
TO THE TRADE

ABOVE WATER

Danielle Veeder

Rachel French Josh Young

Erika Raggio

November 12, 2011

HFMD 3570

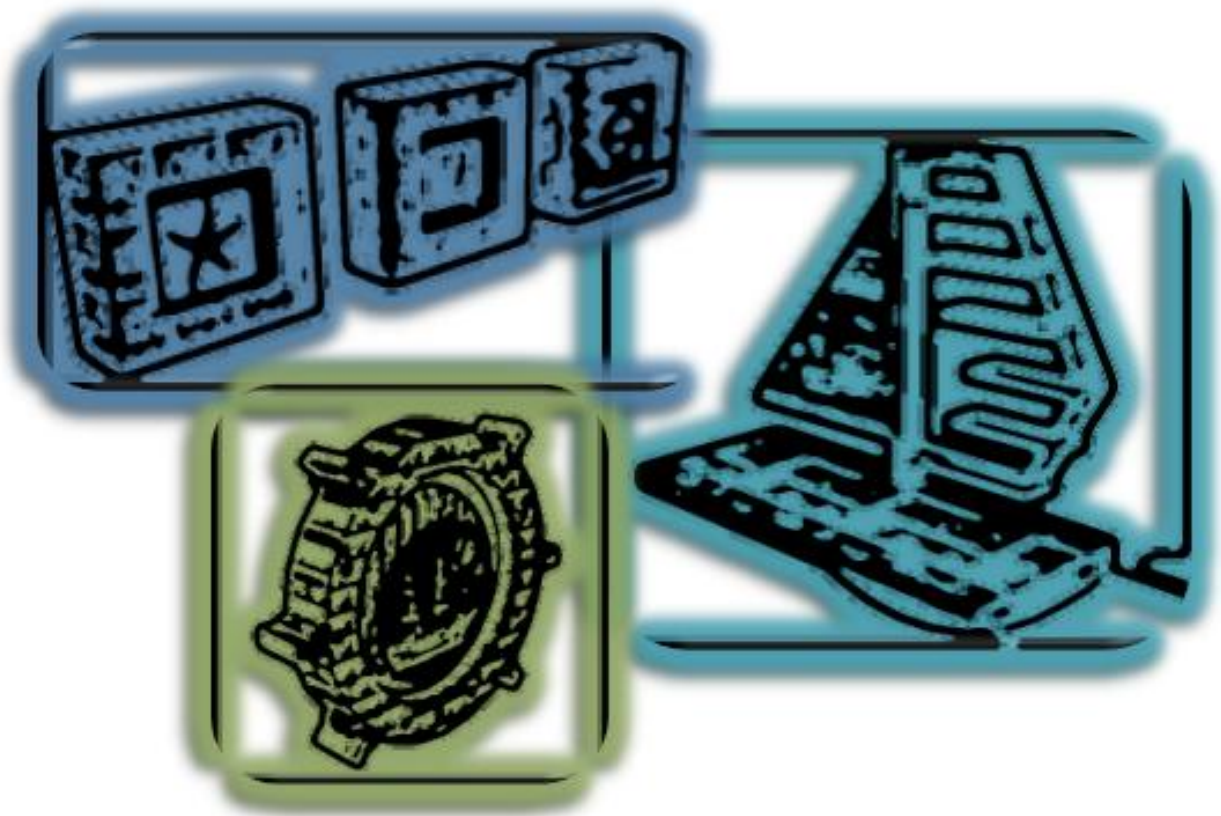


Table of Contents

INTRODUCTION3
 ORGANIZATIONAL CHART AND RESPONSIBILITIES PAGE 3

CATEGORY RESEARCH5
 DEFINITIONS OF WALL DÉCOR 5
 NOTED COMPANIES 8
 EXISTING PRODUCTS IN CATEGORY 10
 INDUSTRY TERMINOLOGY PERTINENT TO WALL DÉCOR (POTTERY BARN, N.D.)..... 12
 SOURCING/MANUFACTURING POSSIBILITIES..... 13
 “IN THE NEWS” 14
 TARGET MARKET AND SALES CHANNELS 15

THE PRODUCT COLLECTON17
 PRODUCT COLLECTION 17
 MATERIALS USED 18
 INSPIRATION 19
 3D PRESENTATION OF COLLECTION 22

SUMMARY26

OPTIONAL ITEMS SECTION.....26
 INDUSTRY CHALLENGES AND ISSUES 26
 BRANDING STRATEGIES THROUGH LICENSED COLLECTION 27

“IN THE NEWS” ARTICLE #129

“IN THE NEWS” ARTICLE #230

REFERENCES31

INTRODUCTION

When developing the Above Water product line, the goal was to create a unique yet nautical/oceanic twist to wall décor creations. Materials such as wrought iron, recycled wood, and copper have been used to make the collection of dreams come true. Taking into consideration the target market was chosen hence that nautical accessories are quite popular for beach houses along the east coast. Incorporating each of the members' ideas on the product development team was a very important step for each creation. For example, the team manipulated the structure of the wine bottle rack. The team gave it a twist by giving it the look of a sailboat. When creating any item there are many factors a company must consider, the various types of wine bottle racks available on the market, product differentiation is a key factor to developing a successful line and making a profit, plus actually engaging the desired target market. The product development team included Rachel French, Erika Raggio, Danielle Veeder, and Josh Young. The main focus of the collection included was an oceanic inspiration to modern-innovative wall décor.

Organizational Chart and Responsibilities Page

Week 1 –

Rachel French, Josh Young, Erika Raggio, and Danielle Veeder

Week 2– Category Research

Rachel- Definitions of the category and one “In The News” Story, one noted company

Josh- Industry Terminology and one “In The News” Story, two noted companies

Erika- Sourcing/ Manufacturing possibilities

Danielle- Target Market/ Sales Channels

Week 3– Category Research & Product Collection

Danielle, Erika

This week we will finish up the Category Research (be thinking about the optional section while doing research) and decide which products we will use from our drawings submitted on Friday 10/14. We need 3 or 4 pieces in our line.

- Whichever pieces are chosen, we will decide the details and embellishments, and research will be done on eco-sustainability.
- We will all decide on multiple materials that will be used and the 2+ historical motifs that we gained inspiration from.
- For the 3D presentation collection a spec sheet will need to be constructed of materials used.

Week 4– Product Collection & 3D Presentation & Optional Section

- This week the product collection presentation will be completed.
- We will decide as a team which 2 Optional sections we will complete, based on previous research on the Category research and what ties in.

Week 5– Executive Report

- We will start on the executive report by revising what we have already written and researched. We MUST include Optional sections in the report.
- Erika is writing the intro. Rachel is combining the category research. For the product collection, Josh, Rachel, and I each have a product that we are going to design and research, Danielle will combine. Rachel is writing the summary. Danielle will format the sources and citations. Rachel and Danielle will be revising the entire paper together.

