

Northwestern High School
Mellette, South Dakota

Gavin Bohl
Moira Duncan
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Wildcat MFG. Business Plan
2017 – 2018



Wildcat MFG

Wildcat MFG.

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Wildcat MFG
221 3rd Street
Mellette, SD 57461
605-887-3467



Executive Summary

Wildcat MFG is a class business utilized as a learning experience for the participating students. Our business provides the public with an assortment of clothing options representing the Northwestern Area School District. To fulfill the Northwestern Wildcat apparel need in the community, the products available by Wildcat MFG include: t-shirts, long-sleeve shirts, crewneck sweatshirts, block sweatshirts with the option of three varying designs; joggers, ¼ zips with two varying designs; full-zip jacket with one specific design to help boost the wildcat spirit in the community. Business will be conducted during the business management course which consists of eleven student employees who will operate and run Wildcat MFG. Overtime work and necessary operations will be conducted outside of the class as well to maintain our business.

To reinforce the business's goal of representing the Northwestern Area School District, we will sell Wildcat MFG apparel at home sporting events. Other occasions include elementary spring concert, high school pops concert, spring play, and meetings all conducted at the Northwestern school building. During events, the stand will be located in the cafeteria near the concessions stands to receive maximum attention during events. In addition, the business is always available during school hours. Our efforts to reach out to the public will increase sales and bring in profit for Wildcat MFG.

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Company Description: Managers and Employees

Wildcat MFG revolves around its customers. In order to do so, we established an effective work system in order to reduce overlapping tasks and increase our production rate.

Finance Manager

Moira Duncan

Finance Employee

Jarret Haven

Design Manger

Riley Grandpre

Design Employees

Caitlyn Fischbach

Danny Orr

Screen Printing Production Manager

Gavin Bohl

Screen Printing Production Employee

Jarret Haven

Caleb Schentzel

Zach Toennies

Seth Wood

Marketing/Advertising Manager

Samantha Olson

Marketing Employees

Danny Orr

McKlay Pettigrew

Riley Grandpre

Ordered Products Manager

Samantha Olson

Ordered Products Employees

Gavin Bohl

Caleb Schentzel

Office/Production Manager

Moira Duncan

Production Employees

Zach Toennies

McKlay Pettigrew

Seth Wood

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Company Description: Design Department

NW MFG will focus on having the design department help startup our business. The design department will have to task of running software to make the designs for our products. CorelDraw will be the software of choice because of the easy access and editing ability. Detail and equality are key points to have successful business. The designs will be used on all the clothing products.

This department is responsible for making designs quickly for production and eye-catching designs. The people in this department have to make designs that people like and the way they will do that is through process of elimination. They will vote on three designs to help start the business. After the three designs are pick they will go to the Screen Printing manager and have the crew of screen printers place the design on the screens to be printed on clothes.

The design department will be very flexible and willing to work with our customers on creating designs. They will be the main department working hands on with our customer because we want happy customers and great communication.

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Company Description: Screen-Printing Department

Once the design department finishes creating their designs they will be sent to the screen-printing department where the designs get placed on the pieces of clothing. The screen-printing department will consist of student-employees, this will save money along with provide a on the job experience.

The first step to the process is the emulsion process where the design is placed on a screen, the screen has to be burned to hold the design. The design will then be tested to make sure no unnecessary marks are showing. The screen printing equipment is owned by NW Ink allowing us the easy access to the equipment. The department will be in charge of maintaining equipment and making sure everything is clean and in stock. The final step that the screen-printing department is responsible for sending the product to the Production and Packaging department.

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Company Description: Ordering, Production, and Packaging Department

The production and packaging department of Wildcat MFG will be in charge of packaging the completed orders before delivering to the customers. The packaging department ensures all of the orders are correct and completed in a timely manner. The system used in organizing the production process is efficient and easily navigated. Each online order will be placed in a different binder, the binders consist of the following: tops (t-shirts, sweatshirts, etc.) and bottoms (sweatpants, joggers, etc.). Each binder will be separated into subsections: paid/not done, not paid/done, and delivered. The binders will help keep the orders organized and help our department deliver the orders in a timely manner.

