UNTITLED DESIGN

By : Team WI-Fives

- **Thomas Craig**
- **Matt Posey**
- **Tongtian Ma**

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Executive Summary

Team WI-FIves is honored to bring to you a proposal for the design and implementation of an e-commerce company website that will allow the customization of any style of clothing, called **Untitled Design**.

Mission

Our business to consumer company was created to provide our customers with a sense of individuality by allowing them to go "Inside-Out." We believe everyone is special in their own ways and that should never be invisible due to current trends. So why not get who you are on the inside out to the public trending, hence our valued motto "Inside-Out." Our website will allow the customer to create shirts and gear on the website, or create a logo that will be shipped to them as an iron press decal. We are obviously not the first clothing design website, so we will be able to gain customers due to our discounts for all college students and students who have greater than a 3.5 GPA will gain even more of a discount. The ultimate opportunity for the customer's own creations is offered through our company from the shirt to the design, which will end in their closet.

Keys to Success

Technology is more advanced today than it ever has in the past, and with that knowledge we can only assume that it will become developed in the future. With millions of people leaning towards the use of the internet everyday across the world, it is a great time to join the electronic market to gain profit.

Objective

Our goal is to gain national recognition for not only what we sell, but the for the created hope that we provide for the students through scholarship opportunities. Starting at the University of North Texas, and working throughout other schools to get our name out. The creation of our e-commerce site is already under construction and will continue until the end of this current semester. We have a lot of work to complete, but in order to show our progress, we will provide rough drafts of our recent updates, design draft, and preparation for our presentation.

Untitled Design are very excited to have this opportunity! We will continue to explore our opportunities for improvement through not only our business, but our customers as well. If you need to bring forth any questions or concerns, feel free to contact us at **teamwifives@untitleddesign.com**

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Company Locations

Untitled Design is currently an e-commerce company, and we plan to have our main location located in the heart and soul of Dallas, TX. Dallas is a highly populated city filled with big businesses and todays trends. That location will be perfect for growth due to all the networking opportunities, and conveniences for long distance travel. Our long term goal is to get locations on the opposite extremes of the United States, preferably in California and New York. Central Asia would be the next big move across seas for a location that would provide us with exquisite outsourcing opportunities. Due to our company focusing on online transactions, we will be focusing on shipping across the nation and hopefully globally. Starting off, we can manage with having our main warehouse location in Dallas, but we will need more locations for storage that will allow quicker travel for the customers. Untitled Design focuses on gaining and retaining our customers trust in that we can supply them with their customized product quickly and efficiently.

Company History and Start-up

Untitled Design will be a company starting from scratch so we will need equipment and a financial track that will be provided at the end of this document. To begin, we will invest $45,000 to get all of our initial fees and assets taken care of. That will consist of clothing shirts of all styles, a direct-to-garment printer, multiple heat pressers, and different software for design. In order to attain this amount of money, loans will be taken out to just open the doors and provide us with some leeway to open the door to opportunities for profit. By the midway point of our first year in business, 6 months, our goal is to have paid off our current loans and be focusing more on the most important factor of all, the customer.

Company Summary

Untitled Design was developed through a hard working and energetic group of people that are affiliated with Team WI-Fives. The current members of this highly created group are: Thomas Craig, Tongtian Ma, and Matt Posey. Founded in the beginning of 2013, we plan to provide the market with an enriching business and possible hope for college students in many years to come.

Product Description

Untitled Design will provide our customers with different styles of clothing, mostly shirt styles that they have created using our website. Trying to get our motto out there, "Inside-Out," will provide a prime example that each customer has the ability to show off their own sense of individuality. No one has to conform to any sort of fashion stereotype, customize how you please!

T-shirts can be created for special events, or maybe even sports teams. No matter the occasion, everyone has the opportunity to celebrating, playing, or just walking around with their own particular swagger created through us.

Untitled design will continue to provide pre made t shirts if the customer appreciates our style, but no matter where the customer is in the world, no matter what religion or holidays they celebrate, the right shirt can be made for them.

Not only the right design, but also the right size. We range in all different style of fitted shirts coming from your usual XXS, XS, S, M, L, XL, XXL, to fitted, V-neck, and many different textures.

