



Business Concept

Mission

The Bean Boutique is a brand that offers good-willed consumers sustainably-sourced, ethically-made clothing and coffee with an engaging and homey store environment

Vision

Aiming to reduce the harmful impact of the fast fashion industry by putting the environment first, employing ethically and farming sustainably

Organizational Structure & Personnel



Sourcing Structure

Wholesalers & Products

- Ten Thousand Villages:** Fair trade jewelry, chocolate, coffee grounds
- ABLE:** A brand dedicated to providing women with sustainable jobs; women's apparel
- Tradlands:** Women's apparel produced in small batches with high standards for working conditions and wellbeing of their employees
- Econic:** Women's basic t-shirts, crewnecks and hoodies made from recycled plastic bottles
- KOTN:** Women's apparel specializing in loungewear knits and woven button-ups; all made in Egypt with a mission for ethical and sustainable "traceability"
- North Roast Coffee:** Fair trade coffee beans
- Café Campesino:** Fair trade and organic coffee beans, all-natural sweeteners, home-brewing merchandise



Services

- Free coffee and chocolate samples will be offered daily to customers who come in and shop. By doing this, they might be able to discover a new favorite and will keep them coming back to enjoy their in-store experience. A small section of the store will be devoted to seating and relaxation, if someone wants to enjoy their coffee or simply hang out.

Product & Shipping Packaging

- The Bean Boutique will use the eco-friendly product packaging "Cycle Green" to ship out all online orders to reduce waste and promote recycling

Industry Segment and Market Analysis

Market Demands: Demands for the women's apparel market has decreased slightly along with the rest of the world's economic condition. Currently, the revenue for the women's apparel segment in the United States amounts to over \$190 million in 2020 and the market is expected to grow by 2% in the years 2020-2023 (Women's Apparel Statista, n.d.). Comparing that figure globally, the US generates the most revenue for women's apparel.

Trends: E-Commerce and personalization are two retail trends in the women's apparel market. There is a push for easy, convenient shopping online that The Bean Boutique will fulfill the need for. Personalization will also be offered by tailoring one-on-one, in-store personal shopping appointments upon request. This allows for customers to find clothing they never would think to try on or learn more about the current product mix in-store.

Sustainability

The objective of The Bean Boutique is to be a sustainable and socially responsible retailer by working with established wholesalers who are like-minded in our goals to reduce our carbon footprint, cut down on pollution into water, use less water in overall processes, and provide decent work and pay to artisans and farmers domestically and abroad.



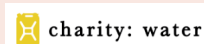
Each apparel supplier is closely monitored to ensure that synthetic dye usage is eliminated and natural dyes are used, helping keep water in the communities safer to drink and surrounding ecosystems protected. Measures are also taken at each step in production to reduce to use of water.



The Bean Boutique works selectively with wholesalers that create sustainable, decent and productive employment for the artisans and farmers involved in making our clothing and coffee products.



The coffee beans we choose are verified organic and sustainably farmed, using natural resources efficiently and minimizing waste and pesticide usage, allowing for a safe environment for farmers.



Triple Bottom Line

People

The Bean Boutique serves to provide our partners with decent work and a living wage to help break generational poverty in the communities we source from. Each purchase from The Bean Boutique helps improve the life of a farmer, artisan, or factory worker.



Planet

The Bean Boutique puts mother earth at the top of our priority list. Our apparel and coffee beans are produced with a special attention to water consumption and pollution. The elimination of pesticide usage on our coffee bean farms also keeps ecosystems healthy and thriving. Our wholesalers share the same values in our goals to keep our carbon footprint and overall waste to a bare minimum.

Profit

We don't stop at our efforts to help the planet: The Bean Boutique has taken the extra step to have a brand partnership with CHARITY:WATER and donate 10% of our profits to this cause. Nearly 1 in 10 people worldwide do not have access to clean water (charity:water, 2020). Not only should our coffee beans be fed with clean water, but so should people who live in isolated rural communities.

