

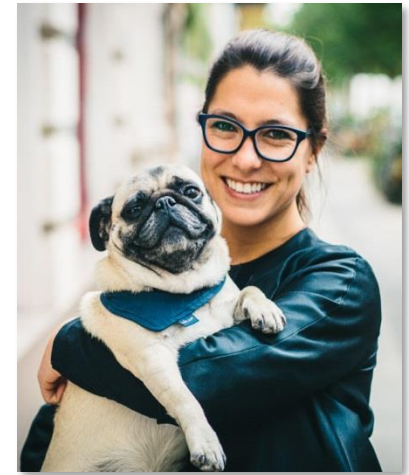
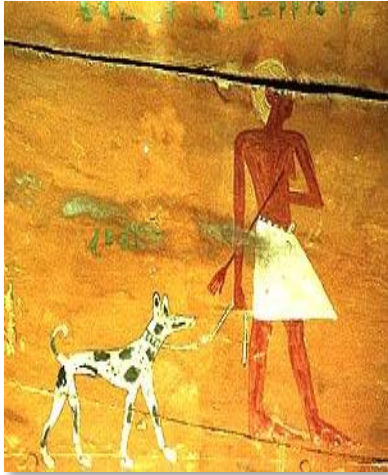


MEI MEI & Co.

They are not just a pet, they are family !

Academy of Art University, Graduate School of Fashion Merchandising

Alan Tung * Final Thesis Project * 12-3-2019







- 🐾 Dogs have been a man's best friend and the first cat domestication dates back to 7,500 B.C. and the first dog domestication dates back to 7,500 B.C.
- 🐾 Pet's status has evolved from being just a pet to being treated as a family member.
- 🐾 Mei Mei & Co. offers pet products that reflect customer's personal on fashion & home décor, also help their precious pets live a happier & healthy life.
- 🐾 At Mei Mei & Co. we believe ~ **They are not just a pet, they are family.**



Company Story



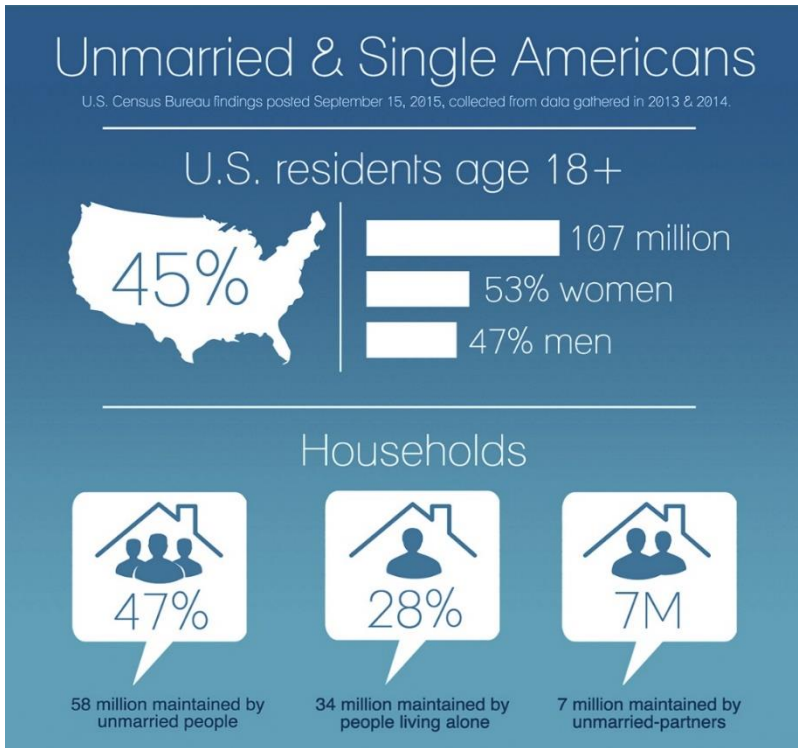
-  Growing pet ownership & humanization of pets to become a family member.
-  Baby boomers (age 55 ~ 69) & Gen X generation (age 34 ~ 54) are the biggest spenders on pets.
-  Nearly 49% of older Americans; 30% of Baby Boomers are living alone. Owing a pet could provide companionship and ward off loneliness.
-  Gay & Lesbian Community with higher disposable income.



(age 34 ~ 54)



(age 55 ~ 69)



Humanization

These pet “parents” are often willing to spend extra on their precious pets, treating them as if they are their own “Children”.

