

SERRV is an international fair trade non-profit with a retail store located in Madison. Middle-aged, educated women constitute SERRV's typical customer base. To increase revenue and fair trade awareness, SERRV desires to gain a younger demographic, particularly 18-24 year old women.

SERRV employees, Sarah and Megan, requested our group develop a marketing scheme to bring 18-24 year old customers to the Monroe Street store. Our task was to determine if location was the reason for the lack of this demographic and if SERRV's best option would be to open another store in a different location. Megan and Sarah wanted to determine which products and marketing techniques this customer base would respond to and wanted evidence to support these claims.

In order to best fulfill SERRV's needs, we formulated a market research survey to determine which products and location would be most effective for this new target market. This survey provided concrete numbers and data to give SERRV a realistic idea of what this demographic wants. The survey also served as a marketing tool increasing awareness of SERRV for their desired demographic. Megan and Sarah also asked us, since most of us are within their targeted demographic, to evaluate their current practices towards reaching the targeted age group through their Facebook page, the in-store displays, and the special events hosted at the store. We analyzed the results of the survey and found that a State Street location with a focus on the desires of this demographic would be the best strategy for SERRV to take.

Survey Results:

Questions #1&2: Survey Demographics

Of the 134 surveyed, 118 were between the ages 18 and 24. The second question determined the gender of the 134 surveyed; 107 respondents were female. This is a representative sample of the demographic SERRV would like to reach.

Question #3: How knowledgeable are you about fair trade?

Results:

According to our survey, over half of the participants possessed at least some knowledge about fair trade. *See Appendix: Question 3 for chart of responses.*

Suggestions:

We recommend displaying a sign in the window of the store clearly advertising that SERRV is a fair trade retailer. The sign would attract those knowledgeable about fair trade and intrigue those unfamiliar with the concept. Inside the store, placing a placard or sign defining fair trade and highlighting its importance and benefits to society would allow customers who may be unfamiliar with the subject to receive information within their comfort zone.

By increasing signage both outside and throughout the inside of the stores, you will position your store as the socially conscious option. Consumers will choose SERRV over other competitors because they know their purchase will have a greater impact on society.

Question #4: What aspects of fair trade interest you?

Results:

80% of participants are interested in fair trade because of the fair wages for artisans, and 74% are interested in where the product came from and who made the product.

Suggestions:

These results tie back in to why it is important to have signs displaying fair trade. A description will pique customer interest. Currently, most products only display their country of origin but SERRV's greeting cards come complete with a description of who made it, where they made it, and what they gain from it. We recommend providing an in-depth background on all products. Because SERRV already compiles this information in PDF form and displays it online, all they would need to do is print the PDFs, laminate them, and place them next to products. If SERRV does not want to post fliers for all products, we recommend keeping a binder with these print outs for customers to browse through. While scanning, customers may find other artisans of interest and purchase their products. We would also recommend having a table near the entrance of the store, or a window display, for a featured artisan and their product. This will help customers develop a deeper understanding of the fair trade model and personally connect to the goods they purchase.

Question #5: Which of the following products would you consider purchasing?

Results:

Food and chocolate and hats/gloves/mittens received the most positive response at 67.4%. Clothing, jewelry and scarves received the second highest responses, around 62%.

Suggestions:

If opening a new store, SERRV should consider that the biggest sellers would likely be food, chocolate, hats, gloves, mittens, jewelry, clothing, and scarves. The State Street store could focus on accessories and other smaller items to appeal to the younger demographic, which may not have a large expendable income. If you decide to remain at the Monroe Street location, SERRV could set up a table featuring accessories. Prominent signs with phrases such as "Great fall campus looks!" or "Stay warm this semester!" should help attract the target demographic. To keep students coming back, SERRV should put incentives into place. Punch cards are a great way to encourage repeat purchasing. For every \$25 students spend, they get a punch. After they have filled up their card (Eight punches=\$200 in sales), they get some sort of incentive (\$10 off their next purchase, 25% of their next purchase, coffee, chocolate, etc.).

Question 6: How much would you be willing to spend?

Results:

We looked at the prices students would be willing to pay for SERRV's products and found that 38% of clients would be willing to spend \$10-\$20, and 35.7% of clients would be willing to spend \$20-\$30.

Suggestions:

If opening a new store, it is important to consider competitor pricing. Shakti is located at 320 State Street; its scarves cost between \$15 and \$50 while jewelry ranges from \$8 to over \$100. Art Gecko, located at 507 State Street, sells scarves from \$20-\$45 and jewelry from \$8 to over \$100. Price is a major concern for students as shown in the survey results. Due to a close relationship with the artisans, prices at SERRV cannot and should not be lowered, but selections should be made based on items (*see question 5*) that fit into students' \$10-\$30 price range. The student demographic is not looking for expensive, custom or luxury items, but they are interested in spending money. This price conscious attitude should also be implemented at the Monroe Street location with signage such as "Great Buys Under \$20," "Charming Gifts Under \$30," etc.

