



COLT BRANDED

Business Information

Colt Branded

Campus High School

Coltbranded@gmail.com

Executive Summary

Description of Business Idea

This class/business was conceived several years ago when Stompin Grounds was developed. I was brainstorming ideas that would provide students in the Tech. Department, a real world business experience. The idea of creating a screen printing shop developed and became the focus because it would address the needs of the students and schools in the district. First, students would gain valuable skills and experience running a business. Skills and experience that students could use after graduation to enter the workforce or start their own business. Second, an in-house screen printing shop could benefit the district by saving money when purchasing screen-printed apparel like t-shirts. The average cost per shirt was 5-10 dollars per item for screening. The proposed business would lower that cost by 4-7 dollars per item, depending on the quality of shirt. The business would only need to be marketed to USD 261 schools, clubs, and athletics due to the volume of orders within the district and production time constraints. This business would be cross-curricular involving students from the Tech. department, Business department, Art department, and the FACS department.

Mission Statement

Our mission is to provide students an opportunity to: 1. learn and demonstrate employability skills through a student led screen printing business which creates high quality products at an affordable price. 2. Enhance the sense of school spirit and community pride across the district.

Business Analysis

A. Problem or Need

We want to provide our customer base with a quality product that has great craftsmanship, and create a brand that is unique to Campus High School.

B. Business Goals

Goals	Objectives
1. Pay back loan within 6 years.	We will accomplish this by marketing our business to all schools in the district. We will also have trained workers who will design and print quality apparel so that we have repeat customers. Our goal is to net \$200 in sales a day.
2. Increase school and district pride.	We will be able to do this by offering an affordable for students and staff to purchase. So that more people can wear apparel with their school, team or club imprinted on them.
3. Give back to the Technology department and the school community.	Once the loan is paid off, the business profits will be utilized for updating equipment, funding clubs in the Tech department and other Campus programs.

C. S.W.O.T. Analysis of Business

Strengths	Opportunities
The Strengths of Colt Branded are that it is a student ran business where the students design and print apparel. Our product are of similar quality at a better price than our competitors.	Colt Branded has the potential to bring more income into Campus High School and to offer scholarships. Additionally, we give students an opportunity for real life work experience, working in the business and in management positions.
Weakness	Threats
We will only be open during the school day and year.	Threats to Colt Branded would be turnaround time for order completion. The other threat would be outside businesses that previously provided school shirts.

D. Competitive advantages

What is the main Competitive advantage of your business:

Colt Branded will be an in-house student ran business that has quality products at competitive prices. Business profits remain within the district and support school programs.

Market Analysis

A. Target Market

This business will only be marketed to USD 261 Schools. Which include any entity of the district.

B. Customer Buying Behavior:

We believe that the price, quality and service will be a big contributor to the success of our business and insure that our target market will continue to buy our products. Our target market will be influenced by our accessibility, inexpensiveness and our ability to give back to the school.

Business Strategy

Business Type

Retail, Service

The business type of Colt Branded is a not for profit. However, we will be providing a service as well as selling other printed items. The not-for-profit side of Colt Branded will provide scholarships and club money for all Campus High school. Therefore, all money generated by Colt Branded will go back to school activities on a needs basis when requested as well as students who have contributed their time and/or creativity to Colt Branded.

Legal Structure

Not-For-Profit

The advantages of having a not-for-profit organization they are allowed to solicit charitable donation form the public. Many foundations and governments agencies limit their grants to public charities. A nonprofit organization exists as a legal entity in its own right and separately from its founder. Incorporation puts the nonprofit's mission and structure above the personal interests of individuals associated with it. Not only will the school and the district benefit from Colt Branded, but student clubs, activities will also have benefit from the profits. On the other side of the spectrum, the disadvantages of

having a not-for-profit legal structure are a non-profit organization is a legal entity under federal, state, and local laws, the use of an attorney, accountant or other professional may well prove necessary, therefore bring about miscellaneous fees to those respected persons for their services.

Legal/Accounting Services Required

Legal services needed would be filing status as a not-for-profit organization. Accounting services needed will be handled through the Accounting 2 class offered here at Campus High School under the direction of James McDowell. Liability insurance will be covered by Campus High School since it is a high school class and under the state curriculum guides.

Not Consulting with an accounting service

C. Licensing and permits Before deadline

A.

Permit and/ or license	Yearly Cost
1. Business Professional of America	\$
Total	\$

Organization/contact Name	Permit/ License Name	Phone Number	Why do you need this Particular license or permit
1. Business Professionals of America	1055 Code	(316)554-2236 ext. 1805	Tax Exempt

Organizational Analysis

a. Business Mentors

Mentor Name	Occupation	Key input to your Success
Kevin	Owner of Shirts Plus	Kevin has opened his business up for us to tour and ask questions as well as giving us valuable information about the process.
Chris Dinkel	Teacher at Hays High School	Chris has worked with screen printing at Hays for the past 15 years and will be a valuable resource with questions that we have.

