

Executive Summary

Established by Star Lee in 2010, Dog and Pony was created, a unique brick-and-mortar vintage boutique. The store recently turned into a location studio and by appointment to create customized pieces. Dog and Pony specializes in authentic, vintage merchandise and creative clothing, shoes, and accessories. The store is located in the heart of “West Campus” and Guadalupe Street also known as “The Drag” downtown Austin, Texas. Traffic and geographic is mostly the college life lifestyle, students and graduates. The services currently providing are custom pieces by hand from the personal appointments customers request or schedule. Recently customization, vintage, and homemade things have become increasingly popular, establishing a great future for the company.

Primitive Promotions has molded a marketing analysis to provide Dog and Pony with positive plans and solutions and create an even better retail business. Throughout the analysis we will discuss more in detail about the marketing strategies. To increase awareness of the boutique Primitive Promotions have decided to locally display flyers throughout Austin attaching pull tags with contact information to set appointments and answer questions. A few marketing strategies that we will be utilizing include: placing ads in local magazines, planning trunk shows featuring new seasonal collections, and catering to sorority girls during football season by customizing pieces affiliated with sports. Signage describing the current store status as a studio and service set by appointment, editorial and spread collaborations for mainstream magazines such as Nylon magazine. E-commerce, another strategy for the website under construction an online chat would be helpful for personal experience services. Last a networking event or party for the launch of website. Our marketing is leading more to the promotion view, so taking advantage of any local opportunities to spread the word of Dog and Pony would help traffic and sales tremendously.

Primitive Promotions has thrived and survived the industry leading on new ventures, Dog & Pony for example. Our service is the best of the best professional aid any business will receive. Researching is key getting to know the client thoroughly and is the number one step to pursuing a realistic yet profitable solution.

Situation Analysis

I. Company



Dog & Pony is a clothing retail company that focuses on creating a unique, personalized boutique experience for the Austin population. The store was established in 2010 by Star Lee, who oversees the creative development, and Alice Chan, who is in charge of the business development. Dog and Pony specializes in authentic vintage merchandise and innovating thrift apparel, shoes, and accessories. Prior to moving to Austin, TX, Star Lee was an employee of the well-known designer, Alexander Wang, and his fashion company. After instituting a stable foundation of connections from this job, she decided to move forward with her ultimate goal and produce her own company. The logo and store name, Dog and Pony, was originally rooted from the late 19th century small circuses that featured dogs and ponies for their main attraction as they traveled through small towns and rural areas. Today the original meaning has dissipated into varying definitions, some more applicable to the store than others, therefore the owners choose to leave it open for interpretation for customers.

Located in the heart of The University of Texas campus, also known as “West Campus”, Dog and Pony is positioned on Guadalupe Street immediately after the intersection at 27th street. The vast landscape of the University of Texas campus fuels many local businesses who thrive off of this large student population of approximately 50,000 students (an estimated ¼ of Austin’s total population). The hours of operations are: Closed Mondays, Tuesday-Saturday 12:00 p.m. – 7:00 p.m. and Sunday 12:00 p.m. - 5:00 p.m. The store carries a plethora of labels ranging from local Austin, Texas designers to Brooklyn, New York, Australia, and London. These brands are carefully selected and well-edited before hitting the sales floor to ensure they are maintaining a consistent reputation. Dog and Pony is best known for their design services which include adorning appliques of all types, shapes, and sizes to clothing by hand to truly customize their items and guarantee they are one-of-a-kind. They are very open-minded when it comes to services and their ability to fulfill customers’ requests. In correlation to their distinctive services, it is the customers’ preferences that drive the purchase. Some of the numerous services provided by Dog and Pony include: personal styling, developing set designs to apply on merchandise, offering space usage for showcase events, creating custom jewelry and apparel, dyeing fabric, hand painting garments, and other services per the customer’s request.

After two years of operating Dog and Pony as a retail store and extensive research and consideration, Star Lee and Alice Chan have decided to take on a divergent path with this company. Recently in April 2012, Dog & Pony has made a big transition to become a strictly service-based business where the physical brick-and-mortar location will be utilized as a creative fashion space. This space aims to provide educational resources and collaborative outlets for the local Austin creative community. By bringing in fashion industry experts, Dog & Pony’s sessions will be centralized on the various ways to be involved in the industry; including modeling, styling, and reinventing recycled clothing. In addition, Dog & Pony will be open to the public by appointment only and focusing on more custom projects for individuals and collaborating with local artists ranging from musicians to photographers and videographers.



