



SITE OBJECTIVES

FourLeggedFasions.com / ITC 200

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Brand Identity:

Fourleggedfashions.com (FLF) is a boutique online store offering clothing and accessories for cats and dogs of all sizes and breeds. FLF provides a versatile selection of designer trendy pet clothing that are perfect for your cat or dog. FLF offers bikinis for a teacup or miniature to coats for a great dane or maine coon. The holidays are brought to life when a pet shows their spirit with a costume.

Excellent quality, reasonably priced, and oh, so adorable! FLF clothing lines consist of the top designers in the four-legged fashion world. FLF goes out of the way to measure every piece of clothing that is carried, and include custom size charts on every item's page to assist you in picking out the perfect sizes for your pooch or kitty. Special attention is paid to the cut and style, providing clothes that are easy to put on and take off, and stay on your baby during their regular activities.

As a doting pet owner, FLF knows you want nothing but the best for your pet. You won't find quality like this in "Department Stores"!

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Fourleggedfashions.com places themselves as a boutique online store where pet owners can shop for functional and fashionable clothing and accessories for their four-legged friends. They cater to pet owners who have pets that are not typically serviced by average pet clothing stores. Their goals is to make the shopping experience fun and easy.

### Business Goals:

Fourleggedfashions.com is a self-service website where users (pet owners and lovers) can easily browse and purchaseshop cat and dog clothing and accessories. Visitors should sign up for a newsletter and receive discounts or promotions to continue purchasing from FLF. To create animal needs awareness, FLF will partner with local rescue programs where FLF visitors may donate with or without purchasing from FLF.

### Success Metrics:

*Increase in:*

- online sales by 30% within the first quarter
- web traffic: page hits, purchase executions

- customer testimonies
- social media output
- newsletter subscriptions
- online donations

*Decrease in:*

- product returns
- calls/questions to customer service