



FINAL PACKAGE
MELODY NGUYEN, MEGAN LEIGH, LAURA ESCAMILLA, SALMA MUHAMMAD
+ BRIE GOODE-WRIGHT



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EXECUTIVE SUMMARY

At BAM Boutique, we strive to ensure high quality vintage designer clothing for everyone! We want to make it as inexpensive as possible for the creatives in the Metro Richmond area. We are a female owned Low Liability Company based out of Richmond Virginia that offers vintage designer pieces available to purchase or rent up to twenty-one of days. In doing this we provide everyone the chance of wearing, styling, or owning a little piece of the past. We do this for our fellow fashion lovers and those who share our values of sustainability and supporting small businesses while looking and feeling fabulous doing it!

MISSION STATEMENT

Buy All Means boutique wants to make it as inexpensive and easy as possible for the creatives in the Metro Richmond area to get vintage designer pieces while being socially responsibly. Valuing sustainably, quality, community and strive to ensure high quality.

Unique Value Proposition

- Vintage
- Designer
- Local
- Brick and mortar
- Quality
- Fashion lovers

Blue Ocean Statement

- Bringing in luxury name brand pieces while specializing in RVA local luxury brands as well.
- Allowing expensive, high end as well as vintage pieces to become temporarily apart of someones everyday wardrobe.
- A different approach on how an everyday consumers can obtain quality luxury pieces on their own dime.

