Proposal for Stanford Global Entrepreneurial Marketing Project Team

Why should you join this project?

By working with us, you will gain first-hand experience in retail marketing and international venture. Our proposed project will provide you with the experience of launching a real product in the United States that originates in Hong Kong, China, currently one of the fastest growing consumer markets worldwide. Marketing our product, you will explore a wide range of cost-effective marketing and promotional strategies and have a chance to implement some of your ideas in the process. In addition, you will learn to build brand awareness and market share which are transferable skills valued in all industries. While marketing our brand, you will be furthering our objective of spreading optimism in the United States.

About Today Is Cool

“Optimism as a wearable art” is our motto.

Headquartered in Hong Kong, Today Is Cool is a premium fashion brand established in 2009 selling high quality unisex casual wear (targeting customers aged 25 – 40). When the fast-changing world seems overwhelming, optimism remains the most accessible source of happiness in its own right, empowering one to fight biggest adversity and to discover slightest joy. At the forefront of spreading the positive message of “today is cool, so live for today” to the mass public, Today Is Cool has combined such an optimistic and enthusiastic attitude of life with exceptional designs of apparel and accessories under four collections: Cool Day, Cool Dream, Cool Art and Cool Bear.

In addition to promoting positive social values, we aspire to promote modern and contemporary artwork. As a significant step towards this goal, we have entered into a partnership arrangement with a renowned Hong Kong art gallery, Yan Gallery (www.yangallery.com) and cultivated an unprecedented mode of high-end fashion under Cool Art by combining fashion with luxurious artwork.

As a starting point for exploring the Greater China Market, we will have two points of sale in Hong Kong in 2010: Located in the primary shopping zone in Hong Kong, i.e. Causeway Bay, Today Is Cool will open a consignment store in the renowned Japanese department store chain “SOGO” and also a flagship store in the high-end shopping area “Fashion Walk”.

Led by two co-founders, Today Is Cool is now operating with a team of designers, artists and marketing specialists, business consultants and fashion merchandisers.

Project Details

We are fully aware that Today Is Cool’s optimism-oriented fashion brand image is not common across the globe, but this is what clearly distinguishes us from any other existing fashion brand. Although we have strong networks in the local entertainment and Asian art
industries, we wish to expand Today Is Cool overseas and the first target location will be United States. Therefore, the following questions could be considered:

- Which city/market(s) in the United States should we target?
- What should we do to identify the target group, if any, in the target city/market(s)?
- What are the appropriate sponsorship channels for Today Is Cool in United States?
- How should we position Today Is Cool as the leading fashion brand on optimism in the United States on a cost-justified basis?
- How should we leverage on our unique collection Cool Art in the United States?
- How should we seek consignment opportunities in the target city/market(s)?
- How should we look for crossover opportunities with American brands or artists?

**Deliverables**

1. A DDART analysis presentation;
2. An one-year marketing plan in the United States;
3. Appendices to the marketing plan should include contact lists of potential business partners and target store(s) for consignment;
4. Any other materials that will help us implement the marketing plan; and
5. Brief suggestions as to how Today Is Cool can develop its business on the international front.

**What You Get**

Fashion branding requires a lot of out-of-the-box thinking. Consistent with our positive brand values, our proposed project shall impose no strict boundaries on any single marketing idea. We expect you to benefit from our proposed project in the following ways:

- Making an impact on the future of a real dynamic business;
- Earning hands-on product development and global marketing field experiences;
- Working with our team of different specialists, for example, our team of designers to create some innovative designs or an animation video for marketing purposes;
- Gaining tremendous international exposure – you are welcomed to arrange a self-sponsored trip to Hong Kong to visit the stores and the headquarter office of Today Is Cool and meet up with the co-founders to learn about the operational aspects of a retail business;
- Learning about the current state of the retail markets both in China and United States that may provide some interesting career options for you in your life after GEM.

**Additional Information**

1. We recommend that students work in terms of four to six;
2. We are happy to work with multiple teams;
3. We prefer that at least one person on each team speaks Mandarin and reads Chinese; and
4. We welcome you to propose to us any partnership opportunities with Today Is Cool AFTER GEM so that you may either benefit from your efforts on our proposed project or utilize our existing networks in the fast-growing Greater China market in the longer term.

**Project Sponsor**

We welcome any questions about our proposed project:

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