Currently, the company has five employees who are fully dedicating themselves to evolving the foundation of this new creative fashion space. They also accept interns to work at Dog and Pony and learn from them as they continue to grow. There are two types of active interns presently working: Business intern where interns focus on the marketing, public relations, and finances aspects of the company; and Creative interns where their focus relies on the design aesthetic, production, and collaborations with an assortment of companies on new products and services. The main purpose of Dog & Pony is to run a creative business and combine their exceptional skills and talents to better serve the Austin community.

S.W.O.T. Analysis

Strengths

Dog and Pony is a unique service-based clothing and accessories business. They offer specified and unspecified services, creating a multitude of options for customers. Owner, Star Lee, is highly involved in the store operation and the hand-made creations. A customer can have a vision of what they want added onto a certain garment and Dog and Pony serves as a design service to reinvent the garment utilizing the craftsmanship of the staff. Located within walking distance of the University of Texas, it is the local go-to store if you want customized or authentic high-quality vintage apparel or accessories.

- Offer specialized services that are exclusive to Dog and Pony. These services are performed in-store within their personal workshop where one-of-a-kind pieces are created and design details are handmade and applied to the garments
- Customer-oriented with one on one customer service, and caters services per customer request; customers are by-appointment only.
- Available, convenient private parking

Weaknesses

Small businesses such as Dog and Pony have a stronger competition in places like Austin, Texas where the city thrives on their local small business community. Evidently it was not run successfully enough to survive as a brick-and-mortar retail store, therefore it is now a service-based business by appointment only. Their company lacks sufficient advertising and promotions of their services. After two years they do not have an operating website, it is still in progress and expected to open in June 2012. They do not maintain their online social media website accounts, Facebook and Twitter, as thoroughly and often as they should to keep customers involved and up-to-date about their store offerings, events, and merchandise.

- Lack of advertising
- The abrupt transformation from public retail store to service-based by appointment only.
- Exterior signage has poor visibility

S.W.O.T. Analysis

Opportunities

Dog and Pony should use each and every ounce of opportunity that is presented to them being a local Austin-based business. There are multiple outlets for local Austin advertising that can offer positive results. Local publications such as the Austin Chronicle and Tribeza magazine can play a vital role in their customer base. The exposure of print media allows people to visually relate to the business and the products. Increasing their advertising would more than likely increase customers which enables Dog and Pony to potentially expand further with their venture. There are endless benefits to collaborating with other local Austin businesses to put on an event, promote a special sale, or launch a new collection. If they transform their weaknesses into positive opportunities they will soar in terms of success.

- Collaborations with other local businesses (boutiques, music, artists, venues, photographers, videographers, etc.)
- Promote new staple items, vintage and handmade pieces, each season with a trunk show
- Highlight the quality of merchandise and in-store production of one-of-a-kind merchandise.

Threats

Although the Dog and Pony's transformation from a traditional retail store to a solely service-based business brings out their competitive advantage over other stores, it also may decrease the foot traffic and customer base by not allowing walk-ins. Additionally, their website has been under maintenance for the duration their establishment has been open. Not having an operating website coupled with the by-appointment only aspect causes a lack of facilitated convenience for customers. Their direct competitors do not have this inconvenience issue, therefore serving as a major threat.

- Not open normal hours
- No walk-in customers are permitted
- No operating website

II.COMPETITORS

Laced with Romance



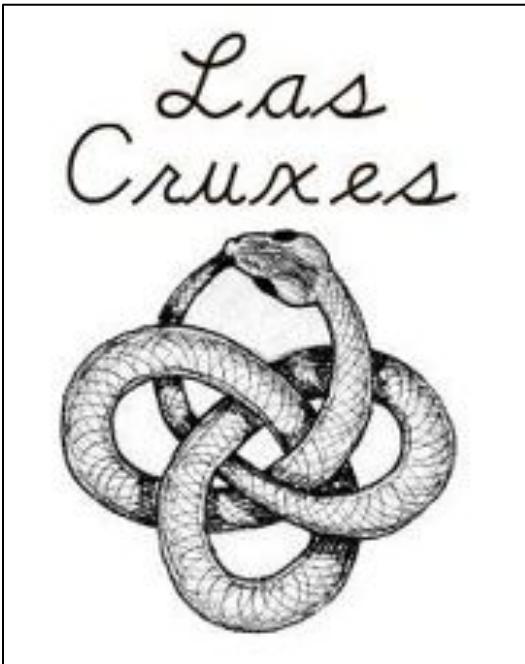
The founder, Stephanie Villalobos-Fellabaum, opened Laced with Romance in the year of 2005. Located on South 1st Street in downtown Austin, Laced with Romance is a primary competitor of Dog and Pony's and is a brick and mortar store filled with crème de la crème vintage clothing and accessories. Alongside the merchandise gathered from various vendors, Stephanie has also created her own personal line called Dust & Drag with designer Bekah Dubose. Her inspirations for the style of her store and clothing line epitomize the people she encounters daily and around Austin. Initially, Stephanie began selling her merchandise through her store on eBay, and then ultimately branched out when she had the opportunity to proclaim her own physical store from what was originally an auto body shop. She plans to begin her expansion outside of Texas in the near future by doing pop-up shops around the United States for promotion. Some services Laced with Romance offers are custom work such as, alterations to customer purchases, giving discounts to outside employees who work on South 1st street and lending garments for photo shoots, concerts and fashion shows with proper credit.

