



# Marketing Plan



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## Executive Summary

Fast Fashion – *the rapid and inexpensive production of clothing by mass-market retailers, resulting in low-quality, short-lived, and disposable items that are quickly replaced by new designs* - encourages excessive consumption, with people buying more clothes than ever before, only to discard them after a few wears, contributing to the growing textile waste problem. Upcycling and repurposing have become increasingly popular as people seek creative, eco-friendly solutions for their unused or discarded items. However, there are challenges and barriers associated with the adoption of upcycling as a responsible practice that empowers individuals to breathe new life into their old belongings.

### Fast Fashion Facts

- The fashion industry is responsible for 8-10% of global carbon emissions. (Abelvik-Lawson, 2023)
- 92 million tons of textile waste generated annually (McKinsey, 2024)
- Responsible for 35% of ocean microplastics (McKinsey, 2024)
- Generates 93 billion cubic meters of wastewater yearly (McKinsey, 2024)
- Approximately 85% of textiles end up in landfills each year (Earth Organization, 2024)
- Twenty one percent (21%) of Americans upcycle products regularly – including repurposing or transforming used materials into new products of greater value. (Hof, 2024)
- Encourages a “throwaway attitude” (Stallard, 2022)



Individuals often struggle to get started with upcycling due to a lack of knowledge, resources, or confidence in their creative abilities. Additionally, finding the right tools and materials can be time-consuming and expensive, leading many to abandon their upcycling projects before they even begin. Moving individuals from a passive position on sustainability and upcycling to one where they are assertive in their approaches, and confident in their tools, resources, and abilities, takes an innovative and enterprising leap.

### The Fit Kit Solution

Alter Eco developed The Fit Kit, a user-friendly, do-it-yourself (DIY), upcycling and repurposing toolkit that is positioned as one of the solutions to the crisis fast fashion has created. The Fit Kit equips users with premium upcycling tools and accessories to fit the skill level of novice and expert fashion “upcyclers”. Through the kit, consumers can fashion unique, personal, apparel treasures, develop valuable skills, reduce textile consumption, and build community and collaboration among users. The kit also includes step-by-step guides, sustainable materials, and access to community support.

If the average American family (2.6, Census Data) who generates 210 pounds of textile waste per year, uses the Fit Kit to upcycle 20% of their discarded clothing, 42 pounds of textile will be saved from landfills every year. This is the most compelling argument in favor of the Fit Kit.



Development of Alter Eco’s brand started with the bold idea that inspiring conscious consumption among Gen Z by providing innovative tools and experiences that merge creativity, sustainability, and self-

expression, would ultimately transform the way we interact with textiles and shape a more responsible future.



### Mission Statement

***To empower fashion-forward individuals to practice conscious textile consumption by providing eco-friendly upcycling solutions that inspire and reimagine style.***

## Target Market

Generation Alpha (born between 2010-2024) and Generation Z (born between 1995-2009) are predominantly children and young adults, who are highly diverse, with a significant number of individuals belonging to ethnic minorities, and they come from households with higher disposable incomes compared to previous generations.

Both generations are highly aware of environmental issues and are inclined towards sustainable practices, making them more likely to be interested in upcycling and repurposing. They enjoy hands-on activities and value self-sufficiency, often preferring to create and customize products themselves. Gen Z and Gen Alpha value individuality and creative expression. A toolkit that enables them to personalize their belongings through upcycling appeals to this desire. Both generations have grown up with technology and are likely to appreciate the combination of physical tools with digital instructions and online resources. Gen Z and Gen Alpha consumers are often drawn to brands that align with their values and make a positive impact on society and the environment. Overall, the sustainability, creativity, and hands-on nature of our DIY upcycling and repurposing toolkit align well with the interests and values of Gen Z and Gen Alpha consumers, making them a promising target audience.

## Market Segmentation



**Eco Teens** are our primary target market. They are sensitive to climate change and sustainability issues. Their key interests are reducing their environmental footprint, increasing their creative capacity, and embracing eco-friendly practices.



Our secondary market is **Fashion-Forward Teens**. They are self-assured and their style reflects individuality. FFTs push the boundaries of fashion norms. Their key interests are unique, personalized apparel, and a supportive community.



