



one seed  
heritage



"school uniforms with moral fiber"

hilary dell

President

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# i. executive summary

## 1. what we're doing

One Seed Heritage is a fair trade merchant of high quality, ethically sourced, and sustainable school uniforms and accessories. We strive to share our mission by creating an opportunity to connect students with where the uniform is made, how it is made, and the person who made it.

## 2. how we're going to do it

We work with fair trade suppliers to produce high-quality, sustainable, ethically produced school uniforms. We sell these uniforms to private school students. Every student that purchases a One Seed Heritage school uniform has the opportunity meet the maker of their uniform via Skype. We excite students about fair trade with programming offered through their extracurricular clubs and regular classes. Hilary Dell, founder and president, will manage operations by herself for the first 10 schools or 3 years. In year 3, Hilary will have proper processes and procedures in place to expand exponentially and will add independent sales reps at this time.

## 3. why we'll be good at it

Hilary Dell, founder and president, has managed \$11 million of apparel production over the last 5 years. She has traveled 4 continents working specifically with small women's fair trade co-operatives which has given her specific skills and insight to successfully manage these relationships. Her extensive experience in apparel design/development and in graphic design has helped her significantly reduce startup and operational costs. As a veteran Catholic school student and teacher's child, she has insight to the needs and perspectives of private schools.



Guatemala  
2014



Ghana  
2012



Peru  
2011



Uganda  
2010

## ii. about us

### 1. our mission statement

“provide the highest quality fair trade school uniforms to private schools and a new form of customer service that actively supports their core mission of social justice and empowering students”

### 2. goals and objectives by school year

- 2015 - 2016** Double student population to complete pilot program, analyze all product & program feedback for expansion in 2016-2017 school year.
- 2016 - 2017** Meet 10 school/\$100,000 sales goal. Establish autonomous processes for sales and education programs via online marketplace.
- 2017 - 2018** Market online school uniform and education marketplace to all Ohio private schools.

### 3. our philosophy

***Treat employees, customers, and vendors like family.*** Personal relationships are key to maintaining trust and stability in our supplier, internal, and customer relationships. Creating personal connections with these groups will ease operations and increase sales.

***Valuing education.*** Supporting the core mission of our customers and demonstrating a personal importance of education will foster trust and prove authenticity in our mission.

***Pursuit of excellence.*** We monitor our environmental impact and social impact and continue to seek improved practices.

***Adherence to fair trade principles.*** Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers. We follow the Fair Trade Federation guide.  
[www.fairtradefederation.org/fair-trade-federation-principles/](http://www.fairtradefederation.org/fair-trade-federation-principles/)





### iii. products & services



#### school uniforms

<b>Competitive Advantage</b>	One Seed Heritage is the only fair trade and organic school uniform company in the US. Our social and environmental initiatives support private schools' missions and differentiate them from competing schools. Our products fulfill the self-actualization needs of millennial parents. Our shopping experience mimics one of a high end online shopping experience and we use aesthetically pleasing packaging to increase perceived value and purchase satisfaction. We create a unique personal connection by providing the opportunity to Skype with an artisan that makes the products and every uniform comes signed by a woman who made it.
<b>Competitive Disadvantage</b>	Another company could produce fair trade and organic school uniforms, so reputation as a thought-leader and customer relationships are very important.
<b>Pricing Strategy</b>	We will price our products competitively but slightly more expensive than conventional options for increased perceived value. We price to maintain at least a 40% margin.



#### education programs

<b>Competitive Advantage</b>	The purpose of our education programs is to authenticate our mission and encourage schools to offer our products to their students. They view this service as an interesting integration of their mission. Our programs are fun for students and easy for teachers to implement.
<b>Competitive Disadvantage</b>	No other uniform companies offer these programs. We are not directly competing in the curriculum market.
<b>Pricing Strategy</b>	We price these programs to maintain at least a 60% profit margin.