A few goals Laced with Romance plans to achieve are expanding to an alternative location; promote more to gain heavier traffic and create more alliances with other Austin local businesses through collaborations.

S.W.O.T Analysis – Laced with Romance

Strengths <ul style="list-style-type: none">• Working studio• Alter in house• Custom work• Web store	Weaknesses <ul style="list-style-type: none">• Slow traffic• Size of store• Promotion/Marketing
Opportunities <ul style="list-style-type: none">• Collaborating with local businesses more• Advertise constantly using social network sites online and local magazines• Pop up shops throughout Austin and local events such as art events	Threats <ul style="list-style-type: none">• The location of the store and signage visibility• Lack of promotions• Slow traffic

Las Cruxes



Las Cruxes was established in February 2010. It is located within a one mile distance from Dog and Pony on Fruth Street on the second floor of a local restaurant/bar called, “Spider House”. The have plans of adding neon signs to their storefront to increase visibility for their store. The owner, Vanessa Ortuno, has always had a desire to own her own business and cultivate her own ideas without having a boss. She wanted to integrate various important aspects in her life that she has invested in such as fashion, art, and music. The name of the business is in Spanish and translates to “the crossing” because everything in the store is intertwined and are associated with each other in some way. It is spelled differently because another place had already trademarked that name. The customer demographics range is typically a female of 25-35 years of age. However, there are also older women in their middle 60s who will come in and by large amounts of jewelry.

Las Cruxes utilizes online media advertising such as Facebook, Tumblr, Twitter, and their Etsy store to operate online and have a presence in the ever-growing social networking population. Vanessa has also participated in yard sales with Dog and Pony to increase word of mouth. She takes photos and posts images frequently to keep customers updated and engaged. She curates art insulations and opens receptions for new artists to bring in new clientele. There are two employees including her that work for Las Cruxes. During busy weekends Las Cruxes with attain approximately 15-20 customers. On the contrary, week days are a lot slower. Las Cruxes plans to enhance their advertisement markets by creating coasters with logos to give to the lower level business, Spider House, to pass out to their customers.

S.W.O.T. Anyalsis – Las Cruxes

<p>Strengths</p> <ul style="list-style-type: none"> • The store is not strictly vintage clothing • It has variety • Sells music, jewelry, and artwork • Offer discounts 	<p>Weaknesses</p> <ul style="list-style-type: none"> • The location • No altering in clothing • Promotion and marketing
<p>Opportunities</p> <ul style="list-style-type: none"> • Use business cards and offer discounts • Participates in Flea Market Booth with Johnny who does American Icon • Collaboration with music, artist, bands and DJ 	<p>Threats</p> <ul style="list-style-type: none"> • Location • Promotion

III. Consumers

Dog and Pony emphasizes on catering to the Austin state of mind and expressing your individuality. Consumers are generally female college students between the ages of 17-30 who embrace vintage, artistic, and ornate clothing. According to statistics, a majority of customers spend approximately \$31.00-\$87.00 per transaction, resulting in a median total cost of \$57.00.

(Bundle.com) Dog and Pony's most recent popular product line is their hand-dyed vintage denim shorts which have been featured in both the local and national media. Each pair of shorts is exclusively diverse from the other and come in an array of colors to choose from. In addition, employees put extra effort into making each pair that much more unique by hand-studding them and utilizing different techniques. The employees maintain a friendly, knowledgeable, and skillful reputation which is a major factor to the consumers experience when shopping. The services offered at Dog and Pony also provides a great outlet for any consumer that has a special occasion and needs exclusively customized apparel and/or accessories.

- **Geographic Location**

The population of Austin remains on the rise and economists expect this to continue, as Angelous Angelou forecasts the arrival of 110,000 people over the next two years. Although a majority of the consumers live locally, during several occasions throughout the year the market is targeted towards the tourists. The main festivals of the year including South by Southwest and Austin City Limits, attract a radical influx (up to 65,000) of tourists from around the world that travel to Austin.

