



Green Label

PRESENTATION PITCH

Managing Director: Minjing Liu

Commercial Director: Tianyun Zhang

Merchandising Director: Yihui Cao

Market Research Director: Yueyue Shen

Marketing Director: Liyunshan Zhao

Financial Director: Zheyang Zhang



Managing Director

Company Summary

- What is *Green Label*?
- What makes us unique?
- What is our business strategy?

“Together, we can make a change”

Company Vision & Mission

Our Vision is to become a leading sustainable fashion company and to raise people's awareness of the environment. We wish to encourage greater ecological integrity and social justice by we are doing.

Our Mission is to improve and protect the environment. Green Label will only use recyclable and renewable materials to make quality fashion trainers and we want to deliver personalised service to our customer.

Strategy & Future Planning

SWOT Analysis

Strengths <ul style="list-style-type: none">● Unique business concept● Ethical & Sustainable production● Quality products	Weaknesses <ul style="list-style-type: none">● Only sold online● Limited range of products● Insufficient funds● Time consuming logistics
Opportunities <ul style="list-style-type: none">● Collaboration with designers● Establishing brick-and-mortar store● Global market growth	Threats <ul style="list-style-type: none">● Fierce competition● Customer uncertainty● Lack of heritage● More affordable substitutes on the market

The Ansoff Matrix

	Existing Products	New Products
Existing Market	Market Penetration The company may offer promotions and opening new store to gain customer loyalty.	Product Development The company may focus on developing other shoes types such as boots using the latest technology.
New Market	Market Development The company may seek to enter a new market such as European countries and China.	Diversification The company may expand its product offerings such as developing apparel lines.



Market Research Director

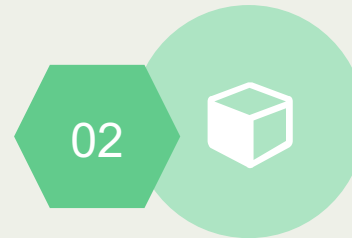
Market Research Objectives & Methods

Green Label



**Browse the Internet for
basic information**

2021.02.13-15



**Survey:
Questionnaire**

2021.02.15-28

Where: Online
Who: generation Z



**Auto-Driving:
Open question**

2021.03.01-05

Why :
High efficiency
Suitable for the current situation
Directly know the demand

Perceptual Map

Green Label



Gap: high fashionability with high price

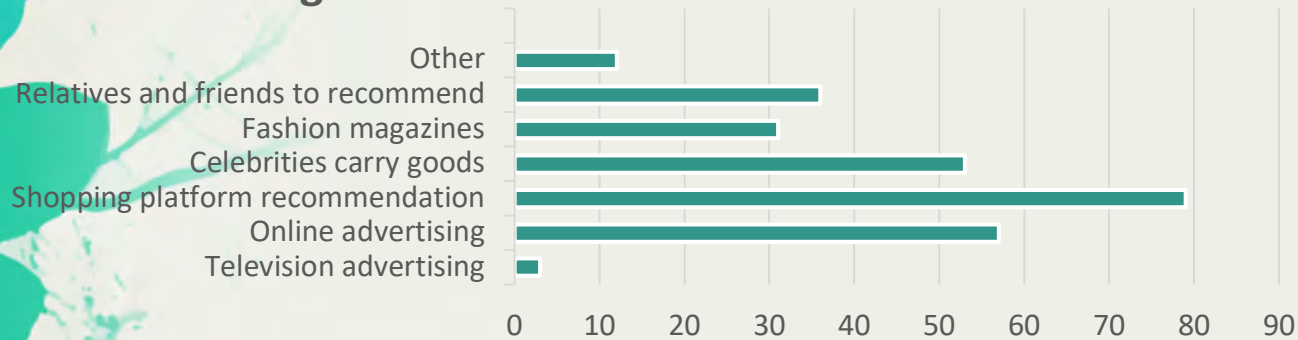
Competitors: Popular shoes brand, they offer Economically-friendly shoes in common

