

**REPAIR  
& SQUARE**

# **ECIF6002:BUSINESS RESEARCH**

**LAUNCHING A MOBILE ALTERATION & REPAIR SERVICE**

2115633 Sarah Kate Parker

**FLEXIBLE VAN-BASED  
BUSINESS MODELS CREATE  
LOW OVERHEADS, OFTEN  
GENERATING HIGHER PROFITS  
AND AN EASY MEANS TO  
FRANCHISE**

(MAMOMBE, C. 2020)

## OVERVIEW

Repair & Square is a mobile clothing alterations service, initially based in London with the scope to expand to other main cities. Converted electric vans will distribute our service to individual boroughs on varying weeks. The service will be focussed on speed & convenience, allowing an at-your-doorstep clothing repair with a same-day promise.



**OUR MISSION IS TO PROVIDE  
A QUICK, SEAMLESS, AND  
PERSONALLY CRAFTED SAME-DAY  
ALTERATION SERVICE RIGHT AT  
YOUR DOORSTEP.**



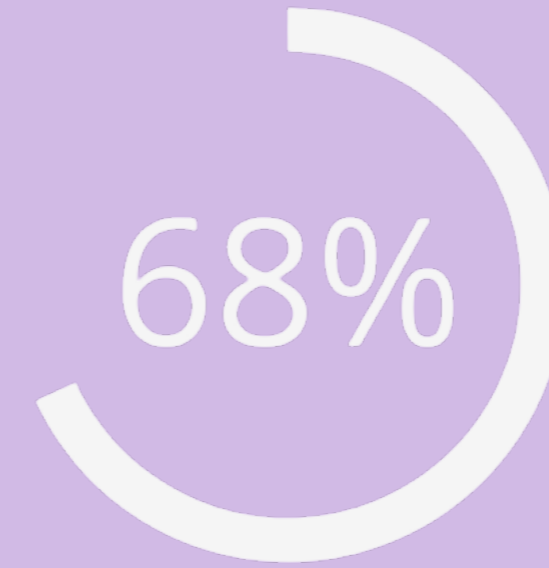
**WE ENVISION OURSELVES TO  
BECOME THE NEXT INNOVATIVE,  
ACCESSIBLE SERVICE IN THE SLOW  
FASHION WORLD, INSPIRING THE  
NEW GENERATION OF SUSTAINABLE  
SHOPPERS TO RETHINK THEIR  
FASHION WASTE AND CREATE  
A NEW WAVE OF FAST FASHION  
DISTURBANCE.**

# THE MARKET CONDITIONS.



**THE CIRCULAR ECONOMY IS A TRILLION DOLLAR INDUSTRY**

(WGSN INSIGHT, 2021)



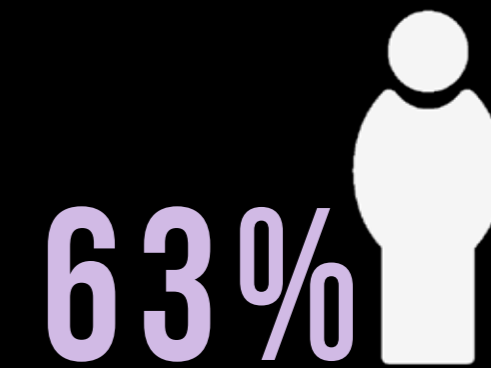
**68% OF UK ADULTS AGREE THAT THEY ARE ALWAYS ON THE LOOKOUT FOR THINGS THAT MAKE THEIR LIFE EASIER**

(Intel Trends, 2021)