Brand Keywords



Sustainable

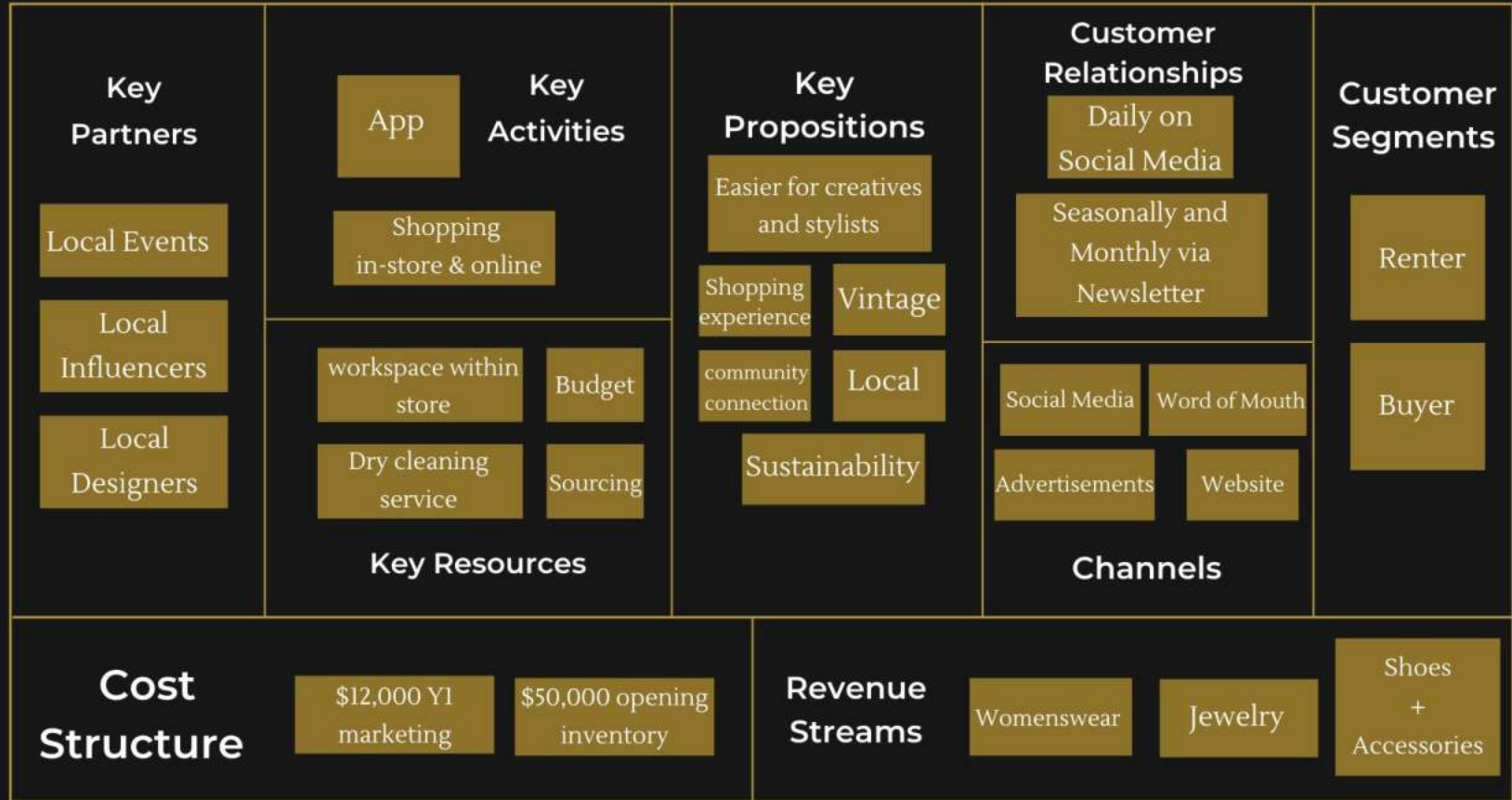


Quality



Trustworthiness

BUSINESS MODEL CANVAS



COMPANY GOALS

- Increase monthly revenue by 10%
- Increase average order value
- Create brand loyalty
- Provide exceptional Customer Service
- Enhance Brand Awareness
- Reduce product costs
- Increase social following and engagement



PRICING STRATEGY

We will be sourcing vintage and designer apparel and accessories to have in our store. For rentals, our prices will be lower than items for purchase because we will be making money off these items more than one time.



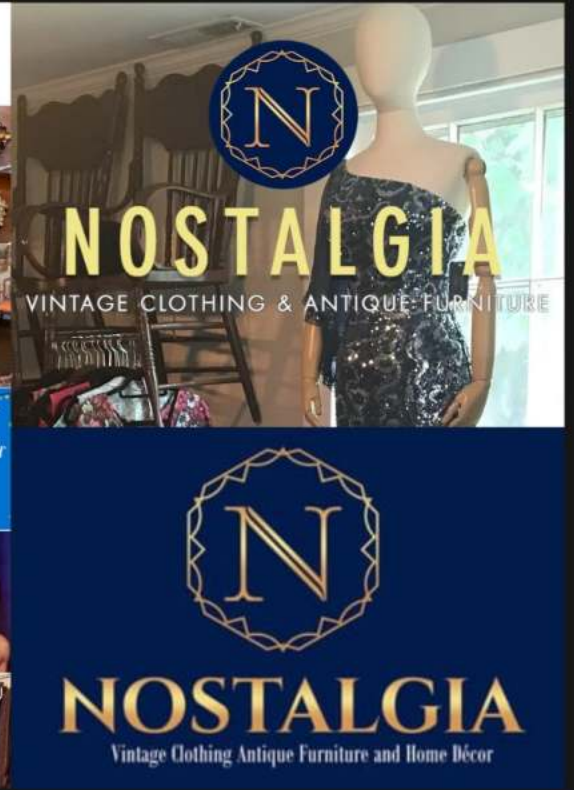
BAM plans to keep the cost of items we source as low as possible. This allows for us to price our items lower at a retail level. This corresponds to our brand values which is to bring vintage and designer to locals at a more affordable price range.

[see financials for more detailed pricing](#)

Silas Redd

2011 Graduate of the Fashion Merchandising program. He currently operates Nostalgia Boutique, which has been voted Best Antique Store, Best Vintage Clothing Boutique, and Best Women's Clothing Store, by various publications. Silas is also a marketing director overseeing the short and long term marketing for businesses in the hospitality, real estate, and small business sectors. We chose him because of the similarities in business and his experience with sourcing and selling vintage clothing.

