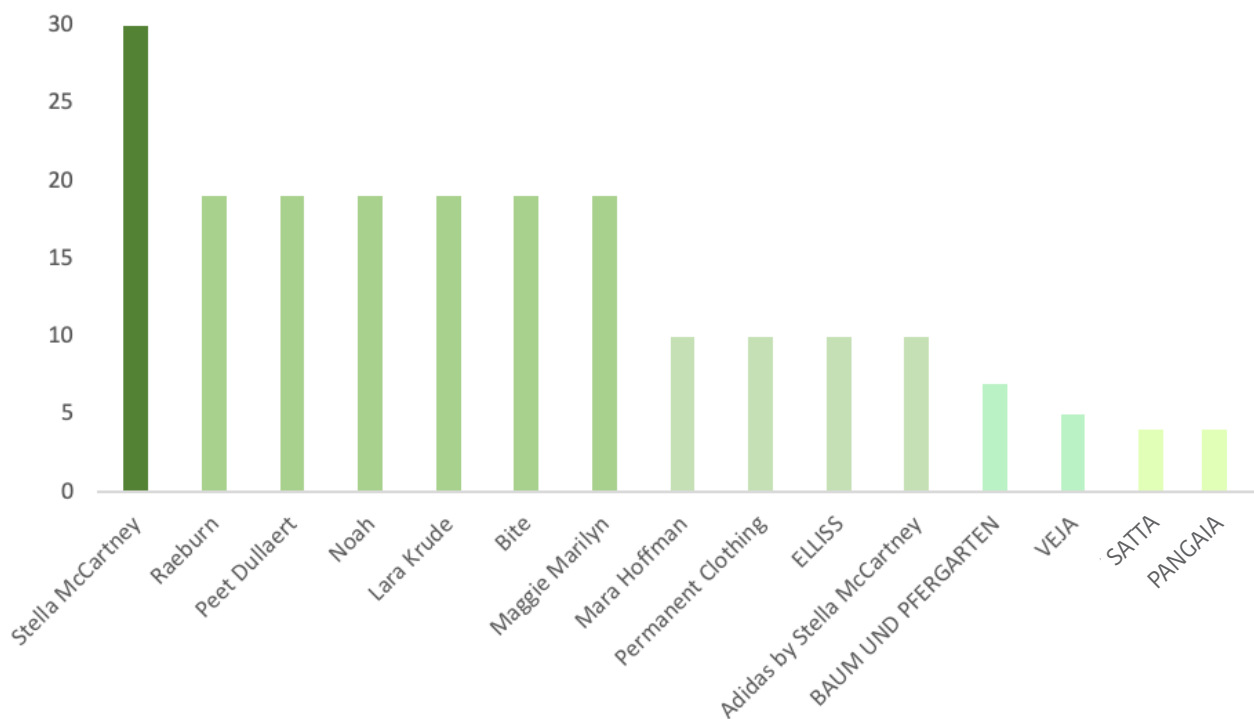
TARGET CUSTOMER MOODBOARD

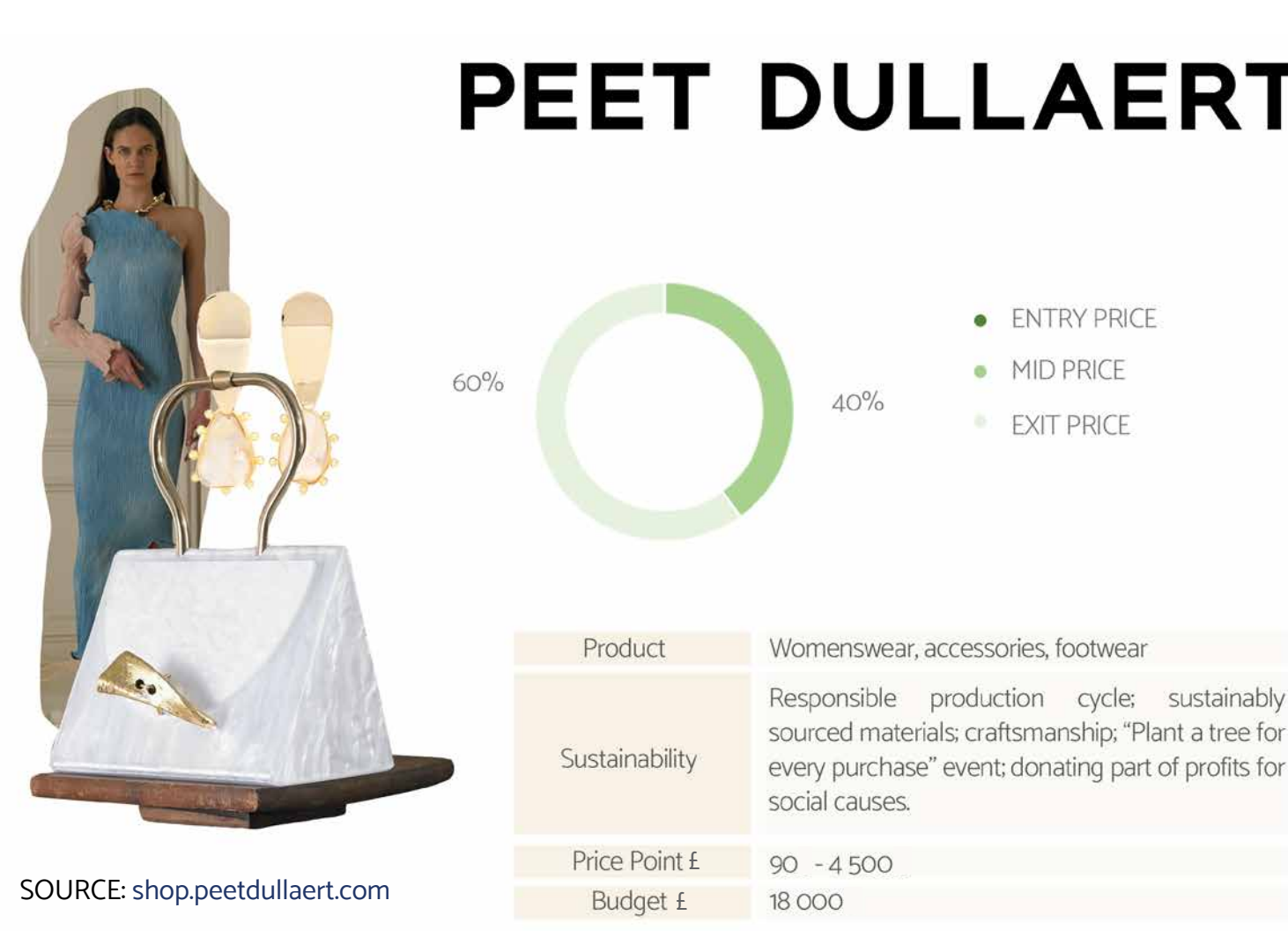




BRAND MIX PROPOSAL

All of the selected sustainable brands have been chosen while considering the main requirements: ethical, low environmental footprint, cruelty-free and honest. The main aim for the Matches Green East is to offer a range of various products which are sustainability-focused and without any particular style restrictions in order to be applicable for different tastes. According to a price pyramid for Matches Fashion, most of the focus will be on luxury on, however lower entry price items such as accessories and footwear have to be taken into consideration as well. Moreover, as the gender fluidity is becoming more recognized in fashion industry, the garments will be arranged according to the colours and style rather than gender (Sanders; 2019). Budget for the selected brands is depicted below (budget in K).