Competitive Analysis

Strengths "Products compliment each other" (Brown, 2020), user-friendly website, deep assortment in their 3 product lines (clothing, plants and furniture), offer personal services for consultations on custom arrangements for home décor.	Strengths Have 2 well-placed locations, wide and deep assortment of merchandise, are well-established on several social media platforms (Blogging, Facebook, Twitter, Instagram, Pinterest and Tumblr), have a very defined value for fair trade and sustainable goods, offering curb-side pick up on orderings amidst the coronavirus (Zee Bee Market, 2020).	Strengths Great location on The Delmar Loop for tourist traffic, Fair Trade Federation Member, source from 40 different countries, offer fair trade, sustainable and recycled material products, participate in local events such as fair trade markets and international craft festivals at churches and community centers.
Weaknesses Images on website vary in terms of quality, their value of "sustainability" isn't very apparent, poor location in St. Louis, product mix can be confusing for customers.	Weaknesses Offer an overwhelmingly large assortment of products and no clear assortment line, customers won't have a set idea of what they can expect in-store. E-commerce shopping is a bit overwhelming with everything they have to offer on their website.	Weaknesses Currently are not offering e-commerce shopping options (Plovshare, 2020).
Opportunities Owning plants is very trendy right now- "bringing the outdoors in". Setta offers this for consumers and could take advantage of this trend.	Opportunities Consumers are looking to buy more fair-trade and sustainable products, making their values perfectly aligned with what is trendy in 2020 and going forward.	Opportunities Consumers love shopping for ethically made goods, making their business model perfectly aligned with the trend of buying green that shows no sign of slowing.
Threats COVID-19 has ceased in-store shopping and their online offerings are very limited (Setta, 2020). This will slow business and reduce profits for an indefinite time period.	Threats COVID-19 has forced them to close their doors making their two locations more of a burden for expenses such as rent, employee payment, and utilities.	Threats With the stay-at-home order in place indefinitely in Missouri, they are making no profits since they do not offer online shopping- this will largely impact their ability to stay open in the future.

Competitive Advantages

- Our in-store experience will differentiate us from our local competitors. Being able to drink samples off coffee, eat chocolate, and have a place to sit will draw people into our store. The Bean Boutique will also offer personal shopping services.
- Our focus on keeping water clean, reducing water usage and donating 10% of profits to CHARITY:WATER is also a differentiating factor from our competitors. Our philanthropic values and will be clear, making customers feel good about shopping from us.
- The Bean Boutique will have a clear and straight-forward product assortment so customers will know what they are coming in for- high quality women's clothing and a delicious assortment of coffee beans.
- E-Commerce will be well-established and be held at a high-priority in order to serve customers beyond the STL area.



Demographics

- Tapestry Segment:** "Emerald City"
- Median Age:** 37.4
- Median Household Income:** \$59,200
- Race:** 77.7% White, 11.1% Hispanic, 9.3% Black
- Occupation:** Management, Education, Library, Office and Admin. Support, Sales Jobs
- "20% above national average on spending for apparel goods"
- 51.5% Rent homes as opposed to owning a home (Avg. rent spend is \$1,087) (ERSI, 2018)

Psychographics

Young and mobile, embrace "foodie" culture and enjoy cooking meals using organic and local ingredients. Music and art are sources of entertainment. Travel frequently (abroad and domestically). Cell phones and social media are a part of their everyday life. Buy natural, green, and environmentally friendly products. Conscious of nutrition and physical health. Into activities such as yoga, making travel plans, shopping online, and blogging (ESRI, 2018).

VALS Groups:
Experiencers: Trendy consumer group, social creatures, very spontaneous (not afraid of moving from place to place; nomadic), heightened sense of visual stimulation and can appreciate good quality clothing.
Innovators: Make the highest amount of transactions, future-oriented (have a whole-picture mindset of the sustainability of the supply chain), self-directed consumers, wide variety of interests and activities (US Framework and VALS Types, 2020).

Behavior

Buy natural, green, and environmentally friendly products- making a purchase from a sustainable brand is important. Well educated, so consumers typically weigh their options carefully before making purchases. They are less impulsive when buying new things but enjoy having new products to keep life fresh. Shop at places such as "Trader Joes" and "Whole Foods" for grocery items (ESRI, 2018).



Marketing Strategy

The Bean Boutique will primarily advertise through social media (Instagram and Facebook). Mastering and getting word out through these two platforms first will be our initial start before moving to other networks such as Tumblr and Pinterest. Our hashtag will be **#BeABetterBean** to get the word out about the importance of purchasing sustainably.

Using social media to market the Bean Boutique is vital because our target market is a heavy social media user, it is free to utilize, and acts as a great way to collect data analytics from followers. It will also be used to offer coupons and release promotions to public. Having St. Louis followers will act as a great way to get people in the door, but gathering a following outside of the STL area is vital to grow our e-commerce business.

The Bean Boutique will contact news companies about doing a press releases and paying for articles to be written about the grand opening of the new store located in **The Grove** area of **St. Louis** (local channels such as KMOV, Fox 2 Now, and the St. Louis Post Dispatch).



Poster by
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