

UnityBlu

# **Business Plan**

# Table of Contents

**Executive Summary..... 2**

**Company Description..... 3**

**Marketing and Sales Strategies..... 4**

**Financial Summary..... 6**

**Launch Plan.....7**

**Conclusion..... 8**

## Executive Summary:

**CEO:** The CEO of UnityBlu is Hannah Clark. A Torrey Pines Senior that has been involved with Varsity Cheer and clubs since freshman year, and also has taken many business courses to stay on the business track throughout high school. As a future biology major at the University of Arizona, she is extremely dedicated and passionate to strive to make a difference in this world. Chosen for CEO because of leadership skills she has learned from Varsity cheer, organization skills, and interest in business execution and planning which gives her the edge she needs to be a successful CEO, and help build up the company as a whole.

**COO:** The COO of UnityBlu is Madison Chandler. Madison is a senior at Torrey Pines High School and has completed marketing, accounting, and internship classes and is currently completing the business pathway. She has experience organizing and managing day-to-day activities of non-profit organization and also has experience in event planning from her year-long internship at the Del Mar Village Association. Madison is the ideal COO because she of her communication, leadership, and strategy skills which help create the ideal foundational piece in this company.

**CMO:** The CMO of UnityBlu is Brian Chang. As a business pathway completer, Brian displays a strong understanding and knowledge of the industry. Brian specializes in design, product development, and all aspects of creativity at UnityBlu. Brian's creative drive combined with leadership skills further UnityBlu's marketing abilities.

**CFO:** The CFO of UnityBlu is Madeline Chau. As a Torrey Pines senior and future Statistics major at SDSU, Madeline's strength with number-crunching and her superior

attention to detail makes her a strong CFO. She has completed the business pathway at Torrey Pines, and has gained leadership skills as the Vice President of the TP Red Cross Club and as the Communications Chair of the San Diego Red Cross Youth Council.

**CCO:** Anthony Kim is the CCO of UnityBlu. As a worker in the restaurant industry, Anthony has a lot of insight on how businesses should flow. Through his job as a waiter, Anthony knows specific policies and regulations that are necessary for a successful business. On top of that, he has taken business courses in high school to expand his knowledge. Anthony's work experience and knowledge of regulations and procedures makes him a great CCO.

**Mission:**

UnityBlu's mission provides a funnel for the youth market to make a difference. We partner with a variety of charities providing a diverse and all-inclusive service bridging youth and a desire to make a difference in their community. UnityBlu provides the vehicle for quick and easy fundraising. We remove the barrier of entry to charitable fundraising by enticing millennials and Gen X with apparel that resonates with current trends. This gives an outlet to our audience the ability to give back to the charities they feel most connected to, while being able to purchase merchandise for themselves.

**Company Description:**

**Brand Statement:**

UnityBlu as a brand is built on transparency between donations made and our customers which instills trust between the triangle of the charity, the customer, and us. UnityBlu is a company that strives for a community based feel with all our customers. Once purchasing from UnityBlu and donating to non-profits, you are automatically in the UnityBlu family, in which we will keep in touch with you to keep the community feel. We as a whole are extremely passionate about giving back to the community, and being able to provide an outlet for our younger audience the ability to give back as well.

**Keys to Success:**

Our keys to success include keeping close touch with our community as a whole to build up our companies reputation, as well as keeping close touch with our customers so they feel as they are in the UnityBlu family. Our goal is to create a family aspect will all our customers, which will be a key player in our companies success.

**Company Ownership:**

There are five key players in our company; Madison Chandler, Brian Chang, Madeline Chau, Hannah Clark, and Anthony Kim. We all we'll equally share equity in our company, with 20% each.

**Location and Hours:**

Online and in operation 24/7

**Product & Services:**

Our sales and company is currently website-based. We provide a simple, minimalistic site that directly allows customers and consumers to customise their sweater and order. There will be four customizable options: Style, color, size, and logo. The customer will

first select their desired size and style that includes a quarter-zip sweater, crewnecks, and hoodies. Secondly, the customer will choose between the five pastel-based colors which include off-white, pink, mint green, baby blue, and black. Finally, and most importantly, they will choose one of the many available icons that will ultimately determine which non-profit organization they purchase will donate to.

### **Competition:**

The apparel industry has a lot of competition. There are lots of start-ups and existing big name brands. There are also many clothing companies that give back to the community. Our competitive advantage is our original logos representative of various nonprofit organizations. Also the basis of our company is different compared to many established apparel companies because we are online based.

## **Marketing and Sales Strategies**

### **Advertising:**

All of our advertisements will be digital.

Advertising will be performed through various social media platforms including:

instagram, snapchat, facebook, twitter.

Advertisements on social media will be shown to users who are interested in apparel and that have been actively involved in non-profit organizations. This includes those who donate, openly demonstrate their role in an organization, anyone within the philanthropic community. Info can be found on Facebook's Business and Advertising Manager.

## Promotion:

We will be using online platforms and word-of-mouth to promote our business, since our business is conducted on a website. In addition, we will network with family, friends, and existing contacts as well as expand our networks by speaking with the staff of nonprofit organizations. UnityBlu has also launched an integrated marketing campaign.

We will increase visibility by launching an advertising campaign. Promotion through brand ambassadors.

## Financial Summary

<b>Style</b>	<b>Production Cost</b>	<b>Sale Price</b>	<b>Profit Margin</b>	<b>Donation</b>
Crew Neck	\$12	\$35	\$13	1.3
Hoodie	\$15	\$38	\$13	1.3
Quarter Zip	\$16	\$39	\$13	1.3

As of now, UnityBlu has not yet generated any revenue, as the company is still in the the presale process. The reason that no orders have yet been taken is that the leadership team is currently discussing with distributors to get the best quality product for our consumers. At the time of surveying potential customers, UnityBlu had not yet

received a quote for the cost of production for their sweatshirts and thus could not give an accurate price approximation to potential buyers.

### Launch Plan:

The first step was to design the company logo, as well as the original icons for the sweatshirts. The leadership team also decided what clothing item was first to be sold at launch, since UnityBlu is an apparel company and will sell many different clothing items in the future. Additionally, the options for cut and color were discussed and decided. After determining the options for customizing, the team verbally surveyed the population at their high school, Torrey Pines High School, in order to test if their product would be popular among their target market. Students from other schools were also surveyed. The next step was reaching out to distributors and non-profit organizations to create a relationship and build partnerships. From distributors, the team received quotes on production costs. At present, UnityBlu is not planning on buying in bulk as there are hundreds of different options a user could choose. Instead, sweatshirts will be made to order, however, this process may change as the company grows. UnityBlu also created an integrated marketing campaign as well as advertised through word-of-mouth. The final steps in the launch plan will be making the sweatshirts. Additionally, the company will be reaching out to those who expressed interest in purchasing the product and officially selling the sweatshirt to them.

## Conclusion:

UnityBlu is a company in which we give the power to the people to be able to give back. To provide an easy access for the young community to have the option to donate, and feel as if they have helped their organization of choice is extremely important to us as a company, and our main goal.

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