🕮 DATE: 8/05/2023 🕮

**“ Help cats and dogs - Buy T-Shirts, share the love! ”**

**EXECUTIVE SUMMARY**

🖎 Humans and pets, especially dogs and cats, have been bonded with each other for a long time. Now humans consider them as family members, indispensable companions in their spiritual lives. However, somewhere out there, there are still stray animals wandering and suffering from mistreatment, even being abused by those who harbor ill feelings towards them.

🖎 Fortunately, there are animal rescue shelters established to provide care and support for dogs and cats. Our group also wants to participate and contribute to animal rescue efforts by creating a fundraising project through selling clothes featuring cute pictures of dogs and cats, spreading love and compassion to everyone.

🖎 **Address of charity support:** @Chocuachungta.

**PROPOSAL**

**THE IDEA**: Selling T-shirts to raise funds to support charity for the cat and dog rescue association.

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| **NBs** | **Date** | **Task** | **Executor** | **Detail** |
| **1** | 11/5 to 14/5 | IDEA | All members | Topic, Name of project |
| **2** | 15/5 | Create Website | Trọng Nhân | Post the T-shirt model, where to order and receive orders |
| **3** | 16/5 | Write content | Quang Hưng, Minh Quân | Apply for funds to support the work of buying and designing shirts |
| **4** | 17/5 | Looking for groups that support cats and dogs | Tuấn Trường | Message the admins for support and post moderation for the project |
| **5** | 18/5 | Searching for Shirt Factory | Duy Dương, Tuấn Trường, Minh Quân, Quang Hưng | Check fabric quality in factories |
| **6** | 19/5 | Create Fanpage | Quốc Thắng | Profile photo, cover photo and content for the post |
| **7** | 20/5 | Search Print Studio | Quang Hưng,  Minh Quân | Check print materials and prices |
| **8** | 22/5 to 25/5 | Proposal writing and print design | All members | Divide each person's writing, prepare for the presentation and finalize the print |
| **9** | 26/5 | Proposal Censorship | All members | Read together, check each other's parts to correct, and review each person's presentation |
| **10** | 27/5 | Closing the sale price | All members | Discuss the total amount of money taken and printed, then calculate the selling price |
| **11** | 28/5 | Browse presentations | All members | Carefully review each presenter so that there are no mistakes |

**MARKET ANALYSIS**

* **Market size:** The products are primarily focused on FPT University and a group of dog and cat lovers nationwide.
* **Market segment:** The products are in the mid-range segment compared to other T-shirt brands in operation, with prices suitable for students who may not have high financial resources.
* **Customer file:** The target customers are fashion enthusiasts who are young and have a special love for dogs or cats. They want to provide a better life for their pets.
* **Competitors:** The T-shirt market faces strong competition from large domestic shops with relatively high prices per garment.
* **Distribution channels:** The shop operates both offline and online. It uses social media platforms to reach a larger young audience. Additionally, the shop has a website and a fan page for customers to place orders and have the best shopping experience.
* **Message:** The shop's message aims to improve the lives of abandoned dogs and cats. It not only sells clothes like other shops but also allows customers to contribute to helping these animals.

**BENEFITS**

🙟 **Support for foster expenses:** Selling clothes can provide funding to pay for the cost of raising cats and dogs. This includes purchasing quality food, drinking water, hygiene materials and other essentials to ensure that your dog and cat have a healthy and comfortable living environment.

🙟 **Facilitating adoptions:** Beautiful and stylish clothing can attract buyers and increase adoption. Creating a supportive community for cats and dogs increases the chances of finding new homes for animals in need of care and love.

🙟 **Raising awareness and education:** Clothing sales can also be used to communicate and educate about the rights and care of dogs and cats. This can help raise public awareness about the condition of cats and dogs and how to support and protect them.

🙟 **Build a support network:** Selling clothes can attract the interest and participation of groups and individuals with a similar interest in the protection and care of cats and dogs. This creates a larger support network and can connect rescue organizations, philanthropists and animal lovers to work together and achieve better outcomes.

