

PREPARED FOR

Uruguay XXI

FROM

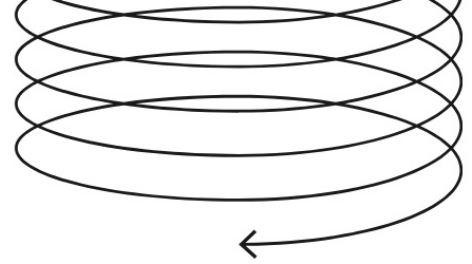
Matilda Kalaveshi, MBA



# URUGUAY XXI

## WEBINAR PROPOSAL

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# Proposal Introduction



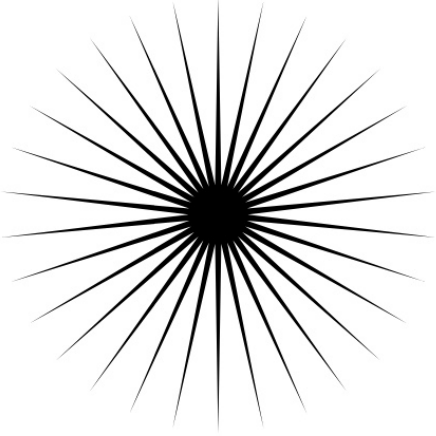
## **THE PROJECT:**

Uruguay XXI is extending to Uruguayan Fashion Brands the opportunity to receive professional expertise on doing business in the United States, through a series of curated webinars by Matilda Kalaveshi and team.

## **THE OBJECTIVE:**

To deliver essential insights on market dynamics, entry strategies, key players, market structure, and the operational, sales, marketing, and management aspects a brand should enhance before entering the U.S. market.

# Components



- Provide 4 webinars
- Each one progressively increasing in complexity and depth
- Workshops are designed with entrepreneur needs in mind
- Address attendee questions provided prior to each webinar



# Proposal



## **Webinar 1**

US market Overview

## **Webinar 2**

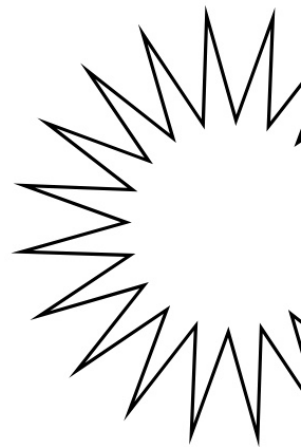
Wholesale

## **Webinar 3**

Pricing

## **Webinar 4**

Branding



# **Webinar 1: Educating International Brands on Navigating the U.S. Market**

**Duration: 45 min**

## **Objective:**

To equip Uruguayan brands with a comprehensive understanding of the U.S. retail landscape, its complexities, and the strategies needed to succeed.

## **Overview of the U.S. Retail Market:**

### **Market Size and Structure:**

- o Introduction to the vast U.S. retail market
- o Breakdown of key sectors: fashion, electronics, home goods, etc
- o Major players and dominant retail formats (department stores, online platforms, specialty stores)

### **Consumer Behavior:**

- o Insight into U.S. consumer demographics and preferences
- o Purchasing power, spending habits, and seasonal trends
- o Regional differences: How consumer behavior varies across the country

### **Competitive Landscape:**

- o Analysis of key competitors and market leaders
- o Understanding market saturation and identifying niche opportunities
- o Case studies of international brands that have succeeded in the U.S

### **Miami's Fashion Landscape:**

- o Explore the strategic advantages Miami offers to Chilean brands entering the U.S. market
- o Review case studies of brands that have successfully utilized Miami as a gateway to the U.S.

### **Networking Opportunities:**

- o Highlight key industry associations and events in Miami
- o Provide tips for forging strategic partnerships within the region

## **Q&A**

### **Recap and Next Steps**

### **Important Note:**

The webinar will be held online. We encourage participants to submit questions during sign-up to help tailor the workshop content to your needs.

## **Webinar #2: Understanding and Mastering Wholesale in the U.S. Market**

**Duration: 45 min**

### **Objective:**

To educate Uruguayan brands on the intricacies of the U.S. market, provide strategies for securing retail partnerships, and guide them on how to successfully build and scale their wholesale business.

