Proposal for Stanford Global Entrepreneurial Marketing Project Team

The Company

CutieCode.com is an e-commerce platform that brings fashion products designed and produced in Asia to the global marketplace. Established in 2008, CutieCode.com started as a small web store that sells fashion for young ladies made in Taiwan. The company has enjoyed tremendous growth over the past year and is looking to expand the range of its product offerings and to create a sister website designed for large scale e-commerce operation.

We believe that fashion and lifestyle products should be of high quality, but at the same time also affordable. To meet these criteria, CutieCode.com offers quality products at affordable prices. We feature a variety of quality brands from Taiwan, Hong Kong, Korea, Japan and China, carefully selected by our staff of professional fashion purchasers.

The current objective of the company is to create an e-commerce platform that retails both women’s and men’s fashion to many countries worldwide, and attract customers of all ethnicities and geographical locations. A side goal is to expand its wholesale business. The target demographic is young men and women in their teens, twenties, and even early thirties, who crave trendy fashion but also care about affordability.

Led by a talented team of founders and managers, CutieCode.com has an office and warehouse in Shanghai, responsible for shipping and receiving, and an office in Canada responsible for global marketing and sales.

Project Details

Although we plan to market to as many countries as possible to reach the maximum number of potential customers, the U.S. market is the largest by far, and is the main focus of our marketing efforts. As a result, the following questions are currently under study:

- Who is the target market/demographic?
- What is the most effective way to reach them?
- How should we position ourselves and what kind of image do we want to project?
- How do we find sponsorship opportunities to further promote our brand?
- How do we find partners and affiliates that help market our brands?
- How do we raise awareness of Asian fashion in general?
- How do we approach marketing to maximize retail and wholesale revenue?
Other questions to consider:

- Should we also consider products outside of fashion (e.g. cosmetics, magazines)?
- Should we also consider adding a C2C element (e.g. eBay) in addition to our B2C (e.g. Amazon) approach?

Deliverables

1. A DDART analysis presentation
2. A one-year marketing plan in the United States
3. Appendices to the marketing plan should include contact lists of potential business partners and affiliates
4. Any other materials that will help us implement the marketing plan
5. Brief suggestions as to how CutieCode.com can develop its business on the international front

Benefits

Working with CutieCode.com offers a unique opportunity to study the exciting fashion industry, e-commerce, and to gain insight on global business, especially business dynamics in East Asia. The strategies the team comes up with will play an important role in influencing the future directions of the company, and students will be able to see their suggestions and recommendations at work in the real world.

Additional Information

1. We recommend that the project team have four to six members
2. At least one person on the team should be able to read/write Chinese, and it is preferable that one person can read/write Korean
3. Previous experience in the fashion or e-commerce industries a plus

Contact Information

You are welcome to contact us regarding any topics related to this project

Bin Wang, Chief Executive Officer, CutieCode.com

Bin.Wang@CutieCode.com