

CHSR CLOTHING:
HOW TO START A SMALL BUSINESS CLOTHING LINE
TO BE RUN EFFICIENTLY
WITH MINIMUM CAPITAL AND MAXIMUM PROFIT

by
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Executive Summary

Many clothing brands have failed because they did not design marketable products with a suitable business plan. Often times, clothing brand owners do not use the capital they possess in efficient ways. They can get caught off guard with unexpected costs and are not running the business in the most resourceful and professional way.

The goal of this project is to create a clothing brand that portrays distinctive designs to go along with an effective business model. This includes implementing decision analysis at several points of the planning phase, along with quality and cost controls. Creating quality products while being as cost effective as possible is vital to be successful in the fashion industry. Implementing industrial engineering techniques along the way will be what makes this brand potentially separate itself from similar competitors. Each business strives for profitability, but this project will depict how to achieve that with a very minimal amount of initial capital. These methods along with unique designs will pave the way to a successful clothing line.

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CHSR Clothing

Introduction

Creating a clothing brand has always been something that I have wanted to accomplish. Fashion has been a topic of interest in my life ever since I can remember and with the tools of Industrial Engineering coursework that dream can now become a reality. The problem here is how to start a small business clothing-manufacturing brand and have it run efficiently with minimum capital and maximum profit.

There are 3 constraints for this project. The first one is time because there is only a 6-month period to complete the project. It's difficult to get a good measure of a company's success based on only the first 6-months because several successful clothing companies don't even see any profit a year into it. The next constraint is cost. The budget for the project is \$2000, which is far less than initial investments other brands have made. Lastly, the location of the business (San Luis Obispo) is not the best because the target market isn't the ideal one, which will be further evaluated in the report.

Several deliverables will be assigned in order for this project to become a success. Obtaining a trademark for the brand name and logo design is the very first step. Designing the apparel and having them produced at a local manufacturer will take place once the business is set up. Other aspects of the project will include creating a professional website that is easy to use, as well as heavily promoting the brand. Marketing will mainly be carried out using social media and other online methods. The level of promotion will ultimately result in the main deliverable of selling the products to

consumers using the online website, local store accounts, and at markets/festivals, etc.

Keeping record of all finances with an income statement, cash flow statement, and balance sheet will be crucial in determining how much money can be invested at each time and making sure a profit margin is being attained.

This report will discuss the several topics that are incorporated in the creating of a clothing brand, including the techniques that will be used to have a profitable brand. It begins with the business plan, and then determining the materials and processes of creating the clothing, followed by a discussion of marketing strategies.

Background/Literature Review

This literature review will investigate several topics that are utilized in the creation of a clothing brand. It will incorporate several techniques that will be implemented throughout the project. These topics include a business plan, determining specific materials and manufacturing processes, marketing the brand, and determining how the brand can become profitable.

Business Plan

The brand I am creating will be identified as a “streetwear” brand, which is a distinctive style of fashion that has roots from hip-hop and skateboarding cultures. This style of fashion is noted with “in-your-face” graphics and sharp color schemes [1]. Over time, the quality of streetwear brands has increased and to be successful it is important to retain individuality and originality.

When creating a brand the first thing that needs to be made is a formal business plan [2]. The plan should start with a brand overview of the business and product. It should describe exactly what is being designed and what market the products are targeted towards. It will also be important to determine a marketing strategy that discusses how to reach customers and the public relations efforts that are being planned to use [4]. The marketing and sales strategy is essential for success. Sales goals will outline the amount of product to be sold each season [11]. Determining the right pricing will be done at a later time once all the initial costs are determined. Actual numbers for expected sales will also be determined, as well as projected growth from season to season.

It is necessary to try to pinpoint the size of your market in terms of dollars and number of target customers. The target in this case will be men between the ages of 13-25, since this the age group that generally relates to hip-hop, skateboarding, and trendy streetwear. Knowing the customer and being able to picture what they desire, will be kept as a mental image at all times to make sure their needs are satisfied.

One of the most important parts of the business plan is the financial analysis. This portion will utilize Industrial Engineering techniques in order to manage cash flow and planning all finances. Several financial statements can be included in a business plan, but there are three key ones [4]. The first is the income statement. The income statement is the summary of all projected income and expenses by month. The difference between income and expenses will be the profit margin. The next one is the cash flow statement. This is very important to a clothing business because it shows precisely when and how cash flows in and out of the business each month. I will create a cash flow statement initially for an entire year, but once the business becomes operational a statement will be made each month. The last document is the balance sheet, which results from the income statement and cash flow statement. It will be used to report all assets and liabilities at the end of a year. Every financial transaction will be kept on record to track all expenses in an organized matter.

Setting up a business will also require a trademark. A trademark contains the words and/or logo by which the products will be identified [2]. It is important to conduct a trademark search online. If the trademark is available, the next step would be to apply to register it both as a trademark with the U.S. Patent and Trademark Office and as an Internet domain name.

One of the requirements of starting your own business is that it takes a great deal of money. Once a brand is created, one will probably lose money for the first initial couple of months or so, but eventually it should reach the break-even point, where there is enough income from the business to cancel out all expenses. The cash flow will change from month to month, but it will be tracked in order to project inflows and outflows multiple months in advance. I am not expecting to take any loans for initial costs, since I have earned enough income over the past couple years to build a suitable savings account.

Fabrics and Materials

The first rule in deciding any fabrics is to factor in cost considerations [2]. It's crucial to know your budget and stay within it at all times. Different fabrics can range widely in cost and expenses can get out of hand quickly if you're not careful. Typically fabric accounts for about 30 percent of each season's costs, and the cost of each material will ultimately determine the final price of the product.

The brand is initially going to release t-shirts only, but will continually expand. Research will be done to determine which blank shirts will be used to print on. The most important factor in determining which type of shirt to use is comfort. Cotton is by far one of the most fabrics available, with very little itchiness as well as a fresh feel for a long time [10]. Cotton breathes better than most fabrics and is very absorbent as well. There are many different types and blends of cotton to choose from. The comfort and quality varies greatly, but my goal is to offer top of the line quality in my products.

