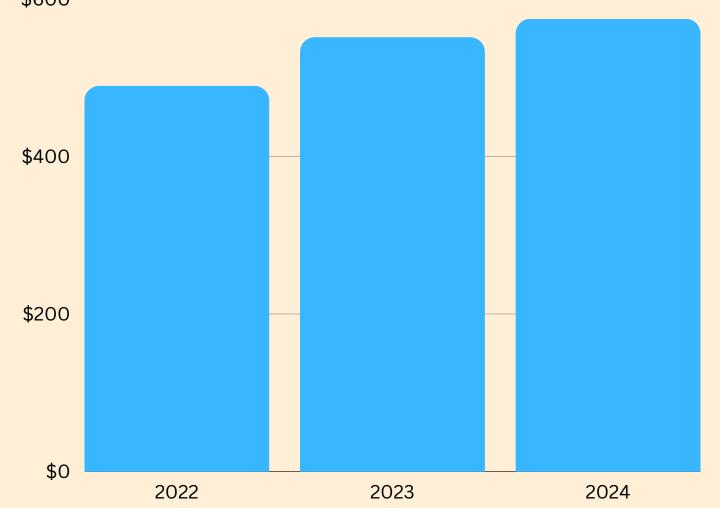
FIVE BELOW: ACCESSORIES

Iris Loegering, Rachel Hu, Nita Delpeche, Hannah Brong

Industry/Marketplace

Financials

Revenue in the Accessories market amounts to US\$551.10 billion in 2023. The market is expected to grow annually by 4.24% \$600



Consumer

Teen Girls Aged 13-19, values trends, active on social media without a disposable income.

Leading Brands





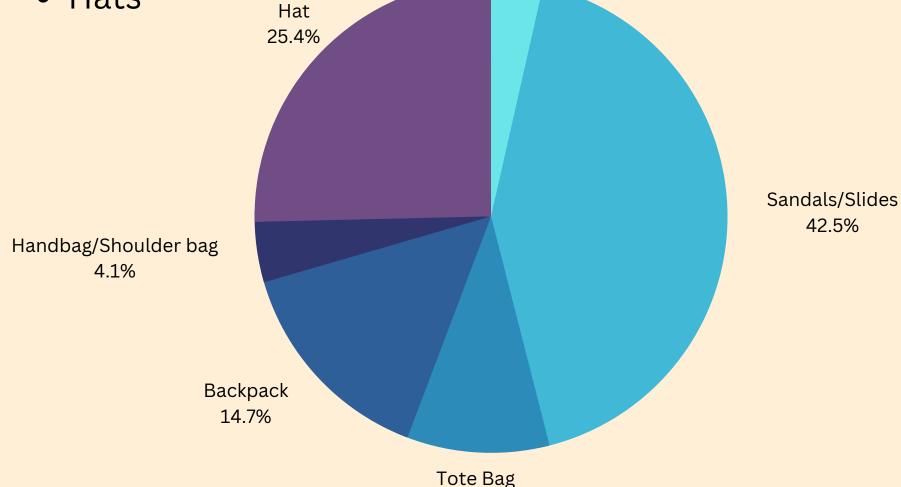
Merchandise Analysis

Slippers

3.5%

Product categories

- Sandals and Slides
- Slippers
- Tote Bags
- Handbag/Shoulder bags
- Backpacks
- Hats



