



**Korra Dancewear Marketing Report**  
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## Executive Summary

The marketing report enclosed herein has been produced for Karolina Swietoniowska -- owner and designer of the Mississauga, Ontario based Korra Dancewear. The company has an online presence and revenues consist entirely of online sales. In the spring of 2013, Swietoniowska was actively considering means to generate attention to her dancewear collections. As such, this marketing plan addresses Korra's need by considering three primary aspects of the business--

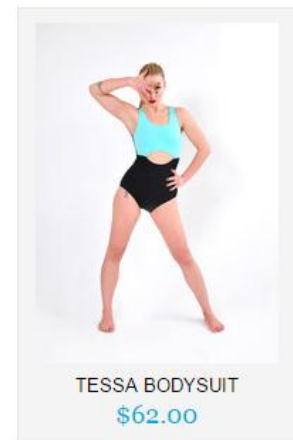
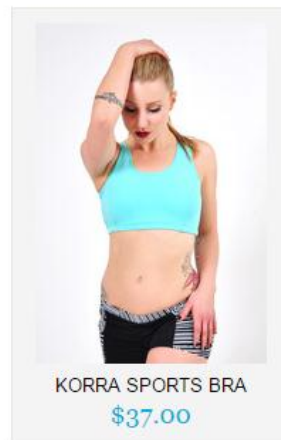
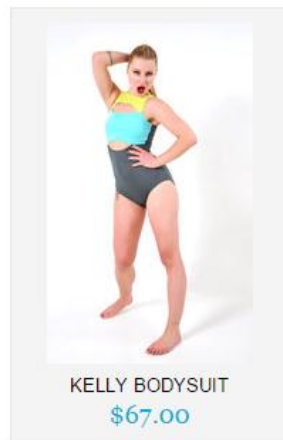
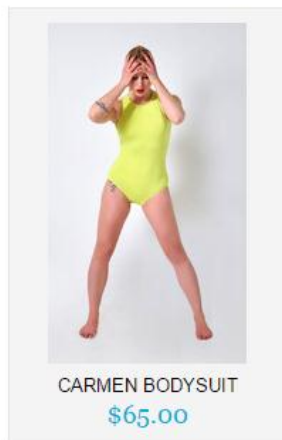
1. Korra's distribution method
2. Product line extension
3. Promotional options

In totality, the aim is to bring Korra Dancewear an additional \$1000-2000 in monthly revenue. Detailed analysis of the business's internal operations and potentials for overseas outsourcing of manufacturing are considered but ultimately neglected to the impact on the existing brand image. Korra Dancewear is designed and produced in Canada and has thus far relied on this fact in its word-of-mouth campaigns. The target market for Korra dancewear has been identified to be young women aged 15-30 years old. The style of dancewears exhibit Karolina's aptitude for design and are fuller of fashion and flare than typical drab dancewears aimed at the classically trained. Thus the line also offers the potential to bridge into more popular fitness dance trends rather than just ballet.

The existing business generates sales entirely online but growth in its online presence has been stagnant. Thus the marketing report examines internet methods such as Google AdSense and FacebookAds. However, some internet advertising is intrusive and could have marginal yields, thus a two-tiered marketing approach is taken. In addition to internet based methods, grass-roots promotional methods are devised and found to be highly feasible.

The report finds that a \$300 investment into Google AdSense would generate a minimum of \$1000 additional revenue, albeit at a much smaller margin. This is entirely a result of twenty sales being generated from 300 clicks to the website. Local community promotions at dance recitals and events at the Living Arts Centre in Mississauga are recommended and present commission based opportunities to build grassroots support and exceed the goal of \$1000-2000 monthly revenue. For only a 25% cut of existing gracious 117% profit margin, Karolina can expect an additional 10-30 sales.

With monthly employment of AdWords and at least one monthly dance recital promotion, Korra Dancewears marketing objectives are easily obtainable. Financial analysis demonstrates both options to be relatively risk-free and cost Karolina mainly her time.

*Appendix A****The New 2013 Collection***

*Source – Korradancewear.com by proxy of Internet Archive Wayback Machine  
<https://web.archive.org/web/20130516213311/http://korradancewear.com>*



Style: 03503  
Enchanted Garden corset leotard



Style: 03518  
Enchanted Garden Perler Pan leotard



Style: 03516  
Enchanted Garden petals leotard



Style: 03561  
On the Dot camisole leotard



Style: 03560  
On the Dot cape sleeve leotard



Style: 03562  
On the Dot sleeveless leotard

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