There are two general types of cottons that are processed, combed cotton and carded cotton [10]. Combing is a process used to separate the longer, thinner cotton fiber from shorter, coarse fibers. Using the combing process provides a stronger and more even finish. Combed cotton are then ring-spun by using thinner, stronger fibers twisted together to make a yarn. These yarns are smoother and finer to feel, which results in a generally more expensive shirt because of the process involved. If bought in bulk it will range from about \$5-\$6 a shirt.

Carded cotton fibers are usually the thicker, shorter, less favorable fibers. T-shirts that use these materials are heavier, not as smooth, and cause more shrinkage. Carded cotton are blown together and wrapped by other fibers using air jets to produce “Open-Ended cotton.” These use fewer and coarser fibers that are loosely bounded together [10]. Although this type of cotton shirt is of lower quality, it is also of far lower cost. If bought in bulk the price of each of these shirts would be between \$3 and \$4.

Many people are unfamiliar with how t-shirts are made and they just buy from the cheapest source. If you want a quality shirt that is soft and won't shrink then it is necessary to work with combed, ring-spun cotton [10]. The higher the cost to manufacture a shirt means that the pricing of each printed shirt will be increased as well. As mentioned, quality and comfort is the main factor for me in deciding which shirts to use, so it appears ring-spun is the best option. Now it just needs to be decided which manufacturer to order the blanks from.

Printing

Once the blank shirts have been decided, the next step would be to choose the printing method applied to each shirt. There are 4 types of methods that I will choose from depending on the shirt I am printing. The methods are screen-printing, heat transfer, embroidery, and digital printing [5].

Screen-printing, also known as silk screening, is the most popular method for t-shirt printing [7]. The process is known for offering speed and cost-effective production, while able to work with brilliant colors and durable imprints. It is a technique that uses a woven mesh to support an ink-blocking stencil. Ink is transferred through the mesh created by the stencil and then a roller is moved across the screen stencil to pump ink in the cotton. This is the likely choice for the majority of the t-shirts that will be produced for this project.

Heat transfers are iron-on images that differ in quality and appearance depending on the printing method, but it still operates on the same application principle and method. Heat and pressure are applied to a special release paper, which conducts the transfer of ink to the fabric [5]. Heat transfers have also advanced to include transfer papers for use with computer printers at home.

Embroidery on t-shirts is another popular method to use. Embroidery however, is not an optimal solution with the application of large designs [7]. It requires a higher cost compared to other methods, and it basically limits your options to only creating small designs and logos.

The last method is digital printing, also known as direct-to-garment printing. This method was introduced shortly after the breakthrough of large inkjet printers and the

development of washable inkjet inks. It's slower production speed makes large-volume orders very cost-prohibited in comparison to screen-printing [7]. However, it holds the advantage of applying any number of colors required. It doesn't require the screen-printing set-up process, which makes it ideal for smaller quantity production runs.

Product Development

Product development is an essential and exciting part of design [6]. When designing new products it is important to have your specific target customer in mind as the line is developed. It is also important to have a unique point of view to differentiate the brand from competitors in order to make it special. In my case, the brand "Constant Hustle Shall Reward", CHSR, is uniquely catchy and almost anyone can relate to. Everyone in life is chasing after something, or constantly working in order to achieve success. Whether you're after money, the opposite sex, paradise, dreams, etc., each person is passionate about one thing or more. Continually working hard and "hustling" towards that passion is what this brand is all about. Each design will be focused on a different entity that a person is chasing after.

Having a sense of trends is another important factor in product development [2]. If a designer is not aware of what is on the streets and they ignore fashion, then it can make it more difficult to know what your customer wants. Staying in touch with everything going on around you may create fresh opportunities to grow a business to which one can respond in a unique manner.

In fashion, there are typically "collections" that are released at the start of every season [2]. The plan will be to design a new collection every 3-4 months, but there is a

strategy involved in planning the release each season. One important principle is to start small. It's best to start with a small number of pieces and expand over time. Resources are limited in the beginning, but gradually everything will expand. Another principle is to have a balanced collection. Each release should have an overall direction, and the pieces should work together as a group. Random designs that don't fit with the rest of the collection can ruin the balance and image of what the brand is trying to say [3]. A third principle to follow is to keep the collection focused. It's not necessary to cover all the possible fashion items from sweaters, shirts, tank tops, hats, etc. Focusing on one or two items for each release is also more efficient because it keeps down the costs of development and production [2].

In conclusion, this project is one that will require a lot of hours to execute at a high level. Plenty of hours will be allocated to designing shirt ideas, researching various topics, marketing the brand, creating an ergonomic website, etc. Although this project will not necessarily improve upon an existing process or product like the majority of senior projects do, it will consist of designing and creating a product/brand with the aid of several Industrial Engineering courses. Industrial Costs and Controls will be used continuously throughout the duration of the project to maintain three key financial statements; the income statement, cash flow statement, and a balance sheet. Maintaining track of all expenses and staying within budget will be one of the most important factors if I want this business to become successful. Project management, ergonomics, human factors, and manufacturing processes will be utilized to try to ensure as efficiently run clothing line as possible. Running a business is no easy task, and this project will require high commitment and effort in order to flourish.

Design

Starting a clothing line requires a business plan just like any other start-up business. Much of the planning is crucial to determine a secure funding to get the business off and rolling with the goal of being profitable in the near future.

Brand Name and Logo

The first item of action was determining a brand name and logo. Deciding what name will represent the clothing line is a crucial key to success. A brand name should be something that embodies the individual who is creating the product. It should be a recognizable and original name that can be easily distinguished from competitors. The goal was to have a name that was simple to say, but also have underlying complexity. After hours and hours of experimenting with potential names a decision was finally made. CHSR, pronounced chaser, is an acronym for Constant Hustle Shall Reward and figured to be the perfect starting point for creating a successful clothing line. Hustle is a street terminology that means doing anything to get closer to the point you want to get. The concept behind the name is rather straightforward. Every individual has a personal goal in life that they are chasing after. Whether it is to gain money, find love, be a professional athlete, or be a politician there is something for everyone. We all have our specific wants and needs and CHSR represents the prominent way of chasing that dream. If one constantly works hard and is dedicated to achieving their vision, then ultimately you shall be rewarded with attaining that satisfaction. As soon as I had come up with the concept for the brand I began asking my close friends for feedback. I was ecstatic to find out that people were really fond of the brand name and its clever acronym. Once enough

feedback was acquired from my peers I determined that CHSR was sufficiently favorable and it was time for the next step.

