

Northwestern High School
Mellette, South Dakota

Chrissy Stoltenberg
Miranda Thorson
Tya Weideman

Pawfect Prints Business Plan
2018 - 2019

Pawfect Prints

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Executive Summary

Pawfect Prints is a class business permeated with juniors from Northwestern High School. Our business utilizes its teaching experience to run our company. Pawfect Prints produces an assortment of wildcat gear to the public. In order to satisfy the community's need for wildcat apparel, Pawfect Prints produces a plentiful amount of garment choices, including: t-shirts, long sleeves, crewnecks—with the option of 4 different designs and 5 different colors; joggers, ¼ zips, customizable full zip jackets, as well as 3 different types of sweatshirts. Our business will be conducted within the business management class time. However, students may work out of class if necessary.

In order for students to understand how a business operates, Pawfect Prints apparel will be sold at all home sporting events. Pawfect Prints apparel will also be sold at the volleyball send off, Christmas concerts, spring concerts, spring play, parent-teacher conferences and other events that take place at Northwestern. The community shall receive notification before each event that our apparel will be available for sale. The stand will be located in the cafeteria next to the concessions stands in order to receive maximum attention. In addition to school events, the store will be available during school hours. We hope to bring in more profit by always being available to customers as well as letting community members aware of our business.

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Company Description: Managers and Employees

Pawfect Prints strives to satisfy the needs of our customers. To be as effective and efficient as possible, work duties are dispersed to managers and then to employees.

Pawfect Prints Staff

Finance Manager

Chrissy Stoltenberg

Finance Employee

Zeke Duncan

Design Manager

Cassidy Frericks

Design Employees

Hailey Boekelheide
Tomlyn Toy

Screen Printing Production Manager

Kyle Stahl

Screen Printing Production Employees

Dalton Peterson
Tya Weideman
Talley Sparling
Jerrin Wiman
Ryan Brown
Zeke Duncan
Zech Clemens

Marketing/Advertising Manager

Miranda Thorson

Marketing Employees

Hailey Boekelheide
Kaitlyn Lefforge
Dani Watson
Kira Pelton

Ordered Products Manager

Dani Watson

Ordered Products Employees

Zech Clemens
Hunter Wilke

Office/Production Employees

Tya Weideman

Production Employees

Talley Sparling
Cassidy Frericks
Torri Bouelle
Chrissy Stoltenberg

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Design Department

The Pawfect Prints design department will be the heart of our business. The design department will need to efficiently run software to make designs for our apparel. CorelDraw will be the designated software choice because each employee in this departments has prior experience. Detail and quality are key points to our designs. These designs will be used on various products.

This department is required to make quality designs quickly for production. The employees in this department need to make designs that are fit for all customers. To make sure they put forth their best design choices, all employees will vote on their top four choices. Once the best four designs are chosen, the designs will be sent over to the Screen-Printing manager. The Screen-Printing manager will then have the designs burned onto screens to be printed on clothing.

The design department will consist of flexible employees who are willing to work with our customers are creating the greatest quality designs. This department will be asked to work hands on with customers in order to ensure happy customers and great communication.

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Company Description: Screen-Printing Department

As soon as the design department finishes creating their designs, they will be sent to the screen-printing department where the designs will be set on to screens. The screen-printing department will be compiled of student-employees. These student employees will save Pawfect Prints money and will add work experience to the employee's resume.

The first step of the screen-printing department will be the emulsion process where a design is placed on a screen then burned into the screen to hold the design. Next the design is tested to ensure there are no unnecessary spots showing. NW Ink will generously allow us to use their easy access equipment located at Northwestern. The screen-printing department will ensure that the equipment is clean and working properly. The final step of the screen-printing department will be to properly screen designs onto our products and to send the completed products to the Ordering, Production, and Packaging Department.