Analysis and Implications

Green Label

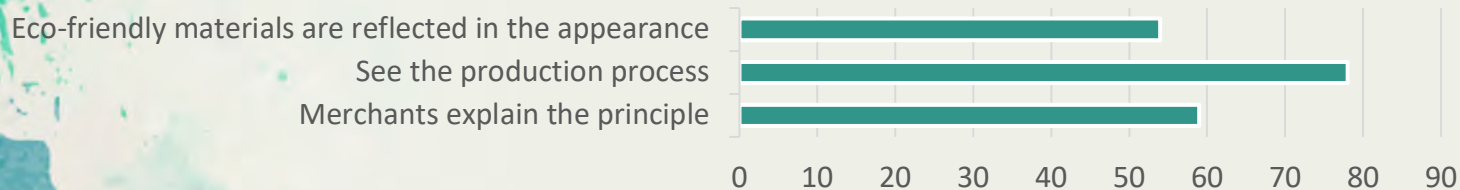
Receive footwear information

-For Marketing



How can customers trust the brand to be environmentally friendly

-To solve the possible problem



RECOMMENDATIONS

Niche brand - Customer loyalty

USP: Both environmentally friendly and fashion.

Marketing - online,
Products - focus on appearance,
Pricing - appropriately high. etc.

The specific pattern of future shoes can be combined with the logo (From Auto-Driving)

Limitations

The number of the sample is not so enough, and don't know the response except the Generation Z.

Examples of questions



Commercial Director

Trends

Making better with less, for a more respectful and sustainable future

Accessories, Footwear & Jewellery
Forecast S/S 22

Connected

Joining future tech with age-old insights to create a more united, intelligent world

Modular designs, hi-tech looks and protective products come together to offer versatility for a world where online and offline, and work and leisure, are increasingly blurred



Women's Accessories, Footwear &
Jewellery Forecast S/S 22

Resourceful

Making better with less, for a more respectful and sustainable future

Pretty garden themes, natural materials and craft and DIY influences come together to create sustainable – and at times decadent – designs with a 'less but better' approach



Product Model

3D knitted breathable vamp made of environmentally friendly yarn recovered from the ocean (GRS certified)

Environment-friendly rubber sole



Environmentally friendly dyed shoelaces

Insoles made of natural latex

Colors & Prints

Brights such as Orchid Flower are contrasted with darker colours for on- and off-screen impact, tapping into the rise of online lifestyles. Golden Harvest is a core colour thanks to its transseasonal appeal. For more colour direction, see our [S/S 22 Colour Forecast](#).

036-09-06	028-55-15	009-02-11	024-55-38	031-67-34	140-79-03	150-39-31
Unwashed	Robot's Paw	Golden Harvest	Magma Drip	Magma Stone	Faded Flower	Orchid Flower
11-0103 TCX	16-1333 TCX	14-1636 TCX	17-1350 TCX	16-1056 TCX	14-2062 TCX	10-2434 TCX

093-01-15	007-82-41	069-43-12	115-35-20	153-19-00		
Turquoise Tonic	Light	Verdure	Atlantic Blue	Black	Gold	Stone
16-4719 TCX	13-0307 TCX	17-5912 TCX	16-4034 TCX	16-4203 TCX	10126 C	10389 C

* All colour names are specific to WGSN. Find out more about [Colors](#).

This edit, taken from our Accessories & Footwear Colour Forecast, combines mood-boosting enhanced natural tones with sensory and calming shades. Focus on soft pastels, including key colour Butter, and ground with earthy browns and greens such as Olive Oil.

036-09-06	011-75-06	001-35-31	063-66-15	044-52-13	062-55-25	038-75-08
Unwashed	Earl Grey	Electric Naranja	Turquoise Tonic	Olive Oil	Seaweed Green	Coccolino
11-0103 TCX	14-1306 TCX	19-1860 TCX	16-4719 TCX	17-0636 TCX	16-0237 TCX	18-0111 TCX

040-72-30	040-86-20	031-82-10	022-40-26	019-27-14	10126 C	10389 C
Leopard's Paws	Butter	Harvest of Pines	Ginger Bread	Sage	Gold	Stone
12-0726 TCX	12-0624 TCX	13-0710 TCX	16-1256 TCX	16-1220 TCX		

* All colour names are specific to WGSN. Find out more about [Colors](#).