After determining the name of the brand an appropriate logo needed to be designed. My initial image for the logo was to have a simple symbol that represented the acronym for the brand. The approach here was to look at each individual word in the acronym and have several options to choose from. For example, a pi symbol or a never-ending spiral can represent the word “constant” because one is literally a constant and the other is continuous, or constant. Another example is that a star or a ribbon could represent the word “reward.” Eventually after comparing several symbols, the favorite was an infinity symbol. Infinity symbols are predominantly used in mathematics and physics and it refers to something without any limits. In relation to CHSR, infinity represents the continuous hustle that one must perform in order to achieve their target. Sufficient research was completed to ensure that other clothing companies were not already using the infinity symbol as their logo. The following step was to create a complete logo that incorporated the infinity symbol as well as the letters CHSR. Again, simplicity was the mindset in all the designs, but it was important to determine appropriate size ratios and colors to create a design that is pleasing to the eye. There are three designs below that show some of the variations in determining the best possible logo. The design below to the left was the initial idea for the logo, but lacked colors that caught attention. The middle design added more dimension with the color. Purple and gold were chosen as the primary colors of the brand to represent royalty and nobility, which are two things that many people desire in life, including myself. However, the middle design was still lacking. The far right is the official logo of the clothing line. The

slanted bars were influenced from the logo of BMW's M-class of automobiles, which is a high-performance series that is respected by many car enthusiasts. It seemed fitting to add that detail, which is another underlying message in the logo. High-performance will lead to a sure reward.



Funding and Forecasting Costs

After determining the brand name and logo other items of action were necessary before brainstorming shirt designs. A crucial part of starting a clothing line is to determine what source will fund the business. The goal of the project is to determine how to create maximum profit with minimum capital. A suitable amount of money was sitting in my bank account, so the funding was in place. Family members offered loans in case it was necessary, but in the mean time the offers were respectfully declined.

Anticipating all costs to run a business is vital in determining when or if it will be profitable. These costs can include materials, supplies, manufacturing, advertising, marketing, and other items required to legally set up a business. A cash budget should always be prepared for any business because it forecasts the incoming and outgoing of

products, which can help determine whether there will be a shortage or surplus. This factors in deciding inventory capacity needed, order quantity sizes to reduce inventory size and other aspects of the business. For a clothing business the start-up costs can greatly vary depending on how many items of clothing the owner wants to print before selling any pieces. There is greater risk if you invest too much money by printing high bulks of clothing before selling any merchandise because there is a high possibility that consumers may not desire the brand. Instead, the approach for CHSR Clothing was to take minor steps to keep the business near a breakeven point or profitable in a short amount of time. These minor steps mean that it wasn't necessary to print several designs initially, as well as defining the proper amount of shirts required to raise awareness of the brand. Printing in higher bulks reduces the cost of each item of clothing, but without demand there is absolutely no reason to print in high bulks. The approach taken was that there would be a budget of \$2,000 to obtain the legalities of starting a business as well as the first batch of shirts.

Legalities

Multiple licenses and permits must be acquired before moving forward with a clothing line. The business structure is a sole proprietorship, which means there is a single owner that runs all aspects. The proprietor owns every asset of the business and all debts are the proprietor's. To set up a sole proprietorship the first step is to attain a fictitious business name. In other words one must go to the county clerk office and register the name of the business. Once that is completed, a business license and tax certificate application must also be obtained from the county office. The origin of CHSR clothing is San Luis Obispo, CA and the county requires all businesses to specify where

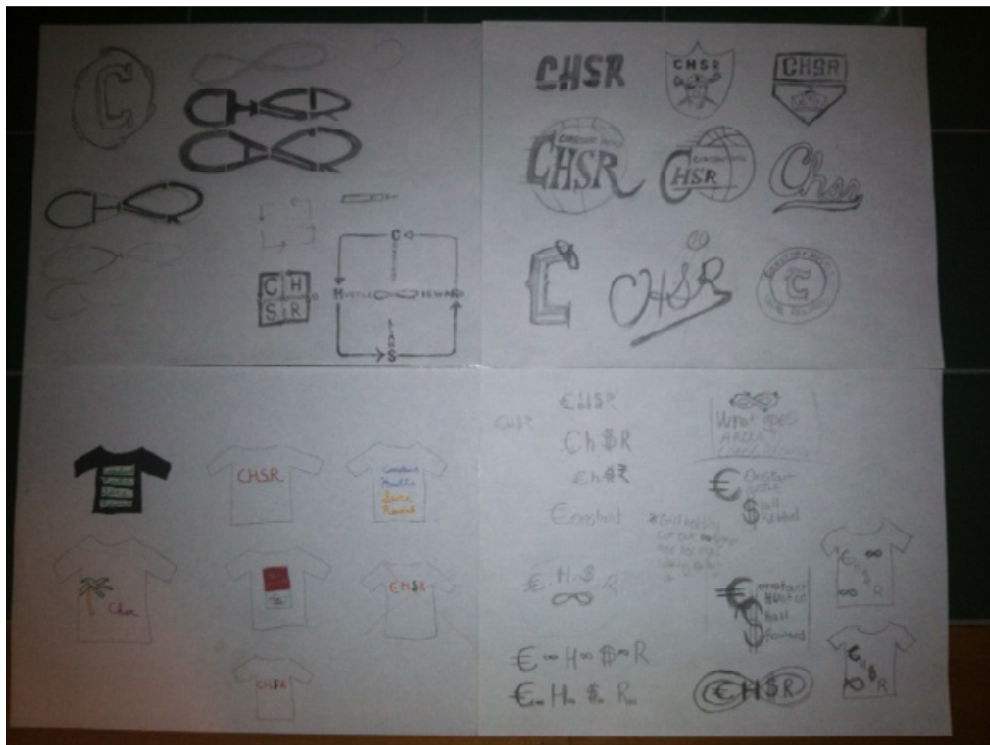
the business will be operated. These operations take place in either a retail space or at a household. In this case operations take place at home, a home occupation permit must also be approved before proceeding with business activities. Once approved, the next option is to decide whether a business account is necessary to open with a local bank. As a sole proprietor it is not required to do so, but it is a safer and more organized option to keep personal currency separate from business currency. That being said, a business account was indeed set up under the name “CHSR Clothing.” To finalize the legalities of starting up a business it is required in the state of California to get a seller’s permit, so that each sale can be taxed. This permit is acquired through an online application that is free of charge. Businesses require a tax ID number, but for a sole proprietorship a social security number can be used as the tax number. Once the state approves the seller’s permit, the legal portion of setting up the business is complete.