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Company Description: Ordering, Production, and Packaging Department

The Pawfect Prints ordering, production, and packaging department will be asked to complete some dire tasks. They will be in control of ordering products online that the customer's request. Once an order arrives it will be sent over to the production section who will then make sure the correct designs are placed on each designated product. Once the product has passed through the screen-printing process, the packaging section of our department will then finalize the product. The packaging section will be required to ensure all orders are correct and deliver the product to the correct customer. In order to make sure we stay organized, different labeled binders will be used such as an: inventory, to be ordered, ordered, in-process, and complete binder. The use of these binder will enforce products being completed in a timely manner.

The Pawfect Prints ordering, production, and packaging department will display all products on clothing racks. To lessen the load of order forms, other merchandise will be available for sale immediately. Order forms will also be available to customers online. Our customers will receive a business card with our contact information if questions occur. For every \$30.00 a customer spends, they will receive a complimentary Pawfect Prints bracelet.

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Company Description: Financial Department

Pawfect Prints 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 the making of our merchandise. Pawfect Prints will use Northwestern Ink's equipment to make our merchandise and warehouse to store said merchandise. This arrangement has been previously discussed and approved by Northwestern Ink. At the end of our business's sales period, we will subtract the costs that Northwestern Ink will charge us for using their facilities, equipment, and supplies. The items and expenditures are subject to change if Pawfect Prints does not foresee a profit to be made.

Pawfect Prints 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 expenditures and make deposits. Expenditures will include screen-printing supplies, display racks/shelves, t-shirts, and other merchandise bought through Northwestern Ink. At the conclusion of each month, all of the money earned from Pawfect Print's sales will be deposited into the checking account.

After all expenses are paid, Pawfect Prints will divide leftover profits among its employees. Because Pawfect Prints is a class-run business, the dividends will not directly go to the employees. Each employee will have a choice to decide where they want their dividend to be shared within the departments at Northwestern Area High School. The employees have numerous options within the school to donate their share, whether it be the art department, Future Business Leaders of America (FBLA), FFA, a sports program, or in the class funds.

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Industry Analysis

Pawfect Prints is one of the few screen-printing companies in the area. This industry grows by about 5% each year, but because our company has very little competition within our area and a high demand for school apparel, we are able to accel beyond that.

Pawfect Prints can become successful due to our specialization in making Wildcat apparel. Many community members, staff, and students have great pleasure in supporting a school-run business. Our business will be run on a personal basis, which should draw customers to return back to our store and purchase more apparel. Pawfect Prints also represents our school, Northwestern Area High School, so it is important to make quality products and have excellent customer service. Many of the products that will be produced will support our sports teams and would further attract more and different types of customers.

Pawfect Prints vast experience in the screen-printing industry and in Northwestern Area High School Athletics allows us to predict what designs will become popular and sell for a profitable amount. Pawfect Prints will also strive to maximize profits through minimum waste, teamwork, and productive work ethic. Work will be done in an organized manner by setting goals, having deadlines, and receiving the correct training for the particular job each individual has acquired to make the quality products necessary for our business to prosper.

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Target Market

Pawfect Prints will be focused on local community members and students of Northwestern High School to be our main customers. Keeping this in mind, we will still supply our products to customers outside of our target market. Because our target market is focused around the school and community members, our products will be available to be purchased or ordered at home games. Displaying our products to a large number of students, parents, and community members allows us to advertise as well as sell.

Knowing our customers also allows us to make the most appropriate designs and pick out the best products. To fully understand the customers' product preferences, we survey students, faculty, and parents. Surveying helps us find out which products and designs will sell before we spend money on something not worthwhile. We will keep in mind that preferences between parents, faculty, and students would be diverse and would set prices and the number of products differently. This allows Pawfect Prints to provide lovable products for everyone.

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Competitive Analysis

Pawfect Prints will be a small local business, but we can see our customers being loyal and knowing them on a personal level. Pawfect Prints will face very few competitors due to the location of our business and how easily accessible the products are. The closest competition we will have is Geffdog in Aberdeen, South Dakota and Northwestern Ink in Mellette, South Dakota. Geffdog is a bigger business located in a larger community, and Northwestern Ink is a small business located in Mellette, South Dakota.