9.7%

Key product materials

- Polyester and synthetic materials
- Foam and memory foam
- Canvas
- Cotton

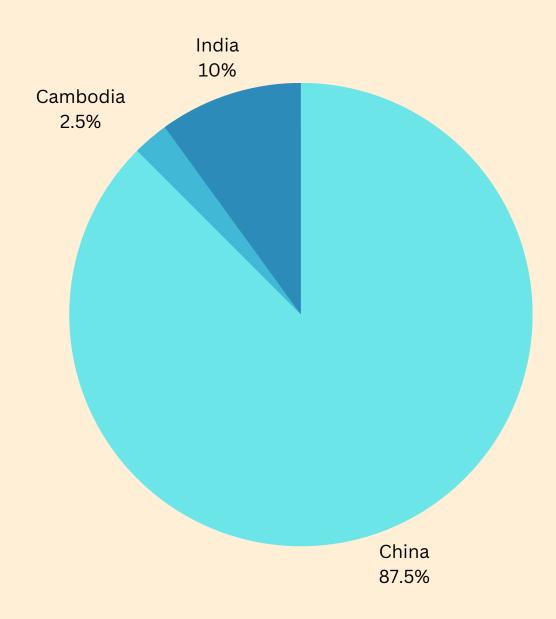
Price

• \$5

- China
- Cambodia

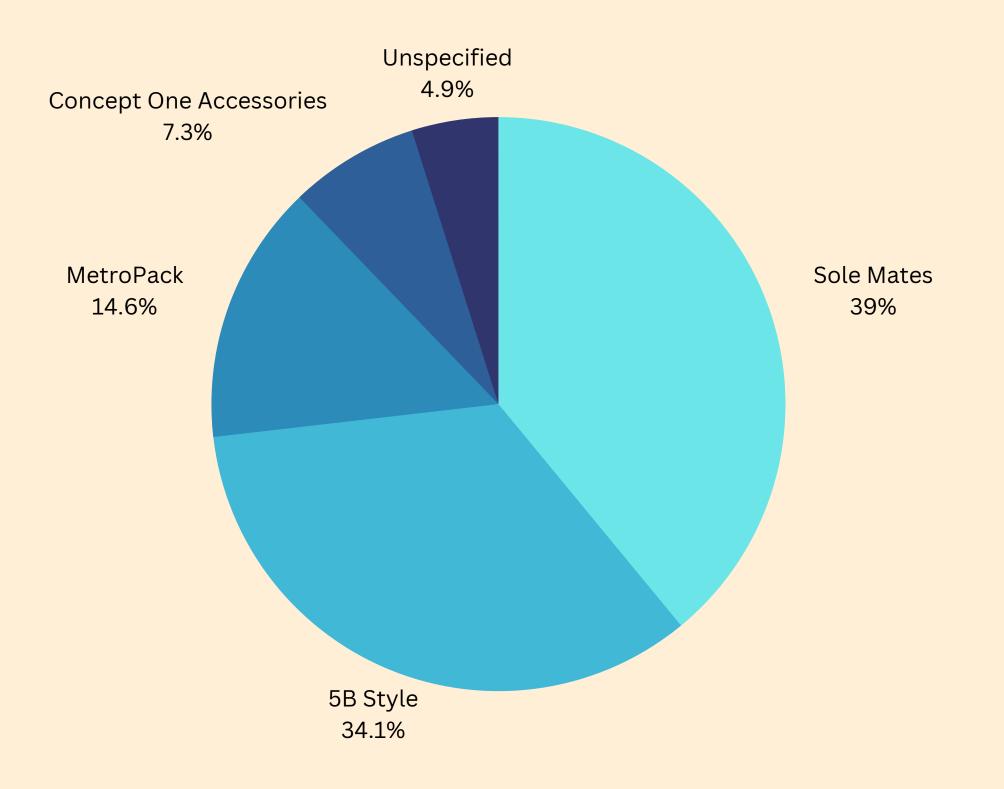
Countries of Origin

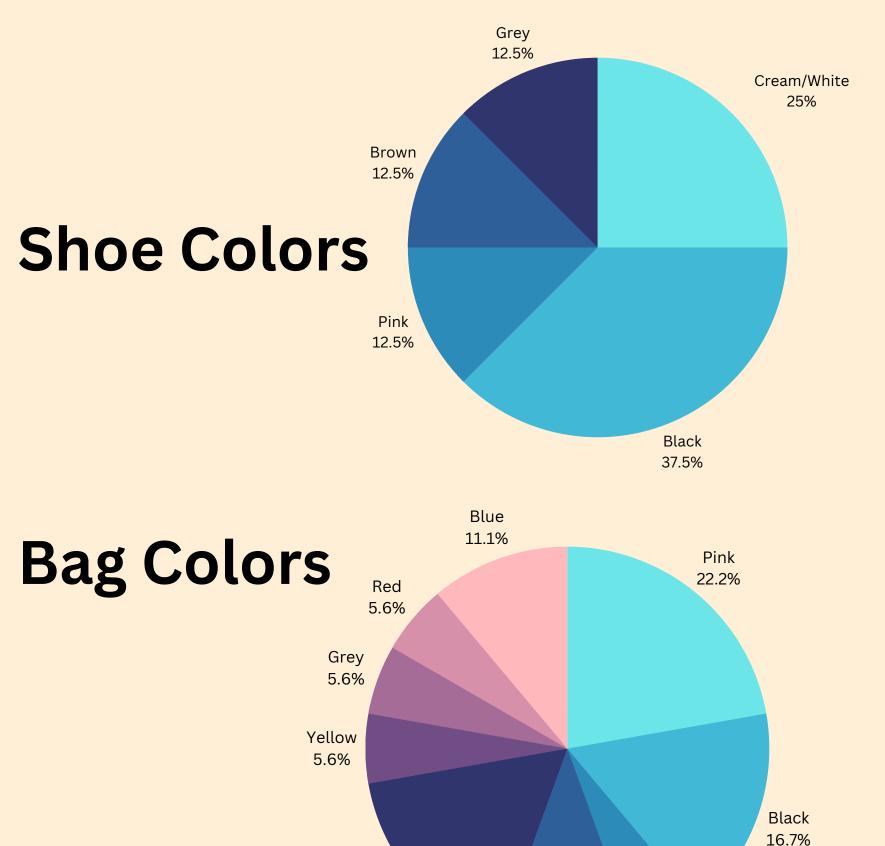
• India



Merchandise Analysis

Brands Offered





Printed

16.7%

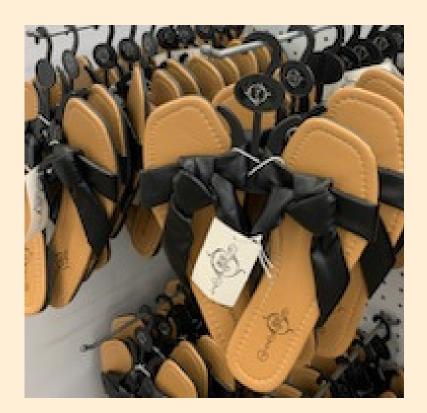
Purple 5.6%

Green 11.1%

Shoe Analysis

Slides

- Foam, Plastic, Vinyl
 - All synthetic materials
- SoleMates
- Made in China
- Sizes 6/7 to 10/11



Sandals

- Memory Foam,
 Polyester, Cork,
 Velcro
- SoleMates
- Made in China
- Sizes 6/7 to 10/11



Slippers

- Faux Fur, Polyester, Memory Foam
 - All synthetic materials
- SoleMates
- Made in China
- Sizes 6/7 to 10/11



Bag Analysis

Backpacks

- 100% polyester, 100% cotton,
 55% cotton 45% polyester
- MetroPack, 5B Style, Unspecified
- Made in India, China,
 Cambodia
- 9 styles available in store





Tote Bags

- Faux Leather, Cotton, Polyester
- 5B Style
- Made in India and China
- 7 styles available in store



- Shoulder/Handbags
 - Synthetic Materials
 - 5B Style
 - Made in China
 - 3 color variations available in

store



Hat Analysis

Baseball Cap

- 100% Polyester
- 5B Style
- Made in China
- 2 colors available in store



Bucket Hat

- 30% Cotton, 70% Polyester
- 5B Style
- Made in China
- One style available in store



Trucker Hat

- 100% Cotton
- Concept One Accessories
- Made in China
- Three variations available in store
 - Hello Kitty
 - The Mandalorian
 - Spiderman



Value Proposition



https://static1.reviewthisimages.com/wordpress/wp-content/uploads/2019/12/toddler-with-room-full-of-toys.jpg

• The slogan is: "Let Go & Have Fun!"

5 Below sells name brand products for an affordable price, so that more people will be able to play with the items they love.

They have many different categories of name brand items, so that no one's interests are left out. These categories include Style, Sports, Tech, Party and more.

The company is dedicated to keeping up with trends for kids and teens, while also raising money for charities dedicated to children and their families in their community.

TARGET CONSUMER & LIFESTYLE



Target Consumer

- Tweens and or teens
- Ages 13-19
- Girls
- Most likely doesn't have a job
- Enjoys color
- Self Expressive
- Relies on social media for trends
- Shops for birthday gifts

