

GAP

PLAYABILITY

Gap Inc. RMP Round 2 Project

Joanna Georges

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PLAYABILITY at Gap is an omnichannel brand targeting older Gen Z and younger Millennials that has trendy and versatile pieces that are sustainably made. Customers will be able to wear these pieces to work, a lunch date, or to run errands.

PLAYABILITY's first product assortment will be a capsule collection that is gender neutral. None of the pieces will be marketed as inherently masculine or feminine, each product will be up to the customer's preference. PLAYABILITY's competitors include Zara, H&M, Uniqlo, and Aritzia. PLAYABILITY has a marketing strategy that is heavily focused on social media and paid advertising.

Market Opportunity & Segmentation

Generation Z

- About 20% of the US population or 68.2 million Gen Zs
- 77% have taken some form of action for a cause they believe in
- 65% have purchased something based on an influencer's recommendations

Millennials

- About 25% of the US population or 73.2 million Millennials
- Many millennials research online, test products in stores, and seek out honest reviews before making a decision to buy
- 85% of them have a social media profile



Demographic

Gen Z & Millennials, aged
18-35

Male, Female, & Gender fluid

\$30K-\$75K annual gross
income

Members of the LGBTQIA+
community

Caucasian,
Black/African-American,
Hispanic/Latino, Asian



Psychographic

Individuals who are socially
conscious and value
transparency, sustainability,
diversity, and inclusivity

Individuals who are brand
loyal

Individuals whom are digital
natives and spend large
amounts of their time on
social media

Individuals whom believing in
expressing themselves based
on their own truth

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Target Customers



Monni (she/her)

Marketing Coordinator

She is 24, living alone in Boston with a \$55K salary. She values sustainability and prefers to thrift her clothes. She is a workaholic and spends majority of her time on Instagram and TikTok to see marketing firsthand. She has a lifestyle podcast that she is working on growing. When she's not working, she loves to visit art museums and get drinks with her friends. Her nearest Gap is Faneuil Hall.



Sofia (they/she)

Law Student

They are 28, attending Pepperdine University in California. They grew up speaking Spanish and English and would spend summers in Mexico to visit family. They are passionate about immigration and human rights. She is currently interning at a pro bono immigration law firm. She has been financially independent since 18. Her nearest Gap is Topanga Plaza.



Kyle (he/him)

Financial Analyst

He is 32, living with his girlfriend in Dallas, Texas. He has a \$75K salary and is the primary provider in his household. He has a healthy work-life balance, since he works hybrid. He enjoys travelling with his girlfriend and spending quality time with his family. He is always on Facebook and LinkedIn in his spare time. His nearest Gap is Dallas Galleria.



Kit (they/them)

College Sophomore

They are 20, majoring in Public Health at Monmouth University in New Jersey. They are involved in a national honor society and the student government marketing director. They are debating on changing their major to criminal justice or political science because they no longer want to work in healthcare. Their nearest Gap store is The Grove.

Competitor Matrix

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CLASSIC VERSATILE STYLE

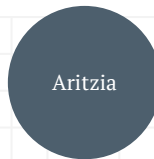
TRENDY VERSATILE STYLE

HIGHER PRICED

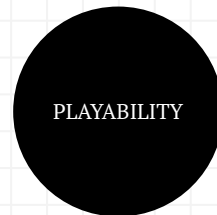
LOWER PRICED



Uniqlo



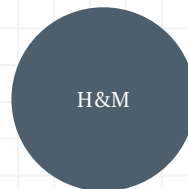
Aritzia



PLAYABILITY



Zara



H&M

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Competitor Pricing Comparison

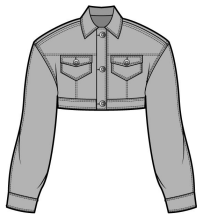
	Tops	Bottoms	Dresses & Jumpsuits	Jackets & Blazers	Denim
PLAYABILITY	\$45-\$80	\$60-\$90	\$50-\$118	\$108-\$248	\$50-\$128
Zara	\$25-\$90	\$35-\$210	\$49-\$400	\$80-\$170	\$45-\$90
H&M	\$4-\$120	\$10-\$65	\$13-\$120	\$18-\$60	\$20-\$65
Aritzia	\$25-\$88	\$68-\$348	\$58-\$260	\$228-\$268	\$98-\$385
Uniqlo	\$10-\$130	\$30-\$60	\$30-\$70	\$30-\$100	\$50



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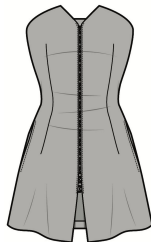
Product Assortment