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

The selling of products will be done at home sporting events and on the Northwestern website. This allows Pawfect Prints to have attract large crowds at sporting events. The community having access to the website allows them to view our products and fill out their order forms.

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Marketing Plan and Sales Strategy

Pawfect Prints created a marketing department for the purpose of inspecting all marketing and sales operations. Managers and employees hold the responsibility of making and distributing advertisements, promoting products to the target market, keeping track of consumer sales.

Department employees first begin by putting together a lovely display, located outside of our business and screen-printing classroom for easy access and supervision, is used to attract the target market. This display is also moved to our lunch room during athletic events, concerts, and other school events to reach beyond the students and faculty. Our display includes different types of products, an array of designs, a easily read price sheet with pictures of the products, and a rack of order forms. The order forms allow customers to pick the color, design, and products that may not be offered in their size. The marketing department will create our own website for customer order forms and advertisements and will also utilize the school newspaper, school website, school announcements, and the school email to reach our community and surrounding areas. Contact information is also presented on business cards that are attached to our Pawfect Prints bags, containing customer purchased items. This insures that if a customer has a problem or needs to contact us for another purchase, they can do so with ease.

Pawfect Prints design department uses a program, CorelDraw, to create designs for our unique products. To begin, our design department will create multiple designs and pick the most appropriate design for the product and target market. This process of elimination allows our business to choose fairly by voting within the entire Pawfect Prints employees and outside sources – not just within the design department.

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The final step behind the scenes is our production and packaging department. This department is in charge of managing orders that come in and distributing them properly and in a timely manner. Beyond these responsibilities, they are in charge of ordering the correct products and the right amount to fill the interests of our customers. After orders are placed and filled, these employees must also inspect the product to make sure it is presentable and ready to sell. Once the complete orders are ready, they are either placed onto our display rack or delivered to a customer.

Every employee of Pawfect Prints is expected to reach our high expectations, standards, and work ethic in all departments for an efficient and rewarding company outcome. Many employees and managers of one department are also expected to help out other departments when called upon to maximize productivity. All Pawfect Prints employees will strive to produce high quality products and present delightful personal service for a better business image. In reward, every employee will receive points for his or her grade based on how well they work and manage his or her time. Overtime hours will earn extra points in our class. All points will go to our final grade received.

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Order Form/Inventory Sheets




NW Pawfect Prints

Contact us with questions by email: tw3527@k12.sd.us

Name _____ Date _____ Total Cost of Items Ordering _____

How would you like to be contacted when order is ready? Email _____ Text _____ Call _____

HEAT PRESS: We can heat press across the back of any sweatshirt, t-shirt, or crew neck. It will be an added \$5.00 to each heat pressed item. Spell out CLEARLY in the coordinating box

Product	Design Number (limited) Example: Design 1 size S Green shirt 1 S (gr)	Price	Sizes Ys-xxl	Color	Heat Press \$5	Quantity	Totals
Short Sleeve t-shirts	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 	\$12		<ul style="list-style-type: none"> • Green (gr) • Gold (go) • White (w) • Light Gray(lg) 			
Toddler T-shirts		\$10		<ul style="list-style-type: none"> • Green • Gold • White • gray 			
Long Sleeve t-shirts	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 	\$15		<ul style="list-style-type: none"> • Green • Gold • Gray • white 			
Crew Neck Sweatshirts	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 	\$20		<ul style="list-style-type: none"> • Green • Gold • White • Gray • black 			
Full zip jacket 		\$35	Men's or women's cut				
Soft Green Crew 		\$25					
¼ Zip 		\$25					

Design Number

1.



2.



3.












4.



