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DASH & SPLASH

Fashion that you kid love

Going on vacation with children can be very stressful so our store provides that worry less feeling when it comes to your kids, in this case your boys. Our store Dash & Splash will provide focus on boy's (ages newborn to 12 years) swimwear. Boy's during these prime months of newborn to 12 years are very active, from their first walking to playing their favorite sports.

A photograph of three young boys standing in shallow water on a beach. They are all shirtless and wearing colorful swim trunks. The boy on the left wears light blue and white patterned trunks, the middle boy wears dark blue and white patterned trunks, and the boy on the right wears yellow and white patterned trunks. They are holding up a large, light-colored beach towel above their heads. The background shows the ocean and a clear sky.

Abstract


Going on vacation with children can be very stressful at times, and what is a vacation when you're worried throughout most of it. Kids during these prime ages of newborn to 12 years can be very active, from taking their first steps to playing their favorite sports. We need a way where we can enjoy our vacation with kids while still keeping them safe. In the following pages, you will be indulging into the outline of our newest store "Dash & Splash" where we will be selling boys swimwear. With our swimwear we will provide top of the line protection by including a guaranteed flotation device that will prevent your child from drowning.


The idea behind Dash & Splash is to worry about one less thing when you're on vacation, especially with kids. The name is more of a parent/kid reference where the parent forgets the swimsuit and you're on the way to the beach and you see our store. You can quickly dash in and grab a swimsuit so your child can splash away. Our store Dash & Splash will provide/focus on boy's (ages newborn to 12 years) swimwear. Our flotation device will alert your phone(in real time) when your child has entered the premises of water and when the water level is at a certain height that can be dangerous to them. We split the outline into multiple parts where you will be able to find each product we will be selling. For more of the financial side, we've added our calculations of estimated sales the next 5 months, with estimated/expected sales increase and decreases throughout the months of February - July.

Store Location & Hours


CONTACT US

4500 W Cypress Avenue St;
Tampa, Florida, 33607, United States
Dash&Splash@gmail.com
(818) 998 - 2265





4500 W Cypress Avenue St; Tampa, Florida, 33607, United States
[Directions](#)



STORE HOURS

Take a look

Monday - Wednesday	10:00 am - 6:00 pm
Thursday	CLOSE
Friday	10:00 am - 6:00 pm
Saturday	10:00 am - 5:00 pm
Sunday	10:00 am - 5:00 pm

Biographies



Manage the innovative procedure of the mission idea to final touch.

Developed the style line and layout the clothes featured on this mission

Research fabric, style, and developments to apply for the final touch of the garment series featured. Produce the web page.

Assisted on the final details.



As the creative director Thomas Baez conducted the research of finding out the right colors that were more suited for children. He also assisted in overseeing the open to by calculations and proceeded to make corrections if it is needed as well as establishing the markdown percentages.



Developed synopsis of the aesthetic of the brick & mortar store including look and location. Explained color choices and distinction from other stores that may compete with ours. Completed the last part of projected sales math and explanation of why Dash & Splash did better and what we will continue to work on to improve sales in the next period.



Gather information and produce our Abstract, focusing on our Target market, introducing our brand, and what our project will include. Produced our SKU's list providing information on each item that we will be selling including the color, size and article number. Assisted on the first part of the Open to buy calculation, provided the conclusion.

Synopsis:

About 1000 people die each year due to drowning, which many occur in pools. These deaths are largely preventable, which is why a floatation device directly built into the swimsuit will be a high quality asset for the brand. It would be beneficial and needed to get the U.S. Coast Guard approval for a floatation swimsuit. Once these approvals are provided, our product will have a competitive advantage over others. Most swimsuits do not have this coveted approval by the U.S. Coast Guard so it will serve as a differentiator for the brand. The generic swimsuits for children and young teens include a one-piece garment with foam inserts. Many only have foam inserts on one part of the suit but both the front and back of the suits are needed for complete protection. This is another area where our swimsuits excel as we are not sacrificing protection for looks. The goal is to keep the child in an upright position in the water.