Product

Pure color series



Contrast color series (Example)

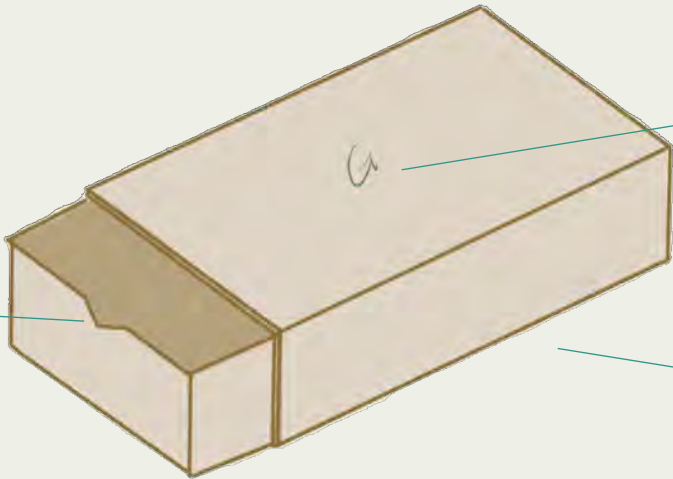


Printing series



Package

With notch for easy use
Consumers can use them as daily storage to reduce carton waste



Single LOGO printing
Minimalist design
Reduce printing pollution

Primary color corrugated paper
Strong and durable
Reduce dyeing contamination

Supplier

PRODUCTS	COMPANY	COUNTRY	CITY	WEBSITE	EMAIL	PHONE	COST
Shoe sole	Jitai Shoe Material Co., Ltd	China	Leqing	https://detail.1688.com/offer/601025019504.html?spm=a26352.13672862.offerlist.82.349772feW5DgRc	/	86 0577 15381559132/13736373515	£1.22/pair
	Pinchen Trading Co., Ltd	China	Foshan	https://detail.1688.com/offer/548921020244.html?spm=a2615.7691456.autotrace-offerGeneral.34.72a1db67poG8Og	/	86 0757 28863808/13929105363	(Plan B)
Vamp	Haoyue Weaving Co. Ltd	China	Quanzhou	https://detail.1688.com/offer/631408149433.html?spm=a26352.13672862.offerlist.202.379d7c13vhbmMv	/	86 0595 85057799/18350536009	£2.44/pair
Latex insoles	Saitong Latex Shoe Material Products Co., Ltd	China	Dongguan	https://detail.1688.com/offer/1114265216.html?spm=a26352.13672862.offerlist.89.6bda70bbAQvf6c	/	86 0769 81520181/13058567308	£0.33/pair
Shoelaces	De yong belt industry co., LTD	China	Shenzhen	https://detail.1688.com/offer/43368434233.html?spm=a26352.13672862.offerlist.71.57f15d1459sadb	yude9197@163.com	18689461057	£0.11/pair
Shoebox	Jinshun Printing Co., Ltd	China	Shenzhen	https://detail.1688.com/offer/628492555015.html?spm=a261y.7663282.trade-type-tab.4.48e726adwllzLU&sk=processing	/	86 0755 29640066/13823344947	£1.28/pair



Marketing Director

01

Marketing Objectives

- **Market Penetration-**

Entering the market as a new brand and the value of sales of the first batch of product reaches **£ 3000** in 3 months.

- **Brand Recognition-**

Increasing awareness and visibility, providing clear and consistent messages for audience, and establishing **distinct brand image** of sustainability.

- **Brand Engagement-**

Increasing rate of **interaction** with consumers, cultivating user loyalty, and increasing customer viscosity.

02

Ideal Consumer

Market Analysis



Psychographic

Lifestyle	Opinions
Interests	Personality

Behavioural

Loyalty	Usage
Buying	Benefits



As people realized the seriousness of environmental **pollution**, many retailers began to launch **sustainable sneakers**, such as **adidas and nike**, however, due to their **high prices**, they did not win the favor of consumers.