Week 6– Time to Finish

- Finishing touches will be made on everything.
- Optional Items: Rachel & Erika
- 3 Product: Josh: Iron sailboat wine rack, Rachel: Ship steering wheel with decorative accents, Danielle: Seashell, refurbished wood shadow boxes
 - Danielle used Google Sketch up to create computer drawn model
- PPT: Erika will construct the PowerPoint and the whole team will revise and edit.

Danielle

CATEGORY RESEARCH

Definitions of Wall Décor

Wall décor is stylish wall art and wall decorations purchased by consumers. Décor items can be positioned onto walls by sticking, gluing or hanging. A style or scheme of interior furnishings, such as wall décor adds texture and harmony to a room. The owner or end consumer employs the consumer purchase decision process thus pieces are finalized through an emotional connection with the piece. Consumers also make purchases based on the overall scheme of an area. All accessible walls can be adorned, for instance bedrooms, bathrooms, offices, kitchens, studios, entertainment rooms, lobbies, and much more. Various examples of wall décor and wall modifications have been seen as far as thirty thousand years ago.

Thousands of years ago people used a number of natural resources to create murals. Cave walls were adorned by families and were the first signs of interior design. Egyptians, Greeks, Romans and Indians told stories about their society through wall murals. Over time murals have been used for celebration and ceremonial purpose. Wall murals did more than tell stories; it was used as a form of expression, inner values and beliefs, as well as political views. As the year's progressed wall murals became a popular style in home décor beginning in the 1990's and still continuing today. Popular places for murals include wine cellars, bedrooms, living rooms, children's rooms, as well as hotel lobbies. Murals have surfaced into the development of the wall décor industry. There is an extensive amount of product categories available such as mirrors, pictures and frames, sculptures, mosaics, tapestries, and vinyl stickers (Murphy, n.d.).

The purpose of a mirror is to reflect light, and in many cases humans use mirrors to view their reflection. In the past, mirrors were made of dark pools of water that was kept in vessels.

Polished stone (occurring from volcanic glass) was the next material used to create reflections, it was found in Turkey around 6000 BC. In China, bronze mirrors were manufactured around 2000 BC. It was not until the 16th century when artisans in Murano, Italy developed glass mirrors with tin and mercury amalgam. A German chemist in 1835 invented the silvered-glass. The mirror has grown into an astonishing product. Mirrors are available in multiple dimensions, various shapes, and price ranges. Small rooms are visually expanded with the use of a mirror and its reflection. Decorative mirrors have continued to evolve in style and purpose, fitting every historical period and trend. Some of these styles are traditional, contemporary, ornate, exotic, Baroque, Rococo, and Victorian. Designs can be created on mirrors by use of laser etching, hand etching, or acid etching. Multiple materials can be used to frame or border the mirror. Materials such as wood, metal, or stained glass can be used, as well as elaborate materials like turquoise, cowhide, or jewels.

Picture frames are quite similar to the framing of mirrors. Frames evolved from the borders of tomb and vase paintings. Early Christians adapted to the carved edges of book covers and altarpieces. Years ago gilding and gems were ornament on alter frames. The Renaissance made their frames, called court frames. Power and wealth was indicated by highly detailed workmanship on a piece. Multiple designs were formed though the Mannerist, Baroque, Palladian and Rococo, Neoclassical, 19th and 20th centuries (Mitchell, n.d.). Framing material has remained constant over the years, with use of ivory, woods, metals, shells, and plastic (the newest version added). Woods such as walnut, cherry, pine, mahogany, and barn board can be cut and pieced together to form a frame. Walnut is a dark brown with a subtle grain that is easily stained and carved. Cherry resembles mahogany with its deep red color that darkens over time and good grain pattern. Pine is an inexpensive wood that is widely used. Pine has many species

that can be stained easily or left to its natural color. Mahogany is a tropical wood with tight grain patterns that are easily finished and can be acquired from sustainable sources. Barn wood is used to create a different effect. Weathered naturally, barn wood usually has a dark grain texture (Xaxx, n.d.).

Sculptures are another category of wall décor. Sculptures are typically two-dimensional pieces of artwork made from stone, metal or wood. This category presents various sizes, styles, colors, and shapes. Paintings can be framed similar to mirrors and pictures. Famous artists do not solely create paintings; childhood artwork can also be considered a painting. Paintings can be constructed by various structures like, acrylic, oil, and watercolors. Mosaics are another type of art piece that creates images by assembling smaller pieces of glass, stone, or other materials. Tapestries are also used as wall décor located in churches, cathedrals, and castles. Most recently, they can be found over fireplaces or on the wall as a type of mural. The newest group of wall décor has been created, vinyl stickers. Wall stickers are a fast and easy way to decorate a space with out actually damaging the wall. Various quotes, pictures, and objects are available in the new and upcoming merchandise of vinyl stickers.

The home furnishings industry manufactures products based on future trends that are derived from past influences. Textiles future will portray frayed edges, woven-in ribbons, embossing, pleats, tweeds, and puckers. New style names are vintage vibe, tribal wisdom, and neutrals. Vintage vibe will bring back the older style, yet with a modern twist, whereas tribal wisdom will use natural materials to invent new wall accessories. These accessories can involve color names such as shades of pale (icy blues, powder pinks, crèmes, and purples), dried herbs and spices (French tarragon, lemon grass, and purple sage), mayan heaven (sunstone gold, coral

red, cool peacock, and red-cast purple), rewind (red-cast denim and green teals), celebratweets (turquoise, fushia, and orange), and tweeterdeets (royal purple, brocade brown, yellow green, and medieval green) (Baldwin, 2010). Colors are added to a wall decoration and its overall structure once it has been created. Structure creates balance to the trend as well as pleasurable aesthetics to any room.

Current trends in the industry of wall décor have benefited the market economy. The trend statistics for 2009 say that Americans have spent more than \$42 billion on embellishing walls. The market shows that Americans are paying more attention to decorating from the effects of having a frugal lifestyle and spending time at home. Consumers like to change up a space based on personal feelings and the current environment. Since 2006, the main item purchased for households have been picture frames. However, product sales have declined from 58% to 47% leading into 2010 (Stevens, 2010). This decline reveals an 8.4% loss in the total market for art. Since the decline the market has a need to attract new consumers. Manufacturers must understand the wants and needs of the consumer. Art is more than just an investment or item to hang onto the wall; it is an extension of the consumer's individual personality (Creatives at Work, 2011).

Noted Companies

AB Art Wholesalers is a company that provides a wide range of picture products. (AB Art, 2011). Focus is on the main competitors in the East Coast region selling nautical structures of steering wheels, sailboats, ships, anchors, and lighthouses. During product development, an inspiration for detail and craftsmanship is what the product lines are based on. The price range for an 8x8 shadow box is \$30-\$40. Shadow box sizes range from 23x23 to 27x27 to 37x37. The

largest picture frame price is around \$165 depending on the details and how it is constructed. Prices vary through the intricate designs and materials used. Hand craftsmen and machine techniques will be used to manufacture our new product line, similar to AB's Artwork. Inspiration for the new product line is derived from paintings Product differentiation results in profitability over AB's Artwork, with a variety of wall décor categories, not just paintings.

