

FINAL PROJECT BUSINESS MODEL

**Name(s): Oakley Genova and Justin Jardine**

**Project:Clothing**

**Part A: Problem**

**I don’t know how to create logos and place them onto clothing articles, also I will have to pay for my own pieces of clothing to test using the heat press.**

**Part B: Solution**

**watch YouTube videos on how to operate and use a heat press to put logos onto clothes, and go to the Salvation Army for cheap plain solid color shirts**

**Part C: Key Metrics**

**Justins mom works at Yvons**

**Instagram 5000 followers**

**Part D: Unique Value Propositions**

**Very creative person and out of the box thinker who values consumer thoughts and opinions.**

**All my pieces of clothing will be 100% genuine, and completely Original.**

**Part E: Unfair Advantage**

**Oakley has previous experience in creating clothes, and Justin has access to a market for us.**

**Part F: Channels**

**We will create 2 different brands, one for street wear, and one for gym clothing. justin will go to gyms around town and ask them to sell our clothing.**

**Part G: Customer Segments**

**people who access gyms, such as yvons, westside, and peak performance. i will also create a website to sell all pieces of our clothing**

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

|  |  |  |
| --- | --- | --- |
| **Garment** | **Printing** | **Website** |
| **$7.00/piece** | **$10.00/piece?** | **Free** |
|  |  |  |