



**T-SHIRT COMPANY -  
INDIVIDUAL PROJECT**

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## EXECUTIVE SUMMARY

Rhi and Tee Clothing Co. sells fun and unique t-shirts made with organic materials and natural inks. The primary target audience is middle to upper-class men and women who are between the ages of 18-45. The consumers are invested within the organic, natural, and/or sustainable markets and value the quality of the shirts, yet they equally cherish their designs. Geographically, the audience is predominantly from city and suburban regions. Rhi and Tee Clothing Co. will operate as an online business, running out of an office in Orange County, CA. The company's current objective is to make a name in the above markets (organic, natural, and sustainable) and expand within one year to six designs.

The marketing objectives will include building a digital presence and sense of brand awareness for the new business. Through the promotion of the shirts and the brand's values, we will increase and build our client base on various platforms. One year from the date Rhi and Tee Clothing Co. opens, there shall be a loyal social media following and strong presence within the online community. The projected sales for the first year of operation are expected to be \$131,500. The profitability is expected to be \$36,773. The keys to success include setting goals and deadlines, interpreting consumer habits, and producing quality apparel.

The marketing strategy for Rhi and Tee Clothing Co. is to build an online following within social media platforms: Instagram, Facebook, and YouTube. Through influencer endorsements, prospects will be met at touchpoints. The company will gather influencers from various markets and niche groups that have a steady and reputable audiences. Digital and online advertising will be matched with event marketing and ambient ads, located in counties including Los Angeles and Orange County. A collaboration with Remake will embark on cause-related marketing strategies, providing donations to the organization.

The expected marketing results are a social media following of 35,000 Instagram followers, 15,000 YouTube subscribers, and 50,000 likes on Facebook. The website will have an annual reach of 50,000 visitors.

## VALUE PROPOSITION

Rhi and Tee Clothing Co. creates innovative, unique, and fun t-shirts produced from natural and organic materials and inks. The company provides comfort and style that reflects the brand's ideals. Rhi and Tee Clothing Co. values environmentally-sound production and socially-conscious-consumerism that brings positivity into the fashion industry's progression to better, more sustainable products.

## TARGET AUDIENCE

**Demographic-** The target audience consists of Millennials and Generation Z who have middle to upper-class household incomes. Along with these groups, there is an increasing rate of Baby Boomers who are investing in sustainable materials. While both men and women are part of the target audience, women have a higher stake in the natural products industry. These consumers are educated with at least some college completed.

**Psychographic-** Environmentally-conscious individuals who are proactive with their consumption. They believe that they can make a difference in terms of creating a healthier future. Millennials and Generation Z are cost-conscious but are willing to spend more on well-valued items and tend to favor brands that are reputable for their impact and efforts. Often, they feel responsible for the effects of their consumption behaviors.

## BUSINESS PLAN

Rhi and Tee Clothing Co. is an online retailer, headquartered in Orange County, CA. The company will start operation with two staff members, the owner and one part-time employee. A predicted increase of the global eco fiber market size is set at 9.2% from 2019 to 2025, despite the slight recently slowing demand for sustainability. The company will register as an LLC. The product line will consist of three different designs, offered as short sleeve shirts, priced between \$35 and \$55. Marketing will be highlighted online, in social media platforms, and in various ambient locations. Funding will be provided from personal savings and with the approval of a loan.

## BUDGETING

The budget will be set at \$94,727 for the first year. This includes all operational costs and leaves for a profit of approximately \$36,773. The business will use Square Space as the online store website, which will include accounting software. The budget was calculated with the intent of ordering shirts by Print Natural on Organic Cotton, made in the USA by Royal Apparel, every three months at a quantity of 450 of shirt one, 450 of shirt two, and 100 of shirt 3, a special edition shirt with limited availability sold during month 1 and 2, costing an initial \$9,639. For month 1 and 2, an estimated 150 shirts from option 1 and 150 of option 2 will be sold at \$35 each and 50 special edition shirts at \$55 each, profiting \$13,250. Each month thereafter is estimated to sell 150 of each design, with a profit of \$10,500.