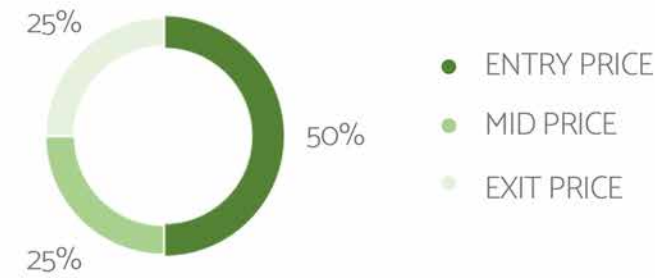






SOURCE: marahoffman.com

MARA HOFFMAN

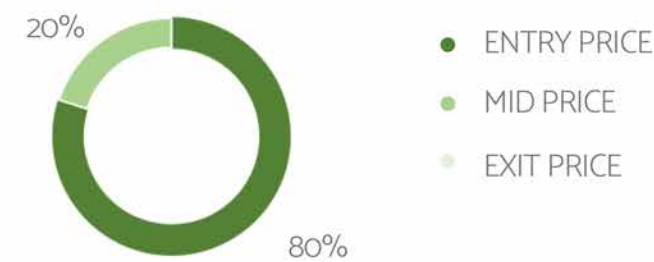


Product	Womenswear, swimwear
Sustainability	Ethically and environmentally committed since 2015; organic, recycled, regenerated materials; ethically responsible manufacturing.
Price Point £	125 - 900
Budget £	10 000



SOURCE: elliss.co.uk

ELLISS



Product	Womenswear
Sustainability	Natural fabrics; low impact to the earth; London based manufactures; decent wages; ethical work environment.
Price Point £	15 - 140
Budget £	9 000



SOURCE: veja-store.com

VEJA



Product	Trainers
Sustainability	Transparency; organic materials; vegan; upcycling; innovative, low impact materials; fair trade; workers are well-compensated; good working conditions; ethical.
Price Point £	80 - 225
Budget £	6 500



SOURCE: thepangaia.com

PANGAIA



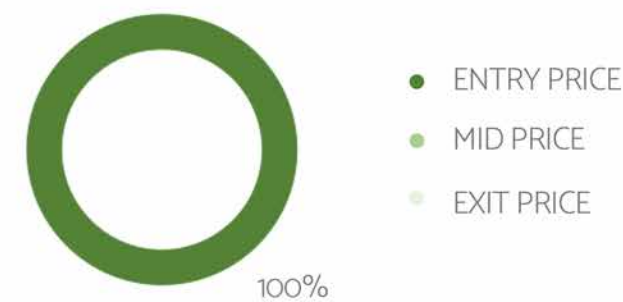
Product	Genderless
Sustainability	Sustainable materials (seaweed fiber, biodegradable, recycled materials); cruelty-free; environmentally friendly dye-botanical; compostable packaging; transparency
Price Point £	53 - 129
Budget £	6 500



SOURCE: permanentclothing.eu

THIS IS PERMANENT

MAKE SUSTAINABILITY PERMANENT

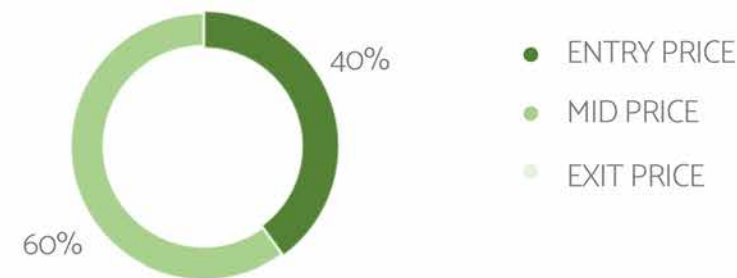


Product	Unisex
Sustainability	Transparent; manufacturers are built on highest social, ethical & environmental criteria for clothing production; organic cotton; minimal waste.
Price Point £	15 - 140
Budget £	8 000



SOURCE: baumundpferdgarten.com

BAUM UND PFERDGARTEN



Product	Womenswear, accessories
Sustainability	Focus on honesty, reliability, transparency; offers care & repair; minimal impact; cruelty-free; ethical; every worker is respected and offered a decent wage.
Price Point £	50 - 370
Budget £	10 000



SOURCE: sattaliv.com

satta



Product	Menswear, accessories
Sustainability	Inspired by nature; use of natural and sustainable materials; small collections; functional focused; simplicity; facilitates ritual and reconnection, with ourselves, each other and the natural world.
Price Point £	38 - 240
Budget £	6 500

CUSTOMER EXPERIENCE

Primary research (online survey and focus group) results have shown that innovative shopping experience is necessary to attract the target customer. However, not every aspect has to be necessarily digitalized. Consumers appreciate physical assistance with a digital implementation. To achieve a high engagement rate, online survey and focus group helped to collect and summarise what could help to provide a memorable experience. In the following pages, each tool will be explained. Primary research can be found in the Appendix 1 and 2.



POWER OF RESALE | LUXURY PRE-OWNED ITEMS



According to Emily Gordon-Smith “How to market sustainable fashion”, engaging conscious consumers involves “embracing second-hand”. The apparel resale is growing 21 times faster than other retail (ThredUp; 2020). It could be considered as a newness that does not produce waste at all. Matches Green will have a place on their website for the luxury pre-owned goods. To ensure that a purchased item is authentic, the resale will be offered through blockchain enabled purchases. As well, in the near future the development of luxury payment through cryptocurrency is expected and could be applied for Matches Pre-Owned purchases (McDowell; 2020). Resale has brought a lot of interest from younger generations as it is an opportunity to buy an item that is no longer available in the store or if the customer is hunting for a luxury vintage – Pre-Owned section provided by Matches is the right place to look at.



WORKSHOPS

Workshop can significantly increase consumer engagement. For instance, Raeburn has brought a lot of attention with their workshop/tutorial base on natural dyes. The brand has partnered with British Dye brand in order to encourage consumers to reinvent their existing items rather than buying a new ones (Delvin; 2020). An educating workshops/tutorials would be very effective in educating today’s consumer and would increase the engagement for the store. One of the main goals of Matches Green is to help the consumer to find sustainable alternatives and apply it in everyday’s life while offering an innovative and accessible experience for everyone who’s interested to know more and help the planet.



SUSTAINABLE STICKERS | MEMORY

In Matches collaboration with Prada, 5 Carlos Place was hosting an engaging pop-up shop. Part of the entertainment was the sticker maker in a shape of vintage vintage game machine. At Matches green same concept of sticker machine will be applied. Stickers will be biodegradable, made by The GREENLABEL company. There are two purposes of selling these stickers. First of all, all of the stickers will be with a different message on it related to sustainability. The green consumer will be happy to help and spread awareness about the shop or environmental/social issues that are depicted on it. Secondly, 100% of money collected in the machine will be dedicated for a chosen charity.