#### sourcing

<b>Competitive Advantage</b>	We leverage our relationships in the fair trade industry to help schools source other fair trade products. These are always drop-ship arrangements so there is no inventory risk. Offering this service strengthens our reputation as a fair trade expert and deepens our relationships with schools.
<b>Competitive Disadvantage</b>	These sales are hard to predict based on the needs of the school. As more fair trade companies start targeting schools, these sales might decrease.
<b>Pricing Strategy</b>	We add a 30% sourcing fee to the total purchase amount.

### a symbiotic mix

Although we focus on our school uniform revenue stream, our sourcing and education services are integral to maintaining an expert reputation and to demonstrating our commitment to fair trade and social justice earning us trust with our customers.





## iv. marketing plan



### 1. our industry

The school uniform industry is estimated at \$1.3 billion in the USA. The total number of schools requiring school uniforms doubled between 2000 and 2013. In 2013, 57% of all schools in the US enforced a dress code. Although this industry is finding new growth due to the new affinity for school uniforms by public schools, this is not our niche.

### 2. target market

Our target market has little growth but stable demand. We will first target private schools in Ohio with student populations of 400 or more. The percentage of schools requiring school uniforms in Cleveland and Cincinnati are among of the top 10 highest in the country. We target private schools because their parents have already proven that they will spend more money on their children's education and on average earn substantially higher incomes than parents of public school students. There are 1067 private schools in Ohio serving over 230,000 students. An average parent spends \$250 on school uniforms each year.

### 3. competition

We have 2 major competitors in the Ohio school uniform market: Schoolbelle's and Land's End. They offer a large selection of polyester/conventional cotton blend school uniforms. We differentiate ourselves by offering high quality sustainable natural fiber products and a more pleasant shopping experience. Younger parents seem to be more aware of fair trade and environmental concepts and place more importance on the self-actualization aspects of purchasing. We hope that these differentiators will offer parents a reason to choose us over the competition.

### 4. barriers to entry

**Consumer acceptance & brand recognition.** Each school will require educating parents about One Seed Heritage because our competitors have had a hold on the industry many years. As new parents enter their children in school, this will become less of an issue.

**High minimums.** Currently the factory in India requires us to buy 500 pieces. This will become less of an issue as we add more schools. Because school uniforms do not change and do not spoil, aging inventory is less of a risk than in other businesses.

# v. marketing strategy



## 1. promotion

**Public Relations.** In order to be viewed as a thought leader in our industry, most of our promotion will use newspaper and local news outlets to publicize our goodwill efforts and education partnerships with schools.

**Social Media.** We will use social media to connect with the students. By creating relationships with the students through our education and sourcing initiatives, we increase the student community's familiarity and interest in our brand and in our school uniforms.

**Internal School Channels.** We will be publicized in school newsletters to parents and in information packets sent to parents. We will also maintain a presence at open houses and various parent organization meetings. We will also create a presence in newsletters and magazines that are distributed to and between education professionals and organizations.

**Education Conferences.** We will submit proposals to speak about incorporating fair trade programs into schools and classes to various professional conferences.

## 2. budget

We will not invest heavily in marketing as we will rely on the schools to do most of our marketing to the parents. We plan to increase the budget for a public relations push for the 2016-2017 school in order year to reach the 10 school/\$100,000 sales goal.

## 3. distribution channels

All sales are made through our online store. We are currently updating our site to provide an ideal shopping experience. We experienced shopping cart issues during our first season that hampered sales. We will also add the ability to purchase the education programs through our e-commerce site. Independent sales reps will be added in 2017. At this point inventory planning and production processes should be properly planned so that independent sales reps will be able to easily participate in our inventory.



# vi. operations



## 1. suppliers

**RCM-Organic.** Rajlakshmi Mills is certified fair trade by all international labeling organizations and has produced fair trade goods for other companies such as Prana and Patagonia. They are highly reputable and produce high quality goods. They were part of the initial fair trade apparel pilot program with Fair Trade USA and have been certified for 5 years. They have the capacity to handle all inventory needs in the near and distant future.

