

Northwestern High School
Mellette, South Dakota

Jaidyn Kramp
Addison Sparling
Sadie Vander Wal

NW WildWear Business Plan
2016-2017



NW WildWear

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NW WildWear
221 3rd Street
Mellette, SD 57465
605-887-3467



Executive Summary

NW WildWear is a class business utilized as a learning experience for the students. Our business provides the public with a variety of Northwestern Wildcats spirit apparel and products for the school district. To fulfill the need of spirit apparel for the community, NW WildWear will sell t-shirts, long-sleeve shirts, crewneck sweatshirts, and hooded sweatshirts with four design options; sweatpants, yoga pants, and shorts with one design option; infant and toddler onesies, t-shirts, sweatpants, and sweatshirts of two design options; and lanyards, baseball caps, and stocking hats that support the Northwestern community. Business will be conducted during the business management course which consists of thirteen student employees who will operate the business and produce the products. Overtime work and necessary operations will take place outside of class as well in order to fulfill business needs.

In order to support the business's goal of maintaining school spirit, we will sell NW WildWear products at home sporting events. Other occasions include concerts, plays, and banquets held at the school. The stand will be located in the cafeteria near the lunch stand to attract traffic and receive maximum attention. In addition, the stand will be located near the business classroom during school hours. Order forms are always available during school hours and online on the business's website. With the display and order form availability, our efforts to reach out to the public will increase sales and bring in a higher profit for NW WildWear.

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Company Description: Managers and Employees

NW WildWear has established an effective work system in order to reduce overlapping tasks and increasing production rate.

Finance Manager

Megan Heidenreich

Finance Employee

Addison Sparling

Design Manager

Peyton Groft

Design Employees

Jaidyn Kramp

Daniel Tonga

Screen Printing Production Manager

Darien Watson

Screen Printing Production Employees

Isaac Bauer

Dawson Smith

Daniel Tonga

Marketing/Advertising Manager

Sadie Vander Wal

Marketing/Advertising Employees

Jaidyn Kramp

Megan Heidenreich

Evy Peterson

Peyton Groft

Ordered Products Manager

Addison Sparling

Ordered Products Employee

Mackenzie Engels

Office/Production Manager

Sadie Vander Wal

Office/Production Employees

Mackenzie Engels

Jaidyn Kramp

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Company Description: Design Department

The design department of NW WildWear will be a main priority, especially in the startup of the business. The software program that will be used to create designs is CorelDraw. This software provides an easy or convenient way to create appealing designs to print on t-shirts, long-sleeve shirts, crewneck sweatshirt, hooded sweatshirt, shorts, sweatpants and even stadium chairs.

This department is responsible for all of the designs of the merchandise being sold, specifically clothing. Designs need to be completed at a timely and quick manner, but still contain a good, quality and appeal that would fit well on all of the clothing. After completing the designs, they go through a voting process and the business will decide which ones would be the best fit to focus on pursuing. Therefore, four shirt designs will be chosen and one pants design, which is also small enough to fit on infant/toddler clothing. Lastly, the designs will be taken to the screen-print manager who will begin the screen-printing process.

Designs will be created in an appealing manner that would be attractive to all of our customers. There will be designs that would be popular specifically with teenagers or youth, and there will also be designs that will draw in more of the adult customers. Of course, any of the designs will be available for all customers, but the goal of NW WildWear is to have a product – creative and sellable - for everyone to enjoy or be pleased with.

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Company Description: Screen-Printing Department

After the designs have been created and voted upon, the screen-printing department can begin their process. NW WildWear will have many different types of clothing with different designs to choose from. The employees in this department will be printing the design on these clothing items based on what the customer has ordered.

NW WildWear has easy, affordable, and convenient access supplies to screen-printing because Northwestern School District owns their own equipment. The first step of the screen-printing process is to create an emulsion on a screen that will be used for the design. Then, the design is put onto vellum paper in order for it to be burned onto the screen. Once the screen has been burned with the design and is prepared, the employees align the screen with the clothing necessary. Ink is added to the screen and pushed onto the designated clothing based on the customized orders. Once the ink process is completed, the clothing is run through a special dryer to complete the product. After the ink process is done, the clothing is handed off to the production and packaging department.

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Company Description: Ordering, Production, and Packaging Department

The ordering department of NW WildWear takes care of ordering all items for sale. Once customer orders arrive, the ordering department orders the apparel through an online, wholesale company. Upon arrival, the office department, which correlates with the ordering department, organizes the apparel to match the designs that customers have ordered for the screen-printing department. All invoices are then directed to the financial department.

