



THE JULY
COLLECTIVE

BRAND BOOK

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Everyone has
a passion for
something...



WHAT'S YOURS ?

BRAND HISTORY

Here's our
founder:
Yasmina



**one of her
many passions
- personal
style**

Yasmina has always felt like an outcast and a bit different from others for years. After being diagnosed with Dyslexia at the start of high school, struggling to communicate with other people through words - she started to use her creativity to visualise messages. She uses colour, mind maps and plenty of lists to organise and distinguish important factors within her life.

A sense of belonging in the form of creative projects is really important to Yasmina. She acknowledges the art within everyday things and this is why she decided to write a blog. This is a space where she writes about anything that she loves and finds enjoyable within the North East. Yasmina now wants to create products that other people are going to find happiness from and useful to those brains that work visually; this is where The July Collective began.

Yasmina knows everyone wants to feel part of a community, and wants to keep people from feeling alone. Her proposition is to create a brand which is a safe haven for people who want to celebrate being themselves, whether that is to feel connected to each other in the form of fashion, art or just to have someone to speak to.



WHO ARE WE?

We Are

The July Collective was born from the need to create a platform where everyone can feel part of a community; this stems from our own experiences of feeling different. We wanted a brand that could bring people together whether that is through the love of creating innovative ideas or the need to stay calm, focused and organised.

Vision

Our vision is to create a new approach to shopping for ethical products, recognising the efforts that consumers are aspiring to achieve in order to improve their sustainability and provide them with a community led and feel-good platform to achieve this.

Mission

The July Collective is your one-click-website for anything that you'll need to shop ethically - but it's also more than that. Our products are made with a purpose to make you feel apart of a community belonging to everyone - whether that's stationary to help a busy mind become less stressed, clothing that can be uniquely styled to fit you or an A5 print designed to give you the motivation to get on with your day. Plus, they all look AMAZING! There's bound to be something to brighten up your day. We want our customers to feel as though they can benefit our planet through a new way of shopping, whether that is encouraging them to discover new brands that are ethically friendly, recycling old clothing and materials to be turned into something new or treating yourself to something that was made with love and kindness. The July Collective wants to change the sustainability of everyone's daily routine one basket at a time.



BRAND PHILOSOPHY

- Our vision is to create original, quality products that our customers can enjoy. We want our products to be enjoyed by everyone no matter who they are and have created a range that can be individually styled.
- As well as being an ethical and sustainable brand, our products are designed to support health and wellbeing and help overworked brains become less stressed and more organised.
- We want our customers to receive THE best customer experience, using our easy-to-use website and social media platforms in order to access us efficiently.
- We really care about our carbon footprint and about where our products are made so we are constantly researching into how to become more environmentally efficient from production to customer.
- All of our products are affordable whilst still in keeping with our ethical and sustainable values, making it easier for our customers that are on a budget to still enjoy our products.

Essence

A creative platform that combines the sense of belonging and talent through celebration of being different and unique reflected in a product range.

Personality

Innovative | Fresh | Honest | Creative

Promise

We promise to only provide consumers with content and products that meet the brand values while offering you something different than the ordinary.

Emotional Reward

The July Collective allows consumers to be part of a growing community of other like-minded consumers which secures a sense of belonging through a range of collective products developed with an understanding of ensuring their aspirational values and needs. The July Collective allows consumers to be themselves without judgement.