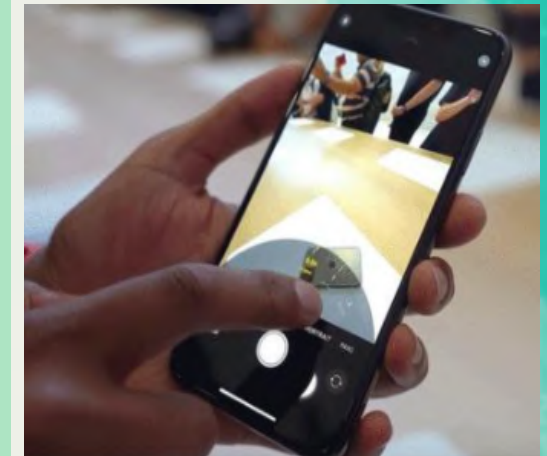
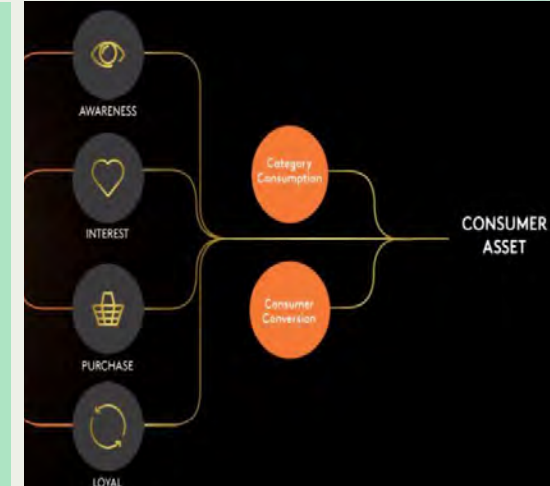
In conclusion, the market of the sustainable sneakers can be described as: **large size, high value, great potential, and big gap**

STP

Based on the **Psychographic** segmentation and **behavioural** segmentation, Green Label aims at people with **casual lifestyles** and **online shopping** preference.

Generation Z who care more about "**experience**" and **environment** and try to find the best value and service.

Also, generation Z have **higher living expenses** and their preferences can significantly **influence family** purchasing decisions.



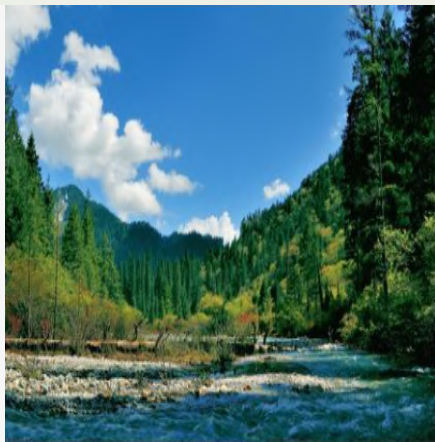
Environmental awareness, young, living a good life, online shopping preference

03

Brand Identity

• Environmental friendly-

- we are telling you a story about green.
- we are offering you an opportunity to help the earth.
- we are giving you a choice to live a healthy life, to walk outdoors, to embrace the rising sun on the shore, to breathe the free air of - 5 °C, to see the beauty of the nature by yourself, and leave a green footprint.

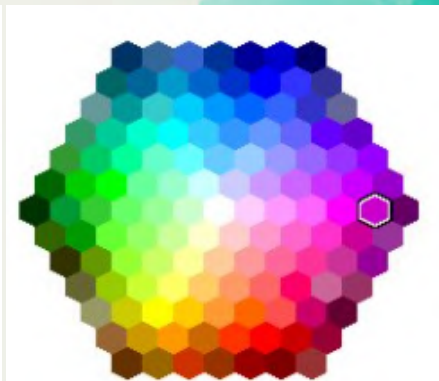


• Mass Customization -

- Provide customers with a variety of choices and produce goods according to personal preferences and purposes.

• Customer friendly-

- totally affordable price
- Pay attention to user experience, insist on optimizing the purchase system and providing comprehensive services.



green, simple, efficient, personal

04

Communication Strategies

Online ADs

create Instagram official account **@Green Label** and advertise online (mainly on Instagram) at the beginning.

Website

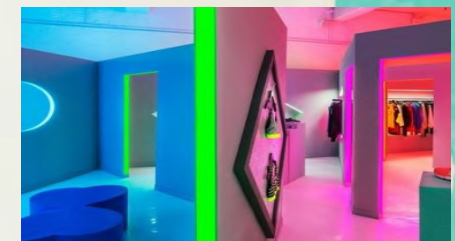
sell product on official website and instagram store.
offer 15%off discount for a month on our first batch of sneakers.

