



arkai[•]

COMPANY REPORT

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Perfect Fit Your Perfect Fit Your Perfect Fit

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Executive Summary

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Mission

Arkai stands for diversity and inclusivity. We want to provide every woman with her perfect fit, bigger sizes, pregnant women, teenagers etc. Every woman has the right to be herself.

Target

First of all, we start by targeting younger women, more specifically the ages 10 till 18. They are in the middle of puberty and experience hormonal changes and fluctuations. The need for a bra that adapts to their morphology and weight fluctuations is necessary.

Product

Our first product is an adjustable bra for young woman. The bra will grow with teenagers from a size 70A till a size 90C, without decreasing in quality over time. Arkai wants to support young women during their puberty and growth periods.



company

Problem analysis & Product

Problem

The search for a perfectly fitting bra is not easy. 70% of women even wear the wrong bra. This problem is particularly acute among young women between 10 and 18 years, who are in a growth phase and go through puberty. They grow out their bra in a short period of time or the bras don't adapt to their bodies. As a result, they have to buy a new bra every time. This is not only a waste of money, but also bad for the environment.

Our Perfect Fit

We create a bra that adapts to the required shapes and sizes of young women's bodies. They can adjust the bra whenever they need to. As a result, they do not have to buy a new bra every time their size changes. Our bra covers cup sizes 70A to 90C and is comfortable, supportive and minimalistic, just like our target audience wants. Moreover, the new generation is increasingly aware of social problems, such as climate change and fast fashion. To combat these issues, we offer a bra made from durable materials that you don't have to throw away after wearing it a few times.

70% of women wear the wrong bra



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Arkai vs Competitors

Arko

Sustainable fashion
Ecological
Inclusive & comfortable
Extremely adaptive

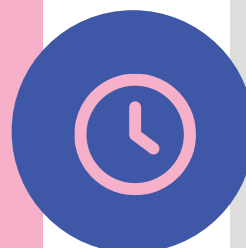
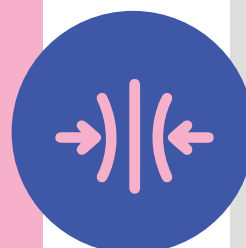
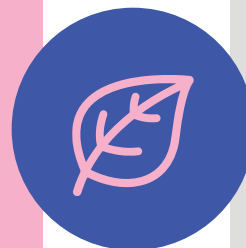
Grows up to 2 sizes
and consists of durable
material

€ 49,99 per bra

Lifetime: 2 years

In 2 years time:
€ 99.98 spent*

*Mostly 2 bras are bought at a time



Fast-fashion
Cheap & polluting
Non-inclusive & sexy
Not adaptive

Grows up to 2 sizes
and consists of durable
material

€5-€10 per bra

Lifetime: 3 months

In 2 years time:
€ 240.00 spent*

*Mostly 2 bras are bought at a time

SAVE €140 WITH THE PERFECT FIT

and reduce your carbon footprint, stop the fast-fashion,..

perfect fit Your perfect fi



market analysis

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Sector analysis

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In the lingerie sector we experienced an important shift in preferences. The pandemic accelerated the already-popular comfort dressing movement, propelling soft cup silhouettes into the spotlight. We notice that more women want to wear bralettes and sportswear instead of sexy lingerie. Hence, we chose to make a combination of a comfortable bra and a bra that gives a lot of support like a sports bra.

The global bra market is experiencing significant growth and is expected to continue growing in the coming years. In 2019, the bra market was valued at USD 18,315.7 million and is expected to reach USD 34,914.7 million by 2026.