Uttermost has a variety of wall décor and prices sold at retail range from \$150 to \$500. They are competition to us because they offer one of the most broad and most current product lines in the world. They are constantly expanding as well as advertising such as ipad giveaways. Uttermost has many quality wall décor's and they are somewhat similar to our wall décor with the colors, woods and irons as well as many other varieties of objects to choose from (Uttermost, n.d.).

Southern Enterprises retail was anywhere from \$50- \$500 with more of the wall décor averaging around the \$200 range. They compete with us because they have a lot of outdoor themes such as we do. They are a Dallas based family owned importer of home furnishings so they are in our area. Their wall décor has a lot of the same colors and motifs that we used and we will have to outdo them with design and quality to win the consumer over (SEI, 2011).

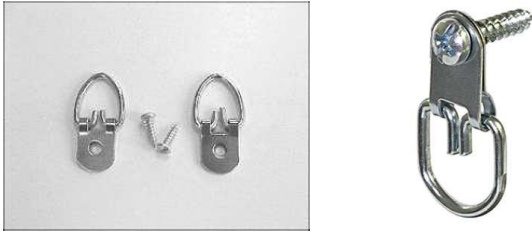
Rachel, Josh

Existing Products in Category

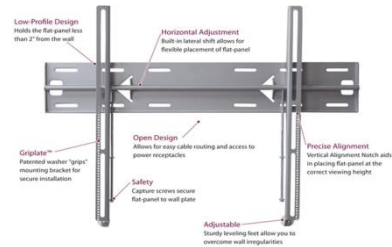
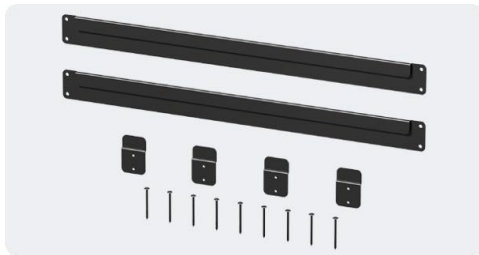


Industry Terminology Pertinent to Wall Décor (Pottery Barn, n.d.)

D-Rings: The wall decor pieces that the team will be using will be hung up by D-rings besides the wine rack wall mount and the sailor's wheel. D-rings are metal loops shapes like a "D" turned on its side on the back of the wall mounts so they can be easily places on a hook or nails.



Simple Mount System: The simple mount system will be holding the wine rack because it's the heaviest of all the items and needs to be sturdy. The simple mount system is a system that "has a wall-mounting bracket with a built-in bubble level that ensures proper placement."



Keyhole Mount: The sailor's wheel that the team has designed will be mounted on the wall by a keyhole mounting system. This mounting technique is a lot how it sounds, it's practically an inverted key hole on the back of the item that fits a nail or screw right inside keyhole, and then slides to the narrower portion for more support.



Shadowbox: The design team used the three picture design with seashells and seahorse with the shadowbox technique. This technique is when you have a two or 3D objects behind a glass frame at various depths.



Sourcing/Manufacturing possibilities

Bangkok Companies would be great a manufacturer to work with in creating the pieces designed in the wall décor line. This company works alongside commercial and residential businesses and properties, offices and also hotel businesses (Bangkok Companies, 2002). Bangkok is an emerging city in Thailand that provides this manufacturer with a great experience level in manufacturing an abundance of product. Working with resorts and hotels mass product manufacturing is crucial. Merchandise would be required to be made all at once but just replicated. Thailand also has the Royal Forestry Department that enforces sustainable wood growth and harvesting practices (Kan Thai, n.d.).

Aussie Furniture is a South Australian company that is open to designing products with a new integrated initiative in which is ideal for the nautical product line. The company profile presents numerous reasons as to why they would be great to work with. Aussie is up-to-day with technology thus gaining continuous hard workers with accelerated knowledge and great

customer service. Guarantee with product completion and lead times will surpass substantial customer service in which is perfect for the product line to be a success. Aussie's slogan confirms their ability to achieve great things, "Our goal is quality, service and value." Specializing in materials such as wood and wrought iron, this company would be a great asset to the product line. Together with the Aussie Furniture Company, the products created will be of utmost quality as their employees are already incredibly familiar and adequate working with these materials. In the last ten years, the Australian culture has been one of the most innovative countries. Australia has extensive reserves in gold, copper and iron, all in which are beneficial as these metals make up the materials that will be used in the product line (Aussie Furniture, n.d.).

"In the News"

Applebee's is remodeling all their Applebee's locations thus selling all existing wall décor to silent auction. All the proceeds of the silent auction will go the Make-A-Wish Foundation of Kansas. Make-A-Wish foundation grants wishes of kids with life threatening medical conditions (Salina Journal, 2011).

Mom's Snak Shak is yet another restaurant that assists the well being of the community. In the small town café, Mom's Snak Shak contributes to the veterans through their wall décor. The tribute started out as a few picture frames recognizing service men and turned into wall décor that can only be enlighten by one seeing it in person. The walls of Mom's Snak Shak are filled with pictures of men and women that have devoted their lives to fighting for America's freedom. The amount of photos displayed continues to grow thus touching the lives of all individuals affected by war (Adams, 2011).

Erika, Josh, Rachel

Target Market and Sales Channels

The company's costal beach cottage decorative accessory line will be targeted towards resorts, buyers, interior design firms, and consumers along the east coast beaches. The nautical wall décor line will be permanently exhibited at AmericasMart in Atlanta. The Atlanta market offers the largest collections of home products, which brings in an immense number of buyers and prospects allowing added exposure to the line. The next Atlanta International Gift and Home Furnishings Permanent showrooms market will take place on January 11th through the 18th in 2012 (AMC,Inc., 2011).

Interior Design firms such as CVC Hospitality and Forum Architecture and Interior Design specialize in renovating hotels and resorts (Penton Media Inc., 2011). Resorts along the east coast are these design firms specialty. CVC Hospitality is one of the top firms working with Hyatt and Hilton (CVC Inc, 2011). In 2010, CVC renovated Hyatt locations in Aqualea Resort and Spa in Clearwater, Florida and Key West Resort and Spa. These two locations offer extraordinary amenities for their guests and residences. Both are designed for guests and residences that demand finer things in life, which want to enjoy the warmth of Florida's year-round sunshine. Key West is set along the waterfront with impeccable architectural touches and modern luxury. The spacious accommodations target towards families and anyone seeking a luxurious getaway, whether vacationing for relaxation or entertaining, quaint memories will always rest in the minds of the guests. In addition, Forum Architecture is also recognized national leader and award-winning design firm whom specialized on clubhouses, resorts, hospitality, and residential and commercial markets (Forum A&ID, 2011). Two of their renovated Sheraton resorts are PGA Vacation Resort in Port St. Lucie, Florida and Broadway

Danielle

Plantation in Myrtle Beach, South Carolina. Families who visit these locations are offered a diverse array of recreational activities and local attractions. Whether guests are vacationing for a relaxing getaway or traveling to seek out new adventures they will create memories to last a lifetime. Overall, the interiors of these luxurious resort locations complement the breathtaking views of the Atlantic Ocean.