The production and packaging department of NW WildWear will take charge of the packaging and delivering of finished products to customers. The department's manager oversees the status of all orders, fills orders as they arrive, and ensures efficient deliverance of all products. Employees will create various packaging labels, package products efficiently, and assemble all packing materials, including bags and business cards. To organize items to be screened upon arrival to NW WildWear, the department matches the shirt to the correct design to be screened as specified by the customer. That customer's order form is then placed into one of four binders depending on its status in the system: paid/not completed, not paid/not completed, done/paid, or delivered. Once a customer's order is completed, NW WildWear places merchandise in a paper bag decorated with the company's logo, a green and gold bow, and an NW WildWear business card. Employees then deliver the product to the customer based on their contact information on the order form.

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Company Description: Financial Department

NW WildWear is asking for a loan of \$700 from Northwestern Ink to be able to start the business and get off the ground. The loan will be used to purchase merchandise, supplies to make our merchandise, and advertising. NW WildWear will use Northwestern Ink's equipment and warehouse, which has been discussed with Northwestern Ink. At the end of the sales period, NW WildWear will pay Northwestern Ink for the use of the facility and certain supplies. The items and prices are subject to change if NW WildWear does not feel a profit will be achieved.

NW WildWear will be opening a checking account with American Bank and Trust in Mellette, South Dakota. The checking account will be used to pay for all of the expenses and made our deposits in to. This is a convenient place to keep tract of our cash and checks responsibly. Expenses will include: screen-printing ink/supplies and t-shirts and other merchandise bought through Northwestern Ink. At the conclusion of each month, all of the money earned by NW WildWear through sales will be deposited into the checking account.

At the conclusion of the sales period, when all of the expenses are paid for, the remaining profits will be divided among the employees. Due to it being a class business, the money will not directly go to the employees. They will have an option of where their share goes to. The employees have the option to donate their shares to anywhere in the school, whether that be to Future Business Leaders of America (FBLA), the art program, to the sports they participate in, or to the class funds.

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Industry Analysis

The screen-printing industry is a two billion dollar industry and has increased abundantly in the past few years, by about 5% each year. As sports teams, drama clubs, school groups, and other activities grow in popularity in surrounding communities, the demand for school spirit apparel increases as well. Locally, very few screen-printing shops exist in the area we live in. The limit in screen-printing businesses remains surprising because of the demand for these products. These reasons give our business every reason why NW WildWear should flourish in our community and as well as gaining large profits.

Due to the fact that NW WildWear is the only store that specializes in Northwestern School apparel, we will have an edge in our target market. The customers NW WildWear will acquire not only will buy the products for their outstanding quality, but also to support our school district and community support. We have an amazingly supportive community and everyone is always looking for new Northwestern apparel to get their hands on. Because of the outstanding quality and work put into each product, Northwestern fans will be able to support athletes, academics, and our school district with pride for many years to come.

NW WildWear's staff and employees have grown up and spent their lives in the Northwestern community, many of us have older siblings, aunts, uncles, parents, and even grandparents that have also grown up in the Northwestern School district. This provides NW WildWear with the ideal mindset to create products we know our customers will enjoy and cherish. By continually striving to push ourselves to produce the best products we can, NW

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WildWear will maximize profits while simultaneously minimizing wasted time and resources.

The business will be ideally lucrative making goals for ourselves and using our knowledge and resources to our advantage.

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Target Market

With a good grasp on the correct market, NW WildWear will have an increased efficiency and maximized profits. The focus of sales will be to Northwestern Students and faculty, along with parents and members of the community and supporting fans. Access to order forms is extremely easy as they are listed on the NW WildWear link on Northwestern School District's website. Also, forms will be easily provided to anyone who attends a home game.

These order forms include all of the information for the customer to choose which design they want with which piece and color of clothing they desire. This will be beneficial to expanding our target market because they can purchase a customized product, however and whenever they please to do so.

When the decision of which designs to pursue, NW WildWear will take into immense consideration which designs will be popular with the target market. To make the conclusion of which designs would be appealing to the different people whom will be our customers, we will gather input from students and adults in the school and community. Our aim is to ensure that there will be a product for everyone to enjoy.

