

## **Business Plan**



**White Tiger Clothing Customs  
Clemson, SC**

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## **I. Table of Contents**

<b>I.</b>	<b>Title Page.....</b>	<b>1</b>
<b>II.</b>	<b>Table of Contents.....</b>	<b>2</b>
<b>III.</b>	<b>Executive Summary.....</b>	<b>3</b>
<b>IV.</b>	<b>Concept.....</b>	<b>4</b>
<b>V.</b>	<b>Customer.....</b>	<b>5</b>
<b>VI.</b>	<b>Competitors.....</b>	<b>6</b>
<b>VII.</b>	<b>Competence.....</b>	<b>7</b>
<b>VIII.</b>	<b>Cash.....</b>	<b>8</b>
<b>IX.</b>	<b>Value Proposition.....</b>	<b>9</b>
<b>X.</b>	<b>Business Model.....</b>	<b>10</b>
<b>XI.</b>	<b>First Customer.....</b>	<b>11</b>
<b>XII.</b>	<b>First Million.....</b>	<b>12</b>
<b>XIII.</b>	<b>Exit Strategy.....</b>	<b>13</b>

## **II. Executive Summary**

White Tiger Clothing Customs is your go-to spot for all your uniquely designed clothing needs. We hand-designed custom t-shirts, jackets, pant pockets, shirts and more. You bring the item you want to be customized to us, pick a design, and our graphic design team will make the perfect piece for you or your loved one. Our creations are also perfect thoughtful gifts for loved ones during the holidays or for birthdays. Prices vary depending on what the customer wants done. Shoe decals are \$15, custom shirt prints are \$15, custom jackets are \$35, custom pant pockets are \$25, and college material is an additional \$5. Our company stands out against our online competitors because we are not only faster and cheaper, but we also can make more customized pieces, and because we are local customers have a more hands-on part in making their piece. You do not have to buy clothing or shoes directly from us like our competitors. Megan Smith is the co-founder and lead designer and Alexa McPhee is co-founder and store manager.

Our business has holes that can be fixed by hiring an accountant and lawyer to work with us and a shipping company to partner with. Our customer targets are mostly college students, young females, and mothers looking for gifts. Our first customers will be friends, family and students on campus who answered a survey that they would be interested in. We will get our starter money from family & friends money (40%), our personal money (20%), and bank loans (40%). This money will go to materials, equipment, wages, store space and expenses, and logo licensing. Our exit strategy is to grow our business and open more stores around the South and then eventually franchise it and eventually sell it off.

### III. Concept

Our company will take your clothes and shoes, used or new, and customize them to your taste. New shoes with your own art on them, a customized game day jean jacket, decorated pockets for your favorite pair of jeans. We can create customized decals to satisfy any customer's wants or needs.

You bring the item you want to be customized to us, pick a design, we use our graphic design team to show you a sample of what the finished product will look like, and once you approve it, we send you an estimate and start working on your piece. Prices vary depending on the type of clothing or shoes brought in, type and size of the design, and how soon you need it done by.

The perfect go-to for students looking for unique ways to show school spirit, brands to show their logos in a cool new way, or just artists looking for a new place to put their designs. The customer can come in with a specific drawing like sports logos, drawings, names, etc., or they can explain their general idea to us and our artists can come up with designs that they believe the customer would like for a slightly higher fee. To start we are just selling the decals and not the clothing or shoes themselves, unlike many other customizing stores who make the customer buy the products directly from them to then be customized. The decals are waterproof, durable, and can be put on almost anything being made of high-quality vinyl. We do not own any intellectual property besides the designs that our artists design themselves, but we could try and patent our vinyl decal technology if we make it different enough. In the future, we could potentially sell our own line of products but for now, we are just specializing in high-quality decals.