CHARITIES | IN-STORE TOUCH SCREEN PANEL



According to Emily Gordon-Smith “How to market sustainable fashion”, engaging conscious consumers involves “embracing second-hand”. The apparel resale is growing 21 times faster than other retail (ThredUp; 2020). It could be considered as a newness that does not produce waste at all. Matches Green will have a place on their website for the luxury pre-owned goods. To ensure that a purchased item is authentic, the resale will be offered through blockchain enabled purchases. As well, in the near future the development of luxury payment through cryptocurrency is expected and could be applied for Matches Pre-Owned purchases (McDowell; 2020). Resale has brought a lot of interest from younger generations as it is an opportunity to buy an item that is no longer available in the store or if the customer is hunting for a luxury vintage – Pre-Owned section provided by Matches is the right place to look at.

USER FRIENDLY WEBSITE



It is necessary to provide consumers a user-friendly website. Matches Green will promote their own website separated from MatchesFashion.com, although visitors on original Matches website will find an icon which will re-direct them to MatchesGreenEast.com. Website visitors will find easy-to-use e-commerce platform as well as the brief information about the Matches Green concept, commitments, news in the sustainability/innovations in fashion industry and tips how to take care of your items in order to ensure longevity. In addition, consumers will be welcomed to leave a feedback on each product they have purchased before. Moreover, the schedule of the activities happening in store will be published.

ART | ART | ART



East London area is known for its street-art. There are plenty of places to buy an art piece or it is just enough to walk through the Brick Lane. The fact makes it clear that Shoreditch area is closely connected to art and many people hanging out there are interested in it. In store, there will be various artist works displayed, especially in the open space area. Next to the art piece there will be a QR code which can be easily scanned with smartphone’s camera. The QR code will provide a full description and price in case a client is interested in it. Most of the displayed artist works will be related to environmental or social issues, trying to reach the customers mind. For instance, German photographer Marius Sperlich would be definitely invited to display his works in the Matches Green East concept store.

VR EXPERIENCE | MATCHES OASIS



In Matches Green will be a space dedicated for VR experience. It will last first two months and after this period, VR experience will be offered occasionally for loyal client circle only. The experience will be based on store’s supply chain transparency, in order to acknowledge the customer and show that Matches Green is a business that everyone can trust. The client will have a chance to explore the selected brands, see how Matches is accomplishing their promises towards sustainability. The whole experience will be made as a game: as long as the clients have VR goggles on, they will enter a “Matches Oasis” mode. The Matches Green will be associated with Oasis, meaning that among all of the retailers that are producing enormous waste and destroying the Earth, Matches will symbolise the retailer as a place where is possible to survive. In addition, at the beginning of experience, person will be allowed to create their own avatar where skin color, clothes, accessories can be applied. The items provided virtually will be the exact same garments that can be found at the store.

POP-UP | COLLABORATIONS



So far, MatchesFashion has held more than few succesful pop-up shops in collaboration with Prada, Bottega Veneta, Frieze Art Fair. In order to keep Matches Green relevant to the MatchesFashion, it will have a space for hosting interactive pop-ups in collaboration with both established and emerging brands, as well as artists. Matches Green will ensure that the occurring pop-ups meet the sustainability requirements to keep store’s green concept straight. The schedule will be set up to change the pop-ups every two months. Involving emerging brands in this project is important, because a younger consumers tends to discover new brands and support local businesses. For instance, one of the proposed brands for the pop-up would be Level Up For Earth which is dedicated to spread awareness and fund the environmental and social charities (LevelUp4Earth; N/A)

PRIVATE SHOPPING

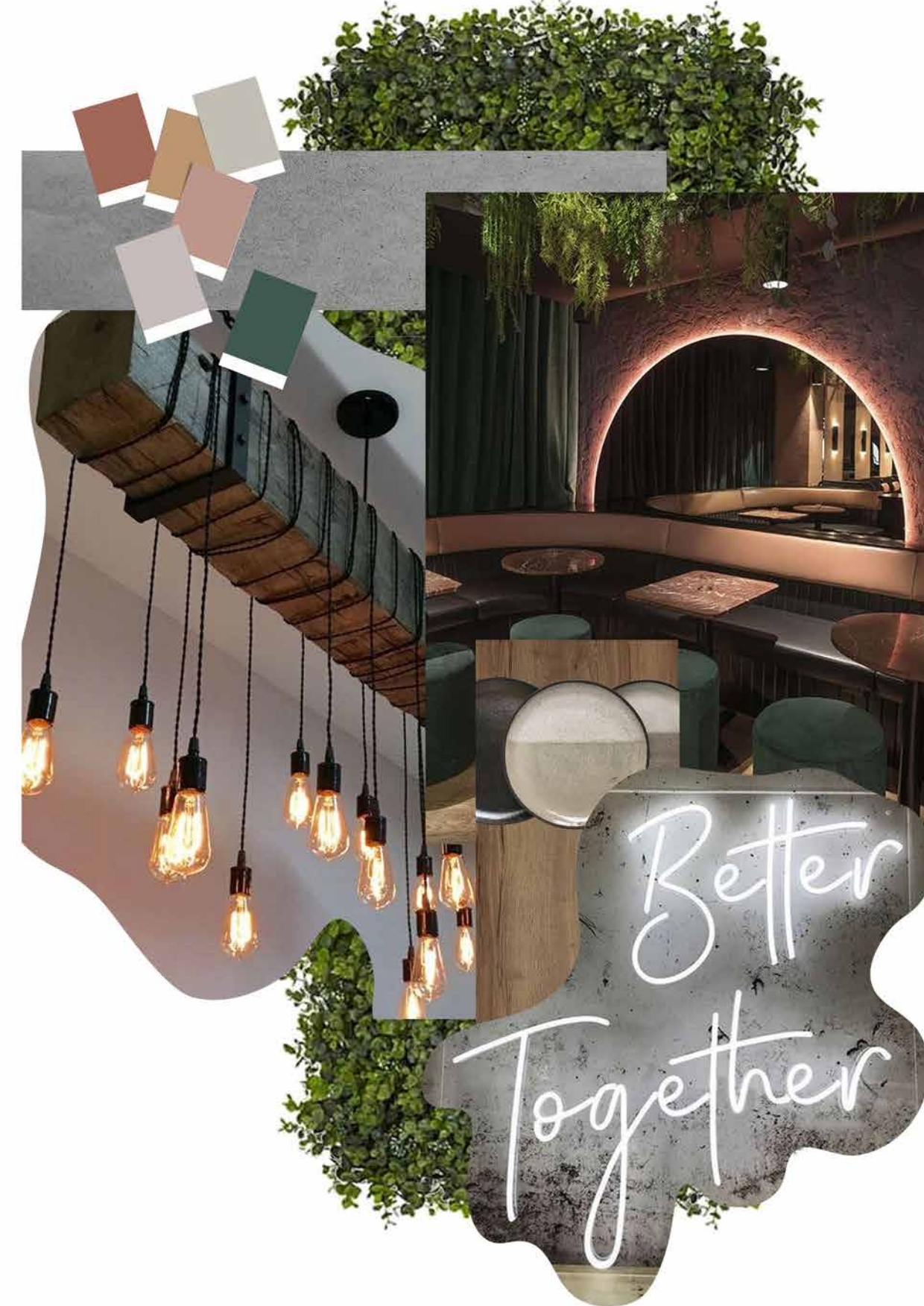


Following the success of Matches private shopping concept in 5 Carlos Place, Matches Green East will provide it as well. To satisfy existing customers and attract new potential loyal clients, the private selling at Matches Green will speficy on selected sustainable brands, will advice on product care and help consumers to choose the right item.