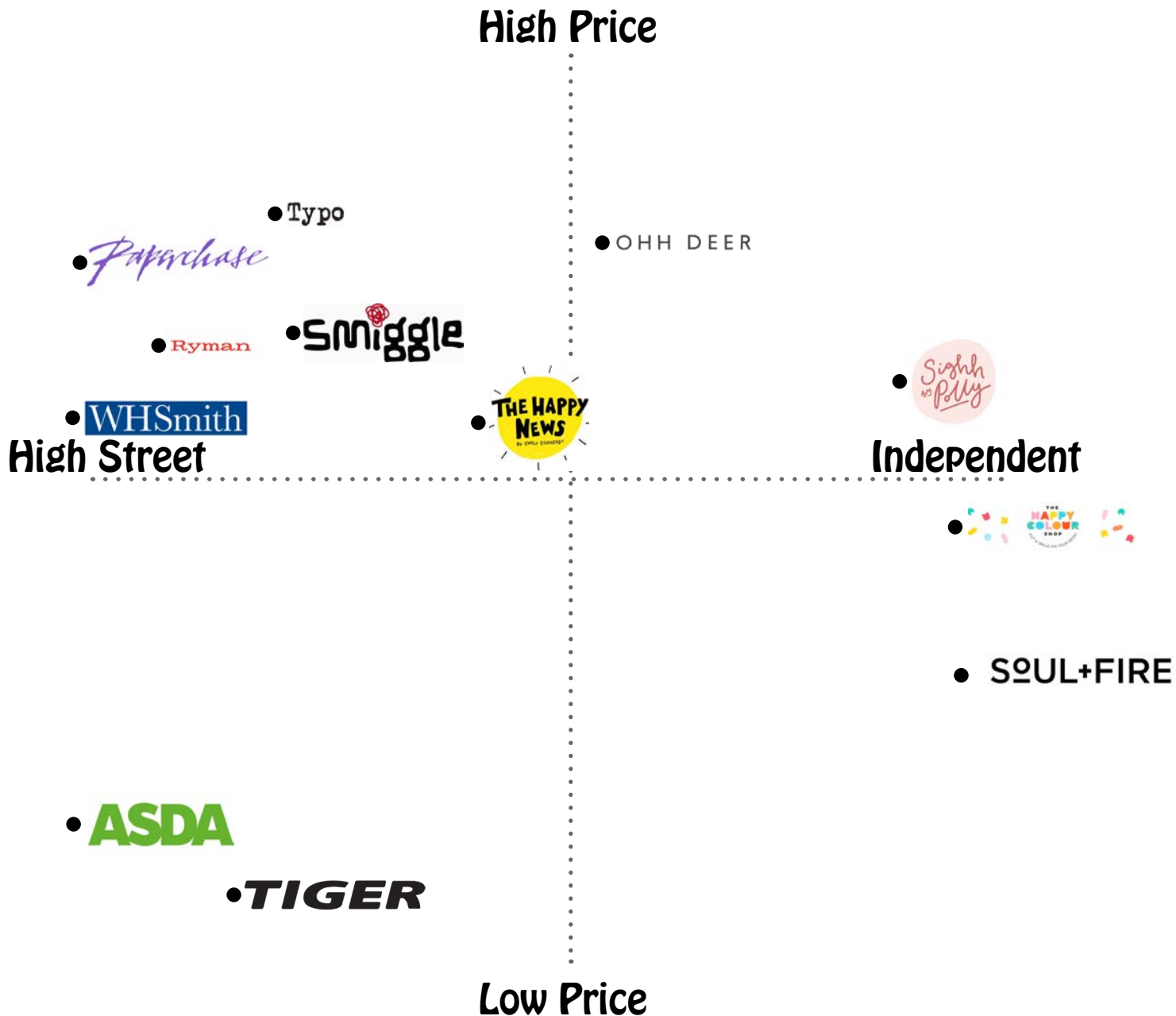
Functional Benefits

A collaborative tool to inspire consumers and support others using existing apps to spread the success and movement.

The July Collective expects consumers to be able to use and share our products in an array of different ways. The products have been designed as a multi-functional product to attract a wider customer base.

The products promote inclusivity of alternative ways of planning work and time management throughout the general population.

BRAND POSITIONING






The brand positioning map identifies where The July Collective will be positioned against competitors within the stationery industry. The July Collective positions itself as a brand that is independent whilst staying true to a mid-level price range that hopefully will benefit customers whom are students or have a low gross monthly income. The main competitors include The Happy Colour Shop, Soul and Fire and Sighh by Polly. In order for The July Collective to be successful and attract the same audience to buy and use the services available, The July Collective must create something that is different but something that will benefit customers.

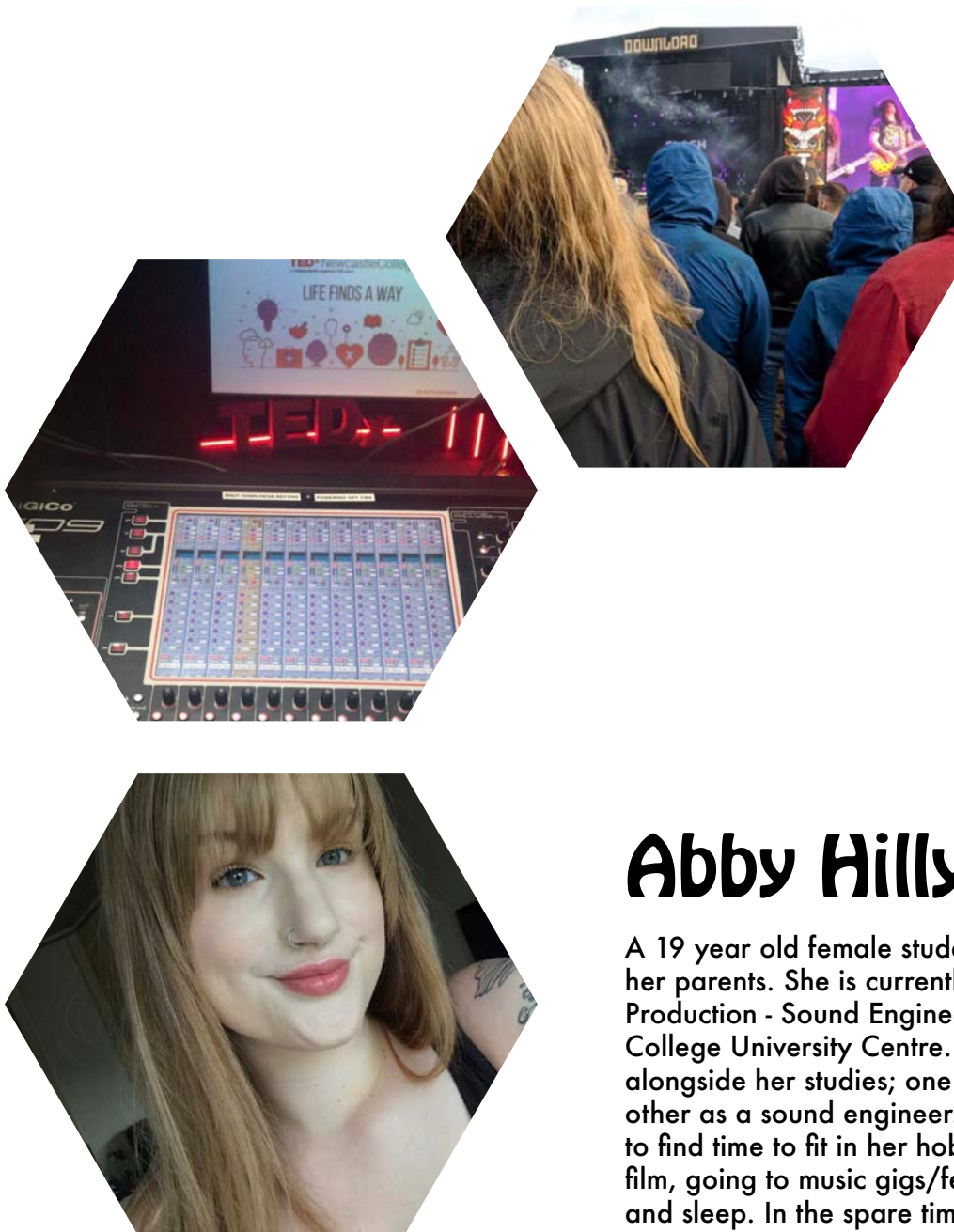
Point of Difference

The map shows that The July Collective's main competitors are other small brands such as Sighh, Soul & Fire and The Happy Newspaper who personally design their own products as their curators all have illustrative backgrounds. Although they offer the unique stationery designed by their owners, they haven't thought about other consumers whom uses a different learning style to organise aspects of their life. The July Collective's point of difference is going to introduce the market to something unique that breaks down barriers of learning disabilities and certain stereotypes through collaborative products. We believe in quality over quantity and will try to ethically benefit consumers whilst educating our audience.