Rhi and Tee Start Up Budget													
Expenses	1st month	Regular month	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Final Costs
Rent - Office/Storage Unit/ Retail store	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	
Security deposit	1000	0	0	0	0	0	0	0	0	0	0	0	
Inventory - Initial purchases for sale	9639	0	0	8540			8540			8540			
Monthly acquisitions/product	0	0	0	0	0	0	0	0	0	0	0	0	
Design of business	0	0	0	0	0	0	0	0	0	0	0	0	
Design of t-shirts	0	0	0	0	0	0	0	0	0	0	0	0	
Licenses and permits	50	0	0	0	0	0	0	0	0	0	0	0	
Legal	980	0	0	0	0	0	0	0	0	0	0	0	
Signage for storefront	800	0	0	0	0	0	0	0	0	0	0	0	
Computer/technology	2700	0	0	0	0	0	0	0	0	0	0	0	
Software	53	53	53	53	53	53	53	53	53	53	53	53	
Payroll - 22%	1440	1440	1440	1440	1440	1440	1440	1440	1440	1440	1440	1440	
Payroll taxes/unemployment - 4%	101	101	101	101	101	101	101	101	101	101	101	101	
Security Security (8%) - SE - 16%	405	405	405	405	405	405	405	405	405	405	405	405	
Health insurance	125	125	125	125	125	125	125	125	125	125	125	125	
Accounting	0	0	0	0	0	0	0	0	0	0	0	0	
Office supplies	250	100	100	100	100	100	100	100	100	100	100	100	
Operational expenses	250	250	250	250	250	250	250	250	250	250	250	250	
Marketing expenses - traditional	4700	350	300	300	250	250	250	250	300	250	250	250	
Digital advertising	250	200	150	250	150	150	150	150	150	250	150	150	
Website development	480	0	0	0	0	0	0	0	0	0	0	0	
Monthly website updates	0	0	0	0	0	0	0	0	0	0	0	0	
Social media maintenance	0	0	0	0	0	0	0	0	0	0	0	0	
Public Relations	0	0	0	0	0	0	0	0	0	0	0	0	
Insurance	600	0	0	0	0	0	0	0	0	0	0	0	
Dues/memberships (BBB)	525	0	0	0	0	0	0	0	0	0	0	0	
Misc. Expenses	50	50	50	50	50	50	50	50	50	50	50	50	
<b>Subtotal</b>	<b>25398</b>	<b>4074</b>	<b>3974</b>	<b>12659</b>	<b>3924</b>	<b>3924</b>	<b>12464</b>	<b>3924</b>	<b>3974</b>	<b>12564</b>	<b>3924</b>	<b>3924</b>	<b>94,727</b>
<b>Potential Revenue Projection</b>	<b>13250</b>	<b>13250</b>	<b>10500</b>	<b>10500</b>	<b>10500</b>	<b>10500</b>	<b>10500</b>	<b>10500</b>	<b>10500</b>	<b>10500</b>	<b>10500</b>	<b>10500</b>	<b>131,500</b>
<b>Total - loss or profit</b>	<b>-12,148</b>	<b>9,176</b>	<b>6,526</b>	<b>-2,159</b>	<b>6,576</b>	<b>5,486</b>	<b>-1,964</b>	<b>6,576</b>	<b>6,526</b>	<b>-2,064</b>	<b>6,576</b>	<b>6,576</b>	<b>36,773</b>

### MARKETING DELIVERABLES

Name: Rhi and Tee Clothing Co.

Logo font: Bungee

Colors: (#bcbcbc), (#ffffff)



Brand Colors for marketing purposes:



### CAUSE MARKETING STRATEGY

Rhi and Tee Clothing Co. will partner with Remake, a nonprofit devoted to the conscious consumer movement. Statistics have found that 71% of Americans favor environmentally-responsible brands and 77% feel emotionally connected to purpose-driven brands, proving that this partnership will engage Rhi and Tee Clothing Co.'s audience. Remake's goals include bettering the fast fashion industry to more environmentally-sound and increasing socially conscious production methods. In order to show our support of the movement and project the brand ideals and values, Rhi and Tee Clothing Co. will donate ten percent of all profits to Remake. Annually, the company will complete the donations in one lump sum. The collaboration will be highlighted within our website and social media to make a reputation and identity for the company, while building brand loyalty.

### **PROMOTIONAL MATERIAL- PRESS RELEASE**

October 24, 2019- In January of 2020, Rhi and Tee Clothing Co. will become available for purchasing on the company's website. Rhi and Tee Clothing Co. makes t-shirts that are environmentally friendly and well-designed with unique and fun styles. The California-based company, started by Tara Rush, will operate out of an office in Orange County, fulfilling online orders. The brand highly values integrity and consciousness for purchasing habits, so the company will donate ten percent of their net profits to Remake, an environmentally-sound organization.

### **EVENT MARKETING**

Rhi and Tee Clothing Co. will register for a booth at the 2020 Natural Products Expo West in Anaheim, CA. The event will take place during the weekend of March 6-8. This event hosted over 85,000 individuals invested in the Natural Products industry in 2018, plus guests who attended for other various reasons. Each year, the attendee count rises and there is vast guaranteed brand awareness. The company will register for a small booth, priced at \$4,300, marketing themselves to spread awareness of who they are, and also, to seek brick-and-mortar stores and other online websites to become retailers of Rhi and Tee Clothing Co. Overall, the goal of the event will be to increase visibility and make connections.

### **AD CAMPAIGN FOR FIRST YEAR**

The first year of operation will be supported by an advertising campaign which will consist of: social media/digital ads, influencer marketing, event marketing, and ambient advertisements. The campaign is titled "Make It A Priority" and will be themed around the consumer's devotion to making more conscious choices. The creative strategy statement is: "to convince environmentally-conscious consumers that Rhi and Tee Clothing Co. will prove its quality because of the sustainable materials and unique designs created." The budget for our first-year ad campaign will be \$5,550 and the tone of the campaign will be conscious, honest, and empowering.

### **CONCLUSION**

Rhi and Tee Clothing Co. will enter the natural product and apparel industry with innovative thinking and an evaluated perception of the first year of operation, to offer high quality and environmentally conscious shirts.

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