Creative Design

Building the brand and exploring designs is the most enjoyable portion of creating a clothing line. How the brand is set up will define what people associate with the line, so it essential to do research and decide whom the target market will consist. Knowing whom the competition will be is also important when designing because all designs must be original. CHSR is a streetwear brand, which is a distinctive style of fashion that has roots from hip-hop and skateboarding cultures. This style of fashion is noted with “in-your-face” graphics and sharp color schemes. The competition is substantial because there are already several established brands in this category, but it takes creativity and patience to reach that desired level. Some examples of streetwear competitors are Supreme, Diamond Supply Co., The Hundreds, Pink Dolphin, and many more.

Maintaining individuality and originality is the key to gaining worldwide recognition as a clothing line.

Whenever an idea came to mind I would begin with sketching several designs by hand to get things going. This process takes hours upon hours to go through until a design with potential presents itself. Over a hundred ideas were drawn out by hand until a select few were chosen to be digitized and further evaluated. When a design looked promising I would digitize it by using Adobe Illustrator. In Illustrator I would play around with different dimensions, colors, and things of that nature until a final design was determined. The image on the next page displays a few of the hundred sketches that were drawn during the brainstorming phase.



Shirts

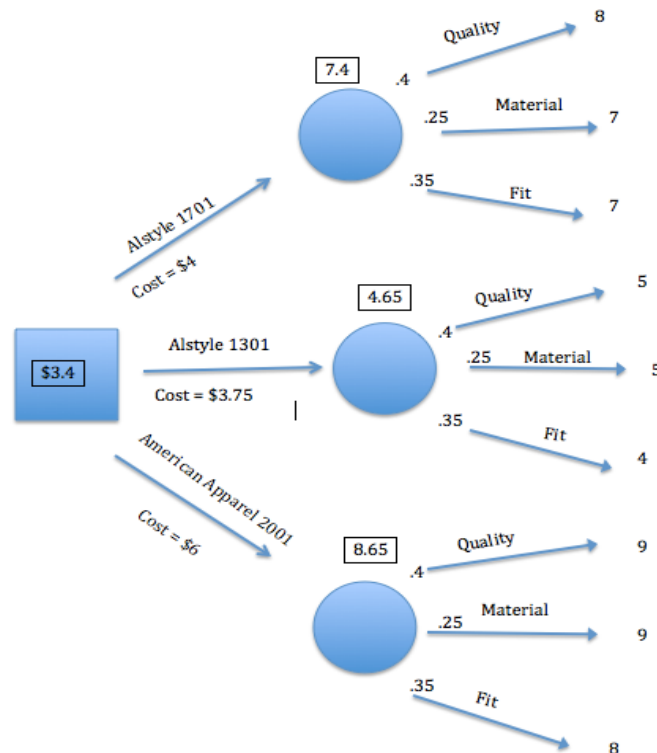
The shirts below are the three shirts that were chosen for printing of the initial batch. There is a “Hustle is Key” tee in white and currency CHSR logo that involves the euro, dollar, and rupee symbols.



Decision Analysis

The designs have been chosen, but an important decision must be made before screen-printing them on to a shirt. Deciding the type of shirt to print on was a process that included lengthy research and analysis. The goal in the research process was to find the shirt with highest quality at the lowest cost. After browsing through many forums and websites that offered reviews of shirt blanks, the choices were narrowed down to three. The three choices are Alstyle Apparel 1701, Alstyle Apparel 1301, and American Apparel 2001. A sample of each shirt was ordered to get better sense of what each shirt has to offer. I measured 3 factors that consumers worry about when purchasing a shirt.

The decision tree below shows an analysis of how the selection of shirt blanks was conducted. An explanation of the decision tree and its content follows.



The quality, material, and fit of the shirt were measured on a scale of 1-10 with 10 being the best. A probability ratio was assigned to each factor based on a survey amongst peers of the most important factor. Consumers most important factor is the quality of a shirt, followed by the fit, and then the material. The boxed values above the circles represent the score of that shirt based on the 3 factors. American Apparel clearly has the highest, but this is without factoring in the cost of each shirt. American Apparel 2001

costs \$6 per unit whereas Alstyle's 1701 has a unit cost of \$4. Therefore, Alstyle 1701 is the best combination and was ultimately chosen.

Screen-printing

After I chose the shirt blanks and had the designs that were to be implemented, I went to a local screen-printing shop called Left Coast Tees. The designs below were the shirts produced for the initial batch. There were 60 shirts produced for each with the same size breakdown that you see. The amount of ink colors and the color of the shirt are the two factors that varied the costs. As you can see, black shirts are slightly more expensive to produce. The total cost of this order 1283 dollars for 180 shirts, so roughly \$7 a shirt.

