

**POP-UP SHOP**

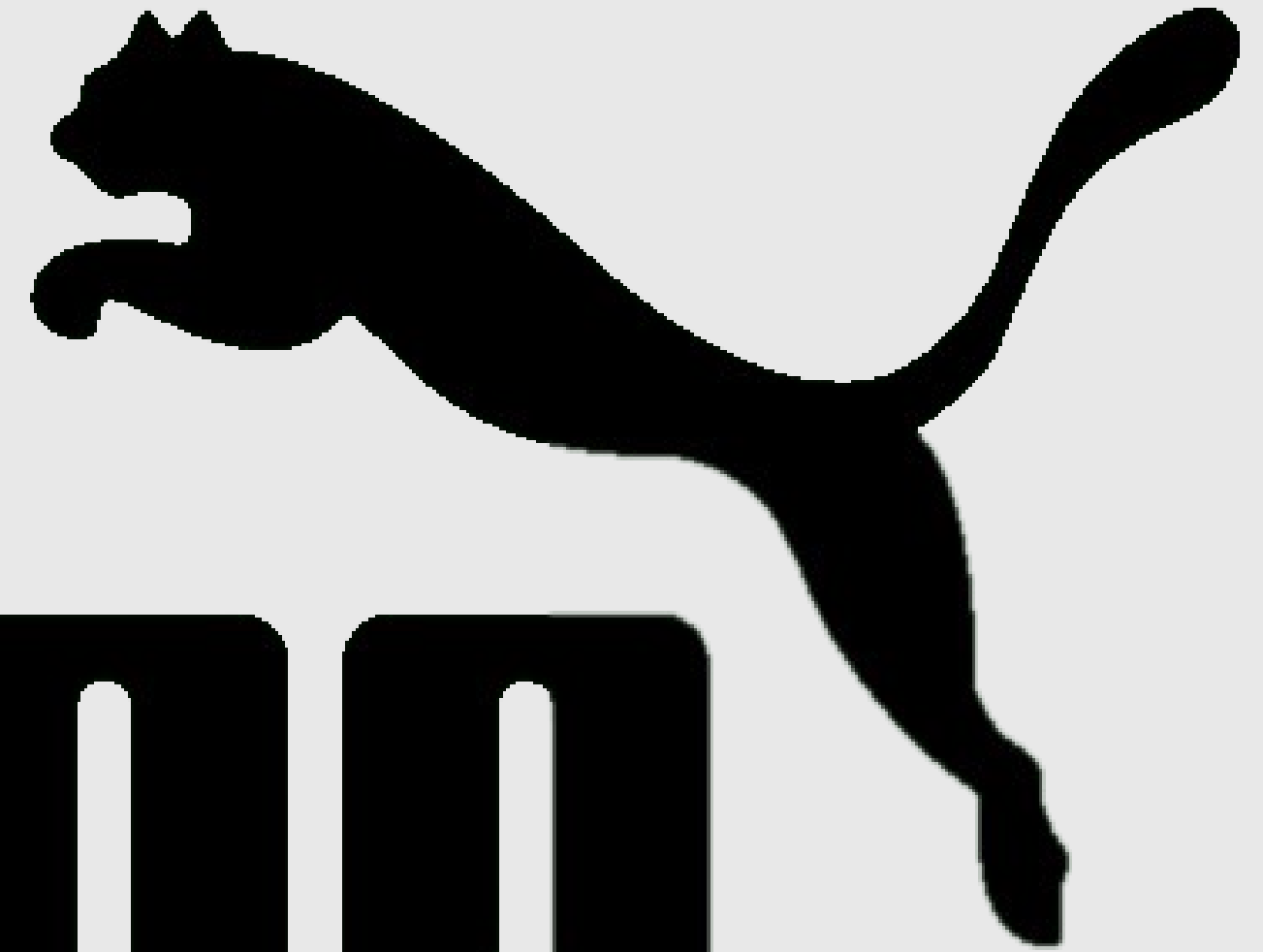
**FASM 410**

**ELISE RAMIREZ**

**KATELYN BERARD**

**HAYLEY BECKER**

**XINGBO GU**



**PUMA**



**POP-UP SHOP**

**PROPOSAL**

PART 2

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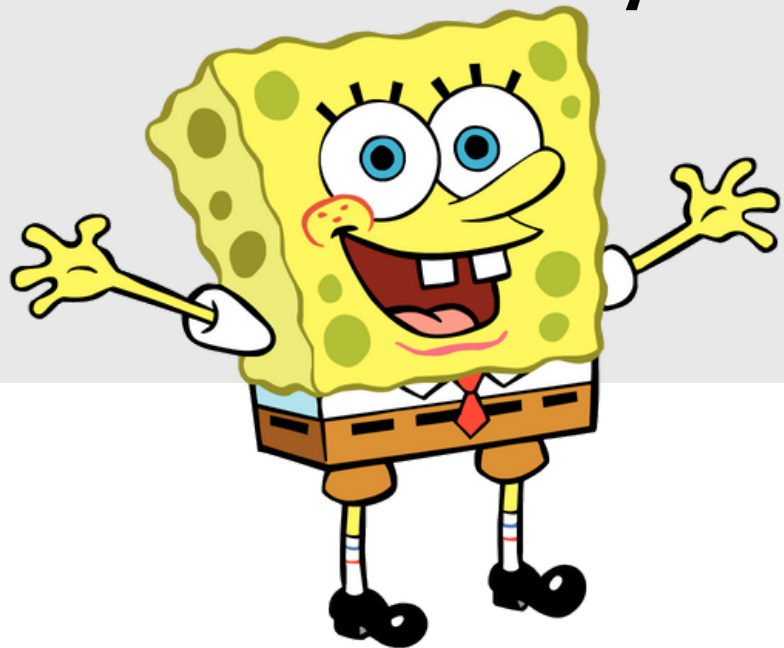


# Puma Pop Up Details



**In conjunction with the Huntington Beach Sand Soccer Tournament, which features SpongeBob as its theme, Puma is strategically positioning a pop-up Flash Store on-site.**

**This initiative is intended to amplify the brand's visibility and awareness among the event attendees. By providing an opportunity for children, parents, and other participants to engage directly with Puma's diverse product range, the company aims to foster increased brand loyalty and stimulate potential future sales.**