Question #7: If you were to go to SERRV, how would you get there?

Results:

49 percent of respondents would take the bus, 41 percent would drive, 28 percent would bike or rollerblade, and 26 percent would walk or run.

Suggestions:

Most students on the UW campus travel by bus, however, most are reluctant to look up bus routes to get to their destination. Because of this, Monroe Street seems a lot farther from campus than it actually is. Flyers advertising the 03 and 19 bus routes, which take students directly from campus to the store, would allow students to skip the search and just hop on the bus. QR codes (quick reference codes) could be put on these flyers which will bring a student's smart phone to Google Maps and map their current location to the store via bus, bike, or on foot. These flyers could highlight particular products and offer a discount, which would give students another reason to visit the store whether they take the bus or another means of transportation.

Question #8: If you were to go to SERRV, would you be most likely to browse, consider purchasing an item, purchase an item for yourself, or purchase a gift?

Results:

78 percent of the survey participants said that if they were to visit SERRV, they would consider purchasing an item while the second most favored response at 38 percent was to purchase a gift. Coming in third place with 30 percent was to purchase an item for yourself and last at 20 percent was to browse only.

Suggestions:

Unlike patrons of the Farmers' Market or State Street shops, a student cannot browse through items at multiple stores until they find the right one. A store on State Street would reap the benefits of heavy foot traffic. For students, the SERRV store on Monroe Street is a destination retailer and needs to give them a purpose to visit the store. Using social media as a marketing tool is the perfect way for a nonprofit to spread the news of sales, products, and events happening on site. We suggest that SERRV continue to use Facebook as a way to engage their current and potential customers with their products. A promotion where customers can post pictures and stories of themselves using, wearing, or gifting their purchases for a next visit coupon not only serves as free advertisement but also serves as a way to create a loyal, returning

customer base.

Question #9: If SERRV were to expand, which location(s) would you most likely go to?

Results:

Of the respondents, 77.4% would go to a State Street store, while only 6% would go to the existing Monroe Street store. 35.3% would shop at SERRV if it had a table at the Dane County Farmers' Market. *More results are included in the Appendix: Question 9.*

Suggestions:

Based on the answers of the survey, our suggestion to SERRV would be to open a store on State Street. The greatest number of respondents was more likely to go to a State Street store over any other location, including the existing store. A store on State Street would be a great way to expand the demographic to 18-24 year old females since there is a high concentration of that age group due to its close proximity to campus and apartments. In addition, a State Street store would allow SERRV to expand its exposure to the current demographic and new customers since shopping on State Street is popular for all Madison residents and tourists. This increased exposure would increase sales and knowledge of SERRV and fair trade practices. We did some research on current locations available on State Street and found the retail space previously occupied by The Perfect Pair at 330 State Street would be the perfect location for an additional store. *See Appendix: Question 9 for more details.*

Another possible location popular among survey respondents was a table at the Dane County Farmers' Market. After some research, we discovered that in order to obtain a vendor's license for arts and crafts, the goods could not be manufactured or imported. In addition, the vendor must be the person who created the goods. Unfortunately, this means that SERRV would be unable to promote and sell its goods at a table in Library Mall or at the Dane County Farmers' Market. With these facts in mind, we believe that the best location to increase exposure and sales would be to open an accessory-focused store on State Street.

Question #10: Which of these digital mediums would you use to stay up to date on SERRV's events, sales, and special activities?

Results:

60.6% of respondents would prefer to use Facebook, 37.1% would prefer an email list, and 16.7% would not want any sort of communication.

Suggestions:

After reviewing the results, Facebook is the preferred medium for store updates on sales and events. Facebook is a good opportunity to build connections to the public through the store's personality and its volunteers. After reviewing SERRV's current Facebook page and posts, we felt SERRV is doing well using social media to promote itself. We like that SERRV posted pictures of volunteers modeling their favorite items; it helps make SERRV more personal than simply showing the product and saying how much it costs. Email lists are also helpful for sharing events and sales, but can become burdensome if they are too frequent. If SERRV allowed an option to receive emails at specified intervals (once a week, once a month, etc.) it may have more success in using this medium to promote itself. In order to help SERRV expand, we have

provided a contact list of departments and student organizations that may wish to work with SERRV (*see Appendix: Question 10 for potential contact list*).

Questions #11&12: Would you be interested in volunteering with SERRV? If you responded yes to the above question, please fill in your contact information below (name, email, and phone number).

Results: 13.6% of respondents said yes. 86.4% said no.

