Growing SLU Business Plan

Project: University Clothing Brand

“A specialized clothing brand for Saint Louis University.”

1. My Idea is to make a university clothing brand. I have just recently started a clothing company and I think if SLU was willing to partner with me, we can all benefit from it. With a university clothing brand, students, especially those who attend SLU, will be drawn to represent Saint Louis’s urban culture through clothing. With that being said, we could also draw incentive to the brand by donating a portion of our profit to organizations within the Saint Louis community, thus creating a better community and relationship between students and the surrounding area. As of right now, I have tons of designs and the initial brand process already taken care of, all I need is the financial capabilities of SLU. I also have active social media accounts and a website. Together we can build a brand for not only the students of SLU, but the people of Saint Louis.

2. The project can be executed within 1-3 weeks of initial approval. All we would need to do is get a set amount of apparel made, in order to sell, and decide how and where we want to sell our merchandise. As of now everything I sell is online through my website.

3. I do not have an exact estimate of the amount of revenue that this idea could potentially bring in, due to the fact that I just started it and have been running it on and off because it started as a hobby for me and I was just doing it for fun. I can say that I was selling shirts around campus through my website for roughly 4 months. Jan 31- May 27 and in that time I made over 80 sales and profited a little over $1000. A list of my sources of revenue and expenses are below.

This part is difficult for me to do, because everything is an estimate and is extremely flexible. The more money invested into this idea, the more money there is to be made. Here’s some estimates based on what I previously did on my own, and what I am asking for startup cost.

Asking startup capital - $500-$1000

What the money will provide - roughly 50-100 apparel items (t-shirt, hoodies, long sleeves ext...)

Previous Revenue - Within 4 months I made about $1000 net profit off of roughly 80 sales. That’s about 20 sales each month making $250 per month.
Estimate revenue with startup capital from SLU - With $500 we could purchase upwards of 50 shirts. Sell them around $20-$25 each (cheaper than most bookstore items) and double our profits making $1000-$1250. The numbers grow with more sales and capital.

A list of my current sources of revenue and expenses are below.

**Sources that Produced Revenue Included:**
- T-Shirts (Btwn $10-$25)
- Long Sleeves (Btwn $30-$35)
- Hoodies (Btwn $35-$40)
- Stickers (Btwn $1-$2)

*Prices are averages due to a few discounts I had on items as time went on*

**Sources that Produced Expenses Included:**
- Packaging Supplies (Btwn $0.25 - $1.00 per box/mailing bag)
- Shipping Cost (Btwn $2 (Smallest Orders) - $16 (Largest Orders))

*Above Expenses are irrelevant if our items are sold on Saint Louis University's campus because we won't need to ship to students living on campus*

- Wholesale Apparel Cost (Btwn $6 - $15 each/ depending on apparel type and material)
- Wholesale Stickers Cost (Btwn $0.50-$2.00 each)
- Screen Printing (Btwn $3-$7 per shirt Depending on the amount of colors used)
- My Website Monthly Subscription Cost ($29/Month)
- I also paid a small fee for every transaction that was processed through credit card on my website. Usually no more than ($3)

I want to sell my products on my website, and have SLU promote my clothing company using a discount code.

With that code SLU students will receive a discount from me, and SLU will receive a fixed percentage (15%) on purchases that included the discount.

For example..

- SLU puts up flyers and tells students to use the code SLUBOUND and receive $5 off any purchase

- Then any students who order from me will receive their discount and SLU will also receive a percentage of my net profit accumulated from that sale.
Right now I'm thinking about 15% of profits will be shared with SLU, but I'm willing to negotiate. As of now SLU would only benefit from SLU students.

4. A great non-financial impact that this idea will bring to Saint Louis University is the fact that SLU will have its own brand. This brand will be known as Saint Louis University’s unique clothing brand which will give the students of SLU another way to come together and be a part of something. With a university clothing brand, students will be drawn to represent Saint Louis's urban culture through their clothing.

Another non-financial impact that this brand could bring about is the ability to donate to nonprofit and restoration organizations throughout the city in order to better the place that many students call home. When the company grows larger, we could produce enough capital to give a portion of our profits away to charities and projects around our city and even host projects on our own. As of right now, I am trying to donate money to the Disabled Athletes Sports Association (I plan to donate 10% of my net profits), which is a non-profit organization in Missouri that helps paralyzed athletes do what they love to do. This is a project that I just recently started (July 25, 2016) and am fully invested in. For me this is just the beginning, With SLU’s help, we can make an impact in the lives of many in our city.

5. This company in my eyes can reflect the Jesuit mission through its service to humanity. As I mentioned before, permitting that the company grows, we can provide for our community and the people within it. I believe that SLU can provide me with the resources and the knowledge to build a brand that can not only fulfill its purpose to produce revenue, but to fulfill a much higher one, and that is to give back to the surrounding city.

6. Budget is all based off of the amount of apparel we want to start with, and what type of apparel we want to start with. As soon as we settle that out, we can plan an accurate budget.

Besides that, these things would be of great use.

- **Work Space** (my own office or room for operating and storing equipment)
- **Advertising from the school** (Nothing big, just flyers and maybe a couple of posters, Instagram, twitter post about the brand on SLU’s accounts, and maybe something on SLU’s website promoting it as well)
- **As things progress, a design team could be useful** (Not a huge priority right now)
7. A potential obstacle could be coming up with a good way to divide profits between me and the school, and deciding how and where we want to sell our apparel (website, bookstore, ext..).

Thanks! I can’t wait to do business with you guys!