We are starting with just a website and customizing from home to sell to our first customers until we start making a sustainable amount of sales. We will advertise on social media and in-person around the city. We will also have any customer evangelists we acquire become ambassadors to promote us on social media in exchange for discounts. Once there is enough demand and hype around our store we will find a small cheap storefront to sell from and stock with new equipment. We will need to hire our first one or two employees to work behind the counter and make the products the store while we design, market and manage the business. Eventually we will have to upgrade equipment and storefront to a bigger space. Our first employees will be promoted to management positions as we have to spend more time focusing on scaling the company. We will open a second storefront in another student filled city and hire more employees. Our founders will then have to take a step back to explore new ways to help the storefront and find investors to help franchise stores in the southeast. We will be able to hire more talented artists to take in larger orders and possibly expand to selling our own lines of clothing or shoes that people can customize.

Why now? Everyone wants to be unique and express themselves through their clothing, and in a big college town like Clemson people especially want cool ways to rep their school while still being unique. We recognized this want for customizable gear and decided to take action. In the past there are tshirt or sweatshirt stores that will print mass orders with unique designs but

it is not the same as our company which will take the person's favorite clothing items and customize them with new designs, no t-shirt orders needed.

#### **IV. Customer**

Our main customer groups we look to target are college students, young females, college football fans, and mothers looking for gifts. This gives us a good size market to be able to sell to for our first couple of years as we try to stay local to the Clemson area. College students, more specifically Clemson students, will be our largest market to start with approximately 24,000 students enrolled, and we will be looking to expand our college reach to other colleges in the southeast, some large like University of South Carolina and some small like Southern Wesleyan University. With a local storefront in downtown Clemson, we believe students will be the most likely to walk-in and purchase our custom clothing. College students are still likely to purchase online if they see something they like in the window while passing the store to go to class even if they do not purchase in-person. This brings us to some unique customer profiles we see as potential customers:

- Clemson student walking to class from her downtown apartment passes by the storefront and sees one of our custom Clemson jackets that she likes. She doesn't have time to go into the store, but she sees our website listed on the window. When she gets to class, she looks us up on her phone and buys the jacket on our online store.
- A mother in her 40's is looking for gifts for her family for the holidays. Her family are big Clemson football fans, so she goes to downtown Clemson to look for Clemson apparel and sees our storefront. She comes in and picks out our monogrammed apparel for her daughter and asks if we sold anything her ten-year-old son would like. We recommend our custom shoe decals that he could apply to any of his shoes to give them a fresh new Clemson look and would serve as great stocking-stuffers. She loves the idea and purchases the presents for her kids.

White Tiger Clothing Customs' go-to-marketing strategy will be social media advertising because it is less expensive and will reach more people in our target market area. Word of mouth will also play a key role in our marketing strategy as it is an inexpensive and effective way to gain new customers for a young company. With young customers in their 20's, our prices will be key because they are looking for fashionable clothing that express their personality at a low price that they can afford with their college budget. It will be necessary to advertise our clothing and customizations to be a great alternative to more expensive brand clothing that is less personalized.

## VI. Competitors

There are a lot of clothing customizing companies out there and there always has been but none take the same approach as we do. One of our competitors is (<https://boostedstripes.com/>) which is a shoe customizing company. You have to buy their shoes to customize them so it is very pricey especially since you cannot completely customize the look you want. ([www.funkkit.com/](http://www.funkkit.com/)) is another competitor but they have a bad, almost not functioning website and you cannot make unique designs so they are not necessarily customizable. They also appear to not be very durable. Our biggest customer is definitely Nike By You Custom Shoes. On Nike.com you can only customize colors and simple designs, it is expensive and you have to buy their style of shoes. There are other similar designs to Nikes, like vans, converse, and adidas but they all have the same issues.

In our ethnographic research we asked potential customers- college students- if they had ever customized clothing or shoes, from where, and how did they like it. We asked them what they could do better. Most that had customized clothing had tried Nike, and they said that they were good quality but they wished there were more customization options and that they were “stupidly expensive.” Others also said that they had customized converse because they “liked the fabric options and the styles” but they did not like the color options which they could choose from because they were again not completely customizable.