Size	Quantity
Small	8
Medium	16
Large	20
Extra Large	16
	60

Shirt	Color	Quantity	Unit Cost (\$)	Totsl Cost (\$)
Key	White	60	6.55	393
Currency	Black	60	7.825	469.5
Currency	White	60	7.00833333	420.5
				1283

Methods

Website

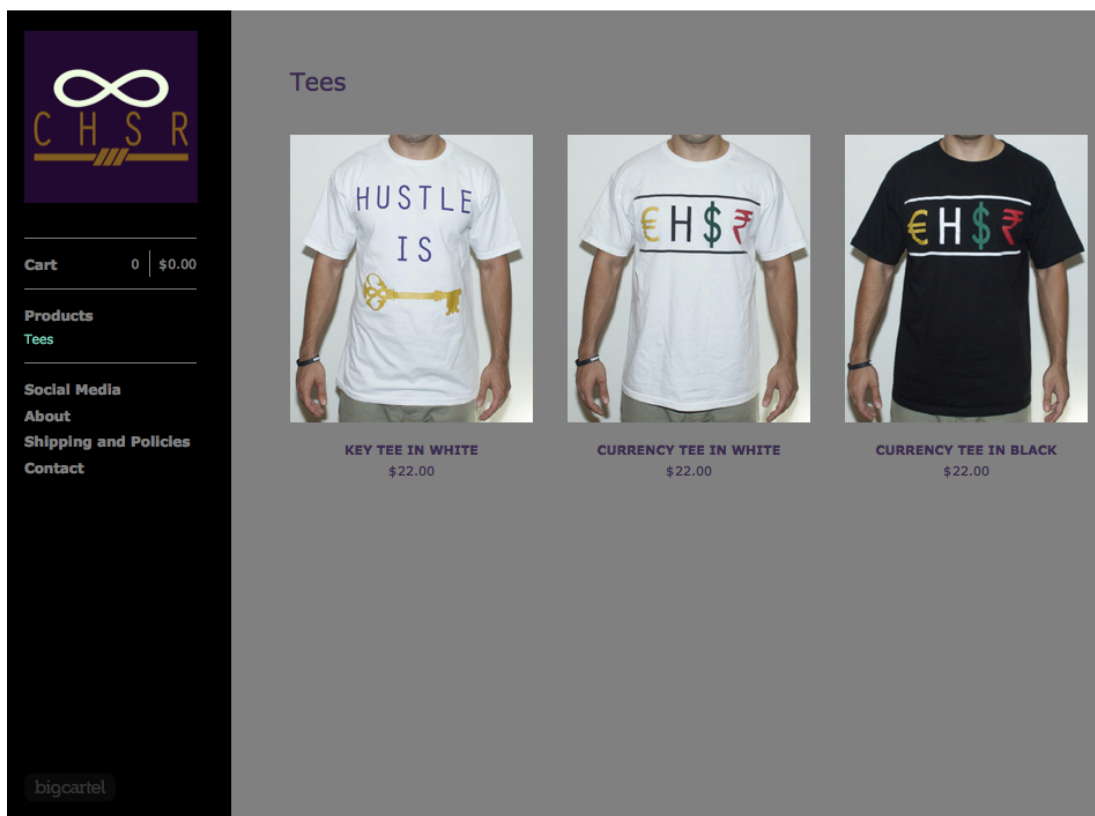
The shirts have been printed and are ready to be worn by consumers. There are several ways to market a brand, but some can be much more efficient than other techniques. There are inexpensive ways to market, but there are also costly methods. Researching the different methods of marketing and selling products providing vast knowledge of determining the most economical solution.

Before marketing the business to the public an online store must be created. Online stores have great advantages because it is more cost-effective than other methods of selling. In addition, it can target potential customers from across the world and gain exponential profits. The three most notable eCommerce (shopping cart) websites that host online stores are Big Cartel, Shopify, and Bigcommerce. Each site offers several pricing options for different features, but the chart below displays the costs of the basic plans of each.

Site	Monthly Cost (\$)	Yearly Cost (\$)
Big Cartel	9.99	119.88
Shopify	29	348
Bigcommerce	24.95	299.4

Based on the minimal amount of products the brand will initially offer, the choice was easy to make. Big Cartel is nearly \$15 less per month than its closest competitor and thus the best choice for a start-up business. If the brand progressively expands to several products it may be worthy of consideration to switch to a different host.

I wanted the layout to be as user friendly as possible with simple texts and a good color scheme. Below is a screenshot of what the site looked like when it launched on October 5th, 2012. The sidebar contains pages that feature your current cart, the products offered,