The end consumer is considered to be the baby boomers and the vacationers that have a substantial amount of wealth. As baby boomers have become the most significant sector of the economy, cornered about 80% of the nations wealth and command an average of 50% of both discretionary spending and overall consumer spending (Baby Boomers Generation, 2010). Born between 1946 and 1964, boomers are entering their retirement stage. They account for 80% of leisure travel to seek adventures (Baby Boomers Generation, 2010). Boomers spend \$15 million a year on travel and leisure pursuits alone(BBN, 2010). Older boomers born between 1946-1955, put their money into upgrading their homes, and 82% of all boomers are homeowners (BBN, 2010). However, with retirement approaching these consumers begin to seek relocation areas around waterfronts thus providing a vocational space for the whole family to spend time together (BBN, 2010). In addition to the boomers consumption in their later years, they have refrained from downsizing and are surprisingly building larger homes. As a result, baby boomer trends and spending habits provide foundation for the company's nautical costal beach line.

Furthermore, upper and middle class consumers are spending in excessive amounts, driving the economy out of recession. In 2008, about one in twelve U.S. households are upper class with income over \$150,000 to \$100,000 for two-person households, and one in three are middle class with income just below the upper class (SAGE, 2008). Upper and middle class

Danielle

families are realizing the importance of getting away from their everyday stressors and creating a wide range of special family memories. Families want to spend more time together and love sharing special moments and activities together. Consumer spending nationwide has increased within the luxury retail sales in the past two years. Luxury sales have decreased in the previous years however, January through August year-to-date sales have increased in 2011, 7.4 percent, the highest discrepancy since 2007 (Trop, 2011).

THE PRODUCT COLLECTON

Product Collection

Nautical style wall décor incorporates a continuous trend of colorful sea glass, ships, and ocean finds. Products can be engraved or embellished with elegant sea motifs and vintage designs that will beautifully accent homes and resorts along the East Coast. Vintage-inspired paintings of ancient ships and sea fronts can be framed to display history among walls. Modern styles can incorporate wrought iron in the wall décor, allowing nature's surroundings and the beauty of wrought iron to exist in any room. Ocean finds such as seashells have become apart of the nautical theme within decorating. Seashells found by consumers during their vacation can be sent in for custom shadow box framing, allowing them to have a lasting memory. Sea glass is yet another ocean charm that is incorporated into the steering wheel mirror design. The cool colors of sea glass will contrast against the steering wheel's copper base. A vintage ship will be etched into the mirror adding further uniqueness to the product. The wine rack structure resembles a ship or sailboat in a simpler form. It holds up to six wine bottles and twelve glasses, and can display additional trinkets on the shelf.

Eco-sustainability has been implemented into the construction of the product line. Second hand wood is sought out from demolition construction sites. Recovered or recycled wood used in

the product line is from structures like bridges and piers along the East Coast. Wood, being one of the few renewable resources should be used in conservation to gradually excel the quality of life and future generations. The stages of the development process provide a substantial amount of Eco-friendly qualities by use of propane and solar machinery. Recycled wood contains unique markings and natural weathering which is perfect for the distressed look in the nautical line. Knoll Textiles are used in the product line for additional texture. Knoll has an environmental fabric line that contain 49%+ recycled content or 75%+ natural fiber and may contribute to LEED certification (Knoll, 2010). Wrought iron is a sustainable resource that can be recycled numerous times without losing its physical properties. High quality iron will be used in constructing the product line that is derived from heating and forging scrap pieces of iron.

Materials Used

The first wall décor design is the Iron Ship Wine Rack and Glass Holder. The structure is constructed out of wrought iron. This metal is typically dark brown or black in color and has amazing strength. Iron décor has become relatively popular in the home furnishings industry by means of its beauty and longevity. The second material used in this design is recycled wood. As iron is aesthetically pleasing it complements the natural and composed impurities in the recycled wood.

The second wall décor design is the Steering Wheel Mirror. This design structure is based on a standard ship steering wheel. However, intricate materials and designs has transformed this item into a luxury good. The entire wheel is made out of copper. Copper is highly malleable and ductile allowing the manufacturing process to be uncomplicated. This metal resists corrosion therefore this item is versatile to the indoors or outdoors. The reddish orange color of copper

may remind one of the colors in sunsets. An additional characteristic of copper is that it oxidizes to a greenish color patina thus giving the item a stronger connection to the nautical scene. Sea glass is embellished on the surface, replacing the typical bolts and nubs. The cool colors of the sea glass will contrast from the copper making it visually pleasing. The mirror is made of silvered glass and has a highly detailed ship etched into the surface by hand. Through the arts and craftsmanship this item will be placed in high rank of quality.

The third wall décor design is the Custom Seashell Shadow Boxes. Each shadow box frames an actual seashell; all frames can consist of different materials to better compliment the seashell. Frames can be made of a mahogany wood or recycled wood with a thin layer of paint as an additive to create more of a distressed look. Other framing materials include upholstered frames to provide additional texture to a wall space. The Knoll Textile used is the Spencer in Flax color, it contains wool pile and cotton ground. The appearance of the fabric resembles rope that may be used by boaters out at sea.

Inspiration

Edward Hopper is an American realist painter renowned in the beginning of the 20th century. Always on the edge of awareness, Hopper's paintings are constantly reproduced. His paintings have been exhibited in the Boston Museum of Fine Arts as well as other museums across America. Over the decades, this American Scene painter regularly enhances the mood of his admirers. As for his painting created in 1935, *The Long Leg* is an image of voyagers sailing. The boats graceful movement across the water expresses Hopper's connection to the sea and his love of sailing (The Huntington Library, n.d.). By use of this painting, the product development team was able to use inspiration from the cool tones excelled over the canvas. The nautical image the sea encompasses has the tendency to bring subtle and calm thoughts into any being.

Hopper uses the oil and watercolor on canvas techniques to create sophisticated pleasing art through the means of simplistic and direct forms.

The scene of the Atlantic Ocean has developed great inspiration for the product line. As the ocean is viewed as a relaxing environment, the product line is perfect for those resorts and vacation homes of the target market. The category of nautical inspirations continuously reminds consumers of their time at the beach. Another way the ocean has been inspiring is through its spontaneity. The waves currents are constantly changing but eventually have all have a common meeting ground. Lost treasures are found washed up from the sea, some coming from sunken ships or even materials lost overboard. These materials are found throughout the product line, the basic inspiration is derived from anchors, steering wheels and seashells. However, with nautical décor the basic structures have always been illustrated throughout time. The product line constructed still resembles these motifs, yet adornments continuously change the product with trends thus relating to the spontaneity of the oceans waves.

