

Building brands.

MAY—AUGUST 2022 / REPORT

Strengthening the building blocks for entrenching an image as a menswear fashion house and generating deeper connections with customers and media (digital and traditional alike).

DervanSOLUTIONS

www.dervansolutions.com

Executive Summary

In 4 months, Dervan Solutions, management consultants, have undertaken steps to

- ❑ Harmonize Connaisseur Paris' brand image, communication, and presence in-store, online, and in general media.
- ❑ Position Connaisseur Paris as a men's fashion house
- ❑ Generate deeper connections with customers (ie. Increase positive product reviews and increase customer lifetime value)
- ❑ Build further product awareness and demand.

To get closer and achieve these objectives,

BRAND BUILDING

Dervan solutions, armed with the findings from the brand audit and market research conducted, have developed and designed the official brand book/guide for Connaisseur Paris to harmonize its visual presence, tone of voice, message, and promise among its audience and media. This enabled us to revamp Connaisseur Paris' social media platforms (Facebook and Instagram) with a fresh new look as well as strategic campaigns to increase brand awareness, endearment, and eventually brand value and sales.

BRAND-DIGITAL-SALES SYSTEMS SYNCHRONIZATION

We have not only taken steps to improve the brand image but also enhance the customer experience online and instore by redesigning the Connaisseur Paris website with clear goals: to improve customer experience through succinct UI/UX design, reduce refunds by removing items that are not in-stock, sync store payment system with the online platform to have accurate data on inventory across stores. We have also linked inventory data to Facebook and Instagram stores to increase sales points for Connaisseur Paris. We are currently in the process of building an order management application to further make seamless Connaisseur Paris' operations.

These steps have made Connaisseur Paris more efficient across the customer satisfaction value chain — from designing, manufacturing, stores, and online inventory update to satisfying clients. To top it off, we have taken steps to increase positive online reviews through incentives to customers and respond to all reviews or comments in real time.

SALES

Our efforts on the online optimization comes with its perks to sales promotion—indirectly building sales from online. We have introduced the Gift Card System, ordered the gift cards which hopefully will facilitate gifting for our clients and enable us build an enduring loyalty program.

Executive Summary

MEDIA RELATIONS

To draw media attention and build endearment to the brand, we have developed and organized collection release themes and stories, photoshoots, and campaigns. Out of these our team has developed a pitch document that details the strong position of Connaisseur Paris to spearhead the menswear section of the industry and collection lookbooks to chronicle the top-of-chart outfits released season after season.

We have organized brand awareness events drawing the attention of the upper echelon (business and media moguls) of the DMV.

Dervan Solutions, by these operations optimizations steps, is making Connaisseur Paris investment-ready by chronicling its journey through the lookbooks and monthly reports that shed light on the digital brand worth and sales performance.

With the synchronized sales systems across platforms, uploading inventory online helps generate data for decision-making. In the subsequent pages, we show results for over four months.

- * Plans are in place to help management and staff of Connaisseur Paris to further create unique experiences for its clients through loyalty programs, brand influencer/ ambassador campaigns, Making Connaisseurs (a community project), Prom Program, Collaborations with sports teams and other worthwhile organisations.

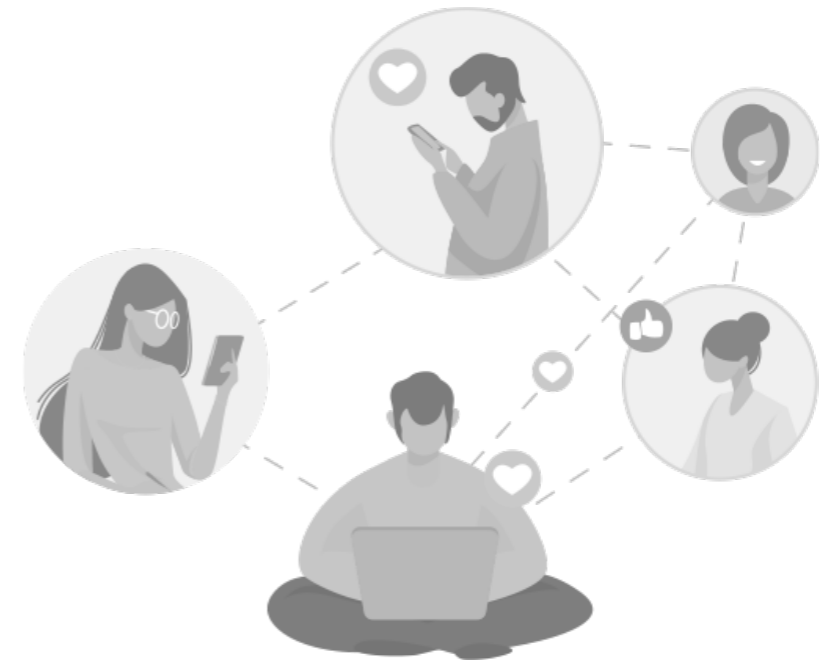
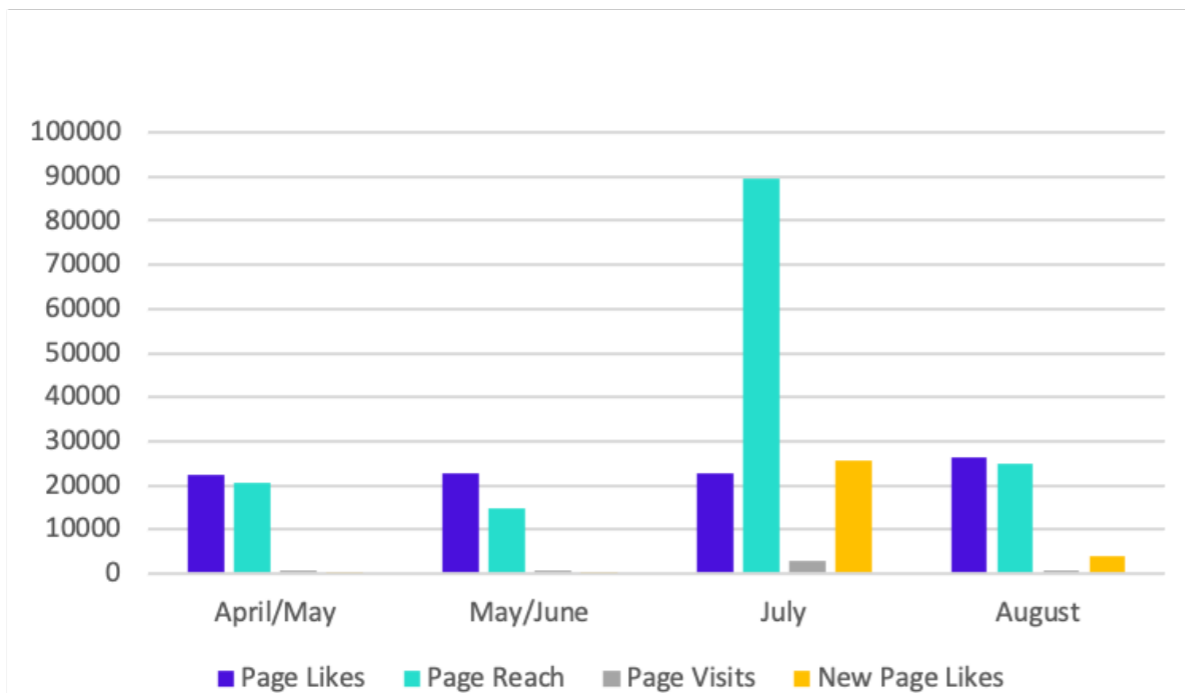
Community Pages Management