Social Media Campaign

create social media campaign: buyers can post interesting photos of themselves in our sneakers and **@Green Label**. we will repost some brilliant pics and donate 20% of the profit from thoes sneakers to environmental protection charity.

Pop Up Store (Future)

start Green Label pop up store to provide an experiential shopping environment for customers after we achieve our first objective of reaching £ 3000 sales.





Merchandising Director

Pricing Strategy

Competitor Landscape



adidas (B)	Asics (B)	everlane	Nike (B)	Veja (B)
£78.71	£109.53	£83.73	£100.09	£90.10

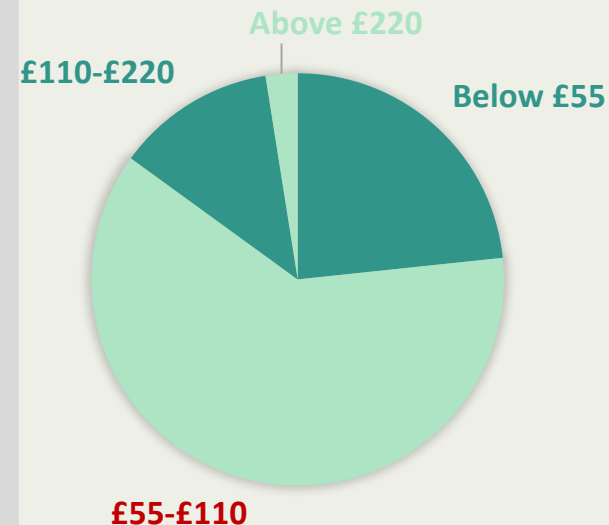
(Edited, 2020)

Pricing Method

“Perceived-value pricing: buyers perception of the product is key, not cost so what is the product worth to consumer sets the price.” (Kotler, 2012)

Market Research

ACCEPTABLE SELLING PRICES FOR SUSTAINABLE SNEAKERS



Price Breakdown

Materials	£4.10
Manufacturing	£1.67
Packaging	£1.28
Cost price	£7.05

Retail Price: £75

Sales Strategy

Phase 1: Break even at 10 units

Penetrating the market with 15% off discount (selling price £63.75) for the first month *to stimulate consumption, maximise sales and build brand awareness.*

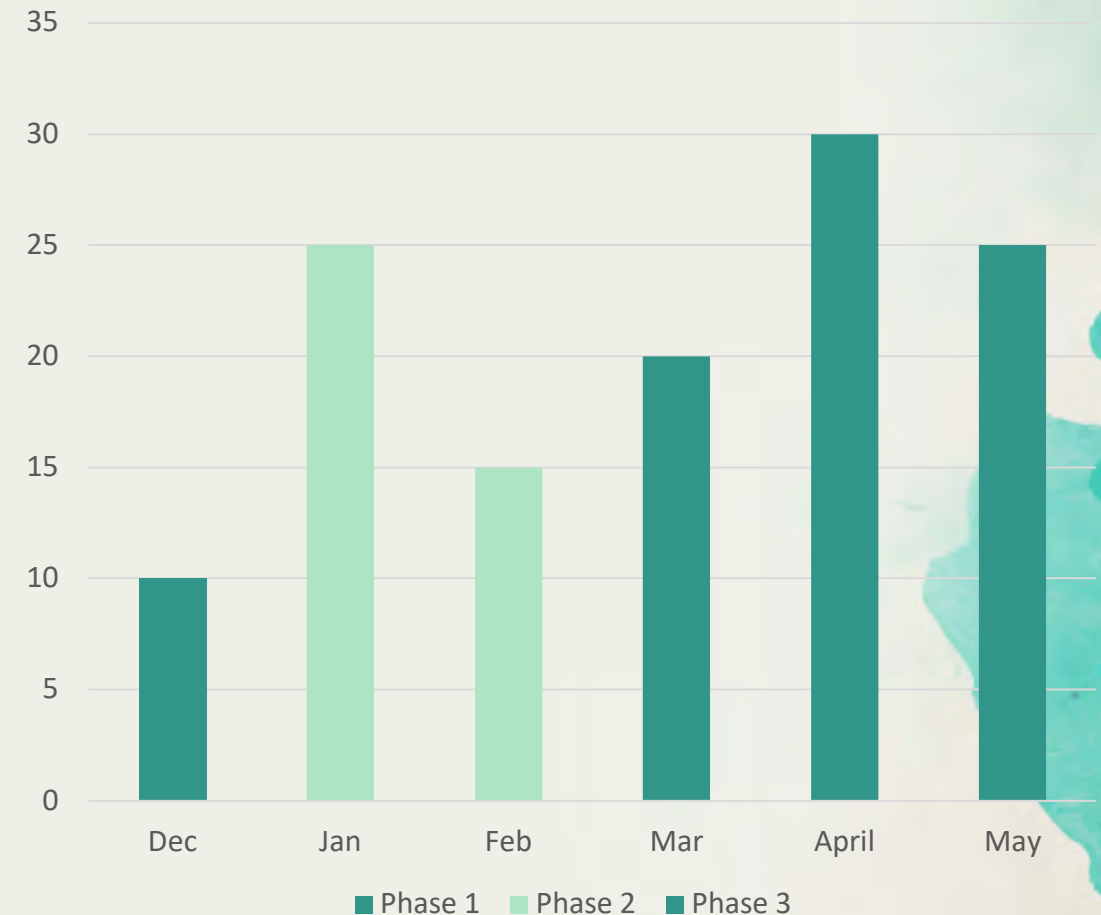
Phase 2: Selling out of 50 units and reaching revenue of £3637.5