Premiumization

Creations of higher quality, specialty products cater to the pampered “Fur Kids” and their “Pet Parents”.

Health Benefits & Aging Pets

Products served w/ health benefits. address daily sanitary concerns, provide physical comfort & easing

Technology Integration

Pet products w/ built-in technology that can connect to computer, phone, app-enabled, health monitoring, feeding time...etc.

Eco-Friendly & Green

Products made with sustainable, organic, all natural, “Green”, biodegradable materials.



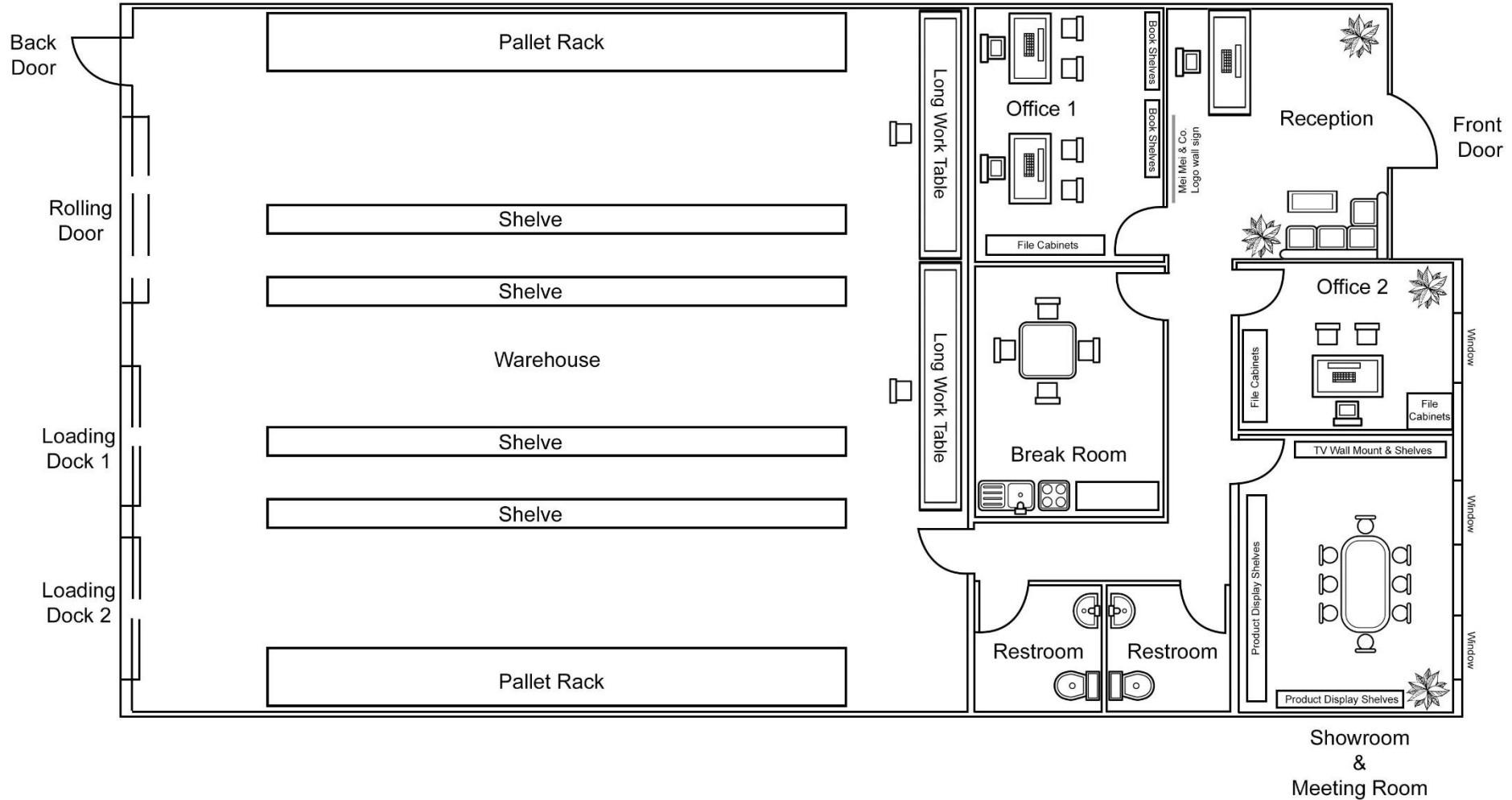
- Abundance of economical commercial real estate
- Great utility rates for commercial operations
- Low-cost startup, regulatory, licensing fees
- Close to major seaports in Southern California
- Excellent tax advantages: No personal & corporate income tax, No unitary tax & No franchise tax



