

Business Concept



BLUE RIDGE is a specialty menswear boutique focusing on new, upcycled shirts. It is our mission to provide an opportunity for our customers to recycle their current, unused apparel while providing new, sustainable products. We are driven by our passion for people and our aim to provide products that are as resilient as the men who wear them. We strive to inspire fashion sustainability without compromising comfort, quality, and style.

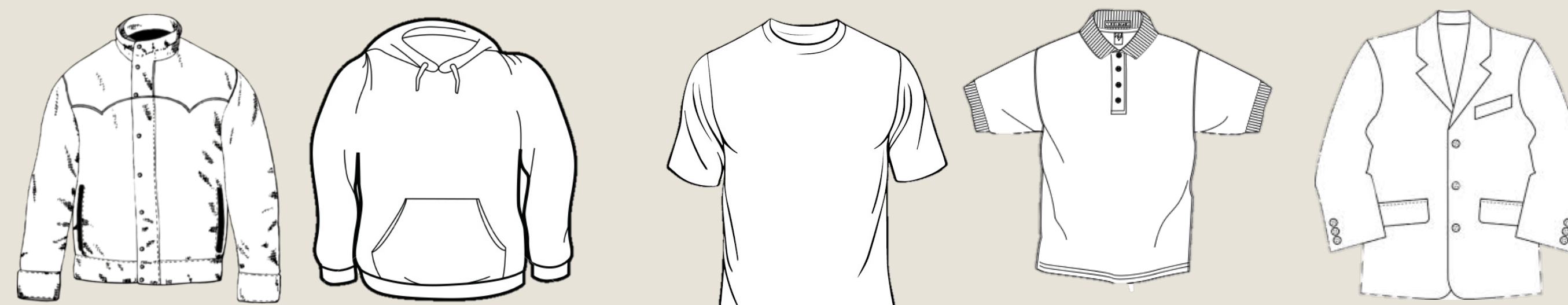
Our long term vision is to become a destination location for high quality, sustainable menswear and extraordinary retail experiences. We will provide the following to achieve our mission and vision:

1. Exceptional service based on thorough knowledge on products and customer needs
2. Opportunities for customers to recycle their current apparel with our take-back program
3. Ethically sourced, sustainable products.
4. Opportunities for customers to give back to the community with our charity events

<p>Location</p> <ul style="list-style-type: none"> • Shoppes at Blu Water Creek Complex • 3265 45th St. South Fargo, ND 58104 • 2,950 square footage • Close to other retailers and restaurants. 	<p>Price Points</p> <p>Flannels: \$70 Bottoms: \$100 Dress \$80 Jackets/Outerwear: \$150 T-shirts: \$50 Accessories: \$50</p>	<p>Organizational Structure</p> <pre> graph TD Buyer --> Working[Working with vendors, creating merchandise assortments] Owner --> Public[Public relations, marketing, merchandising, payroll] Working --- Customer[Customer service] Public --- Customer </pre>
	<p>Merchandise Offered</p> <p>We focus on men's tops including flannels, t-shirts, dress shirts non-ironed shirts, and polos. Other apparel items such as pants, jackets, outerwear, and accessories will be included.</p>	



The Planet. The People. The Place to shop.



Students: Paige Holman, Kayla Moe, Ashlyn Boehm, & Emily Wotzka
 Faculty Advisors: Jaeha Lee, Linda Manikowske & Ann Braaten
 North Dakota State University

Budget

Skeletal Statement		
	\$	%
Net Sales	\$310,200	100%
Cost of Merchandise	\$170,610	55%
Gross Margin	\$139,590	45%
Operating Expenses	\$126,025	40.63%
Profit/Loss	\$13,565	4.37%

Net Sales			Operating Expenses		
Items	Quantity	Retail Price	Total		
Tops				Salaries	
Flannel	350	\$70	\$34,500	Owner/Buyer	\$43,000
T-shirt	315	\$50	\$15,750	Manager/Marketing Coordinator	\$41,000
Button-up/Dress	350	\$80	\$28,000		
Non-iron	315	\$80	\$25,200	Rent	\$2,500/month
Polo	275	\$70	\$19,250		
			\$122,700	Supplies/Equipment	
Jackets & Outerwear				Office Supplies	\$75/month
Blazers & Sport Coats	150	\$150	\$22,500	Computer	\$1,000
Active/Performance	120	\$120	\$14,400	Phone	\$210
Puffer	50	\$150	\$7,500	Printer	\$50
Overcoat	75	\$150	\$11,250		
Sweatshirt	300	\$80	\$24,000	Utilities	
			\$79,650	Internet	\$55/month
Bottoms				Phone	\$50/month
Khakis	200	\$90	\$18,000	Insurance	\$60/month
Dress	320	\$100	\$32,000		
Jeans	250	\$90	\$22,500	Marketing Expenses	
Juggers	180	\$70	\$12,600	Facebook ads	\$10/month
Casual	250	\$70	\$17,500	Print ads	\$10/month
			\$102,600	In-store events	\$4,000
Accessories				Billboard	\$2,745
Cologne	50	\$50	\$2,500	Radio Advertisement	\$75/month
Eyewear	55	\$60	\$3,300		
Wallets	60	\$50	\$3,000		
Watches	65	\$50	\$3,250		
Belts	80	\$40	\$3,200		
			\$15,250		
			\$310,200	Total Marketing: \$7,885	
				% to Total: 6.1%	
				Total: \$126,025	

