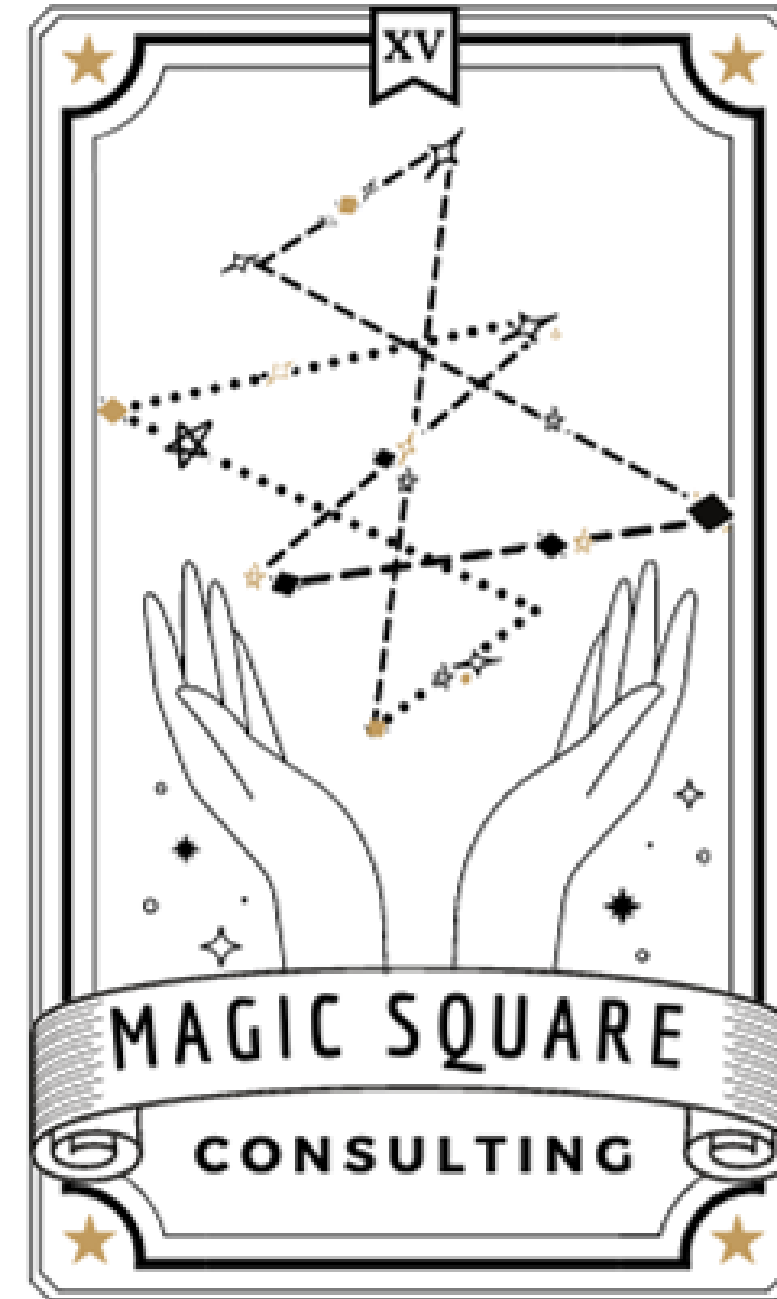


Stakeholder Presentation

UNIQUE LOOM & MS CONSULTING



The Team



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Key Question

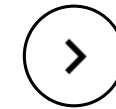


HOW CAN WE BEST INCREASE UNIQUE LOOM'S SALES
BY 5% OVER THE NEXT YEAR WHILE APPEALING TO THE
MILLENNIAL GENERATION?



