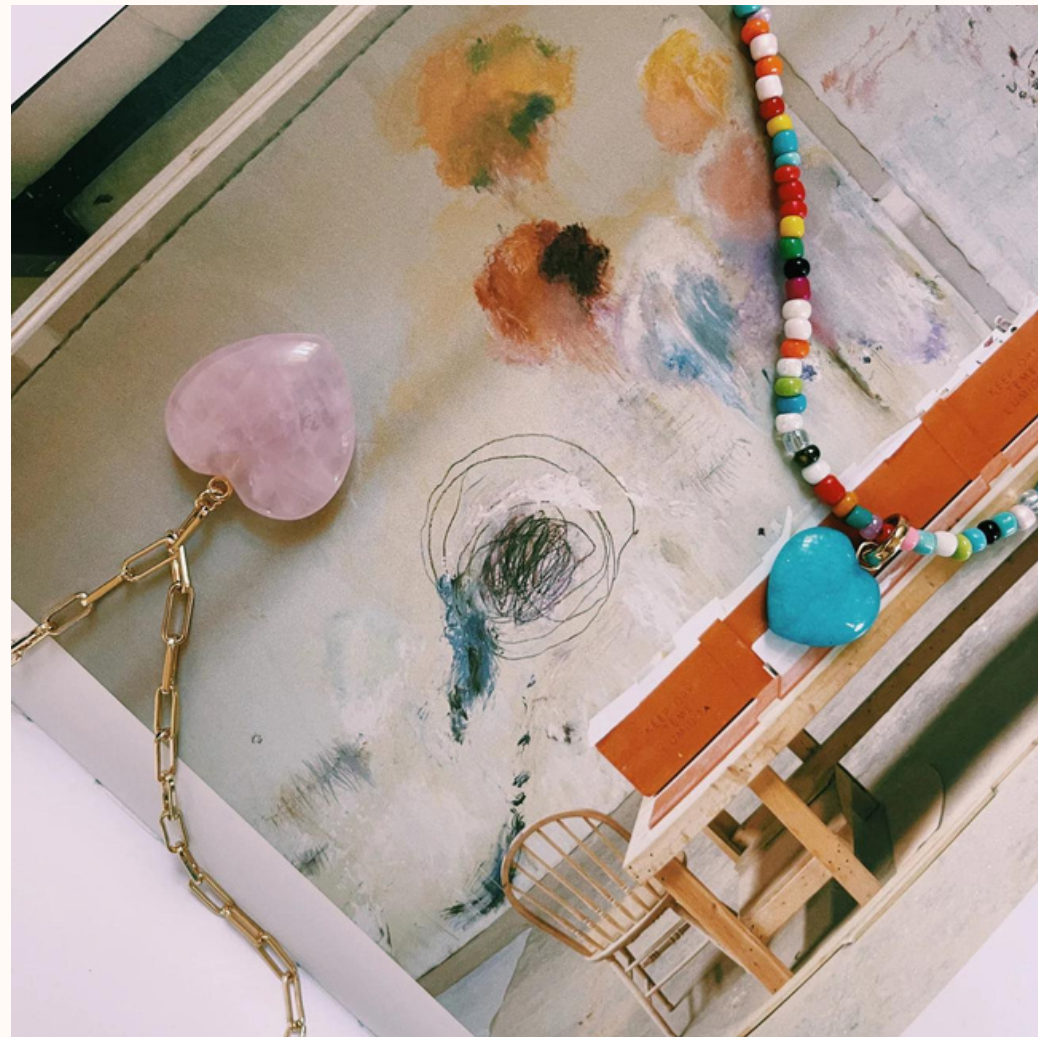




Mignonne Gavigan

Ali Timms
LXMT-720
Professor Kwok-Tischler

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History



- MIGNONNE GAVIGAN WAS FOUNDED IN 2014
- MIGNONNE WAS EXPERIMENTING WITH A BEADED GOWNS. SHE PICKED IT UP AND FASTENED IT AROUND HER NECK BECAUSE SHE THOUGHT IT WAS A COOL SCARF VIBE
- MIGNONNE LAUNCHED MIGNONNE GAVIGAN JEWELRY IN HOPES THAT EACH PIECE WOULD BRING JOY AND HAPPINESS TO THE WEARER
- WHAT SHE'S DISCOVERED IS THAT WOMEN DEVELOP A SIGNIFICANT AMOUNT OF CONFIDENCE WHEN WEARING AN MG PIECE

