

FINAL PROJECT BUSINESS MODEL

**Name(s): Devon Sullivan & Tim McKibbon-Hachey**

**Project: Bad Rig Clothing Company**

**Part A: Problem**

* **There are other clothing companies around, but we want to create a company that is going to have appeal to car guys of New Brunswick, and we may work it around to make it appeal to other people around the Maritimes, Canada, and the United States of America.**

**Part B: Solution**

* **We will make a clothing company that fills the gap in the market.**

**Part C: Key Metrics**

* **To start out, there are around 800-850 students at MVHS, and that is who we are targeting.**

**Part D: Unique Value Propositions**

* **Our product is unique because where we live, 1980’s cars in New Brunswick are very popular, so we are taking the interests of our area and turning it into clothing.**

**Part E: Unfair Advantage**

* **Our goal is to be unique and to bring something new to the clothing market.**

**Part F: Channels**

* **Instagram**
* **Facebook**

**Part G: Customer Segments**

* **Our target audience starting out would be the students of Miramichi Valley High School, but our goal is to get anyone that might be a car guy to buy our t-shirts, hats and hoodies.**

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

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| --- | --- |
| **Cost Structure** | **Revenue Streams** |
| **25 Pack of Heat Transfer Vinyl 12” x 15”: $89.00 + tax & Shipping** | **Hats: $15.00** |
| **Blank Short Sleeve T-Shirts: $3.87 + tax & Shipping Each** | **T-Shirts: $20.00** |
| **Blank Black Mesh Hats: $3.82 + tax & Shipping Each** |  |

[**http://www.signsupplycanada.com/sheets-or-packs-in-12-x-15-c-3\_209\_245/12-x-15-x-25-sheets-heat-transfer-vinyl-film-p-1147.html#.WCs6nk8zXcs**](http://www.signsupplycanada.com/sheets-or-packs-in-12-x-15-c-3_209_245/12-x-15-x-25-sheets-heat-transfer-vinyl-film-p-1147.html#.WCs6nk8zXcs)

[**http://t-shirt.ca/t-shirts/2000-gildan-adult-ultra-cotton-t-shirt/**](http://t-shirt.ca/t-shirts/2000-gildan-adult-ultra-cotton-t-shirt/)

[**http://hatsandcaps.ca/5050m-mesh-back-5-panel-cap/**](http://hatsandcaps.ca/5050m-mesh-back-5-panel-cap/)