

RENN Woman Analysis:

“We willen zorgen voor een goede People, Planet, Profit. We gaan rekening houden met de prijs en de kwaliteit. “

“Men: This is your target market based on your segmentation choices: Male aged between 17 - 60 years; earning between €25.000 and €45.000, single, in a relationship or married, living in all areas. This target market's psychographic profile is survivor.”

“Women: This is your target market based on your segmentation choices: Female aged between 17 - 60 years; earning between €25.000 and €45.000, single, in a relationship or married, living in a urban area. This target market's psychographic profile is thinker/believer, achiever/striver, experiencer/maker, innovator or survivor.”

“Brand positioning

Men: Medium Price / High Quality

Women: Medium Price / High Quality”

Financial results

Sales revenues	Product		
	Total	Men	Women
SALES REVENUE	€ 561.527	€ 276.000	€ 285.527
Cost of sales			
Materials	€ 560.000	€ 320.000	€ 240.000
Manufacturing	€ 356.000	€ 137.600	€ 218.400
Labelling/supply	€ 7.000	€ 4.000	€ 3.000
COST OF SALES	(€ 923.000)	(€ 461.600)	(€ 461.400)
GROSS PROFIT	€ -361.473	€ -185.600	€ -175.873
Operating expenses			
Promotion	€ 79.400		
Advertising	€ 80.000		
Training	€ 4.012		
Service & technology	€ 20.000		
Rent (retail)	€ 44.000		
Online shop	€ 12.000		
Warehousing	€ 337		
Market research	€ 25.000		

Sales revenues	Product
Overheads	€ 35.000
OPERATING EXPENSES	(€ 299.749)
OPERATING PROFIT	€ -661.221

Above you will find your marketing plan with the financial results for your company.

As you can see your current operating profit is negative. This is partly because of the fact that the cost of sales exceeds the earning of your sales. Your company is focused on being a luxurious brand with high quality. This creates high costs for your products but your selling price does not fit this brand positioning.

Try to figure out the right price for your products which would fit your current quality. Or drop quality and stay with this price. A combination of excellent quality and medium prices is almost not possible.