Inspiration Pictures



na vida, Gisela Prego anda encantada desde que voltou da última Première Vision, feira de tecidos e estampas em Paris. O motivo do encantamento da designer? A descoberta do contraste chique e nada pretensioso entre nudes metalizados e cores fortes, ou "pontos de luz", como ela gosta de dizer. Ao mesmo tempo em que sonha com as telas abstratas de Gabriela Machado, Gisela não cansa de repetir que as calças de seda com pregas de Dries Van Noten são o que mais quer consumir no momento. É uma fase light na escolha de cores e



CHAPTER 1
Times: The

HISTORIC

... r pheno...
... may: "While the...
... are appropriate...
... professions of...
... in this world...
... gion, culture...
... live in time li...
... dom?" (2) F...
... relation betw...
... end of an er...



**A
KEEP
CALM
AND
TRAVEL
ON**

... are...
... es...
... live in...
... dom?" (2) Fr...
... relation betwe...
... end of an era" (...
... mostly experie...

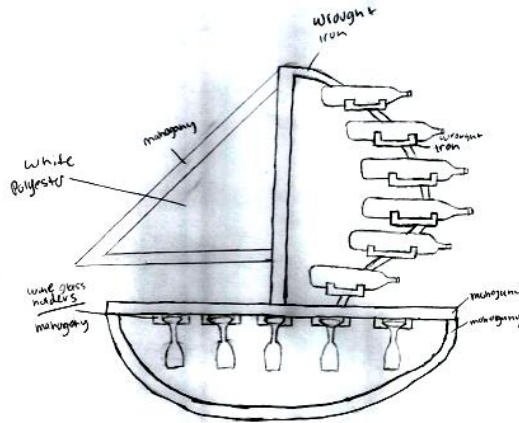


3D PRESENTATION OF COLLECTION

Sailboat wine rack and wine glass holder
Computer drawings by Danielle



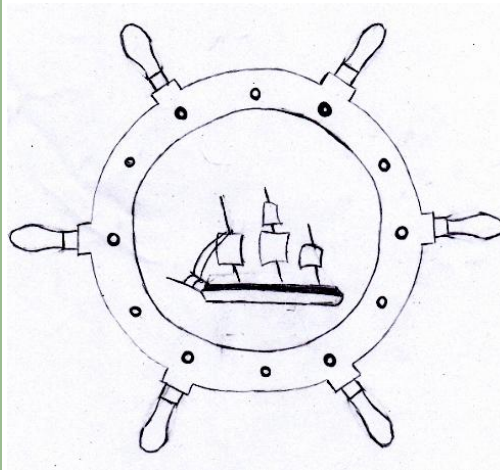
Sketch drawn by Josh



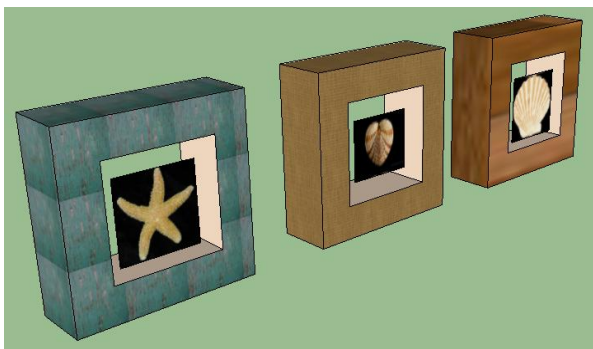
Steering Wheel Mirror



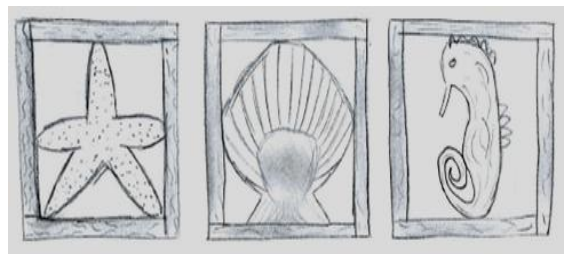
Sketch drawn by Rachel



Seashells Incased in Custom Shadow Boxes

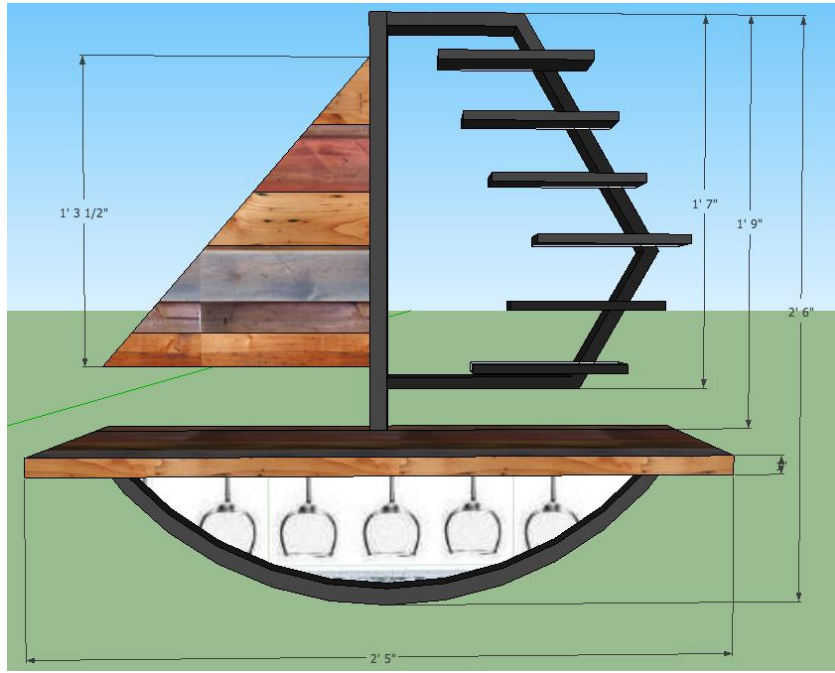


Sketch drawn by Danielle

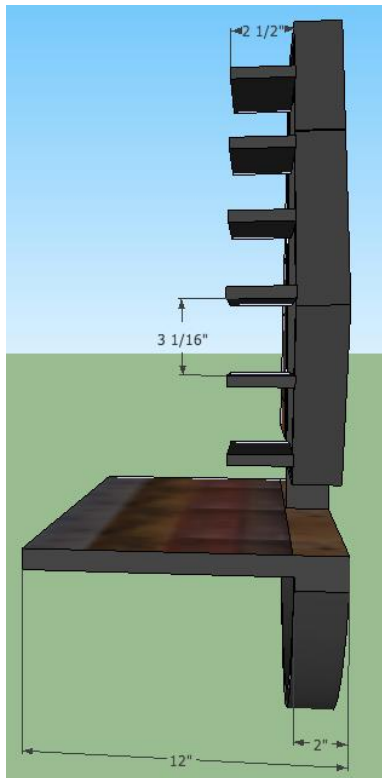


PRODUCT SPEC SHEET #1

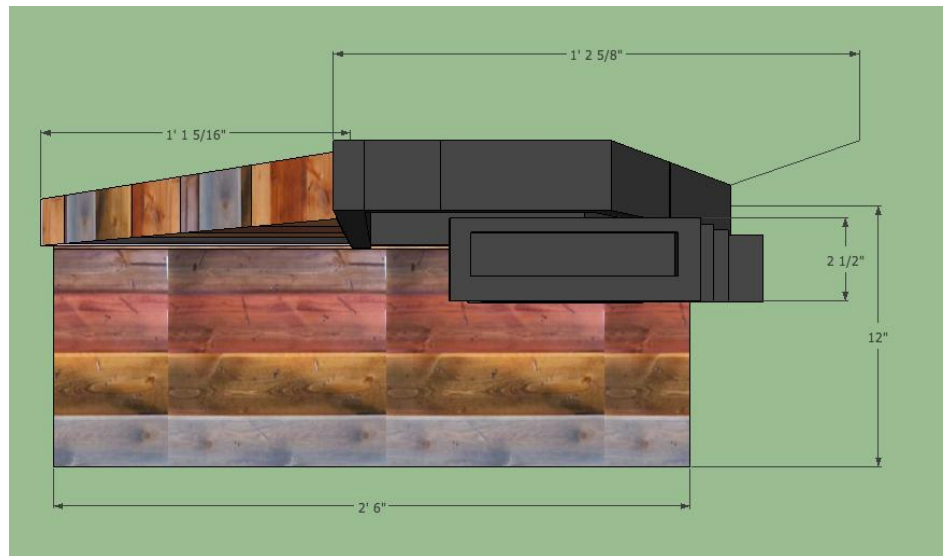
Front View



Side View



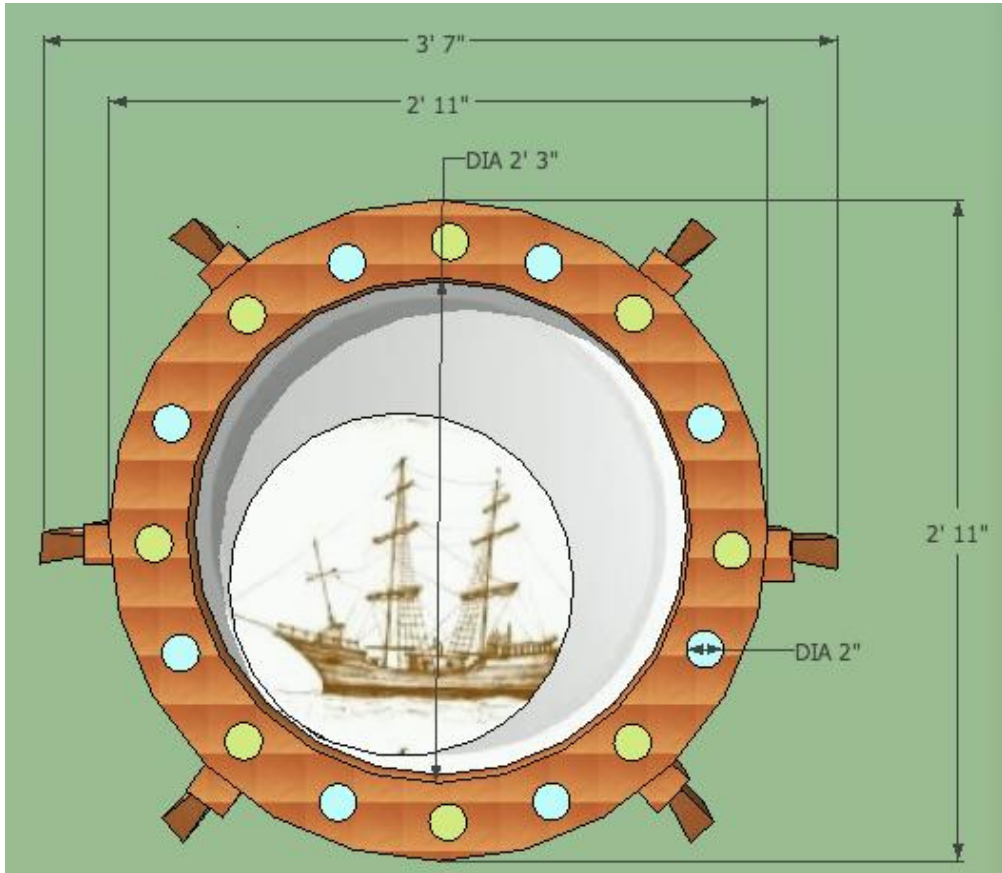
Top View



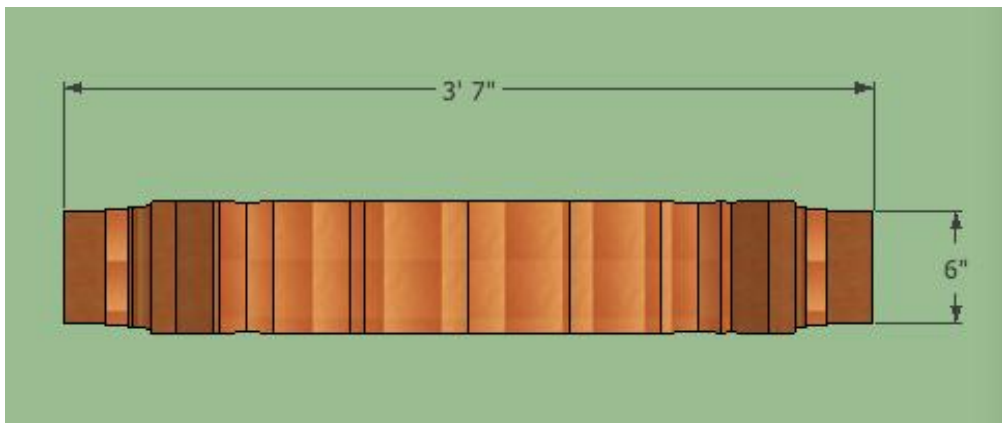
Danielle

PRODUCT SPEC SHEET #2

Front View



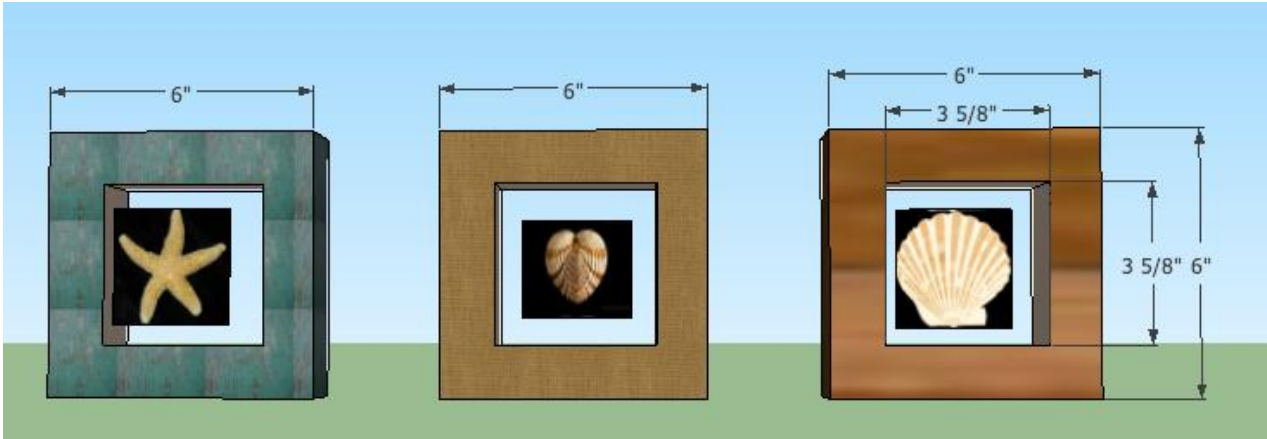
Top View



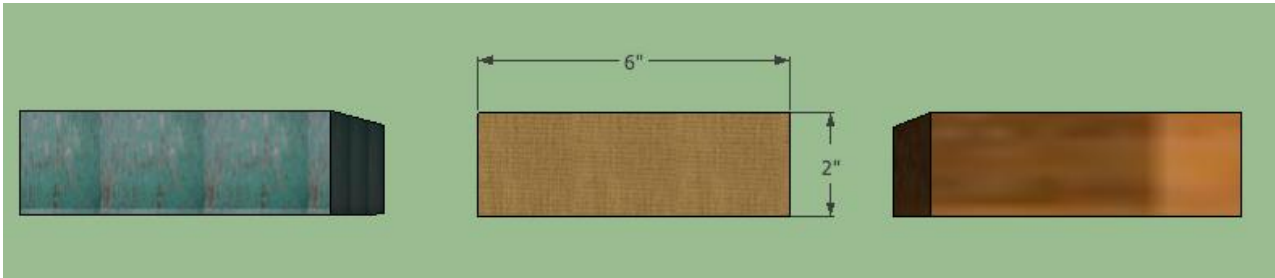
Danielle

PRODUCT SPEC SHEET #3

Front View



Top View



SUMMARY

Throughout this report there are details pertaining to the history of wall décor, the industry and how the nautical product line compares to the other products available in the world. Everyone should walk away knowing that the nautical product theme is any wall décor that is associated with coastal beach houses, resorts, and/or vacation homes. Some competitors would be AB Art Wholesaler, Southern Enterprises, and Uttermost because they have some of the same basic designs that the nautical designs are made out of and also both companies sale to the same consumers that the nautical products would be sold toward. These consumers would be leaning more toward the commercial side than to the residential. Also the last item that should be known is that the product line is called Above Water.