This data gives an overview of month-on-month interaction by online audience with Connaisseur Paris social media pages...

Facebook



	April/May	May/June	July	August	Month-on-Month Changes (%)
Page Likes	22,479	22,627	22,628	26,431	0.17
Page Reach	20,685	14,867	89,534	25,033	-0.72
Page Visits	627	651	2,916	605	-0.79
New Page Likes	253	148	25,513	3,803	-0.85



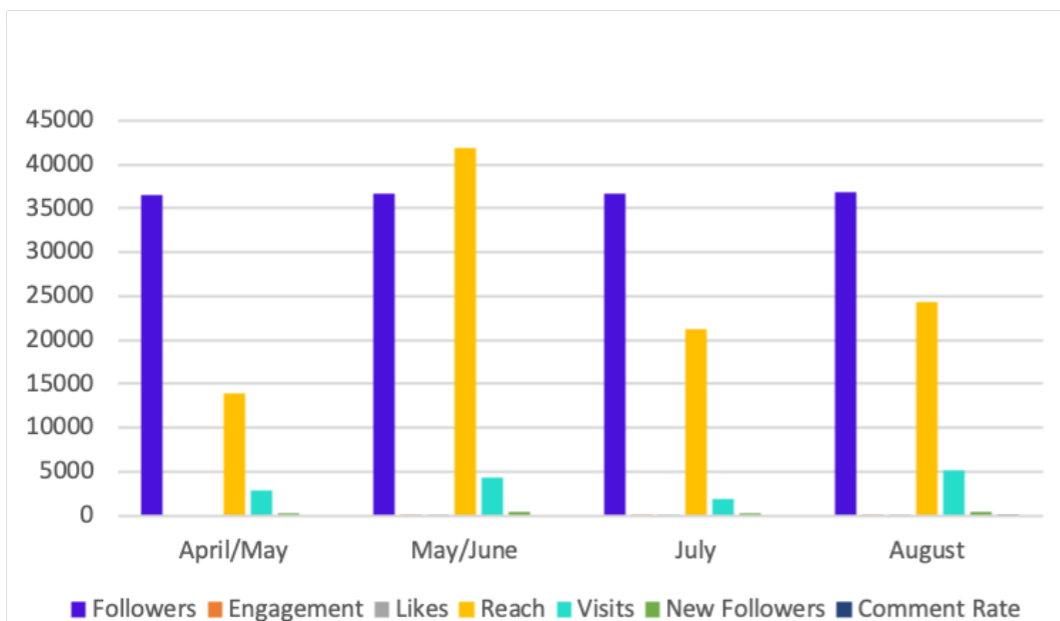
Community Pages Management

This data gives an overview of month-on-month interaction by online audience with Connaisseur Paris social media pages...

Instagram



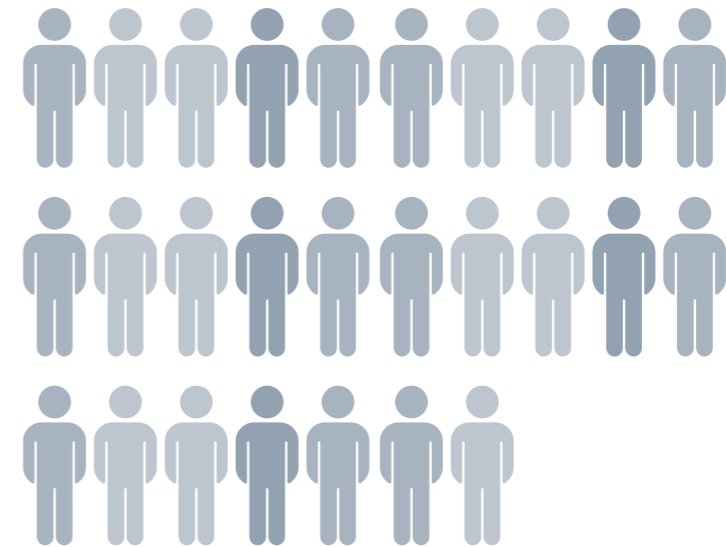
	April/May	May/June	July	August	Month-on-Month Changes (%)
Followers	36,448	36,671	36,710	36,902	1%
Engagement	0.35%	1.38%	2.38%	2.88%	21%
Likes	0.34%	2.34%	4.34%	8.34%	92%
Reach	13,930	41,852	21,215	24,313	15%
Visits	2,830	4,284	1,910	5,115	168%
New Followers	292	462	233	208	118%
Comment Rate	-	-	-	2.20%	-



Online Image Optimization

We closely managing to maintain the balance of women to men audience ratio. We perceive that to some extent wives/girl friends influence the look of their partners.