COMPETITORS

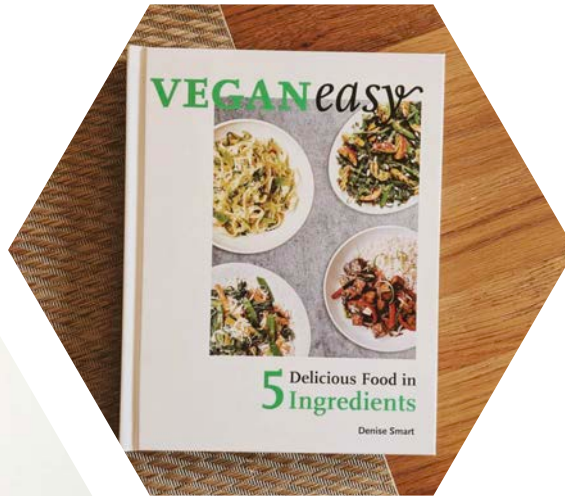
	 (Direct)	 (Direct)	 (Indirect)
Strengths	<ul style="list-style-type: none"> The owner has a strong online presence with 50K+ on YouTube, 12K on Instagram and 19.4K on Twitter. Her products are competitively priced with her deskpad gift set priced at £14. She designs everything herself. Alice is a full time freelance social media influencer so she has more time to work on her brand. 	<ul style="list-style-type: none"> The owner has a strong and excellent business sense. She knows what she is doing because she has been running her own business for a long time. She has a large instagram following. Polly always creates unique ideas to sell in her shop. Some items are made to order from UK warehouses and printers. 	<ul style="list-style-type: none"> A well established high street stationery brand that is available both in-store and online. Cheaper products but a wider portfolio of products available. New releases every month. Strong social media presence.
Weaknesses	<ul style="list-style-type: none"> Products are only available online. If you don't know about Alice's YouTube or know her personally, you wouldn't necessarily find Soul + Fire. SEO in order for her website to appear in Google isn't as good as what you might expect. The brand is still young, may not receive many orders. 	<ul style="list-style-type: none"> Pins and keyrings are mass produced in China. Not all of her packaging is recyclable or biodegradable. No physical store - online only. However some greeting cards and pins are available in certain wholesalers. You would still need to know of her or about her to find her products. 	<ul style="list-style-type: none"> Not everything that is available online is to hand in-store. Eco-friendly products are rare to find in Paperchase. Most items are produced in China or elsewhere. Plenty of options may overwhelm customers.
Impact	<p>Alice offers her products at affordable prices but there isn't much information on how her deskpads are created. Her packaging and materials are 100% recyclable and biodegradable. She designs everything herself so it would be better for The July Collective if I design future products myself.</p>	<p>Polly has extremely good SEO and understands how best to market herself. She has created an excellent customer base by providing a good branding strategy for Sighh Studio. This enables her to retain customers. She is really active on her Instagram channels and often interacts with customers via many millennial topics and polls about product development.</p>	<p>Paperchase are trying to become more ethical and more transparent with their products and services through charitable giving and paying attention to their carbon footprint. Deskpads are priced at a competitive price however that is because they are mass produced - they aren't unique to that brand.</p>

OUR CUSTOMER



Abby Hillyer

A 19 year old female student who lives with her parents. She is currently studying Music Production - Sound Engineering at Newcastle College University Centre. She works two jobs alongside her studies; one in retail and the other as a sound engineer. Abby finds it difficult to find time to fit in her hobbies which include film, going to music gigs/festivals, water sports and sleep. In the spare time she does have, she enjoys watching videos about people working in her aspired career - a sound engineer for different bands touring across the world. She describes herself as being alternative, friendly, passionate, artistic, different and respectful. She loves meeting new people and wants to feel comfortable with her self-image and mental health. Abby likes to write down a plan of her week so she can visually see what she has to do ahead of time. When planning projects, Abby draws mind maps and uses colour to be able to identify what needs doing.



Alice Narcross

The 27 year old female who lives with her parents and long term boyfriend. She is University educated with a part time job as an Assistant Manager at St. Oswalds Charity store. Although she is only working part time, she currently runs a blog and is slowly building upon creating a colourful range of social media accounts to share ethical and second-hand clothing with her followers. In her spare time, Alice enjoys photography and practising her illustration skills on her iPad. She loves a good cuppa whilst reading a book. As a vegan, she really cares about the environment and loves when a company is open and honest about where they are getting their products from and materials sourced. With multiple hobbies and responsibilities as a manager and social media influencer, she likes to organise her time and plan ahead.



Emma Angeline

The 21 year old dyslexic female who lives with her family. She has just finished studying BA Comparative Literature and is going to start studying her Masters degree in Film Making something that she enjoys creating very much. Her hobbies consist of: filmmaking and YouTube, looking after plants and being a therapist to all of her friends whilst doing their nails. She would describe her style as classic but preppy with a mix of 90s nostalgia. Her favourite colour is pink (baby, not millennial). It's also the shade she finds it easier to read with funnily enough. In her spare time she enjoys hanging out with friends and family bonus points if they can combine it with food or a cultural activity and just chilling with the people she loves. Her personal goals include the usual millennial activities like getting a dog, getting married and having children however she also wants to buy a period property to renovate the building. Her professional goals include growing within the film industry. She plans her time via post-it notes and ranking her tasks in order of priorities.