3475 W Post Rd Las Vegas, NV 89118



3475 W Post Rd Las Vegas, NV 89118



Total Space: 3825 SF

Reception: 224 SF

Office 1: 224 SF

Office 2: 210 SF

Break Room: 288 SF

Bathroom: 72 SF (Each)

Meeting / Show Room: 420 SF

Warehouse: 2315 SF











Primary Customers

- Female & LGBT community
- Single or coupled without kids
- Gen X (Age 30 ~ 45) & Baby Boomer (Age 46 ~ 64)
- All races and ethnicities
- Income \$75,000 and up
- Fashion & health conscious
- Lives in metropolitan cities or suburb nearby
- Style over economy is how she/he shops
- Owns small size dog or cat
- Currently the major spender on purchasing pet products



MEI MEI & Co.

Font: (Mei Mei) Bauhaus 93 / (& Co.) Arial rounded MT Bold



They are not just a pet, they are family !



WHIMSICAL



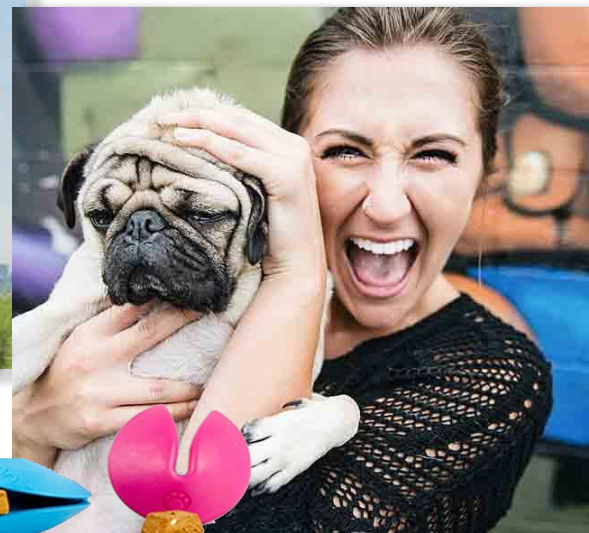
Colorful



Happy Chic



QUIRKY



Photos: Getty Image & Pinterest





Imagine the warm sunshine caressing your skin, the smell of fragrant tropical flowers and salty sea breeze... I want to transport the pets and pet parents to this tropical paradise with this collection. Vibrant colors, floral and tropical prints, ruffles, and embroideries details will transform any home into a tropical paradise.





Tropicana Havana

PANTONE® P 141-15 C	PANTONE® P 160-16 C
PANTONE® 13-0858 TPX Vibrant Yellow	PANTONE® 16-4529 TCX Cyan Blue
PANTONE® 18-1664 TCX Fiery Red	PANTONE® 16-1349 TPG Coral Rose



Fabrics:

- Polyester Upholstery
- Polyester Rattan
- Cotton Basketweave
- Cotton Sheeting
- Cotton Duck Cloth / Canvas

Trims:

- Invisible Zipper
- Plastic Buckle
- Nylon Strap
- Velcro

Pantone Color Palette:

- Dark Green P141-15 C
- Chartreuse P160-16 C
- Vibrant Yellow 13-0858 TPX
- Cyan Blue 16-4529
- Fiery Red 18-1664 TCX
- Coral Rose 16-1349 TPG