Tourists that visit Austin are intrigued by the city's natural beauty, preserved historic architecture, the culturally inclined artistic freedom, and above all the friendly feeling of southern hospitality that is portrayed by fellow "Austinites". Their current and potential local customers take great pride in supporting the small businesses that work hard and strive to keep up the superlative reputation Austin has for their local successes. Dog and Pony has the ability to use these local festivals to their advantage implementing pop-up shops to draw in supplementary potential consumers.

-Store Location: Austin, TX

-Current City Population: 790, 390 (2010 U.S. Census Bureau) – Almost half of the population (42%) is between the ages 20-44 years old

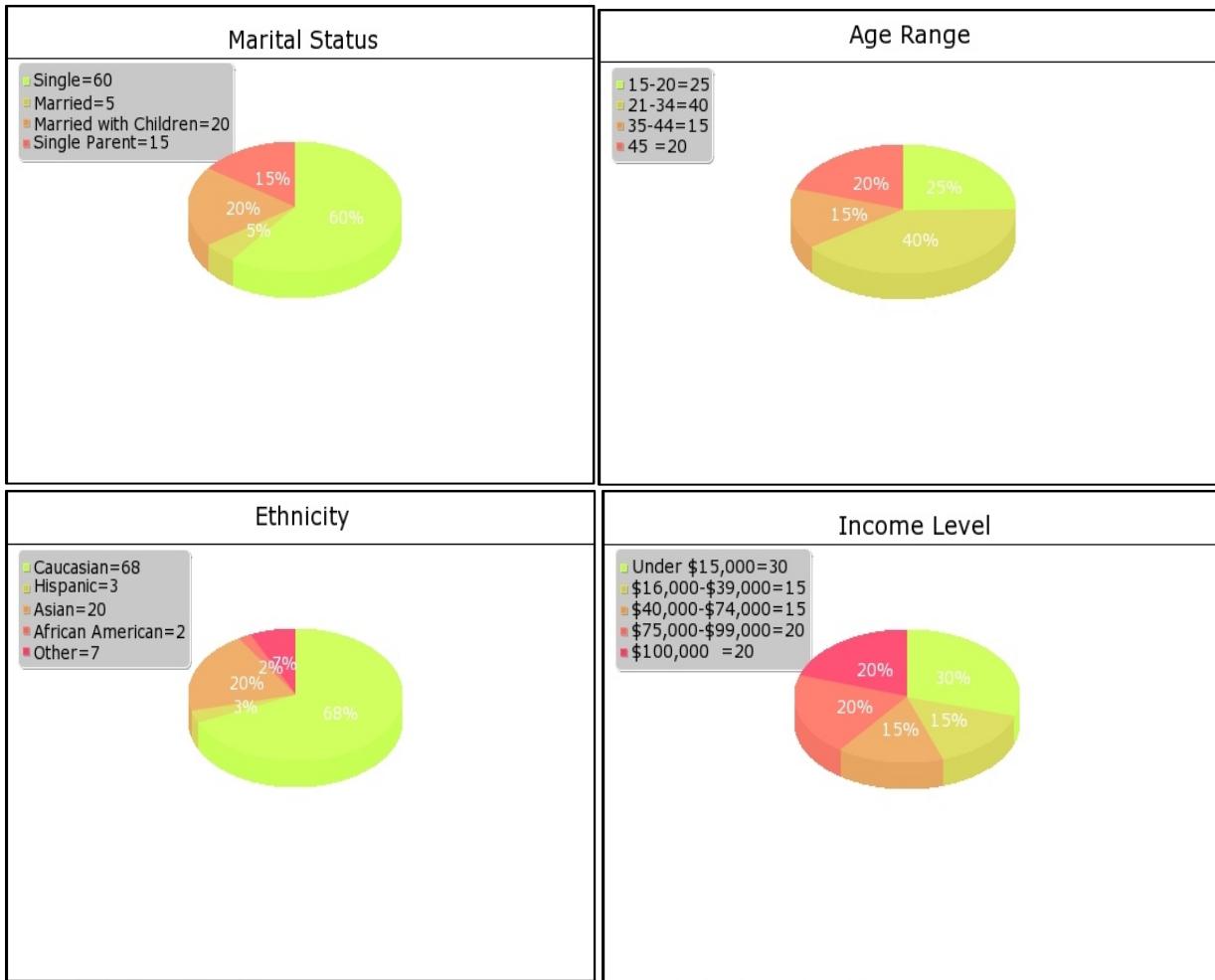
-Travis County Population: 1,024,266 (2010 U.S. Census Bureau)

-Ranked one of the top ten "America's Best College Towns" (USA TODAY)

-Ranked seven of the top 20 Most Economically Vibrant College Towns in America" (theatlanticcities.com)

