



MARKETING PLAN

		
RINGS	PENDANTS	EARRING
		
NECKLACES	BRACELETS	ANKLET!



SOCIAL MEDIA:
@coastlinecharms



WEBSITE:
coastlinecharms.com

TABLE OF CONTENTS



03 PITCH AND PROBLEM

- what are you selling?, who needs it?, Why do they need it?

03 TARGET MARKET

- ### 04
- demographic, psychographic and geographic characteristics

04 MARKET ANALYSIS

- ### 05
- industry, market and competition

05 MARKETING PLAN

- ### 06
- product, pricing, placement, promotion, and positioning



Pitch and problem

Coastline Charms provides unique craft-able jewelry, which will become a part of an environmental change within our beaches. We sell jewelry such as rings, necklaces, bracelets, anklets, and earrings created with garbage or pollution that are collected on the beaches and oceans. Our products are crafted by designers artists to fulfill a beach-style experience for daily wearing or visiting the beach shores. Coastline Charms enjoys being a part of the change by contributing to public events, in which our employees and leaders host a public beach cleanup event within New-port beach, Huntington beach, etc. We obtain the waste from the beaches but produce a product that looks "Good as New!" Coastline Charms enjoys connecting with volunteers but also consumers, who enjoy supporting our products and participating in events. Our goal is to provide a better-beach environment for the public while working with our Non-profit organizations.



Target Market



Our main objective is to make our world a cleaner place, and the best way is to turn garbage into something unique and beautiful.

The specific target group to which the firm directs its marketing efforts and we are targeting teens and women ages 16-50 years old who are looking for unique jewelry. We would categorize our jewelry style to fit into the bohemian or hippie sub-group. The women who tend to buy our products will have a passion for our planet or are looking for unique pieces to accessorize existing wardrobe. We feel that there is a market for men in the lane and are planning to do some market analysis of the viability of establishing a mens line of products. With any business there are risks to achieving our short and long term goals and our business could struggle to meet our projections due to the global COVID-19 pandemic. Beach clean-ups have been suspended during the pandemic, so our artisans have to spend a lot of their time searching for raw materials on their own on the beach in their local community. With this supply chain hindered it could reduce the inventory we have on hand and in turn reduce our sales. The beach clean-ups are on hold until the pandemic passes and we are hoping to restart the clean up by summer of 2021. The current economic climate under the global pandemic has hindered consumer confidence in our primary market segmentation posing a risk to our revenues. As the COVID-19 vaccine becomes widely available in 2021 and short-term market inefficiencies normalize to pre-pandemic levels, we expect consumers to regain confidence and will position our company to capitalize on the

economic recovery. Our company has fair and reasonable prices so any income level is welcome to buy with us.

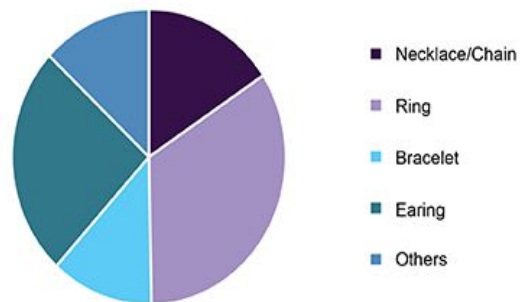
Coastline Charms ships throughout the state of California, we hope in the future we can ship to more states in the country and in this way more people can wear the charm of the beach in their jewelry.

Market Analysis

Real Industry Analysis

According to Statista and fortune business insights, The U.S. jewelry market was expected to increase from about 42 billion U.S. dollars in 2020 to over 60 billion dollars by 2025. Jewelry store sales have been upwards of thirty billion U.S. dollars in each of the last five years with sales tending to peak in December with retail sales often double those of any other month of the year. The driving factors influencing the global jewelry market includes increasing innovations in jewelry designs and rising disposable income. Due to the increasing customer base in the industry the global jewelry market is gaining maximum traction along with a huge profit earnings. With the increasing fashion trends and innovations in creating new designs, the leading players of the global jewelry market is focusing on regular changes in fashion to bring innovations in the products and designs to attract customers.

In the chart below the ring is projected to be the leading segment due to the rising popularity of the ring to symbolize engaged and marital status. Earring, necklaces, bracelets, and others have shown a significant presence owing to the rising usage of these products for beautification and enhancements on looks, especially among the female population.



Coastline Charms 'use of upcycled beach plastic, helps the marine environment by reducing litter found on beaches and oceans. These methods appeal to the consumers 'concerns for ethically sourced materials and processes.