**VE Company Leadership Teams** command decisive influence on consumer purchasing. Their key interests are the health and wellness of their employees, and leadership by example.

## Competitive Analysis

Alter Eco functions in the **Hobbies & Creative Arts** market, where it trades in apparel upcycling tools and supplies. Our direct competitors sell trendy, casual, clothing. If these companies in this segment, supply customers' needs for unique and ethical fashion, it reduces the demand for our Fit Kit and that will hurt our company's efforts.

However, as the original apparel upcycling VE company, our strategy to thwart competition involves distinguishing our kit's capacity for self-expression from the mass-produced apparel fashion designs of competitors. Alter Eco leverages our capacity to upcycle and repurpose our competition's apparel, which makes us a natural ally to clothing companies.

Competitive Analysis Table

Criteria	ALTER ECO	The Project	Vivid	Tidal Threads
Customized Apparel	✓	✗	✗	✗
DIY Capacity	✓	✗	✗	✗
Community of Support	✓	✓	✓	✗
Upcycle and Repurpose	✓	✗	✗	✗
DIFY Service	✓	✗	✗	✗
Fashion Fixes Youtube Series	✓	✗	✗	✗
Sustainability Education	✓	✗	✗	✗



## Industry Analysis- Real

In 2023, the US apparel market generated \$351.4 billion in sales, representing a 7.8% growth from the previous year. (OBERLO, 2024) The global apparel market size is projected to grow at a Compound Annual Growth Rate (CAGR) of around 4-5% from 2022 to 2025. This growth rate suggests an expanding market, indicating a positive outlook for the fashion industry. (Statista, 2024)

By 2025, it's estimated that online sales will account for a more significant share of the fashion industry's revenue, showcasing the importance of digital channels for future growth. (Retail Economics, 2024) And, a growing consumer interest in sustainable and ethical fashion practices is likely to contribute to industry growth. As more brands embrace transparency, eco-friendly materials, and responsible manufacturing processes, this segment of the market is expected to expand. (Fashion United, 2024) All metrics point to a favorable climate for a startup like Alter Eco.

The global Arts & Crafts materials market is projected to grow from \$21.71 billion in 2023 to \$30.89 billion by 2030, at a Compound Annual Growth Rate (CAGR) of 5.17%. (Fortune Business Insights, 24) Almost three-quarters of Americans have participated in arts and crafts activities in the past 12 months. This high participation rate indicates a strong consumer base for the industry. (MINTEL, 2024) Men's engagement in arts and crafts has increased by 10%, indicating a broadening of the consumer base beyond traditional demographics. (Fortune Business Insights, 24)

According to a 2020 study by McKinsey, 67% of consumers consider the use of sustainable materials to be an important factor in their purchasing decisions. The number of fashion brands and designers embracing upcycling is on the rise. These businesses are gaining attention and market share, highlighting the potential for further growth in the upcycling segment. Upcycling has gained traction on social media platforms, where influencers and users showcase their upcycled creations and inspire others to do the same. This increased visibility is expected to drive greater interest and participation in upcycling. It's evident that upcycling is gaining momentum and will likely continue to grow and influence the fashion industry and consumer behavior in the coming years.

## Industry Analysis- Virtual

Alter Eco is the only company in the VE marketplace that sells a DIY upcycling kit. The Fit Kit competes in the \$134M Virtual Enterprise (VE) Hobbies & Creative Arts and the Clothing & Accessories market. The robust New York region of the VE economy generated \$170M of the \$628M total economy. The Hobbies & Creative Arts and Clothing and Accessories markets are expected to continue growing in the 2024-25 fiscal year. So, as the VE economy is expected to grow, so will the economic opportunities for a dynamic startup like Alter Eco.

The current VE economy boasts strong indexes. This means consumers are pumping money back into the economy through the purchase of goods and services, from which Alter Eco will benefit. Last year, the Hobbies & Creative Arts and Apparel markets made up 20% of the economy, and have grown with the entry of new companies, so, the market has increased.