BrandYourShoes: Customized Sneakers (<https://brandyourshoes.com>) is another company in the market but it is for making your own sneaker brand and style so they have different target customers like artists and brands so it could be considered a different market. Another competitor which is most similar to our company is ([www.jacketism.com](http://www.jacketism.com)) which offers jean jackets which they will print unique designs on. However, they only offer jackets, they are extremely expensive, not local, and you have to buy the jacket from them.

Our company solves many of these issues, it is local, you can completely customize your clothing or shoes in whatever way you want, it is inexpensive compared to competitors, we have our own artists working on designs, and people can be in their own previously bought clothes for us to design so they do not have to pay tons of money for the jackets or shoes they want designed. We also specialize in customization unlike many of our other competitors who just have that as a side business, so we will most likely get the job done faster and with higher quality results.

## **VII. Competence**

Our competencies as a company include hand-designed unique pieces, in-house designing and customizations, and website development. In the beginning stages of White Tiger, we will have to settle in many different roles that we hope to expand to their own roles when more employees are added. These roles include store manager, salesperson, and customer service for Alexa and lead designer, website manager, salesperson, and supplies/equipment manager.

White Tiger Clothing Customs' Board of Directors needs to include people who understand legal and doushiary responsibilities for our company. The Board of Directors must represent our shareholders; thus, the majority of the board will be our highest angel investors. Our Board will start with six seats with two being held by us and the four others held by our angel investors. We feel like our investors will have experience in this industry and guide us in the correct direction. Board of advisors are also meant to guide us in the right direction but with less legal responsibility and more personal advice for us as we start this venture. These advisors will consist of our family members and friends that have stakes in our company and people we hold in high regard. We need people that bring different angles to give us an edge over our competitors and bring in more customers.

Our holes include accounting, legal, and shipping. Lawyers will be the first element needed as legal advice and representation is very important for start-up companies. We also need legal representation in obtaining rights to use Clemson's logos, colors, and other elements along with any other companies we would want to partner with in the future. Accounting is vital in keeping our funds in the right spot and making sure we use our equity correctly to keep growing. Finally, we will have to shop around shipping by using different carriers and figuring out which one is best for use both financially, time frames, and quality service.

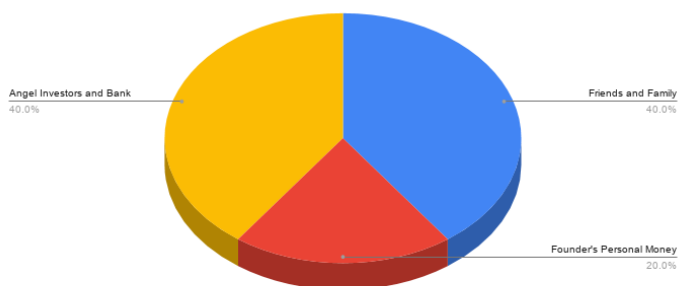
## VIII. Cash

To start up our company we will need a good amount of money. We intend on putting in 20% ourselves to show the investors we have “skin in the game” and that we believe in our company and that they should too. Each of us will put in \$5,000, totalling to \$10,000. Second we will raise 40% of funds from family and friends who want to support our business and receive some profits when it gets off the ground. This will total to around \$20,000. The last 40% will be from angel investors and bank loans. We will show the angel investors and bank our business plan and use our marketing skills to make deals with them. This will also total to around \$20,000. We do not want to take a lot of money from angel investors because we do not want to give up too much equity right at the beginning.

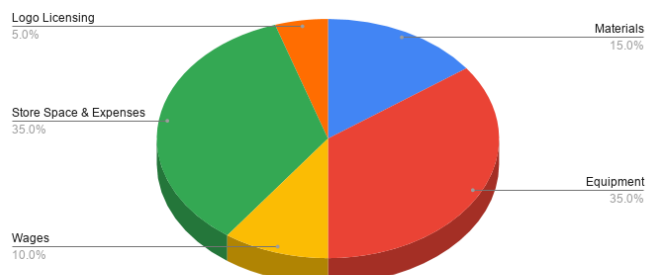
The funds we raise will be used to start up our company. 15%, or around 7,500 will go to materials for making the decals and putting them on clothes, a business phone, office supplies, shipping and packaging supplies, and more. 35% or \$15,500 will go to equipment to print the decals and software and a computer for the artists to design the decals with as well as designing our website. 10% or \$5,000 will go to initial employee wages once we start growing and hiring but at first we will run the store by ourselves so there will be left over funds initially. Another 35% will go to store space & expenses once we start making a profit and want to open a physical store instead of working out of our houses and just selling online. Lastly, 5% or \$2,500 will go to logo licensing, for things like colleges or sports teams so we can recreate their logos for our decals.