Spring/Summer 23



The Cropped Jean Jacket

Price: \$89.95 Sizes: XXS-XXXL



The Zipped Corset Top

Price: \$69.95 Sizes: XXS-XXXL



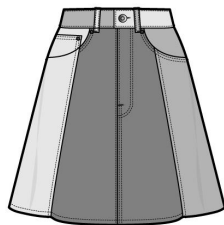
The Knit Collared Striped Shirt

Price: \$59.95 Sizes: XXS-XXXL



The Vintage Baggy Jean

Price: \$79.95 Sizes: XXXS-XXXL



The Patchwork Jean Skirt

Price: \$59.95 Sizes: XXXS-XXXL



The Knit Striped Pants

Price: \$59.95 Sizes: XXS-XXXL

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Product Assortment

Spring/Summer 23



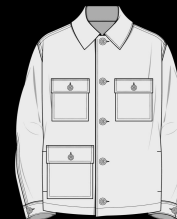
The Lounge Baby Tank

Price: \$39.95 Sizes: XXS-XXXL



The Tapered Vest

Price: \$49.95 Sizes: XXS-XXXL



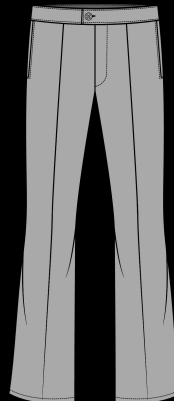
The Denim Button Up Shirt Jacket

Price: \$79.95 Sizes: XXS-XXXL



The Lounge Pants

Price: \$69.95 Sizes: XXS-XXXL



The Tapered Slack

Price: \$79.95 Sizes: XXS-XXXL



The Straight Leg Jean

Price: \$89.95 Sizes: XXXS-XXXL

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Sales Projections & Profitability

Budget		
The Cropped Jean Jacket	11%	\$ 186,520
The Vintage Baggy Jean	11%	\$ 184,205
The Zipped Corset Top	6%	\$ 96,699
The Patchwork Jean Skirt	8%	\$ 124,312
The Knit Collared Striped Shirt	8%	\$ 124,312
The Knit Striped Pants	6%	\$ 96,699
The Lounge Baby Tank	5%	\$ 82,840
The Lounge Pants	6%	\$ 96,699
The Tapered Vest	6%	\$ 103,576
The Tapered Slack	10%	\$ 165,784
The Denim Button Up Shirt Jacket	10%	\$ 165,784
The Straight Leg Jean	13%	\$ 207,245
Total	100%	\$ 1,634,676

Net Sales	\$5,448,921.60	100%
Cost of Goods Sold	\$1,634,676.48	30%
Gross Margin	\$3,814,245.12	70%

Assumptions

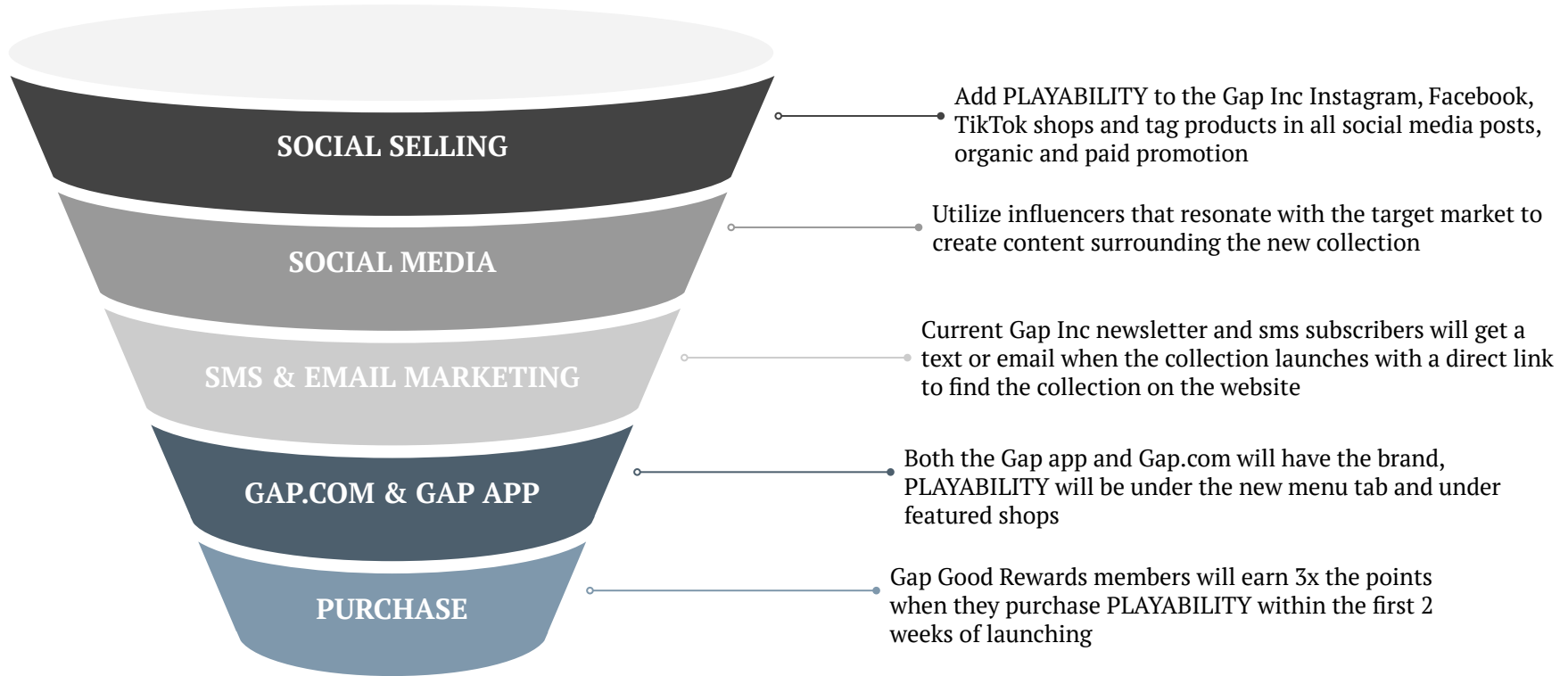
- These numbers are based off of three months projections and PLAYABILITY will launch from May 2023 to July 2023
- The product prices were based off Gap's prices for similar products and to stay competitive in the market
- All products have a 70% markup based on industry average
- PLAYABILITY will be available at 255 Gap stores, strategically located around the United States, Gap.com, and the Gap app
 - PLAYABILITY will be soft launched into half of the Gap stores
- 2022 Q2 Gap US Sales were \$565 million and PLAYABILITY will be about 1% of these sales
- Calculation Explanation
 - I figured out the cost price using the retail price and markup%
 - To find total units, I multiplied the sizes, # of stores, and # of colors for each unit. The total units allowed me to get the total cost and retail.
 - Using the total cost, I calculated the percent of each item and created a budget.

