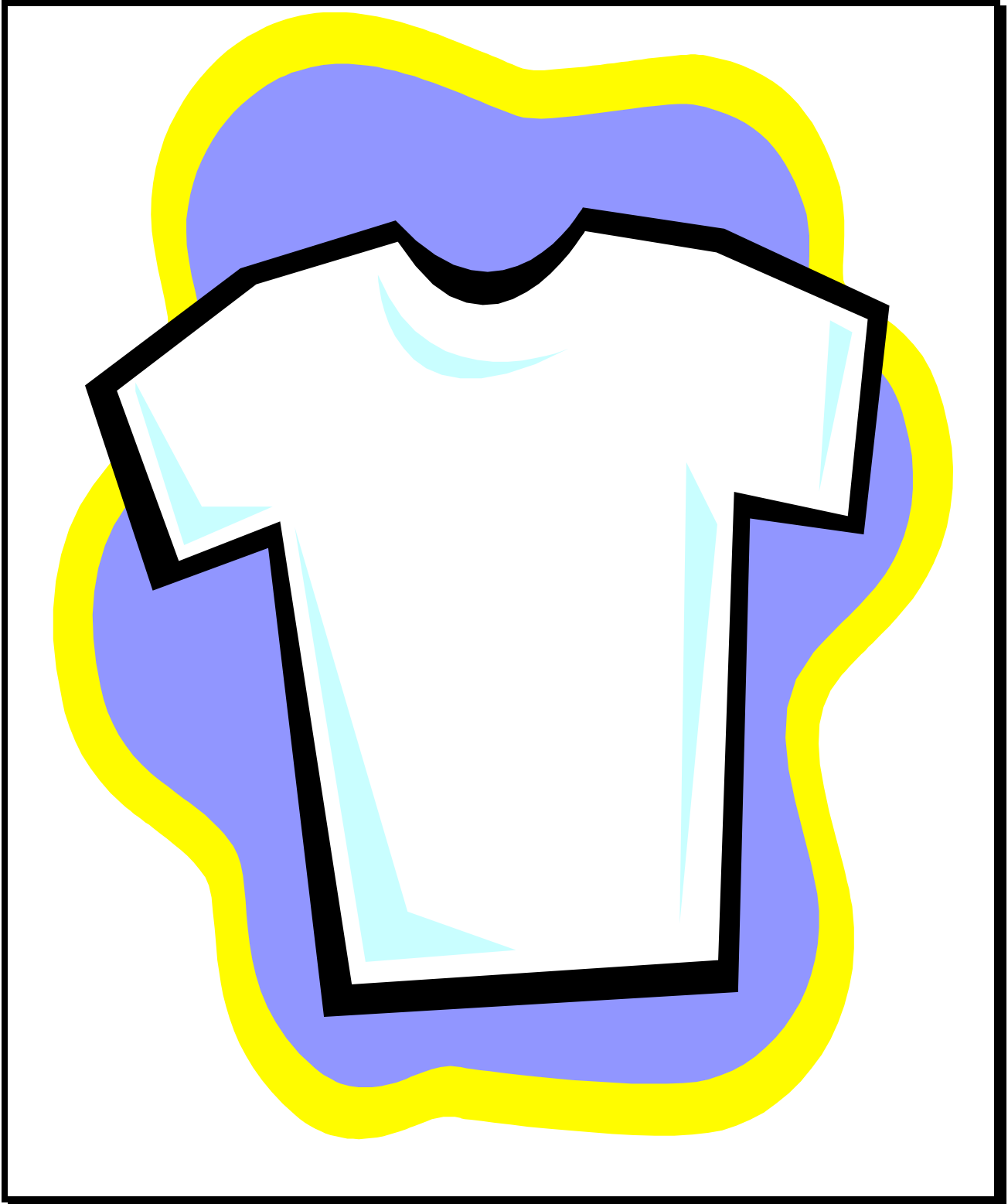


Iditarod T-shirt Shop

How will you start your t-shirt business? How will you make a profit selling your Iditarod t-shirts?

What will be printed on the t-shirt?



Getting the T-shirt Printed:

You will need inventory for your new business. How many products will you carry (short sleeve, long sleeve, sweatshirt, different colors, etc.), what quantities, and what sizes. You will want to buy at wholesale and sell at a competitive retail price. The more you buy, the better pricing you get.

Will it cost more for different styles of shirts? Will it cost more for colored t-shirts? Will it cost more for multi-colored print design?

Financing:

How will you pay for your inventory? Where will you get the money to start your business? Research financing options available.

What is the cost per t-shirt? What is the cost to print your design? What will you charge the customer?

Wholesale cost per t-shirt: _____

Cost for the design: _____

Retail cost of t-shirt: _____

Average cost of Shipping to customer: _____

If you have decided to sell other styles and products, you will need to complete this section for each.

Marketing:

You can have the best t-shirt design in the world and never sell a single t-shirt if no one knows it exists. How will you market your t-shirt? Will you use the web to advertise? Or will you use traditional offline methods to promote your product? What costs will you incur? Will you want to produce business cards,

stationary, or other promotional materials to help make your business visible?

Method (s) of advertising: _____

Cost of advertising method (s): _____

Other promotional costs: _____

On the next page, design an advertisement you might use to sell your t-shirt. Attach more pages if you plan to use various methods to market your t-shirt.

The idea of an entrepreneur is to make a profit. Did you make a profit? Share your math below.

Cost to produce t-shirt: _____

Overall cost to customer: _____

Total promotional and advertising costs: _____

Profit: _____

