\*\*1. Market Research:\*\*

- Identify your target audience: Understand the preferences, demographics, and needs of esports teams, players, and fans in the European/Benelux region.

- Research competitors: Analyze existing esports apparel stores to identify gaps in the market and areas where you can differentiate your brand.

\*\*2. Business Plan:\*\*

- Define your brand: Develop a unique brand identity, including your store name, logo, and values that resonate with the esports community.

- Determine your product range: Decide on the types of apparel you'll offer, such as jerseys, hoodies, caps, etc., and whether you'll provide customization options.

- Pricing strategy: Set competitive yet profitable pricing for your products.

\*\*3. Legal Considerations:\*\*

- Business registration: Register your business and obtain any necessary licenses and permits.

- Trademarks: Consider trademarking your brand name and logo to protect your intellectual property.

\*\*4. Sourcing Suppliers:\*\*

- Find reliable suppliers: Source high-quality suppliers for your apparel products. You might consider both local and international suppliers for different product lines.

\*\*5. Online Presence:\*\*

- Create a website: Build a user-friendly e-commerce website where customers can browse and purchase your products.

- Product photography: Invest in professional product photography to showcase your merchandise effectively.

\*\*6. Design and Customization:\*\*

- Offer customization: Consider offering esports teams the option to customize their apparel with team logos, player names, and numbers.

\*\*7. Marketing:\*\*

- Content creation: Generate engaging content related to esports, gaming, and your products. This could include blog posts, videos, and social media updates.

- Social media: Utilize platforms like Instagram, Twitter, Facebook, and TikTok to connect with your target audience and share your products.

- Influencer partnerships: Collaborate with popular esports influencers and players to promote your brand.

\*\*8. Shipping and Logistics:\*\*

- Shipping options: Choose reliable shipping partners to ensure timely delivery of orders.

- International shipping: Determine your policies for shipping to different countries within Europe and possibly beyond.

\*\*9. Customer Service:\*\*

- Provide excellent customer support: Respond promptly to customer inquiries and address any issues professionally.

- Returns and exchanges: Establish a clear policy for returns and exchanges.

\*\*10. Analytics and Improvement:\*\*

- Track metrics: Monitor sales, website traffic, and customer behavior to identify areas for improvement.

- Gather feedback: Collect customer feedback to enhance your products and services.

\*\*11. Networking:\*\*

- Attend esports events: Participate in or sponsor local esports events, tournaments, and conventions to raise brand awareness.

- Connect with teams: Build relationships with esports teams and organizations to potentially become their official apparel provider.

\*\*12. Scaling:\*\*

- As your business grows, consider expanding your product range, exploring collaborations, and possibly opening physical stores if feasible.

Branding guidelines

\*\*1. Brand Identity:\*\*

- \*\*Brand Name:\*\* [Your Store Name]

- \*\*Tagline:\*\* [If applicable]

- \*\*Logo:\*\*

- Primary Logo: [Description and image of your main logo]

- Secondary Logo: [Description and image of any alternative logo variations]

\*\*2. Logo Usage:\*\*

- Maintain clear space around the logo to ensure it's not crowded by other elements.

- Use the provided logo files in the designated colors. Do not alter proportions or change colors.

\*\*3. Color Palette:\*\*

- Primary Color: [Hex code and color name]

- Secondary Color: [Hex code and color name]

- Accent Color: [Hex code and color name]

- Background Color: [Hex code and color name]

\*\*4. Typography:\*\*

- Headline Font: [Font name]

- Subheadline Font: [Font name]

- Body Text Font: [Font name]

- Use font sizes and styles consistently across all materials.

\*\*5. Imagery:\*\*

- Use high-quality, professional images that reflect the esports and gaming culture.

- Maintain a consistent tone and style for all imagery, whether for products, marketing, or social media.

\*\*6. Voice and Tone:\*\*

- Define the brand's voice (e.g., friendly, passionate, knowledgeable) and ensure consistency in communication across all platforms.

\*\*7. Messaging:\*\*

- Develop key messages that highlight your brand's unique value proposition, such as quality, customization, or community engagement.

\*\*8. Logo Placement:\*\*

- Specify where the logo should appear on various materials, such as product tags, packaging, website header, social media profiles, etc.

\*\*9. Social Media Guidelines:\*\*

- Determine guidelines for profile pictures, cover photos, and posts across different social media platforms.

- Specify hashtags, emojis, and tone of communication for social media interactions.

\*\*10. Product Design Guidelines:\*\*

- Specify how logos, team names, and customization options should appear on the apparel.

- Provide templates for designers or partners to follow.

\*\*11. Packaging Guidelines:\*\*

- Design packaging materials that align with the brand identity and enhance the unboxing experience.

\*\*12. Consistency:\*\*

- Ensure that all branding elements are used consistently across all touchpoints, maintaining a cohesive brand identity.

\*\*13. Examples:\*\*

- Provide examples of correct and incorrect usage of the brand elements.

\*\*14. Contact Information:\*\*

- Include contact details for the person responsible for managing brand guidelines.

Possible names (?)  
Esportique

NexusWear

TitanApparel

MetaWear

EsportElevate