GREEN CAFÉ

As mentioned previously, Matches will dedicate a place in store for its Green Café where consumers can take a rest after shopping, come and spend their lunch break or simply grab a cup of coffee or energising smoothie. As well, there will be an area where people coming with laptops can peacefully work, charge their laptops and phones. Having places for working people is important because in East London area there are many students living around (more than few universities based there), free-lancers and many habitants who prefer to work at the café. Continuing with, it is necessary to invest in a good Wi-Fi installation.

Moreover, the sustainable café will not be only about vegetarian/vegan friendly food and beverages. The staff will make sure that napkins, packages for take-away will be plastic-free and biodegradable. Thirdly, from 9pm the café will turn into a bar where people can hang out with their friends or grab a pint of beer with colleagues after work. Lastly, the Green Café will offer a special menu of the month to make the menu more interesting and involve dishes inspired by specific culture, because London gathers a considerable number of different cultures.



MENU GREEN CAFE MATCHES

TIME FLIES HERE
ENJOY EVERY SECOND

BREAKFAST & BRUNCH

● MORNING OATS£5.50
Quinoa, flaxseed, steel cut oats, fresh berries.
Add: raw almond butter, banana, pure maple

● SMOOTHIE BOWL£5.50
Granola, banana, apple, blueberries, goji berries,
chia seeds, coconut, raw almond butter

● AVOCADO TOAST£6.80
Avocado, 7-grain toast, sunflower seeds.
Add: poached egg

● PESTO EGGS BENEDICT£8.00

● QUINOA HASH BROWNS£7.50
With tofu sour cream, smoked paprika, scallion

● SWEET PANCAKES£7.00
Berries, maple syrup
Add: sour cream (non-vegan)

SMOOTHIES

● SUPER-SHAKE£6.50
Soy/Almond/Coconut/Oat milk, banana, blueberries,
chia seeds, cinnamon, goji berries, honey

● ALL GREEN£5.50
Spinach, celery, pineapple, banana, chia seeds

● SHH, IT'S A SECRET£6.80
Cafe's special smoothie #noregrets

● VEGAN-FRIENDLY ● SORRY VEGANS...

I-AM-HUNGRY

● THE NON CLASSIC BURGER ... £10.90
Tempeh-Lentil-Chia-Walnut patty, pickles, lettuce,
tomato, onion, beet ketchup, special sauce

● MAC'N'CHEESE£8.50
Vegan Option Available.

● DAILY SOUP£7.80
Carrot, ginger and turmeric with coconut cream
and parsley

● KALE CAESAR£9.00
Shredded kale, chopped romaine, shitake bacon,
avocado, almond parm, maple-wheat crouton,
dressing
Add: eggs

● THE GREEK£8.50
Chopped romaine, chickpeas, cucumber, tomato,
kalamata olives, herbed tofu feta, fresh basil,
Dijon vinaigrette

SIDES

● AIR BAKED FRIES..... £4.0
Original or sweet potato

● FANCY FRIES.....£4.80
Original or sweet potato air baked fries with
spicy seitan chorizo, whiskey onions

● NACHOS£5.00/£8.50
Tortilla chips, spicy seitan chorizo, black bean,
corn salsa, guacamole, tofu cream.
Available for a group - sharing is caring !

COLD DRINKS

ORGANIC KOMBUCHA.....£4.00
Choose from: Original, Raspberry & Lemon,
Apple, Passionfruit

FRESH JUICE (200ml).....£4.50
Choose from: Orange, Apple, Mango, Carrot
You have an option to mix !

HOME-MADE LEMONADE£2.00
Matches Green Special.
Choose from: Original, Strawberry, Peach

GUSTO ORGANIC COLA£2.50

GUSTO CHERRY COLA.....£2.50

COLD BREW£3.50

STILL WATER.....£2.00

SPARKLING WATER£2.00

HOT DRINKS

ESPRESSO£1.80

CAPPUCCINO£3.00

CAFFE LATTE£3.00

AMERICANO.....£3.00
Add extra flavour to your coffee:
Roasted Hazelnuts, Caramel, Vanilla (+50p)

HOT CHOCOLATE£0.00
Add extra marshmallows (+50p)

CUP OR POT OF TEA£2.00/£4.00
Choose from: Green; English Breakfast; Fruity;
Ginger & Lemon

COCKTAILS

CRANBERRY MOJITO PUNCH...£8.50
Rum, fresh springs of mints, lime and cranberry
juice to restore your vitamin B & C !

WHITE RUSSIAN GOES VEGAN...£9.50
Vodka, coconut milk, Kahlua (coffee liqueur).
White Russian cares about sustainable future

G & FIZZ PROSECCO£12.00
Gin, Prosecco, splash of Elderflower Cordial.
Only for 'go hard or go home' mood.

FOR PINK DRINK LOVERS.....£11.00
Gin, Simple Syrup, Grapefruit Juice, Lemon Juice,
aquafaba (vegan alternative for egg whites)

NON-CLASSIC WHISKEY SOUR £12.00
Whiskey, Simple Syrup, Lemon Juice, aquafaba

BUDWEISER£5.00
Yes ! This beer is vegan.

GUINNESS£5.00
Now you know...

EVER WONDERED IF YOUR DRINK IS VEGAN?
NO TIME FOR THINKING NOW ! IT'S ALL YOURS.