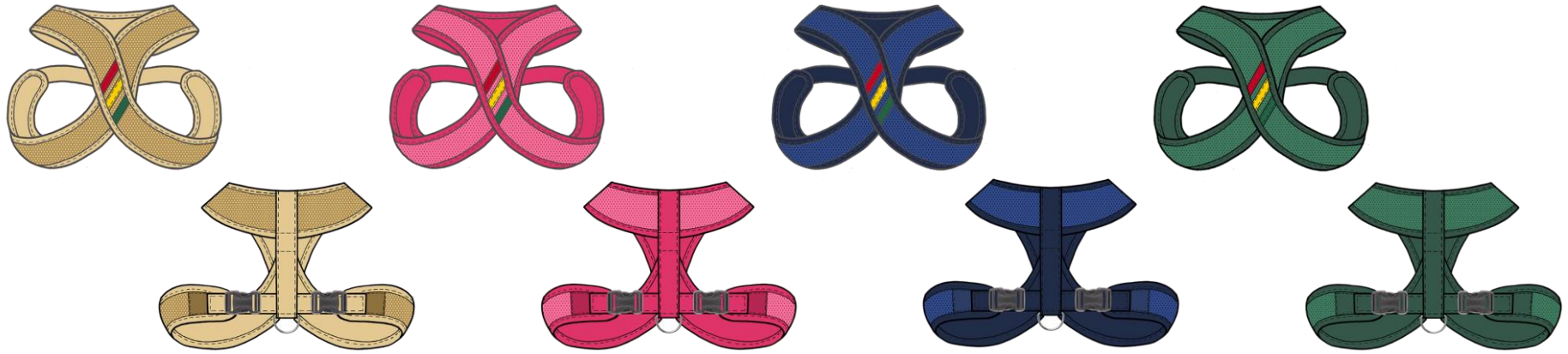


Sweet Dreams Sofa Bed

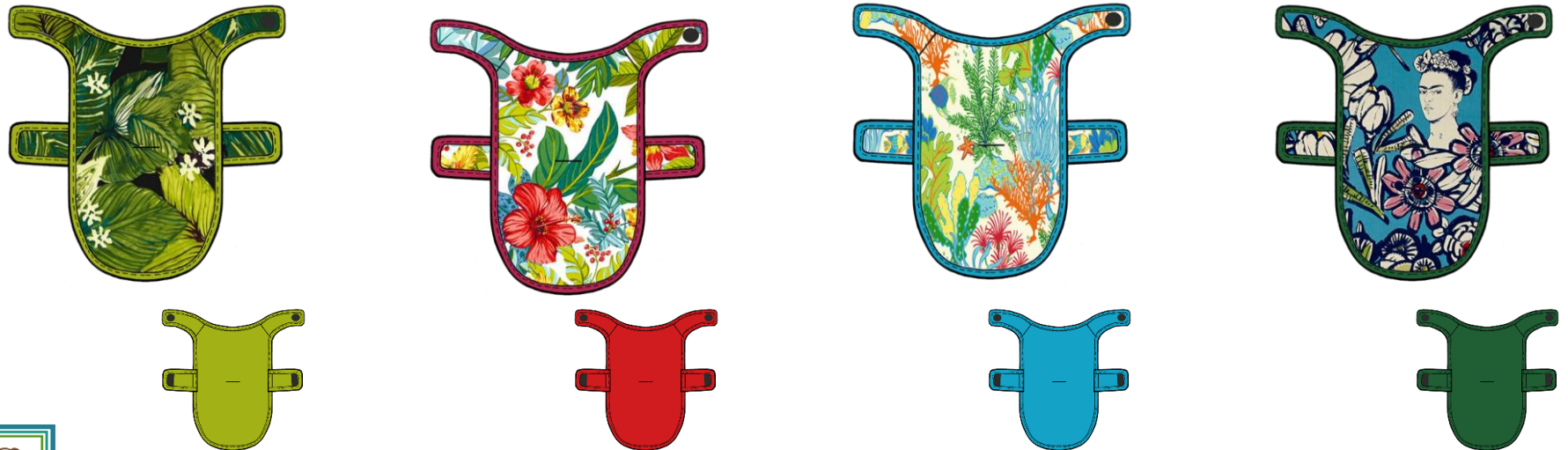


Comfy Nap Pillow Bed





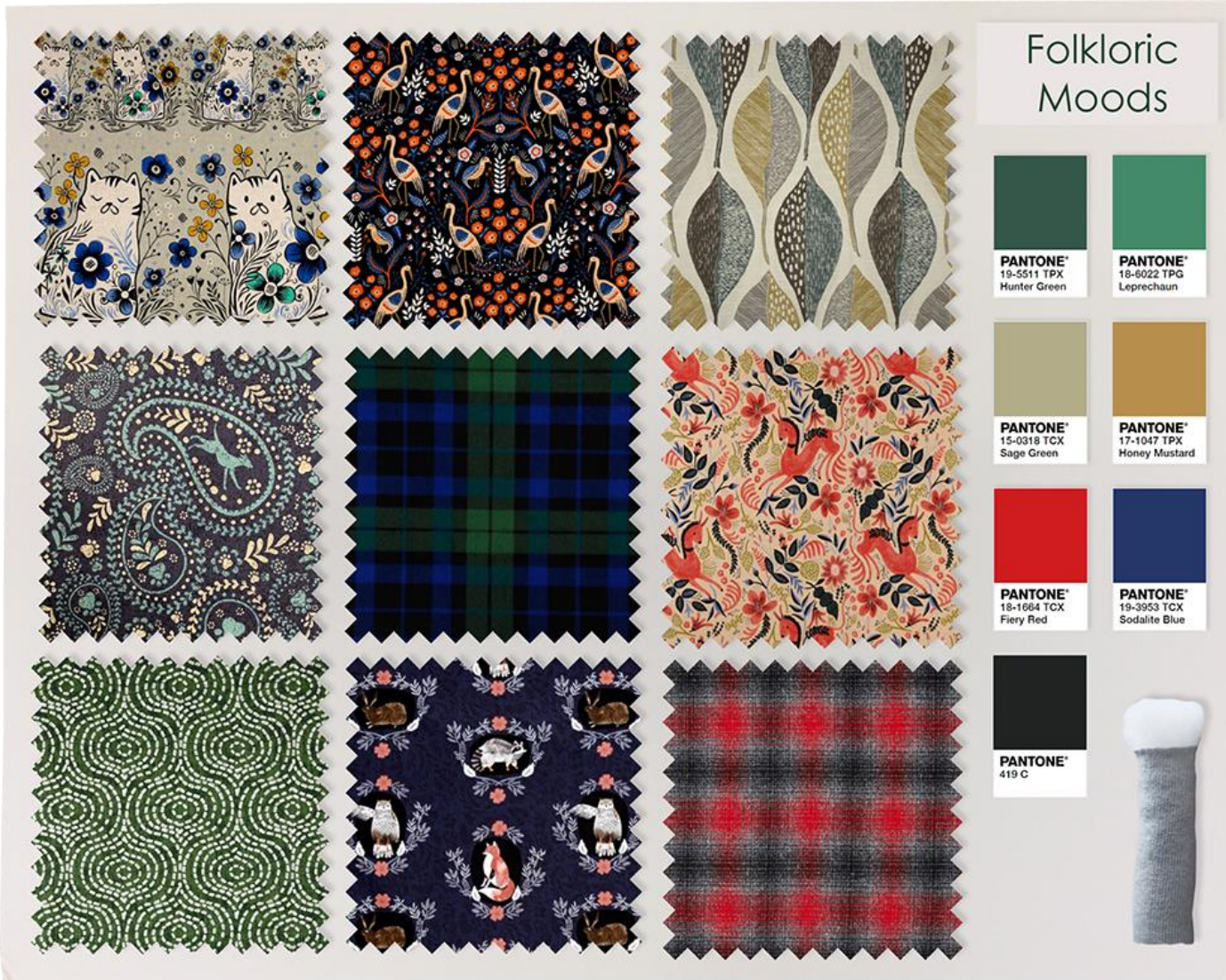
Harness Vest





Taking a trip to your Irish cottage on the Inis Mór island with your dog or cat. Looking out of the window with a cup of hot coffee and snuggle up in your comfy Aran sweater, reading some Irish and Scottish folktales next to a fireplace is the mood for this collection. Scottish plaids, folk art inspired prints, with a touch a corky chic is the aesthetic for this collection.





Fabrics:

- Cotton Plain Weave
- Cotton / Linen Canvas
- Cotton Flannel
- Cotton Sheeting
- Cotton Duck Cloth / Canvas
- Cotton Jersey Tube / Poly Fill

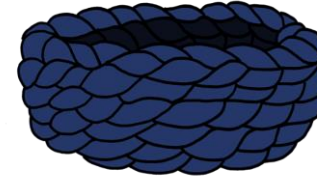
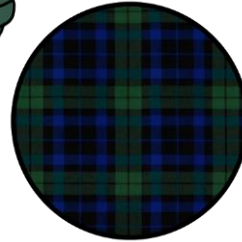
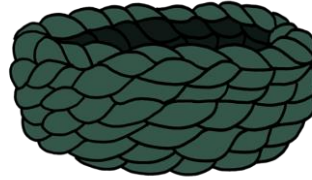
Trims:

- Invisible Zipper
- Plastic Buckle
- Nylon Strap
- Velcro

Pantone Color Palette:

- Dark Green P141-15 C
- Chartreuse P160-16 C
- Vibrant Yellow 13-0858 TPX
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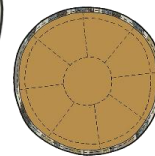
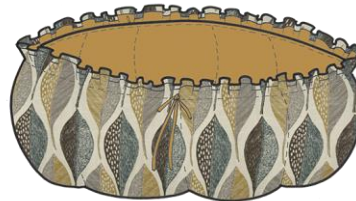


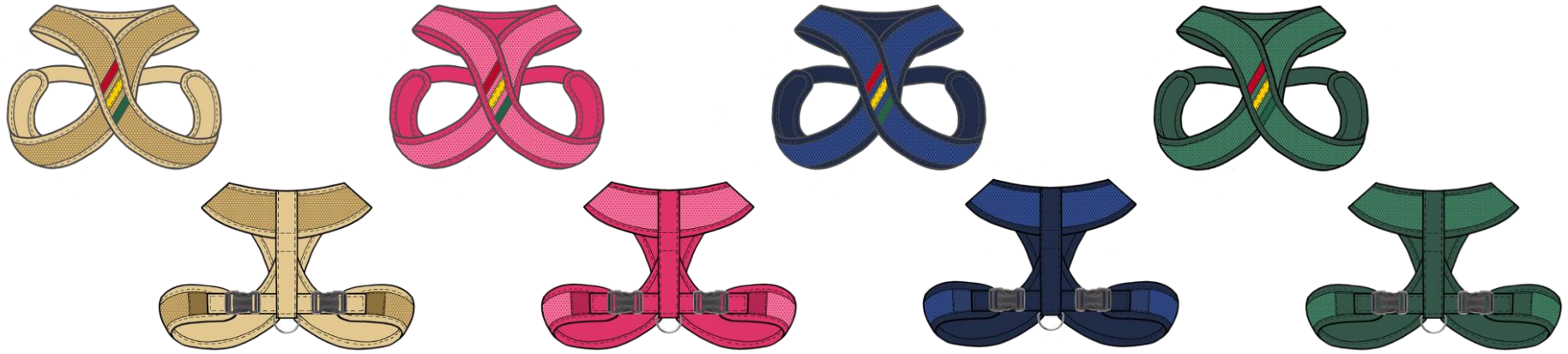


Comfy Nap Pillow Bed



Ruffle Bubble Round Bed





Harness Vest





Business Card: 3 1/2" x 2"



Letterhead Stationery Paper: 8 1/2" x 11"

Envelope: 9 1/2" x 4 1/8"



