

Apparel Marketing & Multimedia - Proposal

2014-2015
Project Summary

Working Title of Project	Apparel Marketing & Multimedia
Project Sponsor	Peter Moxhay

Students	Name	Alec Dupuis
	Name	Quinton Libsack
	Name	Jacob Dupuis

Apparel Marketing & Multimedia - Proposal

2014-2015
Project Proposal

Abstract

We believe that good things come from humans helping other humans. Because of this, we are proposing to launch a nonprofit clothing company to provide exposure to known charities across the globe. We will design, sell, and share a selection of T-shirts that will benefit causes related to the theme of the shirt. We want to appeal to young and old, designing shirts that are unique but at the same time stand out and carry a message that brings to light lesser known societal issues. By reaching out to different printers and companies, we plan to develop relations with local and/or national companies to help with the creation of our products.

Problem Statement

In the world we live in, there are many social issues that go unaddressed almost every day. The goal of our project is to create clothing and products that make known different issues that affect issues that are not well known publicly. The project would maintain a nonprofit basis, giving all the company profit to the parallel charity or organization that the purchased product was related to. We plan on maintaining a variety of support for charities, international, national, and local.

Goals

Our goals for this Flex Friday project year are as followed:

- Establish a product line
- Establish connections with the community
- Raise awareness of our project and project goals
- Successfully raise money for the various charities we connect with

Constraints

Our constraints for this Flex Friday project year include funding and resources, time for completion, and outreach abilities. In terms of funding, we will need to be very careful with how we spend our money in the beginning. We will need to determine the priority of where our funds go. Time is also a big issue as the project will be crunched for time to get all the products designed, ordered, and released. When it comes to outreach abilities, the main impediment is that we will not be able become known and recognized.

Approach

The first steps of the project is to focus on developing a business model that will determine the structure of how we operate the project. Our project will be nonprofit in nature, with all the money that comes in going right back into the project and being donated to partner organizations as well as to the charities we are supporting.

Our website will be an important part of our project. It will be where lots of advertising will be located, as well as information about our cause and ourselves, and most importantly where our products will be for sale and pre-order. Following that, we will establish a connection with a printing service in order to get the initial pressing for the shirt collection. Designs will be a big part of developing the product side of the project, as well as our whole cause. Designs will be what is printed on our clothing. Each design will have to do with the charity or cause that the profit from the clothing is supporting. Our designs will take multiple weeks to create, will be generated and worked on in and outside of Flex Fridays. All three group members will work to create the designs and will work together to develop final designs.

In order to get test prints of our shirts we will complete a few different design ideas, and have them printed ahead of the pre sale release. This way customers, as well as ourselves, will have a preview of our products. A large part of marketing a product is to make it visually appealing to consumers, so our project will have an emphasis on the photography and videos we make to showcase our products. Using a Fuji x100s, and the camera equipment listed on the budget, we plan on taking many photographs and editing them to display our apparel around Baxter Academy and Portland, Maine to bring light on our causes and catch attention. We also plan to release multiple promotional videos designed to tease new releases of designs. Good budgeting is important to our project. We will be dealing with large numbers of different products as well as orders and prints. We will require funding to start out but will eventually be able to be self sustaining and fund itself. With launching products, we will take advantage of pre-orders in order to get exact numbers to see whether or not producing the product line is worth it or not.

Outsourcing the printing is the most efficient way we have discovered in order to avoid large expenses with purchasing printing equipment. Both locally and worldwide there are many different companies who own the required equipment and allow and help to print shirts and apparel. We will order our products custom made and have them all mailed to us before packaging and shipping them out to the desired customers. One company we are currently looking into making connections with is Jakprints.com. In order to reach more customers and bring to light different charities and organizations we plan on launching a 2014-2015 line consisting of between five and ten different shirts. Each shirt would benefit a different organization and would have a design to match made by our design team. One organization we already have plans to partner with is Maya Lacrosse, through the Baxter International Flex Friday project, who we plan on doing one of our first shirts with this winter. Other organizations we are beginning to research doing possible campaigns with/for include No Kid Hungry, Habitat for Humanity, Build On, Oceania, as well as Share Our Strength Maine and others.

Team

The project team will consist of the three main group members as well as our advisor. The three members in the group will have separate roles in the project, though they will not be stuck in the roles and will be able to reach into other areas. The advisor for the team is Peter Moxhay. The group member handling media such as pictures and marketing graphics will be Jacob Dupuis. Handling the marketing side of the project will be Quinton Libsack. Lastly, managing design and connections will be Alec Dupuis. Together we all developed the idea and appointed roles based upon our own interests. The overall management of the project will be divided and done by all members equally.

Resources

During the 2013-2014 year at Baxter Academy we developed many connections with the community for our Flex Friday project. This year we plan to carry over those connections to further benefit our endeavor. Among these connections are Casco Bay Technology Hub, Kate Gooding (Build-A-Biz ME), and Startup Portland. We also hope to be able to get backing by the fundraising team from Baxter, as well as accepting donations from the outside. Being in Portland gives us access to surrounding businesses which can be sought out for help with a variety of needs. When it comes to printing the shirts and producing the different products we create, we have discovered a multitude of printing companies online that can help with printing and creation in order to save money by not having to purchase extremely expensive printing equipment.

