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- **Expertise:** Founder has 15 years experience selling and creating hats.
- **Low capital requirements:** Low overhead to start an Etsy store, and high customer reach.
- **Stock:** Founder owns a collection of rare vintage hats to replicate.

HALEY'S VINTAGE HATS

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- **Time:** Right now it's just the founder doing everything.
- **Marketing:** Founder does not have a marketing background.

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- **Etsy partnership:** Co-promote with other Etsy vintage fashion sellers.
- **Interns:** Hire an apprentice milliner.
- **Education network:** Maximize partnership with alma mater, the Art Institute of Philadelphia.

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- **Server error:** Etsy store could crash.
- **Supplier-dependent:** Fabric supplier of unique vintage fabric could go out of business/stop supplying.
- **Potential competition:** A competitor could knock us out of the market.