Eventually when we are established as a company and making a profit we will want to start scaling, so we will need more investor money. We are willing to give up to a 40% equity stake in our company.. This will leave each founder with 30% stakes each. We would want these investors to be knowledgeable in the industry so we could only give equity in return for smart money. Someone like Lori Griener from *Shark Tank* is an example of someone we would want to be our investors because she is known as the “queen of QVC” so she could help us market and she takes on many companies in our industry so she knows the road to success for our company.

Sources of Start Up Funds



Uses of Start Up Funds





## **IX. Value Proposition**

People will want to use our services when they see everyone wearing our unique and customized pieces. We put stickers on our cars, water bottles, and laptops to express what we are interested in and love and to give them a little unique flair, so why not put our decals on your clothing or shoes too!

White Tiger Clothing Customs' competitive advantage is that we are faster, cheaper, and more customizable than our competitors. Additionally, you do not have to buy clothing or shoes directly from us like our competitors.

We are faster than other competitors because of our special decal technology. Depending on how complicated of a design the customer wants, our service should only take 3 days or up to a week maximum. In our ethnographic research, those who said they had customized shoes with Nike wished that they had come faster because it took upwards of a month to get their shoes.

We are also cheaper than our competitors because we can cheaply print our decals and put them on pre-bought clothing or shoes. The customer is mostly paying for the materials to print decals and for the artist's skills. Some complaints people made about our competitors Vans, Converse, Adidas, and Nike was that they were extremely overpriced and not worth it so we did our best to make our services as cheap as possible.

We are much more customizable than our competitors because customers can request almost anything they can think of and our artists can design and print it. All parts of the clothing item or shoes for the most part are customizable. Most customizer companies only allow simple designs and have limited color choice. Many people said they wished Nike would allow them to print fun designs, put logos, or choose unique colors, but as of right now all you can do is write your name, choose basic prints, and choose from maybe 15 colors which can only be placed on certain parts of shoes.

For our other competitors on the clothing side, we will be easier to use than t-shirt and sweatshirt printing companies that are impersonal and you have to mass order to get their products for cheap. Our decals are placed on individual items that the customer brings in. The customer can easily get into contact with us which makes the whole process much easier and hands on for the customer. We also have high quality decals and an easy system unlike many of our clothing competitors.

## **X. Business Model**

### **Prices:**

- Custom Shoe Decals - \$15
- Custom Shirt Prints- \$15
- Custom Jacket - \$35
- Custom Pant Pocket - \$20
- \*College Material - additional \$5

### **Expenses:**

- Short-term
  - Vinyl (shoes) – \$15(1 roll) = 200 shoe designs
  - Fabric - \$2.99 a yd(max) = .5 jacket, 1 shirt, 4 pant pockets
  - Labor - \$15 an hour
- Long-term
  - Equipment - \$1,000 first year, \$200 a year in updates after
  - Storefront Lease- \$2,000 a month (\$24,000 a year)
  - Website - \$22 a month (\$528 a year)
  - College Material rights – \$500 a year\* (unknown at this time)

Based on our research, we believe our expenses will be supplies like vinyl and fabric, equipment, storefront lease, website, college material rights, and labor. Our biggest expense is the storefront in downtown Clemson and the first year would have to be covered by our investors. The other long-term expenses we believe can be covered in our first-year profits. The short-term expenses are covered easily as our profit per unit is set to do so. The profit per unit on shoes is \$14.92, shirt is \$12, jacket is \$29, and pant pocket is \$19.25. These numbers will be lower with the inclusion of college material because usage rights and fees can vary depending on the school. Even with these large profits per unit, we will still have the lowest prices available in our market.