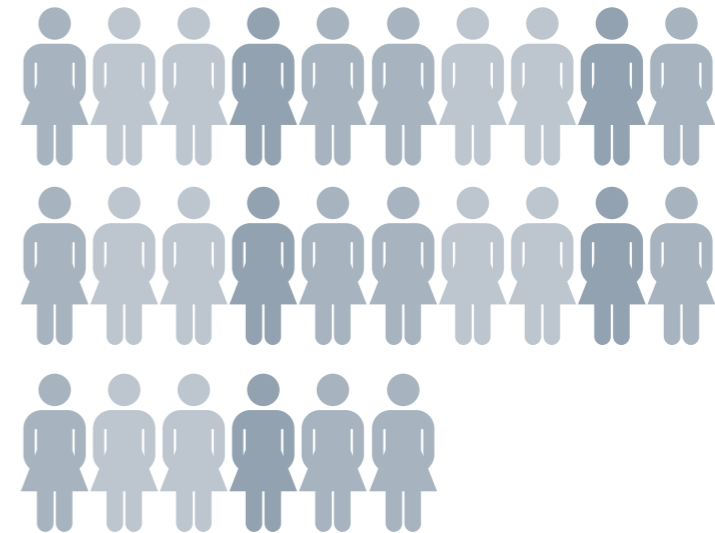
Facebook /	AUDIENCE:					Month-on-Month Changes (%)
	April/May	May/June	July	August		
Age						
18-24	6%	6%	5%	6%	-1%	
25-34	23%	22%	26%	26%	4%	
35-44	22%	23%	23%	23%	0%	
45-54	16%	16%	16%	16%	0%	
55-64	5%	5%	4%	4%	-1%	
65+	5%	5%	5%	5%	0%	
	77.0%	77.4%	79.0%	79.0%	2%	



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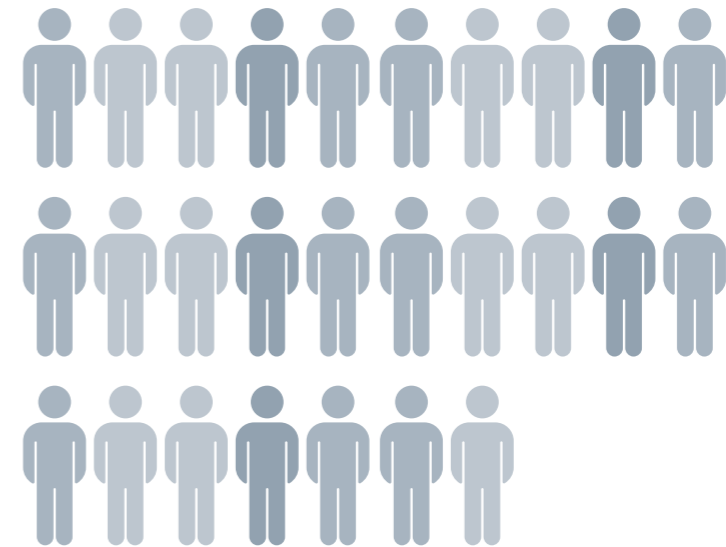
Facebook /	AUDIENCE: FEMALE				
Age	April/May	May/June	July	August	Month-on-Month Changes (%)
18-24	1%	2%	1%	1%	-1%
25-34	6%	6%	6%	6%	0%
35-44	8%	8%	7%	7%	-1%
45-54	3%	3%	3%	9%	0%
55-64	2%	2%	2%	1%	0%
65+	3%	2%	2%	1%	0%
	22.6%	22.6%	20.9%	25.1%	-1.7%



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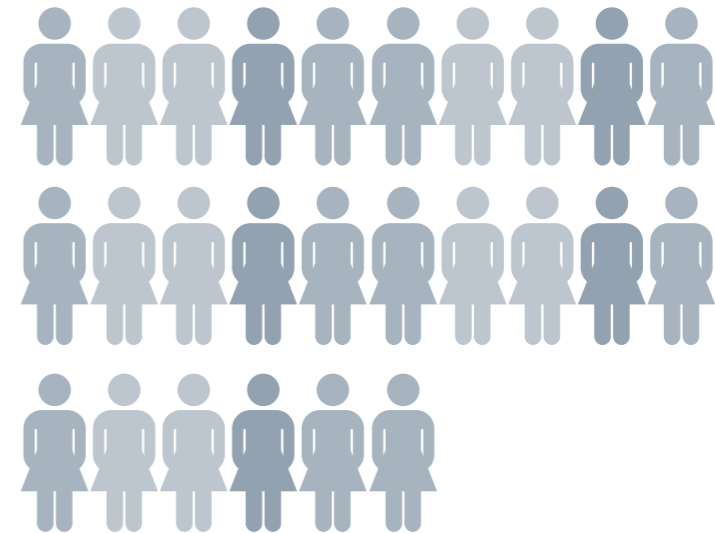
Instagram /	AUDIENCE:		MALE			Month-on-Month Changes (%)
	April/May	May/June	July	August		
Age						
18-24	5%	5%	5%	4%	0%	
25-34	30%	30%	30%	30%	0%	
35-44	27%	27%	27%	26%	0%	
45-54	9%	8%	9%	9%	1%	
55-64	3%	3%	2%	3%	-1%	
65+	2%	2%	2%	3%	0%	
	75.7%	75.3%	75.0%	74.9	-0.3%	



Online Image Optimization

We closely managing to maintain the balance of women to men audience ratio. We perceive that to some extent wives/girl friends influence the look of their partners.