Target Customer

- Demographics and Psychographics**
- Generation X males, ages 40-54
 - Live in northwestern Minnesota and eastern North Dakota
 - Income: \$60,000 +
 - Married with children
 - College graduates
 - Prizm: Affluentials
 - Kids & Cul-de-Sacs
 - Values quality
 - Prizm: Country Comfort
 - Value practicality and comfort
 - Brand loyal and values the significance of sustainability
 - VALS: Achievers and Makers
 - Goal oriented
 - Enjoy all types of team sports and outdoor activities



Sourcing

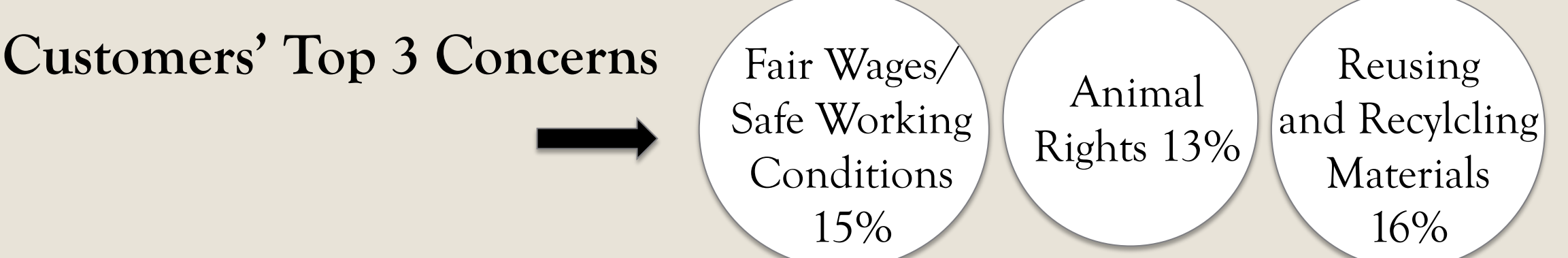


Factory Requirements

- Follow laws regarding slavery & human trafficking
- Comply with Child Labor Laws
- Employee Safety
- Environmentally Ethical
- Implementing renewable resources

Triple Bottom Line

<p>People</p> <ul style="list-style-type: none"> - Charity event at the Red River Market to support the Borgen Project, which tackles worldwide poverty - Creating relationships with eco-conscious vendors will boost their revenue, supporting their employees and respective charities 	<p>Planet</p> <ul style="list-style-type: none"> - Paperless business model - DocuSign signature require no paper. - Freecycle - usable store fixtures that are passed on from retailer to retailer. - LED lighting - Tension envelopes/packaging - exclusively recycled paper packaging. - Tree planting event in-store; guests and their families can plant potted trees and receive a discount on their next purchase. 	<p>Profit</p> <ul style="list-style-type: none"> - Reducing material costs with the take-back program - Collaboration with other small businesses will support local economy and rate of employment - Reducing paper costs with the handheld POS system - Private label and high markup contributes to cash flow.
--	---	--



Competitive Analysis

<p>1. Scheels Strengths</p> <ul style="list-style-type: none"> • Well developed consumer base • Good reputation • Experiential shopping • Emphasis on customer service • Capital • Conservation classes (The Refugee Garden Project) <p>Weaknesses</p> <ul style="list-style-type: none"> • High price point • Lacks variety of ethically sourced brands 	<p>2. Fowler's Heritage co. Strengths</p> <ul style="list-style-type: none"> • Unique shopping experience • Unique product assortment • Blend of modern and vintage apparel • Carries local brands <p>Weaknesses</p> <ul style="list-style-type: none"> • No online store • Smaller product assortment for men. • Sustainability is not a main focus. 	<p>3. Strauss For Men Strengths</p> <ul style="list-style-type: none"> • Specialized merchandise • Loyal customer base • In existence for over a century • High quality merchandise • Capital <p>Weaknesses</p> <ul style="list-style-type: none"> • No opportunity to buy or view merchandise on website. • Very high price point.
--	--	--

Competitive Edge

1. Refurbished fixtures, eco-friendly lighting, and refurbished flooring will be used within our brick and mortar store
2. Take-Back Program: Customers can bring in their worn or outdated clothing in exchange for a discount on their next purchase. We will either donate, up-cycle, or reuse the products given to us and reimagine them into something new.
3. A 4-week training program includes:
 - Product Development training - a look into how the products are made, where the materials came from, the reason behind the up-cycled apparel items, and more.
 - Customer service training: creating genuine, authentic conversations with people is the best way to create a relationship with our customers. This will reflect within our overall sales.

Industry Segment & Market Analysis

- Industry Analysis:**
- Menswear industry is estimated at a number of \$402 billion.
 - 25% of the global apparel market industry
 - Within the next year, menswear industry is expected to increase by 17%.
- Market Analysis:**
- Gen-X males make 11.2% more income than other male generations in the Fargo/Moorhead area.
 - Males ages 40-54 make up 16.4% of the total male population in Fargo/Moorhead.
 - Fargo/Moorhead Gen-X males have a higher disposable income than other generation males the area, making it a major opportunity for our business.



ESRAP Educators for Socially Responsible Apparel Practices

Marketing Structure

Saving our planet one shirt at a time.

Bring in your gently used clothing and receive discounts on new ones.

#BlueRidgeTakeBackProgram

The Blue Ridge app allows customers to gain insight about our company and products, earn rewards, track rewards, and shop.

App Logo BR

- Through our private label, Blue Ridge is able to take back our customers' used apparel items that are ending up in landfills. [The average American throws away 70 pounds of clothing/year.]
- Promotional signage throughout the store and online will break down how our private label and our take-back program work hand-in-hand, and how this is positively impacting the environment.