**34% OF CONSUMERS ARE CONCIIOUSLY BUYING FEWER CLOTHES NOW**

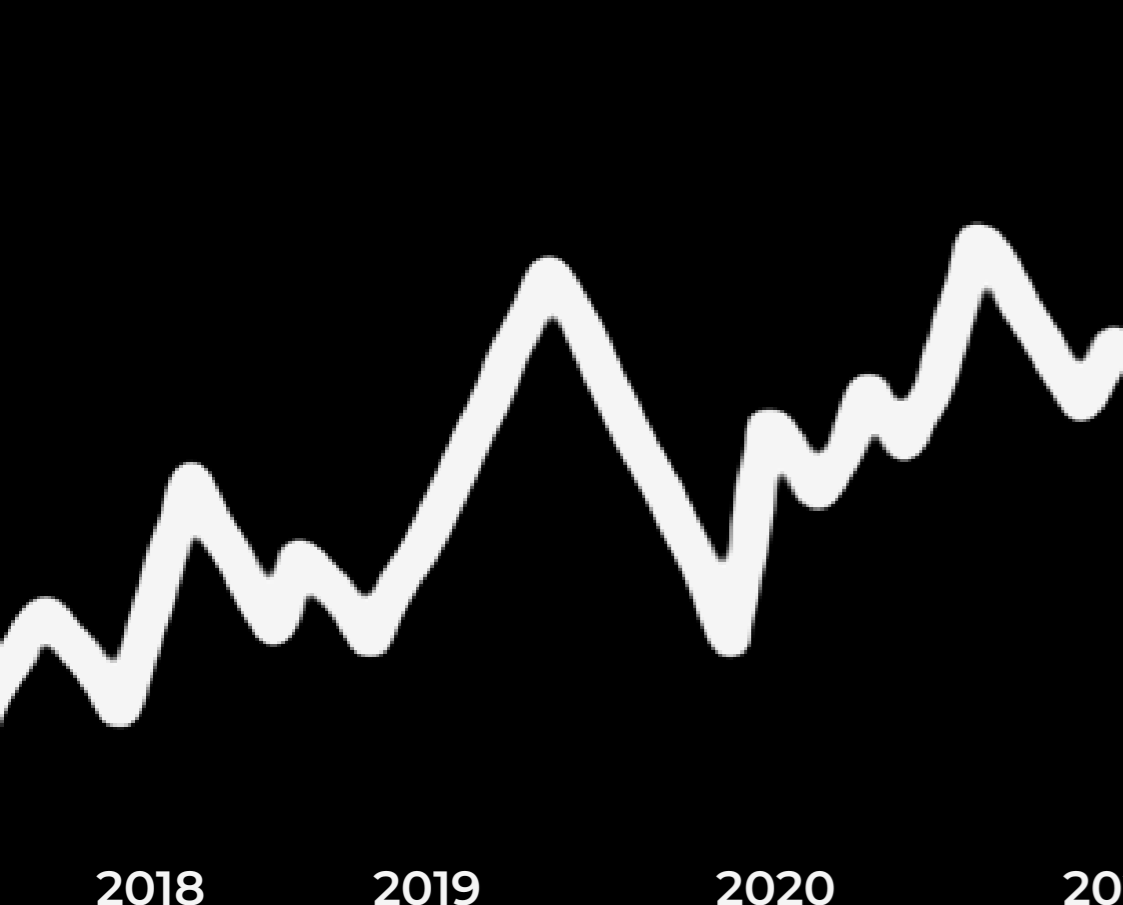
(Hounsley, S. 2021)



**63% OF SURVEY RESPONDENTS BELIEVE SUSTAINABLE FASHION IS NOT ACCESSIBLE**

(Instagram Poll - 64 participants)

# THE REPAIR MARKET.



**AVERAGE PENETRATION IN 2021  
UPTICKS +19% YOY FOR SEARCHES FOR  
“REPAIR” ON SOCIAL MEDIA**

(WGSN Insight, 2021)

**“REPAIR SERVICES ARE  
RESOURCE EFFICIENT BUSINESS  
MODELS WHICH OFFER  
GROWTH OPPORTUNITIES,  
PARTICULARLY IF THEY ARE  
ABLE TO MOVE INTO  
THE MAINSTREAM MARKET”**

(WRAP, 2017)

The repair movement is growing. Make-do & mend is reemerging through social media platforms with a host of DIY and upcycling projects uploaded on TikTok & Instagram everyday. The younger generation want to disrupt the current take-make-dispose consumption model. Repair & Square will tap into this interest as potential penetration into the market is at low risk with little competitors.

