

## Needs Assessment Report for A New Time to Dream (ANxTD)

### Catalyst17 - Innostation

The objective of this needs assessment is to identify strategies for growth and increased recognition for A New Time to Dream, focusing on customer engagement, customer satisfaction, and customer feedback.

Our team met with Owen Devine, the founder of A New Time to Dream, a vintage clothing store based in Ottawa. We discussed the store's goals, current challenges, customer base, and the initiatives Owen has tried since the store's inception in 2022. Owen's primary goal is to grow his store's recognition across Canada and internationally.

During our discussion, our team identified several key areas where A New Time to Dream could benefit from targeted interventions:

1. **Increasing Customer Engagement:** Enhancing the interaction between the store and its customers.
2. **Boosting Customer Satisfaction:** Ensuring customers have a positive shopping experience.
3. **Gathering Customer Feedback:** Obtaining valuable insights from customers to guide improvements.

To address these issues, we have implemented a marketing solution. Whenever Owen sells a piece of clothing, he asks the buyer to style the product in their own creative way and post it on their social media as an Instagram story or a regular post while tagging the store. In return, the customer receives a 10% discount on their next purchase. This strategy provides multiple benefits:

- **Free Promotion:** The store gains visibility through customers' social media posts, expanding its reach organically.
- **Customer Engagement:** Customers become more involved and connected with the brand.
- **Building a Fanbase:** Creating a community of loyal customers who actively promote the store.

These changes will be implemented immediately, with the expectation that customer engagement, satisfaction, and feedback will improve over the coming months. The discount incentive is designed to encourage repeat purchases and ongoing customer interaction with the brand. We will continue to monitor the effectiveness of this strategy and make adjustments as necessary to ensure ongoing success.