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Competitive Analysis

Based on the uniqueness of the products, NW WildWear will not have much competition. Because the company is based out of Northwestern School and sells Northwestern spirit apparel, the first place potential customers and the target market looks to for their spirit apparel needs will be the school. Our biggest competitor in the screen-printing department will be Geffdog Designs in Aberdeen, South Dakota, which is 20 miles from Mellette. Even though Geffdog has a larger facility than us, none of their products specifically target the Northwestern Wildcats for their market.

Our company provides a cutting edge above the rest because of its personalized Wildcat spirit that appeals to the target market of the Northwestern School community. Because of the loyal fans and their dedication to Wildcat academics and athletics, advertisements in the community will easily be able to sell to the target market.

To take advantage of athletic games at the school and the target market present there, a booth will displayed NW WildWear apparel will be available for viewing along with order forms for customers to order clothing. This showcase will show customers what the products look like and spread the word about the business based on the large attendance at games and the spirit shown here. Our business will flourish by taking advantage of the community's central location of the school building and the limited competition.

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Marketing Plan and Sales Strategy

The marketing department of NW WildWear oversees all marketing and sales procedures in the company. Department responsibilities include creation and distribution of advertisements, informing and promoting products to the target market, and handling sales to consumers.

Part of its responsibilities, the department's employees create an enticing display to compel the target market to purchase products. The display, located outside of the business classroom at all times, can also be moved to the lunchroom and front entry during concerts, athletic events, and other school functions, in order to entice the older population of the target market who does not see the display during school hours as students and faculty observe every day. The display will include an example of every product available for purchase along with order forms. NW WildWear will also utilize the school newspaper, The Scrathin' Post, to advertise the company, as well as the school's announcements that reach most members of the community and surrounding area. To add convenience to the consumer, order forms, contact information, and a company email can be located and utilized through the school website.

To add to the multiple concepts NW WildWear's marketing plan entails, the marketing department will generate a commercial for the use on the school website and at athletic events. The commercial will not only convince consumers to purchase the company's product, but will demonstrate the professionalism of the company through the marketing plan and advertising techniques applied through the video, display, and advertisements demonstrated throughout the school and community.

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Order Forms

		Date _____		Name _____		Phone _____		Paid _____					
		NW WildWear											
		Pants Order Form											
		Sizes - any size over XL add \$1.00 per X					(Specify)	(Specify)					
		YS	YM	YL	YXL	S	M	L	XL	2X, 3X	Colors Yoga Pants and Sweatpants: Black or Gray Shorts: Black only	Price	Total
Sweatpants (Champion)													
Sweatpants (Ladies' Style)													
Yoga pants													
Running shorts (Soffe brand)													
Total													



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NW WildWear

Date _____ Name _____ Phone _____ Paid _____

Screenprint Order Form

	Sizes - any size over XL add \$1.00 per X						Design # (1, 2, 3, 4)	Color	Tie-Dye Option in Design #3 only	Press (Please write words to be pressed below-	Price	Total
	YS	YM	YL	YXL	S	M						
T-Shirt: Gildan Brand											\$12	
T-Shirt: Ring-Spun (softer)											\$15	
Long-sleeve: Gildan Brand											\$15	
Long-sleeve: Ring-Spun (softer)											\$17	
Crew Sweatshirt											\$20	
Hooded Sweatshirt											\$25	
Total												

Color Options: Black, Ash Gray, Athletic Gray, Charcoal Gray, Kelly Green, Forest Green, Gold or White

 Design #1	 Design #2	 Design #3	 Design #4
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Date _____

Name _____

Phone _____

Paid _____

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Toddler/Infant clothing Order Form

						(Specify)		Price	Total	
	6 MO	12 MO	18 MO	24 MO	2T	3T	4T			5T
Onesie									\$10	
Sweatshirts									\$10	
Sweatpants									\$10	
T-shirt									\$10	
Total										



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Name: _____

Date: _____

Phone: _____

Paid: _____

Order Form

Stocking Hats - \$10

Green, white, and black

Quantity: _____

Total: \$ _____



Lanyards - \$7

White with Green letters

Quantity: _____

Total: \$ _____



Preorder Flex-Fit Baseball Caps - \$25

Color (White or Black): _____

Size: S/M _____ **L/XL** _____

Quantity: _____

Total: \$ _____

Available in January

Cap Designs



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Operations

NW WildWear will operate every other day for around two hours during the Business Management class period. As well as any additional time the employees have throughout the school day. This time is when our employees will work on designs, screen-printing, processing orders, and delivering finished products. If these tasks are not finished in a class period, this is when students will work overtime to finish their tasks in study hall or after school. Once the business launches and is underway, displays of our products will be set up at school events and worked by our employees. We will attach a link to our website on our school websites home page as well as creating a business email to be contacted and putting our order forms online.