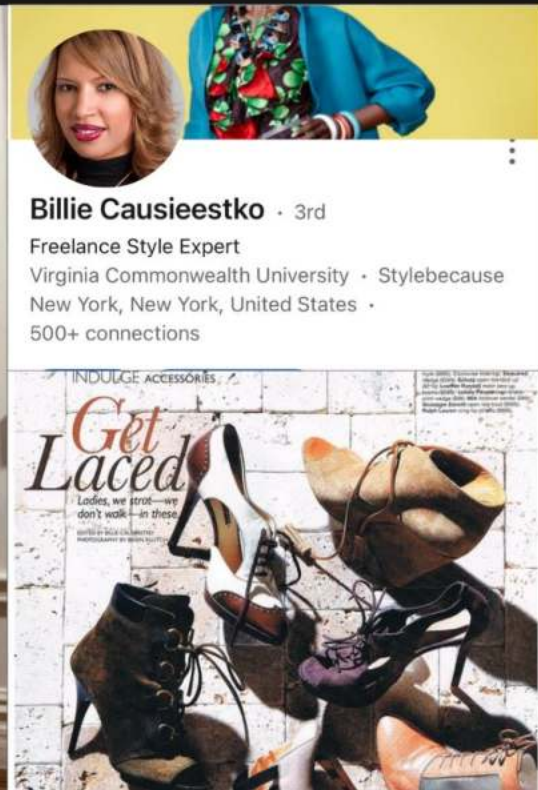
MENTORS



Billie Causieestko

VCU Fashion alumni who has over 20 years of experience with Designer and luxury fashion brands for various media outlets, digital, video, and television. She is a freelance stylist who has worked with a global roster of celebrities and musical artists, including Eva Mendes, , Jimmy Fallon, Nia Long, Derek Luke, Kelly Rowland, Venus Williams, Patti Labelle, Fantasia, Talisa Soto, Mudvayne, Thalia, and more! She also has worked as Fashion Director and Cover Editor for many prestigious publications, Italian Vogue, Harper's, Cosmo, Glamour, Essence, People, and Uptown and does On-Camera and Public Speaking for various platforms including clients, SCAD, F.I.T., and BCAT TV.

MENTORS



INDUSTRY OVERVIEW

Since the pandemic, the clothing rental market is fragmented. There is a large space for it and companies like Rent the Runway, My Wardrobe HQ, and Nuuly are filling those spaces. Vogue Business & The New York Times both have pointed out the prominence of fashion rentals. This is because not every woman wants to commit to buying a dress that retails for 5 hundred dollars that they will be wearing for one event. Online clothing rental is taking up the market, but there is something missing. Our store is here to create a space for brick & mortar clothing rental.



(Roshitsh, 2022)

Ready to Return: Fashion Rental Is Back

The pandemic hit the world of clothing rental hard. Now, companies like Rent the Runway say the market is booming like never before.

COMPETITORS



Capital Vintage

Established 2021

1K IG Followers

Downtown, Richmond, VA



Rent the Runway

Established 2009

454K IG Followers

Online Rental Service



Bygones Vintage

Established 1979

12K IG Followers

Carytown, Richmond VA

BUYER CLIENT

Age 30-45

Richmond women with more disposable income.

Love for secondhand clothing, vintage styles.

Meet Tracey

Age: 35

Occupation: Personal Shopper

Location: Midlothian

Marital Status: Married, Mother of 1

Annual Income: \$100,000

Size : 12

Preferred Shopping: In Person

Not a trend follower

Not super loyal to any brands

Spending bracket: Up to \$300 per piece



RENTAL CLIENT

Age 20-35

Women who support sustainable fashion and the slow fashion cycle

Creatives (in terms of renting for photoshoots or for clients)

Meet Sabrina

Age: 22

Occupation: Model/ Student

Location: Richmond, VA

Marital Status: Single

Annual Income: \$20,000

Size : 2

Preferred Shopping: In Person

Not really a trend follower

Not super loyal to any brands

Spending bracket: Up to \$50 per piece



SOURCING AND PRODUCTS

Key Products:

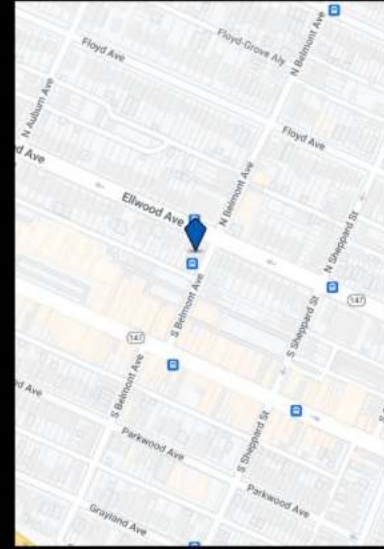
- Vintage Demin
- Vintage Purses
- Blouses

Sourcing:

- Flea Markets
- Estate Sales
- Donations
- Online



CARYTOWN LOCATION



3101 Ellwood Ave, Richmond, VA

Leasing: \$20,000 yr

Gross Leasable Area 3,072 SF

Property Type Retail Year Built 1912

Property Subtype Storefront Retail/Office Parking Ratio 0.65/1,000 SF

STORE DISPLAY

BAM
BOUTIQUE



HOURS

BAMBOUTIQUE.COM



PERSONNEL & MANAGEMENT

FINANCE MANAGER

Salma Muhammad

MERCHANDISER

Megan Leigh

E-COMMERCE

Laura Escamilla

MARKETING

Melody Nguyen

PUBLIC RELATIONSHIPS

Brie Goode-Wright

All employees are required to provide customer service while in-store, in addition to their area of management

PRE-OPENING MARKETING CALENDAR



MAY

JUNE

JULY

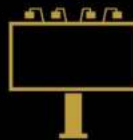
AUGUST



DIAMOND FLEA MARKET



BILLBOARD



BILLBOARD



DIAMOND FLEA MARKET



FISCAL YEAR 1

COST OF GOODS SOLD



TOTAL: \$461,700

NET SALES



TOTAL: \$675,000



EMAIL NEWSLETTER

BAM BOUTIQUE
SEASONAL NEWSLETTER



+ Carytown, VA • Rentals vs. Purchases • (804) 657 8233 •



Tis' The Season

As the Holiday season is quickly approaching, we hope you will think of us for your Holiday shopping.

Why buy a dress you'll only wear for a day when you have us at BAM Boutique? Stop by for our selection of vintage holiday dress perfection available for rent! --Or purchase if you're feeling fancy.



DRESSES



BAGS & ACCESSORIES



COATS & JACKETS

Visit our website to view and reserve items like these, then stop by our store, located in Carytown, VA to seal the deal!

BAMBOUTIQUE.COM



BAM BOUTIQUE
MONTHLY NEWSLETTER



RICHMOND, VA

[Our Mission](#)

[Rentals vs. Purchases](#)

[Contact Us](#)



Come see us at the
Diamond Flea Market!

We will be popping up at the Diamond Flea Market! Come check us out and do some local shopping!

[more info](#)

RENT OR BUY WITH US!



ACCESSORIES



BOTTOMS



Under \$ 100.00

SHOP WITH US IN PERSON!

BAMBOUTIQUE.COM



THE NEW SEASON STARTS HERE

FASHION



BACK TO 90'S

Fashion idea

STYLING TIPS

How to mix and match

VOL. 06



/01



6 WAYS TO BE IN STYLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur congue sit amet augue vel volutpat. Mauris tunc velit, tincidunt eget aliquet at, ultrices nec libero.

volume 1



september
30
2022

TREND SETTER

EFFORTLESS FASHION

with Olivia Wilson



/05

www.reallygreatthings.com





PACKAGING

Elegant & Sophisticated shopping bags, maintaining BAM's identity.

Tote bags are available for purchase, complementary scarf after 5 stamps & stickers for purchase and/or rewards.



BAM BOX



Our membership box provides another touch point for customers. This membership costs \$60 a month and includes unique pieces based on a personality test. Customers can scan the QR code that leads them to the pieces within their box with the option to purchase if they want the item.

The background is a dark, almost black, field filled with a variety of gold-colored decorative elements. These include solid gold stars of different sizes and shapes, some with multiple points, and others that are simple outlines. There are also smaller, four-pointed starburst shapes, some with a central dot, and small, empty circles scattered throughout. The overall effect is a sparkling, starry pattern.