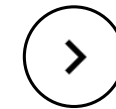
Solutions

SOLUTION ONE



Virtual Showroom

SOLUTION TWO



Podcast

SOLUTION THREE



Honey



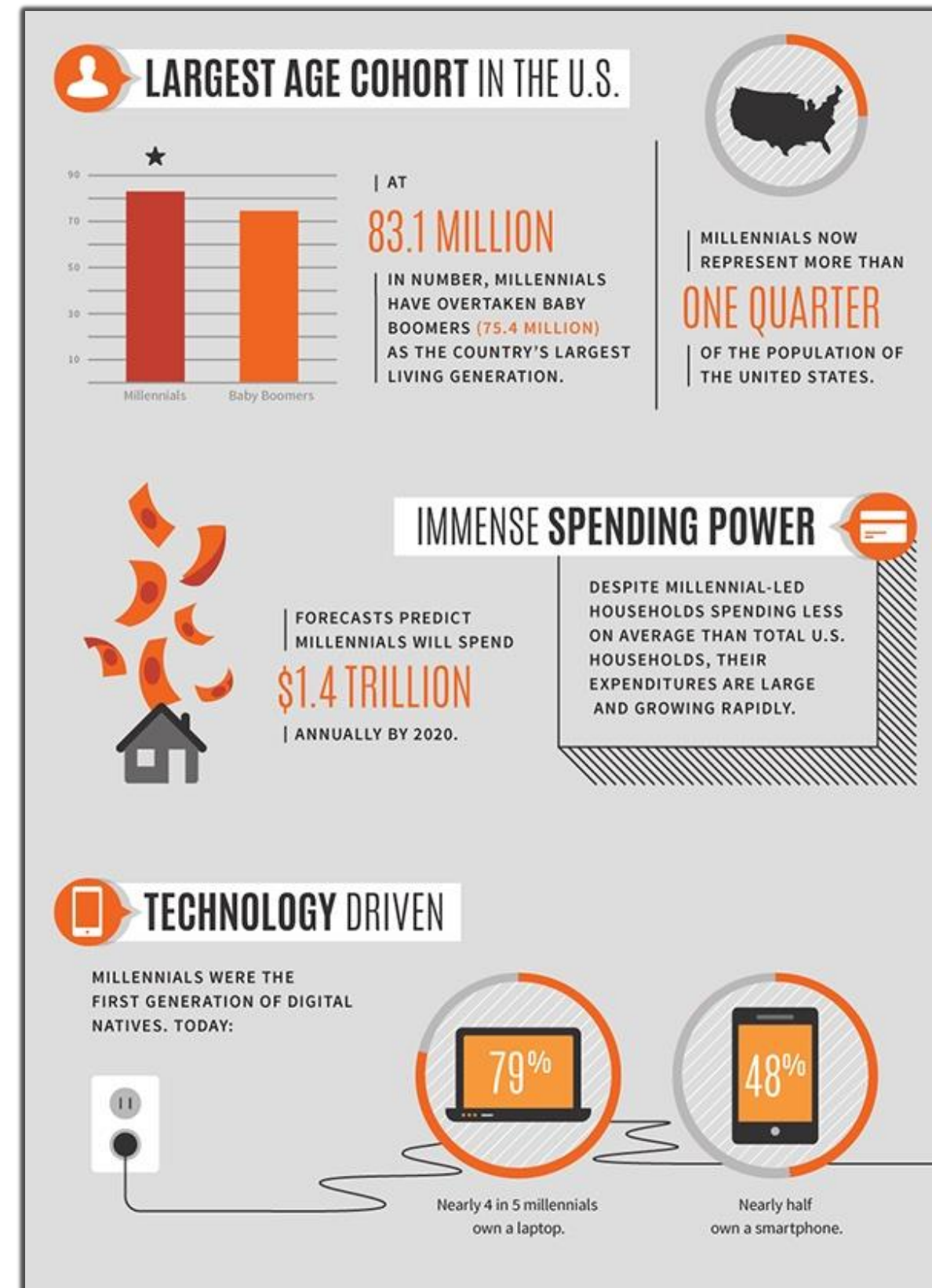
Millennials

Who are millennials?:

- The first global generation and the first generation that grew up in the Internet age.
- They have a social media presence.

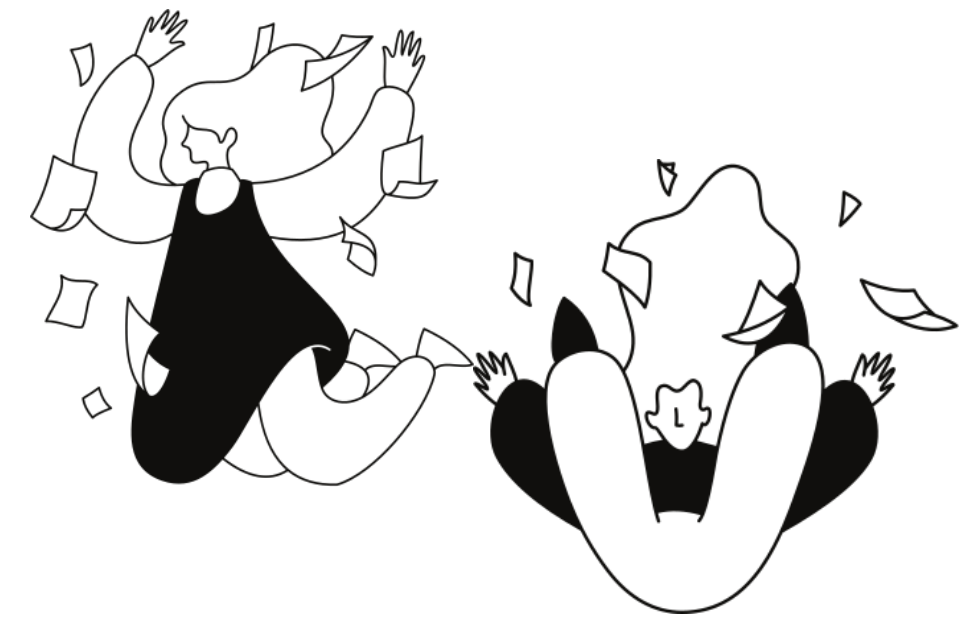
How to get their attention?:

- Improve the online experience on Rugs.com and social media platforms.
- Broadcast these products everywhere to make sure they are aware.
- Show interest in things they like.