-Located within 1 mile radius to The University of Texas campus

- **Target Market**



- **Target Customer**



Jade is a 22 year old undergraduate student at the University of Texas, and is a member of Zeta Tau Alpha sorority. She was raised in a family size of four whom instilled strong beliefs in southern morals and values. Given she is still dependent on her parents income level for funding, her family falls under the eighth percentile in Austin, TX generating an annual income of \$100,000-149,999. She enjoys outdoor activities such as hiking, running, biking, equally as much as she loves to go shopping and express her creativity through the art of fashion. She also enjoys entertaining and hosting occasional parties for her friends. Jade falls under two categories on the “Values Attitudes Lifestyles” (VALS) framework, Innovator and Experiencer. As an innovator growing up in the upper class sector of Austin has led her to have a high self-esteem because of her ability to indulge in her own self-orientation as well as others. She takes pride in her appearance and character. As an “experiencer”, her spirit is young and her purchases are motivated by self-expression. She places a particularly appealing emphasis on any new products and services that she encounters. She has a strong belief that the crowned jewels and treasures of the Austin shopping scene come in the forms of vintage and handmade goods.

IV. Climate

Austin, Texas continues to be locally and internationally recognized as the top ranked city in the country for many sectors of its' social, cultural, and economic climate. It is the collaboration factor that intertwines and connects successful people on one level and creates mutual win/win relationships between businesses. One of the latest ranking show that Austin retains the healthiest small-business climate in the South, which now is its third consecutive year is (2010, 2011, 2012) holding this position. This ranking is based off of a six-part formula: population growth, employment gains or losses, and local concentrations of small businesses (any private-sector company with 99 or fewer employees). The foundation Austin has established over many years has now created a powerhouse of masterminds that collaborate and work together to continue to grow and prosper. According to statistics, over the past five years, population in Austin has increased by 18.1% and private-sector jobs have increased by 6.3%. Due to these factual statistics Austin stands as the leading city for economic recovery in Texas and nationally according to the Federal Reserve Bank of Dallas, Time, Newsweek, Forbes, and two reports on CNN. Between the years 2004-2009, while employment declined nationwide, Austin's employment was amplified by almost 16 percent. Austin's status as the capitol city and center for state government while also being world renowned for their higher learning at The University of Texas provide an advantage for greater economic stability.

Austin also is the leading technology center in the Southwest region of the United States. In conjunction, these technology centers work with small businesses around the city to help companies innovate and initiate new trends. Austin Technology is a joint project of The University of Texas, also involving the city of Austin, and the business community resulting as a major research center. "Meet The Lender" is one of numerous Austin programs that formulate a neutral network of business brainpower to help entrepreneurs achieve their goals. In addition to these types of programs there are a dozen venture-capital funds, and approximately 20 business associations, incubators (programs designed to support the successful development of entrepreneurial companies through an array of business support resources and services), high educational opportunities, and a plethora of networking events. The combination of these paramount elements, in what many may call an egalitarian society, "where hippie communalism coexists with no-nonsense capitalism..." creates a prime basis for local start-up businesses. "Everything may be bigger in Texas, but Austin's genius is nurturing the power of small". All in all, it is the atmosphere of Austin that coincides to generate such a successful, unique vibe.

V. Collaborations

Dog and Pony has recently become very active in the Austin style scene, collaborating with other local boutiques, publications, music artists, film directors, and The University of Texas through various events to engage and further expose their name. Below are the current collaborations that Dog and Pony has partaken in throughout the past year.

- **Bleach**

Bleach Online is an Austin-based online multimedia magazine that showcases independent artists and their works. Dog and Pony has worked with them throughout the past two years and have put on several successful events. Last June, Bleach partnered with Dog and Pony to host “CHROMATIC”, a social interactive media (fashion and arts) event that featured works of local, influential designers, photographers, and artists along with projections of what was to come in Bleach Online’s next issue. At this even Dog and Pony also promoted a 15% discount off of all merchandise. In February, Bleach Online launched their newest issue “Tokyo Plum” at the Beauty Bar in downtown Austin where Dog and Pony set up a pop-up shop for the night. (Bleachonline.com)

- **Buy Definition**

In February, Dog and Pony collaborated with Austin-based online store Buy Definition for their final closing two-day sale even hosted at Dog and Pony. The sale featured an array of discounted designer vintage merchandise up to 90% off. (KeepAustinStylish.com)

- **South by Southwest (SXSW)**

Dog and Pony participated in this year's SXSW South by Southwest annual event, what is today known as the world's leading music industry event and conference. Austin has been recognized as the live-music capital of the world for many years. This week long event brings in an estimated 32,000 attendees, catering to the film, technology, and fashion industries to reveal the true talents of the undiscovered. Dog and Pony set up pop-up shops at this year's "Style by Southwest" held at Beauty Bar. Owner, Star Lee showcased her latest hand-studded/spiked jean shorts and jackets.