CHEERS



AIDA MARKETING OBJECTIVES

OBJECTIVES		TOOLS	4C's MATRIX
A	Reach local and international recognition of Matches Green.	Through the offline advertising: - Billboards - Printed page in magazines (Vogue, Tank) - Holding talks about sustainability at 5 Carlo's Place.	Customer: reach large audience.
	Increase 20% younger consumer audience.		Cost: high investment costs.
	Attract new customers and keep excitement of existing Matches clients.		Communication: low interactivity Convenience: low
I	Boost customer interest.	Through the PR and advertising: - 1 week before opening, consumers passing by the store's location will be given a branded tote back which includes a biodegradable sticker book. On each sticker, person will find the schedule of the opening event with listed special guests. - the opening party's aperitivo customers will be given an insight of what Matches Green Aims to do now and in the future.	Customer: reach medium audience.
	Attract the audience to join the launch event.		Cost: medium- high investment costs. Communication: high interactivity Convenience: medium-high
D	Ensure that the majority of the customers are returning.	Through retailtainment and customer experience: - All registered clients will be given a discount voucher, in the future by taking online survey vouchers will be offered encouraging consumer to return.	Customer: reach medium-large audience.
			Cost: high investment costs. Communication: high interactivity Convenience: high
A	Encourage 'impulse buying'.	Through retailtainment and personal shopping: - In store, engaging customer experience will encourage 'impulse buying' and provide customer a memorable shopping. - A private shopping option will boost the loyal clientele. - Loyalty scheme where clients can collect the points will ensure the customer satisfaction and loyalty.	Customer: reach large loyal audience.
	Increase consumer loyalty.		Cost: high investment costs.
	Reach high customer satisfaction.		Communication: high interactivity Convenience: high

AIDA & THE PROMOTIONAL MIX

	AWARENESS	INTEREST	DESIRE	ACTION
ADVERTISING	✓	✓	✓	
PR		✓	✓	
EVENTS/ ENTERTAINMENT			✓	✓
PERSONAL SELLING			✓	✓



MARKETING OBJECTIVES



ONLINE

RACE MARKETING OBJECTIVES

OBJECTIVES

TOOLS

R

Increase the number of MatchesFashion.com website visitors.

Attract consumers to visit MatchesGreenEast.com

Reduce the bounce rate on the MatchesFashion.com

- The current number of total website visitors is 3.6 M, it is estimated to incre this number by 20% during the first year of Matches Green. The website will be advertised in the campaign (SimilarWeb; 2020).
- On MatchesFashion.com will be an icon which redirects the consumer to MatchesGreenEast.com platform. Matches Green website will be advertised in the campaign, in store and printed on the tote bag.
- Current bouce rate ir nearly 50% (SimilarWeb; 2020). It is estimated to reduce the bounce rate to 40% though the year by providin customers an informative blog based on sustainability in fashion industry and in store events.

A

Through interactive content interact with the consumer and engage clients with the Matches Green.

Through interactive content on the website, social media platforms and mail the engagement with Matches Green will be increased. With the help of influencers and bloggers wiht high engagement rate, the potential consumers will be reached in an eganging way and encouraged to visit Matches Green website or even make a purchase. Through online magazines such as HighSnobiety, BoF the credibility for the store will be increased.

C

Increase online sales by 10%.

Convert 25% followers on a landing page.

Convert 45% online customers into actual visitors at the store.

Guarante an attractive landing page in order to reduce the bounce rate.

- Intense social media advertising, including influencers and bloggers.
- Paid keywords

E

Engage customers through interactive and informative content on the website and social media platforms , including videos on YouTube.

- On Matches Green East Instagram, there will be a photo filter released occasionally.
- IGTV videos will be regularly uploaded discussing the sustainability innovations in the fashion industry.
- The website's blog will encourage customer to share their opinions and/or advises on specific topic in order to engage with the Matches Green itself and build a powerful and peaceful community.
- Ensure that loyal customers get their special offers via email.
- All of the registered customer will be always provided with the information about the in-store events.



LAUNCH PARTY ACTIVITIES

Special guests: influencers, some of the brands representatives, DJ, local artists, environmental/social activists.

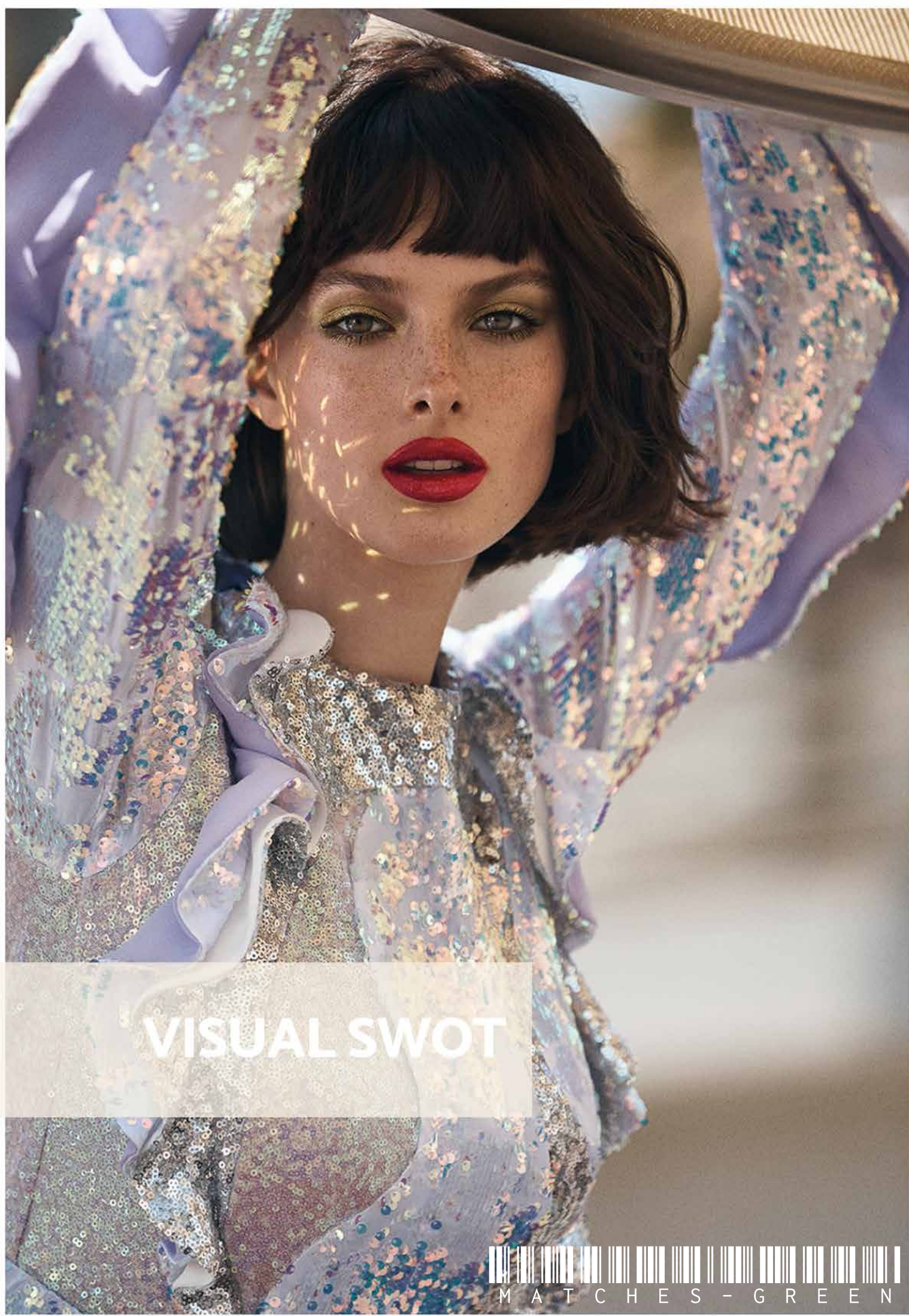
ACTIVITIES

- I. Aperitivo – social event: before the whole event starts, all of the consumers and special guests will be invited to grab few refreshing sustainably made drinks that Green Café will be offering, in order to know the special guests personally and build a strong and peaceful community of Matches Green East.
- II. A small talk and thank you from the team of executives and store’s employees.
- III. Some of the special guests will be invited to participate in an interactive talk ‘Sustainability isn’t boring – try to prove me wrong’.

