

COTERIE AND USA MARKET - FEB 2017

TRADE SHOW COTERIE SALES - FEB 2017

Strategic Goals and Objectives

Goals:

Entering the US market in order to see how this Market will react to the collection and the Brand.
 Understand how is the Market , What and How is a US customers ?
 How do they work and order ? Different than Europe market ?

Objectives

Finding and discussing with potential agents and distributors
 Confirming and placing orders in order to make the investment profitable
 Meeting Key Account such as Forever 21 and department stores



CUBIC BOOTH

ISLAND BOOTH
 2 OPENINGS ON EACH SIDE

Promote the brand
Introduce new collection
Sales leads from New prospects
Sales leads from Existing customers/ Contacts
Generate immediate sales orders

Sales Leads

ORDER DATE	CUSTOMER NAME	ORDER AMOUNT	COUNTRY	CUSTOMERS STATUS	ORDER STATUS
Feb 27th	Au Darling	£ 1,559.64	USA	NEW	PENDING
	Frumelas	\$ 1,357.98	USA	NEW	PENDING
	Forever 21	\$ -	USA	NEW	SELECTION
Feb 28th	Junee	\$ 7,736.40	New York	NEW	PENDING
	Minutiae	\$ 2,908.32	Toronto	NEW	PENDING
	Maris Dehart	\$ 3,630.63	USA	NEW	PENDING
	Royaltique	\$ 2,605.98	USA	NEW	PENDING
	3NY Boutiques	\$ 4,289.64	New York	NEW	PENDING
	Items	\$ 2,033.82	USA	NEW	PENDING
	JBRefine	\$ -	KOREA	EXISTING	SELECTION
	ETRE	\$ 1,923.76	SAUDI ARABIA	EXISTING	SELECTION
	Saint Lo boutique	\$ -	USA	NEW	SELECTION
March 1st	Etsi's	\$ 1,170.18	USA	NEW	PENDING
	it trendy	\$ 2,724.53	USA	NEW	PENDING

	CUSTOMERS	TOTAL AMOUNT
NEW	12	\$ 30,017.12
EXISTING	2	\$ 1,923.76
TOTAL	14	\$ 31,940.88

	ORDER STATUS
PENDING/CONFIRMED	10
SELECTION TBC	4