Millennials

SPENDING HABITS



Spend more on:

- Convenience
- Online shopping
- Debt payments
- Food away from home
- Experiences and travel
- Streaming services
- Social impact

Spend less on:

- Cars
- Clothes
- Housing
- Retirement

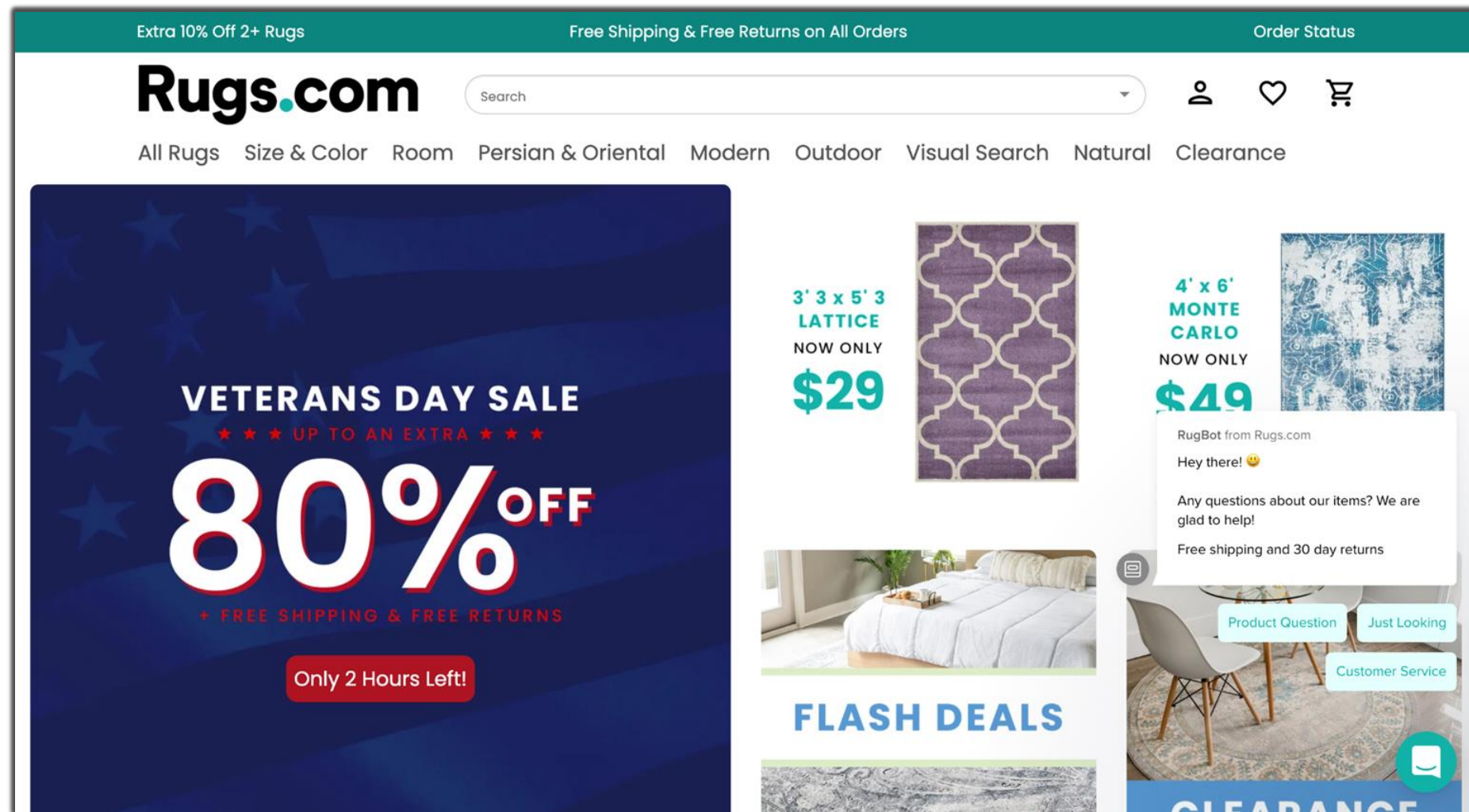
Sources

<https://money.usnews.com/money/personal-finance/spending/articles/how-millennials-spend-their-money>

<https://www.lexingtonlaw.com/blog/credit-cards/millennial-spending-habits.html>



Current Rugs.com Website



SOLUTION ONE



Notes on **current** site:

- Representation of products
- Not minimal theme
- Ad frequency

Virtual Showroom

Video content that shows all features of the rug - actual size and dimensions, color, texture, in videos that are shown on Rugs.com and social media platforms (Facebook, YouTube, Instagram, and TikTok).