Karl Holtom

The 26 year old male who lives with his girlfriend and a new born baby. He currently works full time as a Software Developer whilst helping to care for his baby with his partner. In his spare time, Karl enjoys reading, drawing and watching films. He loves nothing more than being able to schedule some time out to read and relax away from work. Karl is a sociable person and enjoys going out for a coffee date to catch up with his friends. He dreams of being able to study more Computer Science in order to improve and develop at work. He also hopes to build upon management skills in order to lead people at work. Personally, he wants to be able to buy a home and travel to see different parts of the world. Karl likes to organise his time by planning his week on what he as to do. On busy days at work, he plans what he has to do during the day using a planner.

The July Collective has a wide range of customers who we inspire to target. It is important when creating a product/service that our brand is able to identify with one or more of these consumers in order for it to succeed. Each of our customer profiles as been based on significant research into our customers and therefore we must try to meet the needs of our customer whilst keeping to our values that we portray within our branding.



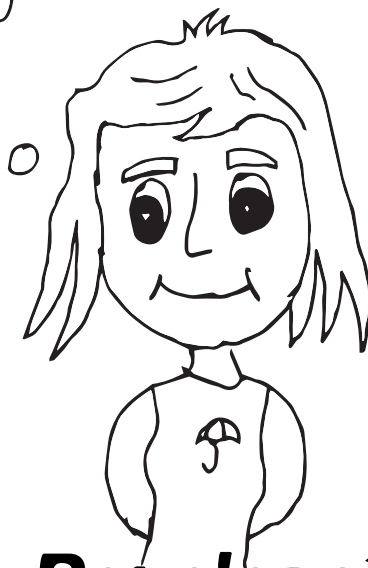
‘Busy Bee Becky’

Often running around socialising, she is a final year Business Management student at Manchester University. She is currently doing an internship at Cosmopolitan and has a job at All Saints. She has a busy social life and rarely has time for herself.



‘Dyslexic Dave’

A current A-Level student who has server dyslexia where he struggles to read and write. He has coloured lens glasses that help but he has a scattered brain with lots of lists and notes for essays and exam revision.



‘Part Time Penelope’

A part-time single mum who has a written fashion blog, two year old daughter and works 26hrs per week at the Co-op. She finds it difficult to plan her time and often forgets about social activities without having to write them down.



‘Creative Carl’

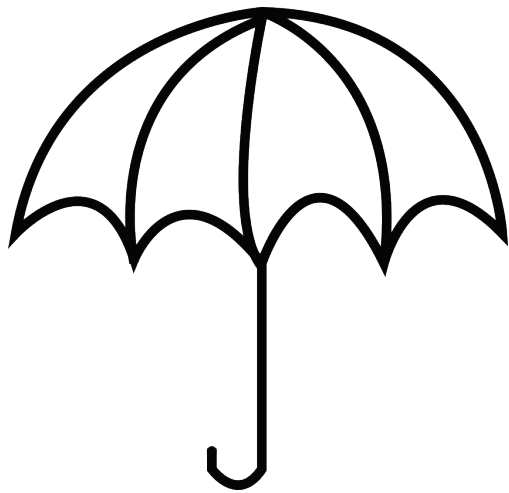
A gay freelance illustrator who likes to stay organised and keep all of his notes and ideas for projects in one. He has recently become an influencer on Instagram and needs to keep track with clients.

OUR IDENTITY

The July Collective logo is a visual representation of what we believe in and is vitally important to our brand identity. It has been developed to act as a signature and an identifier to our customers. It will always remain a consistent stamp to our communications both online and offline.

We want the seal of our Umbrella to signify that our customers are equal and they have a sense of belonging and community when shopping with us. The colours have carefully been put together to share our vibe and project emotions on to our customers that are positive and uplifting. As a whole, our logo represents our individuality and celebrates our growing community and fun aesthetic.

The colours chosen are to give a sense of development as a person. 'Younger Daze' is to represent the start of something new. The uplifting shade wants our customers to feel optimistic and fresh. 'Growth' represents the growth in which The July Collective takes as our brand is always trying to ethically improve our services. We want our customers to feel as though they can grow into anything they want to be with the right clarity and balance. 'Brave Blue' shares our open, ambitious and determined selves where we are constantly trying to improve our services and products. Customers should feel as though they can come and talk to us about anything whether that is a fault in our service, something that they want to change about our products or simply feeling as though they can tell us how they day has been. 'Indie People' is used to represent that we are individual, as a brand and as a consumer but it is also to identify that no matter who you are we are together as a community of people all aspiring towards the same thing.



Official Logo

☺ THE JULY COLLECTIVE ☺

☺ THE JULY COLLECTIVE ☺

Alternate Logo



143C
Younger Daze



345C
Growth



7682C
Brave Blue



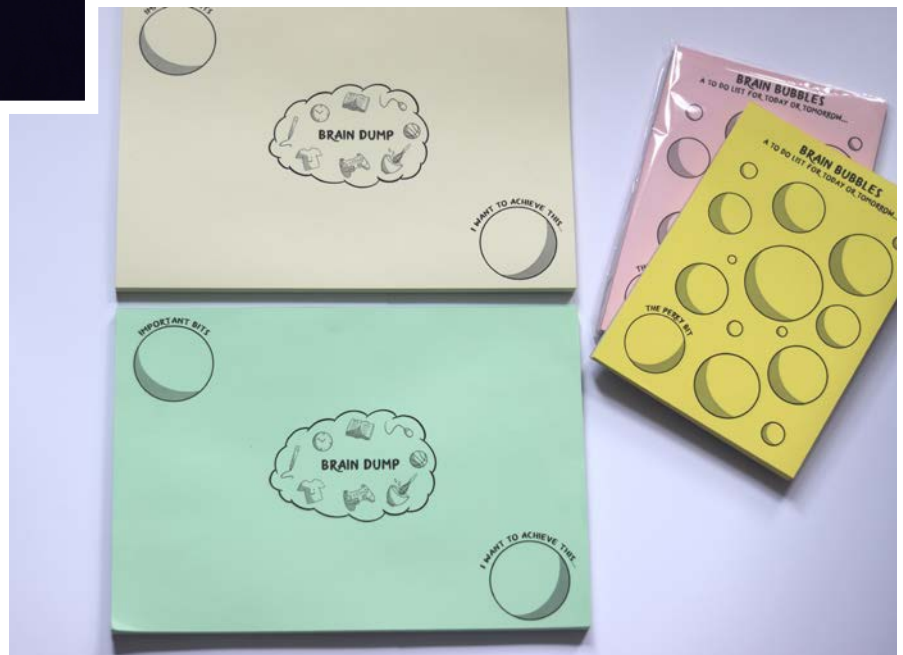
7676C
Indie People

Colour Pallette

Tone of Voice

Positivity
Soul
Kinship
Strong
Jolly
Belong
Bold
Embrace
Individuality
Cool
Equality
Creative
Diversity
Collective
Focus
Passionate