**Tinte Maya and Casa Del Flor.** These are women's cooperatives in San Juan La Laguna, Guatemala. They are very talented weavers and we've built a lot of trust over the past year. They are committed to producing quality goods for the schools and have taken on the extra initiative of communicating with the students. There are no minimum issues working with these cooperatives. With proper planning, there is no reason why they should not be able to grow with the business.

**Other.** As a back up, I will start development of all products with a fair trade factory in Peru during 2017 depending on growth and political climate. Because of the nature of cotton prices and the US-India duties and tariff rates, I may seek to diversify my operations to Peru for 2018.

## 2. inventory

For current quantities, the lead time for both suppliers is 60 days for all products. Our initial investment in inventory represents the minimums required by RCM-Organic. As our customer base increases, we will spread this inventory across multiple schools, which should alleviate any minimum issues. Also as we reorder more frequently, we should be able to decrease our quantities because we are not developing new products.

## 3. legal notes

Only a resale license is required for this business. Our shipping agent handles all necessary documentation for importing goods. We have not yet trademarked the logo or name. Once we prove the business as viable in 2017, we will invest in these protective measures.

# vii. financial plan

## start up expenses

Fixed Assets	Amount	Depreciation (years) [1]	Notes
Total Fixed Assets	\$ -		No fixed asset are necessary to this business.
Operating Capital			
Operating Capital	Amount	Notes	
Pre-Opening Salaries and Wages	-		
Prepaid Insurance Premiums	-		
Inventory	20,000	This is the initial purchase for all inventory for 3 schools.	
Legal and Accounting Fees	-		
Rent Deposits	-		
Utility Deposits	-		
Supplies	-		
Advertising and Promotions	-		
Licenses	-		
Other Initial Start-Up Costs	-		
Working Capital (Cash On Hand) [2]	6,000		
Total Operating Capital	\$ 26,000		
Total Required Funds	\$ 26,000		

Sources of Funding	Percentage	Totals	Loan Rate	Term in Months	Monthly Payments	Notes
Owner's Equity	100.00%	26,000				
Outside Investors	0.00%	-				
Additional Loans or Debt						
Commercial Loan	0.00%	-	9.00%	84	-	
Commercial Mortgage	0.00%	-	9.00%	240	-	
Credit Card Debt	0.00%	-	7.00%	60	-	
Vehicle Loans	0.00%	-	6.00%	48	-	
Other Bank Debt	0.00%	-	5.00%	36	-	
Total Sources of Funding	100.00%	\$ 26,000	Cell D 42 must equal cell C31			
Total Funding Needed		\$ -	You are fully funded (Balanced)			

sales forecast year 1

Product Lines	Units [1]	Sales Price Per Unit	COGS Per Unit [2]	Margin Per Unit
School Uniforms	1	\$ 42.00	\$ 25.20	\$ 16.80
Education Programs	1	\$ 40.00	\$ 15.00	\$ 25.00
Sourcing	1	\$ 22.00	\$ 15.00	\$ 7.00