Suggestions: Since SERRV operates primarily by volunteer work, an additional store would create the need for additional volunteers. To help ease the amount of work that is associated with opening a new location, we compiled a list of the 14 respondents who responded with their contact information to become volunteers. *See the Appendix: Question 12 for the contact list.*

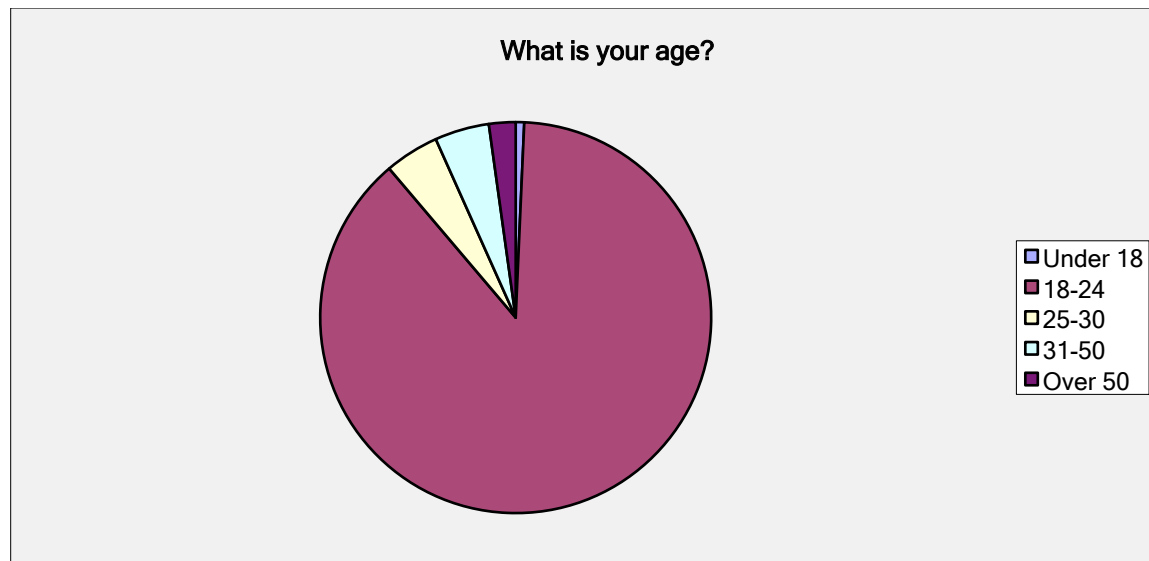
Conclusion

Our survey results show that the biggest hindrance in getting students to SERRV is its location on Monroe Street. Most students do not have a car on campus and will not take the time to take the bus. This means that locating a SERRV store on State Street would be within walking distance of campus and close to other frequented shops boosting awareness and patronage of the store. Featured products in the store, such as accessories and other small items, would need to appeal to students who are on a tight budget and only willing to spend between \$10 and \$30. In order to promote this store and these products, Facebook should be used to reach a younger demographic. Additional information and research is included in the appendix of this memo.

Appendix:

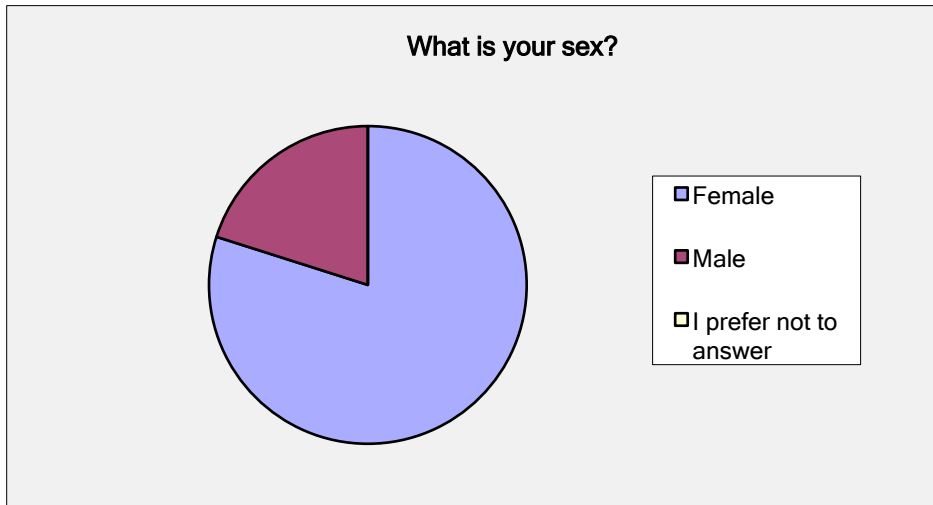
Question #1:

What is your age?		
Answer Options	Response Percent	Response Count
Under 18	0.7%	1
18-24	88.1%	118
25-30	4.5%	6
31-50	4.5%	6
Over 50	2.2%	3
<i>answered question</i>		134
<i>skipped question</i>		0



Question #2:

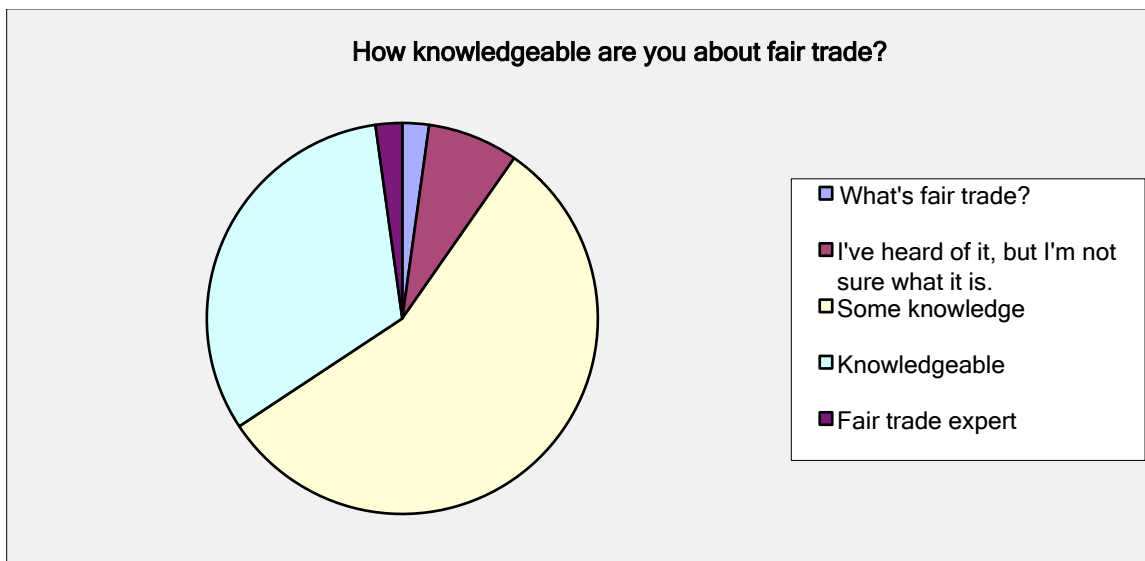
What is your sex?		
Answer Options	Response Percent	Response Count
Female	79.9%	107
Male	20.1%	27
I prefer not to answer	0.0%	0
<i>answered question</i>		134
<i>skipped question</i>		0



Question #3:

How knowledgeable are you about fair trade?

Answer Options	Response Percent	Response Count
What's fair trade?	2.2%	3
I've heard of it, but I'm not sure what it is.	7.5%	10
Some knowledge	56.0%	75
Knowledgeable	32.1%	43
Fair trade expert	2.2%	3
<i>answered question</i>		134
<i>skipped question</i>		0



Question #4:

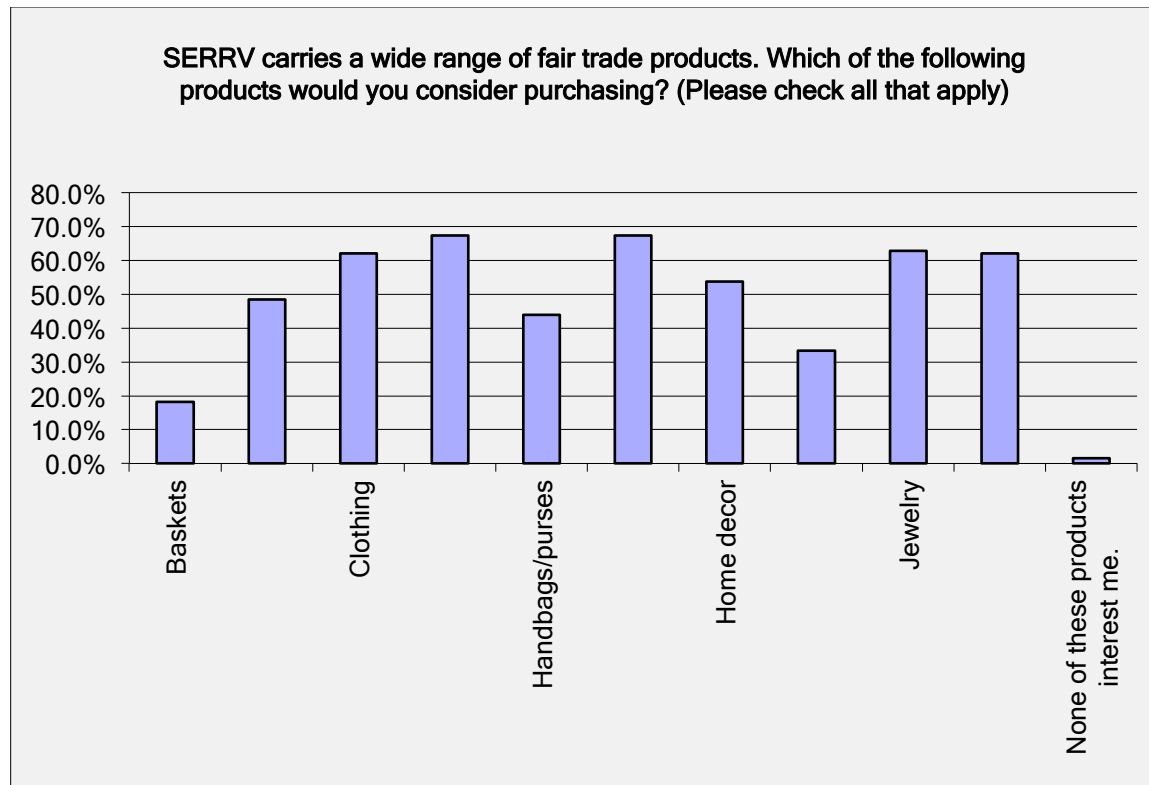
What aspects of fair trade interest you? (Please choose all that apply)		
Answer Options	Response Percent	Response Count
I am not interested in fair trade.	3.8%	5
Fair wages for artisans in the developing world	80.5%	107
For equal and equitable access to markets for all people	62.4%	83
Knowing where the product comes from and who made it	73.7%	98
The understanding the lives and impact on the artisan groups who make the products	66.9%	89
The product itself	42.1%	56
other (please specify)		2
answered question		133
skipped question		1