Instagram /	AUDIENCE: FEMALE				
Age	April/May	May/June	July	August	Month-on-Month Changes (%)
18-24	1%	2%	1%	1%	-1%
25-34	7%	7%	7%	7%	0%
35-44	8%	8%	8%	8%	0%
45-54	6%	6%	6%	6%	0%
55-64	1%	1%	2%	2%	1%
65+	1%	1%	1%	1%	0%
	24.3%	24.7%	25.0%	25.1%	0%

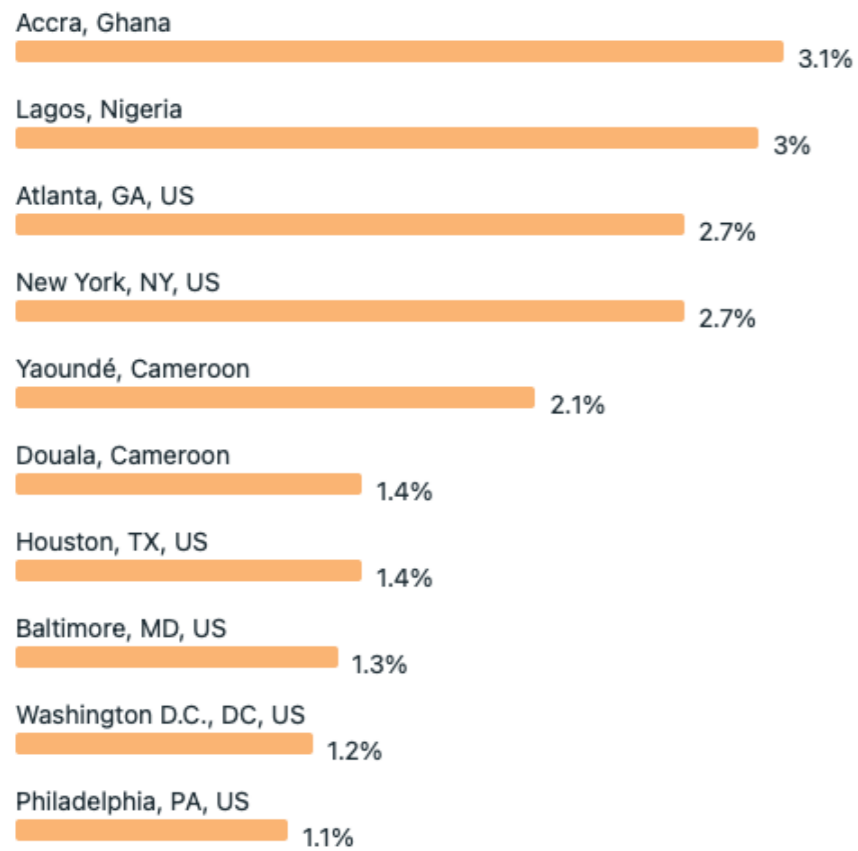


Online Image Optimization

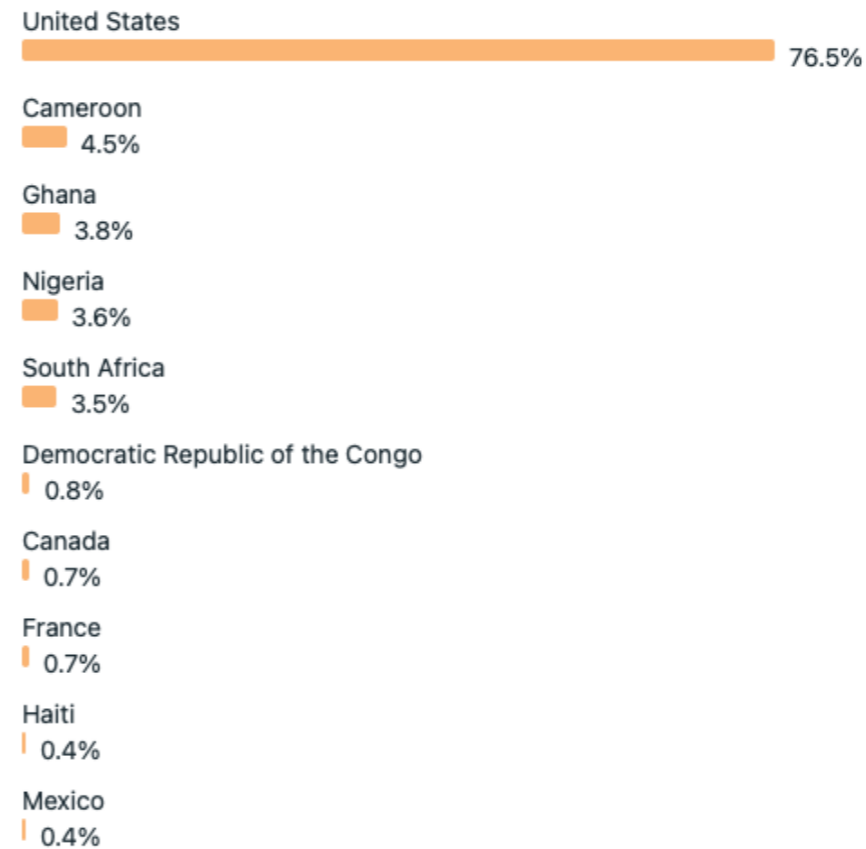
We are also managing the audience base across countries and cities...

