

T-Shirt Project



DELTA POSITIVE

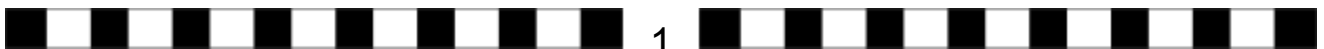
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Executive Summary

Delta Positive is a recently launched and exciting clothing brand founded by a young college student with a passion for the automotive industry and drive to make a change. This is a nearly 75% online company with the other 25% of sales coming from events and pop-ups around Southern California that will spread the word about the brand and achieve sales goals. The product will be black, loose fitting t-shirts with clean and attractive designs with the purpose of being used in a shop or as a casual statement piece. Targeted audiences will include males and females ages 18-35 with interests in cars and the automotive media industry as its goal is to donate a portion of its profits to the Forty Three Institute, a foundation for providing opportunities in action sports and media to those who lack the proper support.

The main marketing objective for Delta Positive is to create extremely attractive clothing designs paired with the highest quality fabric and fit in order to drive the most sales and donate the highest possible amount to the Forty Three Institute. Delta Positive's goal for the first year of operation is to profit heavily with low start-up cost. With these profits the brand hopes to expand on its apparel line and continue to provide its customers with even more attractive products and designs. One main problem the brand foresees is the lack of quantity available making it hard to meet consumer demand if it is to grow too quickly, however this is a good problem to have.

With a recent and extreme rise in the popularity of motorsports in America in recent years, Delta Positive wishes to capitalize on the hype and bring awareness to the brand as well as the good that can come with supporting it. In addition, the brand wants to be aware and present in the community in order to provide the best support and service to its consumers from expert staffing and knowledge. Due to budget restrictions, the main source of marketing will come from Instagram promotions as well as event pop-ups.

Delta Positive plans to be at the biggest and most influential automotive events in Southern California and neighboring areas in order to garner the biggest reach and awareness of the brand. Such events will include the Japanese Classic Car Show, SEMA, and various Cars and Coffee meet ups where stories will be shared for Instagram and social promotions. Delta Positive is ambitious in its profit goals that will see the brand skyrocket if the popularity is there, but the team is confident in success.

Value Proposition

Delta Positive aims for the skies when promising to provide its consumers with the highest quality products with unique and fashionable designs while supporting a good cause to help less fortunate people. This will happen through bespoke t-shirt sales that will forward profits to Forty Three Institute which supports those who are in need in the automotive and media industry.

Target Audience

The target audience for Delta Positive is men and women ages 18-35 who have a passion for cars and performance as well as the desire to be driven and work hard. The shirts are designed for those who like to get their hands dirty as they are comfortable to work in as well as good for lounging and going out. This makes Delta Positive's shirt versatile for consumers with different lifestyles but perfect for those who delve into the automotive and media industry.

Business Plan

Company Description

Delta Positive is a brand dedicated to creating bespoke and unique designs that will embrace the heart of the automotive industry. It is an LLC business under the entrepreneurship of Devin Joseph Guevara. Delta Positive is based out of Fullerton, California operating out of personal storage space to lower operating costs. Delta Positive plans to open for business the week of SEMA 2023 starting October 31, 2023.



Delta Positive wants to stay aware and motivating in the ever changing world of the automotive industry and wants to provide a stellar product while promoting positive change in the world and the respective industries it resides in.

The business behind Delta Positive hopes to profit in the first year of operation while being able to donate to Forty Three Institute. In addition, there is a hope that the brand will become widely recognizable and be associated with positive change in that more people are able to follow their dreams regardless of their situation.

Market Analysis

The world of racing and motorsports has grown tremendously in recent years and Delta Positive intends to take advantage of the growing market and those who look to become a part of it while supporting a good cause.

For start-up purposes, Delta Positive will be using Custom Ink as part of the design and production process given they are an all-inclusive service. Custom Ink will also provide Delta Positive's customers with assured quality as they are a well known and trusted company. In the future, Delta Positive would like to eventually vertically integrate with its own facilities and printing procedures with the only outside cost being blank shirts.

With the t-shirt industry being a booming one in general, there is room for success as Delta Positive will provide unique incentives through the donations to Forty Three Institute. With an average cost-per-shirt from Custom Ink being at \$10.96, Delta Positive plans to sell their shirts at \$29.99 each and donate roughly \$3.50 per-shirt-sold to Forty Three Institute.