Project Management

This year we will have many things to keep us on track and working hard. We will start with a yearly layout and a basic outline of what we aim to do for the year. We will then cut out a basic budget for the year that is subject to change. Throughout the year we will also create much more detailed weekly agendas every project check-in for a list of what exactly we will do on Fridays. We will also archive all records to manage the team and project so we will always have them for reference and in case of emergency. After working together last year, we developed an agenda template that works well for our group members and plan on using this same template. Below is a screenshot of the template for weekly agendas.



Baxter Academy
for Technology and Science

Jacob Dupuis
Quinton Libsack
Alec Dupuis

Apparel Marketing & Multimedia
Flex Friday Project Agenda
2014-2015 // Baxter Academy

Date: -/-/201-

	Jacob Dupuis	Alec Dupuis	Quinton Libsack
Task 1:			
Task 2:			
Task 3:			
Task 4:			
Task 5:			
Completed:			
Summary:			

Group Task 1:	
Group Task 2:	

Master Timeline Below:

Business Development - **BY: November 21st, 2014**

- Business Model (Document)
- Raising Funds (Initial funds)
- Organization of Project

Designs - **BY: 1 Shirt by end of each month**

- Theme
- Contacting Charities
- Drafts
- Selection
- Production
- School Store Designs - **BY: November 1st, 2014**

Advertising - **Ongoing all year**

- Promotional Themes
- Printing
- Producing
- Distributing
- Planning Event Appearances
- Radio

Printing - **BY: When shirt pre-order closes**

- Contacting Supplier - **BY: November 21st, 2014**

- Securing Printing Service
- Negotiating Product
- Purchasing From Supplier
- Selling - **Ongoing all year**
 - Developing Pre-Order System - **BY: November 21st, 2014**
 - Processing Purchases
- Delivering - **Ongoing all year**
 - Receiving Products From Supplier
 - Processing Products with Orders
 - Shipping/Delivering Products to Customers
- Donating - **Ongoing after shirts are shipped**
 - Incoming Funds Redistributed to Charities
 - Sending Funds/Press Release
- Managing - **Ongoing all year**
 - Detailing Income Numbers
 - Listing Statistics of Sales/Production
 - Maintaining Funds/Equipment
- Final Product - **BY: June 1st, 2015**
 - Drafting Presentation
 - Developing Documentary

Budget*

For our proposed project we have broken down the initial budget into three different categories: **Marketing**, **Media**, and **Product**. **Marketing** funds will be dedicated to making our project known by other organizations, online, and in the local community. Through advertising and outreach methods such as the printing of flyers, stickers, banners, as well as going to different public events as a vendor towards the end of the year. **Media** funding would be put towards establishing a showcase to display our apparel design, that can grasp the attention of consumers. This showcase would include promotional videos and photography of our designs against white walls and in the Portland community. Funds in the media category would also go towards establishing an online retail store where our products can be purchased and information about our cause and organizations can be displayed. The final category **Product**, would be the biggest percentage of our budget. Funds spent in this category will go towards purchasing an initial line of T-Shirts to be sold, and all of the costs around shipping and creating them. After the first purchase, sales from the apparel would bring in money that can enable the cycle to sustain itself. Details about the budget items:

Marketing: For the project advertising (Stickers, banners, flyers, etc.) we are looking for \$400.00 to start off our campaign. We are hoping to receive a portion of our funds from the Baxter Academy Fundraising Team as well as accepting donations and using our established connections with the startup community in Portland to look for backers of our project as we go.

These funds are a rough estimate, as once our business takes off we will be able to take income and use that income as a way to keep funding our advertising.

Media: In the media section we are asking for camera equipment and website hosting which would propel us forward in building our brand and market. An Off-Camera Flash (\$45.00), and Wireless Flash Trigger (\$20.00), would aid us with our existing camera equipment to take visually appealing images and videos that would help us sell our product.

Item	Price	Quantity	Total
Off Camera Flash	\$45.00	1	\$45.00
Flash Trigger	\$20.00	1	\$20.00
Advertising (stickers, banners, flyers, event displays)	\$400.00	-	\$400.00
Web Hosting Fees	\$288.00	-	\$288.00
		Grand Total:	\$753.00

For initial starting costs we are looking to receive funding from the Baxter Academy Fundraising Team. These costs would be paid back over time as the project becomes self-sustaining. If the Fundraising Team is unable to provide the needed amount of funds, we will look into other potential backers who would be willing to help us move along with our project. With our T-shirt production, we'd only be ordering shirts on Pre-order so no projected costs are seen.

**Estimated budget, numbers and contents are subject to variation/change.*

Deliverables

By the end of the school year, we will have established a large collection of deliverables. The main outcome of our project will be the T-shirts we produce and sell. The result will lead to people wearing our shirts and being seen in the greater Portland area. Also, we will be developing a graphic presentation for the final review of Flex Friday Projects that will include the following categories: **Numbers**, **Products**, **Footprint**, and **Video**. **Numbers** will include a document that will detail financial information of our sales, donations and costs. **Products** will be a gallery with examples of our physical released products, as well as images of designs and concepts that we create throughout the year. **Footprint** is a summary of the impact that we leave on the community, local and abroad as well. We will create a document detailing a list of funds we have raised and donated for different causes and charities, that will be compiled into an end of the year reflection. Lastly, the **Video** section will be a short behind the scenes look at our development process throughout the year and how we worked and developed our brand.