

**Hopkid<sup>®</sup>**



# Hopkid

Your One-Stop Shop for Kids' Fashion

Hopkid, a leading kidswear store in Vadodara, Gujarat, offers a wide range of stylish and comfortable clothing for children aged 0-14. We carry renowned brands like USPA, Lulu and Sky, Gini & Jony, and more, ensuring quality and trendiness in every piece. From casual wear for everyday adventures to elegant ethnic wear for special occasions, we have it all.

- 📍 Sarabhai Campus, Subhanpura
- 📍 Gamthi Complex, Alkapuri
- 📍 Ananta Stallion, Sevasi, Vadodara





## USP

We offer a curated selection of trendy and high-quality kids' clothing and accessories from over 150 national and international brands, catering to the discerning tastes of modern parents.

We have over 30 years of industry experience. Our sales executives are trained and experienced in this particular field for minimum 10 years.



## Vision

To be the premier destination for stylish and comfortable kidswear.

## Mission

To provide high-quality, trendy, and affordable children's clothing, creating joyful shopping experiences for parents and their little ones. We strive to foster a sense of confidence and individuality in every child through our diverse range of products and exceptional customer service.



# Market Overview

## Target Audience

Our primary target audience comprises:

- Parents: Primarily parents who are fashion forward and updated with trends for their kids, genz and millennial both.
- Caregivers: Grandparents, and other caregivers who make purchasing decisions for children.
- Gift-Givers: Relatives, friends, and well-wishers who seek thoughtful and stylish gifts for children.

## Location and Reach

Hopkid is currently located in two prime areas of Vadodara:

- 📍 Sarabhai Campus, Subhanpura
- 📍 Gamthi Complex, Alkapuri
- 📍 Ananta Stallion, Sevasi, Vadodara

While we primarily operate through our physical stores, we are exploring the potential of expanding our reach through an online store to cater to a wider customer base.





## Market Trends

The children's clothing market is dynamic and ever-evolving. Some of the key trends shaping the industry include:

- **Comfort and Functionality:** Parents are prioritizing comfort and functionality in children's clothing, especially for activewear and playwear.
- **Trendy and Stylish Designs:** Parents want their children to look stylish and trendy, and brands are constantly innovating to offer fashionable designs.
- **Personalized and Customized Clothing:** There is a growing trend towards personalized and customized clothing, allowing parents to express their child's unique personality.
- **Online Shopping:** The rise of e-commerce has significantly impacted the children's clothing market, with many parents opting for online shopping for convenience and a wider range of options

Hence, Hopkid as a brand has all the potential to match upto the target group's expectations.



# Store Concept and Design

## Store Layout & Design

Hopkid's store design is a delightful blend of playfulness and practicality. The store features a vibrant color palette featuring the shades of Cyan, Pink and White along with cute whimsical decor, and interactive elements to engage young minds. The layout is designed to ensure easy navigation, with clear product categorization and ample space for browsing. Customers are provided with comfortable seating, ample lighting, spacious walkways.







## In-Store Experience

We aim to create a memorable shopping experience for both children and parents. Key features include:

- **Comfortable Trial Rooms:** Spacious and child-friendly fitting rooms for hassle-free try-ons.
- **Easy Shopping:** Well-organized shelves and displays for efficient browsing.
- **Friendly Staff:** Knowledgeable and courteous staff to assist customers with their needs.
- **Seasonal Displays:** Engaging seasonal displays to spark interest and inspire shopper



# Product Offering

Hopkid is proud to offer a curated selection of renowned brands that align with our commitment to quality, style, and comfort:

- **U.s polo**
- **Ucb**
- **Jack and jones junior**
- **Ruff**
- **Gini and jony**
- **Blazo**
- **Little kangaroo**
- **Vitamins**
- **Vero moda girl**
- **Peppermint**
- **Tiny baby**
- **Deal jeans**
- **Bodycare**
- **Ollypop**
- **Toffyhouse**
- **Candyhouse**

Hopkid offers a wide range of clothing and accessories for children, including casual wear, formal wear, ethnic wear, outerwear, and footwear. We cater to all occasions, from everyday play to special events.

