

## Summary

Fuqua Daytime MBA students provided a marketing strategy for Durham, NC inclusive wellness and yoga startup The Underbelly to expand their subscriber base.

“Seeing The Underbelly implement our recommendations was very rewarding – our hard work was worth it because we were making a real impact and helping a small business grow.”

**Mehtab Sahota '23**  
Student Team Member

## Project Snapshot

Focus: Marketing Strategy  
Client: The Underbelly  
Industry: Health and Wellness  
Type: For-profit startup  
HQ: Durham, NC, USA

## Challenge

The Underbelly is a high-growth, woman-founded wellness startup based in Durham, NC, focusing on addressing an unmet market need for diversity, inclusivity, and accessibility in the yoga and wellness industry. The Underbelly approached the Fuqua Client Consulting Practicum for help growing their email subscriber base and ecommerce merchandise revenue, along with developing an email marketing strategy.

## Approach

The FCCP student team conducted second-hand market research and internal staff interviews to better understand our client's current business challenges, assess its core strengths and weaknesses, and spot opportunities. Students used competitor research to inform how The Underbelly could differentiate itself in the market by leaning into its core values. They also compared the client's key engagement metrics to industry benchmarks to identify areas of improvement.

## Recommendation

Students identified opportunities in marketing, community building, building out variety of content, and user Interface and experience Improvements. The team recommended methods for The Underbelly to stay on top of changing consumer preferences and better segment and target their subscribers. Finally, students also provided a merchandising strategy with a model that would help with forecasting, modeling sales around the seasonality of products.

## About FCCP

The Fuqua Client Consulting Practicum is a for-credit experiential learning course at Duke University's Fuqua School of Business. In FCCP, students apply their business skills and relevant work experience to an active project engagement with an external client. Interested in engaging our students? Learn more at [www.fccp.fuqua.duke.edu](http://www.fccp.fuqua.duke.edu).