After first three points are done, all of the Launch Party participants will have an opportunity to enjoy the activities listed below.

- IV. VR Experience: the proposed ‘Matches Oasis’ game-ish virtual experience will be opened for anyone who wants to try it out first.
- V. Anybody who wants to get the biodegradable artistic stickers with a message on it, will be welcomed to participate in Matches Green donations. There will not be a fixed price to get the stickers – any amount of donation will be very appreciated.
- VI. The Dj Booth will be set up to keep an entertaining atmosphere.
- VII. During the event, participants will have a chance to enjoy the holograms placed in the store. It is estimated to have 15 holograms representing each brand that will be placed at Matches Green.
- VIII. Local artist works will be displayed in store as many art lovers are expected to join the event.
- IX. At the end of the Launch Party, all of the participants at the exit will be given a gift vouchers of 10% for their first purchase, Matches Green tote bags and artsy patch which can be used for customizing the item.





VISUAL SWOT



M A T C H E S - G R E E N

PATHWAY & HIERARCHY OF SPACE

The hierarchy of space in Matches Green East is split between 2 floors and rooftop terrace. The first floor is for retail where consumers can browse through 15 sustainable brands, scan the QR codes to get a more information about the item and the brand itself. As well there will be artist works displayed and Green Cafe located. Part of the second floor will be dedicated for the luxurious 4 personal shopping suites and the rest of it will cover innovative experience space, where consumers can try the VR activity and other scheduled events. Thirdly, the building will have a rooftop terrace which is appreciated by the londoners and tourists to have a rest, see the shoreditch view from another perspective and have a peaceful time. During summertime, on the roof terrace there will be a mini bar opened.

FIXTURE PLACEMENT

Matches Green will be located on the Bethnal Green road in front of the BoxPark. The building will be refurbished into the green brick building with a big display windows. The interior of the store will be inspired by minimalist contemporary industrialism representing the beauty in the simplicity. Although, the 5 Carlos Place has a luxury interior, the Matches Green will focus on the thought that luxury is not all about the materialism, but more about the sustainable lifestyle and commitments.

PRODUCT HANDLING & ORGANISATIONAL STRATEGIES

The majority of the garments will be displayed on the racks and mannequins made of recycled paper. Accessories, footwear and lifestyle products will be arranged on the minimal rectangle stands allowing the consumer to notice everything that is offered. This arrangement will allow consumers to browse and walk around without running into each other. The use of styling will be important to inspire and visually communicate the versatility and practicality of the collection.

USE OF POS

In Matches Green East, there will be a few physical tills and an option to pay independently through mobile cash anywhere inside the store. It will provide consumer a choice. As well, the assistants will be happy to provide any help need to get the right product and advise on it creating a personal luxury shopping experience atmosphere.

SIGHTLINES & FOCAL POINTS

In order to attract the consumers, around the retail floor there will be artworks displayed among the garments and styled mannequins. In this way dynamic retail environment will be created. In addition, the digital experience space on the second floor will definitely bring attention from the visitors. Matches Green focal point is to reinvent the retail experience through the pleasing aesthetics and enjoyable pathway.

ATMOSPHERICS

Matches East will create a minimalist, simple but at the same time luxurious atmosphere with a help of professionals working in the store. The concept store aims to create an emotional bond with each client and provide a top-notch service with includes advising, fun and educational purposes. To keep the atmosphere pleasant, there will be a limited edition scent released which is very light and more neutral rather than a strong scent. The background music in the store will not be the plain pop, instead the word-less beat will boost the vibe.