Product Lines	January	February	March	April	May	June	July	August	September	October	November	December	Annual Totals	Category Breakdown	Category / Total
School Uniforms															
1 Sold	0	0	0	0	40	52	38	62	12	5	2	0	211		21.2%
Total Sales	-	-	-	-	1,680	2,184	1,596	2,604	504	210	84	-	\$ 8,862	100.0%	32.2%
Total COGS	-	-	-	-	1,008	1,310	958	1,562	302	126	50	-	\$ 5,317	60.0%	31.1%
Total Margin	-	-	-	-	672	874	638	1,042	202	84	34	-	\$ 3,545	40.0%	34.1%
Education Programs															
1 Sold	0	0	0	0	0	0	0	6	0	60	10	0	76		7.6%
Total Sales	-	-	-	-	-	-	-	240	-	2,400	400	-	\$ 3,040	100.0%	11.1%
Total COGS	-	-	-	-	-	-	-	90	-	900	150	-	\$ 1,140	37.5%	6.7%
Margin	-	-	-	-	-	-	-	150	-	1,500	250	-	\$ 1,900	62.5%	18.3%
Sourcing															
1 Sold	0	0	0	0	0	0	0	20	119	30	40	500	709		71.1%
Total Sales	-	-	-	-	-	-	-	440	2,618	660	880	11,000	\$ 15,598	100.0%	56.7%
Total COGS	-	-	-	-	-	-	-	300	1,785	450	600	7,500	\$ 10,635	68.2%	62.2%
Margin	-	-	-	-	-	-	-	140	833	210	280	3,500	\$ 4,963	31.8%	47.7%
Total Units Sold	0	0	0	0	40	52	38	89	131	95	52	500	997		
Total Sales	\$ -	\$ -	\$ -	\$ -	\$ 1,680	\$ 2,184	\$ 1,596	\$ 3,284	\$ 3,122	\$ 3,270	\$ 1,364	\$ 11,000	\$ 27,500		
Total Cost of Goods Sold	\$ -	\$ -	\$ -	\$ -	\$ 1,008	\$ 1,310	\$ 958	\$ 1,952	\$ 2,087	\$ 1,476	\$ 800	\$ 7,500	\$ 17,092		
Total Margin	\$ -	\$ -	\$ -	\$ -	\$ 672	\$ 874	\$ 638	\$ 1,332	\$ 1,035	\$ 1,794	\$ 564	\$ 3,500	\$ 10,408		

# sales forecast year 2

Product Lines	Year 1 Totals			January	February	March	April	May	June	July	August	September	October	November	December	Year 2 Totals	Category Breakdown
School Uniforms																	
1 Sold	211	0	0	70	100	90	60	90	50	30	20	10	0	520	0		
Total Sales	\$ 8,862	-	-	2,940	4,200	3,780	2,520	3,780	2,100	1,260	840	420	-	\$ 21,840	-	100.0%	
Total COGS	\$ 5,317	-	-	1,764	2,520	2,268	1,512	2,268	1,260	756	504	252	-	\$ 13,104	-	60.0%	
Total Margin	\$ 3,545	-	-	1,176	1,680	1,512	1,008	1,512	840	504	336	168	-	\$ 8,736	-	40.0%	
Education Programs																	
1 Sold	76	0	0	30	0	0	0	0	120	150	200	0	500	0			
Total Sales	\$ 3,040	-	-	1,200	-	-	-	-	4,800	6,000	8,000	-	-	\$ 20,000	-	100.0%	
Total COGS	\$ 1,140	-	-	450	-	-	-	-	1,800	2,250	3,000	-	-	\$ 7,500	-	37.5%	
Margin	\$ 1,900	-	-	750	-	-	-	-	3,000	3,750	5,000	-	-	\$ 12,500	-	62.5%	
Sourcing																	
1 Sold	709	0	20	30	0	0	0	20	30	100	30	500	730	0			
Total Sales	\$ 15,598	-	440	660	-	-	-	440	660	2,200	660	11,000	16,060	0			
Total COGS	\$ 10,635	-	300	450	-	-	-	300	450	1,500	450	7,500	10,950	0			
Margin	\$ 4,963	-	140	210	-	-	-	140	210	700	210	3,500	5,110	0			
Total Units Sold	997	0	20	130	100	90	60	90	190	210	320	40	500	1,750			
Total Sales	\$ 27,500	\$ -	\$ 440	\$ 4,800	\$ 4,200	\$ 3,780	\$ 2,520	\$ 3,780	\$ 7,340	\$ 7,920	\$ 11,040	\$ 1,080	\$ 11,000	\$ 57,900			
Total Cost of Goods Sold	\$ 17,092	\$ -	\$ 300	\$ 2,664	\$ 2,520	\$ 2,268	\$ 1,512	\$ 2,268	\$ 3,360	\$ 3,456	\$ 5,004	\$ 702	\$ 7,500	\$ 31,554			
Total Margin	\$ 10,408	\$ -	\$ 140	\$ 2,136	\$ 1,680	\$ 1,512	\$ 1,008	\$ 1,512	\$ 3,980	\$ 4,464	\$ 6,036	\$ 378	\$ 3,500	\$ 26,346			