PRODUCT



The products that are sold at The July Collective are a variety of stationery and giftware items. The first product released is a line of deskpads primarily marketed to students, however they are designed for anyone to use. There is a handy guide on how to use the deskpad to help customers in using the pad to benefit them in the best possible way. The deskpads are sold in off white, yellow, green and pink in order for dyslexics and anyone who deals with visual disturbance to be able to use the products as well. The deskpad is in collaboration with an Illustrator, Phoebe, however in future I would like to concentrate more on the design of my product myself and build upon my illustration skills. Other products sold on The July Collective are the 'Original' tee made with organic cotton and printed using the WoW technique and pins as I found they were hugely popular amongst my target audience.

If I was to have a store there would be a Seconds Home. This would entail three bins where customers can recycle items to give to charities, swap out items with other customers or to place returned products to the store in order to offer to future customers at a reduced price. I believe this would be an ethical way to encourage customers to make an impact to our environment by reducing waste.

PRICE

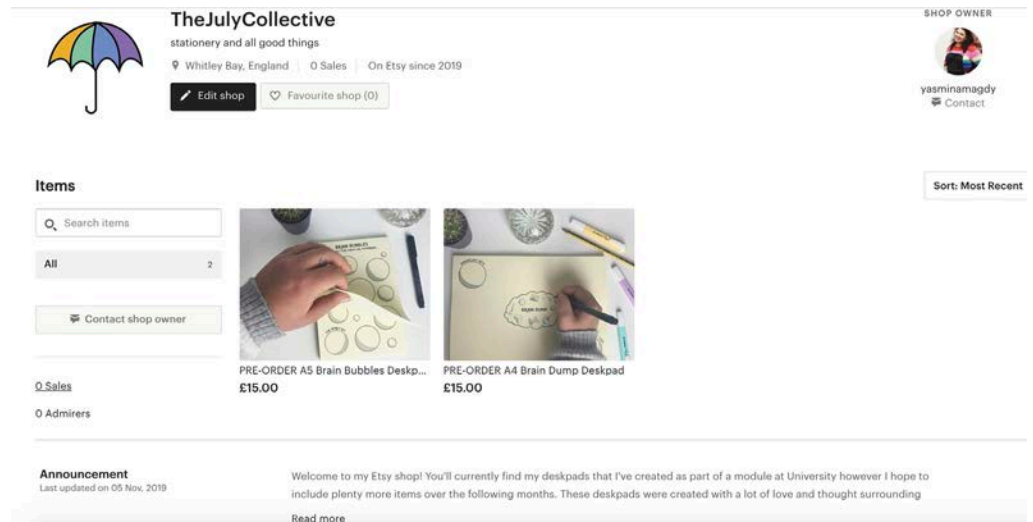
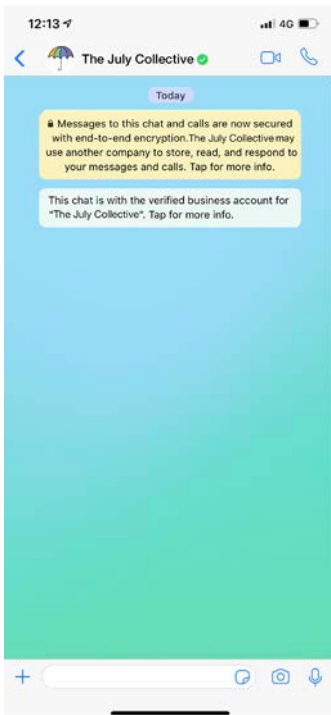
As stated in a Pink Boutique interview, the best price in order for a small brand to make a profit is increasing the sale price to 2.6% of how much you got it for or made it for (eg. if you buy a dress for £10 you would sell it for £26). With this in mind, I have decided to sell my items for:

- Brain Dump Deskpad - £14
- Your Creative List Deskpad - £10
- The 'Orginal' T-Shirt - £12
- I'm Unique Enamel Pin - £6

If there are any issues with my products such as discolouring, the product would be available at 15% less of the price. Due to The July Collective being an e-commerce business it is important to understand how I can send my products to customers. I've worked out that to meet customer satisfaction it would be best to post items 1st Class. The price of these vary depending on how large the parcels are and the weight of the parcels. There is more information of this within my development book.