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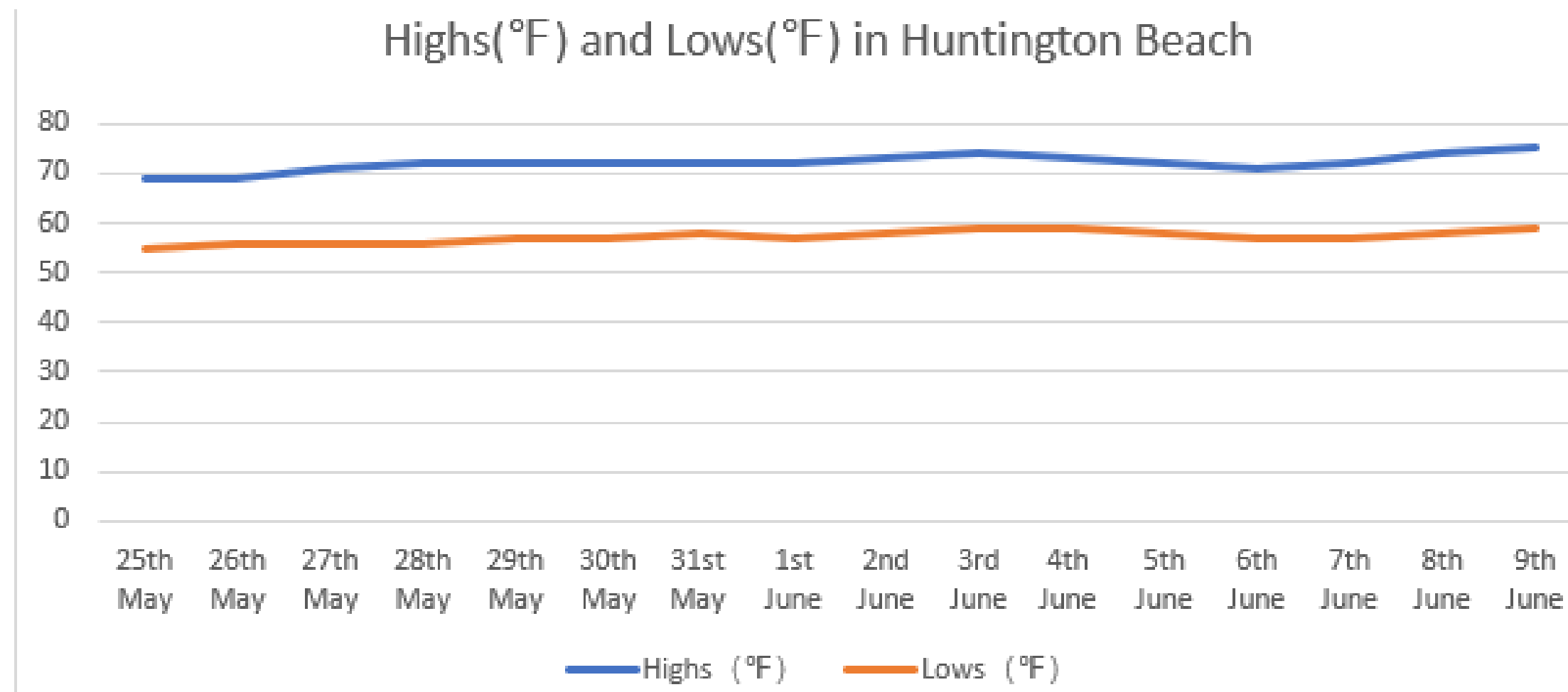
# Dates



## 25th May 2024 - 9th June 2024

The advent of May and June signifies the commencement of the summer season, a period characterized by an escalated demand for sports-related and outdoor attire and equipment. Additionally, the tournament is anticipated to draw a significant gathering of enthusiasts who harbor an interest in sports and outdoor pursuits, constituting a crucial demographic segment for Puma.

### Weather Avrg:



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# Expected Learnings

- How does the customer base respond to SpongeBob-themed products?
- How effectively does the SpongeBob theme engage the target audience? What does this reveal about the potential for similar brand collaborations in the future?
- How does Puma's event marketing strategy at a sand soccer tournament impact factors like sales, customer engagement, and brand awareness?
- What operational insights can Puma gain from running a pop-up store in terms of logistics, inventory management, and staffing?



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# Measuring

## Measuring



- **Social Media Engagement:** Track the increase in social media followers, likes, shares, and comments related to the pop-up store. .
- **Customer Feedback:** Collect and analyze customer feedback through surveys or social media comments. .
- **Inventory Turnover:** This measures how quickly products sell out
- **Sales:** These are the most direct measure of performance. This could include total sales, sales per square foot, and average transaction value.

## KPI's

**5% conversion rate in store**

**Boost social media engagement by 10%**

**Number of new customers to the brand ( signed up in emails&app)**

**Increase in brand exposure by foot Traffic and Exposure in 10 %**

**Collect feedback from customers through surveys or direct interactions to gain insights and improve future experiences.**

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# JUSTIFICATION



📍 HUNTINGTON BEACH, CA

## HUNTINGTON BEACH

- A well-known beach city
- Named “Best Beach City in America” in 2015
- 20 minutes away from Disneyland
- Draws over 11M visitors each year
- Official sand soccer host

## DOWNTOWN HUNTINGTON

- Competitors in the area: Nike, Adidas, Lululemon
- Family-friendly shopping district - live music and kid events
- Vibrant downtown scene and shopping experiences

## WHY HERE?

- West Coast Expansion
- Soccer Community Presence

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# MARKET CHARACTERISTICS



## FOOT TRAFFIC

- 11M annual visitors
- Hub for tourists & locals
- Families & Young Adults

## DEMOGRAPHICS

- Age: 35
- Population: 51% Male, 49% Female
- Race: 67% White, 19% Latino, 12% Asian, 2% African-American
- Average Income: \$104,000
- Family Households: 64%

## PSYCHOGRAPHICS

- Enjoys sports & outdoor activities
- Socially active residents
- Values healthy lifestyles

## SHOPPING HABITS

- Prefers to shop in dense shopping centers (malls, districts, etc)
- Supports local businesses & occasional luxury items
- Values practicality & functionality

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# ATTRACTIONS



## IN THE AREA

- HB Sand Soccer Tournament
- Fashion Island
- HB Art Center
- Dog Beach
- Gyms & Fitness Centers
- Downtown Restaurant District

## SHOPPING

- Pacific City
- Bella Terra
- Fashion Island
- Downtown HB
  - Adidas, Nike, Lululemon, ALO

## TOURIST HOTSPOTS

- Huntington Beach Pier
- Downtown District
- Kid Events - Pacific City Mall

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# HEALTH & SAFETY



## CA Rules & Regulations

- CO & Smoke Detector
  - required on every level
- Fire Extinguisher
  - minimum size: 2A10BC
  - required sign indicating the location
- Knox key box ( rapid entry system )
  - immediately adjacent to the entrance
- Rooftop must be 5/12 pitch or greater
- Balcony & Staircase railings
- Minimum store height: 8 ft
- Electrical Safety
  - must be installed in locked rooms or enclosed spaces
- Entrance must be at least 24 in wide and 6.5 ft tall
- Air Ventilation Units
- First Aid kit
- Accessible water units (drinking fountains)
- Toilets with sufficient privacy
  - required handwashing station adjacent to toilets
  - scheduled cleaning service