Company's Mission

**"THEY BELIEVE IN CULTIVATING
A COMMUNITY OF DIVERSE AND
KIND WOMEN. EACH OF YOU
UNIQUELY BRINGS THEIR JEWELS
TO LIFE FROM YOUR
PERSPECTIVE AND CONTINUES
TO ENDLESSLY INSPIRE THEM."**



Values



"THEIR PHILOSOPHY IS THAT SOPHISTICATED AND PLAYFULNESS CAN COEXIST. THEY AIM TO THOUGHTFULLY DESIGN ONE-OF-A-KIND PIECES THAT TELL A STORY OF HANDMADE CRAFTSMANSHIP AND FARAWAY TRAVELS. THEY BELIEVE WHAT YOU WEAR SHOULD BRING YOU JOY, MAYBE EVEN ENCOURAGE YOU TO TAKE A FEW RISKS."

Target Market

DEMOGRAPHIC

- FEMALE
- AGE:20-40S
- SINGLE
- BLOGGERS, INFLUENCERS, WORKING GIRL
- INCOME:\$100,000-\$150,000

GEOGRAPHIC

- NORTH AMERICA
- EAST COAST

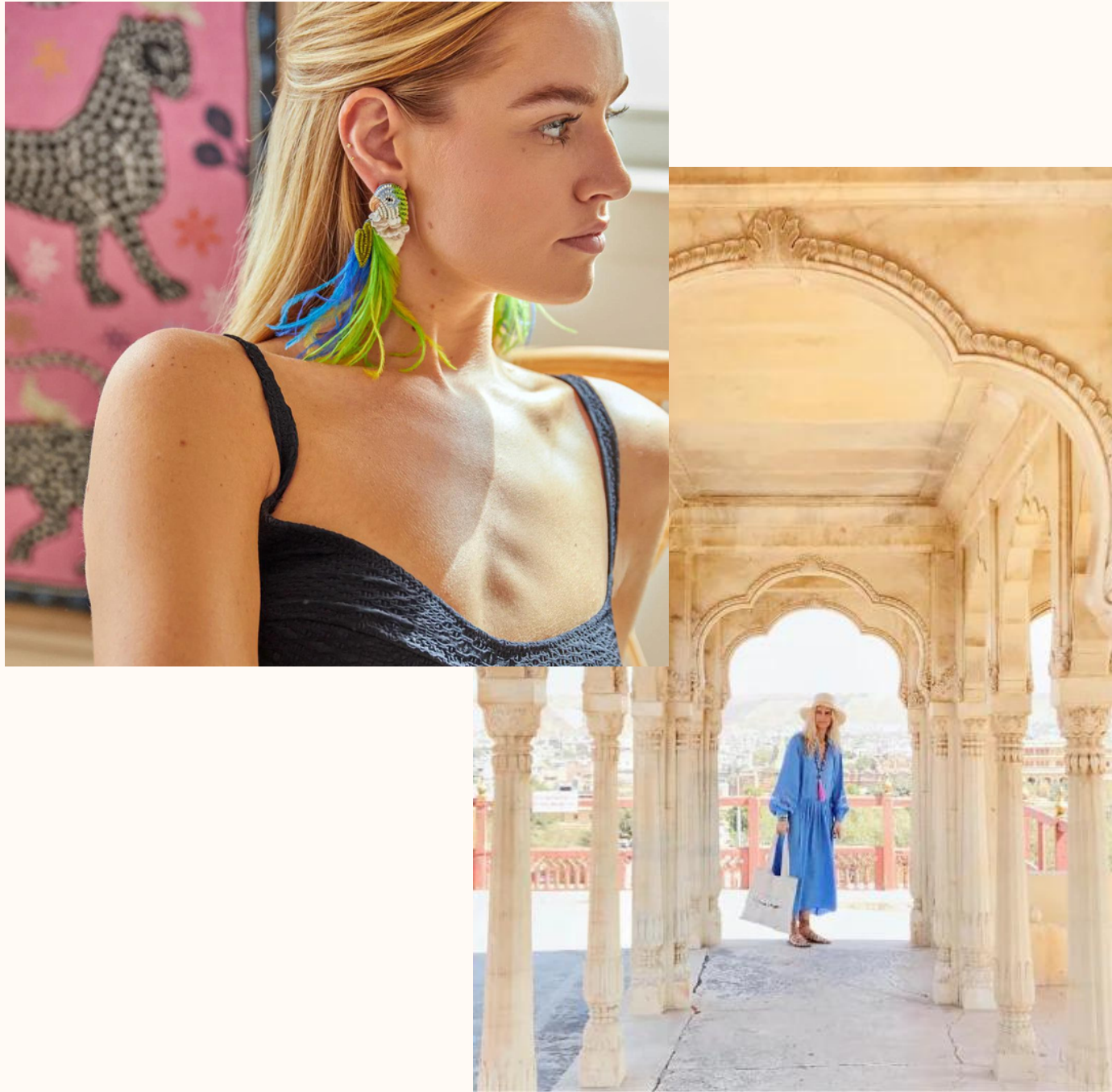
PSYCHOGRAPHIC

- WANTS TO STAND OUT
- LOVES TO TRAVEL
- APPRECIATES UNIQUE THINGS

BEHAVIOR

- GRACIOUS
- LOUD
- FUN
- CAREFREE

Competitive Advantage



1

TRAVEL IS A FOUNDATION

2

HERITAGE

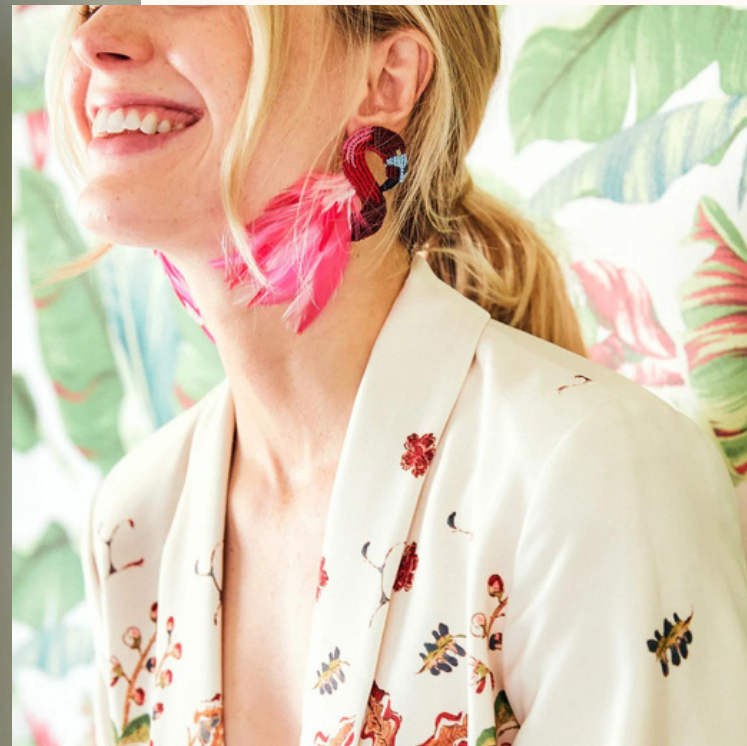
3

THEIR MISSION

4

INSPIRATION

Channels



DIRECT CHANNELS: THEIR E-COMMERCE WEBSITE