WEBSITE AND APP MOCKUP



VINTAGE
LOOKS
GOOD ON
YOU.

RENT. BUY. STYLE.

BUY NOW



Steve Madden
Charliz Pumps

FROM \$30.00 | RETAIL
\$90.00

RENT/BUY



Chanel
Tweed Skirt Suit

FROM \$100.00 | RETAIL
\$40.00

RENT/BUY



Prada
Vintage Bag

FROM \$90.00 | RETAIL
\$250.00

RENT/BUY



Levi's
501 Jeans

FROM \$22.50 | RETAIL
\$75.00

RENT/BUY



Steve Madden Charlize Pumps

FROM \$30.00 | RETAIL \$90.00

includes cleaning, shipping, & service fees

SIZE

7.5

8

9

DURATION

4 Days

6 Days

8 Days

14 Days

Arrival Date

Return Date

Select date..



Set arrival date 1-2 days before the event

REQUEST TO BORROW



LETS TALK PROCESS

RENTING

Rent up to 5 items for 7-14 days at a time. Product will be priced 30% lower than initial prices. You can renew your it for an additional 5-7 days...

[Read more](#) ↓

BUYING

Items are available for purchase at 70% of the initial retail price. You have the option to rent or purchase from us at any point...

[Read more](#) ↓

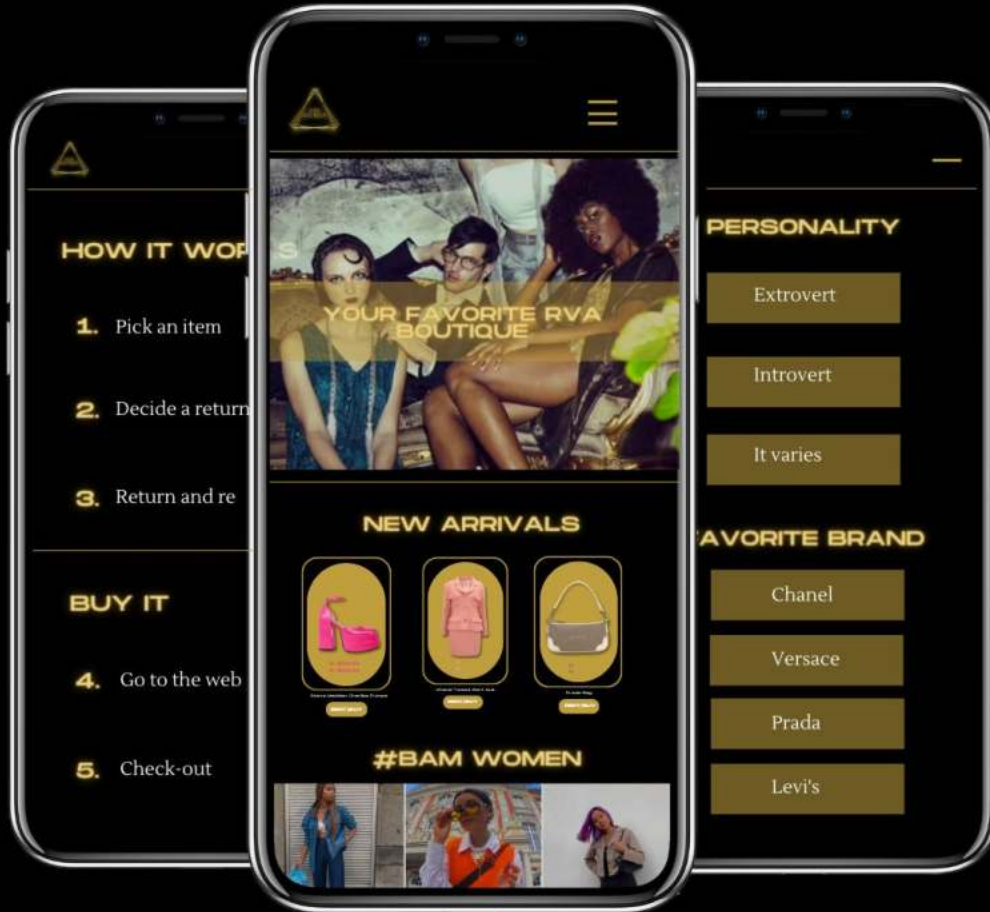
MEMBERSHIP

Our product sustainability box will be a rental monthly subscription for members only. Through our fashion quiz on our website and app...