PROMOTION



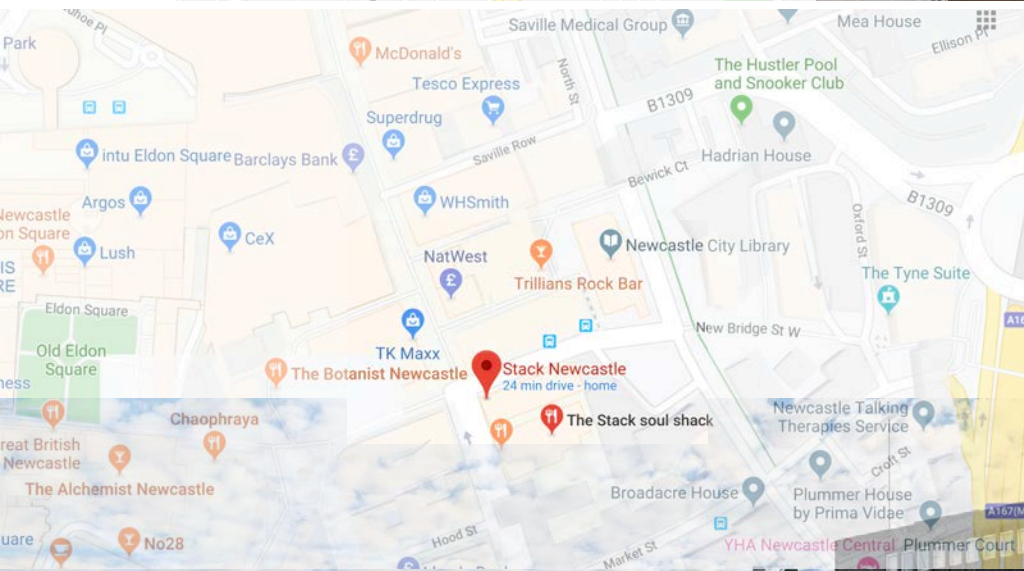
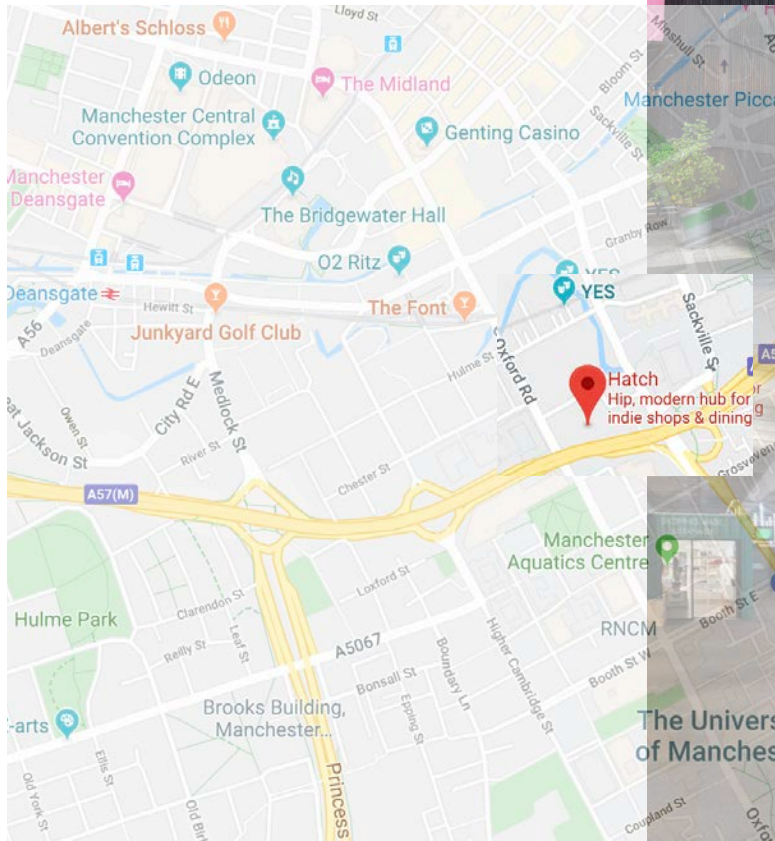
For young brands like The July Collective, social media and word of mouth is an excellent and powerful key in promoting the brand, products and services therefore it is important for The July Collective to put the effort into building a strong but positive reputation across these platforms. Instagram will be the main promotional tool where we can share information about dyslexia, mental health and other information that our customers will provide useful. As well as this, customer images, product images and artwork will be shared across this platform. Design tips and polls will be shared across Instagram Stories in order to keep the platform interactive with consumers. Customers will be encouraged to use #JulyCollective in order to share their products.

The website will be another tool in order to promote our products and services. There will be a written blog that shares charitable work, our artists work and there will be details on how to access useful information about dyslexia, mental health and other learning difficulties. There will be reviews for products and a how-to guide on how to use our deskpads. From research, I found a lot of my consumer base uses phone applications in order to plan their time so with this in mind The July Collective will have an app in order to digitise the deskpad. This will be a digital version of their app where they can save it and share it with others. The app will also feature a calendar in order to easily arrange social events with friends and family.

Other ways to promote The July Collective at first would include craft fairs such as the Craft & Flea market, word of mouth and stocking my products in other places like the Newcastle College University Shop and For The Love Of The North.



PLACE



At the moment, The July Collective is based at home via an online store. Within the future, I can see The July Collective being available in places such as STACK, Newcastle Upon Tyne or HATCH, Manchester as I believe this is where my target audience would be located.



PROCESS



See the Application Demo Clips at www.themagictouch.tv

Wow7.8 Step 1

The Magic Touch
The Original

Important: Use TPad with smooth side up!
If you start from cold warm up for about 20 to 30 seconds!

Note: Place TSheet face down centered on the MSheet and make sure the TSheet edges do not touch the edges of the MSheet! Turn upside-down before placing on the T.Pad.

HEATPRESS

RELEASE PAPER
MSheet
TONE IMAGE
TSheet
T.Pad

PRINT

MSheet

MIRROR

PRESS

140°C
285°F

45 SEC

80 PSI
HIGH

STRIP

HOT

Note: Strip apart right on the heat press in one slow steady motion in a very shallow angle! Do not remove the release paper before you strip!

© Copyright The Magic Touch GmbH, Germany 2017

The process from the start of production to the delivery of the product to the customer is important to The July Collective. Our ethical values and quality is important to ourselves and our customers. The products have been carefully researched to see the best ethical and sustainable way in which to create them. The deskpads are all printed on recycled paper with water-based inks while the t-shirts are printed on organic cotton using water-based inks. The WoW Transfer Paper technique is used to embellish the logo onto the t-shirt. It's a two step process which involves no cutting or weeding. The development has changed the rules for those requiring durable and colour accurate transfer options especially for dark garments and fabrics. The packaging for my products to be sent are all made from recycled paper and are all made from biodegradable materials. The tags and stickers for my brand were made using the vinyl cutter machines. Whilst the brand is still an e-commerce business ran from home, t-shirts will be using the white card swing tags so that it doesn't add any additional weight to the package. Once the brand has been moved so it is available in stores, we will use recycled wood for our swing tags.