Competitive Description

In a market like today, competition is all around us, but it how we work and compete is what makes the big difference. Our products are individually created to each particular customer out there who wants to make a purchase. Other companies may also allow customers to customize their gear but only to an extent. We will allow not only an option to design one of our shirts, but if they want to create a logo, we can design it and ship them an iron press decal of their work. With the range of freedom and individuality that Untitled Design has to offer, it can only get better when realized our low and affordable prices.

Technology and Future Products

We are a internet based company, so there will be a heavy amount of technology being used. From the time in which our customer creates their design, to all the data being processed in order for the product be shipped to the customer's place of living. The more software and technology available, the more individuality can be portrayed.

In the future, our plan is to be able to widen our product design to items such as hats, backpacks, and maybe even sneakers!

Sourcing

There are many different ways to find out when our products will be in need by our customers. One way is keeping in mind all the current events and also important holidays.

Attending city sports leagues and see if they would like a sponsor in order to get our name out there and get other teams to come to us for the following season.

The season and weather is an obvious decision on determining what style of shirt will be of high demand.

Products available!

Winter Time Products!

Summer Time Products

Future Products

Humor and Holidays!

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MARKETING

Overall approach

Although the t-shirt industry touches all walks of life, Untitled feels it is important to specifically target younger groups within the t-shirt marketplace. Since Untitled will be primarily operated via an e-commerce based website it only makes since to target the market which utilizes the World Wide Web the most frequently. Since most young adults enjoy shopping over the internet and are trendsetters, we will target this subgroup the most aggressively. We are hoping that with our scholarship funding with schools will help educational organizations increase their support to our company. Doing this will change lives for the better, enhance the learning environment, and strengthen educational institutions. We plan to market our website online. We will use online social sites like Facebook, Twitter and will also use Google search engine.

Market Needs

Customization is a key feature when attempting to market any product. With computer becoming integral parts of everybody's lives, allowing consumers to choose the way their clothes look serves as a potentially profitable value proposition. Our chosen market segment is an age group from 18-40.We will capitalize on this growing demand by providing excellent printing style to make their designs look the best.

Market Growth

The overwhelming major of our society leaning towards more casual dress patterns, and people constantly feeling the need to express themselves through t-shirts or other clothing will have a positive future for this market.

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Sales Strategy and Forecast

We will send out press releases to UNT newspapers, radio stations, cable TV stations, whose audiences are likely to be interested in buying our product. We will post the press releases on one or more online press release services, and send our website. We can send flyers out to increase our chance of having the material published, send along a photo. Contact nonprofit organizations, schools and colleges, and even other businesses that have customers who may need your services. Moreover, we can support some local sports organizations and provide them our product.

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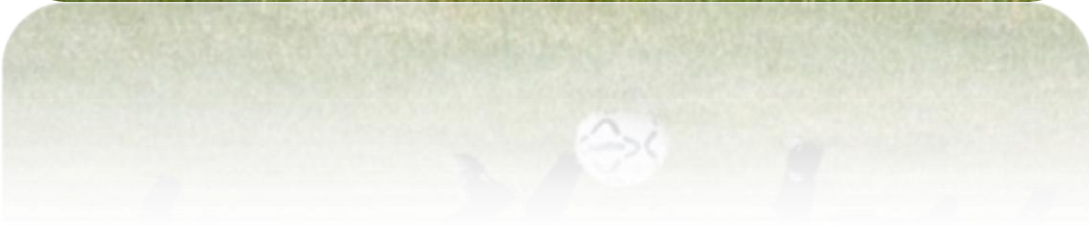
Industry Participants

Selling t-shirts has become big business and it's a growing industry on the Internet where there are already thousands of shops and websites where you can purchase almost any t-shirt style imaginable. Needless to say the t-shirt business online has turned into a fierce competitive battle. Untitled will follow the already successful industry distribution model that has laid the ground work for many of the successful t-shirt companies today. This pattern will entail the systematic approach of design, print, and ship.