B. Owner's Responsibilities

Owners Title

Teacher/ Advisor

Roles and Responsibilities

Mr. Marrs is overseeing the class and ensuring that we do everything correctly. If we as a class have any questions or concerns, we consult Marrs and he advises us regarding successful business practices.

Employee Positions

Projected Number of Employees

18

Employee Positions

1. Managers

Duties: To oversee the workers and make sure they are performing efficiently

Qualification: Leadership skills and experience in the print shop establishments

Pay rate:0

2. Creator

Duties: Design all artwork that is needed and communicate with customers on design needs

Qualifications: Knowledge of computer design software

Pay rate:0

3. Printer

Duties: Will burn screens, clean screens and print items

Qualifications: Must be able to self motivate and task oriented

Pay rate: 0

Marketing Strategy

Branding

Vision

Our vision is for our customers to describe our company as professional, with great customer service, and quality products created in a fun environment where students learn business basics. product.

Product

We will be selling screen printed items with the possibility of expanding into plaques and other printed products.

Price

Our business is in high demand with the amount of printed products that are purchased in the district. A chart will be provided for price structure. Over all this business will save the district 33 percent in screen printing costs.

Place

Our sales of the products will take place at Campus High School, inside the Tech department.

Does this company require a physical location? Yes H-06

Financial Development

A. Start-up Cost

Category	Description	Cost
Equipment	Riley Pro Plus Complete Screen Printing Shop Package	\$22,999.96
Starting Inventory	Misc. ink and apparel	3,000
computers	Provided by school	0
Accounting/legal	Accounting 2 class	0
Fixtures and shelving	Shelving units from Lowes	1,000
other		
Total		26,999.96

Funding Assumptions

Total Capital required for start-up: \$30,000

Our start-up costs will be financed through the Board Of Education.

	Financing Source	Amount
	Board of Education	\$30,000

The interest rate will be 0% and our term will be 6 Years

Financial Analysis

Economics of one unit sold

An average unit of sale for Colt Branded, since we will be offering different services and products would be between \$4.10 to \$6.00 for a 1 color printed t-shirt.

Retail/Wholesale Company

Selling Price per unit: \$4.10-\$6.00 (other apparel will change price)

Cost of Goods \$2.70 per t-shirt sold (other apparel will change price)

Gross Profit Per unit \$1.40-\$3.30

Identification of Monthly Fixed costs

Category	Description	Cost
Utilities	Covered by campus	0
salaries	N/A	0
Advertising	Square, Clip art sites	?
Insurance	N/A	0
Loan payment		500
rent	N/A	0
Unforeseen cost	Misc. Repairs	100.00
	Total monthly fixed cost	600.00

Financial Feasibility

Payback	Total Start-up costs	Net profit per Month	
.88 years	\$30,000	\$3,400.00	X10

ROS%	Net profit per year	Total sales per year	
29%	\$34,000	117,142.85	X100

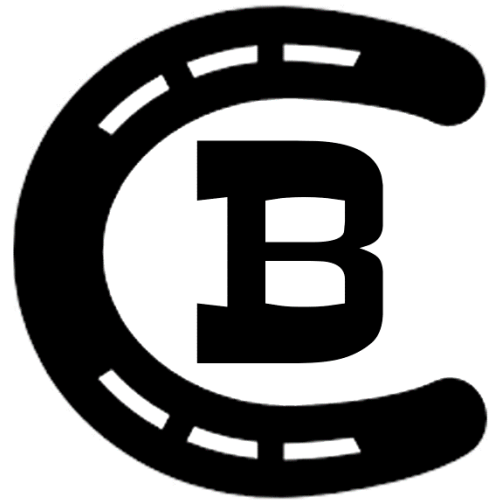
ROI%	Net Profit per Year	Start-up Cost	
113%	34,000	\$30,000	X100