Facebook: AUGUST: Cities/Countries

Top towns/cities



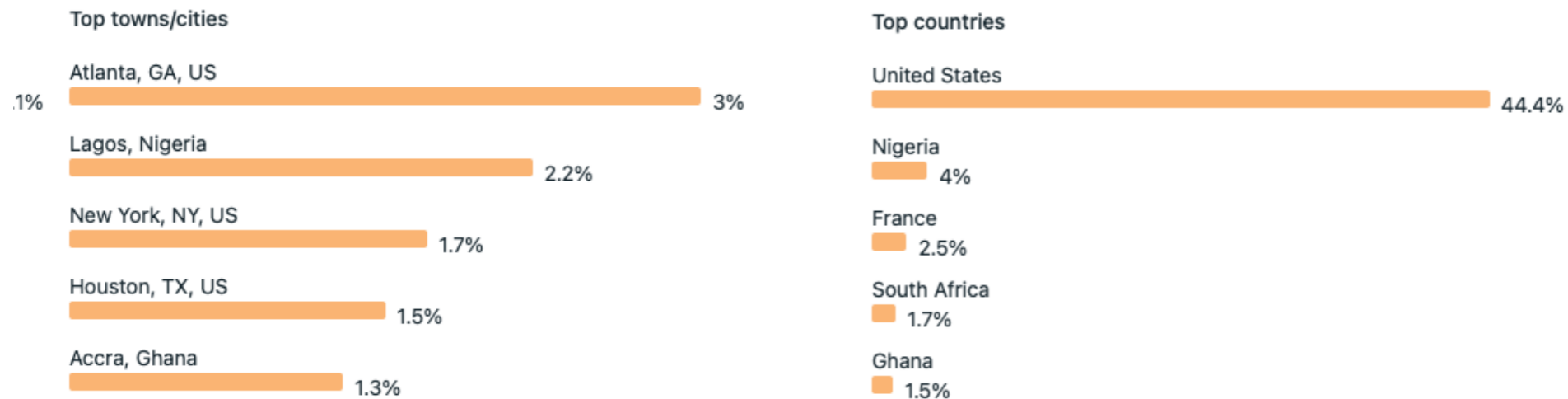
Top countries



Online Image Optimization

We are also managing the audience base across countries and cities...

Instagram: AUGUST: Cities/Countries



Google Reviews

Silver Spring

78 ⁺¹

Atlanta

49 ⁺¹

Upper Marlboro

04 ⁺⁰

Houston

02 ⁺⁰

Online Image Optimization

We closely managing to maintain the balance of women to men audience ratio. We perceive that to some extent wives/girl friends influence the look of their partners.

Google Reviews: Month-on-Month Changes



Reviews	January	February	March	April	May	June	July	August	% Incr/Dcr
Houston	-	-	-	1	-	2	2	2	0%
Silver Spring	-	-	-	77	77	77	78	79	1.28%
Atlanta	-	-	-	43	45	48	49	50	2.04%
Upper Marlboro	-	-	-	2	3	4	4	5	25%

Online Image Optimization

Short-term objectives to reach close to a 80% operationalized digital operations (sales and marketing of Connaisseur Paris. The rest of the 20% relies on accurate inventory and optimized website.

DIGITAL/IN-STORE  Monthly goals achieved

MAY

- Facebook name change from "Connaisseur Paris Boutique" to "Connaisseur Paris"
- Facebook bio updated
- Facebook banner updated
- Facebook email updated
- Facebook profile pic updated
- Content Development and designs made
- Instagram profile pic updated
- Instagram bio updated
- Instagram story highlights updated
- Content Development and designs made
- Ran 8 different Ad Promotions across Facebook and Instagram
- YouTube made new account
- Twitter made new account
- Fixed email server for info@connaisseurparis.com
- Photoshoot for Spring Collection
- PR written for Spring Collection
- Planned and designed the Spring 2022 Lookbook
- Engaged with 340 media houses about the Spring Collection/ Lookbook
- Gained ownership of Upper Marlboro google business account
- Gain ownership of Houston google business account
- Gain ownership of ATL google business account
- Gain ownership of Silver Spring google business account
- Connaisseur Shows up in the directory in houston
- Planning for Downtown Philadelphia and Dallas,Texas Opening
- Get houston location updated on instagram
- Get silver spring location updated on instagram
- Get houston location updated on instagram
- Get silver spring location updated on instagram
- Get houston location updated on snapchat
- Get silver spring location updated on snapchat
- Create Snapchat/Instagram filter for ATL/ Silver Spring/ Upper Marlboro/ Houston

Online Image Optimization

Short-term objectives to reach close to a 80% operationalized digital operations (sales and marketing of Connaisseur Paris. The rest of the 20% relies on accurate inventory and optimized website.

DIGITAL/IN-STORE  Monthly goals achieved

MAY/JUNE

- Gained ownership of ATL google business account
- Gained ownership of Silver Spring google business account
- Replied to all google reviews for Silver Spring, Upper marlboro, and ATL
- Built new website
- Created SEO content for new website
- Wrote 5 articles
- Regained access to www.connaisseurparis.com domain
- Setup Clover systems in Silver Spring at no charge
- Setup Clover systems in Largo at no charge
- Revamped Julius' personal page and created designs for the page at no charge
- Recovered website emails.
- Facilitated product shoot for summer collection
- Setup review flyer for Silver Spring and Upper Marlboro stores
- Printed Review flyers

Online Image Optimization

Short-term objectives to reach close to a 80% operationalized digital operations (sales and marketing of Connaisseur Paris. The rest of the 20% relies on accurate inventory and optimized website.