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Product	Price	Size	Quantity	Heat Press \$5	total
 Baby Jacket	\$20				
 Baby Onesie	\$15				
 Hockey Sweat shirt	\$30				
 Insulated cup	\$15				
 Bleacher Chair	Normal \$50 XL \$60	Normal or XL			
 Sweat Pants	\$25	Men or woman			
 Vintage/Striped Hood	\$30				
 Sweatshirt with green hood	\$20				
 Long sleeve with Hood	\$18				



NW Pawfect Prints

Inventory Sheet

Date: _____

Product	Beginning Amount	Amount Sold (tally)	Total
Soft Crew Neck			
Hockey Sweatshirt			
Vintage Stripe			
¼ Zip			
Full Zip			
Green Hood			
Baby Jacket			
Baby Onesie			
Cup			
Toddler Tshirt			
T-shirt with hood			
Bleacher Chair			
Sweat pants			
totals			

Tshirts, longsleeve, and crew on back side

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Product (tshirts)	Beginning Amount	Tally as sold	Total
Design 1			
Design 2			
Design 3			
Design 4			

Product (Longsleeve)	Beginning Amount	Tally as sold	Total
Design 1			
Design 2			
Design 3			
Design 4			

Product (Crews)	Beginning Amount	Tally as sold	Total
Design 1			
Design 2			
Design 3			
Design 4			

Design Number

1.



2.



3.



4.



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Operations

Pawfect Prints will operate every 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-print, process orders, restock merchandise, take inventory, balance the checkbook, and deliver finished products. If these tasks are not finished during a class period, the students will work overtime in a 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's website and our order forms on our school website's home page. In addition to the website and forms, we will be creating an email for our business, so our customers may interact with one of Pawfect Print's managers.

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 top of the screen and pushed across the screen to be deposited on the fabric. The merchandise will be laid out on a table in categories based on what design goes on the shirt, sweatshirt, etc. This efficient setup makes it easy for the Screen-Printing Department to screen print at any time and know what needs to be completed.

The Finance and Marketing Departments will correspond with one another to validate that our customers know the price of the products and that Pawfect Prints receives the correct amount of money from sales. The Finance Department will manage the bank account, ensuring

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that the checking account and checkbook are always balanced. Other jobs of the Finance Department include counting money, writing checks, depositing money, and paying all expenses.

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
- 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 expenses and work with Finance Department 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 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 Printing Department to make sure all designs will work

Design Employee

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

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Marketing/Advertising Manager

- Oversee all aspects of marketing our products
- Contact various advertising resources
- Must be creative and have excellent communication skills
- Knowledgeable of video editing, would be 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 Pawfect Prints products
- Must have computer skills and design/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 aspect of ordering product sand keeping track of orders
- Delegate duties to employees
- Keep employees on task and keep track of progress
- Must have computer and communication skills
- Record all expenses and work with Finance Department to set prices

Ordered Products Employee

- 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 Employee

- Create various packaging labels for our products
- Need to package products neatly and in a timely fashion
- Must assemble packaging materials—labels and bags

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Long-Term Development

Pawfect Prints demonstrates an excellent learning experience for participating students. These students will learn how to operate and sustain a business responsibly. Students will get a peek into how a real-life business is ran; this experience will greatly prepare them for the future. Pawfect Prints grants students the opportunity to show off their wildcat spirit and to show the community their great business skills.

Northwestern Area School District has been around for many years and counting. Since the school will be around for many years to come, the need for wildcat apparel will never diminish within the community. Thus, the potential for the future of our business is very high due to the fact that the community will continue to strive to show off their school spirit.

As years pass by, Pawfect Prints will be able to learn and develop from their mistakes allowing for a stronger, more reliable business to develop. With support from customers, powerful work ethic, and little to no competition the future for Pawfect Prints appears to be filled with success.

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Financial Statement

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After all expenses are paid, Pawfect Prints will divide leftover profits among its employees. Because Pawfect Prints is a class-run business, the dividends will not directly go to the employees. Each employee will have a choice to decide where they want their dividend to be shared within the departments at Northwestern Area High School. The employees have numerous options within the school to donate their share, whether it be the art department, Future Business Leaders of America (FBLA), FFA, a sports program, or in the class funds.