[Read more](#) ↓

[RETURN POLICY](#) →

App





The app is another customer touch point where you can sign up for the membership box, read more about our policy, and shop available pieces



Brand/style

Color _____ Date _____



 This certificate states that you have purchased a genuine product from BAM.



Authentication

- Included with every luxury product
- Customized with item description
- QR code to extended information

Hang Tags

- Includes date, description, rental price, and purchase price



BUSINESS CARD



We have added value to our business card by including a point system. A stamp is earned each time a piece is rented or purchased by a customer and after 5 stamps customers revive a free BAM scarf!



FINANCIALS: SEE
WORKBOOK

TEAM RESUMES

Melody Nguyen



CONTACT

- ✉ melodynguyng@gmail.com
- ☎ 703-297-1556
- 📍 Richmond, VA

SKILLS

- Copywriting
- Visual storytelling
- Photography/Videography
- Adobe Suite
- Merchandising knowledge
- Team player
- Active listener
- Reliable + punctual
- Social Media Management

AWARDS

- Published by Ignant, Hynomag, VSCO, Chlalay,
- Pirade Underwear Ambassador
- Worked RVAFW & NYFW
- Ink Magazine (2018-2020) Co-founder of Chelo Chelo Magazine (VCU The Anderson Grant)

Art Director & Photographer

Developing a love for photography and videography at a young age, my mission in life is to make people question the status quo and self-express themselves freely. Creating is my main purpose in this lifetime. My goal is to bring out the natural beauty in my environment and other through my suburban childhood and mystical imagination.

WORK EXPERIENCE

EVENT COORDINATOR/MERCHANDISER 2016 - 2018 Nordstrom

- Oversee Nordstrom fashion shows and events.
- Responsible for window merchandising displays.
- Organizing gift bags and layout of show for guests.
- Assist buying with Junior and Senior merchandisers.
- Presenting data and analytics for the store.
- Social management and creation for Nordstrom + Nordstrom Rack
- Mentor for Nordstrom Brand Creative and social partners.
- Steaming and styling clothing for events.

STORE MANAGER 2018 - 2021 Polo Ralph Lauren

- Review physical inventory and reports.
- Managing day-to-day operations, maintaining store standards, + fostering a positive environment.
- Develop sales and profit plans to meet budgetary goals.
- Training and leading employees efficiently.
- Following visual merchandising plans
- Cash handling procedures + deposits.

FREELANCE PHOTOGRAPHER 2014 - PRESENT

- Create concepts and visual mood board
- Hair, makeup, styling, creating sets, and making props.
- Creative direction
- Lighting skills
- Using Adobe Creative Suite to edit and create photos
- Communicating with clients to send finalized images and setting time and place for photoshoots

EDUCATION

Virginia Commonwealth University, Richmond, VA
Bachelor of Science in Mass Communications
Bachelor of Arts in Fashion Merchandising
(GPA: 3.6)

Salma Muhammad

Contact

- ✉ salmamuhammad.com
- ✉ salmamuhammad568674@gmail.com
- ☎ 434-315-3169

Education

Virginia Commonwealth University
Major in Fashion Merchandising
Minor in Media Studies
Expected Graduation Date- May 2023

Relevant Coursework

Retail Buying Simulation
A Fashion Scholarship Fund Case Study- The Future of Retail

Fashion Forecasting
A Short-Term Fashion Trend Forecast
Fashion Entrepreneurship
Creating a Small Retail Business from Start to Finish

Professional Skills

Fashion	●●●●●●
Forecasting	●●●●●●
Social	●●●●●●
Media	●●●●●●
Canva	●●●●●●
Excel	●●●●●●
Powerpoint	●●●●●●
Adobe Cloud	●●●●●●
Square Space	●●●●●●

Essential Skills

Critical Thinking	Strong Work Ethic
Communication	Adaptability
Problem Solving	Teamwork
Creativity	Optimism
Relationship Building	Detail Oriented

Experience

Plato's Closet Feb 2021-Present Shift Lead
Work closely with the store owner to stay ahead of new trends and brand knowledge for the store and what is popular within customer purchasing habits.
Lead shifts & monitor employees
Train new employees to be proficient in all store tasks.
Ensure the store is opened and ready for the day, or closed and prepared for the next day.
Keep in-store displays up to date.