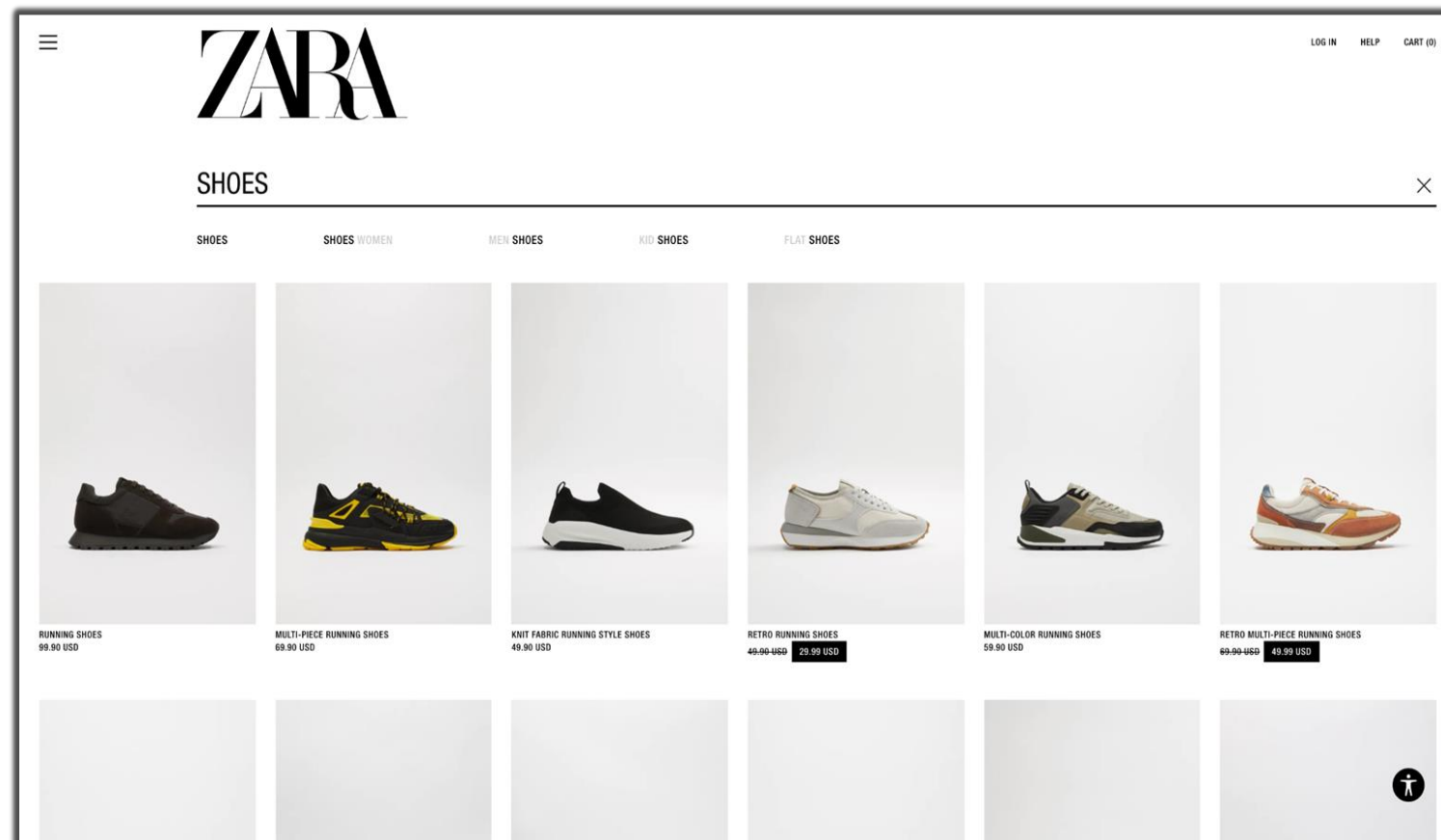