PEOPLE



The July Collective is currently owned by a University student (sole business) however as it grows, I hope to be able to share my shop growth by employing illustrators to help design future products. I aim to reply to customer enquiries as quickly as possible as I know this is something which is important to my customer base. As The July Collective is still fairly new, I want to build a positive reputation with my customers by limiting any problems and issues at the start. My customer base is anyone aged 16-30 who are current students, have multiple occupations or those who are creative and like to support new businesses. I want to target my products at both men and women including all shapes and sizes. I would also like to build a relationship with those customers who have dyslexia or ADHD as this is something that I struggle with and I want to make them feel as though they aren't alone. There is more information on page 16.



PHYSICAL ENVIRONMENT



At first The July Collective will be ran at home. Primarily, it is an online business therefore there is no need to have somewhere physical for customers to visit. After researching into my options, I have decided to use Etsy as a way to sell my products. Etsy is an easy-to-use website for small business owners to sell products and services. Users such as myself can easily track orders, upload products and answer customer enquiries. I want my website to be simple and easy to use so customers can find information about my products easily with clear images of what they look like. Once the July Collective has built up a reputation and gained a great amount of interest, I will consider selling my products wholesale. This means that I would sell my products to the likes of Paperchase, Lucy & Yak, Rymans, Scribble, For The Love Of The North who can stock my products on behalf of myself. As far as I am aware, I would receive money for the product minus a percentage which would go to the brand stocking my product.



If I was to have a store in the future to stock my products, I can imagine my store to have a community vibe. Similar to Camber Coffee, Newcastle or Links Art Gallery, Whitley Bay; my store would have a coffee shop where customers can come and purchase my products as well as sit with a coffee whether that is to read, draw, watch the world go by or socialise. As The July Collective strongly believes in providing customers with ethical and sustainable products, it is important that the cafe would have a vegan friendly menu. I would want weekly evening activities with various artists, photographers or creatives sharing their advice with like-minded people. The lighting used would be warm to create a relaxing and calm environment. The materials used would be ethically sourced and would include: wooden flooring, minimalist and an eco-friendly but rather urban look. There would be three changing rooms that include floor length mirrors where customers can close a curtain rather than a door to give a more open feel to the store. The overall environment would be chilled and welcoming, somewhere a customer can come and feel as though they can pull themselves away from a busy lifestyle.



MARKETING STRATEGY

AIM: to build and increase engagement of The July Collective brand through utilising social media, introducing innovative techniques to encourage purchases and provide support to our consumers

- We want to increase brand awareness by curating an engaging social media presence. We expect to reach 1,000 brand impressions within the first year on our Instagram account.
- We are going to create an easy-to-use website that will provide support to our consumers when needed whether that be counsellors to speak to online or contact details for useful information regarding mental health and learning difficulties.
- To increase sustainability and ethical awareness amongst our consumers by providing helpful tips daily on our website and social media.
- Use innovative techniques to build loyalty and target consumers through authenticity.

The July Collective's target marketing approach aims to build awareness whilst developing brand loyalty with consumers visually. The July Collective must participate in a strong social media presence that offers something new in order to align with current competitors. The brand identity should be utilising its tone of voice, visuals and consistency across social media and their website. The July Collective will heavily rely on word of mouth through influencers in order to create a conversation about our products and services.

Fashion Film

Adverts are seen across digital platforms and traditional media however many consumers spend their time swiping through ads and skipping them therefore it is so important to capture our target audience in a way that doesn't seem like an advertisement. The fashion film that will be created as part of The July Collective launch will tell a glimpse of a story similar to that of the Prince's Trust and charity ads. Consumers will be able to click the advert in order to listen to the personal story further or read about the consumer story within a blog post that will be directed onto the website. The advert will be a series of personal stories that tackle mental health or learning difficulties such as dyslexia in order to raise awareness. Within the 30 second advert, it will explain a way in which our products has helped them create a better lifestyle for themselves.

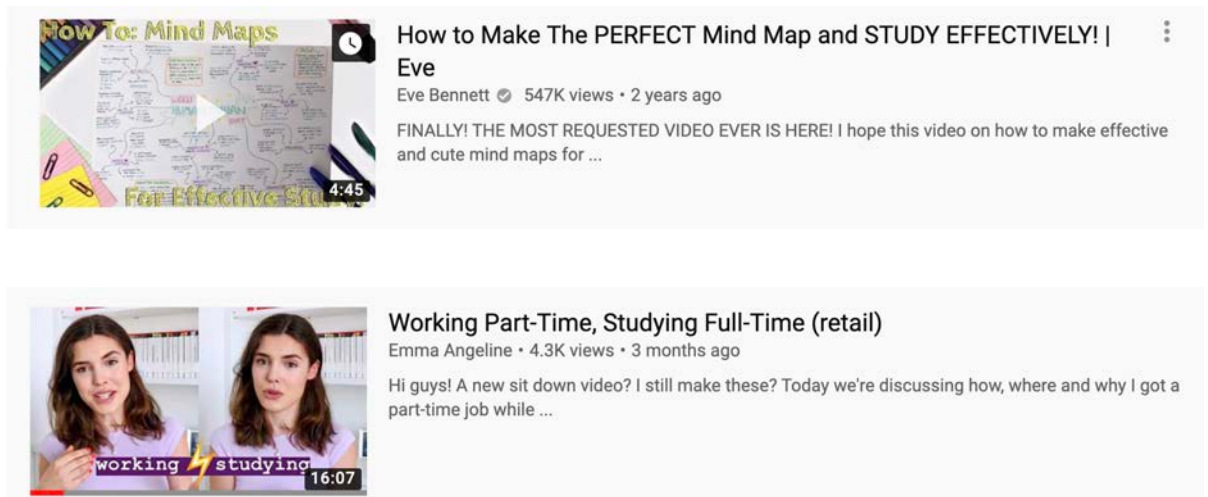
The advert itself will be created as a vertical video that can be easily used on Instagram Stories, Spotify, TV apps such as Sky, Channel 4, ITV Player, Demand 5 and YouTubers that are related to studying, ethical and sustainable fashion or dyslexic.