INDIRECT CHANNELS: SAKS FIFTH AVE, NEIMAN MARCUS, BLOOMINGDALES, NORDSTROM, AND BERGDORF GOODMAN

- THROUGH THEIR OWN WEBSITES OR BRICK-AND-MORTAR STORES

S

- UNIQUE
- STRONG ON SOCIAL MEDIA
- DON'T FOLLOW TRENDS
- LOYAL CONSUMERS

W

- STILL A SMALLER BRAND
- NO BRICK-AND-MORTAR STORES

O

- CREATING A CSR STRATEGY
- EXPANSION INTO DIFFERENT MARKETS

T

- DUPES
- BEADED JEWELRY IS BECOMING MORE POPULAR
- PRICE POINT(\$15-\$800)

Product Overview

- EXPANDING INTO PURSES/BAG
 - CURRENTLY HAVE EARRINGS, NECKLACES, SCARF NECKLACES, BRACELETS
- ADDS TO THEIR MARKET SIZE
- MATERIALS:
 - FAUX LEATHER
 - GOLD HARDWARE
 - THREAD
- THE BAG WILL BE MADE
- THIS IS BECAUSE QUALITY IS IMPORTANT TO THE BRAND AND WHEN CHOOSING WHOLESAL, THERE IS THE HESITATION THAT THE MATERIAL WILL NOT BE UP TO STANDARDS
- B2B AND B2C
- WILL BE PRODUCED IN INDIA



Trade Barriers



IMPORT LICENSING

Certain products are subjected to licensing-related trade barriers, although India has eliminated its import licensing requirements for most consumer goods.