DIGITAL/IN-STORE  Monthly goals achieved

JULY

- Gained ownership of Houston google business account
- Got houston location updated on instagram
- Got silver spring location updated on instagram
- Got houston location updated on snapchat
- Got silver spring location updated on snapchat
- Created Snapchat/Instagram filter for ATL/ Silver Spring/ Upper Malboro/ Houston
- Published press release for summer collection
- Published publicity article for Connaisseur Paris
- Activated non-operational Instagram/Facebook shops
- Linked Facebook pixel, Google Analytics, Facebook shop to website
- Updated website homepage
- Created SKUs for each inventory and update all items on website into Clover POS database for all stores — **DONE AT NO CHARGE**
- Organized photoshoot for the Summer collection
- Designed Lookbook
- Conducted two email campaigns to increase audience reach and drive sales
- Ordered Review flyers for Atlanta and Houston

AUGUST

- Updated inventory system with standard items —**DONE AT NO CHARGE**
- Coordinated photophography/videography at the cocktails and couture event —**DONE AT NO CHARGE**
- Ordered Gift Cards
- Sent initiate collaborative talks with Houston Rockets, Texans, Wizards, Commanders, Ravens, Falcons & Hawks
- Ran 8 different AD campaigns
- Created Connaisseur Paris web application
- Replied to all reviews

Online Image Optimization

Short-term objectives to reach close to a 80% operationalized digital operations (sales and marketing of Connaisseur Paris. The rest of the 20% relies on accurate inventory and optimized website.

DIGITAL/IN-STORE  **DONE AT NO CHARGE**

MAY/JUNE

- Setup Clover systems in Silver Spring at no charge
- Setup Clover systems in Largo at no charge
- Revamped Julius' personal page and created designs for the page at no charge
- Created SKUs for each item in Upper Marlboro store and updated Retail Cloud POS system

JULY

- Create SKUs for each inventory and update all items on website into Clover POS database for all stores

AUGUST

- Updated inventory system with standard items
- Coordinated photophography/videography at the cocktails and couture event

Online Image Optimization

Short-term objectives to reach close to a 80% operationalized digital operations (sales and marketing of Connaisseur Paris. The rest of the 20% relies on accurate inventory and optimized website.

DIGITAL/ IN-STORE Monthly goals yet to be achieved

DIGITAL

- Launch Connaisseur Gift Card Program
- Connect Facebook pixel to website
- Launch giveaway to increase traction to the Connaisseur Paris Website
- Launch Connaisseur Paris Loyalty Program (Connaisseur Paris Deluxe)
- Connaisseur shows up in the directory in Houston
- Launch Twitter and Youtube
- Increase returning customer rate
- Decrease amount of abandoned checkouts
- Connaisseur Shows up in the directory in houston

IN-STORE

- Curate events for September: Toast to the Fall (Houston) | Jazz Night (One Year Anniversary at Upper Marlboro) | Brunch with Connaisseur Paris founders
- Launch Charity campaign
- Launch brand ambassador/Influencer campaign (October)
- Print Spring LookBook
- Sign directing customers to take picture by red carpet and #connaisseurparis to get featured on our story/page
- Print Brand Look Book

Website Sales Performance

The year so far in a Snap Shot...

Tax Paid	January	February	March	April	May	June	July	August	Total	% Incr/Dcr
	\$	\$	\$	\$	\$	\$	\$	\$	\$	
Gross Sales(tax inclusive)	5,477	5,815	12,459	9,245	11,771	-	6,209	11,419	62,394	84%
Net Sales (tax exclusive)	5,169	5,425	11,723	8,687	11,365	-	3,767	10,597	56,732	181%
Taxes	308	390	736	558	407	-	2,442	822	5,663	

Loss on Refunds	January	February	March	April	May	June		August	Total	% Incr/Dcr
	\$	\$	\$	\$	\$	\$	\$	\$	\$	
Net Sales (tax exclusive)	5,169	5,425	11,723	8,687	11,365	-	3,767	10,597	56,732	181%
Refunds	549	3,037	859	3,006	4,871	-	2,442	868	15,632	-64%
Revenue BSC	4,620	2,388	10,864	5,681	6,494	-	1,325	9,729	41,100	

*BSC (Before Shipping Cost)

Website Sales Performance

The year so far in a Snap Shot...

Loss on Shipping	January	February	March	April	May	June	July	August	Total	% Incr/Dcr
	\$	\$	\$	\$	\$	\$	\$	\$	\$	
Revenue BSC	4,620	2,388	10,864	5,681	6,494	-	1325.07	9729	41,100	634%
Shipping Cost	308	390	736	558	407	-	425	725	3,548	71%
Revenue ASC	4,312	1,998	10,128	5,123	6,087	-	900	9,004	37,552	900%

*ASC (After Shipping Cost)

	January	February	March	April	May	June	July	August	Total
Orders	16	19	32	28	30	0	20	20	165
Items Purchased	25	28	41	40	73	0	5	0	207

Website Sales Performance

TOP PRODUCTS PER MONTH - 2022

	January	February	March	April	May	June	July	August
Dark Navy Blue double breasted	2	-	-	-	-	-	-	-
Mid Blue Classic double breasted 2 piece	-	2	-	-	-	-	-	-
Mid Grey with Grey pinstripes double breasted	-	2	-	-	-	-	-	-
Green Classic Double breasted 2 piece	-	-	4	-	-	-	-	-
Off White floral pattern 3 piece slim fit tux U vest	-	-	3	-	-	-	-	-
Black classic shawl 3 piece slim tux U vest	-	-	2	-	4	-	-	-
Dark Navy Blue with grey pinstripes double breasted	-	-	2	-	-	-	-	-
Powder Blue velvet one button blazer	-	-	2	-	-	-	-	-
Black Velvet Butterfly bow tie with pocket square	-	-	-	3	4	-	1	-
White two ply cotton raised collar dress shirt	-	-	-	3	-	-	-	-
White Ceremonial chest pleated slim shirt	-	-	-	2	-	-	2	3
Forest Green velvet butterfly bow tie with pocket square	-	-	-	-	9	-	-	-
Plum purple double breasted 2 piece suit	-	-	-	-	9	-	-	-
Burgundy & white gingham check spread collar 2 ply shirt	-	-	-	-	3	-	-	-
White Italian collar slim fit dress shirt with black buttons	-	-	-	-	-	-	2	-
White Chest full ruffle slim fit dress shirt french cuffs	-	-	-	-	-	-	1	-
Lavender linen slim fit dress shirt	-	-	-	-	-	-	1	-
Brown 3-piece slim fit double breasted suit (V vest)	-	-	-	-	-	-	-	3
Pink Slim fit dress shirt	-	-	-	-	-	-	-	3
Burgundy wine velvet butterfly bowtie	-	-	-	-	-	-	-	2

* The focus here was on items that had multiple sales in a month and/or repeat sales in other months.