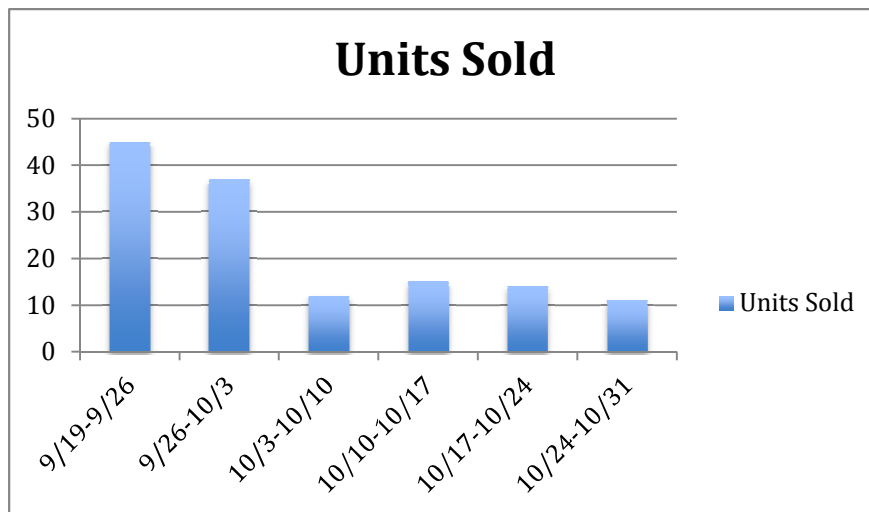


Marketing Plan

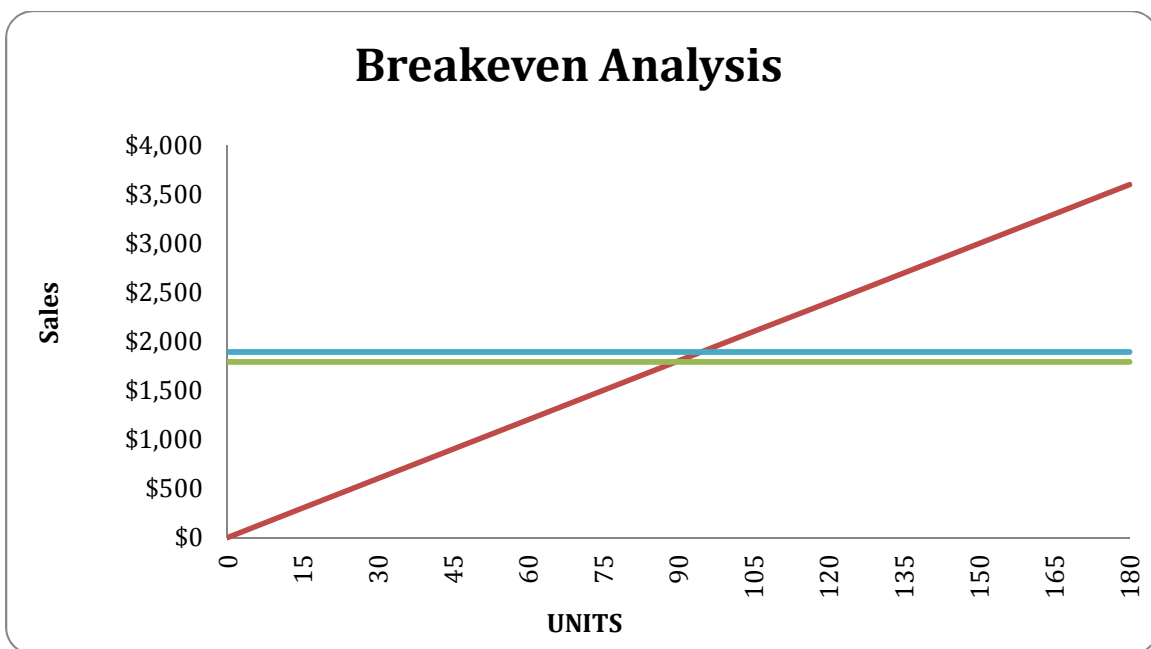
To raise awareness for the brand I mainly used methods that were cost-free. The most effective way has been thru the use of social media, primarily Instagram and Facebook. I advertise the products and releases to more than 2500 followers and also promote thru clothing blogs and forums. This is also a great way to receive feedback from consumers in order to adjust for future releases. I'm also attending multiple clothing and fashion conventions in the coming months to spread the name.

Results and Discussion

If you look at the graph below, you can see how many shirts were sold in the first 6 weeks, beginning on September 19th, 2012. The first two weeks were clearly the most successful simply because the majority of initial sales were through close friends and family that had known about the release long before. They were eager to buy shirts right away and after the initial “buzz” occurred, the sales figures dropped dramatically in week 3. Much of the sales from this point forward were through the online store.



The graph to the right shows a break-even analysis. Shirts were sold for \$20 each in person via cash/check and in a few cases were sold for 15. On the website they were sold for \$22 to account for transaction fees. The breakeven was reached after selling 100 shirts, which took about 3 and half weeks to achieve. The green line represents the fixed cost. The blue line represents fixed plus variable costs. The red line represents the sales revenue gained for the amount of units sold.



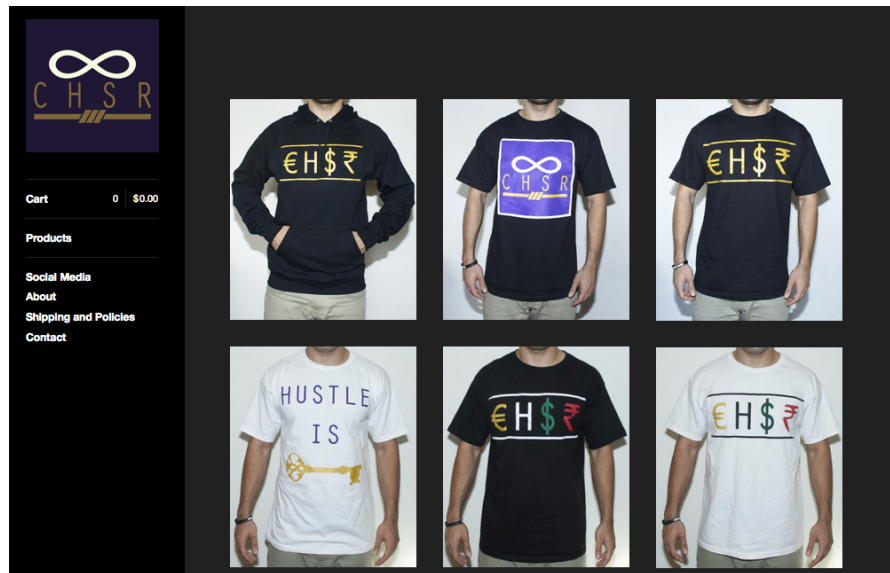
About 1 month after the initial order it was time to make a new order for new products. This time a pull over hoody was introduced using the same currency design in a new color scheme. These hoodies were printed on American Apparel 5495's. A new design was also introduced as seen below on the far right. The size breakdown allocates more quantity towards large and extra large since they were the best sellers for the previous release. 36 units were produced in each of the designs for a total cost \$1386.



Size	Quantity
Small	3
Medium	9
Large	14
Extra Large	10
	36

Item	Color	Quantity	Unit Cost (\$)	Cost (\$)
Currency tee	Black	36	6.93	249.48
Currency hoodie	Black	36	24.15	869.4
Infinity logo tee	Black	36	7.43	267.48
				1386.36

The website was slightly redesigned once the second batch was made available for sale. Color schemes were altered to give a more easy-to-use computer interface. These changes were adopted and implemented from user feedback of the site. The improvements can be seen below in a screenshot of the home page.



Financial Statements

The following Statements were made and updated to keep track of all finances.

Looking at the income statement you can see that to this date there is a net income of negative \$840. But that's because the second batch of products was just recently picked up. There is over \$4000 of inventory on hand to account for much of the assets. There are no long-term assets or liabilities yet, but those will come with time. The sales revenue for the initial shirts was successful considering the time frame and I hope the second batch is even more successful. Once two thirds of the inventory on hand is sold off, it will be time to make the next order.

