

FINAL PROJECT BUSINESS MODEL

**Name(s): Ben and Ben**

**Project: custom logos for sports apparel**

**Part A: Problem:**

**-New comfortable gym apparel**

**-Customizing gym apparel (putting own logo or quote on clothing)**

**-Target market would be at people with a fit lifestyle and they use gym clothes frequently and they would like to put their own twists on it.**

**Part B: Solution:**

**-Going to buy no name clothing at store or order online**

**-finding a logo you would like to use**

**-use vinyl heat press machine to put logo or quote on apparel**

**Part C: Key Metrics:**

**-we are going to measure our success on how many take interest in our clothing and how many sales we have all together**

**Part D: Unique Value Propositions:**

**-we are unique because we are giving the public a chance to have e a say on what goes on there clothing it can be any quote or any logo a chance to give each person there unique individuality and express themselves through there fitness clothing**

**Part E: Unfair Advantage**

**-The difference no one else has is that it is very hands on. the buyer will be able to work with their product every step of the way and see it right until the finished product. no surprises you know exactly what you’re buying.**

**-we don’t have any real competition on a school distribution level. no other schools have access to the vinyl printing and heat press. the market it pretty much ours in that aspect we just need to be good at advertising our product and make sure people know exactly what we are doing.**

**Part F: Channels**

**-Our ideas are kind of scattered with the advertising concept as of right now but we know for sure that it’s going to have to do with posters we are going to put around the school and possibly if we can get one of the faculty staff to make an announcement that we are selling in the school store**

**Part G: Customer Segments**

**-Target customers are going to be people with any kind of social media we are going to make a Facebook page, tweet about it possibly even get snap chat involved as well**

**Part H: Cost Structure/Revenue STREAMS \*\*\*Note – use a table for These Together!**

**-thinking of doing a one size fits all kind of idea so we don’t get stuck with a lot of inventory**

**-buy a couple shirts in a certain size**

**-pants in a certain size**

**- shorts in certain**

**-we are going to charge based on how many inches we use with VINYL BECAUSE since IT’S going on clothing most likely the sign won’t be very good**

**-5$ for 1.5 inches sell the apparel for around 14-17$**