5&Below M.P.B. Team Project Research

Teen shoes, bags, totes, etc.

Based off the team charter; **my** **team project parts**:

**Target consumer & lifestyle** (3 slides)**:**

* Tweens and/ or teens
* Ages 13-19
* Girls
* Most likely doesn’t have a job and goes to 5 and below because it is affordable
* They enjoy a lot of color rather than something more plain
* They like to self-express, 5 and below offers totes and bags with logos, bands, and movies printed on them.
* Consumer would go here to put together a birthday present for a friend, and find accessories to pair
* Some tweens get rewards from their parents and are allowed to shop at 5 below as a result

**Competitor #1** (2 slides)**:**

**Merchandise assortment recommendation** (5 slides)**:**

Five Below shoe assortment:

1. Sandals
2. Sneakers
3. Slippers
4. Water shoes

Recommendation:

* They could include boots into their assortment, as well as a platform shoe collection.

Five Below bags/ totes assortment:

1. Backpacks
2. Tote bags

Recommendation:

* The backpack to tote bag ratio within their assortment is drastically different. They offer up to 3 more pages of backpacks compared to tote bags. Totes are trendy currently and they should expand on that. Add tote bags with popular logos, bands, movies, etc. that appeals to the target consumer. I would remove some of their least popular backpacks and replace them with totes in the assortment.