Hang Tag

2" W x 3.5" L

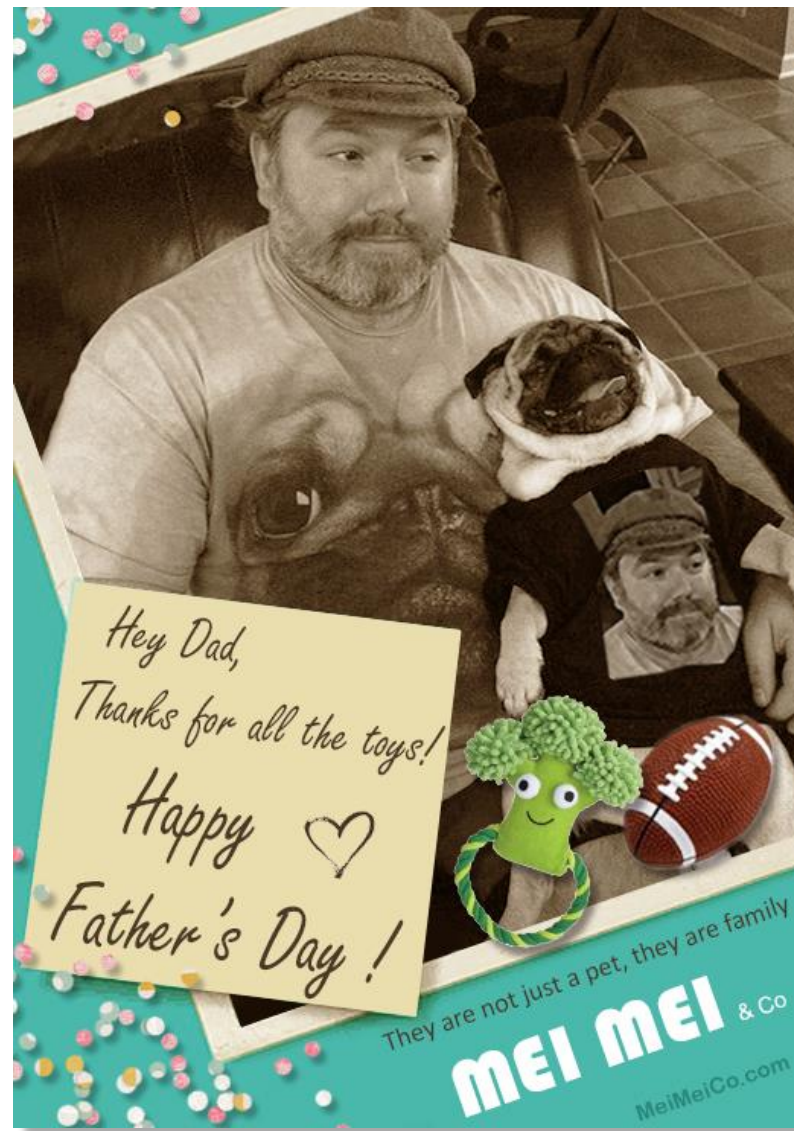
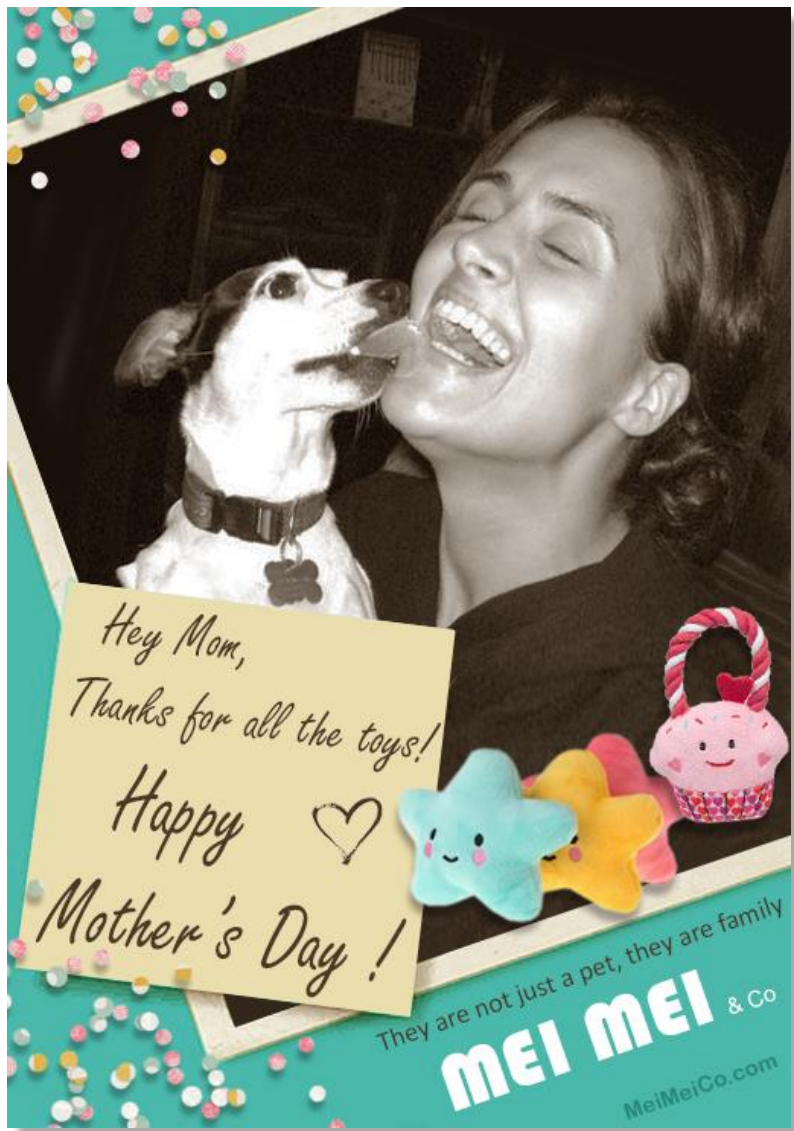


Square Label: 2" x 2"



Rectangle Woven Label : 2 1/2" L x 5/8" H





Media Mix: Paid / Organic Social media ad, Display Ads, Email Marketing, SEM & SEO





like father. like son !



