



UNIVERSITI TEKNOLOGI MARA

MARKETING PLAN

MKT 243

VOGUE & VIBES CO.

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1.1 Executive Summary

Vogue & Vibes Co. was incorporated as a private limited company in 2013. However our brand was established on 22nd October 2013. We major in manufacturing and selling variety types of women's shoes. Our mission is to inspire every woman to be beautifully expressed in shoes. The establishment of this company is to fulfil customers' needs and desire on various types of shoes.

Our company will be located in Suria Sabah shopping mall. This is the perfect location to serve our target market since it was centrally located and easy to reach from anywhere in the metropolitan area. Besides that, this location is one of the highest in the Kota Kinabalu area.

We are targeting three distinct groups of fashion-conscious female shoppers; professional workers, housewives and teenagers.

1.2 Company Background

Vogue & Vibes Co. designs and makes women's footwear under its own brand names called "Vogue & Vibes". In 2013, Vogue & Vibes Co. incorporated as a private limited company, engaged in the business of manufacturing and selling variety types of women's shoes. "Vogue & Vibes" brand name was established on 22nd October 2013. There are many types of shoes that the company produced such as Stiletto, Kitten Heel, Stacked Heel, Platforms, Wedge, Slides, Mules, Thongs, Pumps, Sling backs, Toe Cleavage, Mary Jane's and Sneakers.

The companies come out with a thousand styles for women's shoes to satisfy women's desire in shoes. Our main goal is to develop our market in women's footwear industry. The company's target market is a woman. Vogue & Vibes Co. produces some of the most expensive high-end shoes and offers a fresh selection of innovative, trendy shoes for each festive season. The company perspectives is the company's financial success has been largely a result its ability to design, develop and market footwear with contemporary styles at affordable price for women.

1.4 Business Vision, Mission, Objectives & Statement of Goals

Vision	Our vision is to be able to become the best among the best of shoe's trend setter. Hence, we can prove that our country can compete in the world market of shoes.
Mission	Our mission is to inspire every woman to be beautifully expressed in shoes.
Objectives	1. To always come out with new and fresh ideas of shoes design. 2. To make company's name well known and achieve the target sales. 3. To open new branches and widen it by collaborating with other well-known brand.
Statement of goals	Vogue&Vibes is a company that create varieties of women's shoes from flats to platform, to heels and even sport shoes. The establishment of the company is to fulfil customers' needs and desire on various types of shoes. Thus, shoes can be expressed the statement of elegance, sexy even glamorous and classy to represent the attitude of each women in the world.