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Custom Printed T-Shirts Business Plan

Your T-Shirt!

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Executive Summary

Your T-Shirt! is an exciting new business that allows people to custom design a shirt (specifically the design on the front or back) any way that they would like. By intelligently leveraging cutting edge technology, Your T-Shirt! will harness the power of computer sublimation to allow custom shirt printing in production runs as small as one unit. The company was founded by David Inkler. The company is set up as a Washington L.L.C. Your T-Shirt! will have a storefront in Seattle as well as a comprehensive website that allows ordering to occur anywhere.

Imagine the ability to create a totally custom shirt. You choose the material and style of the shirt, and then the image or graphic you want on the front and/or back. This is the ultimate form of expression. There are no limits to what you can communicate. Some people might show their fanaticism for a particular sports team, others a musician. Or you might have a social message or cause on your shirt. Whatever you may decide, you can print any image on your shirt.

Products

Your T-Shirt! will offer customers a variety of options for creating their own custom shirts. The majority of orders will be for t-shirts, however other style shirts will be available. Your T-Shirt! has developed a strategic relationship with Hewlett-Packard (HP) printer division. We will use their printer sublimation technology that allows a computer image to be applied to a shirt in a high quality, high resolution, economically feasible manner. This technology creates an image durable enough to withstand thousands of washings. Its photo-like quality, due to significantly higher printer resolution than anything on the market, will show off any image. The technology is cost effective enough to offer customers the ability to order just one unit. Most other competitors' costs prohibit printing custom shirts in one-off production runs. Finally, the customer may choose from an extensive library of existing images, supply their own image, or have an artist create an image for them.

Competitive Edge

Your T-Shirt! has two sustainable competitive edges to assist them in market penetration. The first edge is a enormous catalog of graphic images. By establishing strategic partnerships with companies that have existing graphic image libraries, Your T-Shirt! is able to offer an unprecedented number of options. Their second edge is the high quality of sublimation offered. From previous work experience, David has established close business and personal ties with HP's printer division and will exclusively be using prototype technology that offers an unprecedented high resolution sublimation process for shirts.

Management

Your T-Shirt! will be led by David Inkler and is not his first t-shirt venture. While in college David produced and sold tie-dye shirts. This early business experience gave David valuable insight into the market, the products, and the customer's needs and desires. Since leaving college David worked in Hewlett-Packard's printer division, and it was this experience that provided useful business and professional contacts within the shirt sublimation technology industry that he is currently leveraging. After three years in marketing at HP, David went back to school to earn his MBA. David will use his educational skills, his technological business contacts, and his previous shirt industry