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Unit and Dollar Buy									
Style	# of Colors	# of Sizes	Stores + Online	Total Units	Unit Cost	Unit Retail	TTL Cost	TTL Retail	MU%
The Cropped Jean Jacket	3	9	256	6912	\$26.99	\$89.95	\$186,520.32	\$621,734.40	70%
The Vintage Baggy Jean	3	10	256	7680	\$23.99	\$79.95	\$184,204.80	\$614,016.00	70%
The Zipped Corset Top	2	9	256	4608	\$20.99	\$69.95	\$96,698.88	\$322,329.60	70%
The Patchwork Jean Skirt	3	9	256	6912	\$17.99	\$59.95	\$124,312.32	\$414,374.40	70%
The Knit Collared Striped Shirt	3	9	256	6912	\$17.99	\$59.95	\$124,312.32	\$414,374.40	70%
The Knit Striped Pants	2	9	256	4608	\$20.99	\$69.95	\$96,698.88	\$322,329.60	70%
The Lounge Baby Tank	3	9	256	6912	\$11.99	\$39.95	\$82,840.32	\$276,134.40	70%
The Lounge Pants	2	9	256	4608	\$20.99	\$69.95	\$96,698.88	\$322,329.60	70%
The Tapered Vest	3	9	256	6912	\$14.99	\$49.95	\$103,576.32	\$345,254.40	70%
The Tapered Slack	3	9	256	6912	\$23.99	\$79.95	\$165,784.32	\$552,614.40	70%
The Denim Button Up Shirt Jacket	3	9	256	6912	\$23.99	\$79.95	\$165,784.32	\$552,614.40	70%
The Straight Leg Jean	3	10	256	7680	\$26.99	\$89.95	\$207,244.80	\$690,816.00	70%
Total				77568			\$1,634,676.48	\$5,448,921.60	70%

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Launch & Marketing Strategy



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Risks

- Fit issues due to the size being inclusive of all genders
- Minimal Gap knowledges causes target market to not be aware of PLAYABILITY
- Target market does not like the brand or products in the assortment

Opportunities

- Expansion into a new target market that builds brand awareness for Gap
- Begin a movement of true gender neutral clothing beyond sweatsuit sets and t-shirts
- Adopt a similar merchandising model of PLAYABILITY for Old Navy & Banana Republic

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Plans to Scale

A marketing campaign
surrounding National
Non-Binary Day on July
14

1

Continue to build the
brand awareness and
values through social
media

3

Create a factory
assortment of
PLAYABILITY within 5
years

5

2

Expand the collection
into remaining North
American Gap stores

4

Add more products into
the capsule collection to
give customers more
options

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