Consumer Profile

Demographic

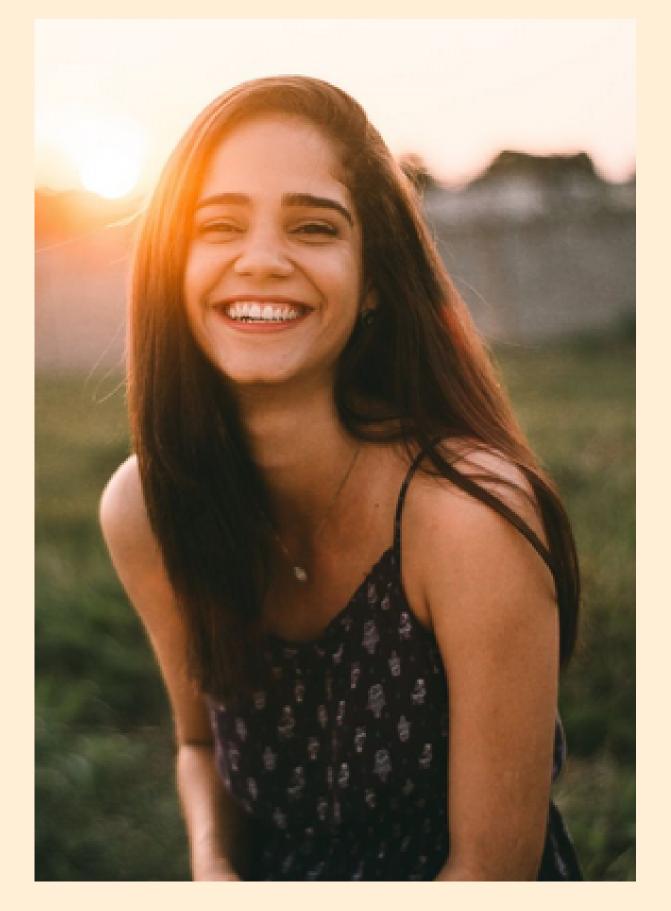
- Gender: Female
- Education: Sophomore in High School

Psychographic

- Frequently uses Instagram
- Hangs with friends in the neighborhood
- Enjoys baking
- Wants an aesthetic life

Geographic

• Suburbs in PA



Sammy, 15

COMPETITOR ANALYSIS

Competition:

Walmart > <





BIS Claires

Competitor #1



Location: 1128 Chestnut St, Philadelphia, PA 19107

Predominant Racial Group: White

Median Age: 38

Gender Ratio: More Women than Men

"The Minneapolis-based retailer has the second-highest customer loyalty, coming in behind Walmart. Target's average customer is a woman who is 39 years old, white, married, with a household income of \$80,000" (Business Insider)



Strengths



Weakness

- Closely follows trends
- Large selection of items
 - licensed items
- Wider target reach

- Assortment can be seen
 as overwhelming
- Some items are only offered online
- Not as price friendly

Target



J World Jill Tote Bag \$14.99



Kids' 16" Square Backpack - Cat & Jack \$18

Five Below



Printed Cotton
Canvas Tote 17in x
13in
\$5



Floral printed
Canvas Backpack
16in
\$5

Competitor #2



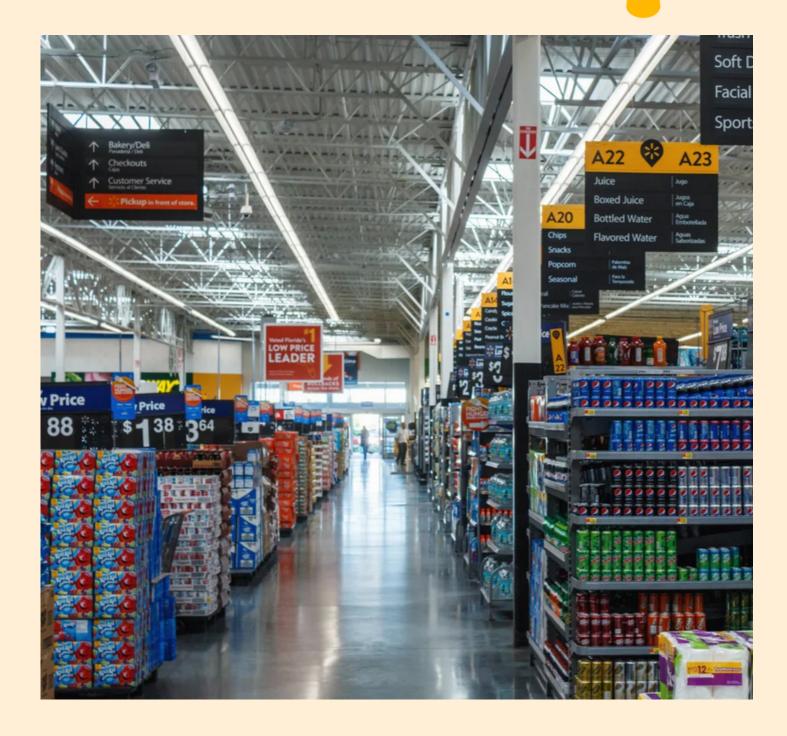
Location: 605 Conchester Hwy.