OPTIONAL ITEMS SECTION

Industry Challenges and Issues

There are many industry challenges and/or issues for the category of wall décor. One of the biggest is manufacturing in China. China traded with the United States since the late 1980's and as the years pass so do the surpluses. In 2003 China became the largest single source of the US global deficit because their exports are six times the amount of the US exports to China (Peterson Institute, 2006). The US get's approximately sixty five percent of their imports from China. Eventually the US will feel pressured and that might influence reforms in areas such as human rights issues and democratic influences. This would force the prices of imports up in a way that the retails shops would not be able to make a profit. A way to fix these problems to come would be by having the US eliminate quotas on incoming goods from China. This would

allow retailers to keep the prices high and meet the minimum profit they need to stay in business. Another industry challenge would be internet buying. The simplest way to keep up the sales in your business would be being able to shop online (Home Accents Today, 2005). Also another way to keep the customers staying and buying from your business would be by offering them free or low cost on shipping the products they desire. The thing customers also desire is the ability to get the product to the consumers whenever the consumers want it. Ordering objects that have a long lead-time is too lengthy for impatient customers who want it whenever they want it. This would work if in the manufacturers business they had a storage facility that could store additional indispensable materials that could be easily put together to make whatever it is that the consumer wants.

Branding Strategies through Licensed Collection

Art Source is a company that is a great choice for partnership. This is a well-known company that will help to get the new coastal collection up off its feet and on to a great start. Partnering with a company of high recognition and credibility is ideal to any company trying to succeed. Art Source is an art gallery and consulting firm with over 75 artists creating pieces and working with individuals to find the perfect piece to add to a home