The Wildcat MFG production and packaging department will display the products for sale on a 12-shelf. To eliminate complications with the order forms, we have merchandise available for immediate sale. We are giving our customers the option to order online as well. Every time we sell an item, we will give our customer a business card, which allows them to contact us with any questions or concerns.

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Company Description: Financial Department

Wildcat MFG is asking for a loan of \$800 from Northwestern Ink to start our business. The loan will be used for purchasing merchandise and supplies for making the merchandise. Wildcat MFG will use Northwestern Ink's equipment and warehouse to make and store our merchandise, which has been discussed with Northwestern Ink. At the end of our business sales period, we will subtract the costs that NW Ink will charge us for using their facilities, equipment, and supplies. The items and prices are subject to change if Wildcat MFG does not feel a profit will be achieved.

Wildcat MFG will be opening a bank account with American Bank & Trust located in Mellette, South Dakota. The checking account will be used to pay for all of our expenses and make deposits. Expenses will include screen-printing supplies, display racks/shelves, and t-shirts and other merchandise bought through Northwestern Ink. At the conclusion of every month, all of the money earned from Wildcat MFG sales will be deposited into the checking account.

After all expenses are paid, Wildcat MFG will divide leftover profit among its employees. Since it is a class run business, the money will not be directly do to the employees. The employees will have a choice to where they want the money to go within the departments of the school. The employees have many options within the school to donate their share, whether that be to the art department, Future Business Leaders of America (FBLA), a sports program they participate in, or the class funds.

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Industry Analysis

Wildcat MFG is part of the growing screen-printing industry. The industry is growing about 5% each year, but our business can have a growth of more because of competition in our area and the demand for school apparel. The area we are in has very few screen-printing businesses, allowing our business to excel in the industry.

The business will be successful because we specialize in making wildcat apparel and people like to support schools. Purchasing their apparel through the business will allow them to do so. Our business will be ran on a personal basis, making customers want to come back to business. We want to represent our school the best way possible and making quality products. Locally, the Northwestern School proudly supports their athletics and the demand for products to support them is in strong demand throughout the community and surrounding areas.

Our experience in the screen-printing industry and being in Northwestern Athletics will give us an edge on what designs will be popular and be eye-catching. Wildcat MFG will maximize their profits through minimum waste and have productive work. The work will be done in an organized way with setting goals, having deadlines, and having proper training to make quality products.

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Target Market

Our business will focus on the local community and students of Northwestern. We will be available for outside jobs also, but most of the business will come from the school. The products will be available at games will products on display. The school website will also have easy access to order forms to make special orders. We will have both products that can be purchased at the games and through the store, but also take orders for special requests.

We have to know what designs and products will make the best sales. The best way to do that by surveying students and faculty. We have to have designs and products that will sell and by surveying we will know what the majority of the people like. The ideas that a student may like may not be the same as an adult, for that reason the faculty will be surveyed too. We want to provide products to everyone.

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Competitive Analysis

Wildcat MFG will be a small local business, but we see our customers being loyal and knowing them on a personal level. The competition that Wildcat MFG will have is very slim due to the location of our business and how easy it is to get the products. The closest competition we will have is Geffdog in Aberdeen, South Dakota because they are a bigger business in a larger community.

Wildcat MFG will specialize in supplying Northwestern Wildcat apparel. Many of the community members enjoy supporting the local school and Wildcat MFG will help them to achieve that. The business will be able to be successful through the selling of clothes to the Northwestern Wildcats sports teams and the community members. Many people like to see creative designs at affordable prices and Wildcat MFG will have a personal connection with their customers to work with them on designing and producing their clothing.