### **Wholesale in the US:**

- o Size, structure, and segmentation of the U.S. fashion industry
- o Key differences between the U.S. and other international markets

### **Targeting the Right Retail Partners:**

- o How to identify and approach potential U.S. retailers
- o Criteria for selecting the right retail partners for your brand

### **Contacting Retail Buyers:**

- o Effective methods for reaching out to U.S. buyers and securing meetings
- o How to pitch your brand and close deals with U.S. retailers

### **Managing Logistics and Supply Chain:**

- o Key considerations for inventory management and distribution
- o Ensuring timely delivery and maintaining product quality
- o Financial management

### **Trade Shows and Showroom Strategies:**

- o Overview of key U.S. fashion trade shows and how to maximize their potential
- o The role of showrooms in increasing brand visibility and sales

### **Building Long-Term Retail Relationships:**

- o Strategies for maintaining strong partnerships with U.S. retailers
- o How to secure repeat orders and foster brand loyalty

### **Utilizing Digital Wholesale Platforms:**

- o Exploring online B2B platforms to expand your reach
- o Leveraging technology for efficient order management and communication

### **Q&A**

### **Recap and Next Steps**

### **Important Note:**

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## **Webinar #3: Mastering U.S. Market Entry: Pricing and Cost of Doing Business**

**Duration: 45 min**

### **Objective:**

**To provide Uruguayan brands with the insights and strategies necessary to create effective pricing models and to fully understand the true costs of doing business in the U.S.**

### **Effective Pricing Strategies**

- o Pricing Models: Cost-Plus, Value-Based, and Competitor-Based Pricing
- o Setting the Right Price Point for Different Market Segments
- o Adjusting Pricing for Different Distribution Channels (Retail, Wholesale, Online)

### **Calculating True Business Costs**

- o Fixed vs. Variable Costs: Rent, Utilities, Labor, and Logistics
- o Hidden Costs: Taxes, Compliance, and Regulatory Fees
- o Import Duties and Tariffs
- o Currency Fluctuations and Financial Management

### **Retail Math**

- o Retail KPIs
- o Margin vs markup
- o Inventory management
- o Sales forecasting
- o Sales calculations

### **Engagement and Clarification:**

- o Addressing participant questions submitted during the webinar
- o Providing additional insights and resources based on the discussion

### **Summary and Key Takeaways:**

- o Recap of the most important points covered in the webinar.
- o Encouragement to apply the strategies discussed and explore further learning opportunities

### **Important Note:**

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### **Q&A**

#### **Recap and Next Steps**

### **Important Note:**

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# **Webinar #4: Defining Brand DNA: Building a Strong and Unique Identity in Fashion**

**Duration: 45 min**

## **Objective:**

To help Uruguayan brands understand and articulate their brand DNA and develop a compelling and authentic brand identity that resonates with their target audience.

## **What is Brand DNA?**

- o Definition and Importance of Brand DNA
- o Key Components: Mission, Vision, Values, and Brand Personality
- o The Role of Brand DNA in Fashion

## **Identifying Your Brand DNA**

- o Conducting a Brand Audit: Analyzing Current Perceptions and Market Position
- o Defining Core Brand Values and Mission
- o Crafting a Unique Brand Story and Personality
- o Visual and Emotional Elements: Logo, Color Palette, and Tone of Voice

## **Developing a Compelling Brand Identity**

- o Translating Brand DNA into Design and Product Development
- o Consistency Across Channels: Online Presence, Retail Experience, and Marketing
- o Creating a Brand Guideline Document: Ensuring Cohesiveness and Alignment

## **Case Studies and Examples**

- o Success Stories: Fashion Brands with Strong Brand DNA
- o Analysis of Effective Brand Strategies and Their Impact
- o Lessons Learned from Common Branding Mistakes

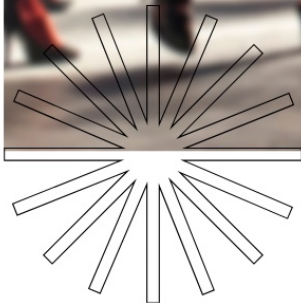
## **Q&A**

## **Recap and Next Steps**

### **Important Note:**

The webinar will be held online. We encourage participants to submit questions during sign-up to help tailor the workshop content to your needs.





THANK YOU

We look forward to working with you.