or business. There are many benefits to licensing. Benefits include: Building the brand image, increase awareness of the brand, attracting new customers to become familiar with brand name and logos, and generating revenue beyond where it currently stands. (Mobius License Management Group, LLC., 2008) As a small company, full knowledge of the industry is not known. In other words, partnering with an established company is beneficial to finding inside scoop on what other companies are doing, and how to aim above and beyond with the new collection. To be more innovative and get a step

Rachel, Erika

ahead, or at least on the same page as the other well-known successful companies is the goal of any small one. As Zimmer expresses, “Every product-line manufacturer has a wish list, formal or informal. These lists consist of technological problems (or deficiencies or objectives) that if they had solutions to, they could achieve significant competitive advantage in their market.” (Zimmer, 1990) Basically stating that by Licensing, it is to your advantage.

“In The News” Article #1

Salina Journal
We give you more

Applebee's to auction some wall decorations

4/7/2011

Applebee's to auction some wall decorations

Ever had a hankering to own any of the decorations adorning the local Applebee's Bar & Grill?

This could be your chance.

Applebee's is remodeling and is conducting a silent auction of some of the memorabilia items currently used as decor. Proceeds from the silent auction will benefit the Make-A-Wish Foundation of Kansas, which grants wishes of children with life-threatening medical conditions.

The remodeling is expected to be complete by May 9. The silent auction will end at midnight April 14.

To participate in the silent auction, visit the restaurant, identify the item you are interested in owning, and complete the bid auction card by filling in your name, number and bid amount. At the end of the auction, the highest bid wins the item.

For more information about the Make-A-Wish Foundation, call 1-800-566-WISH (in Kansas only) or visit the website, wishks.org.

©Salina Journal

“In The News” Article #2

KVAL 13 - Eugene, Oregon

[Print this article](#)

Small town diner decor a daily tribute to veterans

Originally printed at <http://www.kval.com/news/local/133502028.html>

By Tom Adams KVAL News November 9, 2011

CRESWELL, Ore. - You won't confuse a certain Creswell cafe with a fancy 5-star restaurant.