### VE Marketplace Highlights 2023- 2024

Hobbies & Creative Arts	\$38M/18,000+ transactions
Clothing & Accessories	\$96M
VE Market Value 23/24	\$628M
Average Net Pay Per Employee	\$2,000
NY Sales	\$170M

## SWOT ANALYSIS

### Strengths

The Fits Kit possesses a unique value proposition. It is a pioneering innovation, focused on sustainability, that empowers self-expression through apparel upcycling. It is also first-mover in the market, so we established a strong competitive advantage by setting industry standards, and capturing market share before competitors enter the market.

### Weaknesses

Our Kit targets the smaller, eco-conscious niche within the fashion market, which limits our potential revenue. We also see a lack of brand awareness as a challenge. However, an engaging promotional campaign, 5 toolkit options, and a cultivated community allay our deficiencies.

### Opportunities

The increasing consumer demand for eco-friendly products provides significant growth opportunities. Also, partnerships with companies that align with our mission are key to add-ons and bundling. We are keen on capitalizing on both.

### Threats

The VE economy insulates AE from most of our main threats. However, our marketing and contingency plans address each threat through customer education, a focus on building customer loyalty, and R&D to continuously improve the kit.

Alter Eco's critical mitigating actions to the threats identified in our **SWOT** analysis, starts with maintaining a lean and flexible business model that allows us to quickly adapt to changing conditions in the VE market. Also, we focus on building customer loyalty and repeat business, as loyal customers are more likely to continue supporting our brand during downturns. Alter Eco established intellectual property protection for our patents and trademarks to safeguard our unique product features and branding. Lastly, we continue to stay informed about industry advancements and emerging technologies and consider how they may impact your product or market.



To tackle our weaknesses, AE offers six (6) different toolkit options catering to different skill levels and fashion styles. The company also promotes awareness and offers educational content to teach upcycling techniques, attracting new customers interested in learning and engaging with our brand. Lastly, we formed strategic partnerships with companies that share our values, exposing our product to a larger audience.

We also established a strong social media presence that includes engaging content showcasing our products and their benefits, and collaborations with influencers who focus on sustainable fashion or DIY projects to promote our brand and the practice of fashion upcycling. We have established relationships with upcycling fashion influencers @clutterfly\_, @Mattbcustoms, @dazeanimations, @boho\_basement, @upcyclex, @handcukk, @moonraejewellery, and several more, as inspiration and guides for our customers and followers.

# GOALS, STRATEGIES, AND TACTICS

## Goals

Our marketing goals are drawn from several areas: product development, market penetration, financial performance, sustainability, customer satisfaction, and strategic partnerships. We aligned our goals with our vision and mission. The goal of our marketing plan is to deliver sustainable growth, an exceptional customer experience, and an enduring brand presence.



## Short term:

- Expand customer base through all VE regions
- Strengthen brand loyalty among the target market
- Expand product line to adjacent markets
- Foster a sense of community among fashion “upcyclers”

## Long term:

- Build brand awareness among target audience
- Educate target audience on sustainability and upcycling
- Establish a strong online presence in the VE marketplace
- Execute a strategic promotional campaign
- Set and monitor monthly sales targets

## Key Kit Components



Permanent Non-Toxic Tye Dye



Mini Heat Press



Dremel Engraver



AKALLIBRE Airbrush Kit with Compressor



Thimble Sewing Set



SINGER Handheld Sewing Machine



ARTEGRIA Watercolor Brush Set



Dremel Mini Cordless Rotary Tool



SINGER Tailor Scissors



Mandala Crafts Metal Snap Button Kit



12 Pc Cotton Fabric Bundle



Fiskars Rotary Cutter



ROMECH Full Size Hot Glue Gun



Craftsman Cordless Soldering Iron



Ombre Cotton Yarn



## Strategies- Marketing Mix

Our marketing mix is geared towards reaching our target audience, communicating the benefits of the Fit Kit, and expanding our customer base.