## **XI. First Customer**

First customers are key to a young company's success as they are the first people to purchase the company's products or services. These customers believe in what you are selling before anyone else. First customers must be treated well and receive the best products and services the company has to offer because they have the ability to be a company's best advertising and selling tool with word of mouth. Word of mouth is a marketing tool where people spread their thoughts about a company's product or service to other people. It is important for people to have a good first impression with a company's product or service so they will recommend the product or service to their friends and family as it becomes like a domino effect. Word of mouth is one of the most effective advertising for a startup company because it is low to no cost advertising.

Our first customers will be family, friends, and classmates. These groups of people are considered "low hanging fruit" due to the fact that they are easy targets and the most likely to purchase our products first. Some of our family members will be financially tied to White Tiger so they will want to support the company they have a financial stake in. Other family members and friends will want to support us through our newly found company and purchase our products as well as promote White Tiger through word of mouth and social media channels. Our classmates will be another easy target as we can interact with them and promote our products in class and around campus. We also believe they will have similar taste as us and enjoy wearing our variety of custom clothing and sharing the clothing through their social media channels as well.

As you can see, we believe social media to be a valuable tool. Social Media is a way of word of mouth to be spread across a larger span of area, which will be important when we launch a larger online shop and, eventually, expand to multiple physical shops across the south east. In order to reach as many people as possible, it is important to have a lot of interaction on social media so we will have weekly giveaways and other social media events throughout the month. Facebook and Instagram will provide as our two main social media channels as Facebook will be a place our family and friends can share our page, products, and company and Instagram will be for all our younger customers like our classmates.

## **XII. First Million**

### **First Million Breakdown:**

$\$1,000,000 / \$15 = 66,667$  Shoe Decals  
 $\$1,000,000 / \$15 = 66,667$  Shirt Prints  
 $\$1,000,000 / \$35 = 28,572$  Custom Jackets  
 $\$1,000,000 / \$25 = 40,000$  Pant Pockets

As seen above, to reach the first million dollars in sales White Tiger would have to sell either 66,667 shoe decals, 66,667 shirt prints, 40,000 pant pockets, 28,571 custom jackets or a mixture of all four products. Of course, this would vary depending on which products are more or less popular and if there are any additional products added to our line.

We believe White Tiger Clothing Custom can scaled nationwide, but we want to scale the company slowly as we see being apart of our community being important. We are in no rush to scale so it will likely be ten to fifteen years down the road. Even then, we would like to expand to the southeast first and then move outward to the north and west. Our customizations allows us not to be one-dimensional with our products and markets and therefore allows us to expand without changing our product line and having additional expenses with expanding.

### **XIII. Exit Strategy**

Since White Tiger Clothing Customs is a start up we are going to put a lot of blood, sweat, and tears, and money of course, into it. For this reason we will want to consider our options for an exit strategy very heavily because giving up our company will be like giving up a child. We obviously want to watch the company grow and see success but when the time comes that we are offered other jobs positions, or given a good deal if we sell, we will have to weigh all the pros and cons of each option and decide what the best course of action is as a team. We can stick with the company and make it our main jobs or hire people to manage it under us so we can work on other projects.

In this case we would franchise the company. Another option is to sell to a competitor. Companies like Nike, Vans, Converse or Adidas that already have customization options would probably acquire our company because our customization technology is superior and they would want to replicate our ideas. They could either buy our company with all of our store fronts, the website, etcetera, or they could buy the patent technology we use that we will eventually patent. In that case we could sell off our storefronts to some other company.

After working on growing our company for so long, it would have to be an extremely good offer or opportunity for us to sell. The price would have to be higher than the expected profit and satisfaction we would get from keeping it. We will probably not sell for multiple years even if we see success because we want the feeling of seeing it through and it probably will take that long for there to be an offer good enough on the table.