Predominant Racial Group: White

Median Age: 38

Gender Ratio: Generally the same

"Walmart's target market is made up of adults with steady incomes who regularly purchase groceries, while their target audience is specifically middleaged suburban women who earn generous middleclass incomes." (Aisle of Shame)



Strengths



Weakness

- Wider variety of shoes
- Better quality
- Convenient store
- Larger target audience

- Higher price points
- Questionable quality
- Unreliable inventory online



Walmart : shoe assortment example

Price range: \$7.00-\$18.00

five BELW shoe assortment example

Price range: \$5.00



Competitor #3



Location: Big Lots on 3472 Concord Rd,

Aston, PA 19014

Pre-dominant Racial Group: White (non-

Hispanic)

Median Age: 40

Gender Ratio: More women than men

Per Capita Income: \$32,757

Median Family Income: \$106,662.

Big Lots stated that "The company stated that its target customer is a younger female consumer who prefers a physical, in-store shopping experience (cleverism.com)."

The company caters to people that are money-conscious, and younger families, so their products are more affordable and appeal to family activities, as well as practical tools for the family.





Items in Store:

- Less emphasis on teen girls
- Simple and affordable with an emphasis on function over style
- Comfortable hats and shoes
- Colorful sneakers with traction
- Cute, comfortable slip on shoes

Main Strengths

- Very affordable
- Recyclable options
- Same day delivery

Main Weaknesses

- Not a lot of options compared to 5
 Below
- The website is not as polished
- Items are not described in much detail
- Cheaper quality materials

BIG LOTS ®



Women's Straw Hat-\$7.49



Denim Blue Bucket Hat-\$4.97



Tan Bucket Hat-\$4.97

five BELW





Fabric Panama Hat with Trim-\$5 Bucket Hat with Beaded Trim -\$5



Terry Cloth Bucket Hat-\$5

Competitor #4

Location: 1625 Chestnut St, Philadelphia, PA 19103.

Pre-dominant Racial Group: White (non-

Hispanic)

Median Age: 33

Gender Ratio: More women than men

Per Capita Income:\$69,633

Median Family Income:\$144,570

The target customer is teen and tween girls looking for fun jewelry and accessories, and the company is known for families bringing their daughters to the store, typically to get ear piercings or other types of jewelry.



They are also mostly affordable but have a higher price point than 5 Below.



https://www.claires.com/us/toys-and-collectibles/



Items in Store:

- Fuzzy and soft-feeling footwear
- Bright, girly designs
- Not a big variety of sizes
- Mostly made of polyester
- Stretchy hats for winter weather protection

Main Strengths

- Stylized website catering to teen girls
- Uses Klarna (more than one payment method)
- Funny descriptions for products
- Raffles on website
- Has many options for subscriptions on the website

Main Weaknesses

- More expensive than 5 below
- Does not go in-depth about product material info
- Only caters to specific audience

