Section 1: Company Description

Semanco Limited (formerly Leaman Collections) is a new venture that markets men’s custom tailored business attire to young professionals including undergraduate and graduate students. The company was founded in May 2004 by Aaron Vandervelde (Michigan MBA, 2004) and currently sells in the Washington DC metro area and New York City. Semanco Limited reaches the undergraduate and graduate markets through the Semanco Marketing Challenge, a competition designed to give undergraduate students the opportunity to develop a marketing strategy and implement a promotional campaign for a sales event at their university.

Section 2: Project Description

Semanco Limited currently targets young professional men including undergraduate and graduate students. Anecdotal evidence suggests that expanding into women’s custom tailored business attire could significantly expand revenues and profits. However, there are significant production and product quality hurdles that would have to be overcome to successfully enter this market. This project will seek to validate the potential of the women’s custom tailored business attire market in a university setting as well as determine the likelihood of profitability given the difference in consumer behavior between men and women.

Section 3: Specific Research Questions

1. What is the potential market size for women’s custom tailored business attire in a university setting?

2. What barriers to purchasing a custom tailored suit exist for women?

3. What benefits and drawbacks do women see in custom tailored business attire?

4. What are women in a university setting willing to pay for custom tailored business attire?

5. A host of other, consumer-marketing-related questions will be generated in discussions with the project group.
Section 4: Any other pertinent information

Results from this market research will play a significant role in whether Semanco Limited enters the women’s custom tailored business attire market. Survey results will be combined with a test marketing campaign currently underway in New York and used by the board in making the final ‘Go/No Go’ decision. Data will also be compared with a similar study done at Michigan that focused primarily on the men’s custom tailored business attire market to further validate this market. In the event that a decision is made to enter this market, data from this project will be used to help develop the market entry strategy. Students specifically interested in new ventures, the retail/fashion industry or marketing to the young professional segment would be particularly well suited for this project.

Section 5: Contact Information

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