## Factors of Competition

The main factors of competition will be:
1. Price
2. Shipping times
3. Manufacturing costs
4. Distribution costs

Main Competitors

Cafepress, Snorg Tees, Zazzle, and Busted Tees are all successful companies that have each had their moments in the sun. But as general rule the competition is so varied and widely dispersed that getting a definite grasp on industry leaders will be hard. However, we do not anticipate those t-shirt launchers to be a part of this group.

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Strategy Goal

Our strategy at Untitled is not only to become to have world wide recognition but also to help fund scholarships to college students. Our company will be selling a wide variety clothing styles, giving the buyer the option to personalize them for their own needs. Our goal is to accommodate all groups by offering a wide range of products. To help support our cause for education, Untitled will be donating a portion of our profits to help fund educational scholarships.

Scholars

Customization Products

Customer Care
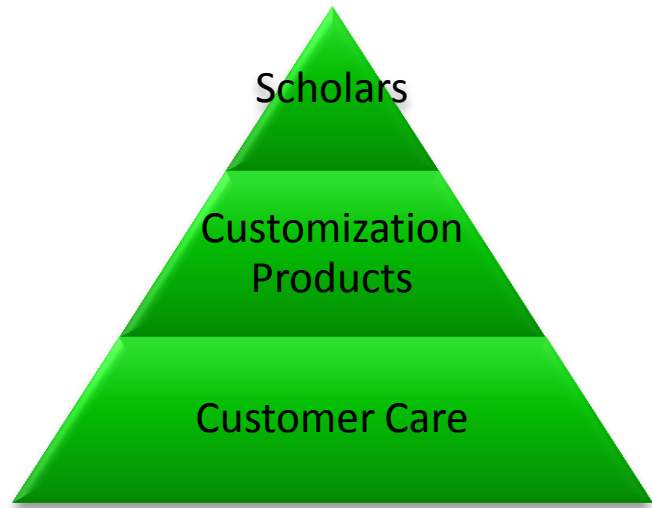
Values

We are offering students from grades K-12, college students and adults to help with the National education problem by buying some of our products. Untitled recognizes the need to help fund students to a high education and to a better life. When customers buy our products, they can feel good about supporting a good cause.

Quick Facts

•Dropout rates of 16 to 24-year-old students who come from low income families are seven times more likely to drop out than those from families with higher incomes.

•American 12th graders rank 19th out of 21 industrialized countries in mathematics achievement and 16th out of 21 nations in science. Our advanced physics students rank dead last.

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TIMELINE AND BUDGET

Project Timeline

		Task Name	Duration	Start	Finish
1	✓ 📋	Team Formation & Name	1 day	Tue 1/15/13	Tue 1/15/13
2	✓ 📋	Start MS Project Timeline	6 days	Tue 1/15/13	Tue 1/22/13
3	✓ 📋	Discuss our E-Commerce Company	6 days	Tue 1/22/13	Tue 1/29/13
4	📋	Stat Setting up Company Site	53 days	Fri 2/15/13	Tue 4/30/13
5	✓ 📋	Work on Business Proposal	11 days	Tue 1/22/13	Tue 2/5/13
6	✓ 📋	Work on Business Plan	11 days	Tue 2/5/13	Tue 2/19/13
7		Video of Business and Site demonstration	41 days	Wed 2/20/13	Wed 4/17/13
8		Electronic Commerce Site Design Documentation	10 days	Wed 4/17/13	Tue 4/30/13
9		Prototype of an Electronic Commerce Site	10 days	Wed 4/17/13	Tue 4/30/13
10		Final Presentation	10 days	Wed 4/17/13	Tue 4/30/13