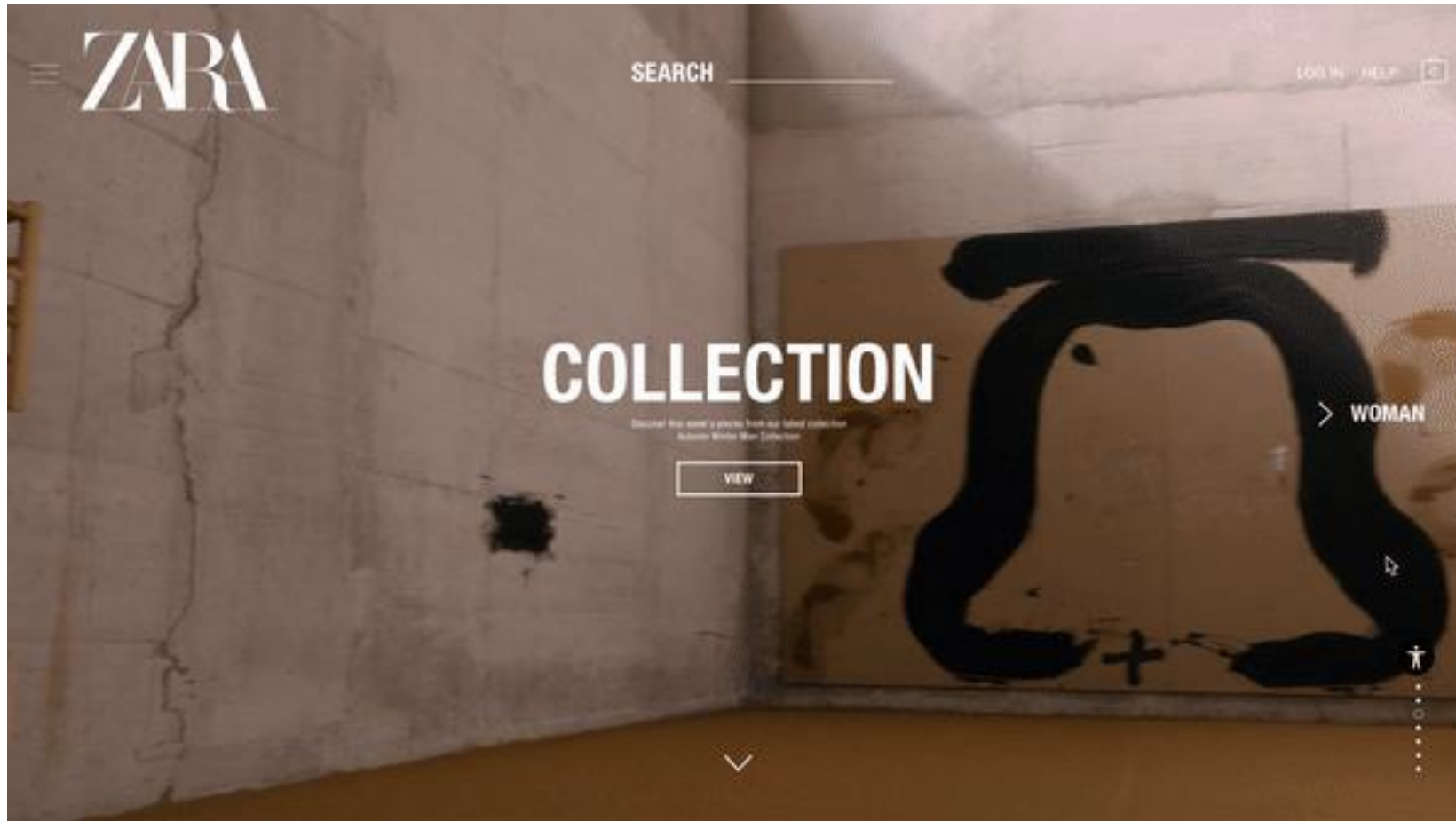
Becoming the “Zara of Rugs”