- **Austin Psych Fest**

In April, Dog and Pony participated in the 5th annual, three day festival, Austin Psych Fest at The Mohawk. One of many Austin festivals, Psych Fest honors Austin's psychedelic rock heritage through the creation of local music, fashion, and multimedia art. With the goal to strive to promote and create fertile ground for artistic expression through music and visual art and supporting homegrown Austin businesses, it was the perfect niche for Dog and Pony's vintage clothing and accessories. Star Lee featured her latest hand-studded, hand-spiked, vintage Levis, blazers, and leather jackets at their pop-up shop.

- **American Icon Austin 29th Street Yard Sale**

Dog and Pony partook in the American Icon Austin 29th Street Yard Sale that features a selective number of the top vintage clothing vendors in Austin. This is a reoccurring event that takes place every second Sunday of the month to showcase one-of-a-kind commodities and authentic vintage garments and accessories. (Diyainherstilettos.com)

- **Quite Frankly Productions**

Star Lee utilized her connections to take a dip into the film industry this past April. Quite Frankly Productions is in the process of producing a short film called “Necrophallic Love” directed by Allen Otto. Star styled the wardrobe for this short film in Dog and Pony style.

- **The University of Texas**

The University of Texas Apparel Design Program hosted their 13th annual fashion show, Contour, in April of this year. Kaidon Ho was one of the senior designers who featured their collections on the runway. Kaidon was an intern for Dog and Pony, buying, styling, and event planning. His collection, “Reves” had Dog and Pony influences utilizing all black, unique silhouettes, and mixing textures, while maintaining interest and depth throughout each ensemble.

Dog and Pony continues to affiliate with other local businesses to integrate themselves into the community. Other companies Dog and Pony collaborates with include the websites Do512, an Austin event and local business information hub, and Keep Austin Stylish, major fashion blog that documents fashion news and captures the local styles, trends and events with a focus on local independent boutiques and designers. Using local music artists/DJs for their events is beneficial to both parties. Performers infuse local businesses and the audience with bright ideas inspired by their music which also complements the clothing. The creativity in music, arts, and culture seen on a day-to-day basis around Austin attract like-minded professionals who ultimately cultivate the business scene.

VI. Competitive Advantage

Dog and Pony's main competitive advantage over their competitors is that they carry some merchandise that cannot be found anywhere else because it is created in their in-store workshop. Their merchandise has a cohesive dark, yet contemporary motif ranging from the essential staple pieces to the intricately embellished pieces hand-made by the employees and the owner herself, Star Lee, making these garments genuinely one-of-a-kind. In addition to their established exceptional services, their most popular service is customizing denim with studs and spikes which has established a new definitive platform for denim trends in Austin.

VII. Marketing Objectives

- Promote adventure activities through strategic alliances with local event organizations, boutiques, and magazine firms.
- By the end of year five, achieve 15% of sales through their e-commerce site.
- Increase product service awareness among the target audience by 30 percent in one year. Lending to a minimum of 10% increase in Dog and Pony's personal clientele base.
- Inform target audience about features and benefits of the product selection and services that make up its competitive advantage, leading to a 10% increase in sales in one year.
- Decrease or remove potential customers' resistance to purchasing products and customized services product.

VIII. Marketing Strategies



- **E-Commerce Website**
 - Set up an e-commerce online website by July 1, 2012 to give customers an out-of-store option when purchasing from Dog and Pony. Specifically, this applies to clients that do not live locally in Austin or who were previous customers and have graduated or have relocated.
 - On the day of the website launch of the Dog and Pony website there will be a networking event hosted at the physical brick-and-mortar location. This event will feature a local DJ, appetizers sponsored by Tom's Tabooley, and will showcase new innovative clothing and there will also be special discounts offered for attendees.
 - Every two weeks the website will feature a “bi-weekly special” with a 20% off discount on a specified look reflecting the Dog and Pony style chose by the staff.
- **New Hours of Operation**
 - To reinforce their new policy of “by-appointment-only” a new hours of operation should be established and advertised clearly on the website and on the exterior of the store. This will inform past and potential customers when they are able to make an appointment. The new hours of operation will be 10:00 A.M. – 9:00 P.M.