### Product

The Alter Eco graphic design team created striking toolkit models with premium kit contents to quickly upcycle and repurpose clothing, with professional results. Our kit contents can stitch, rip, paint, dye, distress, sand, polish, drill, etch, drill, button, fasten, patch, and engrave. Our product line includes:



**The Outwit.** This versatile kit is the generalist, and is designed for versatility.

**Paint-It-Black** is a dark fashion aesthetic, characterized by mysterious and gothic accessories.

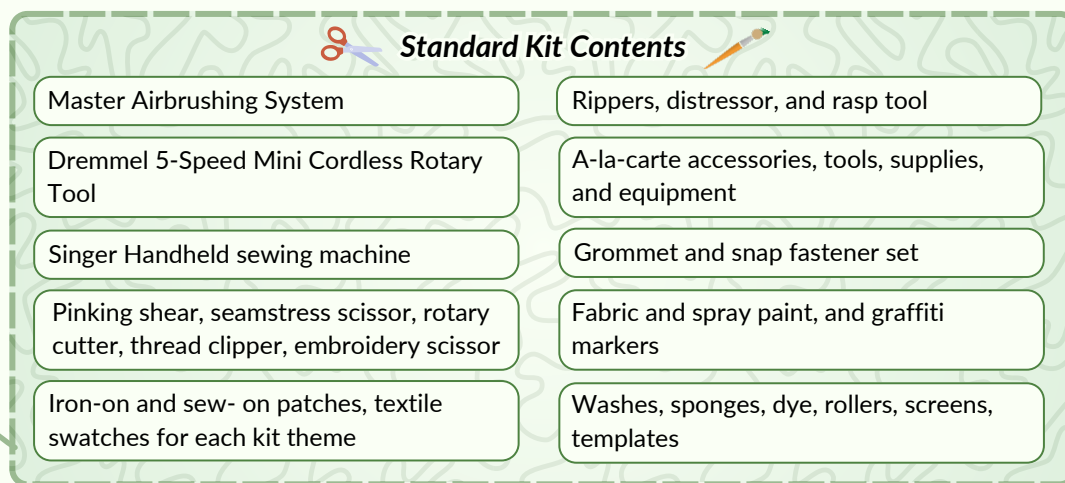


**The MetroFix** kit is created for exuberant self-expression and those who love streetcore.

For the fashionista who wants to capture that whimsical, dreamy look, we created **The Bowtique** kit.



**The IntriKit** was curated for those who love creative and artsy flair.



## Business Model

Our business model includes kit sales, refills, seasonal packages, accessories, subscription, tool warranty, a la carte tools and supplies, and limited Do-It-For-You (DIFY) service.

## Price

Alter Eco applied a data-backed, mixed pricing strategy to arrive at the optimum price of **\$299.99**. This price maximizes margins while remaining attractive to customers. Also, the company created **FitPay** to give customers the choice of 4-monthly, interest-free installments of \$75



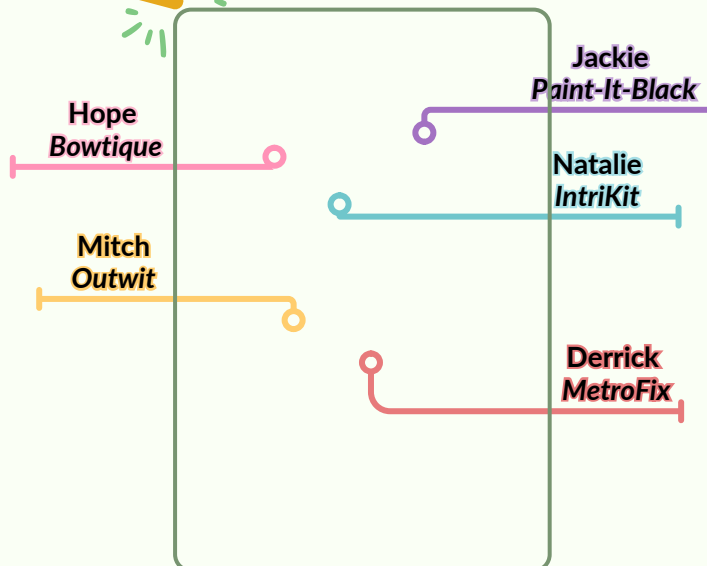
## Tactics- Promotion

Our promotional strategy is led by a robust email and social media campaign. We invested in a strong community brand; **FITFAM**, a telegenic group of teenage fashionistas, who are the face of our company, hosting a style incubator on our channels. The strategy is intended to push traffic to our website and increase conversion rates.