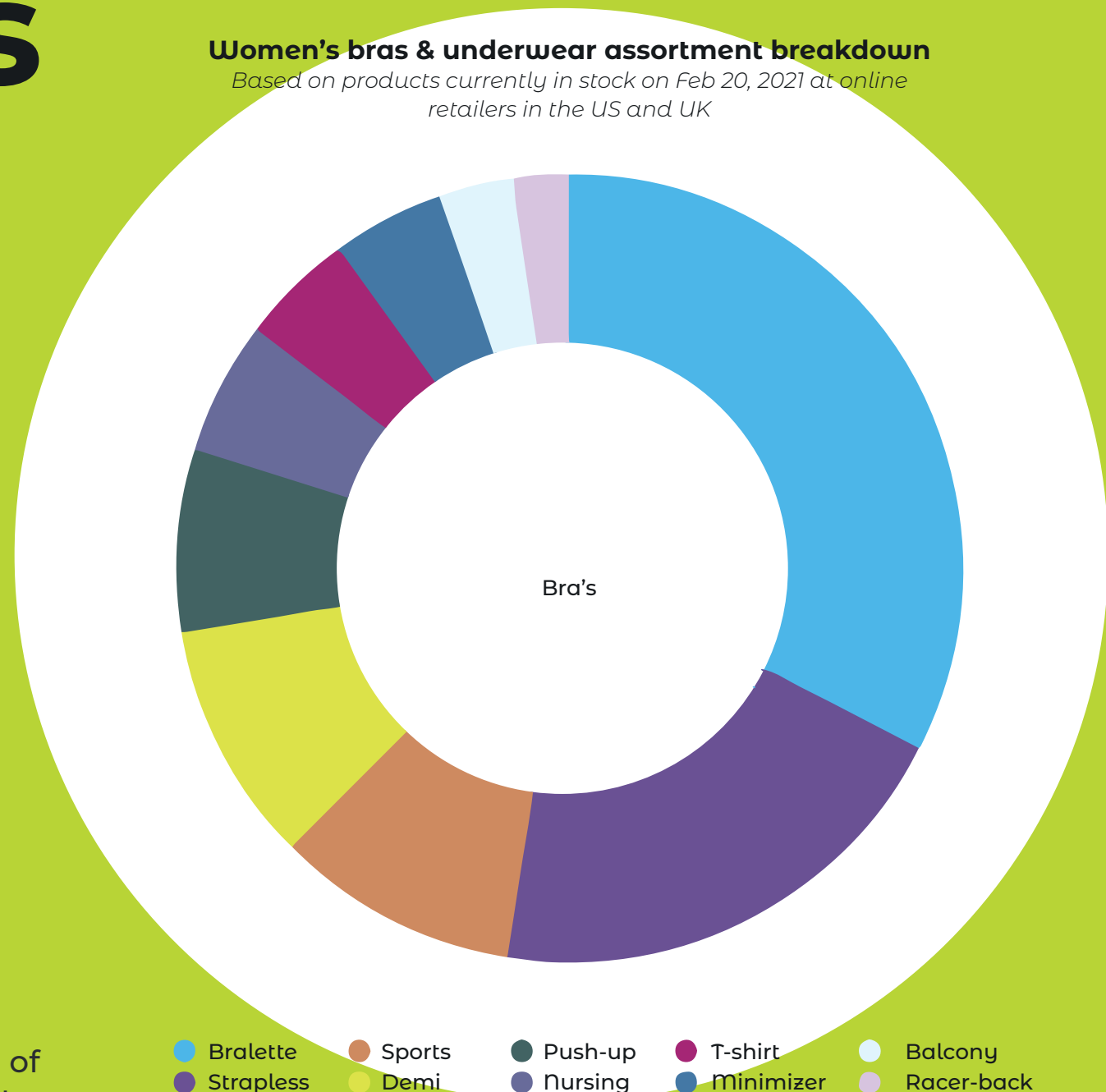
market segmentation

Market segmentation: Young women between the age of 10-18 years old. Their bra size is between the size 70A till 90C and they suffer from hormone fluctuations and are in the middle of puberty.

comfort comfort comfort

Women's bras & underwear assortment breakdown

Based on products currently in stock on Feb 20, 2021 at online retailers in the US and UK





Strenghts

- Innovative product with strong demand
- Extremely adjustable
- Covers the sizes 70A – 90C
- We understand our focus group as we are from the same generation
- Sustainable product and less expensive in the long term



Weaknesses

- Difficult market
- Only 2 colors
- Difficult to follow fashion trends



Opportunities

- Social media is great for our focus group
- A lot of young women have hormone fluctuations
- A potential market of 22.83 million women between the age of 10-19 in EU
- Unique focus group choice



Threats

- Focus group loyal to brand
- Fast fashion offers bralettes at a low price
- Does our public understand our product?