**UK GOOGLE SEARCHES FOR  
“SEAMSTRESS NEAR ME” HAS  
INCREASED BY 1500% OVER THE  
PAST 5 YEARS**

(Google Trends, 2021)

WHAT  
IS

SUSTAINABLE

“SUSTAINABLE FASHION IS FASHION?  
PAYING FAIR WAGES TO  
WORKERS”

HOW IS YOUR WORK/LIFE  
BALANCE?

“FEEL LIKE I WORK MORE  
THAN I HAVE A LIFE”

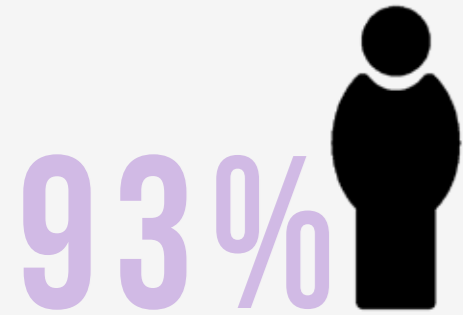
THE INTERVIEWS.

“EVEN SECOND-HAND CLOTHING  
IS GETTING EXPENSIVE”

IS SUSTAINABLE  
FASHION  
ACCESSIBLE?

“FAST FASHION  
IS JUST MUCH MORE  
ACCESSIBLE FOR THE  
WORKING CLASS”

# THE DEMAND.



**93% OF SURVEY RESPONDENTS USE ON-DEMAND CONVENIENCE DELIVERY SERVICES**



**58% OF SURVEY RESPONDENTS GET CONCERNED ABOUT THE AMOUNT OF CLOTHING THEY THROW AWAY**

The broken, stained and ripped are no longer being disposed and neglected. As our key players are introducing repair into the mainstream, refurbishing, customisation and alteration are becoming more widely accepted to the everyday consumer (Saunter, L, 2019).

It is necessary to understand that consumers are high users of the current take-make-dispose cycle due to lack of repair knowledge, spare time and simply lack of energy & effort whilst trying to survive in an often fast paced 9-5 work week. We want to tap into this particular consumer base.

There is a market gap for a convenience service that allows an accessible entrance into slow fashion consumption.

Consumers are relying on on-demand at-home services more than ever due to increased health anxiety fuelled by the COVID-19 pandemic and so a service which makes getting professional alterations an easy, seamless experience will greatly appeal (Mintel Trends, 2021).

(Out of 116 participants)

## DEMAND TRENDS



### REPAIR CAFE'S

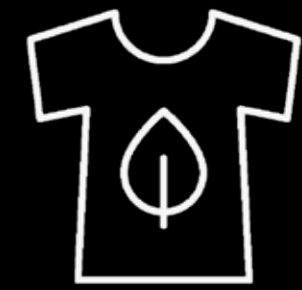
“Its important to acknowledge that reported users of repair cafe's “do not acquire repair skills, but begin to look at the object differently by catching a repair reflux.” (Madon, J. 2021).



### ZERO WASTE

Those who actively home recycle are more inclined to mirror their sustainable habits in their fashion consumption. (Mintel Trends, 2021).

Our Instagram Poll shows that 89% actively recycle including 45% who use zero-waste stores. Increasing eco-conscious lifestyles will aid our growth in the market.