The screen printing department utilizes six different screens. A screen is a permeable sheet that lies over the t-shirt, sweatshirt, sweatpants, or any other piece of fabric, ink is then placed on the top of the screen, and then pushed across to deposit the ink on the shirt. The merchandise is laid out on a table listing what design goes on each shirt. This makes it easy for the screen print team to screen print at any time. They always know what needs to be done and what design needs to go where.

The finance and marketing departments will work to ensure the customer knows the price of the product and that NW WildWear receives the correct amount. The finance department will manage the bank account, always making sure to balance the check book, check the balance in the checking account, count money, write checks, deposit money, and make sure all of our expenses are paid for.

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NW WildWear's design department uses a program called CorelDraw to create designs for our products. At the beginning of the business they create enough designs in order to narrow down the designs to the desired number of designs wanted. This process of elimination will come from the whole NW WildWear team and outside sources to be sure to make the appropriate decisions and designs that we think the community and customers will like the best.

The production and packaging department is the final step in the behind the scenes production. This department is in charge of managing the orders coming in and out of NW WildWear. They are in charge of ordering the correct merchandise and putting complete orders together. After, they package the orders and make sure everything looks presentable. This is when the packages can be delivered and placed in the community.

Every employee is expected to live up to high expectations and work ethic in all departments. In this business staff in each department will most likely be helping every department. This always for the employees to know all of the aspects in the business and to increase productivity. Every employee working with NW WildWear will strive to produce the best quality possible and work for a better business front. Each employee will receive points for their class grade based on how well they work and manage their time; this also can be considered our form of payment. Overtime hours will earn extra credit points in our class. All of the points will go to our final grade.



Management and Organization

Finance Manager

- Oversee all financial transactions
- Create financial reports
- Pay bills in a timely manner
- Must have excellent accounting and computer skills
- Communication skills
- Honest and trustworthy
- Help with the pricing of products

Financial Employee

- Keep track of receipts
- Accounting and computer skills are needed
- Communication skills
- Honest and trustworthy

Screen Printing Production Manager

- Oversee all aspects of the production of a screened product
- Delegate duties to employees
- Keep employees on task and keep track of progress
- Must have excellent computer and communication skills
- Must be able to work with other businesses to produce a finished product
- Record all screen print – shirt expense and work with finance dept. to set prices

Screen Printing Production Employees

- Ability to work well with a team
- Ability to learn new tasks
- Help with any of the above screen print – shirt manager duties as needed

Design Manager

- Create designs for all screen printed items
- Keep employees on task and keep track of progress
- Delegate duties to employees
- Need to oversee the completion of all designs
- Must have computer (experience with CorelDraw is helpful) and communication skills
- Work with screen print department to make sure designs will work

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Design Employees

- Create designs for all screen printed items
- Must have computer (experience with CorelDraw is helpful) and communication skills
- Work with screen print department to make sure designs will work

Marketing/Advertising Manager

- Oversee all aspects of marketing our products
- Contact various advertising resources
- Must be creative and have excellent communication skills
- Knowledge of video editing software would be very beneficial
- Must have computer skills, especially in desktop publishing – design and layout of ads
- Help with pricing of products

Marketing/Advertising Employees

- Create ads for WildWear products
- Must have computer skills and design and layout skills
- Should possess good communication Skills
- Ability to work well with a team

Ordered Products Manager

- Locate suppliers of finished products and find the best merchandise for our business
- Oversee all aspects of ordering products and keeping track of orders
- Delegate duties to employees
- Keep employees on task and keep track of progress
- Must have sewing, computer and communication skills
- Record all expenses and work with finance dept. to set prices

Ordered Products Employees

- Ability to learn new tasks
- Help with any of the above manager duties as needed
- Ability to work well with a team
- Basic computer skills

Production Manager

- Keep track of all orders
- Fill orders as they come in
- Make sure orders are delivered in a timely manner

Production Employees

- Create various packaging labels for our products
- Need to package products neatly and in a timely fashion

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Long-Term Development

NW WildWear provides an absolutely an excellent learning experience for students. They learn how to operate and maintain a business effectively and responsibly. This gives them an insight into a real-life business situation and prepares them for the future. An opportunity like this allows the students to learn and understand the productions of running a business. The business allows the students to promote their school, Wildcat Spirit, and promote good business in the community.