Question #5:

SERRV carries a wide range of fair trade products. Which of the following products would you consider purchasing? (Please check all that apply)		
Answer Options	Response Percent	Response Count
Baskets	18.2%	24
Cards (congratulations, thank you, blank, etc.)	48.5%	64
Clothing	62.1%	82
Food and chocolate	67.4%	89
Handbags/purses	43.9%	58
Hats, gloves and mittens	67.4%	89

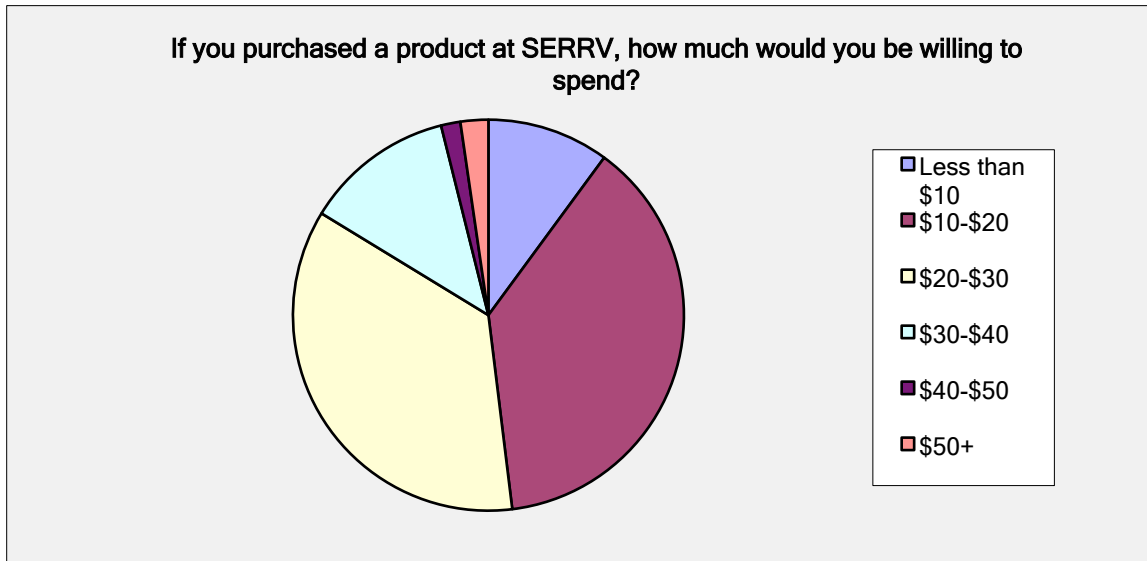
Home decor	53.8%	71
Housewares	33.3%	44
Jewelry	62.9%	83
Scarves	62.1%	82
None of these products interest me.	1.5%	2
answered question		132
skipped question		2



Question #6:

If you purchased a product at SERRV, how much would you be willing to spend?

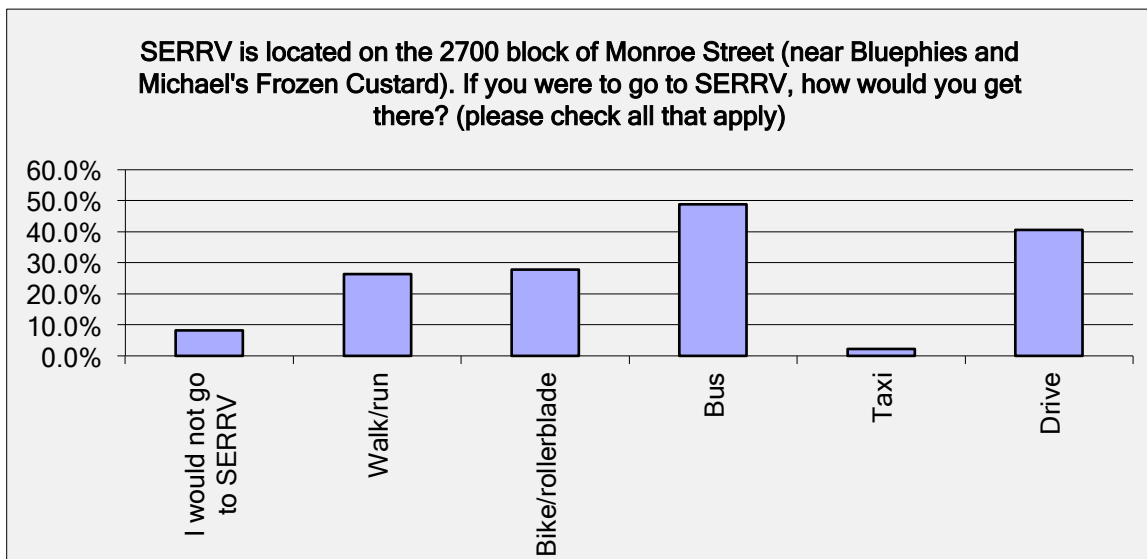
Answer Options	Response Percent	Response Count
Less than \$10	10.1%	13
\$10-\$20	38.0%	49
\$20-\$30	35.7%	46
\$30-\$40	12.4%	16
\$40-\$50	1.6%	2
\$50+	2.3%	3
answered question		129
skipped question		5