The selling of products will be done at sports events and on the Northwestern website allowing Wildcat MFG to have an advantage of large crowds at sporting events and the community visiting the website and viewing our products.

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Marketing Plan and Sales Strategy

Wildcat MFG developed a marketing department, for inspection of all marketing and sale operations. Creation and distribution of advertisements, promoting and informing products to target market, and consumer sales are responsibilities performed within this department.

Department employees present an alluring display to attract the target market to purchase products. Located outside of the business classroom at all times, which will also be moved to the front foyer during athletic events, concerts, and other school events, to reach older population within the target market who do not see the display during regular school hours. The display includes every product we are selling with many different designs. If we are out of the size, color, or design the customer wants, we offer order forms. Wildcat MFG will also utilize the school newspaper, our website, school website, and school announcements to reach our community and surrounding area. Contact information will be located on school website along with email, website, and location on bags with purchase.

Wildcat MFG marketing plan entails multiple sources for outreach. We will produce a commercial and advertisements shown at sport events and on the school webpage. This advertisement will not only interest customers with our products but also demonstrate the hard work and professionalism the company exemplifies through the marketing plan and advertising techniques expressed through the video, display, and advertisements shown throughout the school and community.

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Wildcat MFG design department uses a program called CorelDraw to create designs for our products. Just starting out, our design department will create several designs to pick the best designs we will sell on our products. Through the process of elimination, we will narrow the choices. To choose the best designs possible, we communicate with the whole Wildcat MFG team and outside sources to ensure the best quality for our community and customers.

The final step behind the scenes is our production and packaging department. This department is in charge of managing the orders coming in and out of Wildcat MFG. They will order products that will interest our customers as well as making sure orders, get filled in a timely manner. After the orders are placed and filled they make sure every product that is produced looks presentable and able to sell. Complete orders are ready, then placed in our display rack or packaged and delivered to customer.

Every employee of Wildcat MFG is expected to live up to high expectations and good work ethic in all departments. In this business, staff in every department will likely help in other departments as well. This allows employees to know all the aspects of the business and to increase productivity. All Wildcat MFG employee will strive to produce the best quality possible and work for a better business front. Every employee will receive points for their grade based on how well they work and manage their time; this also determines our form of payment. Overtime hours will earn extra points in our class. All of the points will go to our final grade received.

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Order Forms/Inventory Sheets



Order Forms



Name _____

Phone Number _____

Product	Design	Prices	Size	Color	Quantity	Totals
Short Sleeve T- Shirts	<input type="radio"/> 1	\$12				
	<input type="radio"/> 2					
	<input type="radio"/> 3					
	<input type="radio"/> 4					
Long Sleeve T-Shirts	<input type="radio"/> 1	\$15				
	<input type="radio"/> 2					
	<input type="radio"/> 3					
	<input type="radio"/> 4					
Hooded Long Sleeve T-Shirt	<input type="radio"/> 1	\$17				
	<input type="radio"/> 2					
	<input type="radio"/> 3					
	<input type="radio"/> 4					
Pants	<input type="radio"/> 1	\$25				
	<input type="radio"/> 2					
Hooded Sweatshirts	<input type="radio"/> 1	\$25				
	<input type="radio"/> 2					
	<input type="radio"/> 3					
	<input type="radio"/> 4					
Block Hooded Sweatshirts	<input type="radio"/> 1	\$27				
	<input type="radio"/> 2					
Crew Sweatshirts	<input type="radio"/> 1	\$20				
	<input type="radio"/> 2					
	<input type="radio"/> 3					
	<input type="radio"/> 4					
¼ Zip Sweatshirt		\$27				