# Access, Traffic & Transportation

**Public Access:** Easy access

**Traffic (auto):** Light - heavy, depending on the time of day and year

**Traffic (pedestrian):** 11 million visitors annual

**Transportation:** Personal cars, uber/lift, taxi services & public bus service

**Ease of getting there:** Many access routes are available, but traffic does become congested during good weather days

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# Legal, Laws, Tax, Permits & Zoning

**Legal Issues:** Noise, curfew, nuisance, parent responsibilities, and establishment responsibilities

**Maximum Occupancy:** 132 people

## Sales Tax:

- Statewide rate - 7.25%
- Huntington Beach rate - 7.75%

## Required Permits:

- Seller's permit & state employer identification number (no cost)
- Street vending license (\$268)
- Specific event permit (\$675 + \$110 application fee)
- State food vending license (for food vendors)

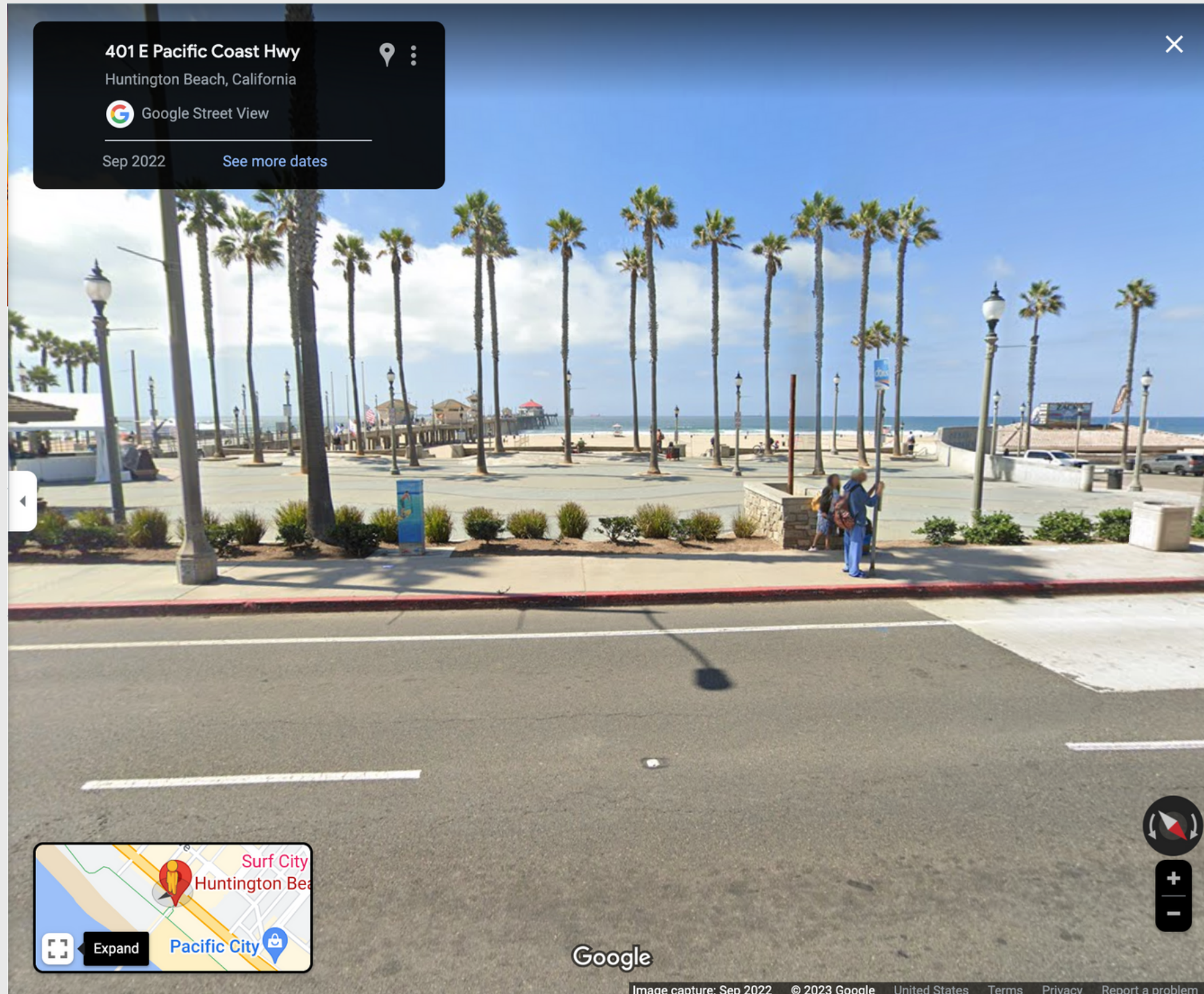
**Zoning:** Commercial area



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# Location & Adjacent Retailers



**Exact location:** Huntington Beach Pier - 401 E Pacific Coast Hwy

**Adjacent Retailers:** Vans, Hurley, Huntington Surf and Sport, Hoka, Nike, Adidas, Lululemon, ALO & Dicks Sporting goods



