

# ROOTED IN HESED Boutique



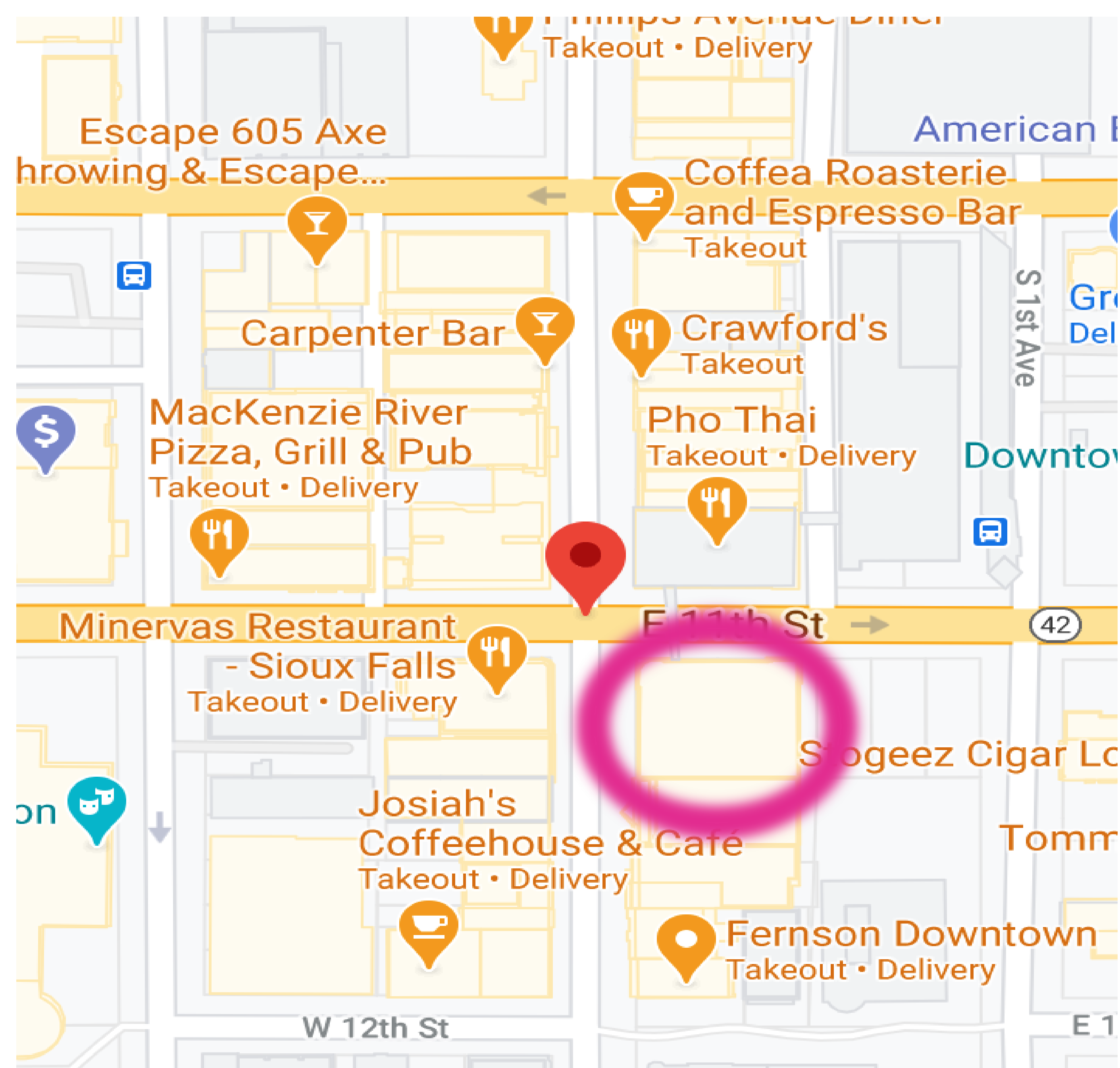
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## Company Description

Rooted in Hesed is a Christian women's clothing boutique and coffee shop. Inside the store in addition to our clothing and fitting room we will also have an area for coffee and refreshments to encourage fellowship and conversation. It is our goal that everyone who enters our store feel welcomed, appreciated, and loved.

## Location

Our location is right next to a group of women's clothing boutiques. This was chosen in the hope of benefiting from the common exposure.



## Background Information

Isaiah 54:10- "Though the mountains be shaken, and the hills be removed, yet my unfailing love (hesed) for you will not be shaken." Hesed is a love that is so enduring that it persists beyond any sin or betrayal to mend brokenness and graciously extend forgiveness. Hesed is to love as God loves. In society today women are under a lot of pressure to look and act perfect. We wanted to create a place where women knew that no matter what they were still loved. We hope to create a place to shop that was free of judgement. We want to create a place of fellowship and community for women to come together to talk, spend time together, and shop.

## Company Culture

We want to create a culture that allows us to walk humbly with God. We will always put our customers first and treat our coworkers well. Our main goal is to live and work in a way that embodies Christ and to be Rooted in Hesed.

## Management Team

- Owners (Mia & Makenzie)
- Models
- Accountant
- Lawyer
- Barista

## Industry Analysis

### Competitors

The competition in this industry is on the rise. In our location our biggest competitors are:

- Mint & Basil
- Lauriebelles
- Chelsea's
- Grey Suede
- The Empire Mall
- Online Clothing Stores

### Industry Outlook

- The Clothing Boutiques industry is expected to return to expansion over the five years to 2025, as the industry and overall economy recover from the coronavirus pandemic.
- However, over the next five years the external competition of technological threats will also recover and be on the rise.
- Despite the mounting competitive threat of online retailers, the industry will benefit somewhat from a recovering economy.

Hiner, J. (2020). Clothing Boutiques. Retrieved March 12, 2021, from <https://my.ibisworld.com/us/en/industry-specialized/od5616/industry-outlook>

## Target Market

Our anticipated target market is 16-45-year-old women.