

Business concept

G-Sport aims to become the leading retailer for the active woman and is dedicated to enriching her lifestyle. Our mission is to help our consumers maintain a healthy lifestyle through providing products and accessories that are designed specifically for the female athlete, either during or after sport. G-Sport is the brand that the woman who aspires to be healthy and active can rely on and trust to outfit her for her ambitions. To this end, we are a retail store concept that offers products and support to the active woman before, during, and after sport.

Description of market opportunity

Today, 55.5% of adults who consider themselves athletes are women, and women comprised 58% of all health club memberships in the United States in 2001. The women's sports industry is estimated to be \$25 billion. These statistics, coupled with a higher growth rate than the men's athletic market, are staggering. However, this segment is still being underserved. G-Sport has directly interviewed consumers who feel frustrated by the stores currently available to them. In the current marketplace, the consumer is required to shop at numerous locations in order to satisfy her product needs. Very few retailers have recognized and acted on the importance of providing emotional support for this segment of consumers, which G-Sport will do.

Target consumer

Our target consumer is an active woman who is looking for a shopping experience more customized for her needs. This woman is a young, well educated, urban professional. She is aged 20-40, urban, professional and well educated. She is competitive by nature and busy with her job, but craves activity and a healthy lifestyle. While she may aspire to be a great athlete, both her schedule and city residence mean that she is a gym-goer and weekend warrior. She is interested in style but is not a slave to fashion, and is currently unsatisfied with the athletic apparel available to her.

Competitive advantage

G-Sport will provide our consumer with a boutique athletic shopping experience uniquely targeted for this active woman. By offering her an assortment of brands, having a knowledgeable female sales force, merchandising to cover all aspects of her active lifestyle, and providing an atmosphere in which women feel more at ease and supported, we will become her trusted brand. Our research indicates that there are six common product attributes that drive consumer purchasing in this segment: product fit, product assortment, customer service, convenience, trust in a brand, and price. G-Sport will better the competition on offering the first of those five in a more tailored manner for women, but will offer products at high prices comparable to other specialty stores.

Business model and economics

Our initial target market for our retail store will be major east coast cities. G-Sport will pilot our first store in Boston, Massachusetts. G-Sport plans to open 15 stores within 5 years of launch. Our revenue target is \$1 million per mature store. We expect inventory turns, contribution margins, and customer acquisition and retention costs to be key economic drivers. We plan to address these drivers through strong, grass-roots marketing, women's programming for customer retention, and store growth to improve inventory purchasing power. Finally, G-Sport will launch its own private label in its third year to improve contribution margin and differentiate itself from the competition.

G-Sport management team

Beth Jackson, Laurie Schrager, and Tracy Sun are M.B.A. Candidates at the Tuck School of Business. Ms. Jackson is experienced in financial analysis, marketing for a start-up organization, and has worked in retail at The Timberland Company. Ms. Schrager is experienced in marketing, management consulting, and modeling and mathematical skills useful for demand forecasting and inventory management. Ms. Sun has prior experience in apparel in an entrepreneurial setting at Brooklyn Industries, as well as a strong background in statistical research, project management and business strategy.

G-Sport has also reached out to several experienced mentors to refine our concept, including:

- Carolyn Cooke, *Co-founder, Isis* – for advice on merchandising in women's athletic retail
- Professors Gregg Fairbrothers and Phil Ferneau, *Tuck School of Business* – for business planning advice
- Rod Fletcher, *Former CFO, City Sports* – for the financials and operations of athletic retail
- Lisa Kable, *Co-founder, Artemis Woman* – for insight into marketing to female consumers