- Maintain a 'negative list' of imported products
 - Banned or prohibited items that include tallow, fat and oils of animal origin.
 - Restricted items that require an import license for goods like such as livestock products and certain chemicals.
 - Canalized items like pharmaceuticals that can be imported only by the government trading ownerships that required the cabinet approval regarding the import timing and quantity.

ENTRY REQUIREMENTS

India has divided goods that are new, those goods that are secondhand, remanufactured, refurbished or reconditioned

- India and the US are the largest trading partners around 10-11%

Potential Suppliers

MADHAV

- LEADING EXPORT IN LEATHER GOODS
- #1 LEATHER COMPANY IN INDIA
- THEY WORK WITH FAUX LEATHER
- CONCERNED ABOUT SUSTAINABILITY
- HIGH QUALITY IS IMPORTANT TO THEM
- THEY HOLD THEMSELVES TO HIGH QUALITY, GOOD MACHINERY, AND A GOOD TEAM



"Our objective is to gain our buyer's expectations, trust, and requirements & build a long-term relationship with them"

Total Sourcing Time

TIME AND ACTION=63
DAYS

FEBRUARY 1st-April 4th



Time and Action

Process	Start Date	End Date	Duration(days)	Actual start	Actual End	Actual Duration (days)	Responsibility
Order Received	Feb-1st						Merchandiser
Determine Order Consumption	Feb -2nd						IE Department
Product BOIVI	Feb-6th						Merchandiser
Issue PO for fabrics	Feb -7th						PPC
Submit Size	Feb-8th						Merchandiser
Receive Comments	Feb-11th						Merchandiser
Hold PP Meeting	Feb-13th						Merchandiser
Generate Planning	Feb-25th						PPC
Fabric Inhouse	Feb -7th	Feb-20th	14				Store
Trims Inhouse	Feb -7th	Feb-25th	19				Store
Pattern Development	Feb-28th	Mar-2nd	3				Pattern Master
Cutting	Mar-7th	Mar-10th	3				Production Manager
Logo Embroidery	Mar-11th	Mar-14th	4				Production Manager
Stitching	Mar-15th	Mar-25th	11				Production Manager
Finishing	Mar-25th	Mar-28th	3				Finishing Incharge
Packaging	Mar-28th	April-1st	5				Finishing Incharge
Inspection	April-3rd						QC
Dispatch	April-4th						Finishing Incharge

Triple Constraint

SCOPE:

- PRODUCING BUCKET PURSE

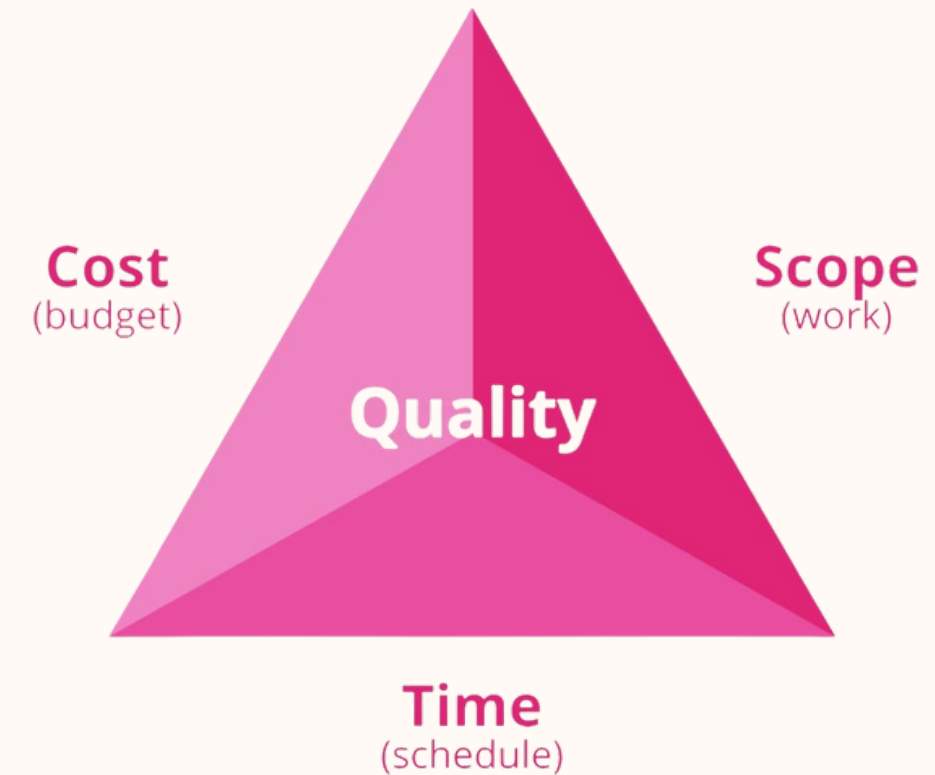
TIME:

- 4-8 WEEKS

COST:

- *MATERIALS*: \$3750-\$5000 PER COLOR
- *LABOR*: \$2.16 A DAY
- *SHIPPING*: \$20-25 PER BAG

- THEY CAN'T COMPRISE FAUX LEATHER BECAUSE OF SUSTAINABILITY
- REAL LEATHER WILL ALSO BE MORE EXPENSIVE
- SPEND LESS MONEY ON THE COST OF LABOR SO WE CAN PURCHASE A NICER FAUX LEATHER



Tech Pack

Tech Pack

Product	Bucket Purse						
Year	2024						
Company	Mignonne Gavigan						
Size	Small/Medium						

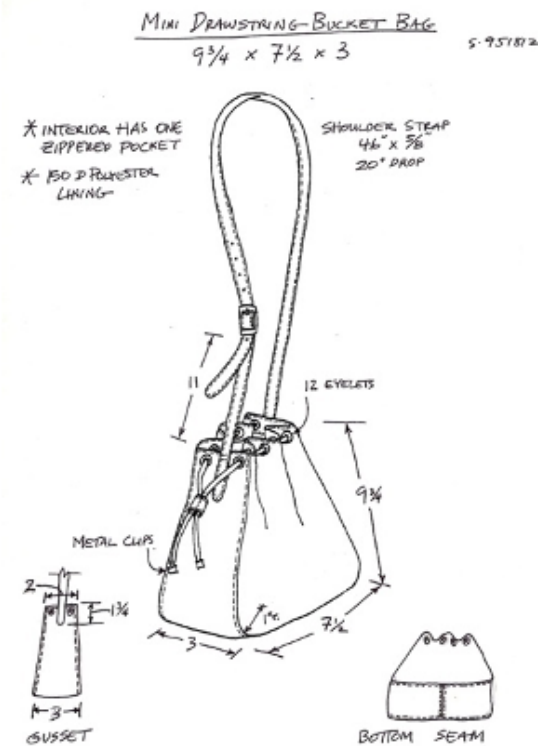
Details

MIGNONNE GAVIGAN
NEW YORK

Logo



Hardware



Bill of Materials

Materials	Price						
Faux Leather	\$22						
Thread	\$0.15						
Hardware	\$5						
Logo	\$1						

Cost Estimates

PINK/BLUE

Materials:	Price
Faux Leather	\$22
Hardware	\$5
Total Cost	\$25
Trim/details:	
Logo Press	\$1
Thread/Stitching	\$0.15
Total Cost	\$1.15
Labor:	
Cutting	\$0.30
Making	\$1.16
Trimming	\$0.70
Total Cost	\$2.16
Shipping:	
FOB	\$10
Insurance & Freight	\$7
Import Duty	\$2
Ground Transportation	\$1.40
Total Cost	\$20.40
Style#	BlairMG24
Color	Pink
Description	Small/medium size bucket purse; with gold hardware
Total Cost of Garment	\$50.17
Suggested Retail Price	\$250