**Hurley** )(



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# Construction Costs & Rent

## Container costs & Rent

**Upper:** Length- 15ft, Height-9ft 6in, Width- 8ft  
Purchase: \$2,300

**Lower:** Length- 40ft , Height- 9ft 6in , Width- 8ft  
Purchase: \$3,500

**Rent:** \$ 8,697.60 (\$27.18 per sq ft)

## Construction

**Step 1:** High cube shipping container purchase  
(\$5,800)

**Step 2:** Construction: frame, sheath, insulation  
and flooring (\$35,000)

**Step 3:** Electric (\$5 per sq. ft)





# Display Details

## Store organization

Display cases, shelving, hangers, etc: \$2,200

## Visual Details

Painting & decor: \$1,700

## Technology

Technology: POS hardware & software: \$1,000



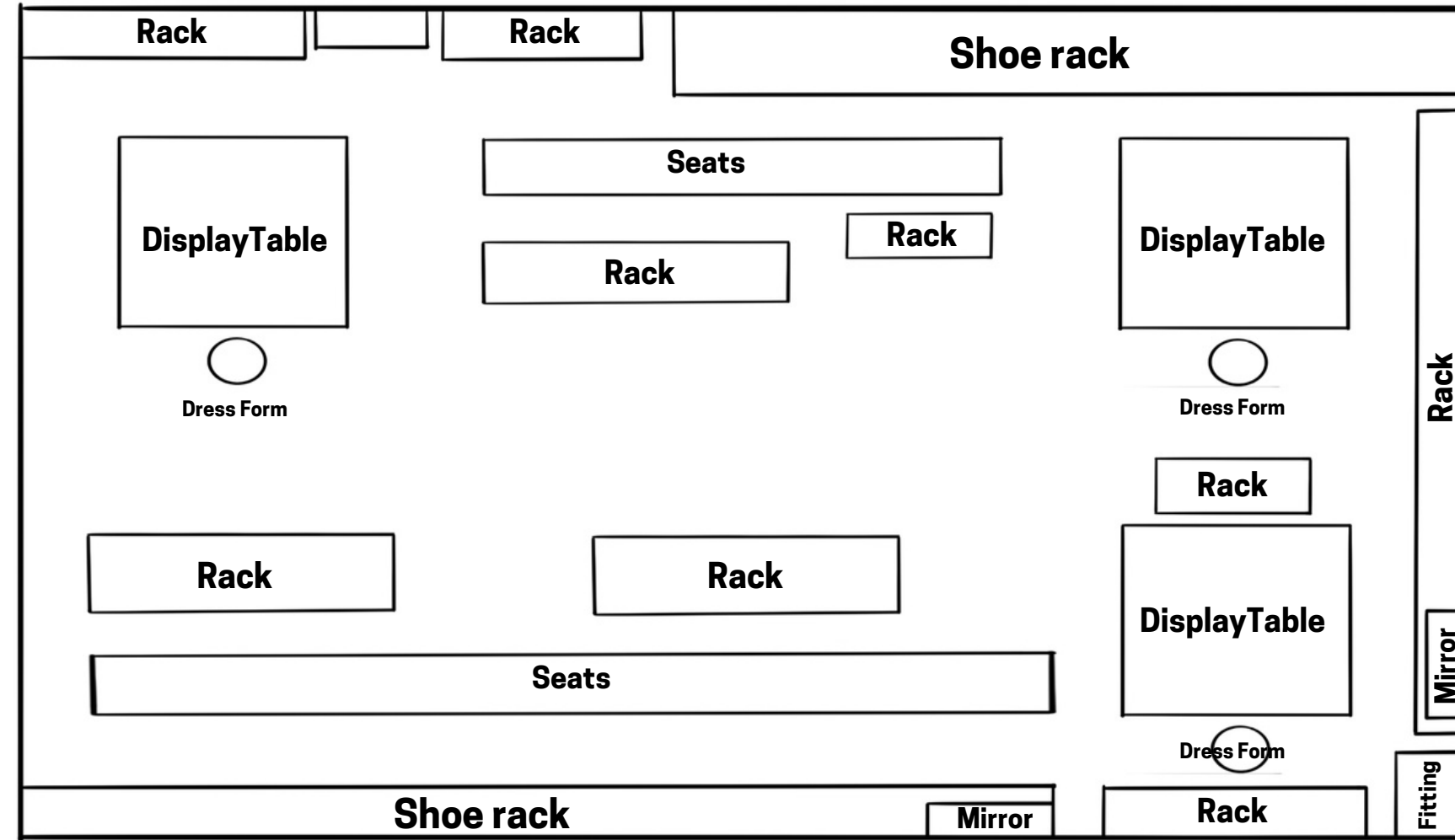
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# Floor Plan

## Upper Level

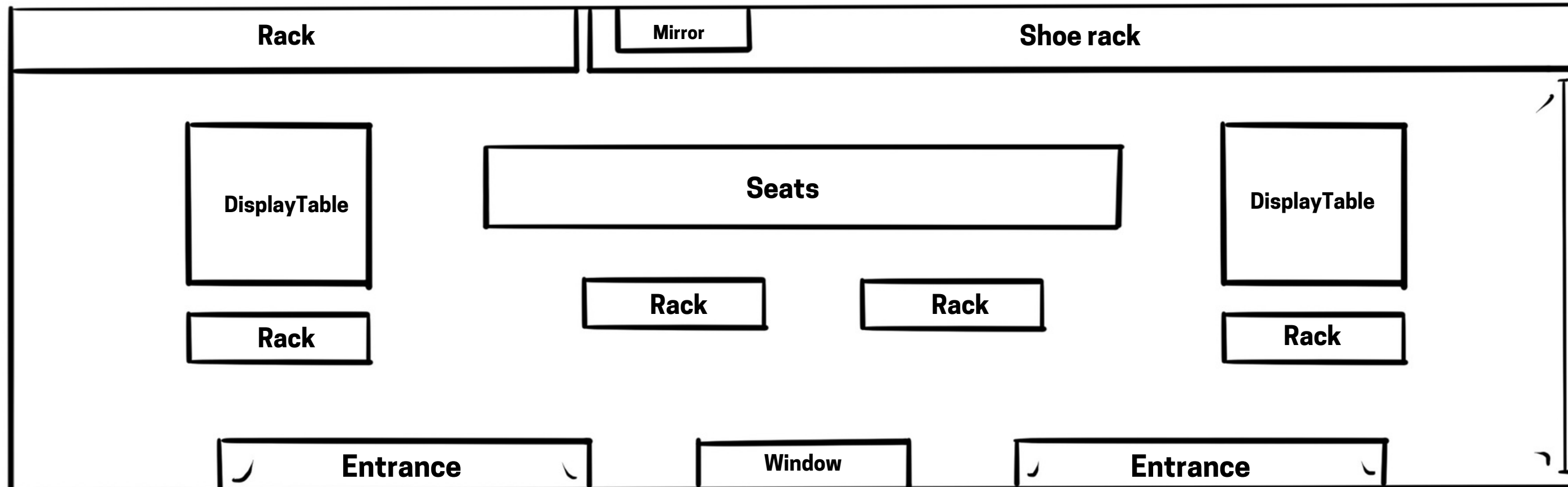


Upper:  
Length- 15ft, Height-9ft 6in, Width- 8ft



## Lower Level

Lower:  
Length- 40ft , Height- 9ft 6in , Width- 8ft



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# Final Pop - Up Shop Design



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# Final Pop - Up Shop Design

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# Final Pop - Up Shop Design

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# Pop - Up Shop - Interior Decoration

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# Pop - Up Shop - Interior Decoration

FOREVER, FASTER





PUMA

PUMA



# Pop - Up Shop - Interior Decoration

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# Ambiance



- **Engaging**

Engaging

- **Energetic**

Energetic

- **Youthful**

Youthful



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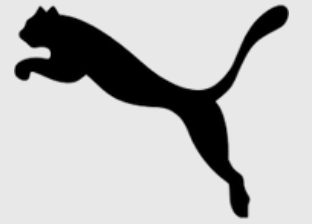