# sales forecast year 3

Product Lines	January	February	March	April	May	June	July	August	September	October	November	December	Year 3 Totals	Category Breakdown
School Uniforms														
1 Sold	0	0	280	400	360	240	360	200	120	80	40	0	2,080	
Total Sales	-	-	11,760	16,800	15,120	10,080	15,120	8,400	5,040	3,360	1,680	-	\$ 87,360	100.0%
Total COGS	-	-	7,056	10,080	9,072	6,048	9,072	5,040	3,024	2,016	1,008	-	\$ 52,416	60.0%
Total Margin	-	-	4,704	6,720	6,048	4,032	6,048	3,360	2,016	1,344	672	-	\$ 34,944	40.0%
Education Programs														
1 Sold	0	0	100	0	0	0	0	225	300	400	0	0	1,025	
Total Sales	-	-	4,000	-	-	-	-	9,000	12,000	16,000	-	-	\$ 41,000	100.0%
Total COGS	-	-	1,500	-	-	-	-	3,375	4,500	6,000	-	-	\$ 15,375	37.5%
Margin	-	-	2,500	-	-	-	-	5,625	7,500	10,000	-	-	\$ 25,625	62.5%
Sourcing														
1 Sold	0	20	30	0	0	0	0	22	33	200	200	550	1,055	
Total Sales	-	440	660	-	-	-	-	484	726	4,400	4,400	12,100	\$ 23,210	100.0%
Total COGS	-	300	450	-	-	-	-	330	495	3,000	3,000	8,250	\$ 15,825	68.2%
Margin	-	140	210	-	-	-	-	154	231	1,400	1,400	3,850	\$ 7,385	31.8%
Total Units Sold	0	20	410	400	360	240	360	447	453	680	240	550	4,160	
Total Sales	\$ -	\$ 440	\$ 16,420	\$ 16,800	\$ 15,120	\$ 10,080	\$ 15,120	\$ 17,884	\$ 17,766	\$ 23,760	\$ 6,080	\$ 12,100	\$ 151,570	
Total Cost of Goods Sold	\$ -	\$ 300	\$ 9,006	\$ 10,080	\$ 9,072	\$ 6,048	\$ 9,072	\$ 8,745	\$ 8,019	\$ 11,016	\$ 4,408	\$ 8,250	\$ 83,616	
Total Margin	\$ -	\$ 140	\$ 7,414	\$ 6,720	\$ 6,048	\$ 4,032	\$ 6,048	\$ 9,139	\$ 9,747	\$ 12,744	\$ 2,072	\$ 3,850	\$ 67,954	



# operating expense year 1

	January	February	March	April	May	June	July	August	September	October	November	December	Annual Totals
<b>Expenses</b>													
Advertising	500	-	500	-	-	-	-	-	-	-	-	-	\$ 1000
Car and Truck Expenses	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Commissions and Fees	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Contract Labor (Not included in payroll)	-	-	-	-	-	-	200	200	200	200	200	200	\$ 1200
Insurance (other than health)	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Legal and Professional Services	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Licenses	50	-	-	-	-	-	75	-	-	-	-	-	\$ 125
Office Expense	\$ 200	\$ 100	\$ 100	\$ 200	\$ 100	\$ 100	\$ 100	\$ 120	\$ 120	\$ 120	100	100	\$ 1460
Rent or Lease -- Vehicles, Machinery, Equipment	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Rent or Lease -- Other Business Property	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Repairs and Maintenance	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Supplies	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Travel, Meals and Entertainment	-	30	30	30	-	1,000	-	-	100	100	-	-	\$ 1,290
Utilities	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Miscellaneous	50	50	50	50	50	50	50	50	50	50	50	50	\$ 600
<b>Total Expenses</b>	\$ 800	\$ 180	\$ 680	\$ 280	\$ 150	\$ 1,150	\$ 425	\$ 370	\$ 470	\$ 470	\$ 350	\$ 350	\$ 5,675
Total Fixed Operating Expenses	\$ 800	\$ 180	\$ 680	\$ 280	\$ 150	\$ 1,150	\$ 425	\$ 370	\$ 470	\$ 470	\$ 350	\$ 350	\$ 5,675

