

Business Improvement Projects

IN ACTION

Social Media and Noventa Y Cinco

Case Study

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Noventa y Cinco is a Portuguese company in the fashion area, which sells women's clothing and accessories through a free design, distinguishing itself by valuing the personality and personal style of each woman.

Located in the “heart” of the city of Vila Nova de Famalicão, the concept store Noventa y Cinco was founded in 2016 by two women entrepreneurs, Raquel Santos graduated in Image Consulting and Alexandrina Cruz, graduated in Management, both passionate about fashion.

Summary

Noventa y Cinco is not just a "simple" clothing store; it also stands out for offering other services such as Image Consulting.

Primary services and project highlights:

- sale of women's fashion - clothing and accessories (national and international brands);
- image consulting, personal shopping, closet cleaning, creation of looks;
- complement with elements of home decor / interior decoration - concept store;
- personal image workshops (self-makeup; style tips; biotypes and nice pieces; personal image in a professional context; corporate image and etiquette, etc.).

It is worth noting the presence of renowned international and national brands, with a strong appreciation of the latter. Contrary to the initial difficulties, the focus on national products has been consolidated over the years, having been placed as a priority of the brand, namely Clair Couture and Marias Collection.

“In addition to a physical space, the store also has an online presence through social networks, Facebook and Instagram, where they advertise the brand and make sales despite not having an official online store.”

In the last two years, the emergence of the pandemic context caused by Covid-19 made Noventa y Cinco make a strong bet in the online context, particularly in social networks. Since then, the dissemination of the brand has become more comprehensive and allowed Noventa y Cinco to reach national and international audiences.

“For the coming years, the organization wants to continue to grow, increase the number of customers, both in physical stores and online, launch an online store and consolidate itself as a reference in the market in which it operates.”

Sales volume increased, and the brand gained a more defined positioning in the fashion market. This context would eventually give rise to the expansion of Noventa y Cinco, and the faces of the organization would launch their brand: 100 percent woman by Noventa y Cinco.

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