Type of Business

Delta Positive will be an LLC as this is the easiest and smartest way to start a business. This will achieve a level of protection for myself, the entrepreneur and primary owner, in instance of liability that will fall on the company. In addition, this will help out on cost and finances for myself and the company as a whole when we begin to grow.



Product Line

At the beginning, Delta Positive will focus its product line mainly on its first line of t-shirts. They will come in mens and womens sizes in black only with the Delta Positive logo and accompanying designs printed on the front and back. As previously mentioned, as the company begins to grow so will the product with the logo being put on more items such as sweaters, hats, bottle openers, key chains, and more.

Marketing and Sales Strategies

Delta Positive is dedicated to bringing awareness not only to its own brand but to the initiative it supports in Forty Three Institute. The attractive automotive designs on the shirt will attract attention to the buyer where they will learn more about Delta Positive and its pursuit to help motorsports grow and give access to those who would not be able to become a part of motorsports otherwise.

Budget

T-Shirt Budget first six months

REQUIRED ITEMS	Total	S	M	L	XL	XXL	EXPENSES	REVENUE	Month 2	REVENUE	Month 3	REVENUE	
	\$10.96	100 tees	10	15	30	30	15	100	1st mo. @ \$30 ea.	500	2nd mo. @ \$30 ea.	2500	3rd mo. @ \$30 ea.
cost per shirt total (Custom Ink, printing, shipping for stock)	\$10.96		\$109.60	\$164.40	\$328.80	\$328.80	\$164.40	\$1,096.00	\$3,000.00	\$5,480.00	\$15,000.00	\$27,400.00	\$75,000.00
shipping to consumer padded env.	\$3.00		\$30.00	\$45.00	\$90.00	\$90.00	\$45.00	\$300.00					
	\$0.75							\$75.00		\$375.00		\$1,875.00	
		500 tees	25	100	170	125	80						
			\$274.00	\$1,096.00	\$1,863.20	\$1,370.00	\$876.80						
cell phone	\$50.00							\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00
website via glowhost	\$9.00							\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00
website design	\$100							\$100					
social media - communication	\$20.00							\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00
office supplies	\$50.00							\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00
Travel	\$150							\$150.00	\$150	\$150	\$150	\$150	\$150
								\$1,850.00	\$3,000.00	\$6,134.00	\$15,000.00	\$29,554.00	\$75,000.00
Profit/Loss								\$1,150.00		\$8,866.00		\$45,446.00	
publicity/donation	-12% of profit							-\$138.00		-\$1,063.92		-\$5,453.52	
Total Profit								Month1	\$1,012.00	Month2	\$7,802.08	Month3	\$39,992.48

For budget outlook sake, Delta Positive is assuming that they will sell one-hundred-percent of its product that it buys in the first batch. Shirts will be bought in a package deal from Custom Ink at a beginning rate of \$10.96 per shirt with the design and each shirt will be sold for \$30.00 each. In the first three months, Delta Positive will spend roughly \$40,000.00 total to meet the printing requirements as demand will increase.

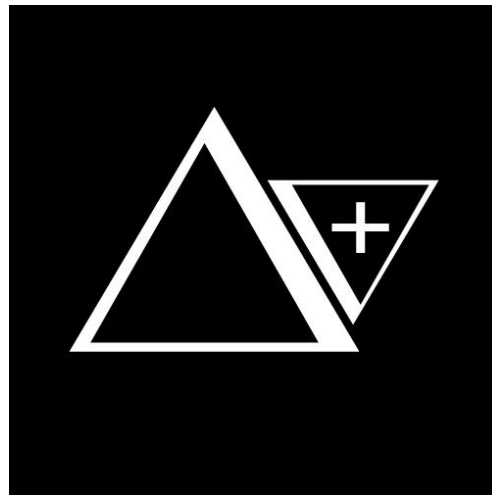
By the end of the fourth month, it is assumed that that money will be made back and the donations to Forty Three institute will also be made. There is a 12% cut directly from profits that will go directly to the foundation and what is left over will go back into business expenses and profit.

Cause Marketing Strategy

Delta Positive associates itself with wanting to be part of something bigger and growing the world of motorsports from within. This is why it will support Forty Three Institute which is a foundation formed in the honor of the late Ken Block that aims to create opportunities for those who are driven to become a part of action sports, action sports media, and other creative routes through mentorships, scholarships, and networking. In order to stick true to its mission, Delta Positive will donate roughly 12% of the price of every shirt sold to Forty Three Institute.