CREAM

Materials:	Price
Faux Leather	\$20
Hardware	\$5
Total Cost	\$25
Trim/details:	
Logo Press	\$1
Thread/Stitching	\$0.15
Total Cost	\$1.15
Labor:	
Cutting	\$0.30
Making	\$1.16
Trimming	\$0.70
Total Cost	\$2.16
Shipping:	
FOB	\$10
Insurance & Freight	\$7
Import Duty	\$2
Ground Transportation	\$1.40
Total Cost	\$20.40
Style#	BlairMG24
Color	Cream
Description	Small/medium size bucket purse; with gold hardware
Total Cost of Garment	\$48.17
Suggested Retail Price	\$250

Indirect Cost



- 7% FOR UNEXPECTED COSTS
 - NATURAL DISASTER
 - FLOODING IN INDIA
 - SAMPLE COST
 - POLITICAL DISCRETIONS

Purchase Order

Mignonne Gavigan

PURCHASE ORDER

Purchase order# - PO-001

Deliver to

Warehouse 1
123 Rainbow Way
NY

Order date: 1/2/2023

Deliver date: 12/4/2023

SR.NO	Item description	Qty	Rate	Amount
1	Blair Faux Leather Bucket Purse-Pink	375	\$50.17	\$18,813.75
2	Blair Faux Leather Bucket Purse-Cream	400	\$48.17	\$19,268.00
3	Blair Faux Leather Bucket Purse-Blue	250	\$50.17	\$12,542.50

Total \$50,624.25

Production Plan

Process	Start Date	End Date	Duration(days)
Order Received	Feb-1st		
Determine Order Consumption	Feb -2nd		
Product BOIVI	Feb-6th		
Issue PO for fabrics	Feb -7th		
Submit Size	Feb-8th		
Receive Comments	Feb-11th		
Hold PP Meeting	Feb-13th		
Generate Planning	Feb-25th		
Fabric Inhouse	Feb -7th	Feb-20th	14
Trims Inhouse	Feb -7th	Feb-25th	19
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Cutting	Mar-7th	Mar-10th	3
Logo Embroidery	Mar-11th	Mar-14th	4
Stitching	Mar-15th	Mar-25th	11
Finishing	Mar-25th	Mar-28th	3
Packaging	Mar-28th	April-1st	5
Inspection	April-3rd		
Dispatch	April-4th	May-15th	42
Gets to the US	May 15th		

Inventory Management

Turnover

- 5.8 TURNOVER
- BUILD TO STOCK



Quantity



- ONLY TWO DROPS FOR THESE COLORWAYS
- WHEN THE PRODUCT IS FIRST RELEASED
 - **PINK-375**
 - **CREAM-400**
 - **BLUE-250**
 - **TOTAL-687**
- 2ND RELEASE THE QUANTITY WILL RELY ON HOW MUCH WE SELL IN THE FIRST DROP
- LESS STOCK AVAILABLE AND MORE DEMAND FOR THE PRODUCT

Quality Plan: Assurance

- **TRIM TESTING**
- **COLORFASTNESS**
 - STRAP
- **CONSUMER USE**
 - MONITORING THE QUALITY OF CUSTOMER CONVERSATIONS
- **FLAMMABILITY TEST**
- **TOXICOLOGY TEST**
 - HOW THE LEATHER IS TANNED