Social media content draw people’s attention.

Social media has evolved the way consumers make purchase decisions as it provides information that is both informative and inspirational.

Providing consumers with photos and displays that they can use to understand a brand’s identity.

<https://bootcamp.uxdesign.cc/why-is-zaras-website-so-zara-cf60e1e30cb0>



SOLUTION ONE

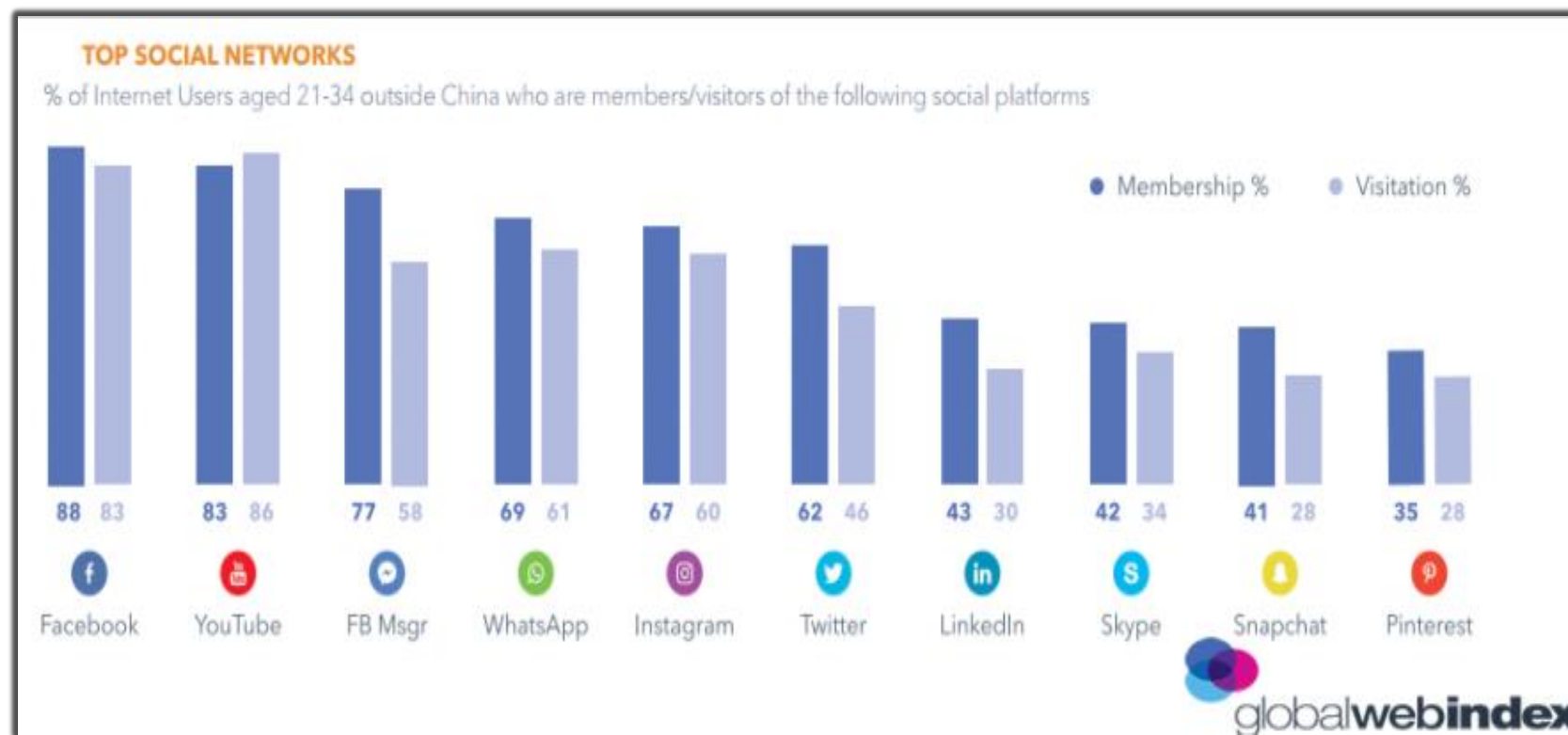
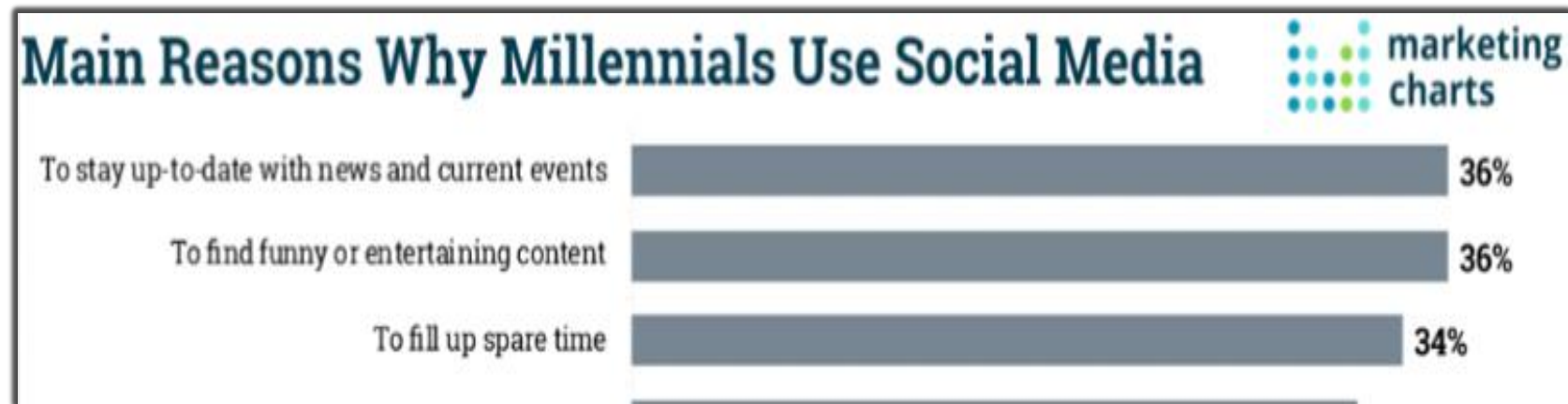
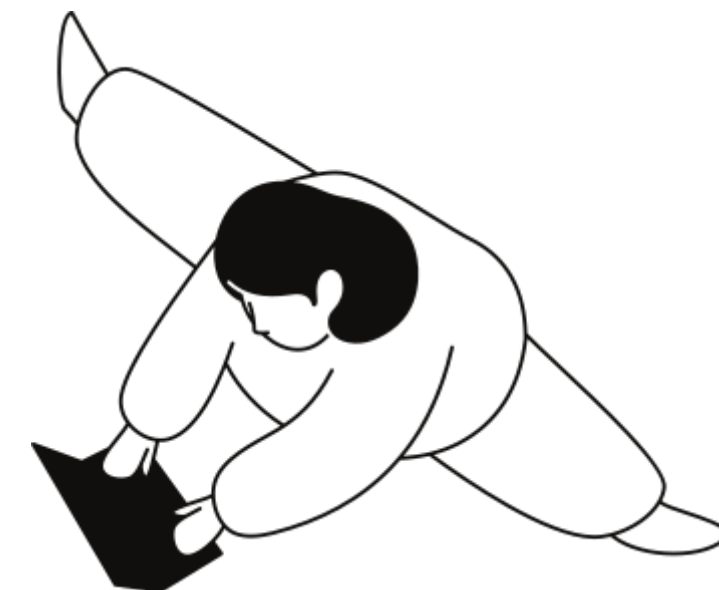


