

Apparel Retailer PK Beans reports 'substantial margin improvement' in their bottom-line, so what's new with Peekaboo?

COVID-19 has meant that retailers need to be agile and adapt their product ranges to meet the community's needs. For example producing personal protective clothing such as face masks, or focusing on online sales and services, rather than bricks and mortar stores. Those companies that have proven to be adaptable have seen some superb stock price increases resulting from boosted sales. The following company is moving in the same direction with some early signs of success.

[Peekaboo Beans Inc.](#) (CSE: BEAN) (now re-branded as 'PK Beans') offers 'online shopping' in clothing fashion, for both toddlers and children. Peekaboo is focused on environmentally responsible clothes that are intentionally designed to inspire play.

The Company engages sellers through social platforms, including Instagram and Facebook, as well as online retailers, to maximize revenue and build brand loyalty. They also sell directly from their own website pkbeans.com.

Despite COVID-19 and the temporary closure of PK Beans flagship store ([re-opened on June 2](#)), the Company is performing well with online sales. In April, the Company [reported](#) March 2020 sales stating: "Monthly sales increase of 47% year over year, and continue to see consistent, strong and positive return on digital ad spend."

In May the Company [reported](#): "A 21% increase in sales for

April 2020 (over April 2019), online visitors were up 66% from 2019 for April and 32% of sales attributed to first time customers.” Also in May we learned that the PKB Explorers’ Club (the Company’s monthly subscription interactive adventure series, launched in March) has grown quickly to reach 107 subscribers. PK Beans also designed and produced over [2,000](#) comfortable and reusable masks for children that sold out instantaneously.

InvestorIntel’s Senior Editor, Peter Clausi, states regarding the PKB Explorers’ Club: “My grandson is 3 and 1/2. He loves the play box. Both the box itself and the contents have kept him fascinated for hours. Excellent work!!!”

The Peekaboo Beans (PKB) Explorers Club is a subscription service for parents & kids to enjoy together



HOW IT WORKS

AGES 3-6



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[Source](#)

In early June PK Beans successfully launched the PK Beans Summer 2020 Collection. By June 17 the Company [announced](#) that they had already sold 10% of their inventory and have

increased their page views 65% and their new users by 58% year-over-year. PK Bean's Summer 2020 Collection, which included children's sleepwear, has so far resulted in a [23% increase](#) in average margins for the Company.

Traci Costa, Founder, President and CEO of PK Beans [commented](#):

"PK Beans Summer 2020 Collection highlight the strength of the Company during the challenges brought to all of us with COVID-19. Starting with a substantial margin improvement in our bottom-line, and on behalf of the PK Bean's team, I would like to thank all our returning customers! With an unprecedented 75% returning customer rate, and with a 61% increase in average orders from \$90 to \$145, as always, our success is by providing high quality clothing that enhances our children's life experience."

In addition to the PK Bean's Summer 2020 Collection, the Company recently consolidated office and warehouse space to one location, resulting in savings of approximately \$100k for the Company annually.

PK Beans has even started selling face masks to help the fight against COVID-19



[Source](#)

Closing remarks

PK Beans continues to reinvent itself as it expands its offerings and grows its customer base. Just this past 6 months the Company has rebranded from Peekaboo Beans to PK beans, expanded their product line to include face masks and the 2020 Summer Collection including children's sleepwear. Added to this was the introduction of services, such as the PKB Explorers' Club.

As a result PK Beans has been attracting significantly more new customers, has had a large boost in repeat customers, and has improved margins. All of these are steps in the right direction and should start to lead to growing revenues ahead.