Introducing a wider product range at full price (£75) in order to *retain customers, extend the market, and maximise the gross profit margins.*

Phase 3: Sustain sales growth

Maintain the market by *price discounts* (e.g. seasonal discounts) and *promotional pricing* (e.g. discounts for girls only on Women`s Day, Easter events)

Sales Forecast



Sales Channels





Financial Director

Financial Objectives

Short-term:

Keep the profit and loss balance and achieve the target sales volume.

Able to pay costs and have enough cash to survive.

Long term:

BEP remains at 25 units.

Increase gross profit to expand business scale, make donations (at least £ 150) to environmental protection charity and develop an experiential shopping environment.

How to Manage Risk

Shareholders invest their own funds (£100 from each one) to ensure the initial assets of the enterprise and avoid liabilities.

Shareholders invest equal funds, shoulder equal responsibilities and strengthen the risk awareness of all staff.

Establish reserves to cope with market changes.

Regular analysis of financial statements, real-time response, reduce losses.

Profit and Loss

Total	£-	£+
Revenue		8587.5
Cost of sales	881.25	
Gross Profit		7706.25
Gross Profit Margin(%)		89.7%
Expenses		
Shipping fee	243.9	
Advertising	732	
Wages	300	
Donation	300	
VAT(20%)	1875	
Net Profit		4255.35
Net Profit Margin(%)		49.6%