# Assortment Plan



GM= 46.48%		0.4648							
Category	Item	Units	Retail	COGS	Total COGS	Total Retail	Product Category	Units	%
tops	girls tee (blue, purple, white, black)	90	\$25	\$13.38	\$1,204	\$2,250	tops	880	64.0%
tops	mens hoodie (black, gray)	60	\$75	\$40.14	\$2,408	\$4,500	shoes	265	19.3%
tops	mens tee (white, yellow)	70	\$35	\$18.73	\$1,311	\$2,450	accessories	230	16.7%
tops	kids dress (pink, black)	50	\$30	\$16.06	\$803	\$1,500	<b>Total</b>	1375	100.0%
tops	kids tee (gray, white, black, pink, yellow)	125	\$25	\$13.38	\$1,673	\$3,125			
tops	kids skirt (pink, black)	40	\$35	\$18.73	\$749	\$1,400			
tops	kids pants (gray, black)	60	\$45	\$24.08	\$1,445	\$2,700			
tops	kids jacket (gray, black, pink)	75	\$50	\$26.76	\$2,007	\$3,750			
tops	mens shorts (purple, blue)	70	\$55	\$29.44	\$2,061	\$3,850	<b>Average Retail</b>	<b>Units</b>	
tops	mens jacket (blue, black)	60	\$90	\$48.17	\$2,890	\$5,400	tops	\$46.92	
tops	kids leggings (blue, purple)	50	\$30	\$16.06	\$803	\$1,500	shoes	\$83.75	
tops	mens polo (purple, blue)	70	\$45	\$24.08	\$1,686	\$3,150	accessories	\$32.00	
tops	mens pants (blue, black)	60	\$70	\$37.46	\$2,248	\$4,200	<b>average</b>	\$50.40	
shoes	spongebob slides	65	\$70	\$37.46	\$2,435	\$4,550			
shoes	big kid spongebob sneakers	55	\$80	\$42.82	\$2,355	\$4,400			
shoes	spongebob sneakers	80	\$85	\$45.49	\$3,639	\$6,800			
shoes	patrick sneakers	65	\$100	\$53.52	\$3,479	\$6,500	<b>Top 5 Units</b>		
accessories	backpack (black, pink)	60	\$35	\$18.73	\$1,124	\$2,100	girls tee	\$25	
accessories	utility pouch	50	\$40	\$21.41	\$1,070	\$2,000	kids tee	\$25	
accessories	adult bucket hat (black)	60	\$30	\$16.06	\$963	\$1,800	mens tee	\$35	
accessories	kids bucket hat (blue, pink)	60	\$23	\$12.31	\$739	\$1,380	spongebob sneaker	\$85	
	<b>Grand Total</b>	<b>1375</b>			<b>\$37,092</b>	<b>\$69,305</b>	kids jacket	\$50	
							<b>AVG BSKT</b>	<b>\$44</b>	

# Footfall Chart

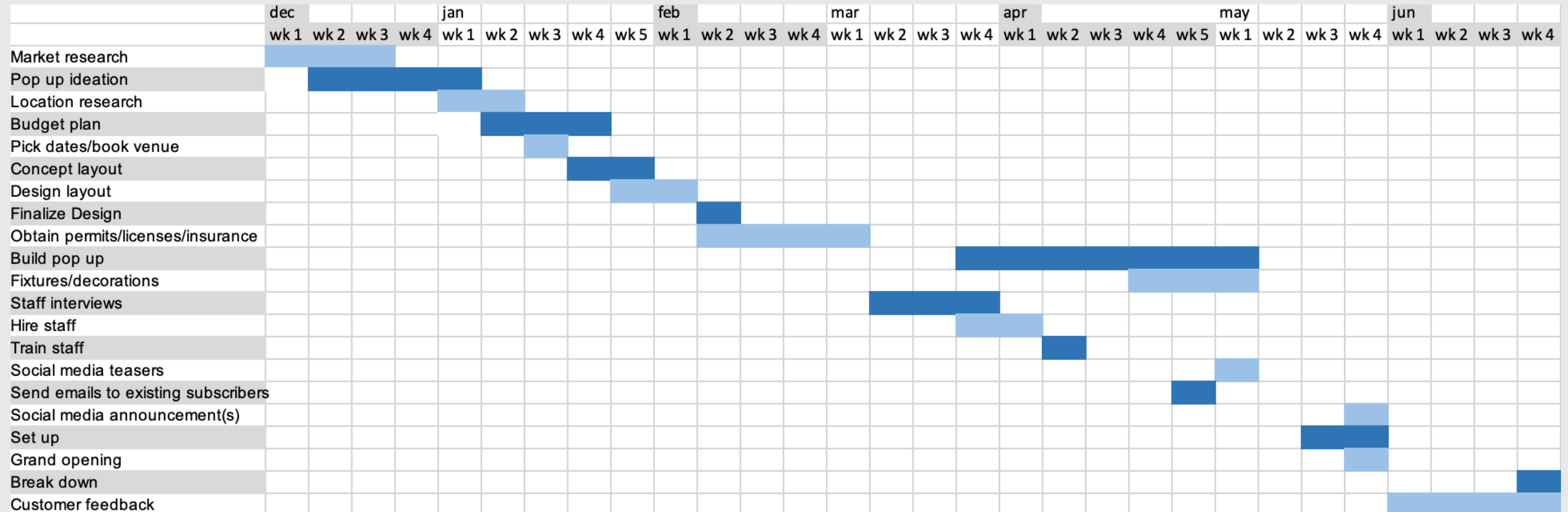


Daily \$ Sales Forecast										
KPIs	Day 1 (Sun)	Day 2 (Mon)	Day 3 (Tues)	Day 4 (Weds)	Day 5 (Thurs)	Day 6 (Fri)	Day 7 (Sat)	7-Day Total	2 wk Total	
Foot Traffic	32,000	27,000	27,000	28,000	29,000	32,000	33,000	208,000	416,000	
% Walk ins	0.008	0.007	0.007	0.007	0.007	0.008	0.008			
Footfall	256	189	189	196	203	256	264	1,553	3,106	
Conversion	0.10	0.08	0.08	0.08	0.09	0.09	0.10			
Transactions	26	15	15	16	18	23	26	139	278	
Avg Basket	\$ 44	\$ 44	\$ 44	\$ 44	\$ 44	\$ 44	\$ 44			
Sales	\$ 1,126	\$ 665	\$ 665	\$ 690	\$ 804	\$ 1,014	\$ 1,162	\$ 6,126	\$ 12,252	

