



Every Thing Goes (ETG)

REPORT

[Week 1]



Reporting

DISCLAIMER: **I prefer to** report back to the group honestly and unfiltered. This truthfulness often means being quite forthright and will sometimes seem harsh. I do this to *cut to the chase, push through the clutter and to create movement and motivate* to the best of my ability. This personal **preference** is by no means a reflection or any judgement of an individual's personality, the group in general, and should be viewed as a means to an end, which is to generate an increased profit for the three stores in the group where: *EVERY THING GOES*.

Breuk Iversen

Research



- ◆ **Search** Google online sources about Ganas. ✓
- ◆ **Listen** to Jim and Nadette speak about the stores. ✓
- ◆ **Find out** hard numbers so we can all track results. ✓
- ◆ **Produce** a report of the findings after the first week. ✓

Planning

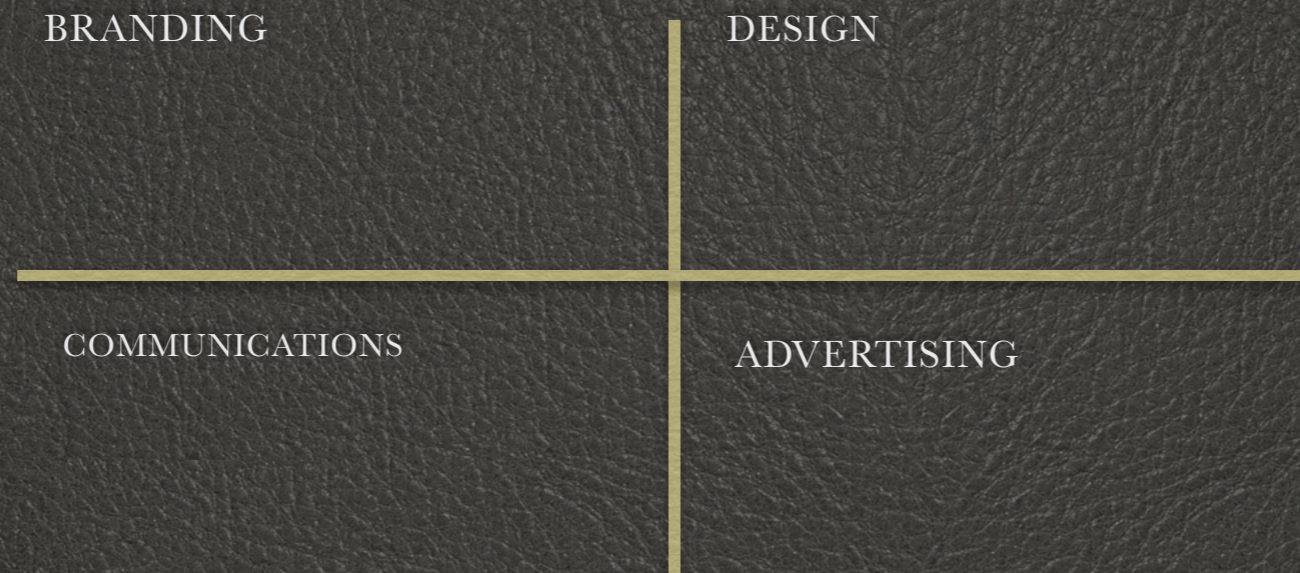
Propose a few different approaches for marketing. Of the three businesses, I suggested working on the **Book Cafe (208)**. For historical reasons, we are working on the **Clothing Store (140)** instead.

The **Furniture Store(s)** are being placed on the back burner so we can ISOLATE issues, address them (one by one), and then stress test ideas and executions, and as soon as possible.