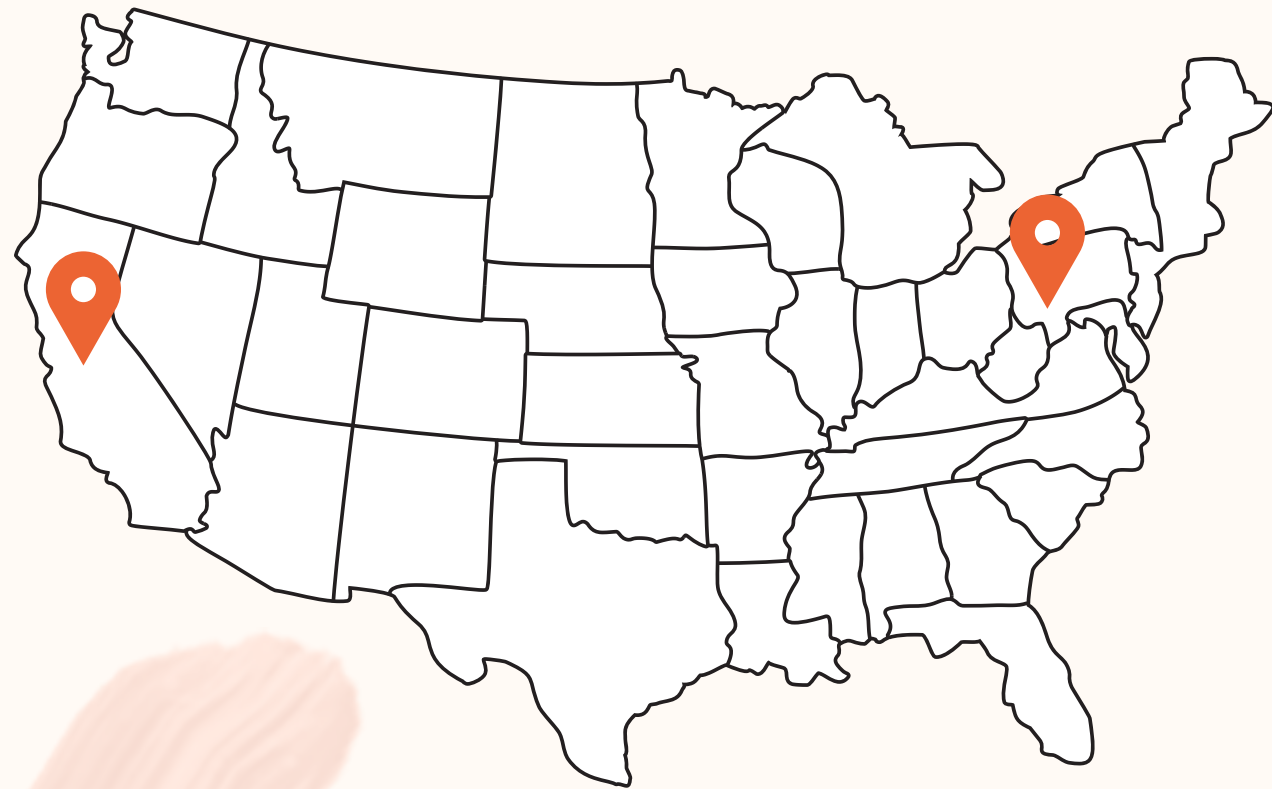
Packaging & Packing

PRIMARY-DUST BAG, SPACE
FILLER, HANG TAG

SECONDARY- STORAGE BOX



Warehousing & Logistics



BDP INTERNATIONAL

- LA, CA
- PHILADELPHIA, PA
- CHOSE THIS TO HAVE LOCATIONS ON EACH SIDE OF THE COUNTRY
- HELP WITH ALL ASPECTS
 - TRANSPORTATION
 - WAREHOUSING
 - INVENTORY
- DISTRIBUTION CENTER BYPASS FOR OUR WHOLESALE
- DISTRIBUTION CENTER FOR FLAGSHIP SALES
- PRICES VARY DEPENDING ON WHAT SERVICES YOU USE

Reverse Logistics



EXPECTED RETURNS

- We will accept returns on full-priced products in their original condition, unworn and unused, within 14 days of your purchase. Returns are eligible for a full refund if returned within 7 days of receipt. Return requests made after 7 days of purchase are only eligible for store credit

WHAT WILL YOU DO WITH THE RETURNED MERCHANDISE?

- Will add untouched merchandise to the next drop

FINANCIAL IMPACT

- The financial impact could be harsh. The return rate for handbags is 17%



Performance Management

- DEMAND FLEXIBILITY
- CUSTOMER SERVICE
- PRODUCT DEVELOPMENT
- INVENTORY VALUE
- RETURN OF SALES
- INVENTORY TURNS



Key Takeaways

- MIGNONNE GAVIGAN IS A UNIQUE JEWELRY BRAND, THAT IS INSPIRED BY TRAVEL AND THE WORLD AROUND YOU
- USES BEADED WORK
- TRULY ONE-OF-A-KIND
- EXPAND INTO THE PURSES
- USING FAUX LEATHER
- SUPPLIER IS MADHAV
 - MADE IN INDIA
- TOTAL SOURCING TIME 63 DAYS
- WILL HAVE 2 DROPS AND BASED ON DEMAND
- COME IN THREE COLORS
 - PINK
 - BLUE
 - CREAM
- WILL BE ABLE TO RETURN IN 14 DAYS