Correlation with Millennials

Consumers get their ideas for decorating living spaces from social media.

Bring the experience to them ONLINE.

91% of millennials prefer to shop online, with only 9 percent choosing to shop in-store only.



Podcast

Sponsoring an already established podcast to promote Unique Loom will increase awareness among millennials.

62% of young consumers 13-39-years-old listen to podcasts, with 26% reporting that they listen to podcasts every week.

Why?

- 1) Podcasts are easy and efficient
- 2) Millennials have an on-demand mentality
- 3) Non-fiction, reality, and news on the go content has become popular



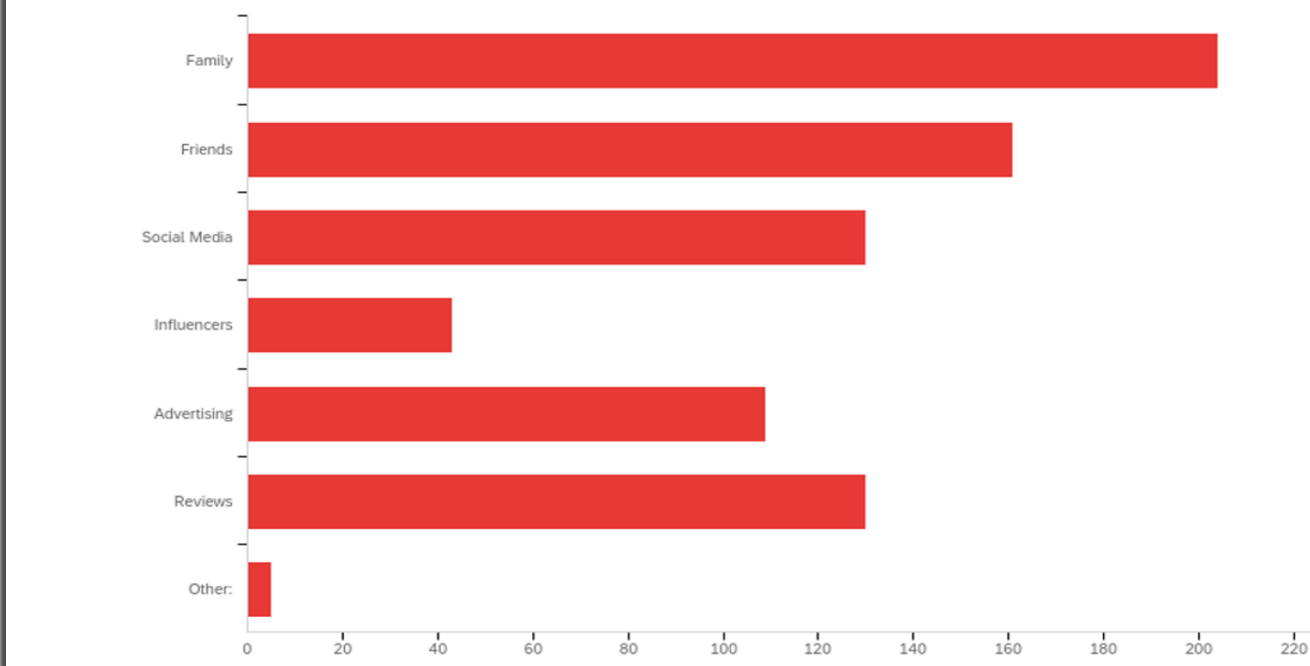
Research

Most Millennial shoppers get their ideas for interior designing from social media, and many looking for tips listen to interior design podcasts.

Podcast advertisements are a great way to role out new CSR initiatives, promote products, and increase brand awareness.



Q2.2 - Which of the following influence your purchasing decisions (Select all that apply).

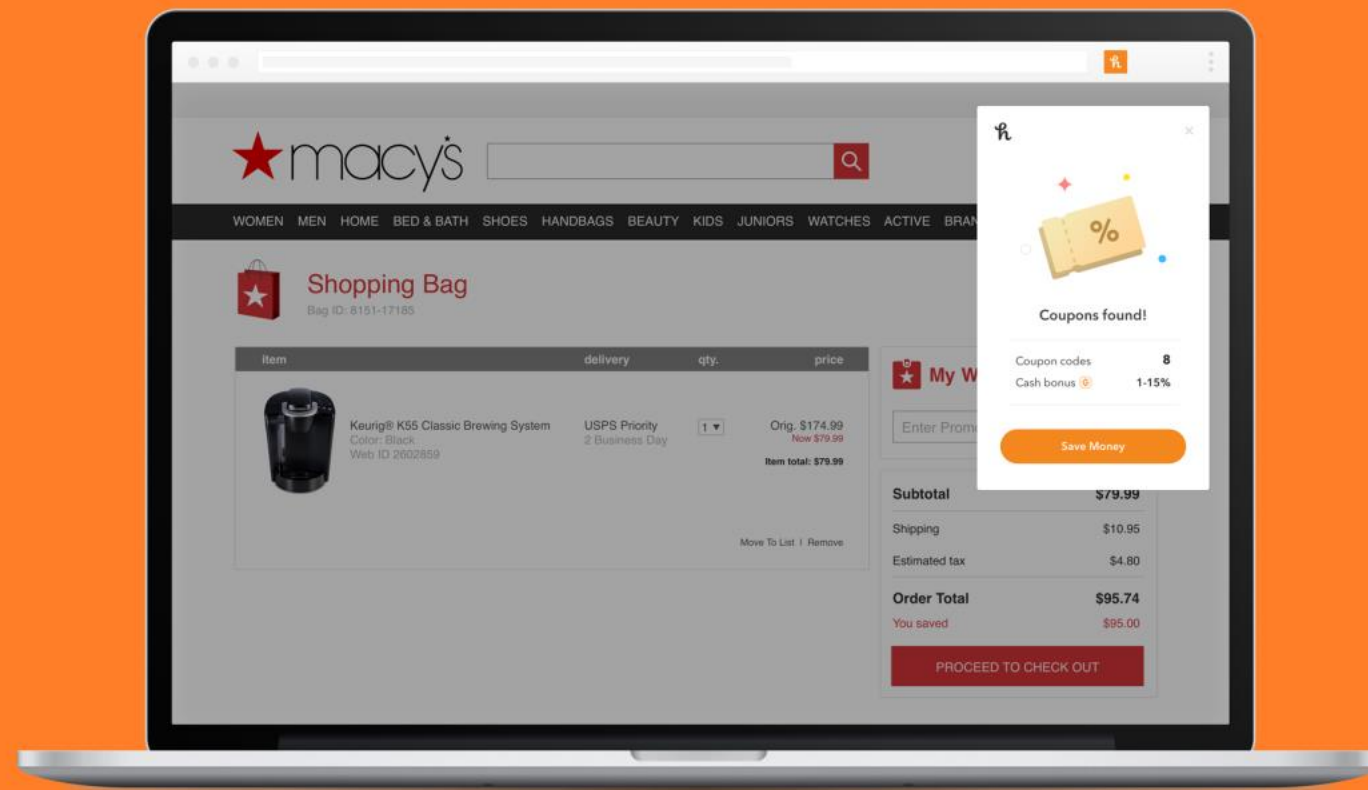


Q2.5 - What are the most important qualities you look for in a brand? (Check all the apply)



Honey

Partnering with coupon/discount services to help take off costs in carts. Since there is a considerable couponing culture among millennials and Rugs.com has a huge issue with abandonment at the cart level, why not coordinate with honey or Groupon to push the more price-centric consumers.