Urban Outfitters Sept 2021-Present Sales Associate

- Drive sales with engagement of customers, suggestive selling, and product knowledge
- Work with store brand leaders on store displays and styling

Rebel RVA June 2022-July 2022 Creative Direction Intern

Prepped styles for models
Created pose layouts for upcoming shoots and look books
Dressed all models
Collaborated on creating the season's look book

VCU Office of Multicultural Student Affairs, Black History Fashion Show

Volunteer Feb 2022

Queued the model walkthrough
Dressed the models
Prepped questions for the panel of designers

Activities/Organizations

Eco Fashion at VCU
-Assistant Social Media Manager-
VCU Bik in Fashion at VCU
• Leadership for Women of Color at VCU

TEAM RESUMES

Megan Leigh

Virginia Commonwealth University
Richmond, Virginia
(703) 967-6330 | leighmc@vcu.edu

Profile

High energy, detail-oriented individual, passionate about fashion and fashion merchandising. Mature, reliable team player with sound business instincts. Quick to spot fashion trends. Enjoys visual merchandising. Adept at connecting with customers and building long-term relationships. Thrives in a dynamic, flexible retail environment.

Experience

Assistant Manager February 2017 to December 2021
Covet, LLC Arlington, Virginia
Furnished regular assistance as needed to Manager-Owner to ensure the smooth operation of her boutique which carried funky jewelry, vegan handbags, home decor and more and was located in a former farmhouse. Ongoing responsibilities included opening, staffing, and closing the store and coordinating employee scheduling. Aided with inventory control by unboxing merchandise, checking in shipments, and pricing merchandise. Created dynamic, eye-catching displays of current merchandise. Cultivated relationships with customers through personal interactions, special events, gift advice, sales, and follow-up.

Social Media Intern July 2021 to Present
Javier Cabada Fine Art Washington DC and Remote
Assisted Artist with inventory, packing and shipping paintings. Ran social media accounts including Instagram and Facebook. Responded to business requests through these platforms. Used marketing techniques to engage with new and existing clients.

Childrenswear Intern May 2022 to August 2022
Fashion Snoops Remote
Reviewed current Childrenswear industry trends to make retail reports. Wrote copy for retail and Hot Now reports. Collected relevant imagery for reports using Illustrator. Communicated daily through Google Chat with mentor and supervisor.

Apprentice August 2022 to October 2022
The Blowout King Richmond VA
Helped with social media marketing, set up appointments and learned how to do blowouts from local hair stylist, Michael King. Learned blowout and hair washing techniques. Talked about products and techniques with clients.

Sales Associate October 2022 to present
Lou Lou Boutique Richmond VA
Conducted opening and closing tasks. Aided customers with product information and resolved customer complaints. Helped to receive inventory including pricing and placing within the store.

Skills

Experienced in Microsoft Office 365 (Word, Outlook, Excel and OneDrive), Google, SquareSpace, as well as various social media applications.

Education

Virginia Commonwealth University, B.A. Fashion Merchandising, expected May 2023

Laura M. Escamilla

Richmond, VA | lescamillavarela@gmail.com | 804-986-7578

Education

Bachelor Of Arts
Fashion Merchandising
Virginia Commonwealth University

Minor
Marketing Insights
Virginia Commonwealth University
Graduation Expected: Dec 2022

Overall GPA
3.5 / 4.0

Awards
Dean's List Spring 21-Present

Certificates

Fashion Scholarship Fund
Summer Scholar Series 2021

Skills



Campus Involvement

Eco Fashion Club
Aug 2021 - Present

Latin Student Association
Jan 2021 - Present

Languages

Fluent in English and Spanish

Italian Limited working proficiency

Fashion & Marketing Experience

Happy Haven | Richmond, VA
E-commerce & Marketing Assistant Aug 2021 - Present
Fashion Merchandising Intern May 2022 - Aug 2022

Manage inventory and website, marketing on social media platforms, assisting in event planning and coordination for summer pop-ups, classes, and more. Email and marketing outreach for fundraising. Local vendor sourcing and research, assisting and styling during photo shoots, designing and installing window displays.