Our social media content strategy is the focus of promotion efforts. In the first few months, we highlighted our origin story and showcased our product line on Instagram, TikTok, and YouTube. Then we graduated to stimulating more engagement and interaction through tutorials, DIY tips, challenges, contests, and collaborations.

Alter Eco maintains a consistent brand voice and aesthetic and ensures our content is visually appealing and shareable. We track our key performance indicators (KPIs) to measure the success of our social media efforts and adjust our strategy accordingly.

The next phase of our promotions package addresses community building and social impact. Our plans to achieve this include growing interest in upcycling by reposting







**Company Bulletin Board**  
High School for Arts & Business Display



**1st Place, Best Booth Design Award!**  
John Adams HS Trade Show, 2024



**VE Hub Banner**



**Shop4Shoutouts** is a social media strategy we developed to publicly recognize or "shoutout" VE companies that purchase our products. The advertisement stimulates conversation and the currency of attention.

#### Alter Eco Social Media Highlights 2024/25

Metric	Instagram	TikTok	YouTube
# of Posts	98	18	5
Total # of Views	128,500	22,000	125
Total # of Accounts Reached	5,400	830	
Most Viewed Post/ # of Interactions	"Our Designs"/3100	"Winning Women"/2700	Slime/125
Posts/Stories/Reels/Lives%	38/34/27/1		

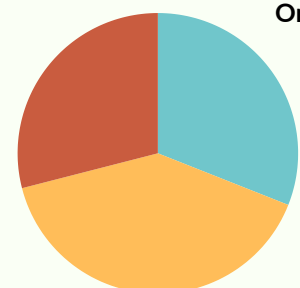
#### Placement

Alter Eco projects 31% of Online Sales, 40% by Tradeshow, and 29% from virtual networking events. These numbers are consistent with our market research and current performance

#### Positioning

We positioned the Fit Kit as a sustainable fashion solution, and the go-to-choice for fashion enthusiasts who want to reduce their environmental impact by upcycling clothing.

#### Virtual Networking Events Sales 29%



**Tradeshow Sales**  
40%

The kit boasts upmarket design and creative empowerment and utility for the mass-market. We also offer exclusive content including tutorials and collaborations with influencers in the upcycling community. The kit is not only effective at upcycling apparel, but accessories, furniture, art, drapery, and flooring.

## Marketing Budget

Alter Eco's marketing budget includes various expenses related to promoting our business, building brand awareness, and driving sales. We prioritize marketing expenses based on the company's goals, target audience, and by limiting marketing expenses to 10% of sales. This efficiency illustrates a robust business model that can generate substantial returns for investors. Our leadership team regularly reviews and adjusts our budget as needed to maximize the return on investment (ROI) for your marketing efforts.

We practice financial discipline by capping expenses to 10% of sales. Most of our marketing responsibilities are executed in-house by our Marketing Department and cross-silo teams. Our marketing products include blog posts, videos, infographics, social media content, business cards, flyers, brochures, promotional items, newsletters, promotional emails, monitoring engagement, and analyzing performance.

We use a cross-functional approach to executing marketing responsibilities. The Sales & Marketing, Project Management, Media & Communications, and Information Technology & Graphics departments collaborate on Digital Advertising and Content Creation, Email Marketing and Trade Shows, Social Media Management, Analytics and Tracking, Website Development, and Social Media Ads.

However, to maximize our reach and impact, we created a media campaign for the Virtual Enterprise Hub and optimized trade show exposure. Those expenses have been applied directly to marketing for accounting. Total Marketing Expenses are estimated at \$70,000. Contingency Funds are assets set aside for unexpected expenses or opportunities that may arise.



### ***Alter Eco Estimated Marketing Expenses 2024/25***

Marketing Salaries Expenses	\$52,000
Digital Ads for VE Hub	\$4,000
Trade Show and Events	\$8,000
Offline Marketing	\$2,000
Contingency Funds	\$4,000

**TOTAL = \$70,000**

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