Product Category Daily \$ Sales										
Category	Total %	Day 1 (Sun)	Day 2 (Mon)	Day 3 (Tues)	Day 4 (Wed)	Day 5 (Thurs)	Day 6 (Fri)	Day 7 (Sat)	7 Day Total	2 wk Total
tops	64.0%	\$ 721	\$ 426	\$ 426	\$ 442	\$ 514	\$ 649	\$ 743	\$ 3,921	\$ 7,841
shoes	19.3%	\$ 217	\$ 128	\$ 128	\$ 133	\$ 155	\$ 196	\$ 224	\$ 1,182	\$ 2,365
accessories	16.7%	\$ 188	\$ 111	\$ 111	\$ 115	\$ 134	\$ 169	\$ 194	\$ 1,023	\$ 2,046
Total	100.0%	\$ 1,126	\$ 665	\$ 665	\$ 690	\$ 804	\$ 1,014	\$ 1,162	\$ 6,126	\$ 12,252

Product Category Daily Unit Sales										
Category	Avg Retail	Day 1 (Sun)	Day 2 (Mon)	Day 3 (Tues)	Day 4 (Wed)	Day 5 (Thurs)	Day 6 (Fri)	Day 7 (Sat)	7 Day Total	2 wk Total
tops	\$ 46.92	15	9	9	9	11	14	16	84	167
shoes	\$ 83.75	3	2	2	2	2	2	3	14	28
accessories	\$ 32.00	6	3	3	4	4	5	6	32	64
Total		24	14	14	15	17	21	25	130	259

# GANTT chart



## Key dates

**Launch day:** Saturday May 25, 2024

**Pop-up dates:** Saturday May 25, 2024 to Sunday June 9, 2024

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# Staff Responsibilities



## **Manager - \$23/hr**

- Trains & hires new employees
- Organizes store operations
- Makes social media posts



## **Ast Manager - \$19.50/hr**

- Monitors sales floor and associates
- Assists with social media posts



## **FT Sales Associate - \$17/hr**

- Greets customers
- Organizes sales floor
- Fills sales floor



## **PT Sales Associate - \$15.50hr**

# Staff Budgeting

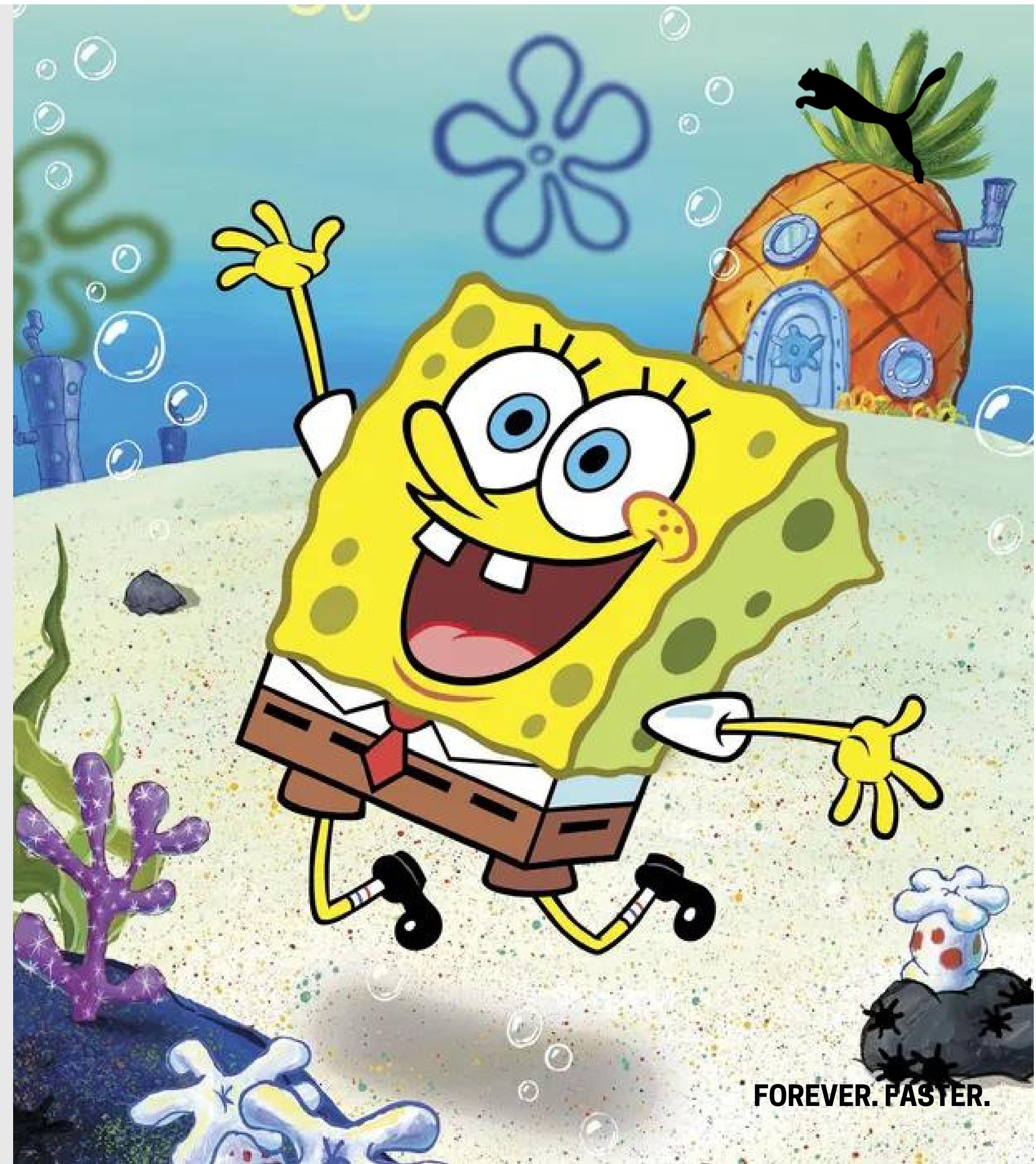


roles	# of employees	hourly rate	weekly salary	2 weeks	total
manager	1	\$ 23.00	\$ 920.00	\$ 1,840.00	\$ 1,840.00
ast manager	1	\$ 19.50	\$ 780.00	\$ 1,560.00	\$ 1,560.00
ft sales associates	4	\$ 17.00	\$ 680.00	\$ 1,360.00	\$ 5,440.00
pt sales associates	7	\$ 15.50	\$ 310.00	\$ 620.00	\$ 4,340.00
				total	\$ 13,180.00



# SPECIAL CHARACTERISTICS

- Cross promo advertising with local businesses featured at the launch party
  - Earthbar & TK Burger
- Limited Quantity sand shoes & water bottle - 50ct (S/M/L)
- HB Sand Soccer Tournament