Our swimsuits are also going to be all bright colors such as orange and yellow designs because it makes it easier to locate the children in the water for parents. We will also have other colors such as black for preference. The goal is to make the floatation device appear invisible because especially as kids get older, it seems “uncool.” Made with tiny bubbles and tubes as well, it also cannot be punctured nor deflated. It provides extra buoyancy, which is needed for proper protection. Our goal is to create a sleek but unsinkable swimsuit. The key distinction is to add the same volume in air as we lose when breathing out. This patent-pending process will totally separate our product from the rest. The goal is for speed and efficiency but also protection. Too many children die a year from preventable deaths and that is a cause that is near and

DASH & SPLASH RETAIL PROJECT

dear to our hearts. While we are located in Florida, we also plan to ship products via an E-commerce model. We plan to have a high demand for this swimsuit because there are not many on the market that are versatile as ours. We are excited to roll different SKUs out and be part of a growing trend of safety in this growing market.



Customer Profile



(INGEAR.com)

Demographic: Dash & Splash will have a target audience composed of children of any race, and background, between the ages of 5- 12. Their education level could consist of Pre-K, Kindergarten or Elementary School. Our audience consists of the children of the Next Gen .

These children are growing up faster and faster each year, becoming detached from outside activities and prefer to remain inside with technology. However, when they do explore the outside world such as the beach or a water park, our product will be there to allow them to experience the fun they have been missing.

DASH & SPLASH RETAIL PROJECT

Psychographic: The consumer is expected to be dependent due to their young ages. Children who see going to the beach as a wonderful experience. The parent's are individuals who enjoy their kids having a blast with some splash and would also understand the technology behind our products thus knowing why it is the best out there

Geographic: The location would be around warmer areas such as Miami Florida, where going to the beach can seem almost mandatory. Kids living around hotter environments understand that a good and fun way to cool off is to have fun in the water, either at a water park or the beach.

Color Palette



Rosey Red

Color # 101- Red

Insights passion and fun beyond normal comprehension

Ocean Sky Blue

Color# 102- Blue

The calmness that flows through like water as you gaze.



Lollipop Purple

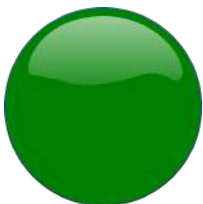
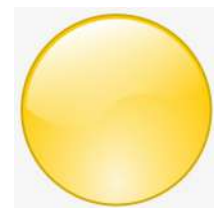
Color# 103 - Purp

The color of royalty with a hint childhood innocence

SunShine Yellow

Color# 104- Yellow

Feel the warmth of that brings fashion to the light



RainForest Green

Color# 105- Green

An adventurous color that explores curiosity and fortune

Allure of Darkness

Color# 105-Black

A concept that cast a shadow on darkness itself.



Foggy Mist Gray

Color# 106 - Gray

A mysterious color that questions the normal.

OJ Orange

Color# 106 - Gray

Great source of vitamin C & fashion.



Lemon Lime

Color# 106 - Light Green

Some may call it sour, others would call it unique.

PRODUCTS BEING SOLD

Splash & Dash Collection

Miami FL, 33607 - (818)998-2265

STYLE #1: PRINT ZIP FRONT FLOAT ONE PIECE

Soft and sustainable swimsuits! Our super sun-blocking, quick-drying swimsuits are made from fabrics that are gentle on your skin and the environment. The fun prints won't fade in the wash or pool, and the adjustable waistband ensures kids can play and play in their favorite swimwear for seasons to come. .(Hanna Andersson, 2022)

Silhouette:

- *Stretch mesh*
- *Encased stretch waist*
- *Adjustable drawstring*
- *Poly mesh side pockets*
- *Back patch pocket*

Fabrication:

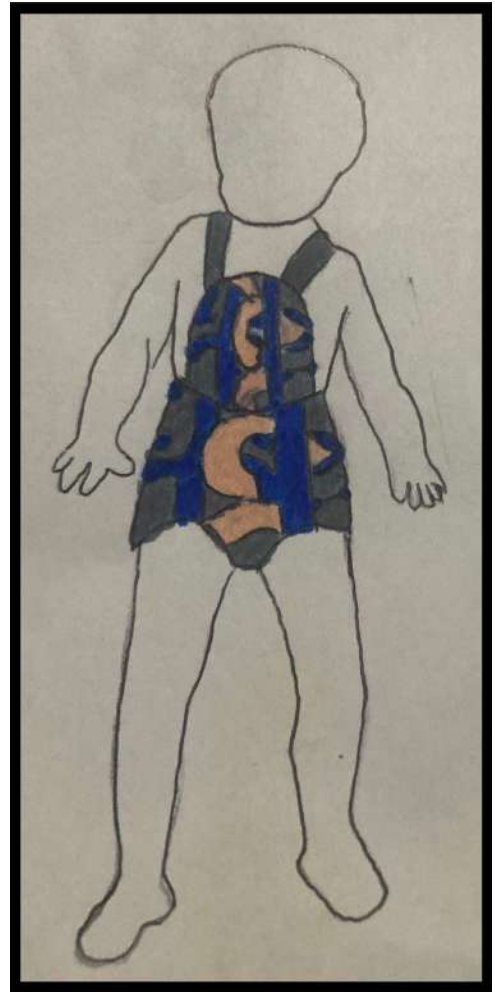
- *80% Nylon & 20% Spandex*

Care: *machine or hand washing; dry*

line/dry machining over low heat

Sample Fabric: (Etsy,2022)





think pink



DINOSAUR stew

riverside blue



DINOSAUR stew

(2020 DINOSAUR STEW)

STYLE #2: PRINT SWIM

The new shorts are made from fabric that's soft against the skin, ready to play for generations. Kids can wear their favorite shorts for seasons to come at the beach or pool with an adjustable waistband that's made for growing kids. Truly legacy quality.(Hanna Andersson,2022)

Silhouette:

- *Encased stretch waistband*
- *Adjustable drawcord*
- *Side pockets*
- *Back patch pocket*

Material:

80% Nylon, 20% Spandex

Sample Fabric: (Etsy,2022)



Details About Care:

- *Machine wash upside down, in cold water (30oC maximum) and using a delicate washing cycle.*

- *Do not use bleach or other bleaches.*

- *Don't use a dryer. Allow the fabrics to air dry in the shade.*



dusty cedar

 forest #6E7E75	 dark lime #A9A570	 dusty cedar #AD5D5D	 ivory #F4F1EC	 rose #DEBAB9
----------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------

DINOSAUR STEW

spicy mustard

 elephant #C3C5C4	 spicy mustard #D8AE47	 seashell #FBF7F2	 sage #81AC65	 grey #526262
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DINOSAUR STEW

(2020 DINOSAUR STEW)

DASH & SPLASH RETAIL PROJECT

STYLE: #3 BOY'S 2PC SWIM SET

Easy layer is just what kids need for a long day by the water, in a mini-loop terry that's soft on sun-drenched skin. Just for fun: cool details on the back and hood! (Hanna Andersson,2022)

Silhouette:

- *Super soft mini-loop terry knit*
- *Cotton jersey hood lining*
- *Encased elastic at cuffs*
- *Hood finished with 3D shark fin or spikes*
- *Zip front*
- *Kangaroo pockets*

Material:

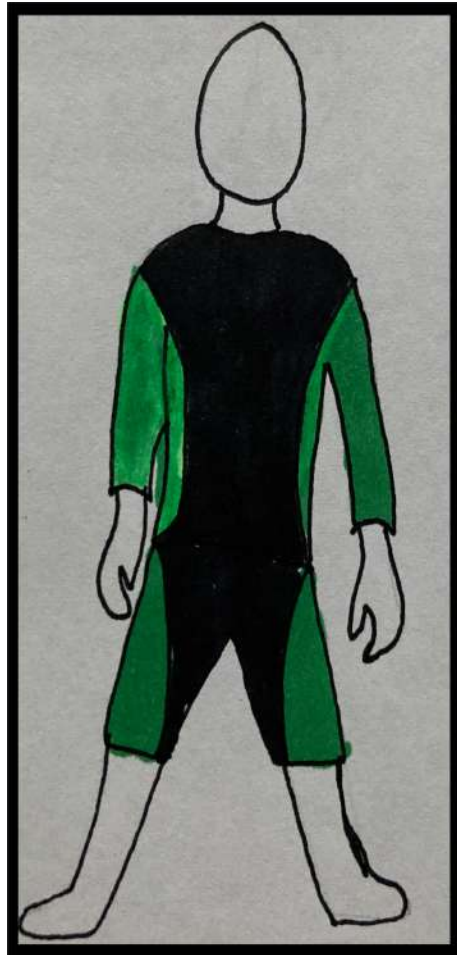
- *80% cotton/20% poly*

Details About Care:

- *Machine wash cold with like colors*

Sample Fabric: (Etsy,2022)





(2020 DINOSAUR STEW)

STYLE: #4 BOY'S 3PC SUN & SWIM SET

Our Boys Swim Set is the perfect outfit to keep your little one safe while having fun out under the sun. This set features a short sleeve UV Skinz Sun & Swim Shirt, matching Board Shorts, and a Reversible Sun Hat. (2022 UV Skinz)

Sample Fabric:

(Etsy,2022)



Silhouette:

- *Mock Neck*
- *Flatlock Seams*
- *17³/₄ Shirt Body Length*
- *5⁷/₈ Short Inseam*



Detail about care:

Cold water on the Gentle wash cycle.



(2020 DINOSAUR STEW)

STYLE: 5 Powerflex Eco Solid Youth

Soft and sustainable swimsuits! Our quick-drying swimsuits are made from fabrics that are soft on the skin. The fun prints won't fade in the wash or pool, and the adjustable waistband ensures kids can play and play in their favorite swimwear for seasons to come.

(2022 Hanna Andersson)

Silhouette:

- Adjustable drawstring closure
- More advanced fabric and longer lasting sand
- Designed to offer maximum comfort
- maintaining superior softness

Material:

- 92% Nylon/8% Spandex

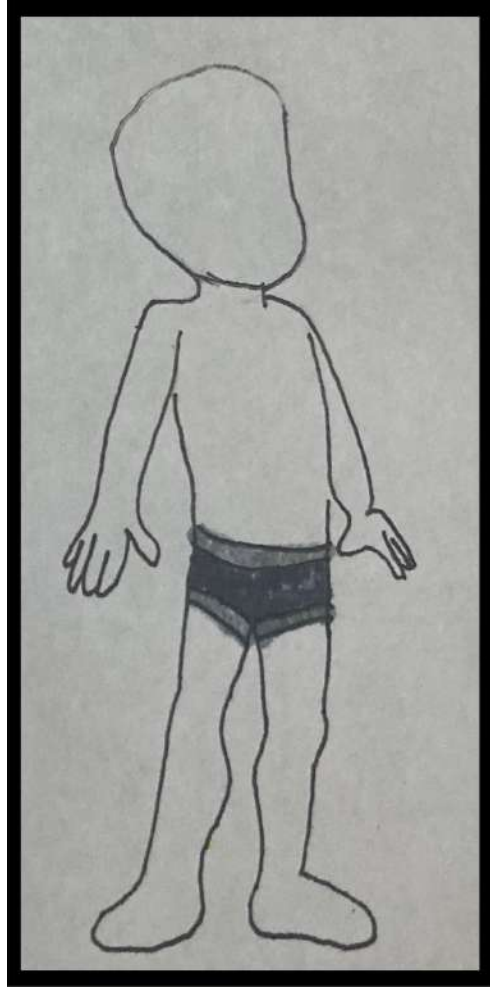
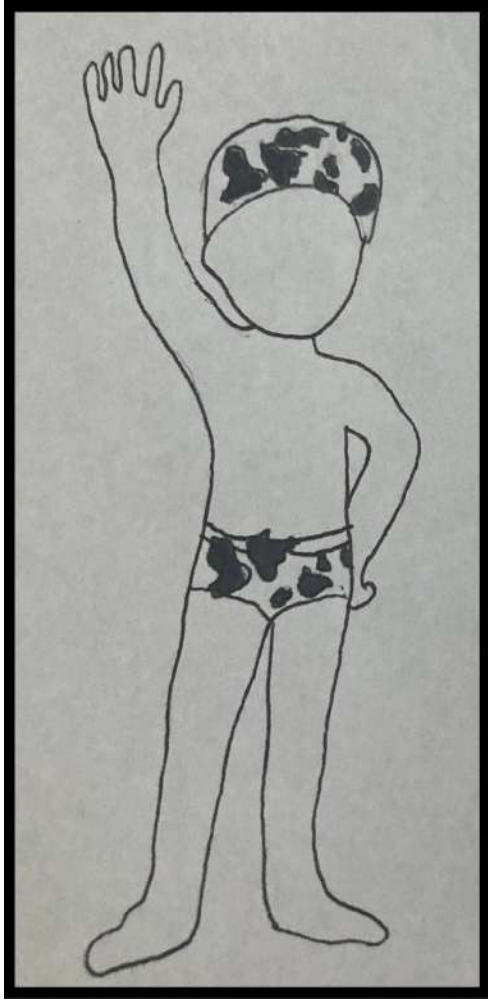
Details About Care:

- Hand washing in cold water, mild detergent and dry line. No bleach, iron or dry cleaning.

Sample Fabric: (Etsy,2022)



DASH & SPLASH RETAIL PROJECT



winter hues



#686869 #313546 #AE8A85 #E9E3E0 #CFCFCA

DINOSAUR STEW

garden party



DINOSAUR STEW

(2020 DINOSAUR STEW)

STYLE:6 SURFING SWIMWEAR

Soft and sustainable swimsuits! Our sunscreen surf swimsuits dry faster than ever and protect skin from harmful UVA/UVB rays in a new swim fabric that's just as soft on skin with colors that won't fade with washing or the pool.(2022 Hanna Andersson)

Silhouette:

Sample Fabric: (Etsy,2022)

- Blocks 97% of harmful UVA/UVB rays
- Super-smooth flatlock seams

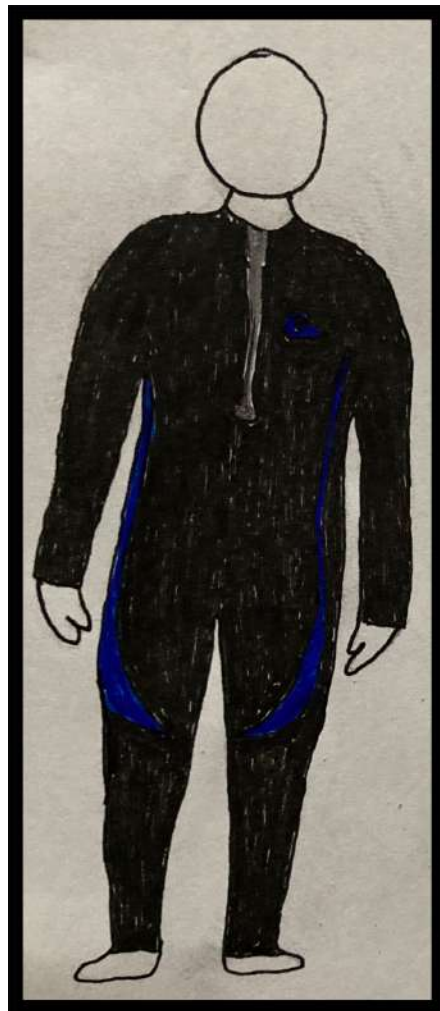
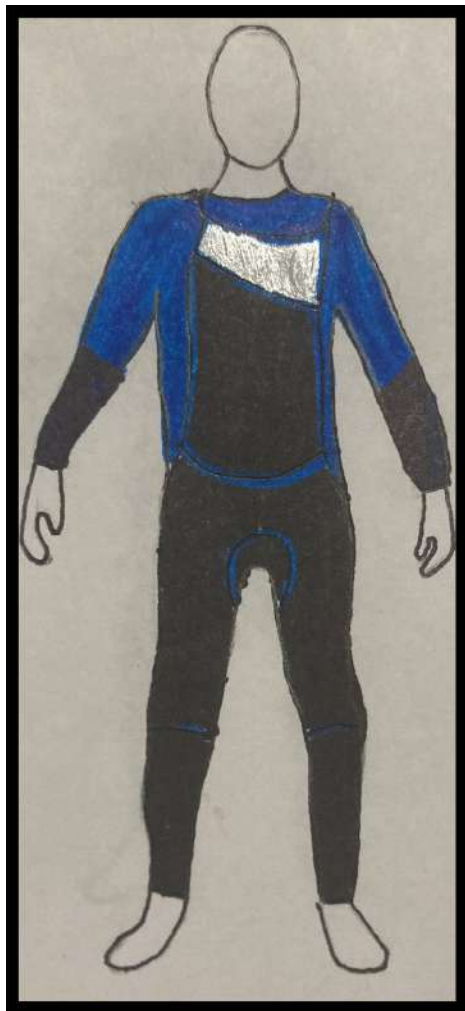
Material:

- 82% nylon/18% spandex knit

Details About Care:

- Machine wash cold





winter hues

grey	navy	cinder	muted ecru	silver
#686869	#313546	#AEA8A5	#E9E3E0	#CFCFCA

DINOSAUR stew

(2020 DINOSAUR STEW)

RETAILER'S SKU ILLUSTRATION

**PRODUCT DETAILS
DASH & SPLASH**

	STYLE #	COLOR #	Season#	SIZES Month-Years	SKU (A stock-keeping unit)
1	7500/502	Slate #708090	Spring/ Summer 2021/2022	0M-12M 12M-5Yr	7500/502/090
2	4442/504	Hot Pink #FF69B4	Spring/ Summer 2021/2022	0M-12M 12M-5Yr	4442/504/694
3	1044/501	Ivory #FF11F0	Spring/ Summer 2021/2022	3M-12M 12M-6Yr	1044/501/110
4	1381/504	Candy #FF0800	Spring/ Summer 2021/2022	0M-12M	1381/504/080
5	5431/502	Black #00000	Spring/ Summer 2021/2022	0M-12M	5431/502/800
6	4442/504	Soft Taupe #CDC9C6	Spring/ Summer 2021/2022	0M-12M	4442/504/906
7	6066/328	Riverside #4C6A92	Spring/ Summer 2021/2022	12M-6Yr	6066/328/469
8	1608/008	Linen #F4F1EC	Spring/ Summer 2021/2022	12M-5Yr	1608/008/410
9	4442/504	Pool #B6D2CC	Spring/ Summer 2021/2022	12M-5Yr	4442/504/620

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10	1242/446	Grey #626262	Spring/ Summer 2021/2022	3M-12M	1242/446/262
11	1639/023	Forest #6E7E75	Spring/ Summer 2021/2022	12M-5Yr	1639/023/677
12	2756/513	Dark Lime #A9A570	Spring/ Summer 2021/2022	12M-5Yr	2756/513/570
13	0485/626	Dusty Cedar #AD5D5D	Spring/ Summer 2021/2022	12M-5Yr	0485/626/550
14	0485/616	Ivory #F4F1EC	Spring/ Summer 2021/2022	0M-12M 12M-5Yr	0485/616/410
15	4493/500	Rose #DEBAB9	Spring/ Summer 2021/2022	0M-12M 12M-5Yr	4493/500/009
16	5536/527	Elephant #C3C5C4	Spring/ Summer 2021/2022	0M-12M 12M-5Yr	5536/527/354
17	0485/628	Spicy Mustard #D8AE47	Spring/ Summer 2021/2022	0M-12M 12M-5Yr	0485/628/847
18	8367/511	Seashell #F8F7F2	Spring/ Summer 2021/2022	0M-12M 12M-5Yr	8367/511/872
19	1424/205	Sage #B1AC85	Spring/ Summer 2021/2022	0M-12M 12M-5Yr	1424/505/185
20	2756/515	Deep Sea #96DBCC	Spring/ Summer 2021/2022	0M-12M 12M-5Yr	2756/515/960
21	2756/550	Plum #B54680	Spring/ Summer 2021/2022	12M-6Yr	2756/550/680
22	5767/549	Light Gray	Spring/	12M-6Yr	5767/549/534