Question #7:

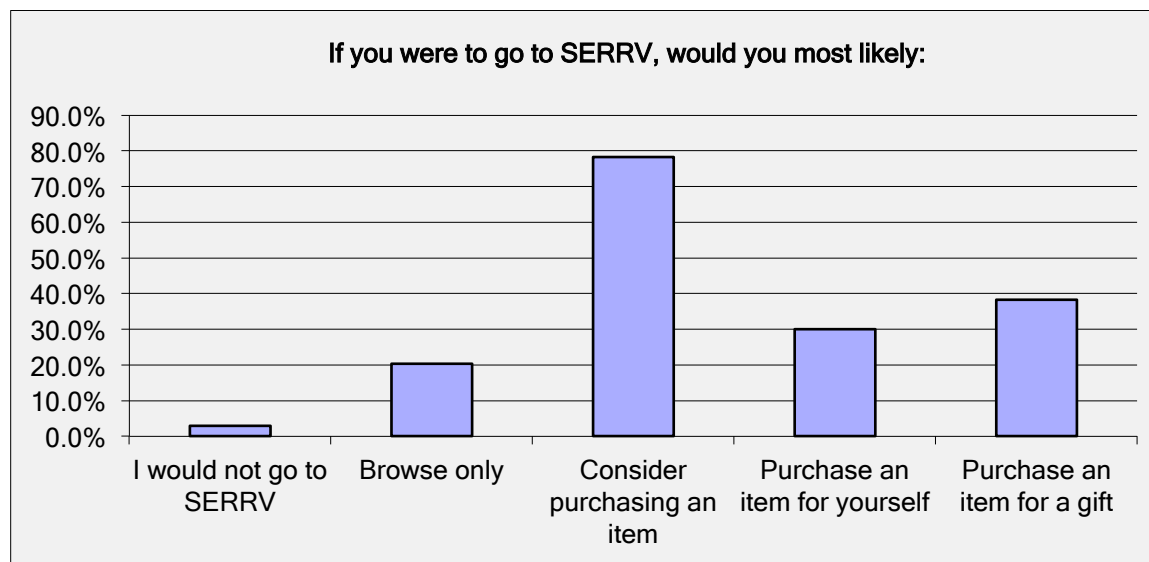
SERRV is located on the 2700 block of Monroe Street (near Bluephies and Michael's Frozen Custard). If you were to go to SERRV, how would you get there? (please check all that apply)

Answer Options	Response Percent	Response Count
I would not go to SERRV	8.3%	11
Walk/run	26.3%	35
Bike/rollerblade	27.8%	37
Bus	48.9%	65
Taxi	2.3%	3
Drive	40.6%	54
<i>answered question</i>		133
<i>skipped question</i>		1



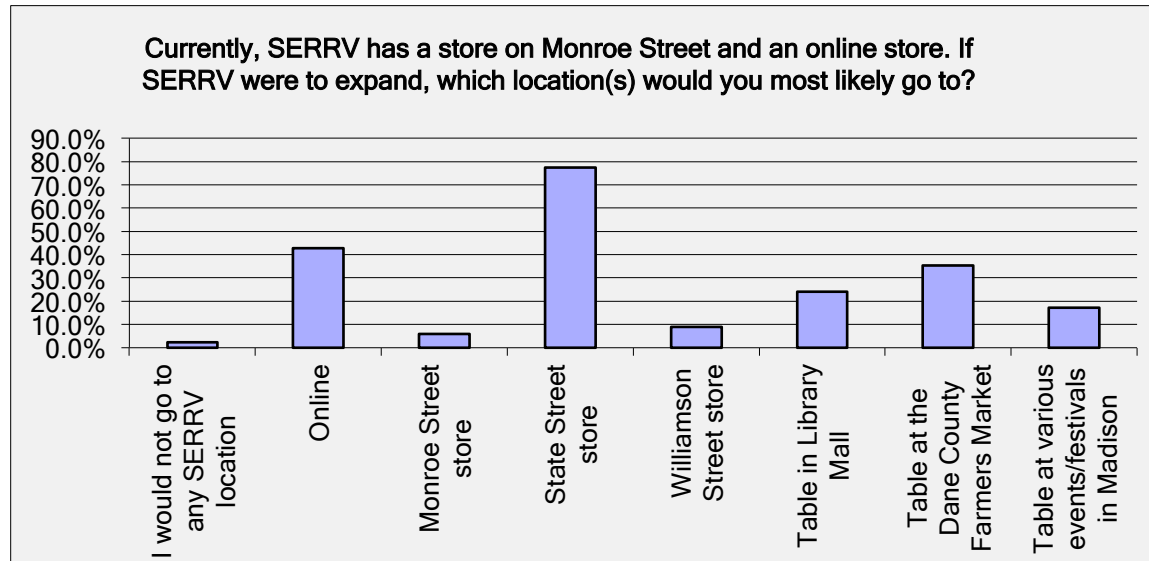
Question #8:

If you were to go to SERRV, would you most likely:		
Answer Options	Response Percent	Response Count
I would not go to SERRV	3.0%	4
Browse only	20.3%	27
Consider purchasing an item	78.2%	104
Purchase an item for yourself	30.1%	40
Purchase an item for a gift	38.3%	51
<i>answered question</i>		133
<i>skipped question</i>		1



Question #9

Currently, SERRV has a store on Monroe Street and an online store. If SERRV were to expand, which location(s) would you most likely go to?		
Answer Options	Response Percent	Response Count
I would not go to any SERRV location	2.3%	3
Online	42.9%	57
Monroe Street store	6.0%	8
State Street store	77.4%	103
Williamson Street store	9.0%	12
Table in Library Mall	24.1%	32
Table at the Dane County Farmers Market	35.3%	47
Table at various events/festivals in Madison	17.3%	23
<i>answered question</i>		133
<i>skipped question</i>		1



Links for Locations:

http://visitdowntownmadison.com/business/index.php?category_id=2533#57548

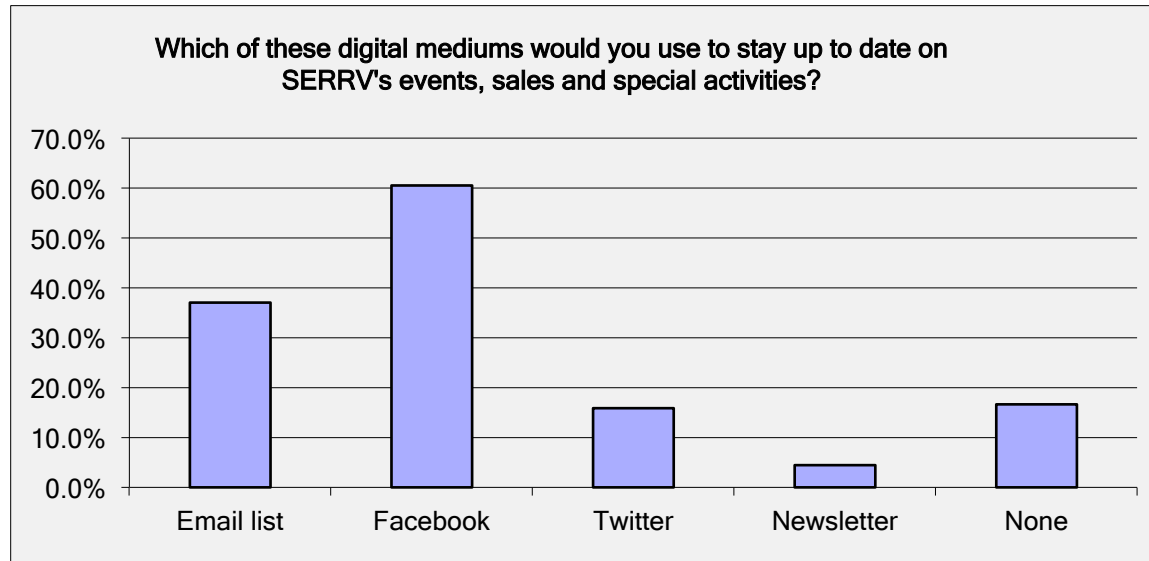
This link includes the locations and the annual rent for most of the available retail space on State Street.

http://propertydrive.com/forms/building_forlease.asp?fldID=4460

This link is for the location that A Perfect Pair used to occupy. It is a smaller store, but if SERRV focused on the main items people indicated they wanted in the survey, it should be enough room. The building is 1100 square feet with a dry basement for storage. The store has large windows, which are great for displays to draw in customers as well as lots of natural light to help encourage customers to come in and shop. The store could also serve as additional advertisement for the Monroe Street store.