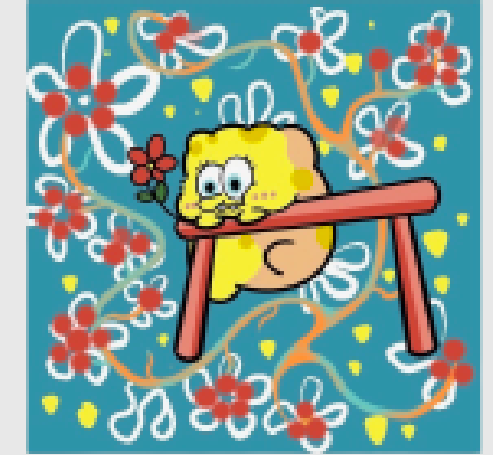
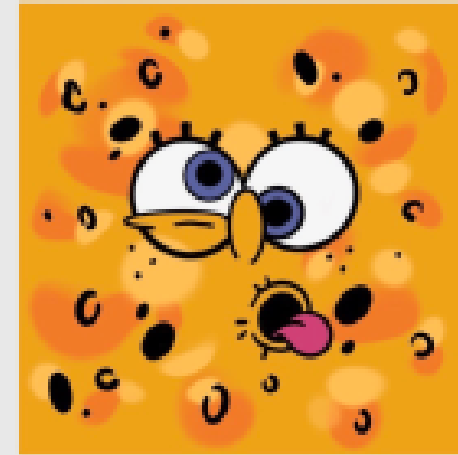


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# LAUNCH PARTY

## EVENT DETAILS

- The launch party will coincide with the HB Sand Soccer Tournament
- Smoothie bar and burger grill provided by local vendors
- Special Tokens given out to the first 50 guests – gifted with special edition sand soccer socks and water bottles (in-store)
- Max Occupancy in-store is 80 people







# TK BURGERS

## BURGERS

Hamburger	\$5
Cheeseburger	\$6
Grilled Chicken Sandwich	\$6
Veggie Burger	\$7

## ADD-ONS

American Cheese	\$.25
Lettuce	\$.25
Tomato	\$.25
Grilled Onions	\$.50
Green Bell Peppers	\$.50
Secret Sauce	\$.10
Bacon	\$.50
Extra Paddy	\$2.75

## SIDES

Chips	\$1.49
Fries	\$2.99
Sweet Potato Fries	\$4.49

## DRINKS

Bottled Water	\$3
Soda	\$3.49

earthbar®

714-951-7393  
21010 Pacific Coast Hwy

## DRINKS

### SMOOTHIES



Workout Smoothie  
\$ 12.95



Muscle Up  
\$10.95



Blue Wave  
\$ 12.95



Chocolate Supreme  
\$10.95



Berry Blaze  
\$10.95



Sunshine Immunity  
\$10.95

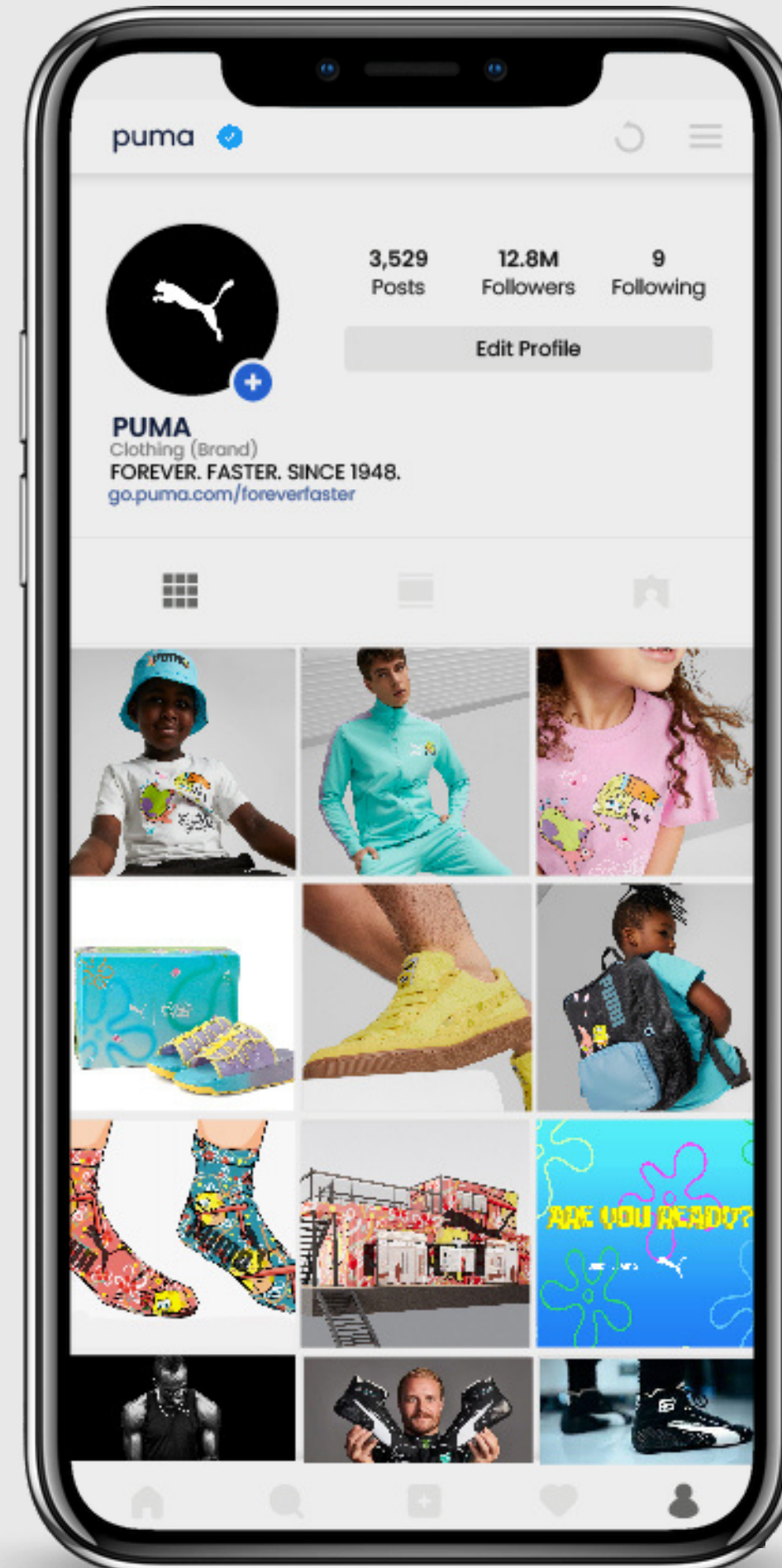
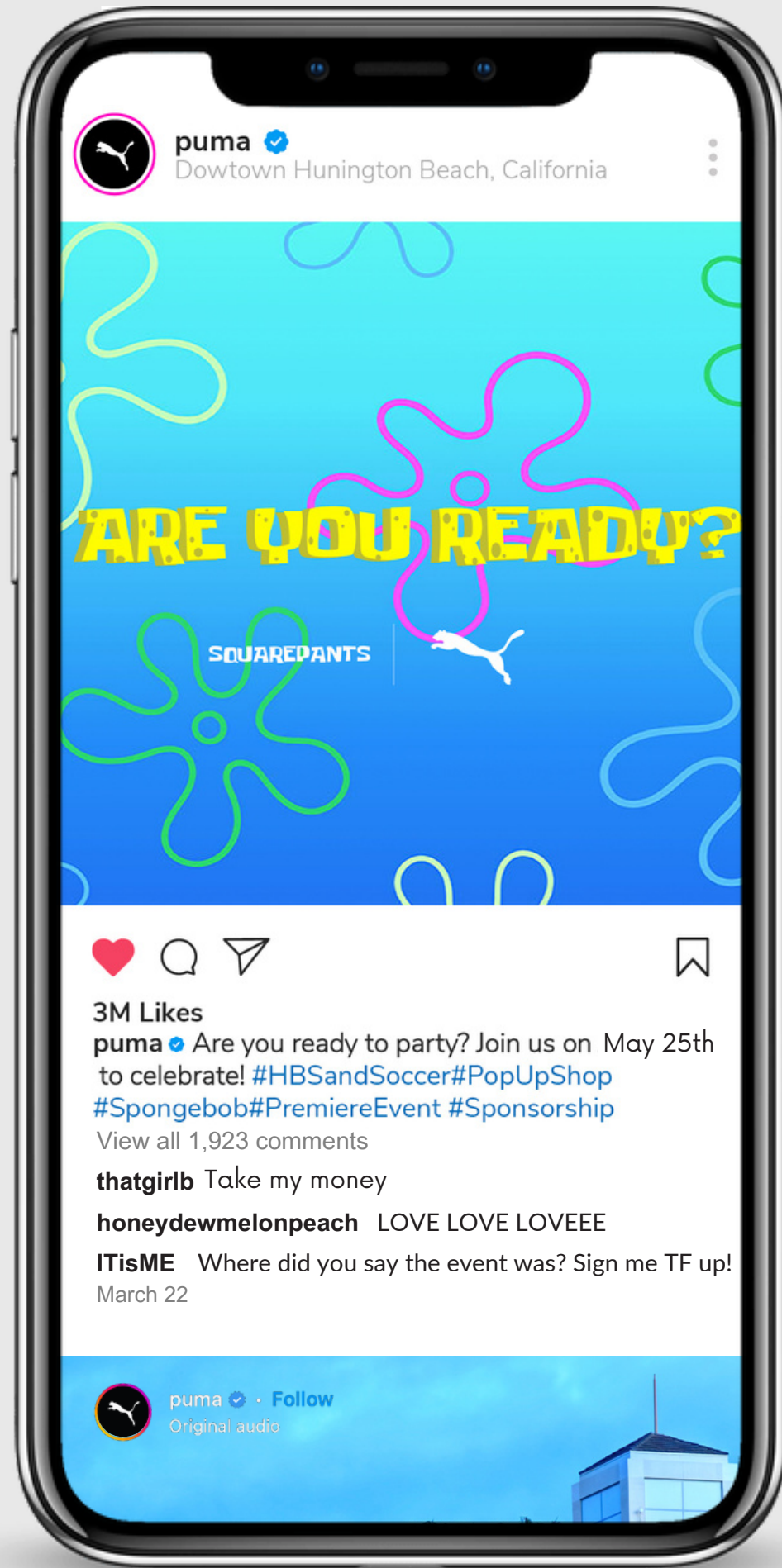
### COST