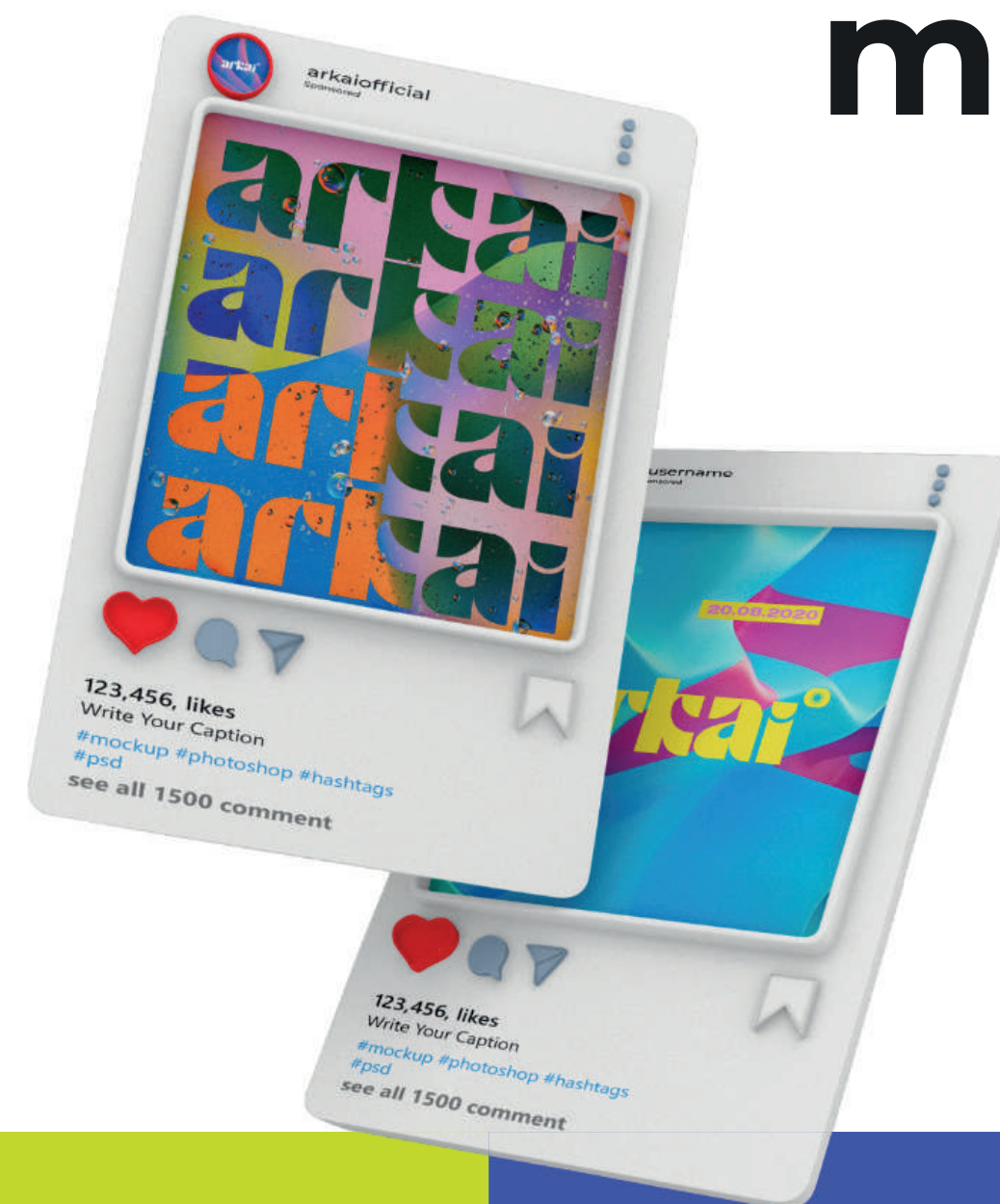
marketing
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Our branding is focused mainly on 10-18 years old women. Thereby we utilize Instagram and Tiktok to build a community around our brand. Of course, we also want to target the mothers of these young girls. They will be mainly targeted via Facebook and blogs. All customers can find all information and order on our website www.arkai.be.

Apart from our online experience, we also offer a physical experience in shops. In Belgium we already have an agreement with a chain store where our bra will be for sale. In later stages we would like to offer our own store or pop-up and offer our clients the unique branding of Arkai in store.



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Financial analysis

Financial analysis

Financial analysis

MARK-UP
X2.5



Sale price:
€49,99



Manufacturing price:
€20,00/unit



Transportation costs:
€3,00/unit



Fixed costs:
€1.531,41



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Future Potential

Future Potential

Future of Arkai

The future of Arkai consists of targeting all different groups of women. Today we offer a bra that grows from a size 70A till a size 90C, but a lot of women develop bigger breasts than a C. So, the first follow-up product will be the perfect fit for bigger sizes.

But our journey does not stop there. In the future we would like to target other minority groups, such as women with a mastectomy or even gender neutral lingerie are possibilities within Arkai.

Every woman has the right to feel good