### SLOW FASHION

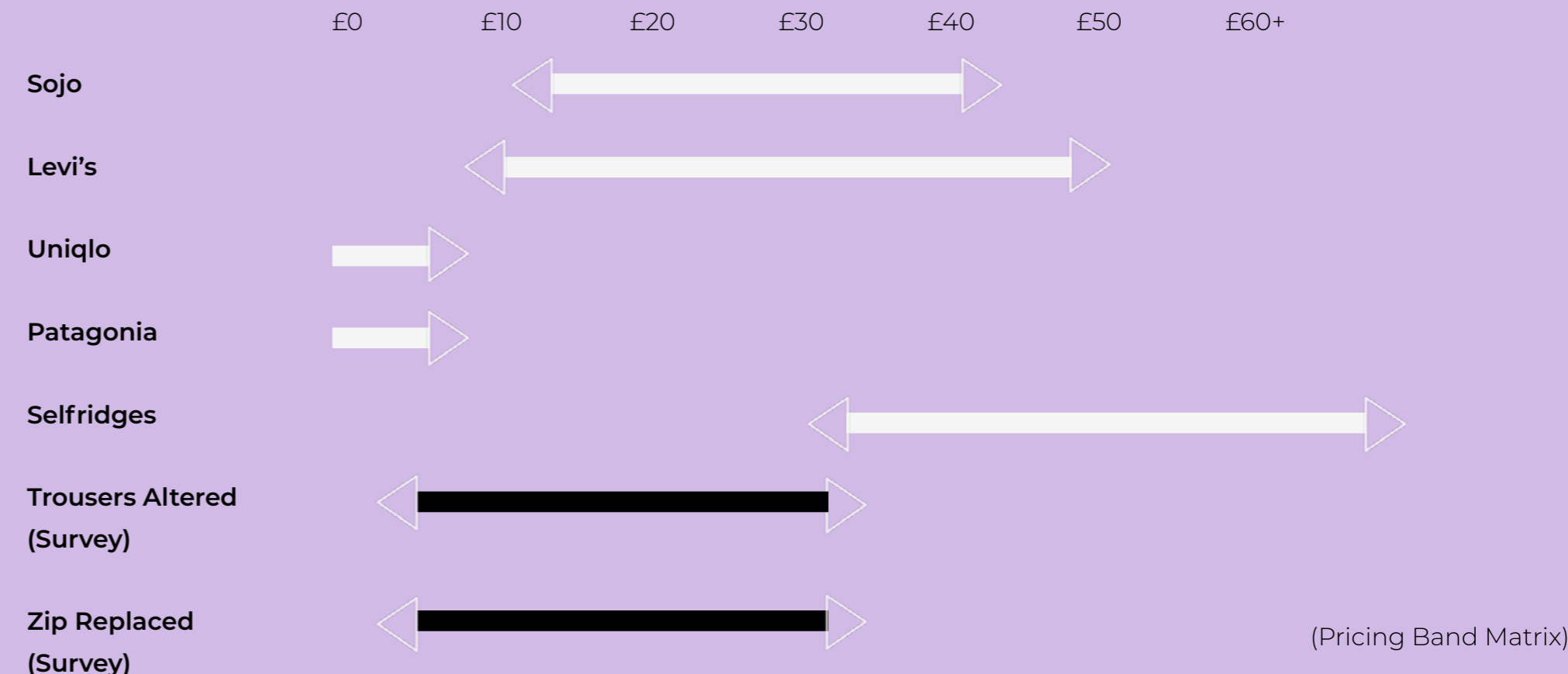
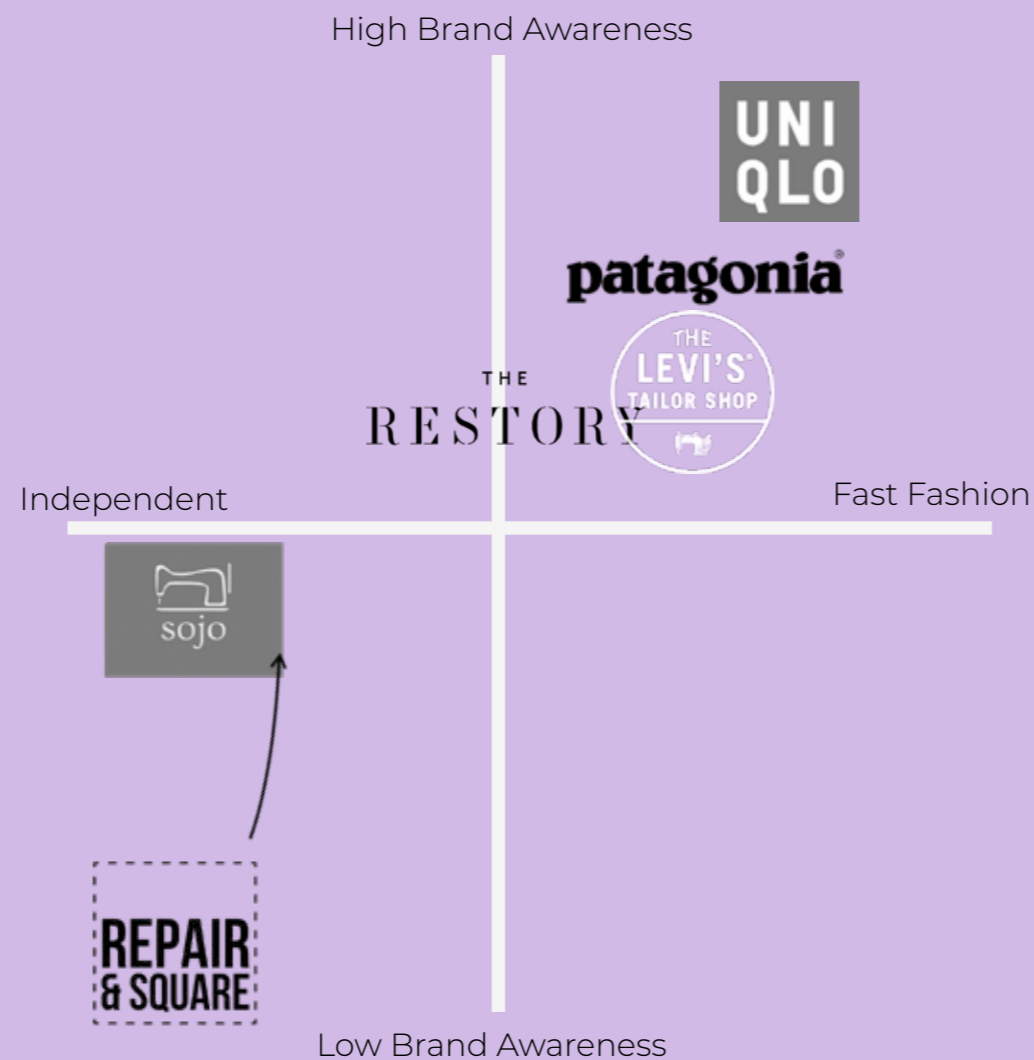
34% of consumers are now wearing older items in their wardrobe. while 12% have repaired damaged or worn-out clothes (Ceron, T. 2021)