Budget
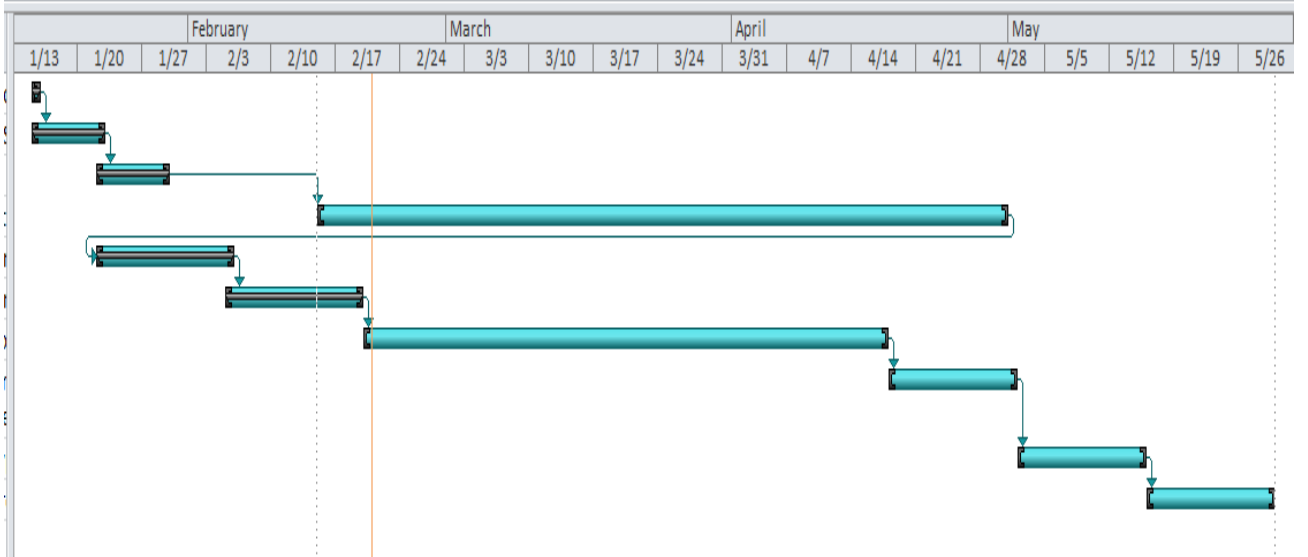
Start-Up Expense	
Web hosting	$1,000
Development Costs	$5,000
Manufacturing Equipment	$3,000
Legal Expenses	$1,000
Labor	$30,000
TOTAL:	**$40,000**

We plan on making at least 35% profit off each item sold.

Price to Make		Mark-Up
T-shirts	$3.00	$10.00
Hoodies	$6.00	$15.00
Sweat Pants	$4.00	$11.00

OUR TEAM AND EXPERIENCE

Organizational Structure

Our team will divide the tasks of designing the website, custom made designs, advertising and developing marketing strategies to get our company name out. Each member will have duties and tasks to keep the company running smoothly.

Thomas Craig
Project manager

Tongtian Ma
System Programmer

Matt Posey
Marketing/Finance
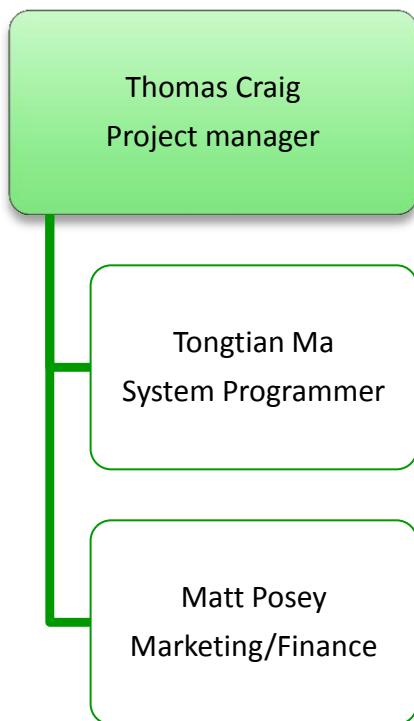
Thomas Craig

Thomas began his career as an accountant, but soon discovered his talents lay in information technology and planning. He is known for keeping customers happy and making them feel secure by planning, executing, and finalizing projects.

Tongtian Ma

T.T. has been a programmer for more than 3 years and is fluent in languages such as C, C++ C# and Java. He primarily focuses on the technology part of the company. T.T. is responsible for the core functionality of the businesses' improvement of the Information Systems.

Matt Posey

Matt has extensive experience in as sales management, product development, pricing, market research, and customer service. He is very creative in producing ads that gets the word out about our products to help increase our customer base and sales.

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