

Pike Place Bags Plan Set

Gina So plans to acquire the established Pike Place Market business, Pike Place Bags, and take over its lease. She aims to expand the current product line to include a range of added-value items such as travel and electronic organizers, customized bag patches, cruise travel tags, distinctive tote bags, neck pillows with storage, bag charms, repair services for bags and patches, children's bags, and other travel and bag-related products.

MARKET WARE
& NOBILITY
0427

CHURCH
AREA
6005 3rd

MASTER CRAFT
LEATHER CO

Pike
Place
Bags

SUNSHINE
ENERGY





PIKE PLACE BAGS

Change of Ownership & Business Plan

Gina So

2024

Current Products

Tote Bags

Luggage Bags

Casual Bags

Stadium Bags

Leather Bags

Reusable Bags

Travel Bags

Sports Bags

RFID Bags

Backpacks

Items to remain the same



\$10



\$12 - 19



\$40 - 120



\$24 - 28



\$24 - 40



\$28 - 38



\$60-140



\$12 - 20

New Products

Unique Tote Bags

Neck Pillows with Storage



\$20



\$25

Children's Bags

Travel/Electronics Organizer Bags

Bag Charms

Customized Bag Patches

Offer Patch Services

Cruise Travel Tags

More Seattle Unique Bags (Highlight Seattle Artist Bags)



\$7



\$24



\$22



\$10



\$15



\$10

Target Audience

All Ages & locals/tourists

Children

- Add more Children's designs
- Smaller child size bags



Young Adults

- Highlight trending on TikTok
- Social media
 - Highlight new bags



Adults

- Add functional bags
- Comfortable and light-weight
- Travel Storage Accessories



Social Media & Marketing Plan

Create Accounts For Pike Place Bags



TikTok



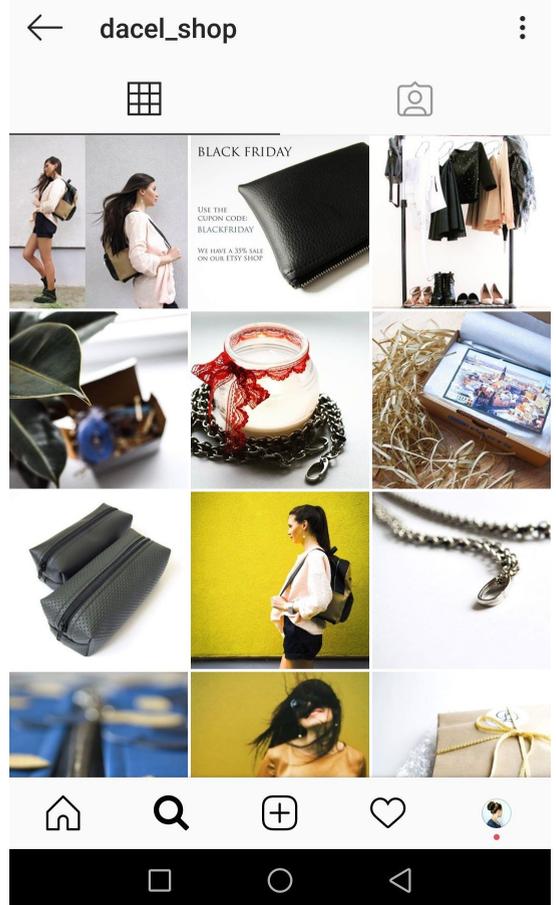
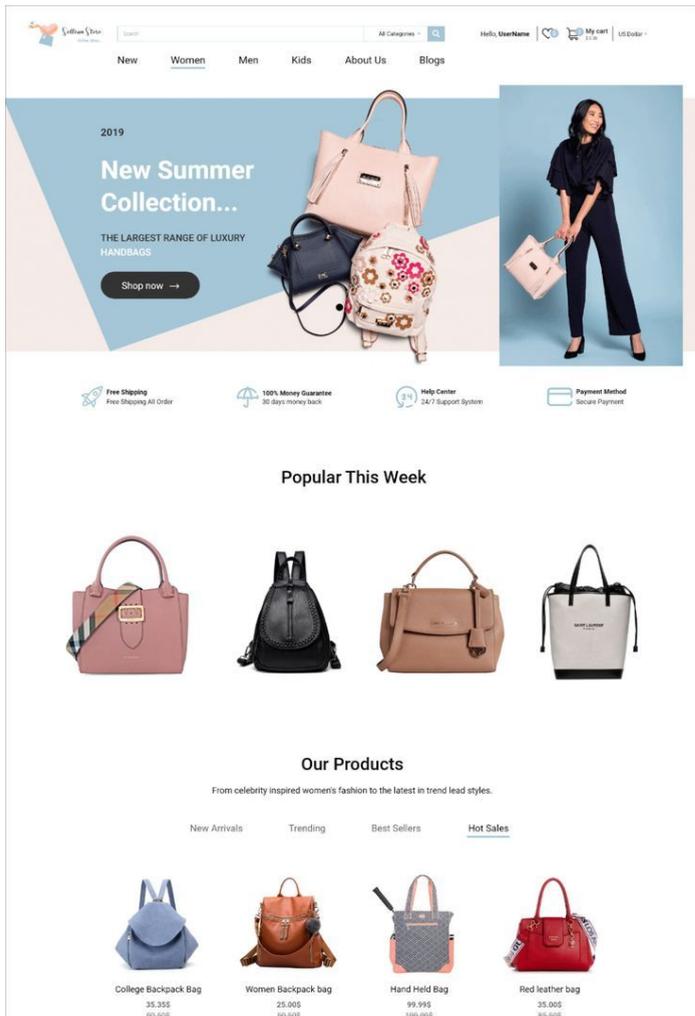
Instagram



Website (Shopify)

Have Updates on New Products

Examples



Projected Costs & Growth

Estimate adding Inventory costs \$30,000

- Steadily add new items each month

Marketing Investments \$1,500:

- Update/Create Social Media
- Adding Custom Pike Place Bags Tags to Items

Refurbishing and Reorganization \$10,000:

- Adding Phone & Internet
- Creating Social Media (Website, Tiktok, Insta)
- Adding Computer system to POS
- Changing Product Packaging

Expected \$300,000 gross annual sales

- 10% annual growth; \$330,000 following year projection

Expected Peak seasons:

- Cruise Season (From April to October)