DASH & SPLASH RETAIL PROJECT

		#55534D	Summer 2021/2022		
23	5770/509	Rust #BB5D29	Spring/ Summer 2021/2022	12M-6Yr	5770/509/529
24	4152/520	Gold #BDA14E	Spring/ Summer 2021/2022	12M-6Yr	4152/520/140
25	6668/536	Riverside #4C6A92	Spring/ Summer 2021/2022	12M-6Yr	6668/536/692
26	2326/619	Pool #B6D2CC	Spring/ Summer 2021/2022	3M-12M 12M-6Yr	2326/619/620
27	6668/534	Garden #526447	Spring/ Summer 2021/2022	3M-12M 12M-6Yr	6688/534/447
28	5644/533	Cinnabar #E34234	Spring/ Summer 2021/2022	3M-12M 12M-6Yr	5644/533/234
29	7096/696	Sienna #A0522D	Spring/ Summer 2021/2022	3M-12M 12M-6Yr	7096/696/522
30	2326/623	Charcoal #36454F	Spring/ Summer 2021/2022	3M-12M 12M-6Yr	2326/623/454
31	2326/621	Navy #313546	Spring/ Summer 2021/2022	3M-12M 12M-6Yr	2326/621/546
32	1044/504	Cinder #AEA8A5	Spring/ Summer 2021/2022	3M-12M 12M-6Yr	1044/504/850
33	7200/505	Muted Ecru #E9E3E0	Spring/ Summer 2021/2022	3M-12M 12M-6Yr	7200/505/930
34	1716/361	Silver #CFCFCA	Spring/ Summer	3M-12M 12M-6Yr	1716/361/100

DASH & SPLASH RETAIL PROJECT

			2021/2022		
35	1416/037	Electric #C83D95	Spring/ Summer 2021/2022	12M-6Yr 6Yr-12Yr	1416/037/395
36	2298/094	Storm #D8D78F	Spring/ Summer 2021/2022	12M-6Yr 6Yr-12Yr	2298/094/878
37	3284/710	Sunset #DD915F	Spring/ Summer 2021/2022	12M-6Yr 6Yr-12Yr	3284/710/915
38	3798/021	Peach #F2827F	Spring/ Summer 2021/2022	12M-6Yr 6Yr-12Yr	3798/021/827
39	8372/106	Coral #F18070	Spring/ Summer 2021/2022	12M-6Yr 6Yr-12Yr	8372/106/070
40	6218/910	Mint #B9DCD2	Spring/ Summer 2021/2022	12M-6Yr 6Yr-12Yr	6218/910/920
41	2373/910	Ivory #EE2C7E	Spring/ Summer 2021/2022	12M-6Yr 6Yr-12Yr	2373/910/270
42	3530/575	Forest #6E7E75	Spring/ Summer 2021/2022	12M-6Yr 6Yr-12Yr	3530/575/775
43	5216/051	Biscuit #F3D3C9	Spring/ Summer 2021/2022	12M-6Yr 6Yr-12Yr	5216/051/339
44	4688/326	Thistle #D8BFD8	Spring/ Summer 2021/2022	12M-6Yr 6Yr-12Yr	4688/326/880
45	8342/201	Mauve #E0B0FF	Spring/ Summer 2021/2022	12M-6Yr 6Yr-12Yr	8342/201/001

OPEN TO BUY CALCULATIONS

MONTH	PLANNED SALES	ON ORDER	Employee Discount	MD\$	SHORTAGE	EOM	BOM
FEB.	\$300,000	\$125,000	2%	\$8,000	2%	\$200,000	\$160,000
MAR.	\$200,000	\$15,000	3%	\$12,000	4%	\$80,000	\$200,000
APR.	\$300,000	\$145,000	4%	\$4,000	5%	\$110,000	\$80,000
MAY	\$200,000	\$35,000	0%	\$3,000	7%	\$90,000	\$110,000
JUNE	\$400,000	\$170,000	5%	\$18,000	2%	\$210,000	\$90,000
JULY.	\$250,000	\$24,000	7%	\$25,000	3%	\$70,000	\$210,000