# operating expenses years 1-3

Line Item	2015	Growth Rate 1 to 2	2016	Growth Rate 2 to 3	2017
Advertising	1,000	20.0%	1,500	20.0%	1,800
Car and Truck Expenses	-	0.0%	-	0.0%	-
Commissions and Fees	-	0.0%	-	0.0%	-
Contract Labor (Not included in payroll)	1,200	3.0%	1,236	3.0%	1,273
Insurance (other than health)	-	0.0%	-	0.0%	-
Legal and Professional Services	-	N/A	1,200	0.0%	1,200
Licenses	125	0.0%	125	0.0%	125
Office Expense	1,460	3.0%	1,504	3.0%	1,549
Rent or Lease -- Vehicles, Machinery, Equipment	-	N/A	-	N/A	-
Rent or Lease -- Other Business Property	-	N/A	-	N/A	-
Repairs and Maintenance	-	N/A	-	N/A	-
Supplies	-	N/A	-	N/A	-
Travel, Meals and Entertainment	1,290	200.0%	3,870	3.0%	3,986
Utilities	-	N/A	-	N/A	-
Miscellaneous	600	3.0%	618	3.0%	637
<b>Total Expenses</b>	\$ 5,675		\$ 10,053		\$ 10,570
<b>Total Operating Expenses</b>	\$ 5,675		\$ 10,053		\$ 10,570



cash flow year 2

[illegible]

cash flow year 3

[illegible]

## income statement years 1-3

	2015		2016		2017	
<b>Revenue</b>						
School Uniforms	8,862		21,840		87,360	
Education Programs	3,040		20,000		41,000	
Sourcing	15,598		16,060		23,210	
<b>Total Revenue</b>	<b>\$ 27,500</b>	<b>100%</b>	<b>\$ 57,900</b>	<b>100%</b>	<b>\$ 151,570</b>	<b>100%</b>
<b>Cost of Goods Sold</b>						
School Uniforms	5,317		13,104		52,416	
Education Programs	1,140		7,500		15,375	
Sourcing	10,635		10,950		15,825	
<b>Total Cost of Goods Sold</b>	<b>17,092</b>	<b>62%</b>	<b>31,554</b>	<b>54%</b>	<b>83,616</b>	<b>55%</b>
<b>Gross Margin</b>	<b>10,408</b>	<b>38%</b>	<b>26,346</b>	<b>46%</b>	<b>67,954</b>	<b>45%</b>
<b>Payroll</b>	<b>-</b>		<b>12,000</b>		<b>24,000</b>	
<b>Operating Expenses</b>						
Advertising	1,000		1,500		1,800	
Contract Labor (Not included in payroll)	1,200		1,236		1,273	
Legal and Professional Services	-		1,200		1,200	
Licenses	125		125		125	
Office Expense	1,460		1,504		1,549	
Travel, Meals and Entertainment	1,290		3,870		3,986	
Miscellaneous	600		618		637	
<b>Total Operating Expenses</b>	<b>\$ 5,675</b>	<b>21%</b>	<b>\$ 10,053</b>	<b>17%</b>	<b>\$ 10,570</b>	<b>7%</b>
<b>Income (Before Other Expenses) [1]</b>	<b>\$ 4,733</b>	<b>17%</b>	<b>\$ 4,293</b>	<b>7%</b>	<b>\$ 33,384</b>	<b>22%</b>
<b>Other Expenses</b>						
<b>Total Other Expenses</b>	<b>\$ -</b>	<b>0%</b>	<b>\$ -</b>	<b>0%</b>	<b>\$ -</b>	<b>0%</b>
<b>Net Income Before Income Tax</b>	<b>\$ 4,733</b>		<b>\$ 4,293</b>		<b>\$ 33,384</b>	
<b>Income Tax</b>	<b>\$ 947</b>		<b>\$ 859</b>		<b>\$ 6,677</b>	
<b>Net Income/Loss</b>	<b>\$ 3,786</b>	<b>14%</b>	<b>\$ 3,435</b>	<b>6%</b>	<b>\$ 26,707</b>	<b>18%</b>