Website Sales Performance

The year so far in a Snap Shot...

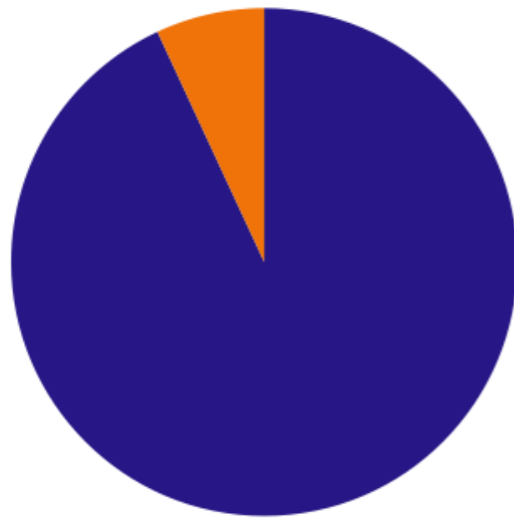
Most Viewed Items	August	Bespoke Appointments	August	Conversion Rate	August	% Incr/Dcr
	Views		Number	Rate	0.35%	28%
Ivory white pattern 3-piece slim fit tuxedo with U vest	72	Appointments made	12	Added to Cart	128	-18%
White 2-piece slim fit linen suit with patch pockets	55			Reached Checkout	71	9%
				Sessions Converted	22	28%
				Returning Customer rate	10.34%	-2%
				Average Order Value (\$)	409.59	23%
Abandoned Checkout Rate	August	Clover Sales/Orders	August			
	%	Silver Spring	Views			
Abandoned checkout rate	62	Order	294			
Successful abandoned checkout recovery emails	7.7	Total Sales (\$)	82,636.17			
		Houston				
		Order	168			
		Total Sales (\$)	54,852.00			
		Upper Marlboro				
		Order	223			
		Total Sales (\$)	48,258.50			
		Atlanta				
		Order	262			
		Total Sales (\$)	110,980.45			

Website Traffic

	January	February	March	April	May	June	July	August	% Inc/Dcr
Sales by Social Source									
Facebook (\$)	-	-	-	-	-	-	160	836	424.01
Instagram (\$)	-	-	-	-	-	-	-	607	0.00
Traffic by Location									
USA	-	-	-	-	-	-	4,937	5,605	13.53
Ireland	-	-	-	-	-	-	94	190	102.13
PR	-	-	-	-	-	-	52	40	-23.08
Canada	-	-	-	-	-	-	48	84	75.00
Pakistan	-	-	-	-	-	-	48	-	-100.00
Traffic by Device type									
Mobile	-	-	-	-	-	-	3,888	3,888	0.00
Desktop	-	-	-	-	-	-	1,396	1,396	0.00
Tablet	-	-	-	-	-	-	12	12	0.00
Other	-	-	-	-	-	-	151	151	0.00
Traffic by Social Source									
Facebook	-	-	-	-	-	-	721	836	15.95
Instagram	-	-	-	-	-	-	321	607	89.10
Snapchat	-	-	-	-	-	-	1	1	0.00
Youtube	-	-	-	-	-	-	-	6	0.00
Pinterest	-	-	-	-	-	-	-	2	0.00
Traffic per Page									
Home	-	-	-	-	-	-	3,074	3,784	23.10
Suits	-	-	-	-	-	-	265	326	23.02
New Arrivals	-	-	-	-	-	-	178	178	0.00
Tuxedo	-	-	-	-	-	-	120	145	20.83
White 2 piece linen Suit	-	-	-	-	-	-	81	81	0.00