Methodology

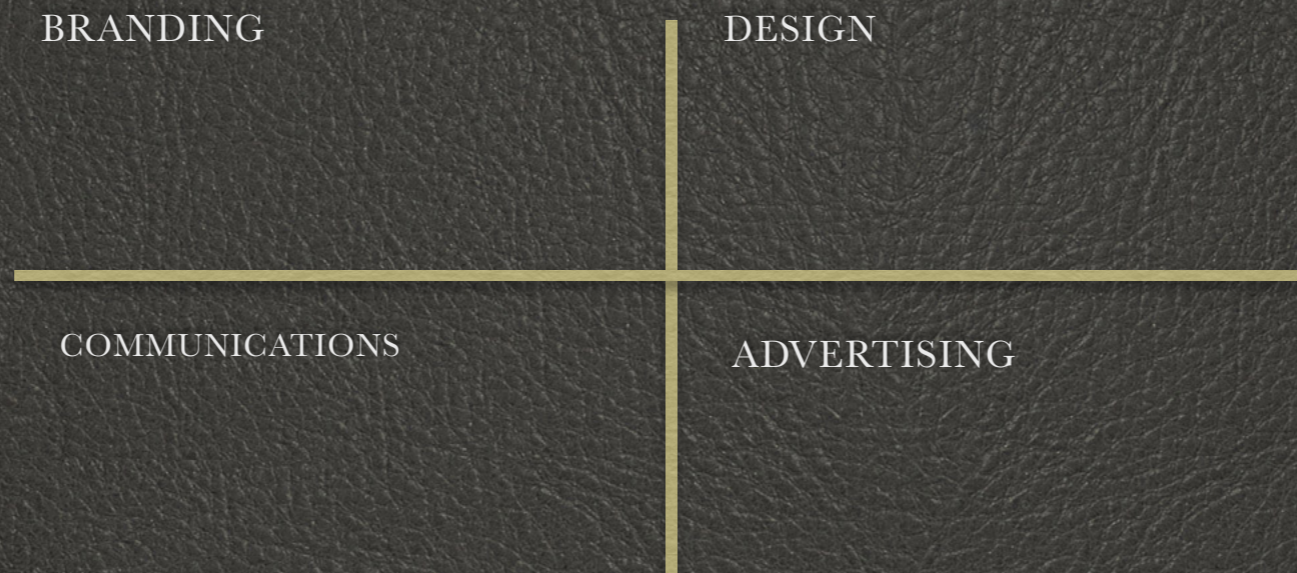
- ◆ **ISOLATE** each individual store as to test the following methods. Then recommend minor renovation(s). These may create an additional improvement expenses through labor (FTE) and renovation materials.

- 1) *The opportunity to visit all three stores was illuminating. Here is an honest perception of the Clothing Store (140); as outsider and customer.*
- 2) *A full picture of peer to peer reviews will be compiled for week 2.*

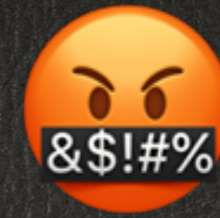


The rating system is from 1-25 points, 25 being the highest and 0 being the lowest, for each quadrant making 100 the highest overall score.

3) *The Clothing Store (140)* has many great qualities and by far the most interesting and unique aspect, beside the exterior and building itself are the **CLOTHING RACKS**. Suggest: Keep those!



Current Score *(Clothing Store (140))*



BRANDING

10

DESIGN

9

COMMUNICATIONS

15

ADVERTISING

7

Overall Score: 41 anything below a 50 would be a business that is costing rather than profiting.

Propose 140

- ◆ Purchase or bring a) white paint 🎨; brushes and cleaning supplies, drop cloths, etc..., b) Linseed oil for the wood (racks), c) additional shelving, d) Have a **Green Tea** party and bring all the used bags down to 140, place used tea bags under racks for a week or two. Green tea will remove and lift odors from the carpeting, clothes, walls and wood.

Suggested lift *(Clothing Store (140))*



BRANDING

- 1) Place ETG mission and purpose first and foremost.
- 2) Test Brand copy on website and Instagram.
- 3) redo flyers

COMMUNICATIONS

- 1) Finish Brand testing
- 2) re-Train staff
- 3) Create GIFTING incentives
- 4) tables and chairs outdoors
- 5) provide snacks
- 6) open up convo for boxing

DESIGN

- 1) Paint walls
- 2) Clean and oil racks
- 3) Remove smell (green tea)
- 4) Arrange Store by decade
- 5) Use Vanilla or Peach scents

ADVERTISING

- 1) rename Instagram accounts
- 2) Train staff on hashtags
- 3) train staff on incentives
- 4) locate Instagram partners
- 5) designer items on Shopify
- 6) Do maps of Bay St. area.

*What is the net gain expected
with these modifications to (140)?*

BRANDING

DESIGN

Intangible

Tangible

COMMUNICATIONS

ADVERTISING

Intangible

Tangible

Adjusted Score *(Clothing Store (140))*



BRANDING

18

DESIGN

12

COMMUNICATIONS

22

ADVERTISING

21

*Overall **Adjusted Score:** 73 anything above a 50 point score shows a business that is profiting rather than losing.*



BinkNyc@gmail.com

(718) 578-6613

BinkNyc.com

Breuk Iversen, Publicist

[BinkNyc.com / portfolio](http://BinkNyc.com/portfolio)

BinkNyc.com (a subsidiary of Williamsburg Concierge, LLC)