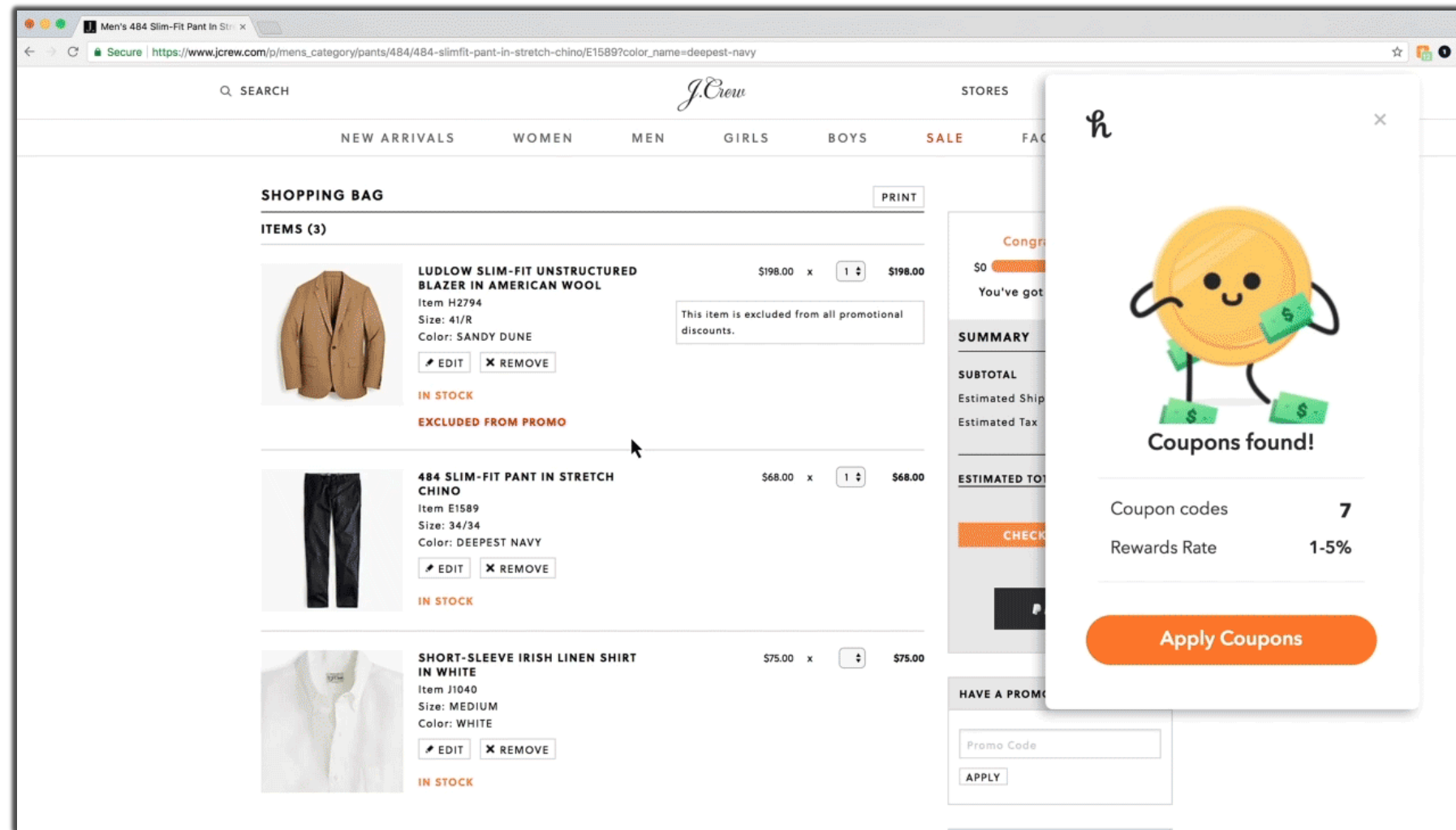
Research

94% of millennials use coupons and have a preference towards digital formats.

More than **31 billion digital coupons** will be redeemed this year, almost double the 16 billion redeemed in 2014, according to Juniper Research.

QUOTE: “If businesses today do not offer local, digital coupons, they just might be missing out on a whole generation (Cowan).”

<https://www.retaildive.com/ex/mobilecommercedaily/how-digital-coupons-attract-the-ultra-mobile-millennial-customer>



Conclusion

SOLUTION ONE



Virtual Showroom: Video content that shows all features of the rug - actual size and dimensions, color, texture, in videos that are shown on Rugs.com and social media platforms (Facebook, YouTube, Instagram, and TikTok). Bring the experience to them ONLINE.

SOLUTION TWO



Podcast partnering with designers and influencers guest starring to talk about interior designing, staging process, and rugs.

SOLUTION THREE



Partnering with coupon/discount services to help take off costs in carts. Since there is a huge couponing culture among millennials and since Rugs.com has a huge issue with abandonment at the cart level why not coordinate with honey or Groupon to push the more price-centric consumers. No need to further reduce prices, just another way to present price reductions.



Thank you!

QUESTIONS?