MOODBOARDS

MATCHES - GREEN

ATMOSPHERE



COLORS



FURNITURE

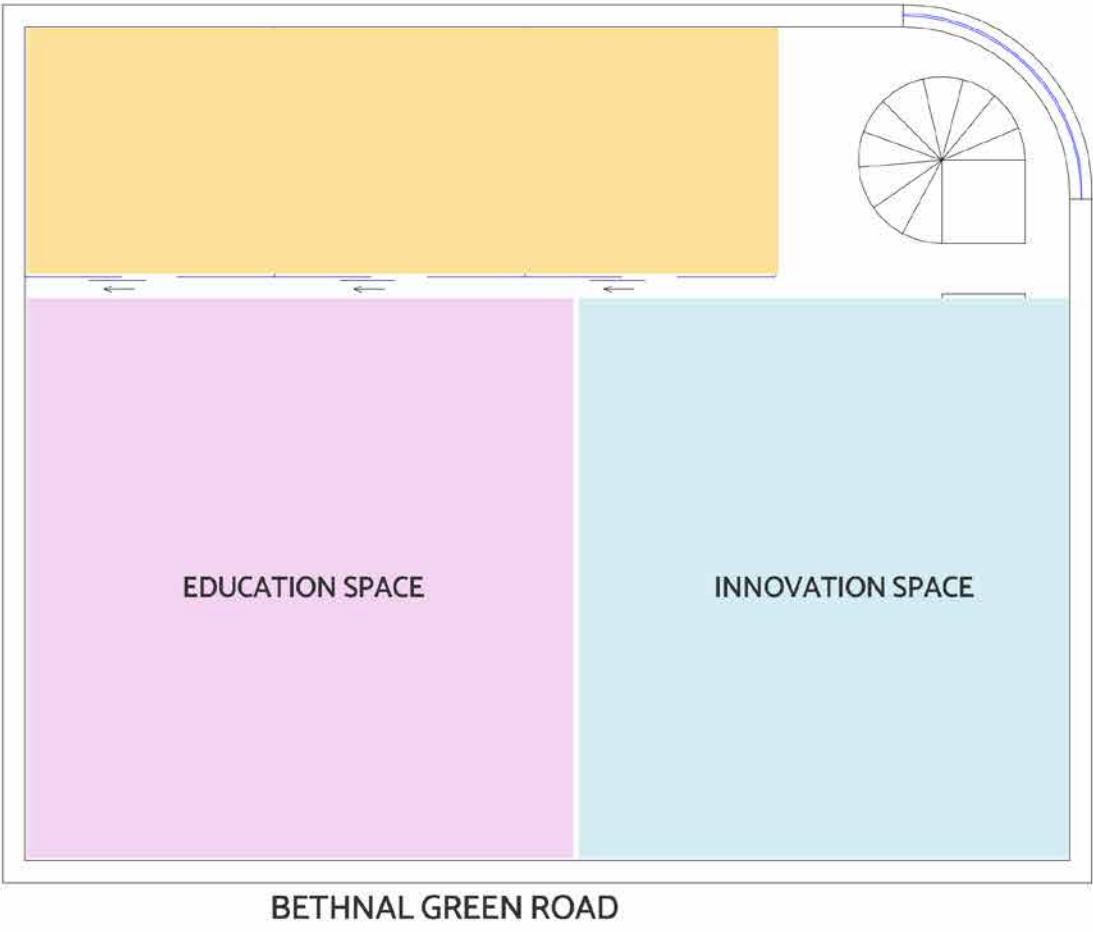


PROPOSED LOCATION AND FLOORPLAN

GROUND FLOOR



FIRST FLOOR

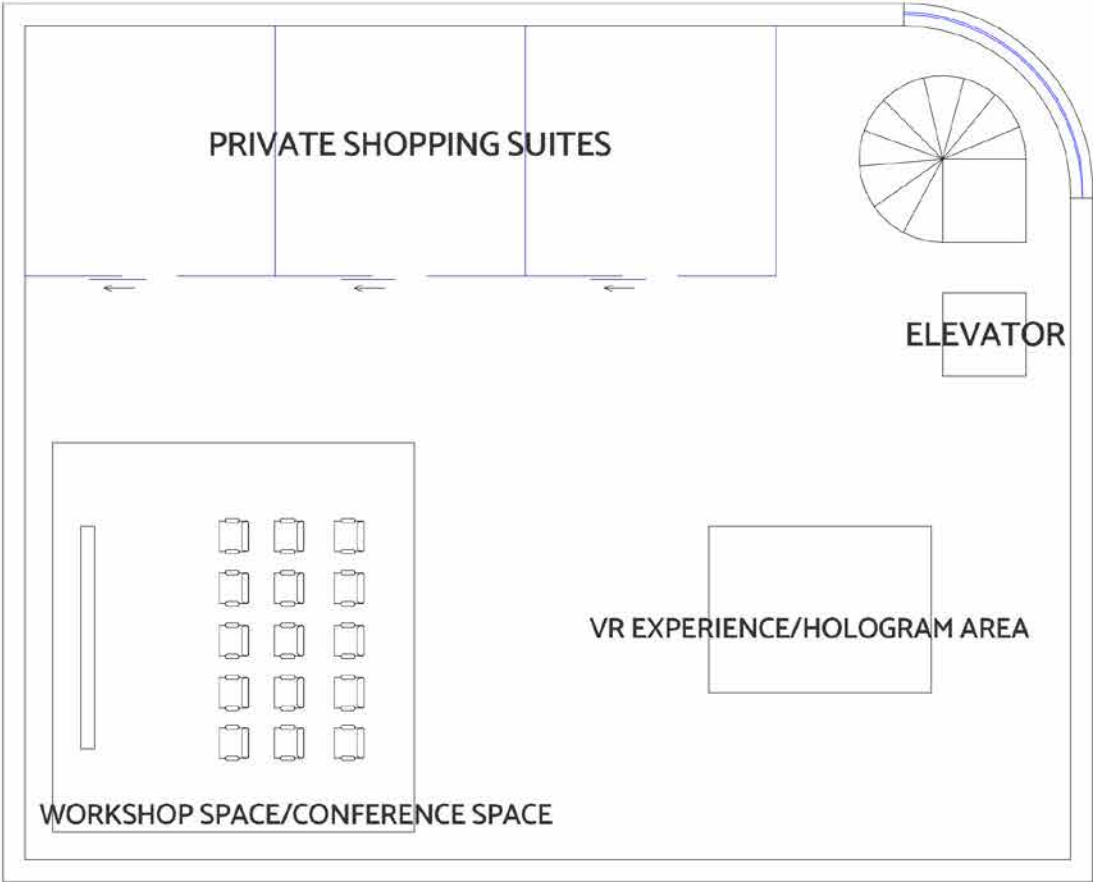


PLANOGRAM

GROUND FLOOR



FIRST FLOOR



VISUAL MERCHANDISING AND RENDERING



CONCLUSION AND RECOMMENDATIONS

The proposal for the new Matches Green East has been developed and each part of the project was successfully assessed. Matches Green will have a clear point of difference; however, the competition should not be underestimated. The East London demand is growing, and more businesses are looking forward to opening their stores around the area. For the future, it is necessary to assess customer feedback and constantly apply various tactics in order to keep the existing customer satisfied and attract new ones. It will definitely help to develop stability in profit and even increase it.

Worth to mention that the prepared risk log cannot be kept the same more than one year. It has to be constantly updated and spread across the team members in order to ensure the effective response to any problem that has occurred.

Moreover, the brand executive should definitely invest time in arranging the pop-up shops and collaborations. In this way, customers will always have a stimulation to visit the store for the new things to see. It has to be ensured that innovativeness and interactivity is always the priority in terms of customer experience. In addition, brand executive has to cooperate with the marketing department in order to achieve the best results in sales and customer satisfaction.

All in all, the Matches Green has a huge potential to set an example for the other businesses in the fashion industry and beyond. The key is to be always ready for any changes.



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APPENDIX 1 - SURVEY

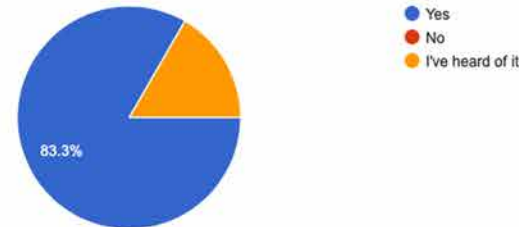
What's your age?

51 responses



Are you aware of the store MATCHESFASHION.COM?

51 responses



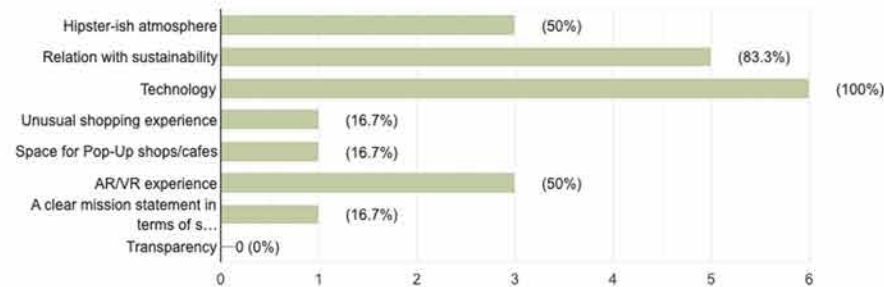
Which stores would you consider as the competitors? (Select 3)

51 responses



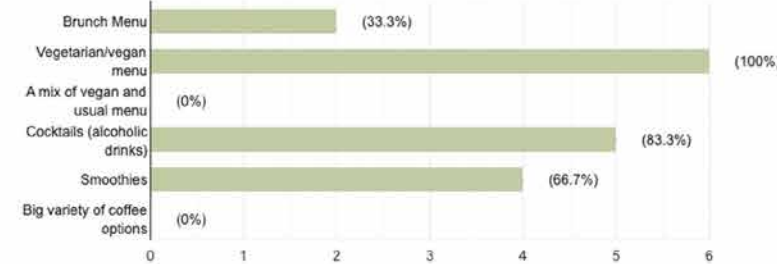
Having MatchesFashion in East London, what do you think is necessary to include in the project?