- **Magazine Spreads**
-Utilize foundational existing contacts with magazine editors to set up photo-shoots for spreads and features. Star Lee has formulated a good relationship with Tiffany Tso, magazine editor for Nylon Magazine. Nylon is a major mainstream fashion magazine that has the potential to maximize exposure for Dog and Pony. In addition, local Austin magazines that Dog and Pony will collaborate with include: Study Breaks, Austin Daily, and Tribeza, targeting both the college-level market along with the many young professionals in the Austin metropolitan area.
- **Storefront Signage**
-Recreate a larger, more visible signage for the front of the store. A larger sign that is not only closer to the street, but also more visible to onlookers. Guadalupe is one of the busiest streets in Austin regarding car and foot traffic, therefore a new storefront sign would attract new customers that were unaware Dog and Pony was previously located there. The store signage surrounding the exterior of the store would consist of: hours of operation, phone number, website address, physical brick-and-mortar address, and Facebook/Twitter page with their logo in order to keep customers engaged and fully informed.
- **University of Texas Sororities/Football Season**
-Host special promotions during the months of August, September, October, and November catering towards sororities that surround Dog and Pony in the “West Campus Living” area. These promotions would include creating customized clothing/accessories relative to their sororities, taking advantage of the big sister/little sister gift exchange that occurs during and after “rush week”.
-During football season, Dog and Pony could incorporate special burnt orange clothing in University of Texas colors and apply their customized designs. Taking full advantage of the die-hard spirit that UT students portray each year, college-level females would love a one-of-a-kind ensemble to wear to the game. This can be achieved by personalizing special items with Longhorn-related designs/appliques to keep customers coming back for more. For example, stud-embellished shorts with the longhorn in studs or embroidered on the pockets of denim or on a dress would bleed the longhorn pride. Also, another example would be customized t-shirts/jerseys with various design-related details.

- **Seasonal Fashion Trunk Show**
-At the beginning of each season (February, April, August, November) Dog and Pony will host a seasonal trunk show at the Coppertank (located on 5th and Trinity) to showcase their featured custom designs and any vintage items trending for the upcoming season. Their seasonal trunk show will also extend an invitation to potential collaborations with different local restaurants for catering, photographers/videographers to document the events, and DJ's for musical enticement, and potentially artists or other media publications for a double exposure (both Dog and Pony and their local business collaboration choice). In order to advertise the event, all of the details will be featured on the website, create an event page on Facebook, mention it constantly on their Twitter account, and make flyers for employees to hand out along Guadalupe and around University of Texas campus. In addition to these strategies, word of mouth between family and friends of staff members and employees of their collaborations in the trunk show will also assist in Word of Mouth to gain a well-sized audience.
- **Refer-A-Friend Program**
- A “Refer A Friend” program will be implemented to increase their clientele and maintain a positive relationship with current customers. If a current client refers a friend of theirs and they come in and purchase merchandise or services, the current client will receive a \$25 gift card for their reference.
- **Professional Portfolio**
-Compile a portfolio, utilizing professional photography, of all of their past and current custom creations. These photos will be printed and binded professionally for customers to look through at their appointment to visually see potential options and gain more insight on what the Dog and Pony team is capable of.

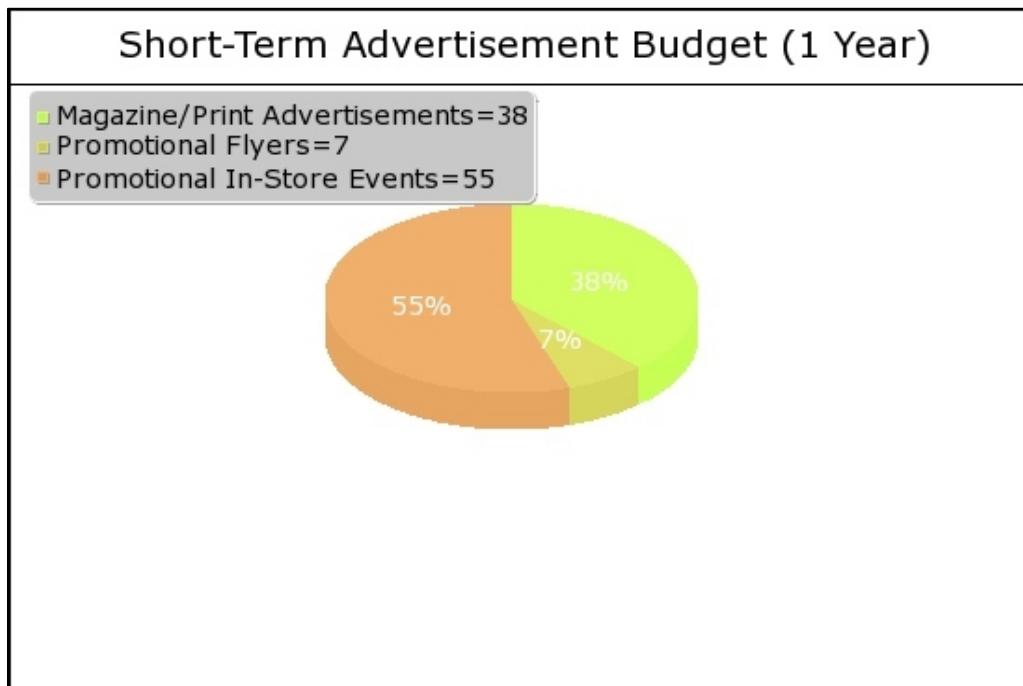
IX. Budgeting Analysis

For the duration of a one year period our short term budget for advertising will total to \$6,500. Below is a breakdown of what each cost will pertain to.