# THE COMPETITORS.


What are our competitors NOT doing? Despite companies now taking a more flexible approach to working with an office/home hybrid system, no competitor is utilising an at-your-doorstep service. Some in-store alteration offerings suggest quick on the day completion, however consumers still need to actively travel to the store, and that can only be successful if there is a store near their home.

Repair & Square will differentiate from the competition by providing an at the roadside service, whether during your lunch break at the office or at home, we want to allow customers to have their outfit ready for the evening ahead.

**59%**  **OF SURVEY RESPONDENTS ARE NOT HAPPY WITH THEIR WORK/LIFE BALANCE.**  
(Out of 64 participants)



Cost is a key barrier to accessing repair services (Circular Fashion Eco-System Report, 2021). With saturated growth in the last 12 months, more repair services and business models are launching. Our research shows that although consumers want lower cost repairs & alterations, a high proportion will be willing to pay more for convenience. Our consumers value convenience over cost and we will therefore ensure branding and marketing is speed & demand focussed.

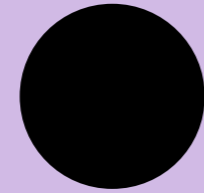
**83%**  **OF SURVEY RESPONDENTS ARE WILLING TO PAY MORE FOR A SAME-DAY SERVICE.**  
(Out of 116 participants)

# THE BRAND.

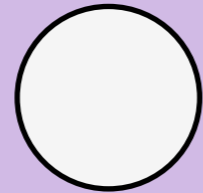
Logo



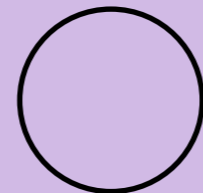
Brand Identity



#000000



#f5f5f5



#d1bae5

## HEADLINES.

(Bebas Neue Bold 48pt)

### SUB-HEADINGS & TITLES

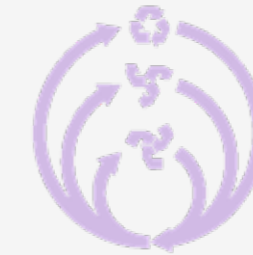
(Montserrat Semibold 18pt)

Body Text & Info

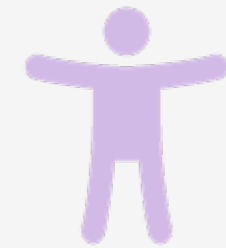
(Montserrat Light 12pt)



CONVENIENCE



RENEW, REPAIR,  
RELIEF



ACCESSIBILITY

Repair & Square stands for those consumers who are wanting a more convenient and accessible way to access a slow fashion lifestyle. Repair & Square is defined by consumers who strive for work/life balance, with little spare time but eagerness to participate in sustainable & more ethical consumption. We are the answer to a time-conscious, sustainable generation.



**“USING REPAIRS TO BUILD COMMUNITY IS EMERGING AS A KEY STRATEGY FOR BRANDS LOOKING TO RAISE AWARENESS ABOUT PRODUCT PRESERVATION AND HIGHLIGHT GREEN CREDENTIALS WHILE STRENGTHENING CUSTOMER RELATIONSHIPS.”**

**(SAUNTER, L, 2019)**

## THE FUTURE.

Consumer needs are focused on sustainability and convenience. Action is catching the eyes and ears of consumers, with transparency at the core of their fashion needs. Dimishing fast fashion with an accessible, ethical alternative like Repair & Square will help acquire our brands long-term sustainability.

### EXPAND THE FLEET



Contingent on a successful first year of operation, Repair & Square will look to expand our team of seamstresses. Hiring employees will allow us to acquire multiple locations at the same time, increasing our daily revenue.

### PARTNER & COLLABERATE

Making repair visible in the public space helps to transform the social norms around the practice (Madon, J. 2021).

Partnering with large fashion brands to offer a repair service could expand repair into the mainstream further. Customers of large fashion brands could receive a discount code for our services to alter or repair their clothing, giving sustainable fashion skeptics an incentive to decline the take-make-dispose model.



### GIVE BACK



There is an emphasis on mutual aid and in which profit is second to good will (Lavinia Fasano, H. F. and Jones, I. 2022).

Once financial stability is secured, Repair & Square want to provide free services regularly to local disadvantaged groups.

# THE FIRST YEAR.



## SAME DAY PROMISE

- ▶ Service guarantees build consumer trust
- ▶ Incorporate into brand & marketing campaign
- ▶ Positive reviews
- ▶ Differentiate from competition



## BUILD HYPE

- ▶ Different London area revealed each week
- ▶ Eager customer base
- ▶ Increase in social media following
- ▶ Friend Referrals
- ▶ High business growth potential



## STAY LOCAL

- ▶ Reduces transportation time
- ▶ Allows a lower cost per alteration
- ▶ Increased customer satisfaction
- ▶ Community word of mouth
- ▶ Local media attention

# THE OPERATIONS.



## BUSINESS OWNER

- Graphic Design
- Social Media & PR
- Branding
- Accounting
- Administration
- Marketing & Strategy
- Team Management



## OUTSOURCING

In the early stages of business growth, the role of the business owner will be varied to reduce initial costs. If funding is secured through investment pathways or we achieve high first year growth, we plan to outsource a variety of tasks to reduce time & improve the business structure.