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Projected Income Statement
For Year Ended September 2018 – May 2019

Revenue	December	January	February	Totals
Screen Print T-Shirt Sales (\$12)	\$288.00	\$360.00	\$300.00	
Crewneck Sweatshirt Sales (\$20)	\$260.00	\$340.00	\$320.00	
Soft Green Crewneck Sales (\$25)	\$325.00	\$400.00	\$375.00	
Green-Hood Sweatshirt Sales (\$20)	\$180.00	\$260.00	\$220.00	
Long-Sleeve T-Shirt Sales (\$15)	\$225.00	\$195.00	\$180.00	
Hooded Long Sleeve Sales (\$18)	\$198.00	\$234.00	\$216.00	
1/4 Zip Sales (\$25)	\$250.00	\$325.00	\$275.00	
Hockey Sweatshirt Sales (\$30)	\$270.00	\$330.00	\$300.00	
Vintage Sweatshirt Sales (\$30)	\$360.00	\$450.00	\$390.00	
Full Zip Jacket Sales (\$35)	\$385.00	\$490.00	\$455.00	
Sweatpants Sales (\$25)	\$225.00	\$300.00	\$275.00	
Baby Jacket Sales (\$20)	\$100.00	\$180.00	\$160.00	
Baby Onesie Sales (\$15)	\$165.00	\$225.00	\$210.00	
Toddler T-Shirt Sales (\$10)	\$130.00	\$160.00	\$110.00	
Regular Bleacher Chair Sales (\$50)	\$100.00	\$150.00	\$100.00	
XL Bleacher Chair Sales (\$60)	\$120.00	\$240.00	\$60.00	
Insulated Cup Sales (\$15)	\$75.00	\$105.00	\$75.00	
Total Monthly Revenue	\$3,656.00	\$4,744.00	\$4,021.00	
Total Revenue				\$12,421.00 100.0%

Cost of Goods Sold	December	January	February	Totals
Screen Print T-Shirt Sales (\$3)	\$72.00	\$99.00	\$66.00	
Crewneck Sweatshirt Sales (\$12)	\$180.00	\$204.00	\$168.00	
Soft Green Crewneck Sales (\$17)	\$238.00	\$289.00	\$221.00	
Green-Hood Sweatshirt Sales (\$13)	\$117.00	\$182.00	\$130.00	
Long-Sleeve T-Shirt Sales (\$8)	\$120.00	\$104.00	\$96.00	
Hooded Long Sleeve Sales (\$10)	\$110.00	\$150.00	\$100.00	
1/4 Zip Sales (\$20)	\$220.00	\$280.00	\$180.00	
Hockey Sweatshirt Sales (\$21)	\$189.00	\$231.00	\$210.00	
Vintage Sweatshirt Sales (\$23)	\$322.00	\$368.00	\$230.00	
Full Zip Jacket Sales (\$26)	\$260.00	\$234.00	\$208.00	
Sweatpants Sales (\$17)	\$170.00	\$204.00	\$170.00	
Baby Jacket Sales (\$14)	\$126.00	\$98.00	\$84.00	
Baby Onesie Sales (\$10)	\$120.00	\$180.00	\$100.00	
Toddler T-Shirt Sales (\$3)	\$36.00	\$48.00	\$36.00	
Regular Bleacher Chair Sales (\$40)	\$120.00	\$80.00	\$80.00	
XL Bleacher Chair Sales (\$50)	\$150.00	\$150.00	\$50.00	
Insulated Cup Sales (\$10)	\$60.00	\$70.00	\$40.00	
Total Monthly Cost of Goods Sold	\$2,610.00	\$2,971.00	\$2,169.00	
Total Cost of Goods Sold				\$7,750.00 62.4%
Gross Profit				\$4,671.00

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Expenses	December	January	February	Totals	
Screen Printing Fee	\$80.00	\$90.00	\$75.00		
Miscellaneous Expenses	\$90.00	\$80.00	\$55.00		
Total Monthly Expense	\$170.00	\$170.00	\$130.00		
Total Expenses				\$470.00	3.8%
Net Income				\$4,201.00	33.8%