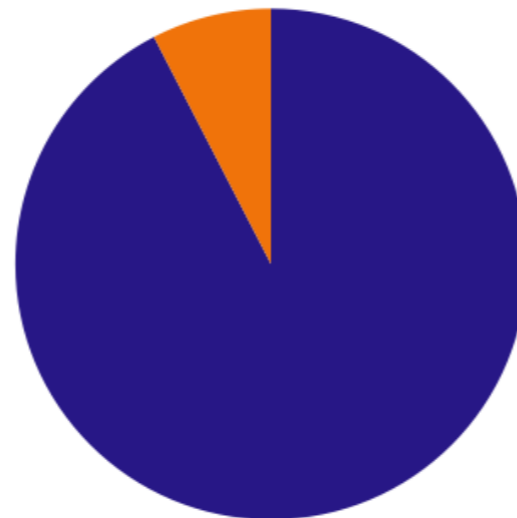
Ratios

Revenue BSC to Shipping Cost



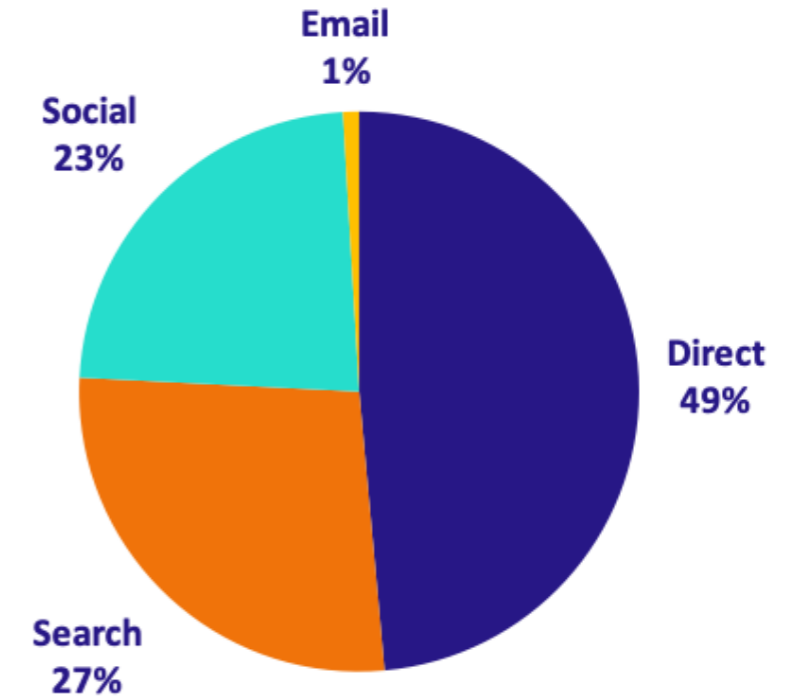
■ Revenue BSC ■ Shipping Cost

Net Sales to Sales Refunds



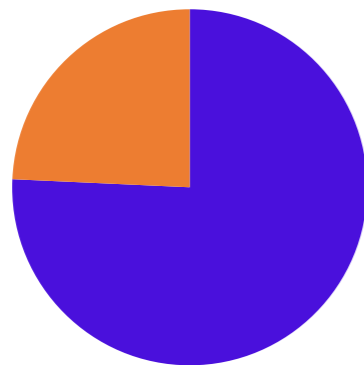
■ Net Sales (tax exclusive) ■ Refunds

Website Traffic



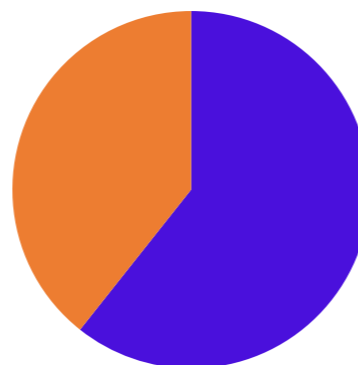
Comparative: Previous Month

Ratio of Revenue BSC to Shipping Cost

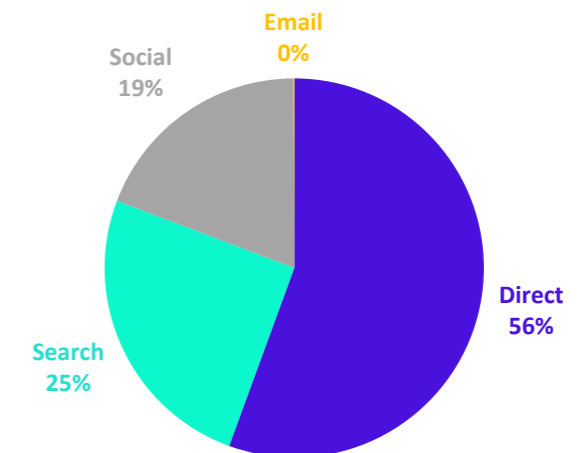


■ Revenue BSC ■ Shipping Cost

Ratio of Net Sales to Refunds



■ Net Sales (tax exclusive) ■ Refunds



Key Insights

Social Media

- ❑ **CLIENT BASE:** We observe that our efforts on Facebook and Instagram has maintained the number we started with and on an increasing basis. Seeing as Male audience has grown on FACEBOOK from 77% to 79% by August and Female audience have equally grown from 22.6% to 25.1% by August. Instagram male audience have stood, averagely at 75% and female audience have grown from 24.3% to 25.1%.
- ❑ We believe these are as a result of consistent engaging posts (organically and boosted posts).
- ❑ **PAGE LIKE/FOLLOWS:** General page likes and follows on both Facebook and Instagram have seen a marginal growth around 1%. However, monthly page visits and like increase month on month.
- ❑ **FACEBOOK/INSTAGRAM STORES:** By setting up these stores, we have increased sales access points to customers. From the WEBSITE TRAFFIC CHART, you are able to tell the sales by social source and traffic generated from social media activities.
- ❑ We must remark that our efforts are mainly to revamp the social media pages and deepen customer connection. Thus, being able to generate sales from these activities is an indirect and fortunate benefit.

Website

- ❑ **We recorded the highest sales amount this since we took over in July**
- ❑ **We have to find ways to increase the conversion rate.** A large amount of customers are leaving items in carts. We've launched an abandoned checkout recovery email to remind customers to complete their purchase
- ❑ **Refunds begun to decrease from July due to us removing all inventory that are not in stock (Refer to pie chart on previous page).** We can continue to decrease the amount of refunds by responding faster to customer emails and refund requests and updating inventory with stock amounts.
- ❑ **Including the payment installation system was beneficial** as we have been able to give low-income customers a chance to make payments in installments. **We made \$709 in July from that.** We will create campaigns letting customers know they can pay in installments (we get full payments regardless of if customer is able to complete installment or not...shop pay handles that)
- ❑ **Our main traffic source now is Google** and we can increase that by getting more reviews to become the number one choice in our area for menswear store/ brands
- ❑ We got 12 people booking appointments using the booking feature. All 12 are in Atlanta. We need to push for other stores. **This is \$8,400.00 extra Atlanta store made.**

Key Insights

Brand Awareness Across Stores

- ❑ **BRAND AWARENESS:** Brand awareness may differ from store to store primarily because of the nature of location and people. We acknowledge that marketing efforts can increase this number through store specific awareness campaigns online and events.
- ❑ The efforts on social media marketing has been directed to increasing customer engagement and traffic to the website.

Brand Loyalty

- ❑ **COMMUNITY EFFORTS:** We rehash what we pointed out in the report from the research phase: Brand loyalty and endearment with customers and potential customers are built not just from quality and affordable products but through social work, climate and environmental cognisance.
- ❑ It is on the back of this that we have begun efforts to partner with major brands to embark on community projects such as Making Connaisseurs among many to come.

Building brands.

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