

SW3 - Marketing, Sales & Promotions

Identify a company that uses the Internet for marketing, sales, and promotions. Answer the following questions for the company of your choice.

1. What is the name of the company? Provide the company logo.



2. What is the URL of the company home page?

www.foldedandhung.com

3. History:

----- a. Who founded it and when?

Folded and Hung was established in 1998 by Adenip Incorporated, founded by Ronald Pineda

----- b. Initial products/services and markets?

Apparel & Fashion

----- c. Private or public?

Public Company

----- d. E-company or brick and mortar? (E-company: purely online business // brick and mortar: with a physical store/office but maintains online presence)

Brick and mortar, they have physical stores but still they maintain online presence.

4. Financials:

----- a. Most recent year's revenues?

an estimated annual revenue of \$385K

----- b. Most recent year's profits?

5. What are its main products and services?

FH|Folded and Hung boasts its position as a major fashion trendsetter label. It caters to men and women who love and breathe fashion and rare in tune with the latest trends on the runways. F and H challenges itself to live up to its costumers expectations, up to date trends with value for money. What sets FH|folded and hung from other retailers is that it maintains and boasts of merchandise and marketing efforts that are in line with the company's ideals and visions. And that is to become the preferred and leading retail chain of stores providing current and fashionable clothing at competitive prices with excellent personalized customers service. Folded and Hung products reflects the lifestyle and personalities of it's customers with its hip, stylish and fashionably designed clothing line and accessories.

6. What is its target market and who are its customers?

Their target market are men and women who loves to be in fashion trends.

7. Who are its main competitors?

8. How is the company using the Internet for marketing, sales, and promotions?

Reference:

<https://fashionbi.com/brands/folded-hung/info>

<https://www.jobstreet.com.ph/en/companies/508365-adenip-inc>

<http://www.foldedandhung.com/>