**TIMELINE**

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| **WEEKLY** | **DAY** | **TARGET** | **DO** |
| **1** | 8/5 to 14/5 | Choose a project save dog and cat by sell animal print T-shirts and have a idea to make a plan sell cloth | All member give idea and discuss to built an plan sell cloth |
| **2** | 15/5 to 21/5 | Sourcing for T-shirts at **STVR.vn** factory, and find investors | 4 members go find place to get cloth and 2 member find investor |
| **3** | 22/5 to 28/5 | Finish Proposal | The whole team prepare proposal, make a power-point, ready to present |
| **4** | 29/5 to 4/6 | Present Proposal | Do proposal, Take idea from another team |
| **5 to 8** | 5/6 to 2/7 | Project Execution | The shirt will be placed on the Website or contacted directly by Email and phone number at Fanpage |
| **9** | 3/7 to 9/7 | Achieve goals sell 120 T-shirts (donation money to charity for group cat and dog) | Donation to @Chocuachungta |
| **10** | 10/7 to 16/7 | Write a report about sell T-shirts for 6 week | Record the number of shirts sold and collect sales figures and customer reviews |

**MARKETING PLAN**

* **Target:** Our goal is to sell 120 T-shirts in 1 month: We aim to achieve the target of selling more than 30 T-shirts each week. We will implement the following strategies below to reach that target.
* **The charity cause:** My team is dedicated to making a positive on the lives of dogs and cats in need. We have partnered with ChoCuaChungTa, this is a reputable charity committed to improving the welfare of these beloved animals. With our T-Shirt sales, we aim to raise funds to support their vital work. We have checked carefully so you guys can rest assured of this organization.
* **Design:** Our team wants to emphasize a cute and adorable style in the T-shirt designs to appeal to our target audience who are fond of cats and dogs. Utilize a minimalist and stylish approach with two primary tone colors that are black and white color.
* **Creative Content Creation:** Generate unique and compelling content, such as short videos showcasing adorable cats and dogs, heartwarming rescue stories, and positive outcomes. In our advertising, we also use compelling captions and calls to action to create an emotional connection with our audience. We share meaningful messages that emphasize the importance of caring for and protecting those furry friends together. While encouraging people to purchase T-shirts to support the project and charity.
* **Utilize social media:** Our team aims to use Facebook as a powerful platform to advertise and share project information, engage our audience, promote our T-shirt designs, and support animal welfare causes. We have also created a fan page for our team, focusing on dog and cat enthusiasts. The page showcases our T-shirt designs and charity partnerships. We aim to collaborate with pet influences and animal welfare advocates who have a strong online presence and have a dedicated, large followers.
* **Management and delivery:** So to deliver the products. Our team has established a dedicated landing page where customers can easily view and purchase the T-shirts or they also can purchase through messaging on our fan page.
* Offer convenient payment and shipping options, including online payment, bank transfers, and cash on delivery. So you guys can choose one of the delivery ways which is suitable for you.
* **Link Fanpage:** [bumchiulocalbrand](https://www.facebook.com/bumchiulocalbrand)
* **Link Website:** [BumChiu-LocalBrand](http://bumchiu.epizy.com/)
* **Link Charity Organization**: [Chocuachungta](https://www.facebook.com/Chocuachungta)

**FINANCE**

* **As for the cost**: Initially, the estimated cost was VND 6,000,000, then because of the total cost of 120 shirts, the cost was increased to 9,000,000 (both for shirt making and printing).
* **Expected:** Our team will sell within 5 weeks. After the first 2 weeks, it is expected to sell 60 shirts and recover the initial capital. After that, in the next 3 weeks, the remaining 60 shirts will be sold out and profit will be given to the charity fund supporting dogs and cats.
* **Factory price:** Factory support price for wholesale 120 shirts is 65,000 for 1 shirt, accompanied by printing fee of 10,000 for 1 print. The total price of each shirt will be 75,000. Besides, the factory also supports printing an additional logo on the back of each shirt worth 4,000.
* **Selling price:** Our team decided the selling price for 1 shirt is 139,000.
* **Expected profit:** After selling all 120 shirts, the profit will be 16,680,000 VND. Recovering 9,000,000 capital will have a charity fund of 7,680,000 VND, besides each group member also donates a small part to the charity fund.

**CONCLUSION**

“ The Charity that supports cats and dogs benefits both animals and the community. Taking care of abandoned cats and dogs and finding new homes for them improves their lives and reduces the number of homeless cats and dogs. At the same time, this creates an opportunity for encounter and love between people and pets. Charity to support cats and dogs is not only a personal responsibility, but a community duty, contributing to building a humane and happy society for all. ”

**🙢 CONTACT 🙠**

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* WEBSITE: [BumChiu-LocalBrand](http://bumchiu.epizy.com/?i=2&fbclid=IwAR04iJt1rbr7k0IS_SrKvbqRYNZxXkhbLU3WY2n3BaSPCFZPRfgvVlW83lY)
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