

Executive Summary

Artsy Hoodies consists of graphic hoodies with images created by the owner/artist Jasmine Wilmany.

Artsy Hoodies is a hoodie shop with graphics that contains images from the artwork of Jasmine Wilmany. What makes these hoodies special? A series of live art demonstrations will be released to share the process that went into making them. This series covers the entire process from concept, software, music production, animation and creating the final image for the hoodie. Artsy Hoodies believes in sharing knowledge and experience with the creative community to encourage beginners of all ages.

Another strength of Artsy Hoodies is that it will not maintain any clothing inventory. Artsy Hoodies has contracted with Printify, located in Europe, to produce and ship all Artsy Hoodies clothing. Our design team will work closely with the Printify's overseas-based manufacturing facilities. The Printify Clothing Company will maintain the inventory and will produce sufficient product to meet the planned demand.

Jasmine Wilmany's reputation of integrity and responsibility is built on giving honest advice and lessons based on her personal experience. She does not accept sponsorship or endorsements. All products and tutorials on how to create them are based on her actual experience.

Keys to Success

- Artsy Hoodies already has financing secured for the first two years. The process has already begun. Jasmine Wilmany remains committed to this project.

Mission

Artsy Hoodies's mission is to contribute to the art community by fostering creative spaces.

Company Summary

Artsy Hoodies will offer creative women's clothing, online, that is both functional and beautiful. Jasmine Wilmany, owner of Artsy Hoodies, will create a cost-effective operation that will eliminate the cost of inventory by having a third-party, Printify Clothing Company, handle all manufacturing and shipping of clothing to the customer. Artsy Hoodies will process the order and collect the payment online. The order will then be sent to Printify Clothing Company to be filled and shipped. Artsy Hoodies will focus on clothing design and marketing of its products.

Company Ownership

Artsy Hoodies is owned by Jasmine Wilmany.

Start-up Summary

Artsy Hoodies's start-up costs consists mostly of design and marketing. Artsy Hoodies has acquired funding for the next two-year period.

FINANCIAL ANALYSIS

PREPARED BY

Jasmine Wilmany

Overview

Artsy Hoodies is an online graphic hoodie store that streams live art demonstrations. The main objective of this internal financial analysis is for the management team to collect and analyze data to determine the success of the store's performance.

The Analysis

Purpose

The purpose of this financial analysis is to evaluate the store's potential performance for the next two-year period. Business strategies will be created to improve this store's profitability.

Scope

This analysis will focus on the startup costs, balance sheet and determine goals for the next two-year period.

Costs

Description	Amount per year	Amount per month
Business license, DBA, Fees	\$130.00	\$10.83
Bank account fees, website, overhead	\$215.00	\$17.92
Total Costs	\$345.00	\$28.75

Profit & Loss Assumptions

Net Profit per Hoodie	Minimum Quantity to be Sold Annually	Monthly
\$10.00	35.0	2.9
Net Profit (Loss)	\$5.00	\$0.42

Conclusion and Recommendations

Based on the assumptions above, a goal of a minimum of a quantity of three hoodie sales per month for the next two-year period are need in order to maintain the cash flow of this company.

Break-even Analysis

Our break-even analysis is based on running costs, the costs we incur to keep the business running, not on theoretical fixed costs that would be relevant only if we were closing. Fixed costs include payroll, rent, utilities, and marketing costs.

Products

Artsy Hoodies will sell clothing online. Artsy Hoodies will offer:

- Hoodies.
- T-shirts and other items with various price points to cater to the consumer's budget.

Returns are accepted and Artsy Hoodies ensures customer satisfaction that results in a positive experience. The consumer's needs are assessed and met by offering a variety of products that are tested for quality assurance at various price ranges.

Market Analysis Summary

These hoodies are unisex sizes. Sizes go up to 3XL and are offered in a variety of colors. Customers will have many options. They can buy a hoodie or learn how to make it themselves by watching the videos provided in the product description.

Market Segmentation

Artsy Hoodies will be focusing on groups of women that purchase graphic hoodies:

- Creative women 35+ years of age:

Strategy and Implementation Summary

Artsy Hoodies will win market share in the graphic hoodie niche by aggressively pursuing visibility with its target customers.

Competitive Edge

Artsy Hoodies's competitive edge is its focus on the process than on product. The website is just the endpoint of an entire marketing program to drive customers' interest in Artsy Hoodies. Though we have confidence in the quality and attractiveness of our products, we know that building the road to the website is our most important job.

Jasmine Wilmany's experience with Printify is pivotal to the success of Artsy Hoodies's website.

Jasmine Wilmany will be in charge of the clothing design team. Jasmine is ready to change how graphic hoodies are sold.

Artsy Hoodies's agreement with Printify Clothing Company is another strong competitive advantage. Our design team will work closely with the Printify's overseas-based manufacturing facilities. The Printify Clothing Company will maintain the inventory and will produce sufficient product to meet the planned demand. This will keep production costs low for products and put a cap on Artsy Hoodies's overhead.

Marketing Strategy

Artsy Hoodies remains innovative because they are taking something ordinary like a hoodie shop and turning it into a community of people serving the creative industry. Customers will have the option of purchasing a graphic hoodie or they can learn to make it themselves by viewing the videos linked in the product description.

Pricing Strategy

Artsy Hoodies's pricing strategy is based on the consumer's budget by offering a variety of products at different price ranges.

Sales Strategy

Artsy Hoodies will launch a \$245,000 ad campaign targeted at our core customer groups. The focus of the ads will be to "keep the money you give to the middleman" and use it to get outdoors and enjoy life. Artsy Hoodies's attractive logo will be heavily displayed in these ads. We estimate it will take most of the year to build our sales to the point where we begin to show a profit.

Artsy Hoodies will offer discounts at various times of the year to even out seasonality and build initial awareness of the website.

Management Summary

Artsy Hoodies will personally oversee every aspect of the company.

Personnel Plan

Artsy Hoodies is a sole proprietorship with no intention of hiring employees. The DIY demonstrations are about doing everything yourself. This includes concept, creating the art and creating your own hoodie using that art. Artsy Hoodies encourages creative people to learn how to do it all yourself. This entire business plan is based on the art and DIY spirit of the owner/artist, Jasmine Wilmany.

A separate business and personal banking account will be established. Below is an example of how the owner's salary will be calculated. The amounts are based on projections and will be adjusted as needed once the business has officially launched.

Monthly Net Income			
Gross Income	\$10,000.00		
Cost of Goods Sold	\$1,000.00		
Expenses	\$2,500.00		
Net Income	\$6,500.00		

Tax Savings			
Net Income	\$6,500.00		
% to Save	30%		
Total to Save	30%		
Owner Access After Taxes	\$4,550.00		

Owner Paycheck			
Owner Access	\$3,350.00		
Every Month Needed	\$3,000.00		
Difference	\$350.00		