CHSR Clothing

Balance Sheet

November 13th, 2012

Assets		2012
Current Assets		
Cash		768
Accounts receivable		-
Inventory		3,814
Prepaid expenses		-
Short-term investments		-
Other		140
	<i>Total current assets</i>	4,722
Fixed (Long-Term) Assets		
Long-term investments		-
Property, plant, and equipment		-
Intangible assets		-
	<i>Total fixed assets</i>	-
Total Assets		4,722
Liabilities		
Current Liabilities		
Accounts payable		-
Short-term loans		-
Income taxes payable		51
Unearned revenue		-
	<i>Total current liabilities</i>	51
Long-Term Liabilities		
Long-term debt		-
	<i>Total long-term liabilities</i>	-
Total Liabilities		51

CHSR Clothing

Income Statement

November 13th, 2012

Revenue		2012
Sales revenue		2,780
Service revenue		-
Interest revenue		-
Other revenue		25
Total Revenues		2,805
Expenses		
Advertising		150
Cost of goods sold		2,669
Depreciation		-
Interest expense		-
Research and development		-
Stickers		170
Travel/Gasoline		10
Utilities		-
Web hosting and domains		55
Other		340
Total Expenses		3,394
	Net Income Before Taxes	(589)
Income tax expense		51
Net Income		(640)

Below is snapshot of inventory as of November 13, 2012. Inventory is tracked using Excel and is updated at the point of each transaction. The online store has live inventory tracking as well to assure that if a product is out of stock it won't allow you to add it to the cart.

Inventory List

CHSR Clothing

Product ID	Description	Unit Price	Quantity in				Extra Large	Inventory		Discontinued?
			Stock	Small	Medium	Large		Value on Hand		
1001	Key tee	\$ 22.00	13	6	5	0	2	\$ 286.00		Yes
1002	Currency tee black/variation	\$ 22.00	8	4	4	0	0	\$ 176.00		Yes
1003	Currency tee white/variation	\$ 22.00	27	5	8	8	6	\$ 594.00		Yes
1004	Currency tee black/gold	\$ 22.00	32	3	7	13	9	\$ 704.00		Yes
2001	Currency hoodie black/gold	\$ 50.00	31	3	7	12	9	\$ 1,550.00		Yes
1005	Infinity logo tee	\$ 22.00	32	3	7	13	9	\$ 704.00		Yes
Total Inventory Value								\$ 4,014.00		

Conclusions

Overview

CHSR Clothing is in its early stages as clothing brand, but through the duration of the project there was continual improvements. The concept and vision of the brand has been carried out as planned and sales figures were near expectations. Success or failure of a brand cannot be determined in a such a short period, but persistent effort and enthusiasm will be needed to keep CHSR growing.

Future Plans

Once I leave Cal Poly I fully intend to keep working on the brand, but only as a side-job for now. It's a true passion of mine and I want to see the brand continually grow and I'll try to achieve this in several ways.

By getting accounts with local skate shops and clothing stores consumer awareness will see a significant rise. The next few months also offer several chances to attend clothing conventions and trade shows in order to gain respectable exposure for my line. One trade show was attended during the course of this project to gain a first-hand understanding of what is expected if one were to attend.

Clothing releases will be seasonal collections starting in 2013, beginning with a spring release in March. The success of the brand between now and then will determine the size and specifications of the purchase order. Marketing will be vital to keep gaining exposure if goals and deadlines want to be met. Only time will tell.

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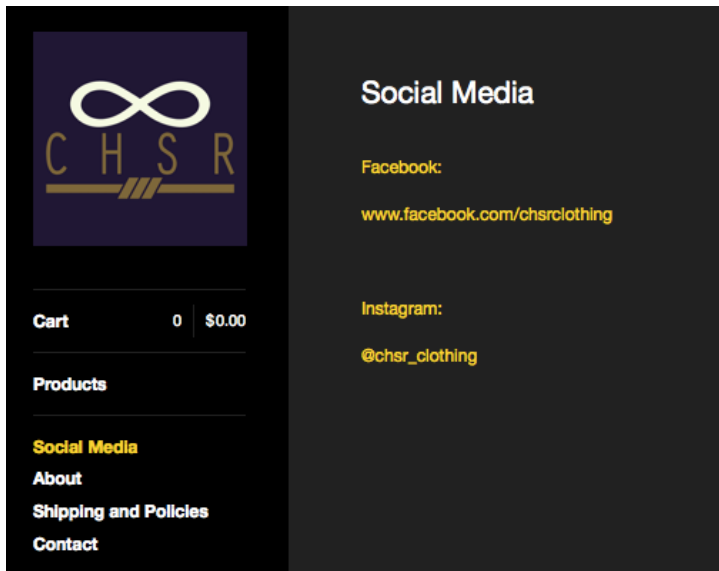
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Appendix

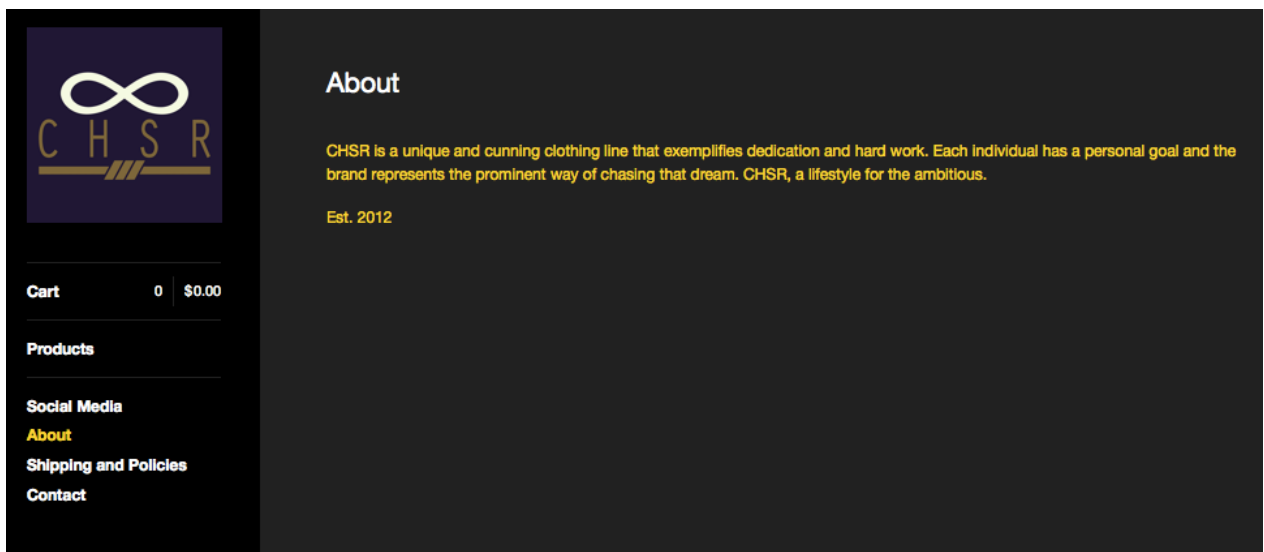
Website

The screenshots below are the different pages of the website as of November 27th, 2012.


