

Tater Tot Boutique and Upscale Consignment

Business Plan

Lindsey McMullen, Owner
Updated on February 13, 2025

Executive Summary

Product

Tater Tot Boutique and Upscale Consignment will carry new and preowned clothing, shoes, and accessories for children. The preowned clothing and shoes will be sold through consignment. Tater Tots will carry high-end children's clothing, shoes, plush toys, gifts, books, and accessories. Tater Tot will also custom embroider products on site.

Customers

The target audience for Tater Tots is adults, specifically parents and grandparents who wish to give their children or grandchildren clothing, shoes, gifts, or accessories for an occasion or just because.

Future of the Company

Although the children's clothing business is competitive, we believe that there is a place for high-quality, new and preowned clothing in this area. We believe that we can fill the need for a brick-and-mortar high end children's boutique in the Keller/ Southlake area and beyond.

Company Description

Mission Statement

To bring customers affordable high-end clothing and accessories for their children, as well as, the opportunity to consign the same for someone new.

Principal Members

Lindsey McMullen- Owner

Legal Structure

Tater Tot Boutique is a Limited Liability Company

Market Research

Industry

Tater Tot Boutique is part of the children's retail clothing industry. Currently, small business children's boutiques are few and far between. The closest competitor is 10 miles away.

The model that Tater Tot strives to replicate, is from a store in Dallas, Small Pockets, that is 28 miles from this location. They have thrived with the retail and upscale resale model.

Detailed Description of Customers

Our target customers are moms who are wanting to support local businesses and find their children's clothing close by, rather than ordering online. These women have a household income over \$100,000. They are mostly stay at home moms.

Our target customers are also grandparents that are buying for their grandchildren. They are willing to purchase at a higher price point.

Our target customers are interested in giving durable, well-made clothing to their children and grandchildren to help foster creativity. They value quality and they research the products they buy. Our target customers are willing to spend more money on clothing that are of higher quality and last longer.

Company Advantages

Tater Tot Boutique has the following advantages compared to competitors:

- Only store in the area
- Offers both retail and consignment
- Offers in-house embroidery for their items
- Offers personalized items in store
- Be able to resell items that they have purchased through Tater Tot Boutique
- Carry lines that no other store in the area brings in

Service Line

Product/Service

Tater Tot Boutique will carry clothing sized from newborn- 12. We will carry new shoes, such as sandals and shoes for school. We will carry hair accessories for girls and boys. We will carry books, as well as, stuffed animals, to make the perfect gift. The goal is to have 60% of the business be new and 40% consignment.

Pricing Structure

Tater Tot boutique will sell all retail at the standard retail markup. For consignment, it will be a 40% customer, 60% Tater Tot split.

Marketing & Sales

Growth Strategy

To grow the company, Tater Tot Boutique will do the following:

- Sell products at holiday markets in around the DFW area
- As business grows, advertise in target markets, especially in advance of the holiday season.
- Advertise in all local mom groups
- Join Keller Chamber of Commerce
- Host pop up events for local photographer to bring in customers
- Host shopping events for holidays

Communicate with the Customer

Tater Tot Boutique will communicate with its customers by:

- Providing an email newsletter with company news, product information
- Using targeted Google and Facebook/ Instagram advertisements.
- Utilizing social media such as Facebook, Pinterest, TikTok, and Instagram
- Providing contact information on the company website.
- Adding labels on toys that include company name, contact info, and web address.

How to Sell

Currently, the only person managing Tater Tot Boutique is the owner, Lindsey McMullen. As profits increase, Tater Tot Boutique will look to add an employee to assist with social media and online marketing, and day-to-day sales. The target demographic for the company will be parents of children aged newborn-10. The company will increase awareness to our targeted customers through online advertising and attending chamber of commerce meetings and holiday markets.

Boutique & Upscale Consignment



Front Door

Tater Tot

Boutique & Upscale Consignment

Functional Space

Flex Space

Consignment Space

Shoe Station

Special Occasion/
Season

Newest Items

Display Window



Functional Space

Flex Space

Consignment Space

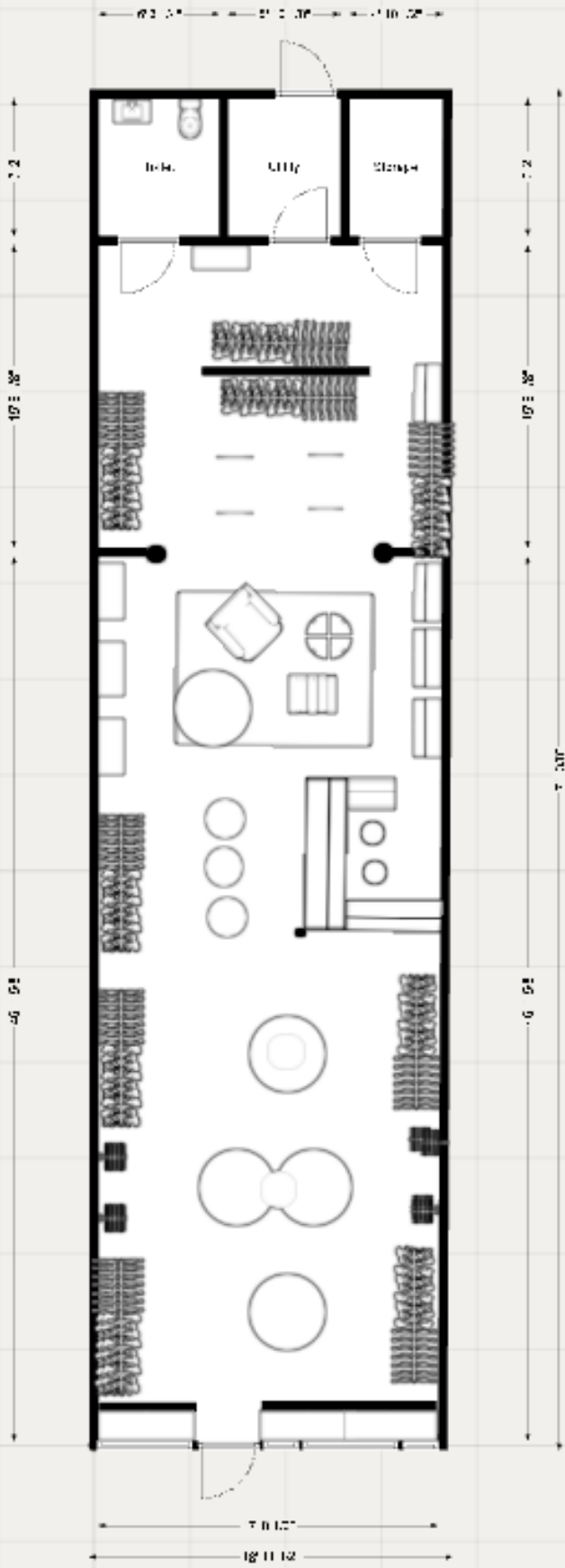
Bath/ Books in
Cabinets

Sales Counter
Wrap Station

Special Occasion/
Season

Core Items/ Basics

Display Window



Tater Tot Concept plan

As shown in my business plan, I will be creating a children's clothing store that has retail (new) and upscale consignment. This is not a Kid to Kid or Once upon a Child, this is all boutique children's clothing that is available for resale. No items will be from big box stores or lower end mass produced brands. This will be about 30% of the store once it is in full inventory.