But that swanky eatery doesn't have a veterans wall of honor, either, like [Mom's Snak Shak](#).

What started as a small pictorial tribute to vets has taken on a life of its own.

Two years ago [when KVAL News last visited the cafe](#) on Oregon Avenue, about 140 pictures of veterans living and dead were posted.

Now the number has swelled to 260, and they're making room on the walls for more.

Owner Bob Dugre said every picture tells a story, and in lots of cases, it turns into a family reunion.

"We have some locals that lost track of certain servicemen and suddenly reacquaint themselves with the family, so it's pretty neat," he said.

A regular group of veterans comes to the Snak Shak six days a week for coffee and breakfast.

"I think it's great that Bob honors the guys," Creswell area veteran Rick Higgins said. "He not only honors them with a picture but if you come in this restaurant in uniform, you get a free meal. That's pretty special."

Some of the stories of service are still being written: 16 of the wall's faces are currently deployed, many in Afghanistan or Iraq.

[More Veterans Day news](#)

REFERENCES

- AB Art. (2011). *AB Art*. Retrieved November 2011, from AB Art Wholesalers:
<http://abartwholesaler.com/>
- Adams, T. (2011, November 9). *Small Town Diner Decor a Daily Tribute to Veterans*. Retrieved November 2011, from KVAL News:
<http://www.kval.com/news/local/133502028.html?tab=video&c=y>
- AMC, Inc. (2011). *AmericasMart*. Retrieved 2011, from AmericasMart:
<http://www.americasmart.com/about/why-mericasmart>
- Aussie Furniture. (n.d.). *Aussie Furniture*. Retrieved November 2011, from Aussie Furniture:
<http://www.aussiefurniture.com.au/a-profile.htm>
- Baby Boomers Generation. (2010). *Baby Boomers Trends*. Retrieved October 2011, from Baby Boomers Generation: <http://www.boomersweb.net/Baby-Boomers-Trends.htm>
- Baldwin, N. (2010, July 26). *Color Trends 2011*. Retrieved November 2011, from Examiner.com: <http://www.examiner.com/interior-decorating-in-dallas/color-trends-2011>
- Bangkok Companies. (2002). *Thailand Home Decoration Companies, Thai Home Decoration Manufacturers*. Retrieved November 2011, from Bangkok Companies:
http://bangkokcompanies.com/categories/thai_companies_p224.htm
- BBN. (2010). *Baby Boomer Demographics*. Retrieved October 2011, from The Baby Boomer News: <http://www.thebbnews.com/boomerdemographics.html>
- Creatives at Work. (2011, March 21). *Useful Stats: Trends in the Wall Decor Market*. Retrieved November 2011, from Creatives at Work Blog:
<http://creativesatworkblog.com/2011/03/useful-stats-trends-in-the-wall-decor-market/>
- CVC Inc. (2011). *Project Gallery*. Retrieved October 2011, from CVC Hospitality, Inc.:
<http://www.cvcorlando.com/>
- Forum A&ID. (2011). *Our Firm*. Retrieved October 2011, from Forum Architecture:
<http://www.forumarchitecture.com/Profile/OVERVIEW.aspx>
- Home Accents Today. (2005, October 5). *What are the major challenges facing the home accents industry in the next five years*. Retrieved November 2011, from Home Accents Today Sandow Media: http://www.homeaccentstoday.com/article/471005-Viewpoints_What_are_the_major_challenges_facing_the_home_accents_industry_in_the_next_five_years_.php
- Kan Thai. (n.d.). *Sustainable Home Furniture*. Retrieved November 2011, from Kan Thai Decor:
<http://kanthaidecor.com/sustainable-wood-resources.php>
- Knoll. (2010). *Environmental Upholstery Fabrics*. Retrieved November 2011, from Knoll Textiles:
<http://www.knolltextiles.com/textiles/products?categoryId=189&subCategoryId=161>

- Mitchell, P. (n.d.). *A Breif History of The Frame*. Retrieved November 2011, from Paul Mitchell: <http://www.paulmitchell.co.uk/publications/history.html>
- Mobius License Management Group, LLC. (2008). *Benefits of Licensing to both the Licensor and Licensee*. Retrieved Nov. 11/15/11, 2011, from The Mobius License Management Group, LLC.: http://mobiuslicensing.com/Benefits_of_Licensing.html
- Murphy, T. (n.d.). *History of Wall Murals*. Retrieved November 2011, from Modern Wall Decor Blog: <http://www.wallnutz.com/modern-wall-décor-blog/history-of-wall-murals/>
- Penton Media Inc. (2011, September). *Top Hotel Design and Architecture Firms*. Retrieved October 2011, from Lodging Hospitality: <http://lhonline.com/hotel-development-resources/top-hotel-design-firms/>
- Perterson Institute. (2006, March 29). *China's Trade Surplus with the United States* . Retrieved November 2011, from Peterson Institute for International Economics: <http://www.iie.com/publications/papers/bergsten0306-a1.cfm>
- Pottery Barn. (n.d.). *Wall Decor Glossary*. Retrieved November 2011, from Pottery Barn Kids: http://www.potterybarnkids.com/design-studio/tools/wall_decor_glossary.html
- SAGE. (2008). *How Upper and Lower Income Consumers Spend*. Retrieved October 2011, from Who Spends.com: <http://www.whospends.com/articles/article-02.php>
- Salina Journal. (2011, April 7). *Applebee's to auction some wall decorations*. Retrieved November 2011, from Salina Journal: <http://www.salina.com/news/story/A2-Applebee-s-silent-auction---Event-is-now-through-4-14>
- SEI. (2011). *About SEI*. Retrieved November 2011, from Southern Enterprises, Inc.: <http://www.seidal.com/aboutsei.php?>
- Stevens, P. (2010, June 22). *Art Consumer Insights Study*. Retrieved November 2011, from Unity Marketing: http://www.unitymarketingonline.com/cms_art/art/insights_study_major_findings/art_market_losing_customers_6-22-2010.php
- The Huntington Library. (n.d.). *The Long Leg*. Retrieved November 2011, from The Huntington Library: http://huntington.org/thehuntington_full.aspx?id=5046
- Trop, J. (2011, September). *Luxury Spending Picks Up Even as Economy Sputters* . Retrieved October 2011, from The Detroit News: <http://detnews.com/article/20110917/BIZ/109170349/Luxury-spending-picks-up-even-as-economy-sputters#ixzz1bkvb0Y6R>
- Uttermost. (n.d.). *About Us*. Retrieved November 2011, from Uttermost: <http://www.uttermost.com/t-about.aspx>
- Xaxx, J. (n.d.). *Picture Frame Wood Types*. Retrieved November 2011, from eHow.com: http://www.ehow.com/list_6705523_picture-frame-wood-types.html
- Zimmer, E. (1990). *Licensing*. Retrieved Nov. 15, 2011, from Benefits of Licensing-In: <http://tenonline.org/art/9004.html>