Social Media Page



About Page



Shipping and Policies Page



Cart

0

\$0.00

Products

Social Media

About

Shipping and Policies

Contact

Shipping and Policies


All products are shipped with USPS Priority Mail.

Please allow 7-10 business days for all orders.

No International Orders.

No Returns or Exchanges. All sales are final.

Contact Page



Cart

0

\$0.00

Products

Social Media

About

Shipping and Policies

Contact

Contact

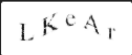
Your Name:

Your Email:

Subject:

Message:

Spam Check:
Please enter the characters from the image.



Send Message

Legalities

The images below are the license and permit attained by the City of San Luis Obispo.

Business License and Tax Certificate

BUSINESS LICENSE AND TAX CERTIFICATE
This license does not constitute proof of compliance with other city, county, state, and federal regulations. Possession of this business license and tax certificate does not authorize permit, or allow the holder to do any act which he/she would not otherwise be lawfully entitled to do. This license is issued without verification that the licensee is subject to or exempt from licensing by the State of California.

City of San Luis Obispo
990 Palm St., San Luis Obispo, CA 93402-8112
(805) 781-7174

CERTIFICATE NO. 111123
Business Type: 051
Description: Clothing Store
Effective Date: October 08, 2012
Expiration Date: June 30, 2013

Business Name: CHSR Clothing
Business Location: 146 Stenner St Apt 7
San Luis Obispo, CA 93405
1st Owner Name: Kayvon Banisalam
2nd Owner Name:

CHSR CLOTHING
146 STENNER ST APT 7
SAN LUIS OBISPO, CA 93405

THIS BOX IS FOR THE BUSINESS TYPE MESSAGE
Restricted to license holder only
Must comply with all Home Occupation Permit requirements.

PLEASE POST IN A CONSPICUOUS PLACE NOT TRANSFERABLE

Home Occupation Permit

San Luis Obispo Home Occupation Permit
City of San Luis Obispo, CA 93401-3218 (805) 781-7170

APPLICANT: Kayvon Banisalam
Business Name: CHSR Clothing
Phone: 409-204-2245

Address: 146 Stenner St Apt #7 San Luis Obispo, CA 93405
Zone: R-4

Do you own the home? ☒ Yes ☐ No **If you do not own the home, the owner must sign this form consenting to your home occupation.**

This residence is: ☒ a Mobile Home ☐ Yes ☒ No ☐ a Condominium ☐ Yes ☒ No ☐ in a Homeowners Association ☐ Yes ☒ No

Accurately describe your business: a clothing line that does laundry and alterations

Will customers visit the home? ☐ Yes ☒ No (See Requirement #2 below)

Requirements for Approval

- Home occupations shall not involve customer access or have other characteristics which would reduce residents' enjoyment of their neighborhoods. The peace and quiet of residential areas shall be maintained.
- There shall be no customers or clients except for:
☐ Private instruction, such as education, tutoring, music, or art, on an individual basis, provided there are not more than six (6) students in any one day.
☐ Physical therapists, including massage, or other therapists, who shall have no more than one client on site at any time and no more than six (6) clients in any one day.
☐ Attorneys, accountants, and other law-related consultants.
Businesses with customer access shall maintain at least one (1) on-site customer parking space in addition to their required residential parking. Parking in a driveway that has a minimum depth of 20 feet from the back of sidewalk and is made available to customers during business hours of operation shall meet the definition of a parking space.
- Activities shall be conducted entirely within the dwelling unit or an enclosed accessory building and shall not alter the appearance of such structures. (Horticultural activities may be conducted outdoors.)
- There shall be no sales, rental, or display on the premises (internet and phone sales okay).
- There shall be no signs other than address and names of residents.
- There shall be no advertising of the home occupation by street address except that street address may be included on business cards and business correspondence originating from the home.
- No vehicle larger than a van or three-quarter-ton truck may be used in connection with a home occupation. A marked commercial vehicle used in connection with the occupation shall have no more than two (2) square feet of advertising. Licensed vehicles and trailers used in connection with a home occupation are limited to one (1) additional vehicle and/or trailer.
- The home occupation shall not encroach on any required parking yard or open space area.
- Parking for vehicles used in connection with the home occupation shall be provided in addition to parking required for the residence.
- Activities conducted and equipment or materials used shall not change the fire safety or occupancy classifications of the premises, nor use utilities in amounts greater than normally provided for residential use.
- No use shall create or cause noise, dust, vibration, smell, smoke, glare, or electrical interference, or other hazard or nuisance.
- No employees other than residents of the dwelling shall be allowed to work on-site. (Employees or domestic servants are not considered employees of a home occupation.)
- Clients or customers shall not visit the home occupation between the hours of 7:00 a.m. and 7:00 p.m.
- If the home occupation is to be conducted from rental property, the property owner's authorization for the proposed use shall be obtained.
- No delivery or commercial pick-up shall be by vehicles larger than a special delivery van (Fed Ex, UPS, etc.). Direct customer pick-up is prohibited.

APPLICANT: I understand that, if a permit is issued, I must meet the requirements listed above. If the requirements are not met, the permit will be void and the home occupation must cease immediately.

PROPERTY OWNER: As owner of the property, I give the applicant permission to conduct business there, subject to the above conditions.

APPLICANT'S SIGNATURE: Kayvon Banisalam
DATE: 9-21-12

PROPERTY OWNER'S SIGNATURE: HELEN K. NIELSEN
PRINT owner's name: HELEN K. NIELSEN
Owner's Signature: