

## **I. Izzy Maternity Company Overview**

### **a. History**

Founded by Israel Vahaba in 1985, Izzy Maternity has provided stylish maternity clothes for North Georgia mothers for over 12 years. While maternity clothing styles and lines have come and gone during Vahaba's years in the business, his attention to his customers and love for fashion has remained constant. Because he knows what works and what doesn't in the fashion industry, Vahaba often works very closely with maternity clothes designers, keeping him – and his customers – ahead of the trends.

### **b. Product**

At Vahaba's store, there is a wide variety of clothes to fit various body shapes and needs. The store receives new deliveries daily and is always fully stocked. Vahaba stocks sizes ranging from XS-3X (European sizes) and 4-24 (American sizes). Bra sizes range from 34B to 44F. Many lines come in petite and/or tall inseams as well.

Izzy has two major competitive advantages which set it apart from other stores specializing in maternity clothing. First, Izzy has a strong and unique focus on customer service. When visiting Izzy Maternity, a client will be helped by an attentive member of Vahaba's team who will offer size and style suggestions without being pushy. The associates are detail-oriented and well informed about current trends in pregnancy wear.

Another competitive advantage stems from Vahaba's relationship with vendors. This relationship allows him to request adjustments and specialty items from designers to best meet his customers' needs.

### **c. Location**

At this time, Izzy has two locations, one at North Point Village in Alpharetta, and one at Peachtree Battle Promenade in Atlanta. An e-commerce site was also established in spring of 2007 to allow customers to shop from home.

**d. Customer Retention/Product Lifecycle**

Due to the nature of the product, Izzy's customer base turns over completely every six months, so the relationship must be rebuilt. Because a large percentage of Vahaba's customers end up being repeat clients due to a short customer cycle, word of mouth is imperative in this industry.

**II. Izzy Maternity Mission Statement**

Izzy Maternity is dedicated to providing upscale fashion to today's pregnant woman with a special focus on one-on-one care and attention.