## Pricing Range

Hopkid offers a diverse range of products to cater to different budgets. We strive to provide value for money by offering competitive prices without compromising on quality. Our pricing is designed to be affordable for the middle-income segment, ensuring that every child can look their best. The prices are starting from just Rs. 500/- which offers customers great quality along with affordability.





## Brand Tone & Voice

Hopkid's brand voice is warm, friendly, and playful. We communicate in a welcoming manner that resonates with both children and parents. Our tone is engaging and informative, often using simple language and storytelling techniques.

## Competitive Advantage

### Why Our Store is Different

Hopkid sets itself apart from other children's clothing stores in Vadodara through the following:

- **Curated Collection:** We curate a unique collection of trendy and high-quality clothing, ensuring that our customers have access to the latest fashion trends.
- **Personalized Shopping Experience:** Our knowledgeable staff provides personalized shopping assistance, helping parents find the perfect outfits for their children.
- **Family-Friendly Atmosphere:** We create a welcoming and enjoyable shopping experience for the entire family, with interactive play areas and comfortable seating.
- **Convenient Location:** Our stores are strategically located in prime areas of Vadodara, making it easy for customers to visit.



## Customer Experience

We prioritize exceptional customer service to foster long-lasting relationships with our customers. Our dedicated staff goes the extra mile to:

- **Provide Expert Advice:** Offering personalized recommendations based on individual needs and preferences.
- **Ensure Smooth Transactions:** Streamlining the checkout process for a hassle-free experience.
- **Offer After-Sales Support:** Addressing any concerns or queries promptly and efficiently.

## Social Media Marketing Advantage

Leveraging social media allows us to reach a wider audience, build brand awareness, engage with customers, drive sales, stay updated on trends, and gather valuable feedback. This helps us strengthen our brand and boost sales. We have created great awareness and have gained good impressions in the past by the use of social media.



# Marketing & Promotional Strategies

## Social Media & Digital Presence

Hopkid maintains an active presence on social media platforms such as Instagram and Facebook. We share engaging content, including:

- **Product showcases:** Highlighting new arrivals, seasonal collections, and bestsellers.
- **Behind-the-scenes glimpses:** Sharing store updates, staff spotlights, and behind-the-scenes footage.
- **Customer testimonials:** Showcasing positive feedback and reviews from satisfied customers.
- **Style tips and advice:** Providing fashion tips and styling inspiration for parents.
- **Interactive content:** Running contests, polls, and quizzes to engage with our audience.

## Collaborations and Partnerships

- **Kids' influencers:** Partnering with popular kids' influencers to promote our brand and reach a wider audience.
- **Local organizations:** Collaborating with local pages for additional reach.

To attract customers and boost sales, we offer a variety of **seasonal promotions and discounts.**



# Customer Testimonials

- “Beautiful collection for all occasions and very affordable ranges. Loved it.” -Yogini Mohite, a satisfied customer
- Plenty variety, great selection, friendly staff. Good discounts on some products. Recommend 👍 - Mr. Vitobha Utekar, a returning customer

We encourage our customers to share their shopping experiences and photos on social media and google business profile.





# Contact Us

In the future, we plan to introduce new collections, partner with more renowned brands, and potentially expand our store network

**Contact Us** For business inquiries, partnerships, or press relations, please contact:

Hopkid

info@hopkid.in

Phone: 075677 14613

Visit Us We invite you to visit our stores in

- 📍 Sarabhai Campus, Subhanpura
- 📍 Gamthi Complex, Alkapuri
- 📍 Ananta Stallion, Sevasi, Vadodara

Experience the joy of shopping for your little ones at Hopkid!

Follow Us Stay updated with the latest trends, promotions, and behind-the-scenes glimpses. Follow us on:

- Instagram: **@hopkid.in**
- Facebook: **Hopkid Vadodara**