In an article written by Gitlin (n.d.), he states that "74% of people are tired of social media ads - but they're effective". He goes on to explain that half of social media users have bought something after seeing an ad and that number increases from millennials and women, a similar target market that is for The July Collective. Furthermore, marketers can improve their ads by: presenting people of colour and different sexual orientations, deliver honest and accurate claims of our products and services and take the user experience into account. Improvements include the frequency, relevancy and diversity of ads rather than the performance of the ad.

Influence Marketing

Influence marketing is a powerful tool in a fresh brand that wants to build a positive reputation. A large proportion of my target audience will spend their lives invested in bloggers, YouTubers and flicking through social media therefore this form of advertising is vital in order to get our product and services out there. As explained in an article by Talking Influence "the kind of content brands are looking to create has evolved beyond static images as 82% of marketers say they will invest in more video content in 2020, 55% will invest in Instagram Stories compared to 43% who prefer to invest their money in written content" (Forrester, 2019).

There will be a monthly collaboration with YouTubers and bloggers who are able to deliver a visual representation of using and highlighting our products within their videos. These influencers are able to speak to a large amount of their audience in the hope that consumers can click an affiliate link to receive an incentive to use on the website. It will encourage the brand awareness as targeted consumers will be able to see the various ways in which our products are able to be used.



How to Make The PERFECT Mind Map and STUDY EFFECTIVELY! | Eve
Eve Bennett • 547K views • 2 years ago
FINALLY! THE MOST REQUESTED VIDEO EVER IS HERE! I hope this video on how to make effective and cute mind maps for ...

Working Part-Time, Studying Full-Time (retail)
Emma Angeline • 4.3K views • 3 months ago
Hi guys! A new sit down video? I still make these? Today we're discussing how, where and why I got a part-time job while ...

Forrester, J. (2019) **90% of Brands See Value of Repurposing Influencer Content** Available at: <https://talkinginfluence.com/2019/10/29/90-brands-repurposing-influencer-content/> [Accessed: 29/10/19]

Instagram



Instagram (the.julycollective) will be the main communication tool used to connect with customers. The July Collective aims to raise awareness of learning difficulties and mental health issues through a visual concept that is both positive and engaging. The chatty and down to earth communication style will gain the attention of the millennial target audience. The content will reinforce branding and promote products through colour and bright imagery as well as illustrations to share positive affirmations.

Green (2019) shares from a recent survey that Instagram is still the most popular app that is clicked on within the millennial society with YouTube following a close second. Therefore, it is important for The July Collective to target Instagram and really work on creating a positive community in order to build a strong reputation and customer base. However, this doesn't work without creating interesting and informative content that is shareable throughout the target audience group. Publishing PA Indre explained to vice.co.uk "it depends on the picture whether I engage or read on...if it's interesting to look at then yes, I'll engage" (Lothian-McLean, 2019). This information just proves that it isn't the amount of followers that as a brand we should be concerned about but more of the type of content that we are putting out there. Is it going to be to our demographics taste? Is it engaging enough? Will it spark interest?

Green, Dennis. (2019) **The Most Popular Social Media Platforms with Gen Z - Business Insider** Available at: <https://www.businessinsider.com/gen-z-loves-snapchat-instagram-and-youtube-social-media-2019-6> [Accessed: 05/11/19]

Lothian-McLean, M. and White, C. (2019) **The Implications of Instagram Becoming One Big Shop** Available at: https://www.vice.com/en_uk/article/gyzw7b/instagram-influencer-marketing-spon-con-followers-asa-guidelines [Accessed: 05/11/19]

SWOT ANALYSIS

Strengths

- The July Collective has a unique target market that has not been tapped into fully. There are not many brands on the market that target those with dyslexia.
- Loyal customers who believe in our ethos will turn into our regular customer and will hopefully buy our products monthly.
- Illustrative design may target and appear to the younger generation as well as creatives.
- Affirmations that encourage positive thinking is something that a lot of our customer base is trying to do more of.

Weaknesses

- The general public awareness of dyslexia is limited. This means that they may not pay much attention to the awareness surrounding my brand.
- The resources I have to start my brand up is little in comparison to my competitors and how they release new products.
- Many of my customers still prefer to visit the store so they can interact with the products and still receive the service that is offered. This might be seen as weakness to my brand as my customers won't be able to visit a physical store.
- A pre-order system may not work as I am still a new brand and don't have a regular customer base or good reputation yet.
- I could have developed the reading rulers further to add as a product onto my website.

Opportunities

- Within a focus group conversation, one person mentioned that I should branch out into A3 deskpad sizes as they find when working at a desk or a computer having a larger sheet of paper helps her to jot down notes.
- Students may be a loyal consumer base for The July Collective. There will always be students available to buy from my brand.
- Dyslexia is becoming a lot more apparent and well-known. Mollie King recently informed media outlets that she is dyslexic and therefore people are talking about it within the traditional media outlets.
- The products available in my store are multi-functional therefore I should be able to target a wide audience.
- The July Collective could introduce a pocket reading ruler for those who don't have the ability to afford the glasses that have a coloured lens.
- A lookbook could help strengthen my brand when selling my products at craft fairs. This could include testimonials on how they've helped dyslexics.

Threats

- There's not a lot of money for thorough advertisement. I would like to make a fashion film that really emphasises dyslexia as I have not seen this done before. However I would need longer than 30 seconds and need other resources to really benefit from it.
- There are larger companies such as Sighh, Paperchase and Tiger who are a lot more well-known and developed excellent branding in order to advertise their products, retain existing customers and interest new consumers.
- There are plenty of up and coming illustrators with similar products trying to sell on places like Etsy which means I would have to offer something completely new in order to stand out from the crowd.
- I could introduce a card that shows my consumers how they can really benefit from my deskpads. This is something that would improve my products.