Virtual Industry Analysis

Coastline Charms has no direct competitors in the jewelry market made with upcycled beach plastic. Indirect virtual competitors include Phoenix and MINED. As companies we have the same purpose which is to help our environment, but at Coastline Charms we do not take away the essence of where the materials we collect come from. In addition to using upcycled beach plastic materials, Coastline Charms partners with a

charity organization for each jewelry. Coastline Charms host a public beach cleanup event within New-port beach, Huntington beach, etc; for the collection of garbage on the beaches for all those people who want to cooperate with the cleaning of their planet. For every \$1 Coastline Charms earn, 1 pound of the washed debris will be picked from beaches around the world. Coastline Charms has a medium demand, each customer could buy 2 to 3 products and each customer could spend over \$40 for more than one purchase; this expected demand can impact our company in a beneficial way because good profits can be obtained with that certain number of products sold.

Competition on both Industries

The difference between Coastline Charms and its competitors is the quality of the product, the customer service we offer, the affordable prices for medium level of income, and the diversity of our employees; this is something special in our company, because our employees can use the knowledge of how the market works in other parts of the world. The most important thing for Coastline Charms is to offer the best level of quality for our clients.

Marketing Plan

Product

Coastline charms' products include rings, earrings, necklaces, bracelets, anklets, and detachables charms made from washed up plastic and glass from beaches around the United States, in coordination with beach clean-up groups, certain plastics and glass are collected and sent to our artists for design and crafting. We contract with these artisans for bulk orders and specific designs.

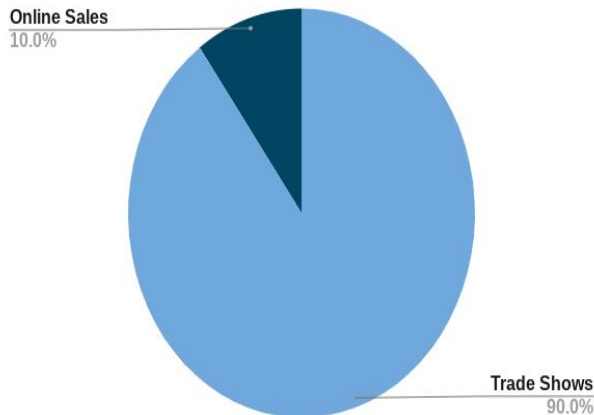


Pricing

Typically our wholesale cost of goods range from 5 to 60 dollars and we follow typical industry practices of applying a 200-300 percent markup to set the retail price of the jewelry. Our pricing strategy will be premium pricing. All of our products are unique and made by hand by contracted artists from around the country, they are not found in many retail environments and will be competing with individual artists most selling on Etsy. In addition, we will periodically use bundle pricing which will be utilized to build complementary matching sets. This strategy will primarily be used for live sales events at trade shows and for seasonal special sales. Our company is committed to help with global coastal clean up efforts and support these efforts by committing to nonprofits

focused in this effort. This commitment equates to every \$1 we earn, 1 pound of the washed debris will be picked from beaches around the world. So with every purchase the customer gets a unique piece of jewelry and helps with reducing the coast pollution problems that affect beaches worldwide.

Placement



Coastline Charms generates its revenue from some sources such currently as trade shows events and online sales. The company anticipates that trade shows will account for 90% of the company's sales during the time frame of November 2020 - April 2021. During this same time frame, online sales are expected to account for 10% of revenue. After trade show months conclude, online sales will see a percentage increase as more emphasis

and attention will be placed in constantly updating the site for customer appeal.

Promotion

In order to maintain a successful marketing campaign, the company focuses on how it can reach its target market. To promote the company's products, Coastline Charms will provide a newsletter and email marketing through email. The newsletter is a great way for the company to keep its customers updated on all things, while giving them incentives to buy more products. The email marketing is a great way to promote the new releases and promotions of each season. Social media is another important way the company connects with customers.

Positioning

Coastline Charms' mission is to create an efficient impact on the polluted oceans, coastlines, and beaches. Coastline Charms wants to encourage individuals, creating communities of individuals gathering within events and obtaining partners along the journey. Coastline Charms project an image to hit a specific target. Coastline Charms positions itself a marine environmentally conscious lifestyle apparel brand that steers toward consumer affordability. The people who wear our jewelry is because they are people who believe in second chances, they are people who care about their world, they are charming people. Step by step, we can all change the world, change begins with being responsible and making conscious choices when we are on vacation.