Short-Term Budgeting Costs

- Magazine/Print Media Ads = \$2,500
- Promotional Flyers for special Sales, Events, Etc. = \$1,000
- Promotional In-Store Events = \$3,000

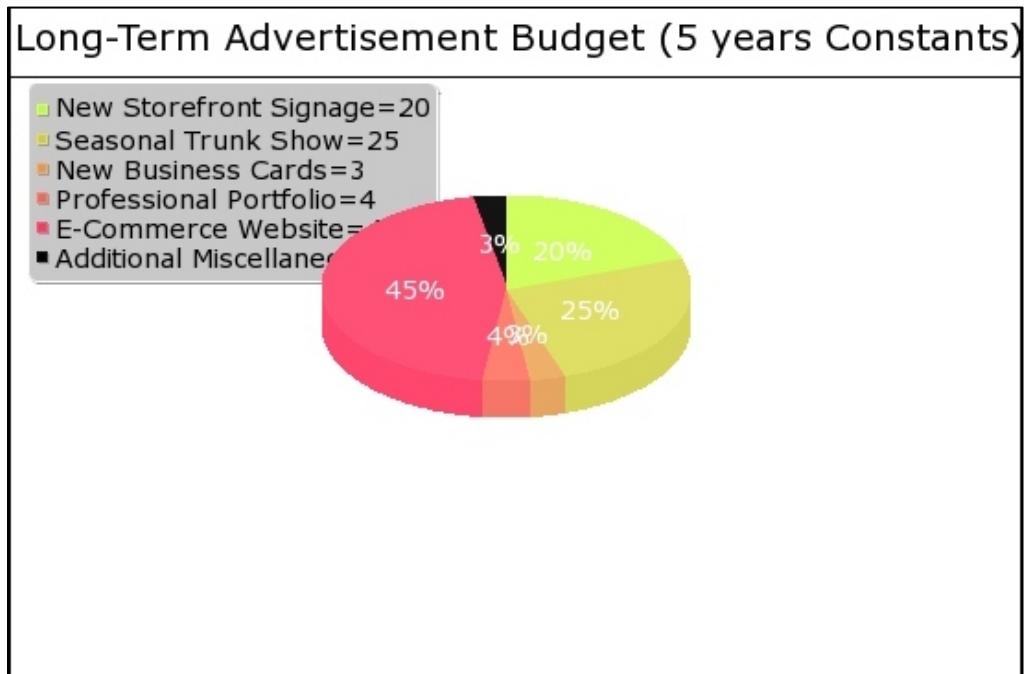
TOTAL = \$6,500



Long-Term Budgeting Costs

- New Storefront Signage = \$3,000
- Seasonal Trunk Show (4 times/yr.) = \$5,000
- New Business Cards = \$200
- Professional Portfolio (to have displayed in-store) = \$800
- Website = \$10,000
- Additional Miscellaneous Potential Advertising Costs = \$1,000

TOTAL = \$20,000



Conclusion

Over the course of the past two years, Dog and Pony has made a positive reputation for themselves for being easy to work with, carrying one-of-a-kind pieces, and fulfilling their customer's expectations. Still a growing business in the works, by applying the marketing strategies and setting a higher budget towards advertising, they will succeed a greater amount and develop a more well-known name for themselves as a service-oriented business. Increasing their collaborations with other local businesses in Austin will also create a buzz between their current customers and the loyal customers to the other local business. By putting our strategies into action, we will be able to increase the personal clientele base by 10% in one year and increase sales by at least 15%. Our main goal is to maintain the present positive reputation and maximize a constant exposure of Dog and Pony and increase potential customer engagements to establish a more solidified business.

Appendix



Owner of Dog and Pony, Star Lee



Collaboration flyer with Bleach Online



Collaboration flyer with Buydefinition.com for their final clearance sale



Store Banner to promote new style design for denim



Evening store event



Dog and Pony Jackets featured at Austin Psych Fest

END OF NIGHT

WITH XAVIER SCHIPANI



Dog and Pony Window Launch Party flyer

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