Question #10

Which of these digital mediums would you use to stay up to date on SERRV's events, sales and special activities?		
Answer Options	Response Percent	Response Count
Email list	37.1%	49
Facebook	60.6%	80
Twitter	15.9%	21
Newsletter	4.5%	6
None	16.7%	22
answered question		132
skipped question		2



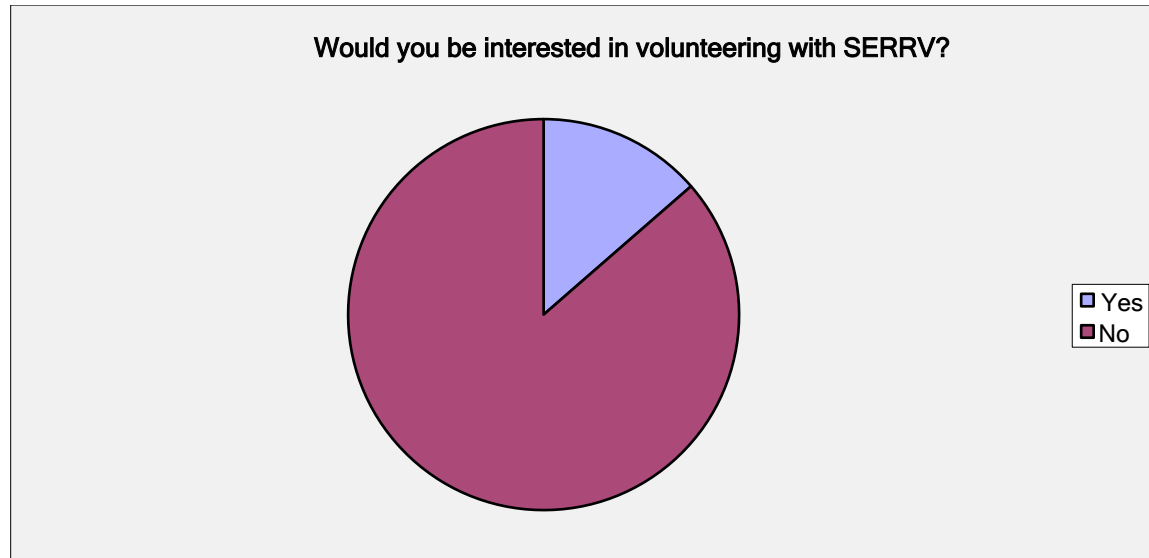
UW Contact List:

Classes	Class Number	Faculty Contact	Contact Email
History of Textiles	DS 430	Beverly Gordon	bgordon@wisc.edu
Dimensions of Material Culture	DS 464	Anna Andrzejewski	avandrzejews@wisc.edu
Retailing Theory and Practice	CS 357	Cynthia Jasper	crjasper@wisc.edu
Retail/TAD Internship		Mary Braucht	braucht@wisc.edu
Socially Just Consumption	CS 360	Lydia Zepeda	Lzepeda@wisc.edu
Sustainable Business	GenBus 600/601	Tom Eggert	Thomas.Eggert@Wisconsin.gov

Student Orgs	Contact Name	Contact Email
ASID	Kendell Sierzchulski	uwmadisonasid@gmail.com
TASA	Jordan Bautista	tasaofficers@gmail.com
AIS	Huiyu Deng	hdeng@wisc.edu
Arts Enterprise	Alexandra Port	artsenterprisemadison@gmail.com
Artful Business Collective	Sarah Michael	scmichael@wisc.edu
Association of Fundraising Professionals	Justine Marcus	afp.wisc@gmail.com
Collegiate DECA	Peter Schreiber	prschreiber@wisc.edu
Net Impact Chapter at UW-Madison School of Business	Megan Johnson	netimpact@rso.wisc.edu
Rethink Wisconsin	Lucas Boyle	rethinkwi@gmail.com
Student Retail Association	Monica Klein	uwsral@gmail.com
Media Outlets	Contact Name	Contact Email
The Daily Cardinal	Katherine Johnson	editor@dailycardinal.com

Question #11/12

Would you be interested in volunteering with SERRV?		
Answer Options	Response Percent	Response Count
Yes	13.6%	18
No	86.4%	114
<i>answered question</i>		132
<i>skipped question</i>		2



Potential Volunteer Contact List:

Volunteer Name	Email	Phone Number (If Given)
Alexis Blakey	ablakey@wisc.edu	
Amy Lynn Duwell	alduwell@wisc.edu	(608) 577-7182
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Hanna Gustafson	hgustafson@wisc.edu	(651) 500-1339
Jenny Hornes	hornes@wisc.edu	(608) 628-9109
Katherine Haugh	khaugh@wisc.edu	(201) 247-5122
Laura Hermanns	lhermanns@wisc.edu	(262) 498-5698
Laura Miller	lmiller5@wisc.edu	(847) 323-2162
Megan Healy	mwhealy@wisc.edu	
Mern Jie Tan	Mernj7047@hotmail.com	(608) 609-3447
Phebe Myers	pamyers2@wisc.edu	(785) 917-0308
Stephanie Tallman	satallman@gmail.com	