The Northwestern Area School District will be around in the next three, five and more years. With this strong and lasting foundation, wildcat apparel and support of for the school district will continue to be around. Therefore, the potential to succeed is very high because people will continue to show school spirit through the apparel offered.

Over the years, a priority of NW WildWear would be to learn from previous years mistakes and to learn from them when continuing to develop a strong and reliable business. With good organization skill, efficient work ethic, support from the customers, and little competition, the future of NW WildWear appears to be successful.

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Financial Statement

NW WildWear is asking for a loan of \$700 from Northwestern Ink to start the business. This money's purpose will be to cover the cost of supplies and merchandise needed to set up the business. Equipment rented from Northwestern Ink will be used to help produce designs into our products such as shirts, sweatpants, shorts, and sweatshirts. The expenses and cost of our products can be found on the order forms. These prices may change varied on what the employees see fit to make a profit and if the current prices will not achieve the profit goals.

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At the conclusion of the sales period, when all of the expenses are paid for, the remaining profits will be divided among the employees. Due to it being a class business, the money will not directly go to the employees. They will have an option of where their share goes to. The employees have the option to donate their shares to anywhere in the school, whether that be to Future Business Leaders of America (FBLA), the art program, to the sports they participate in, or to the class funds.

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NW WildWear
Projected Income Statement
For Year Ended September 2016 - May 2017

	December	January	February	Totals
Revenue				
Screen Print Tee Shirt Sales (\$12)	\$ 280.00	\$ 360.00	\$ 320.00	
Crewneck Sweatshirt Sales (\$20)	\$ 250.00	\$ 345.00	\$ 320.00	
Hooded Sweatshirt - Gildan Sales (\$25)	\$ 325.00	\$ 270.00	\$ 235.00	
Long Sleeve Tee Shirt Sales (\$15)	\$ 150.00	\$ 180.00	\$ 175.00	
Sweatpants Sales (\$20)	\$ 130.00	\$ 150.00	\$ 160.00	
Wide Chairs (\$55)	\$ 210.00	\$ 230.00	\$ 190.00	
Narrow Chairs (\$45)	\$ 180.00	\$ 200.00	\$ 210.00	
Stocking Hats (\$10)	\$ 200.00	\$ 220.00	\$ 210.00	
Ball Caps (\$25)	\$ 125.00	\$ 175.00	\$ 150.00	
Lanyards (\$7)	\$ 70.00	\$ 105.00	\$ 98.00	
Total Monthly Revenue	\$ 1,920.00	\$ 2,235.00	\$ 2,068.00	
Total Revenue				\$ 6,223.00 100%
Cost of Goods Sold				
Screen Print Tee Shirt Sales (\$3)	\$ 60.00	\$ 90.00	\$ 45.00	
Crewneck Sweatshirt Sales (\$12)	\$ 150.00	\$ 190.00	\$ 150.00	
Hooded Swetshirt - Gildan Sales (\$18)	\$ 202.00	\$ 176.00	\$ 128.00	
Long Sleeve Tee Shirt Sales (\$8)	\$ 105.00	\$ 90.00	\$ 60.00	
Sweatpants Sales (\$15)	\$ 90.00	\$ 170.00	\$ 90.00	
Wide Chairs (\$45)	\$ 120.00	\$ 160.00	\$ 135.00	
Narrow Chairs (\$35)	\$ 110.00	\$ 130.00	\$ 126.00	
Stocking Hats (\$6)	\$ 120.00	\$ 132.00	\$ 126.00	
Ball Caps (\$20)	\$ 100.00	\$ 140.00	\$ 120.00	
Lanyards (\$5)	\$ 50.00	\$ 75.00	\$ 70.00	
Total Monthly Cost of Goods Sold	\$ 1,107.00	\$ 1,353.00	\$ 1,050.00	
Total Cost of Goods Sold				\$ 3,510.00 56.40%
Gross Profit				\$ 2,713.00
Expenses				
Screen Printing Fee	\$ 80.00	\$ 90.00	\$ 75.00	
Miscellaneous Expenses	\$ 90.00	\$ 80.00	\$ 55.00	
Total Monthly Expenses	\$ 170.00	\$ 170.00	\$ 130.00	
Total Expenses				\$ 470.00 7.55%
Net Income				\$ 2,243.00 36.05%