Profit margin

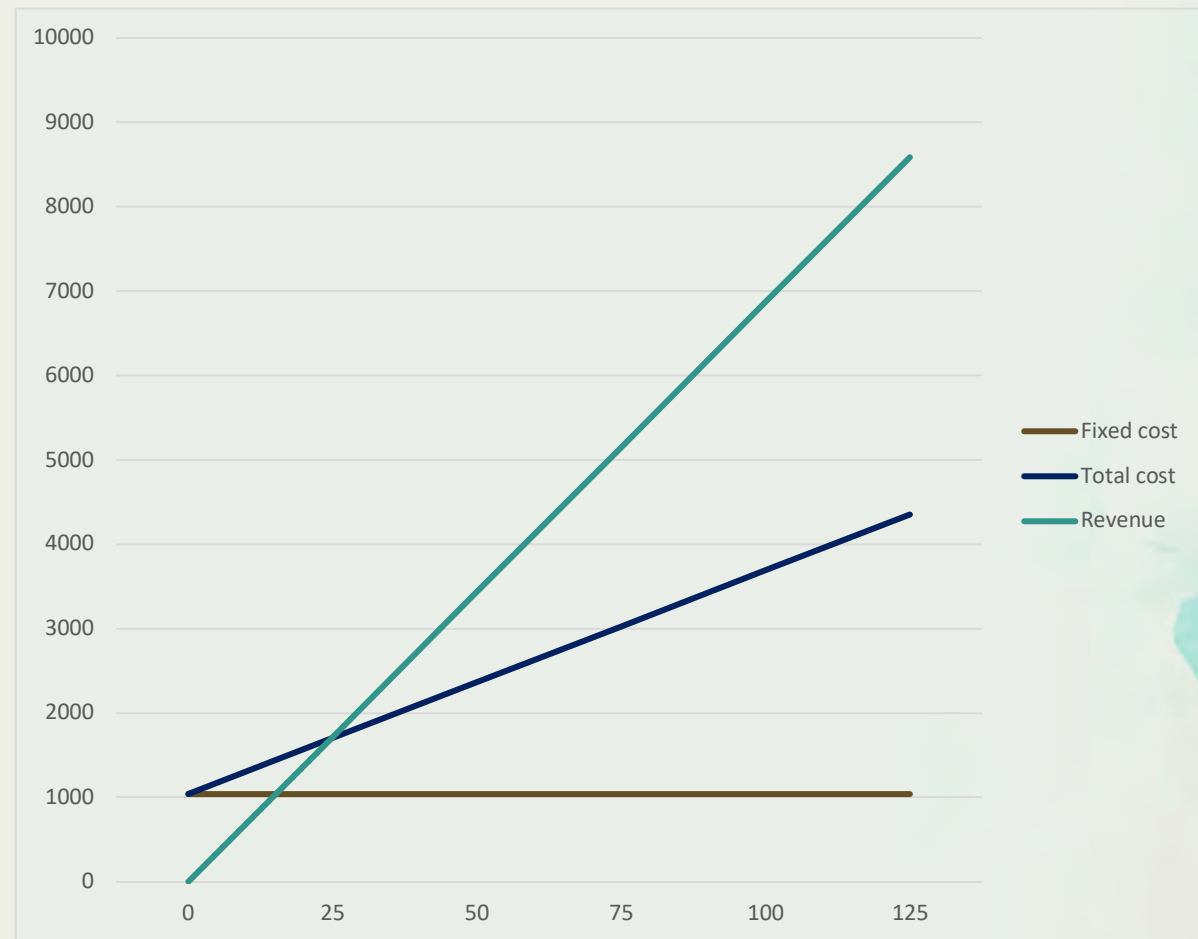
Month	Dec	Jan	Feb	Mar	Apr	May	Total
Gross profit margin (%)	88.9%	90.6%	90.6%	90.6%	86.6%	90.6%	89.7%
Net profit margin	42.1%	63.4%	60.4%	45.6%	40.6%	42.5%	49.6%

Cash Flow

	Nov	Dec	Jan	Feb	Mar	Apr	May
CASH IN HAND AT BEGINNING OF PERIOD	1	2	3	4	5	6	7
	0	600	939	2304.2	3088.9	3913.9	4764.4
TOTAL CASH RECEIPTS	600	637.5	1875	1125	1500	1575	1875
OPERATING EXPENSES SUBTOTAL	0	148.5	134.8	115.3	375	274.5	527.8
TOTAL CASH PAID OUT	0	298.5	509.8	340.3	675	724.5	902.8
NET CASHFLOW FOR PERIOD	600	339	1365.2	784.7	825	850.5	972.2
CASH BALANCE	600	939	2304.2	3088.9	3913.9	4764.4	5736.6

Break even point

	£	Units
Fixed cost		
Marketing	732	
Wages	300	
Total	1032	
Selling Price		
Full Price	75	85
Promoted Price (Beginning)	52.5	30
(Easter Event)	63.75	10
Average Selling Price	68.7	
Variable Cost		
Donation	2.5	
Cost of Sales	7.05	
Shipping fee	1.95	
VAT	15	
Total	26.5	



BEP=25Units

The background is a soft, abstract watercolor wash in various shades of teal and turquoise. The colors are blended together, creating a textured, painterly effect. The text is centered and reads "THANK YOU" on the top line and "FOR LISTENING" on the bottom line. The font is a clean, white, sans-serif typeface.

THANK YOU
FOR LISTENING