

Detailed Budget and Marketing Plan for Kenari's Phased Rollout Strategy

This budget and marketing plan provides a financial breakdown and actionable steps for each phase of Kenari's rollout. It focuses on maximizing ROI while aligning with Kenari's core values of sustainability and luxury.

Phase 1: Launch (Year 1)

Core Markets: EU, UK, Canada

Category	Estimated Budget
Market Research	\$30,000
E-Commerce Setup	\$20,000
Digital Marketing	\$50,000
Pop-Up Events	\$60,000
Collaborations	\$40,000
PR and Branding	\$25,000
Logistics & Supply Chain	\$35,000
Miscellaneous	\$15,000
Total	\$275,000

Marketing Plan for Phase 1:

- Market Research:**
 - Conduct consumer surveys and focus groups to identify preferences for sustainable and luxury fashion in target markets.
 - Engage local consultants in the EU, UK, and Canada for market insights.
- E-Commerce Setup:**
 - Build a robust Shopify-based platform for Canada and Europe.
 - Create localized websites with tailored content for each market (e.g., language, cultural themes).
- Digital Marketing Campaigns:**
 - Allocate \$20,000 for targeted ads on Instagram, Facebook, and Pinterest.

- Run influencer campaigns with eco-fashion bloggers in each region (\$15,000).
 - Launch Google Ads focusing on keywords like "sustainable luxury fashion."
- 4. Pop-Up Events:**
- Host events in London, Paris, and Berlin.
 - Cost breakdown: Venue rental (\$15,000), display setup (\$20,000), promotional materials (\$10,000), staffing (\$15,000).
- 5. Collaborations:**
- Partner with department stores and eco-conscious brands for cross-promotion (\$40,000).
- 6. PR and Branding:**
- Hire a PR agency to secure media coverage in Vogue UK, Elle France, and sustainability blogs.
 - Create press kits emphasizing Kenari's eco-friendly practices.

Phase 2: Expand (Year 2-3)

Secondary Markets: China, Singapore, Australia, Japan

Category	Estimated Budget
Localized Marketing	\$75,000
Retail Partnerships	\$100,000
Brand Events	\$80,000
Product Diversification	\$50,000
Logistics & Supply Chain	\$50,000
E-Commerce Optimization	\$40,000
Total	\$395,000

Marketing Plan for Phase 2:

- 1. Localized Marketing:**
 - Create campaigns tailored to each market, such as Chinese New Year themes for China.
 - Invest in digital platforms like WeChat, Xiaohongshu, Lazada, and Zalora.
- 2. Retail Partnerships:**
 - Collaborate with David Jones (Australia) and Isetan (Japan) for retail presence.
 - Budget includes display setup, partnership fees, and inventory.
- 3. Brand Events:**

- Host private showcases in Shanghai, Tokyo, and Sydney.
 - Include interactive sessions highlighting Kenari's sustainable materials and designs.
- 4. Product Diversification:**
- Design limited-edition collections reflecting local cultures and climate needs.
 - For example, lightweight fabrics for Singapore and Australia.
- 5. E-Commerce Optimization:**
- Integrate local payment systems like Alipay and WeChat Pay in China.
 - Focus on faster logistics and localized customer support.
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Phase 3: Scale (Year 4-5)

Exploratory Markets: Mexico, Brazil, South Korea

Category	Estimated Budget
Franchise/Flagship Stores	\$200,000
Omnichannel Expansion	\$75,000
Sustainability Campaigns	\$50,000
Regional Manufacturing	\$100,000
PR & Partnerships	\$75,000
Total	\$500,000

Marketing Plan for Phase 3:

- 1. Franchise/Flagship Stores:**
 - Open flagship stores in São Paulo, Seoul, and Mexico City.
 - Cost breakdown includes rent, interior design, staffing, and inventory.
- 2. Omnichannel Expansion:**
 - Integrate online and offline experiences with click-and-collect services.
 - Launch AR/VR try-on features to enhance the shopping experience.
- 3. Sustainability Campaigns:**
 - Run campaigns highlighting Kenari's eco-friendly production process.
 - Collaborate with local NGOs to support environmental initiatives.
- 4. Regional Manufacturing:**
 - Set up small-scale production in Mexico to reduce costs and support local economies.

5. PR & Partnerships:

- Partner with local fashion magazines and sustainability advocates.
 - Secure features in events like São Paulo Fashion Week or Seoul Fashion Week.
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Total Budget (5 Years): \$1,170,000

This phased rollout ensures that Kenari grows sustainably while building a global presence in high-potential markets. Would you like detailed financial forecasting or support with specific aspects, like pop-up event planning or digital ad targeting?