B2: Average Monthly Sales

(Planned Sales / Amount of Months)

$$(\$300,000 + \$200,000 + \$300,000 + \$200,000 + \$400,000 + \$250,000) / 6$$

$$1,650,000 / 6$$

Average Monthly Sales = \$275,000

B3: Average Monthly on Order

(On order / Amount of Months)

$$(\$125,000 + \$15,000 + \$145,000 + \$35,000 + \$170,000 + \$24,000) / 6$$

$$514,000 / 6$$

Average Monthly on Order = \$85,667

B4: Markdown % for each month

(MarkDown \$ / \$Net Sales)

DASH & SPLASH RETAIL PROJECT

Feb(\$8,000/\$300,000)= 0.26= **2.6%** **Mar**(\$12,000/\$200,000)= 0.06= **6%**
Apr(\$4,000/\$300,000)= 0.013=**1.3%** **May**(\$3,000/\$200,000)= 0.015= **1.5%**
June(\$18,000/\$400,000)=0.045= **4.5%** **July**(\$25,000/\$250,000)= .1= **10%**

PART C1:

Total Planned Sales:

\$300,000 + \$200,000 + \$300,000 + \$200,000 + \$400,000 + \$250,000 = **\$1,650,000**

Sales Plan For Next Season: (Total Planned Sales) x (Percent Increase)

\$1,650,000 x 6.2%(0.062) = **\$102,300**

Sales Period Of Year Prior's Actual Sales Given: **\$1,820,000**

\$1,820,000 - \$102,300 = **\$1,717,700**

\$1,717,700 / \$1,820,000 = 0.94379121 = **94.37%**

\$1,650,000 / \$1,820,000 = 0.90659341 = **90.65%**

Percent Increase = 94.37% - 90.65% = **3.72%**

Dollar Increase: \$1,717,700 - \$1,650,000 = **\$67,700**

PART C2:

*After careful analysis of economic data from the U.S government, Dash & Splash set a sales plan increase for the season of February-July which was **6.2%**. The projected sales plan for the new season is **\$102,300**. With this number we know that the previous sales period Dash & Splash had had prior actual sales of **\$1,820,000**. The dollar increase for the sales period was **\$67,000** and in percent was **3.72%**. This change was due to our new extensive marketing program. In recent years Dash & Splash would use very traditional forms of marketing that weren't really as effective. Now Dash & Splash uses new social media marketing including Instagram, Twitter & Facebook to grab our target market's attention and really put the concept of functionality in child's swimwear out there because it's a concept that we don't see our competitors using. Social media marketing not only propelled our sales but also is social proof that we are the first of our kind when it comes down to who invented functional children's swimwear. Another factor that helped our sales was stricter enforcement for our sales associates that involved teaching them how to connect with our target market better so our store felt more like a home to them. This boosted our sales because of a psychological factor that we tried in order to build stronger consumer relationships. Ultimately these factors helped boost our sales and we will keep striving to get better and not stay complacent.*

Conclusion

In conclusion, this project allowed us as a group to think outside the box, we took each other's input and created a brand that produces more than just swimwear. We created something that would keep your boys safe while they're in the water, so you can worry less. As a group of 4 and there having to be a lot of things we needed to get done we split the project up. We put our best efforts into the parts that worked with the skills we provided, whether it was the mathematical side, creative side or the written portion. Throughout the project, we've learned/gained more knowledge of the production side of a business. What it takes to create, keep and maintain a business. From creating the product, to putting together our product numbers & colors, to figuring out our expected income for the next following months. We provided information on our target market, why we would need something like a flotation device in a swimwear and how effective it would actually be. We even included our color chart, explaining why we chose the certain colors we did. Overall we found this project to be very fun and realistic as we would probably be doing something similar to this if we were to continue to work in the fashion side of business. It prepared us in other ways also such as being able to work together as a group, stepping up and doing what needed to be done.

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