Marketing Deliverables



Promotional Material - PR

DELTA POSITIVE CHANGES T-SHIRT GAME AS NEW BRAND

Clothing brand supporting a good cause for helping grow the motorsport industry

FULLERTON, October 31, 2023 - Delta Positive is a new clothing brand with unique styles that is working to help grow the world of motorsports and aid in supporting those who are driven to be a part of the automotive world. Delta Positive aims to do this by selling t-shirts and donating a part of its profits to the Forty Three Institute.

The Delta Positive versatile and comfortable t-shirt will be going on sale with the start of the SEMA show beginning today October 31, 2023 at www.deltapositiveclothing.com and will be coming to shows and events in the Southern California area soon.

“The Forty Three Institute is a great foundation that matches our values as a brand and motivates us to want to bring as much funding to their cause as possible,” a quote from the founder of Delta Positive, Devin Guevara.

The shirts have unique designs with traces of different popular car models on the back and are made of a sturdy cotton material that is ultra comfortable and versatile for when you want to get your hands dirty under the hood.

“While we want to motivate people to embrace cars on their own, we want to also help give people the opportunity to be able to do so in the first place,” said Guevara.

There will be multiple events throughout the course of the year that Delta Positive will attend in order to get the word out about their brand, the first being the SEMA show in Las Vegas. More information on upcoming events and how to purchase shirts can be found on their social media and website at www.deltapositiveclothing.com.

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Event Marketing

Delta Positive will be attending many car meets, shows, and other events that take place in Southern California and the surrounding areas with employees of the brand to sell shirts and gain brand recognition. These events will likely take place during the spring after people have finished working on their cars for the winter. The first and biggest of these events will be the SEMA show in Las Vegas where, like other shows, there will be a tent station with t-shirt designs and available sizes for sale. This is where it is planned to get the most word out and the biggest announcement of the brand as SEMA is one of the largest automotive shows in North America.

Ad Campaign

Ad campaigns for the start-up of Delta Positive will be extremely important as they will be the main driving factor in marketing the brand and creating hype before the launch. Prior to beginning sales there will be a hype campaign posted across all of the major social-media platforms as that is what will be relied on heavily. Delta Positive will have its own accounts posting pictures of the shirts and designs as well as behind the scenes looks at the development process.

When the time comes to launch there will be more information given about how to purchase the shirts posted on all platforms as well as information about appearances at the SEMA show and where they will be found.

In addition, there will be poll posts made on Instagram and Facebook that will have customers engage in the brand and help decide which events the brand should attend as well as what designs customers would like to see on shirts in the future.

Conclusion

In closing, this plan is to put on display the values, budgeting, planning, and reasoning behind the idea for the t-shirt company: Delta Positive. There are always complications when starting out as a brand and the business understands that, however the team at Delta Positive feels that they can make a distinct impact in the automotive industry and grow the passion for motorsports beyond where it stands. The hopes and potential for expanding the brand are laid out as goals for the future if the brand is to be successful and to show that even in the beginning, there are pieces in the pipeline to ensure steady growth. The goal for Delta Positive is to grow motorsport in a positive fashion giving opportunity to those who do not have one and spread pragmatic change.

References

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Marcus L. Gallery Manager Toto Los Angeles, James A. Owner Northshore Canine Academy Lumberton, & Tricia B. Good Stuff Productions Mulberry. (n.d.). Unite Your Group with the power of custom tees!. CustomInk.com.

https://www.googleadservices.com/pagead/aclk?sa=L&ai=DChcSEwj7s9SvzJ-CAxWcIK0GHQu0C5UYABAAGgJwdg&gclid=Cj0KCQjwqP2pBhDMARIsAJQ0Czox6RJ0JPNbUiZFK4eG5j-Hge0Qb7ByFNN-yFbAhK_26Lkg-OzFM0kaAtpsEALw_wcB&ohost=www.google.com&cid=CAESVuD24mS0FO7HnrAEyIXGK0DFr0ISal_SMz6UYG3XrTkPv4uPRdbMGtff_e-hvg5GqhvejPlpeok8xHLI2--TbBmHlc9fjHe0zUeVzt6mZxxbh_IMuB7_&sig=AO D64_1NQV6DHBx_7EF5mUYAShF9x5nP2w&q&adurl&ved=2ahUKEwim_syvzJ-CAxUDI0QIHdl0DPYQ0Qx6BAgLEAE

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