# balance sheet

ASSETS	2015	2016	2017
Current Assets			
Cash	9,786	8,221	29,928
Accounts Receivable	-	-	-
Inventory	20,000	25,000	30,000
Prepaid Expenses	-	-	-
Other Initial Costs	-	-	-
Total Current Assets	\$ 29,786	\$ 33,221	\$ 59,928
Total Fixed Assets	\$ -	\$ -	\$ -
Total Assets	\$ 29,786	\$ 33,220	\$ 59,928
LIABILITIES & EQUITY			
Liabilities			
Total Liabilities	\$ -	\$ -	\$ -
Equity			
Common Stock	26,000	26,000	26,000
Retained Earnings	3,786	7,221	33,928
Dividends Dispersed/Owners Draw	-	-	-
Total Equity	\$ 29,786	\$ 33,221	\$ 59,928
Total Liabilities and Equity	\$ 29,786	\$ 33,220	\$ 59,928
Balance sheet in or out of balance?	Balanced!	Balanced!	Balanced!

# breakeven analysis

Gross Margin % of Sales	
Gross Margin	\$ 10,408
Total Sales	\$ 27,500
Gross Margin/Total Sales	37.8%
Total Fixed Expenses	
Payroll	\$ -
Operating Expenses	\$ 5,675.00
Operating + Payroll	\$ 5,675
Breakeven Sales in Dollars (Annual)	
Gross Margin % of Sales	37.8%
Total Fixed Expenses	\$ 5,675
Yearly Breakeven Amount	\$ 14,995
Monthly Breakeven Amount	\$ 1,250

# School uniforms create a personal language connection to global neighbors.



## Overview

Virtually meeting with an artisan that makes your students' school uniforms will take students beyond theory and into a practical & personal application of interpretative, interpersonal, and presentational language skills. Mayan Guatemalans speak at a slower rate which is beneficial for students learning the Spanish language. While practicing language skills, students will build a relationship with a global neighbor. Students will have the opportunity to explore how their uniform is made, the lives of the ones making them, and the importance of their everyday decisions. In a world where most business is international, it is important to learn how to communicate with people of all backgrounds.



### Course fee: \$250.00

First 1 hr experience is free for schools participating in the uniform program.

### Course Duration: 5-1hr sessions

Duration of course can be adjusted to fit class periods.

**Tip:** We suggest an every other month session to fully benefit from the program.

## Concepts

- Experiencing target language and culture and sharing information and personal reactions with others.
- Interacting with others using culturally appropriate language and gestures on familiar and unfamiliar topics.

## Provided Tools

One Seed Heritage will provide 2 student worksheets for each topic. The first sheet will prepare students for the Skype call with background information. The second worksheet is meant to be used during or after the phone call so students can apply listening and writing skills.

## Suggested Schedule of Topics

1

**MONTH 1: INTERVIEW.** Introduction of students to an artisan. Students will come prepared with 1-2 questions each for the artisan to answer.

2

**MONTH 2: CULTURE.** Artisan will present basic elements of Tz'utujil culture including dress, food, music, and religion. Students will exchange similar information.

3

**MONTH 3: FAMILY.** Students compare family structures. Topics include children, chores, occupations, and marriage practices.

4

**MONTH 4: HISTORY.** Students will learn about the 36-year Guatemalan civil war and its impact on the small Mayan communities in the highlands of Guatemala.

5

**MONTH 5: INSTRUCTIONS.** Students learn how to make a dream catcher by following instructions in Spanish.

\* All resources will be provided to the instructor in support of teaching this course. Additional online support will be available for instructor. Optional guest speaker is available to provide course for an additional fee.

# Integrate your school mission into your art curriculum.



## Overview

Backstrap weaving is an ancient art practiced for centuries in many parts of the world. Peru, Guatemala, China, Japan, Bolivia, and Mexico are a few of the countries where weavers use a type of backstrap loom. Today it is still used on a daily basis in many parts of Guatemala by Mayan women to weave fabric for their clothing and so much more. Students will learn about the history of the loom in the Mayan culture and why it's important today. They will learn basic weaving and dyeing techniques and symbolism of colors and traditional designs. Students will prepare a simple design for export and have the option to produce and purchase their design to support the artisans of the co-operatives.



### Course fee: \$40.00/scarf

Course will be provided with minimum of 10 scarves purchased.

### Course Duration: 3 hours

Duration of course can be adjusted to fit class periods.

**Tip:** We suggest adding to fall curriculum to receive scarves in time for Christmas.

## Concepts

- Influence of technology on visual art.
- Application of elements and principles of art and design.
- Exploration of cultural values in visual work.
- Application of visual art in business.

## Tools & Opportunities

1

**VIDEO COURSE.** Documentary-style video integrating the history of loom, the evolution of weaving technology, the importance of weaving in Mayan communities and in the apparel industry today. Video includes backstrap weaving and hand tinting tutorial so that students will be able to design their own scarf.

2

**INTRO TO APPAREL PRODUCTION.** Students will learn how to prepare a scarf design for export. Students will learn what a tech pack is and how it is used in the apparel industry. Students will fill out a simple tech pack provided by One Seed Heritage to prepare their own scarf for production by the artisans.

3

**SKYPE WITH ARTISANS.** Students will Skype with Guatemalan artisans to virtually experience the life of a textile producer in a developing community and the importance of understanding where their clothing comes from and how it is made.

4

**SCARF.** Students will have the opportunity to have their scarf actually produced for the listed course fee. Not only do they receive a hand-made scarf that they designed, your art class is supporting women artisans in Guatemala in need of stable income.

\* All resources will be provided to the instructor in support of teaching this course. Additional online support will be available for instructor. Optional guest speaker is available to provide course for an additional fee.

# HEIGHTS OBSERVER

News and Views from Cleveland Heights and University Heights



## Beaumont offers students fair-trade school uniform option

by Anna Beyerle

Beaumont School has partnered with One Seed Heritage to offer its students the option of purchasing uniform skirts that are made by fair-trade workers and ethically sourced.

The skirts are handmade by women of the Mayan community of San Juan La Laguna in Guatemala. These women are paid fairly and create the skirts using organic cotton grown on family farms and dye created from plants. Five percent of purchases will fund scholarships for Guatemalan children, whose literacy and school enrollment rates are among the lowest in the world.

"Our women-owned cooperatives are inspired by the Beaumont community's commitment to fair trade and social justice," said Hilary Dell, founder of One Seed Heritage. "This is just the beginning of our journey to strengthen woman-owned businesses and introduce the next generation of women leaders to global entrepreneurship."

Beaumont began exploring the option of fair-trade skirts with One Seed Heritage during the 2014–15 school year, with two students testing out prototypes for several months. The skirts will be offered at a price that is competitive to that offered by Beaumont's existing uniform provider, which families will still be able to order from. Skirts from both providers cost around \$50.

Beaumont is supported by the Ursuline Sisters, who have a continued tradition of social justice work. A partnership with One Seed Heritage enforces Beaumont's mission by educating students about the importance of creating social and economic mobility within communities of need, inspiring human empowerment, and creating sustainable products.

Beaumont is a Catholic, all-girls high school founded in the Ursuline tradition. Visit [www.beaumontschool.org](http://www.beaumontschool.org) to learn more about the school. To learn more about One Seed Heritage, visit [www.oneseedheritage.com](http://www.oneseedheritage.com).



*Lupe, the sewing cooperative's head seamstress, holds a skirt that will be worn by a Beaumont student.*



### Anna Beyerle

Anna Beyerle is the public relations and marketing manager at the Beaumont School in Cleveland Heights.