

BUILD UR Idea



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Executive Summary

Welcome to Build ur Idea. We are located in a place filled with travelers from other countries and shoppers from the city. Build ur Idea is located at 13 E 16th St, New York, just a startup company. Build ur Idea is a New York City DIY store specializing in making new items using old clothes or fabrics, such as jackets, bags, pet uses, and toys. And we also provided classes to teach you how to dye, discharge with bleach, print with stamps, and use old clothes to make new items that you want. Generation z and millennials will be our primary demographics. We primarily conducted detailed and rigorous research, analysis, and consumer surveys to design an appropriate marketing strategy for Build ur Idea. We will focus on our marketing efforts on social media advertising and those who enjoy social media and DIY. Protecting our planet and environment is not an easy task, but we can start by recycling our clothes. Giving "new life" to old clothes/fabrics is the first step we take toward protecting the planet and environment.

The Management Team

Chief Executive Officer (CEO)

Salary – \$60,000

Our company's CEO is Michelle Wu Feng, the highest-ranking executive in Build ur Idea. She is in charge of all critical decisions involved in Build ur Idea. She is also responsible for supervising the company's operation and reports to the board of directors. She also teaches printing with stamps and creating classes.

Contact: mwufeng@builduridea.com

Finance Director

Salary – \$57,000

Yinghe Zhao is the finance director of Build ur Idea company. She is responsible for overseeing the financial operations of Build UR Idea and reporting to the CEO, managing the company's budget and revenue. She will also regularly analyze financial markets and plan to resolve any economic issues for the company. She also teaches dying and discharge with bleach class.

Contact: yzhao@builduridea.com

General Manager

Salary – \$57,000

Zion Mckoy is the general manager of Build ur Idea company. He is responsible for the company's and all department's operators. He is generating the company's revenue and controlling the costs of use (for example, advertising campaigns).

Contact: zmckoy@builduridea.com

Marketing Director**Salary – \$57,000**

Yusuf Rahman is the marketing director of Build ur Idea company. He is responsible for overseeing the development and implementation of marketing strategies and coaching the team that implements them.

Contact: yrahman@buliduridea.com

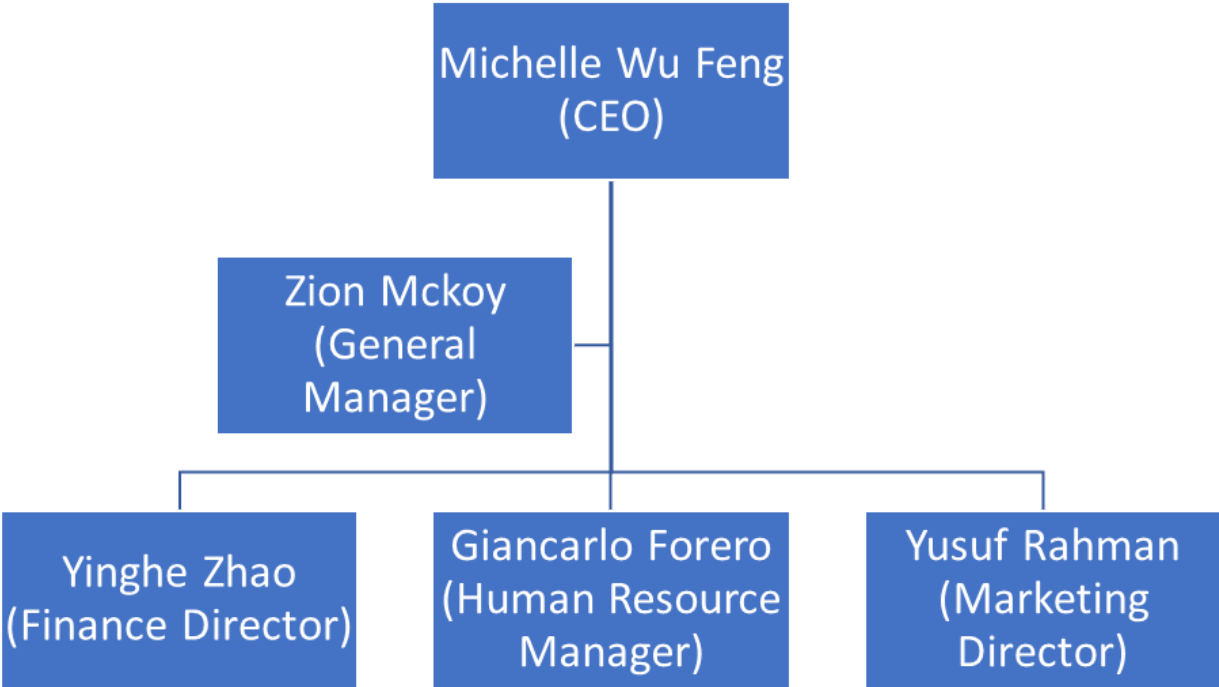
Human Resource Manager (HR Manager)**Salary- \$57,000**

Giancarlo Forero is the Human Resource Manager of Build ur Idea company. He is responsible for supervising the recruitment, interview, hiring, and training of new employees.

Human Resources Manager Program, Coordinating and Guiding Organizations.

Contact: gforero@builduridea.com

Organizational Chart



Products & Services



Type of Classes

- **Dyeing:** Using light color (white) clothes to dye a new color item. Any natural fabric is good with dyeing (ex: cotton, rayon, hemp, linen, ramie, etc. If you can't find 100% natural shirts, a 90% cotton, and 10% polyester or lycra is ok, but avoid 50/50 blends (come out very pale).)



- **Discharge with Bleach:** Using dark color (black) clothes, any natural fabric is good with dyeing (ex: cotton, rayon, hemp, linen, ramie, etc. If you can't find 100% natural shirts, 90% cotton, and 10% polyester or lycra clothes or fabric is ok.



- **Printing with Stamp:** Print your motif at least several times on a cloth or a garment.



- **Creating:** You can use any color of fabric or clothes to create your own style's cloth or articles for daily use. Our studio will provide all required items such as thread, sewing machine, scissors, ruler, etc.



Type of Remake Items

- **Jacket:**



- **Bag:**



- **Pet use:**



- **Toy:**



Whatever idea you have we can accomplish for you.

Class price:

Dyeing class(30)	\$30/adult	under 16 years old \$15
Discharge with Bleach class(30)	\$30/adult	under 16 years old \$15
Printing with stamp class(30).....	\$20/adult	under 16 years old \$10
Creating class(30).....	\$40/adult	under 16 years old \$25
SPECIAL CLASS(1V1).....	\$60/adult	under 16 years old \$45

- (after the class gets your creating item for free)
- Each class is about 2-3 hours long

Price for remake items(can order online):

Jacket.....	\$65-\$100
Bag.....	\$25-\$50
Pet use.....	\$10-\$35
Toy.....	\$20-\$65
Bed use.....	\$50-\$100
Mask.....	\$5
Doormat.....	\$35-\$50
Pencil case.....	\$5-\$10
Cloth	\$15-\$50
Baking use.....	\$5-\$10

Background

Build ur Idea was founded in 2022 by Yusuf Rahman (Marketing director), Michelle Wu Feng (CEO), Zion McCoy, Giancarlo Forero, and Yinghe Zhao (Finance Director). Build your idea is a New York City-based company. Our company is located at 13 E 16th St, 6th floor, New York, NY 10003. You can also visit our website at www.builduridea.com. The creation history of our company comes from a video named "How fast Fashion adds to the World's clothing Waste Problem " after that.

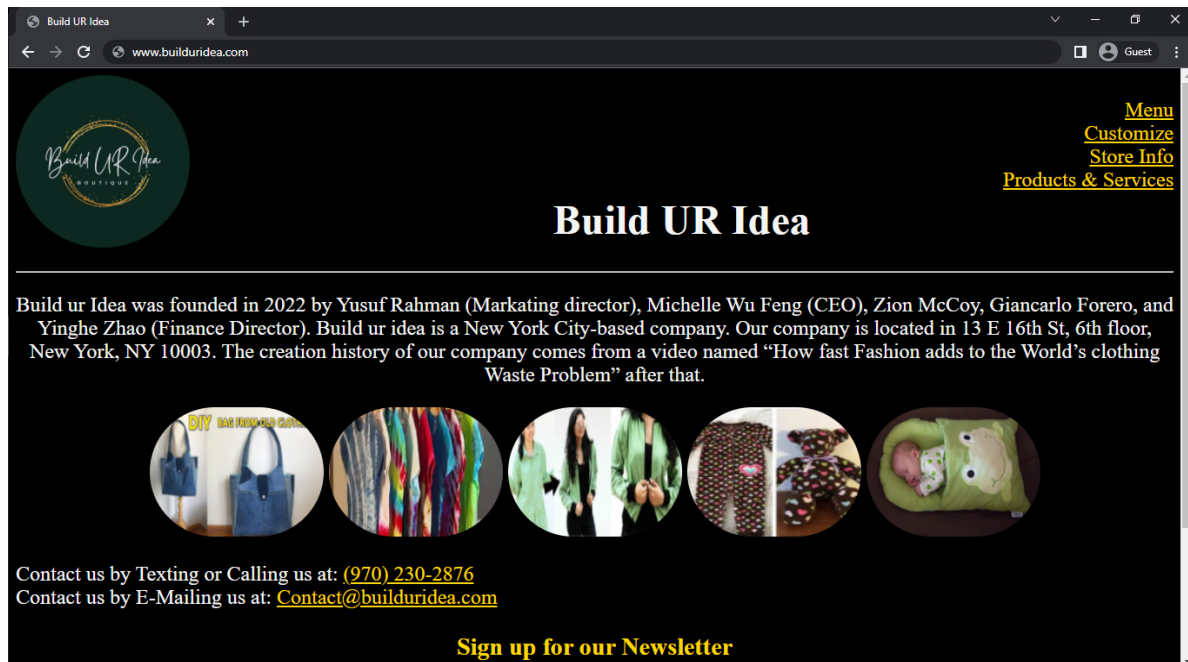


We set up a company specializing in recycling and reusing these discarded clothes and pants. Designing and DIYing them into Other unique items (Use old clothes to make Daily necessities.) Wipes or shredded are used to make low-grade fiber products such as insulating materials. Our company is just-starting. There is no fixed source of customers, and many well-known brands/companies are already in the market.

LOCATION

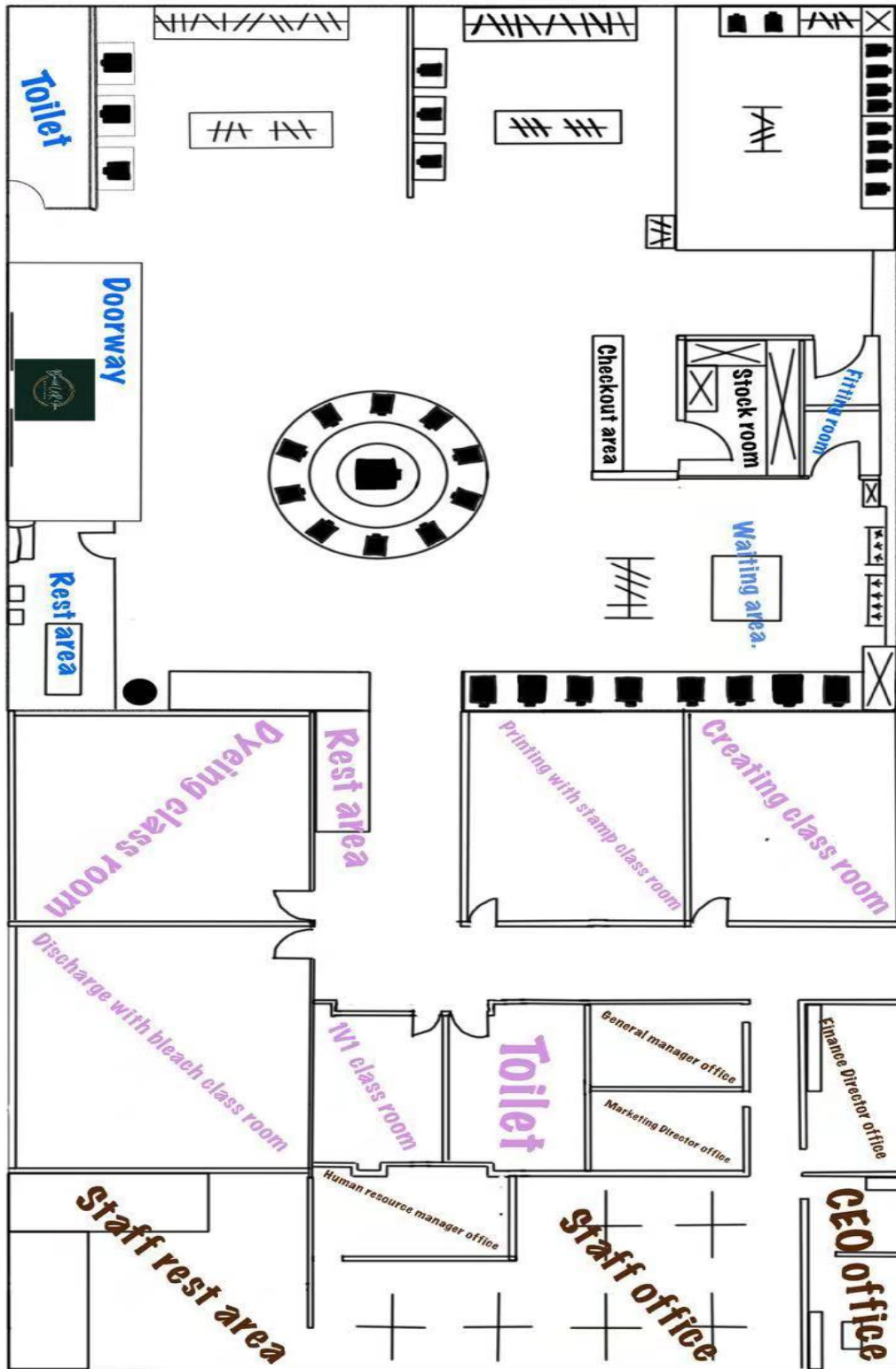


13 E 16th St, New York 10003



Website: www.buidluridea.com

Store Layout



Our Suppliers

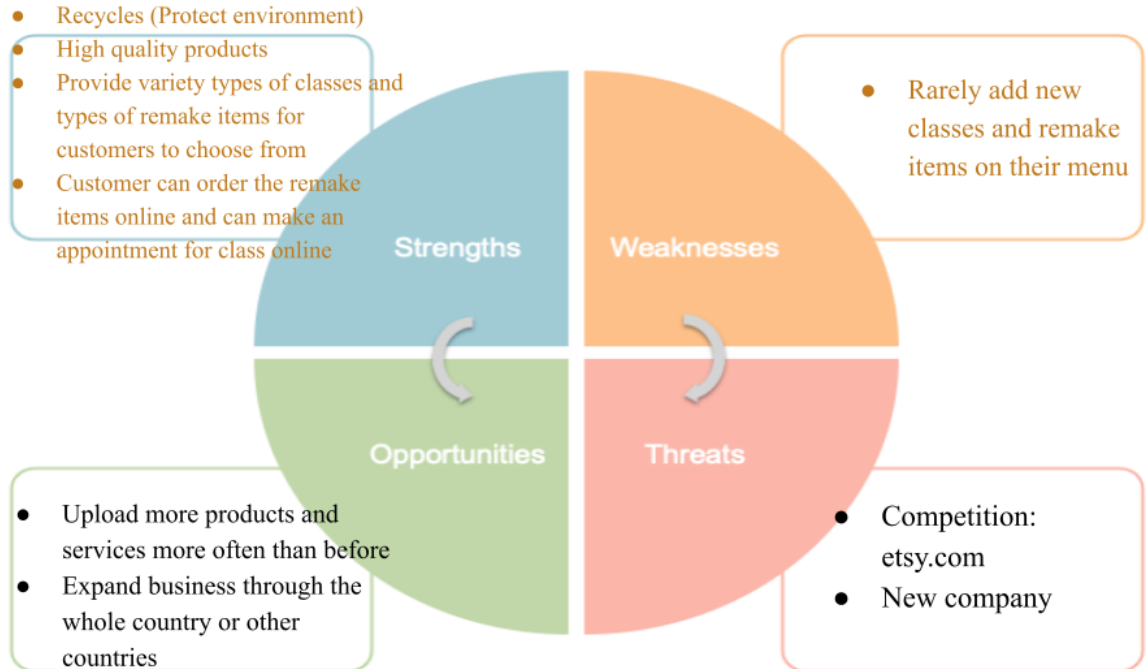
We will specialize in getting suppliers for a more sustainable fashion future. After that, we will buy those old garments from fast fashion stores at a lower price or customers bring their own or accept donated clothes to remake new items.



H & M	People who donate old garments to H & M then can get a 5% off coupon if you purchase \$30+.
Zara	In-store donate/recycling.
Customers	Customers can bring their own old garments to make new items.
Donate	Accepted donations from others.
Uniqlo	Uniqlo collects old garments from all over the world and remakes them into new garments.
North Face	In-store donate/recycling and have a line of renewed clothing.

Competitive Analysis

- SWOT Analysis of our company:



Competitions

Etsy is one of our company's competitors.

Etsy was founded in Brooklyn, NY, and has been in business for 17 years right now. It is an e-commerce company focused on handmade and vintage items, which include bags, clothing, toys, jewelry, home decoration, and so on.





Remake is one of our company’s competitors. Remake has 13 community organizations around the world, including Los Angeles, New York City, London, and Amsterdam. And it is a nonprofit organization that eliminates injustices in the fashion industry.

Instagram Remake Clothing 1 Store is one of our company’s competitors. Remake clothing 1 store has been in business for 1 year right now. Remake clothing 1 store only makes clothes for males. They aim for the best quality and trustable seller. They do not have a retail store, customers can only buy their clothes through Instagram.



Business	Pros	Cons
Etsy	<ul style="list-style-type: none"> - Selling products at low prices - Can order online 	<ul style="list-style-type: none"> - lack of control - Limited products
Remake	<ul style="list-style-type: none"> - Nonprofit organization - Accept donation 	<ul style="list-style-type: none"> - Few people know
Instagram Remake Clothing 1 store	<ul style="list-style-type: none"> - Years in service - Best quality 	<ul style="list-style-type: none"> - No refund/exchange - Only sells men’s clothing

Target Market

The market segmentations that we chose to develop a marketing strategy for Build ur Idea are demographics, psychographics, behavioral, and geographic segmentation.

Demographics:

- Age: 15+ with emphasis on ages 20-50 (Generation Z & Millennials)
- Gender: Male and Female
- Marital Status: Single, Married, Divorced, Widowed, Separated
- Occupation: ANY
- Education: ANY
- Income: Low income, Middle income, High income
- Ethnicity: All races

Psychographics:

- Lifestyle: Urban, Suburban
- Personal Traits: easygoing, love, loyalty, patience
- Beliefs and Values: related to family, happiness

Geographics:

- GARMENT DISTRICT, NEW YORK CITY

Behavioral:

- Purchase occasion: Personal, Family, Couple, Fashion Related.
- Purchasing habits: made appointment online/order online and walkin, or delivery
- Loyalty: Brand and quality loyalty

Global Aspects

Our Company's Global plan starts by collecting various clothes to recycle and transforming them into new products that customers are willing to purchase. Once we collect enough clothing, we would start selling our products online first, then in-store because one will bring us more income, and second, it is faster to get started. After a month of selling online, we will open the store in a populated area where our products can be the star of the street.

As our business flourishes, we will work on creating new products with new materials. We also started a custom shop where customers can come in or online and develop their clothing, bags, toys, etc., with their materials of choice. Our customer service team will be able to help you with your concerns. We will also have unique holiday products that will be out during the holidays.

With our online store, we will be able to ship products to different parts of the world. This will expand our business not only selling in the United States of America (USA) but globally to places that want to have new clothes that are affordable and at the same time looks nice where they can wear them to hang out with their friends or even go on a date. We will also introduce an ambassador program that will allow regular customers to have a personal discount code where they can earn a commission every time someone uses that code to purchase an item.

Marketing Strategy

The marketing strategy that we choose is to promote our brand through social media, billboards, and transportation. We are more focused on promoting our brand through social media. We advertise this way because we notice that most of our customers are millennials, and they are primarily individuals who enjoy social media.

Media Plan and Schedule

Social Media Advertising

Account	Budget	Cost	Time Period	Total
Instagram	\$1,400 daily	\$0.70 per click	365 days	\$511,000
Facebook	\$750 daily	\$0.50 per click	365 days	\$273,750

Total: \$784,750

Billboards

Cities	Type of Advertising	Time Period	Cost	Total Cost
New York City	Bulletin (Large Billboards)	32 weeks	\$5,000/4 weeks	\$40,000

Total: \$40,000

Transportations

Cities	Type of Advertising	Time Period	Cost	Total Cost
New York City	Bus Stop Shelter AD	32 weeks	\$3,000/4 weeks	\$24,000

Total: \$24,000

Sale Promotions

- Limited time purchase coupon, for example, if you book classes or buy remake items on special days (New Year, Valentine's Day, Halloween, Christmas, and so on) you have a 5% off coupon on classes or remake products.
- Giveaways to consumers on holidays.
- Free shipping on \$99 or more in the online store (remake items)

Activity Promotion

- "Let us know your story" - every cloth will have its own story, we will collect some interesting clothes to make an exhibition to let more people know their romantic, beautiful story. (Selected customers can enjoy our 15% discount on either courses or shopping).



Public Relations Strategy

Participating in community events is one of the public relations strategies. Participating in community events can positively impact the efforts of the Build UR Idea to improve the community and society as a whole, such as donating remake items to shelters every month and providing free classes for special school students who like DIY and fashion. Doing things like this can make more people pay attention and learn more about Build UR Idea and help Build ur Idea gain more exposure.

Human Resource Management

Staff- Most of the staff are front and center in our store and (most of them) need to keep an open personality because interaction with the customer is crucial. Jobs will be divided in sections of the working space. Naturally, there will be someone working the cash register, two or more people managing the products and making sure changing rooms are managed correctly, and the artist responsible for customizing the garments. Our business model aims to make an open environment for people to express themselves, therefore employees are allowed to express themselves as they will so long as it aligns with our policy (for example, clothes with offensives language have a zero tolerance).

Training- Staff are expected to run a general protocol when customers enter our area of work they will be met with a great smile and greeting.

Employee salary - Full time: \$18/hour, work 8 hours a day and five days a week.

Part-time: \$15/hour, work 5 hours a day and three days a week.

Benefits: 1. Paid time off, every month has one sick day and one vacation day.

2. Year-end bonus

Build UR Idea**Balance Sheet****For The Year Ended Dec.2022**

Assets

Current Assets

Cash	\$1,733,750
Accounts Receivable	\$3,467,500
Inventory	\$475,000
Prepaid Expenses	\$47,500
Equipment	\$55,000
Short-Term Investments	\$150,000
Total Assets	<u>\$5,928,750</u>

Liabilities and Owner's Equity

Current Liabilities

Accounts Payable	\$2,358,300
Short-Term Loans	\$228,260
Income Taxes Payable	\$1,245,037
Accrued Salaries and Wages	\$893,280
Unearned Revenue	\$136,015
Current Portion of Long-Term Debt	\$1,067,858
Total Liabilities	<u>\$5,928,750</u>

Build UR Idea**Income Statement****For The Year Ended Dec.2022**

Revenue

Class Service Revenue	\$1,918,075
Other Revenue	\$5,201,250
Total Revenue	\$7,118,325

Expenses

Supply Expenses	\$240,000
Salaries Expenses	\$893,280
Advertising Expenses	\$848,750
Cost of Goods Sold	\$800,000
Insurance	\$10,000
Maintenance and Repairs	\$3,000
Tax Expenses	\$1,245,037
Rent	\$200,000
Utilities Expense	\$5,200
Freight Out	\$200,000
Software	\$24,000
Web Hasting and Website Domains	\$13,000
Other Expenses	\$105,000
Contingency Fund	\$200,000
Total Expenses	\$4,733,267
Net Income	\$2,385,058

Customer Survey

We, the Build Ur Idea, are conducting an important survey among people like you in the NYC Marketplace who eat/buy fast food. Your responses are essential to our research and will be kept strictly confidential. We appreciate your time and honesty, thank you for your participation!

1. Do you know where the clothes we usually recycle go to?

- Donate to people who need
- Recycle the fabric
- Remake to new fabric/new things
- Incinerate
- Other

2. What do you do if you have some unused/ripped clothes?

- Throw away
- Sew up broken areas
- Remake to another things
- other

3. How many clothes do you buy in a quarter?

- 0-3
- 4-6
- 7-10
- 10 or more

Continue to the next page

4. What type of clothes do you like to buy?

- Jacket
- T-shirt
- Hoodie
- Jeans
- Pants
- Skirt
- Dress

5. Which brand do you prefer to buy clothes?

- Forever 21
- Uniqlo
- Gap
- H&M
- Nike
- Other

6. Would you go to a store where you could experience make clothes or something you like?

- Yes
- No
- Maybe

7. What do you think of shops that remake new things using old clothes/fabrics?

	1	2	3	4	5	
Least likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Most likely

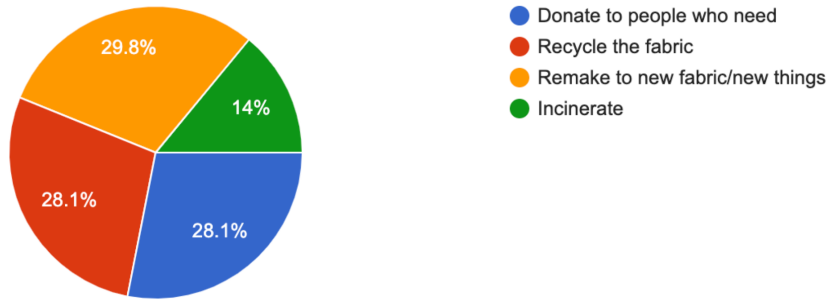
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Thank you for your participation in our questionnaire! If you have any comments or concerns about this topic, please use the space provided below.

Thank you !

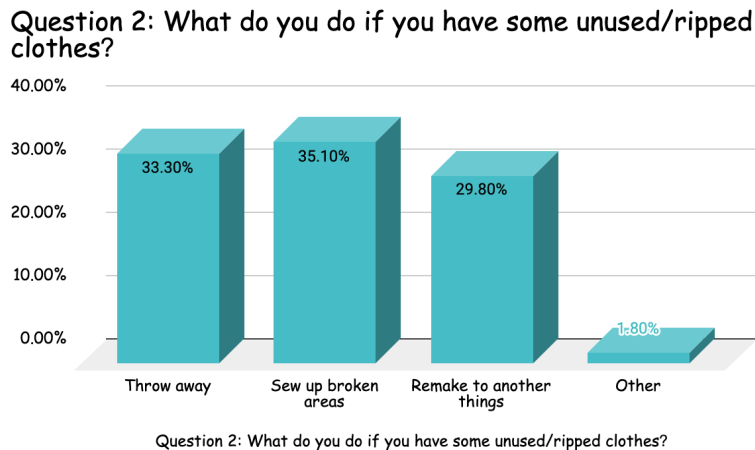
Customer Survey Results

Question 1: Do you know where the clothes we usually recycle go to?



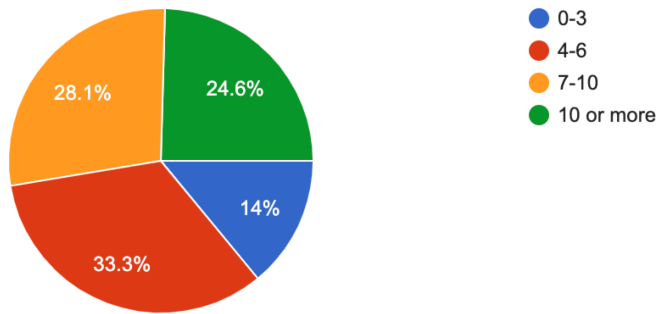
The total number of Respondents was 57. Therefore, Donate to people who need would be $57/16=28.1\%$; Recycle the fabric would be: $57/16=28.1\%$; Remake to new fabric/new things would be: $57/17=29.8\%$; Incinerate would be $57/8=14\%$; and Other would be $57/0=0\%$.

Question 2: What do you do if you have some unused/ripped clothes ?



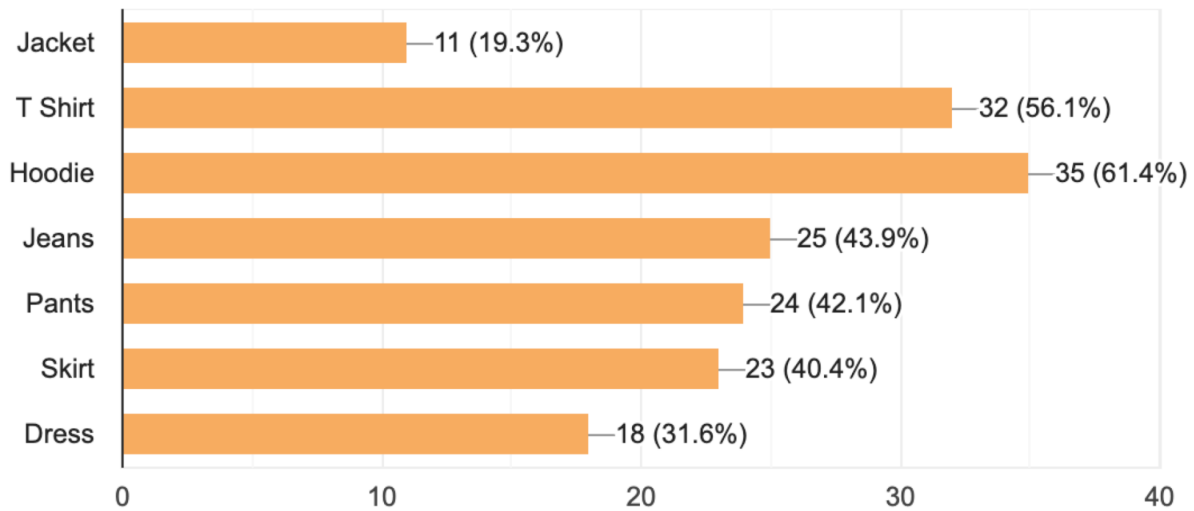
The total number of Respondents was 57. Therefore, Throw away would be $57/19=33.3\%$; Sew up broken areas would be: $57/20=35.1\%$; Remake to another things would be: $57/17=29.8\%$; and Other would be $57/1=1.8\%$.

Question 3: How many clothes do you buy in a quarter ?



The total number of Respondents was 57. Therefore, 0-3 would be $57/8=14\%$; 4-6 would be: $57/19=33.3\%$; 7-10 would be: $57/16=28.1\%$; and 10 or more would be $57/14=24.6\%$.

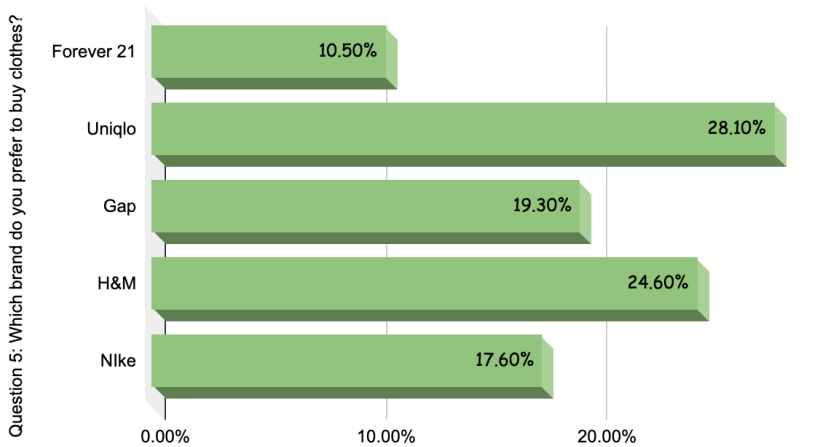
Question 4: What type of clothes do you like to buy?