claires



©Disney Stitch Gray Peek-A-Boo Beanie-\$16.99



Claire's Club Purple Butterfly Bucket Hat-\$13.99



IYKYK Ribbed Knit Beanie Hat-\$8.49

five BELW®



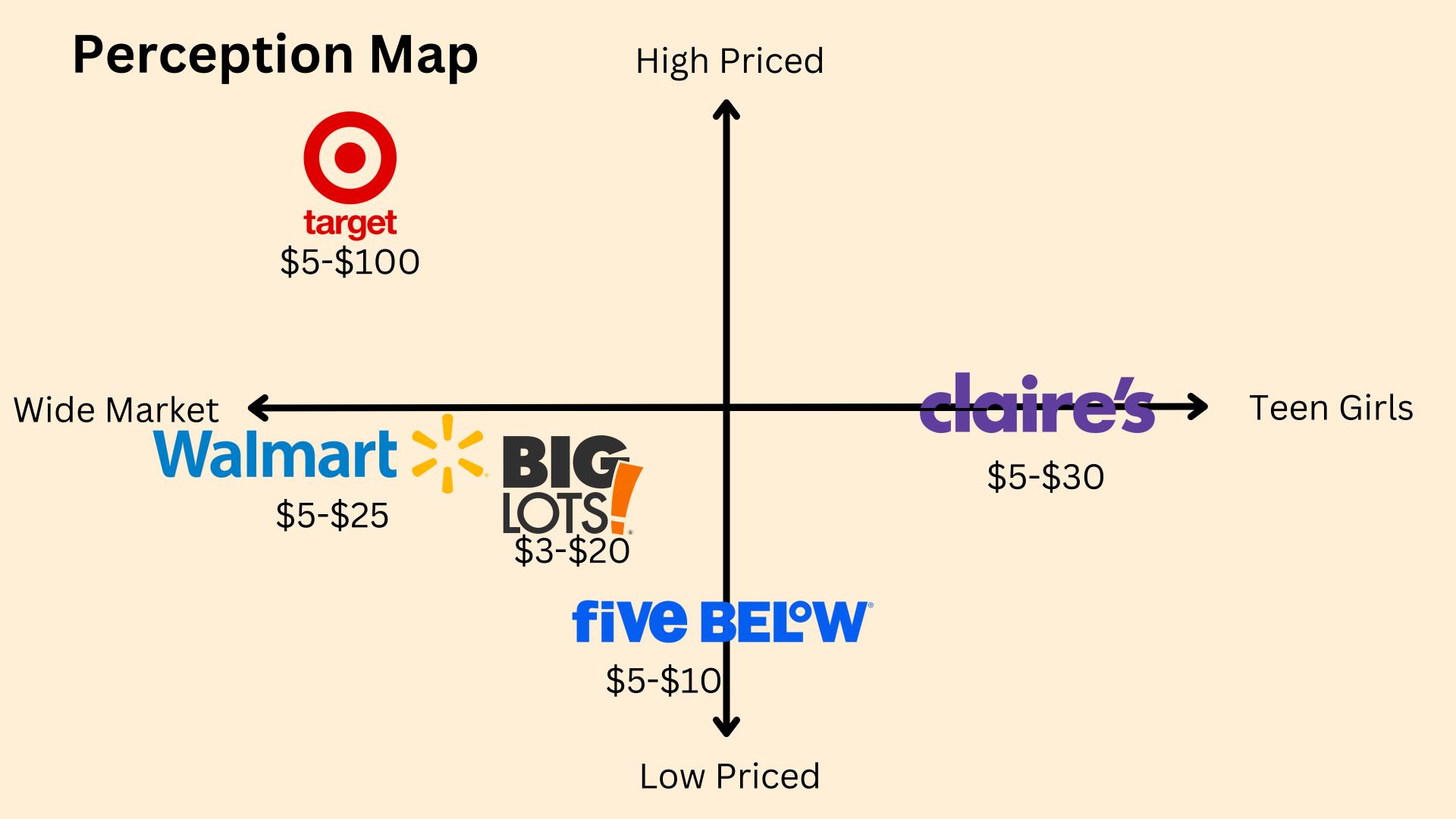
Chenille Patch Beanie-\$5



Tie Dye Bucket Hat - Multicolor-\$5



Waffle Knit Thermal Beanie Hat-\$2.50



Merchandise Assortment Recommendation:

Canvas material 'everyday' styled tote bag:

- Canvas material
- Similar size to the pictures shown
- Variety of a *few* different color pallets
- Minimal but fun prints

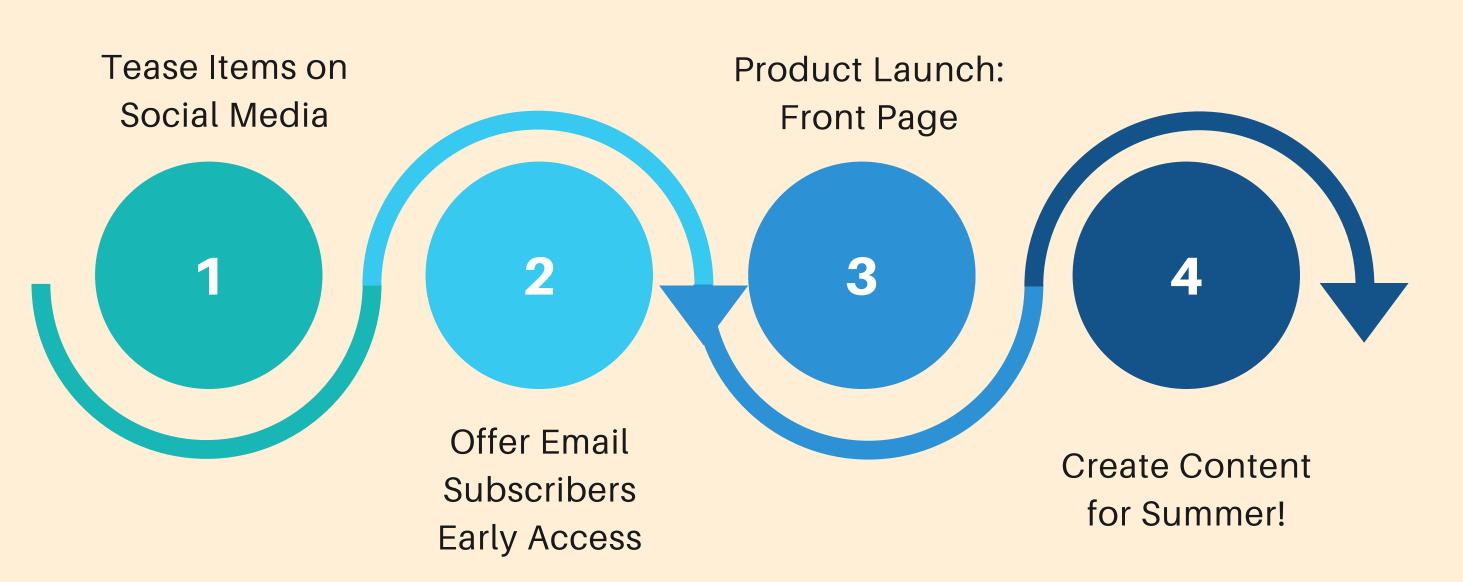
Design/ aesthetic ideas:

- Inspirational quotes
- Popular movies/ logos/ bands
- Plain/ solid colors
- Colorful graphic prints

Even the ratio between bookbags and tote bags



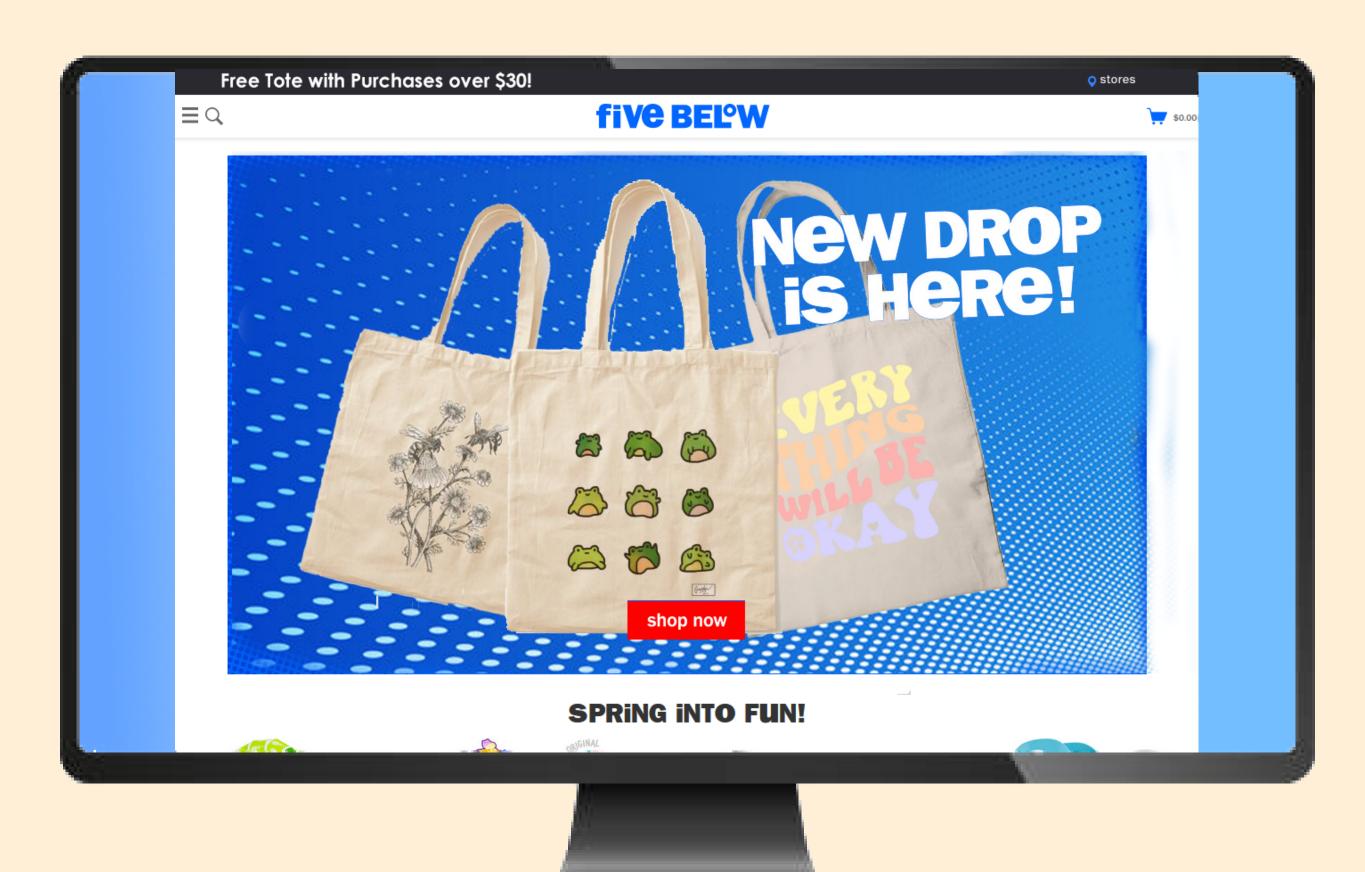
Launch Plan Goals + Timeline



GOALS:

- Get people excited
- Incite social media chatter
- Build loyalty with consumers

Desktop View



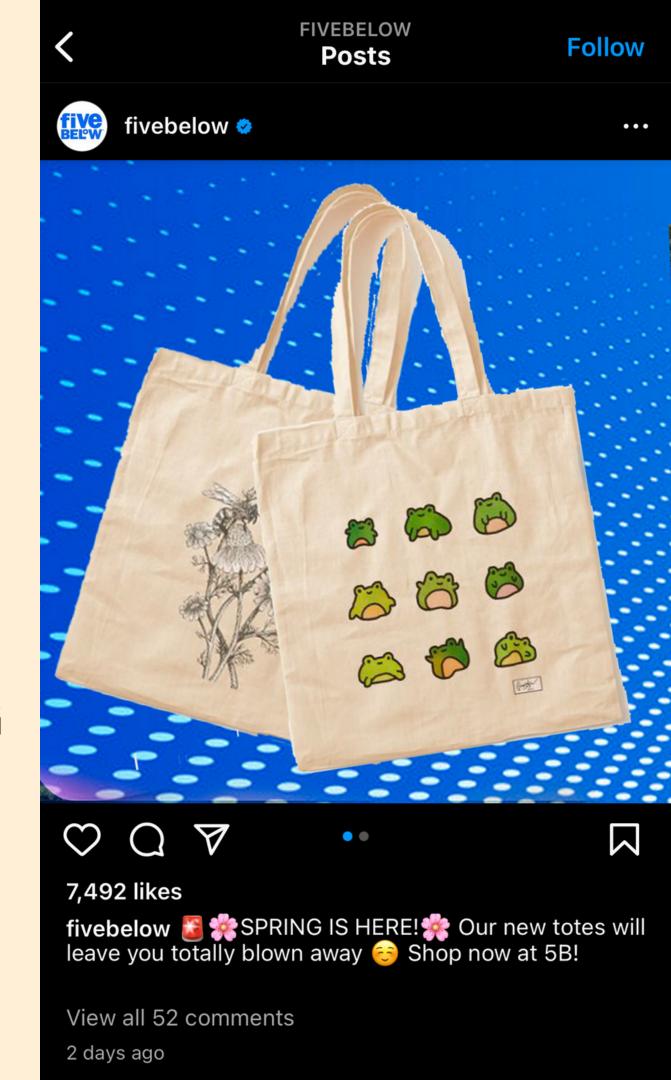


Social Media

Social Media Channels are key for product awareness and growth.

Focus on:

- Tik Tok Ads
- Stories and Posts for IG
- Short form content reused across platforms



Six Month Buy Plan

Total Planned Sales: \$47,499,000

MONTHLY % BREAKDOWN		
February	13%	
March	13%	
April	17%	
May	21%	
June	20%	
July	16%	

TARGET SALES	
February	\$6,174,870.0
March	\$6,174,870.0
April	\$8,074,830.0
May	\$9,974,790.0
June	\$9,499,800.0
July	\$7,599,840.0

Conclusion + Takeaways

- Five Below has the lowest prices out of their competitors, making it a very popular option when shopping for accessories, with a wide variety of products that have different materials used, like cotton, polyester, and canvas
- 2. The company could add 'everyday' styled tote bags to their merchandise assortment to increase the number of tote bags of their assortment, that would be popular among adolescent and teen girls
- 3. The company could also increase their use of social media marketing by posting short form content across different platforms like Tiktok and Instagram to promote their new products



THANKYOU

Sources

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