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."

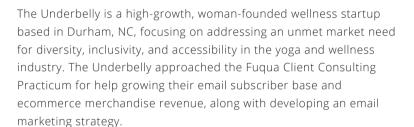
Mehtab Sahota '23 Student Team Member

Project Snapshot

Focus: Marketing Strategy Client: The Underbelly Industry: Health and Wellness Type: For-profit startup

Type: For-profit startur HQ: Durham, NC, USA

Challenge



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.