Submit a look alike photo of you and your pet for a chance to win \$200 gift card from MeiMeiCo.com. Visit our site for more detail.



MEI MEI & Co

They are not just a pet, they are family

like Mother. like Daughter !



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Media Mix

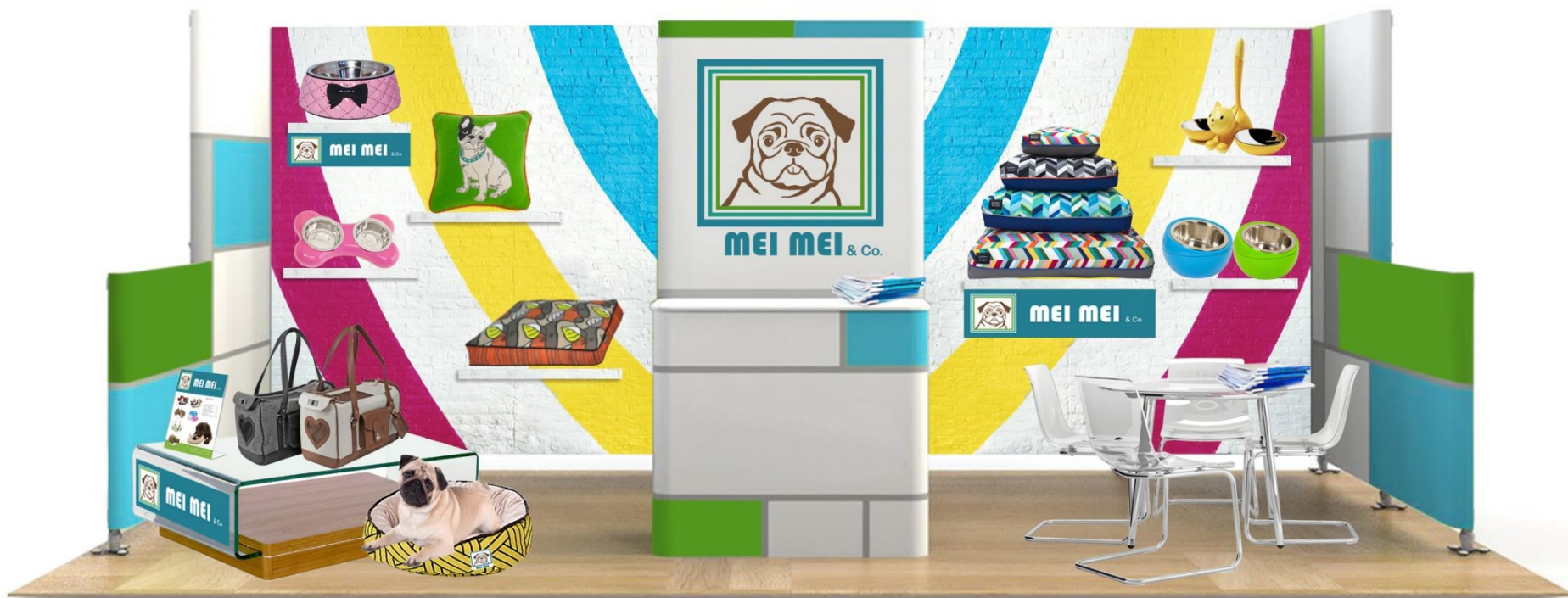
- 🐾 **Paid Social Media** : Facebook and Instagram
- 🐾 **Organic Social media** : Facebook, Instagram, Twitter, and Youtube
- 🐾 **Viral Content** : Youtube, Facebook, Instagram, Traditional print media (Free editorials)
- 🐾 **Display Ads & Email Marketing**



- ♥ Open a brick & mortar store on Robertson Boulevard in West Holly Los Angeles area.
- ♥ Hire part-time retail sales employees for our store.
- ♥ Start carrying carefully curated items from other brands to create interesting assortment for our retail store.
- ♥ Host pet adoption & charitable events at our retail store.



- ♥ Atten the pet industry trade show in North America “**SuperZoo**” at the Mandalay Bay Hotel in Las Vegas, NV
- ♥ Expand our business and start partnering with wholesale distribution & specialty pet boutiques.
- ♥ Meet overseas vendors for possible collaboration or carrying our products in their countries.



Trade Show: [SuperZoo](#)

Booth Size: 20 x 10

Date: September 1 ~ 3, 2020