1

2

3



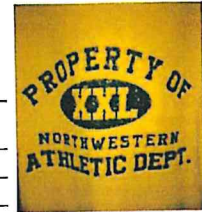
Pants 1



Pants 2



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Inventory - XXL			
T-shirt - Grey XXL		T-shirt - White XXL	
YS		YS	
YM		YM	
YL		YL	
YXL		YXL	
S		S	
M		M	
L		L	
XL		XL	
2XL		2XL	
3XL		3XL	
T-shirt - Gold XXL		Long-sleeve - White XXL	
YS		YS	
YM		YM	
YL		YL	
YXL		YXL	
S		S	
M		M	
L		L	
XL		XL	
2XL		2XL	
3XL		3XL	
2XL		2XL	
3XL		3XL	
Long-sleeve - Grey XXL		Long-sleeve Hooded Shirt XXL	
YS		XS	
YM		S	
YL		M	
YXL		L	
S		XL	
M			
L			2-color Hoodie
XL			XXL
2XL		S	
3XL		M	
2XL		L	
3XL		XL	
		2XL	

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Inventory - 2-color Wildcat					
T-shirt - Grey 2-color Wildcat			T-shirt - Black 2-color Wildcat		
YS			YS		
YM			YM		
YL			YL		
YXL			YXL		
S			S		
M			M		
L			L		
XL			XL		
2XL			2XL		
3XL			3XL		
T-shirt - Gold 2-color Wildcat			T-shirt - Jersey 2-color Wildcat		
YS			S		
YM			M		
YL			L		
YXL			XL		
S			2XL		
M					
L					
XL				Long-sleeve - Grey 2-color Wildcat	
2XL					
3XL			YS		
			YM		
Long-Sleeve Hood - Dark Grey 2-color Wildcat			YL		
			YXL		
S			S		
M			M		
L			L		
XL			XL		
			2XL		
			3XL		
Long-sleeve - Black 2-color Wildcat					
YS					
YM					
YL					
YXL					
S					
M					
L					
XL					
2XL					
3XL					

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Inventory - 2-color Claw					
T-shirt - Grey 2-color Wildcat			T-shirt - Black 2-color Wildcat		
YS			YS		
YM			YM		
YL			YL		
YXL			YXL		
S			S		
M			M		
L			L		
XL			XL		
2XL			2XL		
3XL			3XL		
T-shirt - White 2-color Wildcat			Long-sleeve - Grey 2-color Wildcat		
YS			YS		
YM			YM		
YL			YL		
YXL			YXL		
S			S		
M			M		
L			L		
XL			XL		
2XL			2XL		
3XL			3XL		
Long-sleeve - Black 2-color Wildcat			Long-sleeve - White 2-color Wildcat		
YS			YS		
YM			YM		
YL			YL		
YXL			YXL		
S			S		
M			M		
L			L		
XL			XL		
2XL			2XL		
3XL			3XL		

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Inventory - N-Wildcats					
Joggers N-Wildcats			1/4 Zip N-Wildcats		
S			S		
M			M		
L			L		
XL			XL		
2XL			2XL		
3XL			3XL		

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Inventory - Scratch					
Joggers			1/4 Zip		
Scratch			Scratch		
S			S		
M			M		
L			L		
XL			XL		
2XL			2XL		
3XL			3XL		

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Inventory - Vintage						
	Full Zip					
S						
M						
L						
XL						
2XL						

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Operations

Wildcat MFG 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. During this time, our employees will work on designs, screen-printing, processing orders, restocking merchandise, and delivering finished products. If these tasks are not finished in a class period, the students will work overtime in study hall or after school to finish their tasks. Once the business launches and is underway, displays of our products will be set up at school events and worked by employees. We will attach a link to our business website on our school website's home page as well as creating a business email 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 the placed on the top of the screen and the pushed across the deposit the ink on the shirt. The merchandise will be 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 the Wildcat MFG receives the correct amount. The finance department will manage the bank account, always making sure to balance the checkbook, check the balance in the checking account, count money, write checks, deposit money, and make sure all of our expenses are paid.