The total number of Respondents was 57. Therefore, Jacket would be $57/11=19.3\%$; T-shirt would be: $57/32=56.1\%$; Hoddie would be: $57/35=61.4\%$; Jeans would be: $57/25=43.9\%$; Pants would be: $57/24=42.1\%$; Skirt would be: $57/23=40.4\%$; and Dress would be $57/18=31.6\%$.

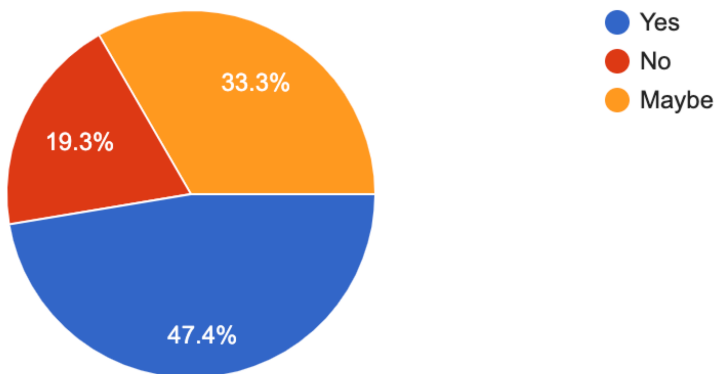
Question 5: Which brand do you prefer to buy clothes?

Question 5: Which brand do you prefer to buy clothes?

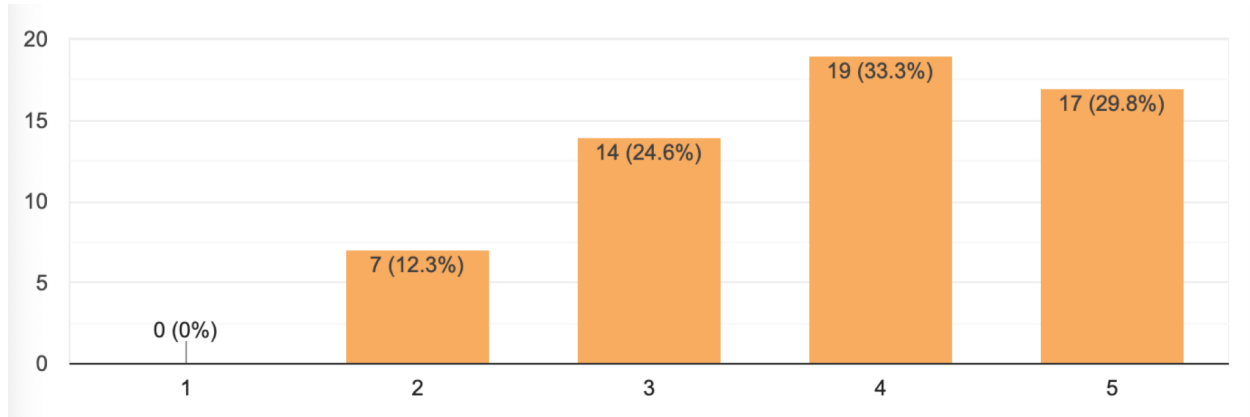


The total number of Respondents was 57. Therefore, Forever 21 would be $57/6= 10.5\%$; Uniqlo would be: $57/16= 28.1\%$; Gap would be: $57/11 = 19.3\%$; H&M would be: $57/14 = 24.6\%$; and Nike would be $57/10 = 17.6 \%$.

Question 6: Would you go to a store where you could experience make clothes or something you like?



The total number of Respondents was 57. Therefore, Yes would be $57/27=47.4 \%$; No would be: $57/11= 19.3\%$; and Maybe would be $57/ 19= 33.3\%$.

Question 7: What do you think of shops that remake new things using old clothes/fabrics?**Least likely - Most Likely (1-5)**

The total number of Respondents was 57. Therefore, 1 would be $57/0=0\%$; 2 would be: $57/7=12.3\%$; 3 would be: $57/14=24.6\%$; 4 would be: $57/19=33.3\%$; and 5 would be $57/17=29.8\%$.

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