

打造一個屬於自己的沐浴空間

Decorate your own bath room

Bath Room Accessory Are Developing!



CROSCILL

History

商品起源

大約在1995年美國的知名寢具品牌Croscill為了擴大市場立基及本身品牌的產品廣度,開始推出一些衛浴的配件及用品如浴簾、毛巾、浴巾、牙刷架、嗽口杯、紙巾盒、香皂盤...等商品。起初只是為了讓該品牌的消費者，可以購買一些浴室內的擺飾用品來搭配自己房間內的寢具，沒想到此類商品在市場推出後引起十分廣大的回響，其中又以牙刷架、嗽口杯、紙巾盒、香皂盤、乳液瓶及置物桶...等衛浴傢俱，其商品表現豐富，附加價值高，製造門檻高，最受美國市場消費者的喜愛，也因而造就短短的十年間，該類商品的營業額由每年不足1000萬美元成長到每年約8億美元的市場規模，通路也由原本的寢具專賣店，擴展至百貨公司、家居用品量販店、進而至全美的量販店,均有銷售此項商品。我們進而發現，在日本如此高消費能力及重視生活家居的市場中，該項商品並不普遍，僅有十分少數的高級傢俱店，由歐美進口該類商品，以極高的價格進行販售，因此我們相信此項商品在日本如此成熟的消費市場中應該會有十分亮麗的表現。

Since 1995 "Croscill" invest in develop bath room accessory such as: shower curtain, towel, bath towel, toothbrush holder, tissue cover, soap dish...est., to begin with provide bath room accessory to consumer to arrange in pair with their bedding and pillow.

Croscill' s accessory become famous after launch, in the presence of all, toothbrush holder, tissue cover, soap dish, Lotion Dispenser and wastebasket are more famous then others.

Those accessory present with highly additional value and highly threshold to manufactory, therefore, the accessory attract consumer focus and high business value.

Croscill' s business income increase from 1 billion to 80 billion during 10 years and sale channel expanded include; Wal-Mart, Kmart, Bed Bath & Beyond, department store, Hypermarket and bedding and pillow head shop...etc.

銷售通路

主要以美國市場為主共有
Wal-Mart
Sears
Target
J.C. Penny
Kmart

BED BATH & BEYOND.....等百貨零售通路均設立專屬區域,進行販售

Sale Channels

Major Sale Channels in America
Wal-Mart
Sears
Target
J.C. Penny
Kmart
BED BATH & BEYOND
Department store
Hypermarket
Bedding and Pillow head shop...etc.



BATH_ASHILEY



BATH_BAMBOO



BATH_BEACH_HAVEN



BATH_CAMELOT



BATH_CARRINGTON



BATH_CASSANDRA

CROSCILL

市場戰略及商品特色

1. 設計感豐富·材質多變：可利用五金、陶瓷、壓克力、貝殼、玻璃、草編等不同材質...變化出上百種變化。
2. 製作門檻高·模仿不易：每一組商品的製造均須搭配三~四種不同材質,並非單一材料製作模仿不易。
3. 創新的製作技術及源源不斷的技術創新：由於整個美國前幾大進口商的長久配合·不斷引進新的想法及構思·再加上有固定十多家工廠也投入研發技術·讓其他對手很難跟進·也加上是固定的工廠·技術不易外流。
4. 產品生命週期長：本項商品非季節性商品,且銷售持續力強,美國市場有許多商品已連續銷售達二~三年之久,仍持續生產中。
5. 產品附加價值高：由於模仿不易·所以目前美國市場之產品定價均為成本之3.8倍~4.8倍·折扣出清期間一般僅打6.5~7折出售·毛利可觀。
6. 商品變化度高·可小批量訂製·可增加商品豐富度。
7. 精緻的衛浴用品：除了可以增加衛浴的樂趣以外·也可以增加整個房子的精緻美感·就如在房子的客廳擺設花瓶的效果是一樣的·日本是一個講究精緻講究美感的民族·綜觀整個日本市場就如處女地尚未開發·就如當初的美國市場一樣。
8. 在美國市場·目前的陳列方式通常會把毛巾浴簾及衛浴配件作整套性的設計·在賣場作整套性的陳列。

Marketing Strategies

1. **Materials**
Vary materials to manufacture booth accessory, such as; ironware, pottery, carillon, shell, glass, rushwork...etc.
2. **Manufactory**
Highly manufacture threshold. Each product fabricate by 3~4 different materials.
3. **Innovation**
New manufacture technology innovation and difficult to follow.
Fixedly, manufacture coordination with manufactory to keep technology quiet.
4. **Product live Cycle**
Continuity Sale, most of accessory are non-seasonal products.
5. **Additional Value**
Highly manufacture threshold to cause difficult to copy. Therefore, highly remuneration from products, the price will be 3.8~4.8 time to the prime cost and closeout maximum 30%~35% off only.
6. **Variability**
Highly variability products, bitty manufacture.
7. **Decoration**
Those accessory are part of bath room decoration, it can enhance elegant taste.
8. **Display**
Booth accessory decorate integration with towel, shower curtain and display at sale room.



BATH_CHEDWORTH



BATH_CLASSICO



BATH_DEVONSHIRE

市場定價

	小品項
牙刷架.....	市場訂價為\$12.99~\$14.99
嗽口杯.....	市場訂價為\$12.99~\$14.99
香皂盤.....	市場訂價為\$12.99~\$14.99
	中品項
乳液瓶.....	市場訂價為\$14.99~\$24.99
紙巾盒.....	市場訂價為\$19.99~\$29.99
	大品項
置物桶.....	市場訂價為\$29.99~\$49.99

Market Price Analysis

	Small size
Tooth brush holder.....	Sale Price\$12.99~\$14.99
Tumbler.....	Sale Price\$12.99~\$14.99
Soap dish.....	Sale Price\$12.99~\$14.99
	Medium size
Lotion dispenser.....	Sale Price\$14.99~\$24.99
Tissue cover.....	Sale Price\$19.99~\$29.99
	Large size
Wasterbasket.....	Sale Price\$29.99~\$49.99