Hennes & Mauritz (H&M) | Richmond, VA
Sales Advisor June 2022 - Dec 2022

Provide excellent direct and indirect customer demands. Work effectively with team members while actively working with garments, including processing, stocking, replenishing, folding, hanging, and displaying merchandise to maximize selling opportunities. Execute restorations, price changes, transfers and cash register routines.

New Life Painting | Richmond, VA
Marketing Manager Aug 2021 - Jun 2022

Propose, manage, and execute marketing research projects to generate consumer insights in support of improved marketing strategy and communications. Analyze consumer trends, market analysis, and marketing best practices to build successful strategies.

Santa Reparata International School of Art | Florence, Italy
Study Abroad Participant Jan 2022 - May 2022

Completed course work in Product development, import/export of the fashion industry, Italian fashion and digital marketing.

VMFA Fine Arts' Flowers Fashion Show | Richmond, VA
Fashion Show Dresser Oct 2021

Assisted models with dressing up for the fashion show and provided fashion advice while keeping track of the time during all activities.

Additional Experience

Virginia Commonwealth University | Richmond, VA
Multilingual Ambassador Aug 2021 - Present

Assisting in planning events, working with the main event planning team to coordinate efforts between five different teams. Contributing content related to the Multilingual Ambassador Program, engaging with the community to spread and resources and partnering with the central Enrollment Management creative team.

Universidad Nacional De Colombia | Palmira, Colombia
Product Design Study Aug 2017 - June 2019

Completed course work in product design, creative thinking, theory of the form, and object, geometry and representation of the form, regular and organic morphology, digital illustration, and materials.

TEAM RESUMES

BG

BRIANNA GOODE-WRIGHT

bgoodewright@gmail.com|215-530-1404|Spotsylvania, VA 22553

Summary

Orderly and committed Associate offering solid skills in customer relations and resilience to handle challenges of fast-paced environments. Bringing detail-oriented and decisive nature with sound judgment, good multitasking abilities and self-motivated nature. Comfortable working alone or with teams to accomplish on-time and accurate clerical tasks. Highly motivated and committed to providing the best service and exceeding objectives every single day.

Skills

- Relationship Selling
- Teamwork and Collaboration
- Brand Promotions
- Money Handling
- Verbal and Written Communication
- Information Processing

Experience

H&M | Richmond, VA
Sales Associate
08/2022-
Current

- Used technology resources to assist customers in locating and selecting items.
- Sold various products by explaining unique features and educating customers on proper application or usage.
- Assisted teammates with sales-processing tasks to meet daily sales goals.
- Developed trusting relationships with customers by making personal connections.
- Collected payments and provided accurate change.

Dillard's | Richmond, VA
Stylist Sales Associate
01/2022-
08/2022

- Embodied strong sense of fashion, enthusiastic attitude and brand aesthetics to generate interest in offerings.
- Maintained store to exacting visual standards by building attractive displays and merchandising products.
- Processed accurate transactions, charge sends and returns at POS stations.
- Opened and closed cash registers by counting money, separating charge slips and balancing drawers.
- Computed purchases and received and processed cash or credit payment.

European Wax Center | Richmond, VA
Administrative Assistant
01/2021-
01/2022

- Provided secretarial and office management support while building cooperative working relationships.
- Prepared and prioritized calendars and correspondence.
- Handled incoming calls and directed callers to appropriate department or employee.
- Responded to customer issues to provide immediate resolution and improve retention.
- Engaged customers in friendly, professional dialogue to determine needs.
- Worked with fellow sales team members to achieve group targets.
- Handled payment processing and provided customers with receipts and proper bills and change.

TopGolf | Richmond, VA
Guest Service Associate

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Contact Us



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CARYTOWN, RICHMOND VIRGINIA

Let's connect!

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