51 responses



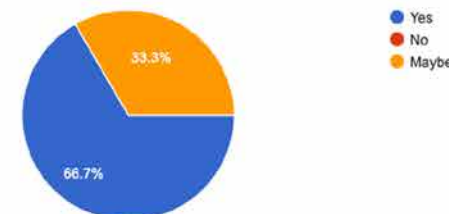
What type of food/beverages would you prefer to find out at the Green Cafe?

51 responses



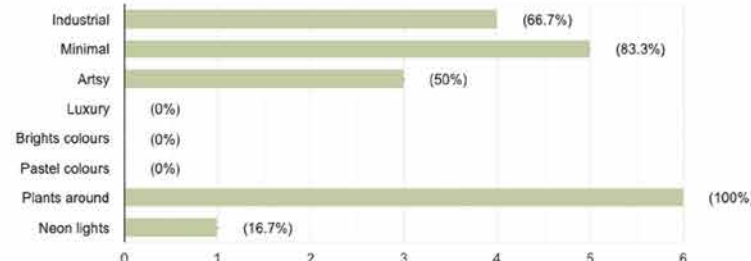
Would you like to see various artists' works in the open space?

51 responses



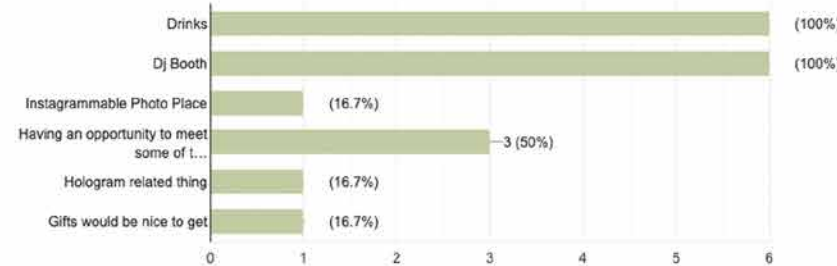
In terms of aesthetics of the store, what kind of style do you think would fit the most?

51 responses



Speaking of opening party, what would you expect to experience?

51 responses



Do you have any suggestions for having a specific sustainable brand that you would love to see in the store?

10 responses

Raeburn
Stella McCartney
Stella McCartney, Satta is very simple and nice (boys option)
stella mccartney and her adidas line
stella mcartney, mara hoffman, PANGAIA !!
stella mc, this is permanent, veja i guess
veja
Im not really aware about sustainable brands, but wouldnt mind exploring them:)

Not many people responded to the last question asking about the sustainable brands. It can be assumed that not that many consumers are aware about the sustainable brands. Matches Green East have an opportunity to educate consumers and show that there are many sustainable brands that are worth buying.

APPENDIX 2 - FOCUS GROUP

I. Matches Fashion is considered as a luxury multi-brand retailer. Do you think it would still be applicable to adopt the industrial, minimalist style for the store's interiors? What would you suggest changing or add? The store will be located in Shoreditch (Bethnal Green Road, in front of the Box Park)?

Luisa: I think this style would be relevant because of the area. This simple interior can be adopted for the luxury store, for example one of the Balenciaga's store is exactly based on industrial style so I believe it is totally fine for matches. I would add artsy details

Arzina: I agree with Luisa about the interior and arts included. As I imagine industrial design it definitely relates with the concrete texture so artworks would look good in the store and as a consumer, I'd be better focused on the beauty of garments.

Valerie: I agree with Luisa and Arzina, this would look very nice and cool.

Darya: TOTALLY! Everybody is tired of that "classic" luxury store concept, it feels like minimalist designs such as industrial will always be relevant. And of course, it is because this interior Matches with East London vibes.

Chris: I don't really have anything to add about it because everything that was mentioned I agree with.

II. In terms of the store experience, what would attract You as a younger generation?

Luisa: Fast service, I hate to wait long when the shopping assistant is bringing my item. Digital things would boost my interest as well, but I'm not completely sure what I'd like to see, probably it's the store's job to think of something interactive.

Arzina: VR would be nice. I've been hearing so many things about it, but when I had an opportunity to try VR goggles I didn't have enough patience to stand in the queue, this kind of thing should be organized somehow but I guess it's nice to try if the content is engaging.

Valerie: I feel like it doesn't have to be something super special, I prefer simplicity. It's nice to implement new technology but it has to be balanced. I love my shopping when the assistants are fun, that is the exact thing that leaves me a good impression of the store. If there are digitalized activities – why not, sounds interesting.

Darya: I agree with the girls. In terms of digitalized experience, the store has to make sure that it is working properly. I remember there was AR thing that Zara made, and it was ridiculous, it wasn't professionally programmed or something like that, what a completely useless investment. So, if there's new technology – make sure it is perfectly done from A to Z.

Chris: I like when there are panels or iPad in the store where you can find something while browsing, or rate the experience, find a specific item and see if it's available. It really eases the shopping because I'm that kind of person who spends least of time in the store unless there's some kind of event.

III. Matches Green will host an opening party. From the collected Online Survey results, consumers were choosing Drinks-Aperitivo; Meeting brands representatives; DJ Booth and even Holograms. Anything to add?

Luisa: To be honest I don't know. Maybe it would be nice to see the people who were working on the project as well, having an opportunity to know them.

Arzina: DJ Booth would definitely boost the vibe. Continuing with the VR experience, I think consumers would feel honored to be the first ones who try this experience.

Valerie: I love when shops are hosting Aperitivo's, it's always so fun and relaxing. As well, I love when you get a gift for participating, it kinda motivates me to return there.

Darya: Valerie has a good point, gifts are nice, and you keep them as a memory, AND you feel an emotional connection with the brand. Honestly, I don't know what could be added more.

Chris: If I'm going to this kind of event, the main purpose is to have fun. If the representation and experience leave me satisfied, then it's 100% I'm coming back there. It doesn't have to be a lot of effort put in, it's more about emotional bonding.

IV. The concept store will be based on sustainability. In your opinion, what is a must for a sustainable store?

Luisa: Honesty, transparency.

Arzina: Honesty transparency I think is a must for any kind of business nowadays. But sure, these 2 things have to be involved. Maybe if the store was with plants it would boost this sustainable vibe.

Valerie: Yes, I agree that transparency and honesty are the key aspects. But as well working with charities, resale or renting service would be nice.

Darya: Talking from my experience, there are many sustainable brands but because of their poor communication, people are not aware of that. I think good communication with the consumer including transparency and honesty is necessary. Valerie has good points. I would only add one more thing. To build matches sustainable community, it would be helpful to have an online blog where people can share their experiences, opinions and advices.

Chris: Store should be focused not only on the sustainable brands but 360. I mean that claiming to be a sustainable store and then producing so much waste wouldn't make sense. The authorities must ensure that the wastage is minimum.

V. Last but not least, I just need an answer yes or no if the Green Café should work as a café from 7am till 9pm and from 9pm convert to a bar. Comments are appreciated.

Luisa: YES and YES. Love it.

Arzina: bars are essential in Shoreditch, yes from me.

Valerie: If the café looks nice and the drink are not the classic ones – yes, otherwise it's basic and not worth investing.

Darya: Sounds fun, there are many students looking for an instagrammable bar so I think Matches Green could work on it.

Chris: Yes, everybody loves drinks.