## OPTIMISING OPERATIONS



### CUSTOMER INTERACTION

- ▶ Connecting with customers in a close, emotional way will help them feel a deeper level of trust to a brand (Saggese, B and Poile, M. 2021)
- ▶ Incorporate staff training to aid in building customer relationships



### COMMUNICATION

- ▶ Utilise social media posts to communicate to consumers
- ▶ Respond to messages & comments within 24 hours to aid customer acquisition



### SERVICE DELIVERY

- ▶ A craft revival has increased popularity for coarse, bast fibres like hemp and jute (Hawkins, A. and Scott, S. 2021)
- ▶ Present finished repairs in a Repair & Square branded hemp bag to offer a professional final takeaway for the customer



### THE REPAIR

- ▶ Advanced staff training at initial employment to ensure target timings are reached
- ▶ Staff training provided throughout employment to offer new & complex alterations and repairs



### EMPLOYEE RETENTION

- ▶ 72% of consumers want sustainable fashion brands to be legally required to pay their employees a living wage (Houghton, O. and Hawkins, A. 2018).
- ▶ A London Living Wage will be offered to all staff with bonus incentives for good customer satisfaction rates

# THE DISTRIBUTION.



## THE SUPPLY CHAIN

**“BRANDS SHOULD START TO ESTABLISH SUPPLY CHAINS AND MANUFACTURING AT A NEIGHBOURHOOD LEVEL”**

(Bishop K. 2021)

As a service, customer interaction throughout the supply chain is key to business growth. A friendly, trustful service will improve customer retention & increase recommendations and word of mouth in the local area.

## S

- ▶ Van-based business model offers flexibility & reactive to unexpected events
- ▶ Repair Market has been growing over the past 5 years
- ▶ Local distribution in London which is a highly adoptive creative city
- ▶ Start-up as sole trader ensures low upfront costs
- ▶ Clear USP bridges gap in market of making sustainable fashion accessible

## O

- ▶ Partnership with large fashion brands as a service included with their purchase
- ▶ Subscription-based service access to sustain regular income
- ▶ High media interest in innovative sustainable alternatives will aid PR and brand reach
- ▶ Expansion into other main UK cities to become the go-to repair service

## W

- ▶ Unexpected vehicle & machinery maintenance increase outgoing costs
- ▶ Extreme weather may stop distribution
- ▶ Electric vans need nearby charging points increased risk of breakdown

## T

- ▶ Growing repair industry may create a boom of new competitors
- ▶ Regulations surrounding electric vans
- ▶ Machinery & vehicle noise created in local communities
- ▶ Consumers choosing trusted local seamstresses instead

# THE CONCLUSION.

As public awareness of the current fashion systems drawbacks increases, fashion brands are now having to confront sustainability in their practices as an inherent necessity. The consequences of mass production have gained momentum in the last 10 years. Clothing waste is at an all time high and now, the very few, are evolving to make a real change.

In a confusing, overwhelming world of sustainable fashion we need to reassure consumers that ultimately the most sustainable garment is the one they already own. Extending lifecycles is key to disrupt a wasteful consumerist society.

Consumer opinion is now starting to change. Interest in repair is growing on social media and related google searches. Disruptive Gen We tribes are neglecting the expectation of the modern-day consumer and wanting eco-conscious alternatives to step out of the supply chain.

Repair & Square is the answer. We will bring the convenience to an inconvenient practise. We will expand our fleet, give back to the community and show consumers the new life they can bring to their disregarded clothing.

**REPAIR  
& SQUARE**