Break even Units	Monthly Fixed Costs	Gross Profit Per Unit	
430.00	\$600.00	1.40	

LOGO



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quantity	Print colors	50/50 T-shirt	beefy or Pocket	LONG Sleeve 50/50	Crew Lt. Wt.	hoodie LT. WT.	Full-Zip Hoodie	Profit Margin per item
12	1	\$6.00	\$8.00	\$9.80	\$12.90	\$15.90	\$25.15	\$3.30
	2	\$6.25	\$8.25	\$10.05	\$13.15	\$16.15	\$25.40	\$3.40
	3	\$6.50	\$8.50	\$10.30	\$13.40	\$16.40	\$25.65	\$3.50
	4	\$6.75	\$8.75	\$10.55	\$13.65	\$16.65	\$25.90	\$3.60
	5	\$7.00	\$9.00	\$10.80	\$13.90	\$16.90	\$26.15	\$3.70
	6	\$7.25	\$9.25	\$11.05	\$14.15	\$17.15	\$26.40	\$3.80
24	1	\$5.75	\$7.75	\$9.55	\$12.65	\$15.65	\$24.90	\$3.05
	2	\$6.00	\$8.00	\$9.80	\$12.90	\$15.90	\$25.15	\$3.15
	3	\$6.25	\$8.25	\$10.05	\$13.15	\$16.15	\$25.40	\$3.25
	4	\$6.50	\$8.50	\$10.30	\$13.40	\$16.40	\$25.65	\$3.35
	5	\$6.75	\$8.75	\$10.55	\$13.65	\$16.65	\$25.90	\$3.45
	6	\$7.00	\$9.00	\$10.80	\$13.90	\$16.90	\$26.15	\$3.55
48	1	\$5.50	\$7.50	\$9.30	\$12.40	\$15.40	\$24.65	\$2.80
	2	\$5.75	\$7.75	\$9.55	\$12.65	\$15.65	\$24.90	\$2.90
	3	\$6.00	\$8.00	\$9.80	\$12.90	\$15.90	\$25.15	\$3.00
	4	\$6.25	\$8.25	\$10.05	\$13.15	\$16.15	\$25.40	\$3.10
	5	\$6.50	\$8.50	\$10.30	\$13.40	\$16.40	\$25.65	\$3.20
	6	\$6.75	\$8.75	\$10.55	\$13.65	\$16.65	\$25.90	\$3.30
96	1	\$5.35	\$7.35	\$9.15	\$12.25	\$15.25	\$24.50	\$2.65
	2	\$5.60	\$7.60	\$9.40	\$12.50	\$15.50	\$24.75	\$2.75
	3	\$5.85	\$7.85	\$9.65	\$12.75	\$15.75	\$25.00	\$2.85
	4	\$6.10	\$8.10	\$9.90	\$13.00	\$16.00	\$25.25	\$2.95
	5	\$6.35	\$8.35	\$10.15	\$13.25	\$16.25	\$25.50	\$3.05
	6	\$6.60	\$8.60	\$10.40	\$13.50	\$16.50	\$25.75	\$3.15
144	1	\$4.60	\$6.60	\$8.40	\$11.50	\$14.50	\$23.75	\$1.90
	2	\$4.80	\$6.80	\$8.60	\$11.70	\$14.70	\$23.95	\$2.00
	3	\$5.05	\$7.05	\$8.85	\$11.95	\$14.95	\$24.20	\$2.35
	4	\$5.30	\$7.30	\$9.10	\$12.20	\$15.20	\$24.45	\$2.10
	5	\$5.55	\$7.55	\$9.35	\$12.45	\$15.45	\$24.70	\$2.20
	6	\$5.80	\$7.80	\$9.60	\$12.70	\$15.70	\$24.95	\$2.30
288	1	\$4.25	\$6.25	\$8.05	\$11.15	\$14.15	\$23.40	\$1.55
	2	\$4.53	\$6.53	\$8.33	\$11.43	\$14.43	\$23.68	\$1.65
	3	\$4.78	\$6.78	\$8.58	\$11.68	\$14.68	\$23.93	\$1.75
	4	\$5.03	\$7.03	\$8.83	\$11.93	\$14.93	\$24.18	\$1.85
	5	\$5.28	\$7.28	\$9.08	\$12.18	\$15.18	\$24.43	\$1.95
	6	\$5.53	\$7.53	\$9.33	\$12.43	\$15.43	\$24.68	\$2.05
500	1	\$4.20	\$6.20	\$8.00	\$11.10	\$14.10	\$23.35	\$1.50
	2	\$4.47	\$6.47	\$8.27	\$11.37	\$14.37	\$23.62	\$1.60
	3	\$4.72	\$6.72	\$8.52	\$11.62	\$14.62	\$23.87	\$1.70
	4	\$4.97	\$6.97	\$8.77	\$11.87	\$14.87	\$24.12	\$1.80
	5	\$5.22	\$7.22	\$9.02	\$12.12	\$15.12	\$24.37	\$1.90
	6	\$5.47	\$7.47	\$9.27	\$12.37	\$15.37	\$24.62	\$2.00
1000	1	\$4.10	\$6.10	\$7.90	\$11.00	\$14.00	\$23.25	\$1.40
	2	\$4.25	\$6.25	\$8.05	\$11.15	\$14.15	\$23.40	\$1.50
	3	\$4.50	\$6.50	\$8.30	\$11.40	\$14.40	\$23.65	\$1.60
	4	\$4.75	\$6.75	\$8.55	\$11.65	\$14.65	\$23.90	\$1.70
	5	\$5.00	\$7.00	\$8.80	\$11.90	\$14.90	\$24.15	\$1.80
	6	\$5.25	\$7.25	\$9.05	\$12.15	\$15.15	\$24.40	\$1.90