Management and Organization

Finance Manager

- Oversees 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
- Accountings and computer skills are needed
- Communication skills
- Honestly 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 Employee

- Create ads for Wildcat MFG. 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

Order 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

- Oversee all aspects of ordering products
- 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
- Must assemble packing materials – labels and bags

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Long-Term Development

Wildcat MFG exemplifies an excellent learning experience for students. They learn how to operate and maintain a business effectively and responsibly. They experience first-hand insight into a real-life business situation and prepares them for the future. An opportunity allows the students to learn and understand the productions of running a business. The business allows students to promote their Wildcat spirit, their school, and promote good business in the community.

The Northwestern Area School District will be around for many years. With this strong opportunity, wildcat apparel and support of for the school district will continue to be around. Therefore, the potential to succeed is very high due to people's continual show of school spirit through the apparel offered.

Over the years, a priority of Wildcat MFG would be to learn from previous years mistakes and to excel from them when continuing to develop a strong and reliable business. With good organizational skill, efficient work ethic, supporting customers, and little competition, the future of Wildcat MFG. appears successful.

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Financial Statement

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Wildcat MFG.
Projected Income Statement
For Year Ended September 2017 - May 2018

	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		
2 Color Hooded Sweatshirt (\$27)	\$ 405.00	\$ 270.00	\$ 324.00		
Long Sleeve Tee Shirt Sales (\$15)	\$ 225.00	\$ 195.00	\$ 175.00		
Hooded Long Sleeve (\$17)	\$ 187.00	\$ 255.00	\$ 153.00		
Jersey Tee Shirt (\$15)	\$ 75.00	\$ 105.00	\$ 90.00		
Vintage Full Zip (\$35)	\$ 210.00	\$ 175.00	\$ 210.00		
1/4 Zip (\$27)	\$ 162.00	\$ 243.00	\$ 162.00		
Joggers Sales (\$25)	\$ 250.00	\$ 350.00	\$ 250.00		
Total Monthly Revenue	<u>\$ 2,044.00</u>	<u>\$ 2,298.00</u>	<u>\$ 2,004.00</u>		
Total Revenue				<u>\$ 6,346.00</u>	100%
Cost of Goods Sold					
Screen Print Tee Shirt Sales (\$3)	\$ 60.00	\$ 84.00	\$ 45.00		
Crewneck Sweatshirt Sales (\$12)	\$ 150.00	\$ 190.00	\$ 150.00		
2 Color Hooded Sweatshirt (\$20)	\$ 120.00	\$ 200.00	\$ 240.00		
Long Sleeve Tee Shirt Sales (\$8)	\$ 105.00	\$ 90.00	\$ 60.00		
Hooded Long Sleeve (\$10)	\$ 100.00	\$ 150.00	\$ 120.00		
Jersey Tee Shirt (\$10)	\$ 100.00	\$ 90.00	\$ 130.00		
Vintage Full Zip (\$26)	\$ 130.00	\$ 156.00	\$ 312.00		
1/4 Zip (\$20)	\$ 160.00	\$ 100.00	\$ 160.00		
Joggers Sales (\$10)	\$ 120.00	\$ 80.00	\$ 100.00		
Total Monthly Cost of Goods Sold	<u>\$ 1,045.00</u>	<u>\$ 1,140.00</u>	<u>\$ 1,317.00</u>		
Total Cost of Goods Sold				<u>\$ 3,502.00</u>	55.20%
Gross Profit				\$ 2,844.00	
Expenses					
Screen Printing Fee	\$ 80.00	\$ 90.00	\$ 75.00		
Miscellaneous Expenses	\$ 90.00	\$ 80.00	\$ 55.00		
Total Monthly Expense	<u>\$ 170.00</u>	<u>\$ 170.00</u>	<u>\$ 130.00</u>		
Total Expenses				<u>\$ 470.00</u>	7.39%
Net Income				<u>\$ 2,374.00</u>	37.41%