ADD SUPPLEMENTS	Energy Ginseng	\$ 1.50
	Collagen Boost	\$2
	Probiotics	\$2
	Whey Protein	\$2
ADD SUPERFOODS	Almond Butter	\$ 1.50
	Cacao Nibs	\$1.25
	Matcha	\$2

Mon - Thu: 7:30am - 7:30pm Fri - Sun: 7:30am - 3:30pm







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FREE SHIPPING ON ORDERS OVER \$50 [LEARN MORE](#)



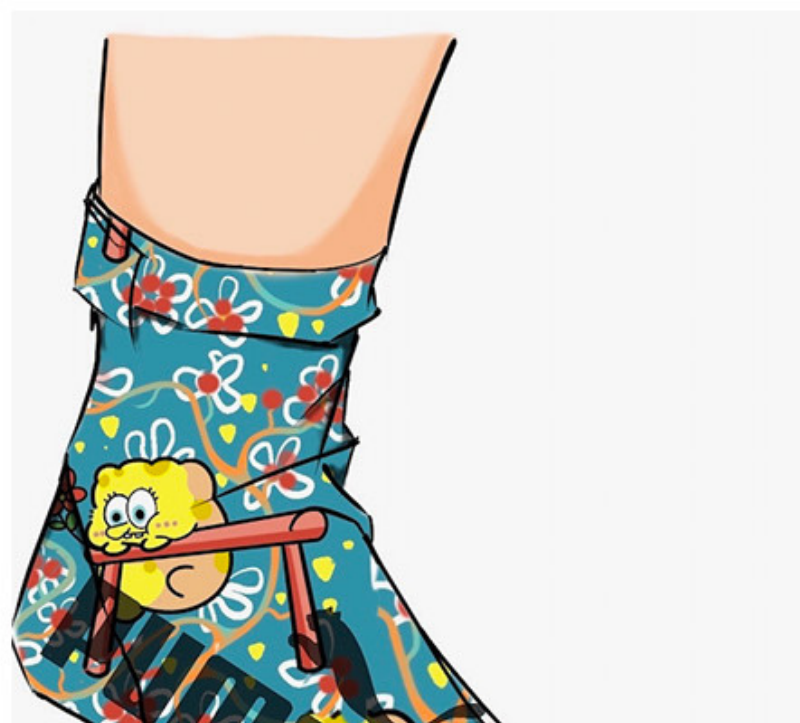
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## PUMA X SPONGEBOB Sand Soccer Socks

\$28

Or 4 payments of \$7.00 by [afterpay](#) ⓘ ⓘ

### Color

Spongebob Yellow-Orange, Patrick Pink, Bikini Bottom Blue

### Select fit

**IN-STORE ONLY**

[See more details](#)

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# TOTAL BUDGET

## Puma Launch Event

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EXPENSE	AMOUNT
Inventory Costs	\$37,092.00
Rent	\$8,697.60
Construction	\$46,950.00
Staff/Labor	\$13,180.00
Technology Costs	\$1,849.00
Promotions	\$2,500.00
Catering (5 hrs)	\$2,148.00
<b>Total</b>	<b>\$112,416.60</b>

