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OVERVIEW



01

CREATIVE WRITER

02

MARKET RESEARCH

03

MARKET PROMOTION

04

SUPPLY & LOGISTICS

05

OPS & COORDINATION

06

SALES MANAGEMENT

07

BUSINESS JOURNAL

08

ACCOUNTS

CREATIVE WRITER

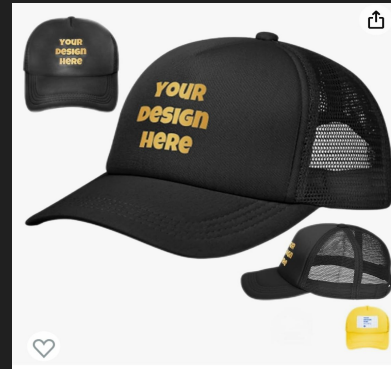
1

HISTORY AND VISION

- First Meeting we couldn't come up with an idea
- 2nd we came up with both product and slogan on the hat
- Created group chat where we shared our ideas on designs and pricing
- November 1st we placed the order
- November 9th they arrived
- Create more colors
- Different designs/slogans
- Bigger shipments and hats

MANAGEMENT TEAM

- Everyone was in on deciding product and design
- Chris was our main leader and handled our money
- Luca/Jynelle created amazing designs for our logo
- Max purchased and distributed the hats to us
- Jynelle and I had our own roles but we created the posters
- Carlos helped with finding a supplier and getting a demo hat
- Nabil and Tommie helped find what style of hat that students would like



Contact us:
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MARKET RESEARCH

2

➤ Simply Ask

- Type of product preferred: hats, beanie, sweatshirt, T-shirt, Stickers, bottles etc
- Type of hat: baseball hat or trucker hat, visor or no visor, closure or no closure
- Logo preferred

CONC

NATION

GOLDEN

ERA

GOLDEN

ERA


GOLDEN

ERA

MARKET PROMOTION

3

- Target Audience : Primarily Concordia students and faculty because they can relate to the brand.
- Multi Marketing Channels: Posting flyers around campus as well as social media.
- Pricing: Only 30 hats which makes our hats limited edition.
- Promotional Strategy: 2 for 35\$



SUPPLY & LOGISTICS

4

- Supplier
 - Cap Bargain
- Ordered in bulk
 - 30 units
- Manufacturing Process
 - Ordered Nov 1st, arrived Nov 9th
- Distributors
 - Blue Sky Company



OPERATIONS & COORDINATION

5

- Initial research to find suitable vendors locally and nationally:
 - 20 different vendors from Amazon, Amazon Local Business, and local vendors.
 - Online vendors — no reviews, no photos, unreliable sourcing, dictated shipping, and cheaper prices.
 - Local vendors — see real-time product, sourced locally, local pickup, and higher prices.
 - Local vendor in Fountain Valley.
- Local Vendor — price varied from \$13.58 to \$16.58 per embroidered hat.
 - Great quality and durability.
 - Two hats made as prototypes (48hrs).
 - No need to batch sell (10, 25, 40,).
 - Local pickup — 2 to 10 business days (dependent on quantity).
 - **Cost per hat, \$15.58 and \$18.50 with tax and processing fee.**
- Online Vendor — price per embroidered hat was \$8.74
 - Company decision to buy from an online vendor (Capbargain.com).
 - One-time charge for the embroidered eagle symbol of \$6.00.
 - Fairly good quality with embroidered eagle symbol.
 - **Significantly cheaper option, cost per hat, \$10.21 with tax and processing fee.**

SALES MANAGEMENT

6



CUSTOMERS

- Who
- Where
- When



PRICING STRATEGY

- Competition
- Quality
- Promotion



LOGO

- Main Feature
- Flyer
- Limit



ADVERTISEMENT

- Network
- Group
- Social media

BUSINESS JOURNAL

7

1-Nov-23	Received a \$400 loan from Professor Nagel to purchase our Golden Era hats.	11/28/2023	Gavin sold four hats at \$20 per hat. Making a total of \$80
11/1/2023	Purchased Golden Era hats for \$348.81 from vendor CapBargain.	11/29/2023	Jynelle sold a package at \$35 for two hats.
11/9/2023	CapBargain gave us a discount and refunded us \$42.41. The new total for purchased goods was \$306.40.	11/29/2023	Chris sold two hats at \$20 per hat. Making a total of \$40
11/9/2023	Hats arrived at my house, where I had stored them over Thanksgiving break.	11/29/2023	Nabil sold two hats at \$20 per hat. Making a total of \$40.
11/27/2023	I distributed the hats to my fellow colleagues.	12/1/2023	Nabil sold a package deal at \$35 for two hats.
11/27/2023	Carlos sold five hats at \$20 per hat. Making a total of \$100.	12/1/2023	Chris sold one hat at \$20.
11/27/2023	Jynelle sold five hats. Selling a package deal at \$35 for two hats. Then proceeded to sell three more hats at \$20 per hat. Making a total of \$95.	12/1/2023	Tommie sold three hats at \$20 per hat. Making a total of \$60.
11/27/2023	Max sold four hats at \$20 per hat. Making a total of \$80.	12/6/2023	We have sold out of hats, with total sales being \$585.00. And our net profit being \$278.60.

ACCOUNTS

8

Date	Amount	# of hats sold	Seller	Type of payment
11/18	\$20.00	1	Jynelle	Venmo
11/18	\$35.00	2	Jynelle	Venmo
11/18	\$35.00	2	Jynelle	Venmo
11/18	\$60.00	3	Max	Cash
11/29	\$20.00	1	Jynelle	Venmo
11/29	\$20.00	1	Max	Venmo
11/29	\$20.00	1	Carlos	Venmo
11/29	\$20.00	1	Carlos	Venmo
11/29	\$20.00	1	Carlos	Venmo
11/29	\$20.00	1	Gavin	Venmo
11/29	\$20.00	1	Gavin	Venmo
11/29	\$20.00	1	Gavin	Venmo
11/29	\$20.00	1	Gavin	Venmo
11/29	\$20.00	1	Chris	Venmo
11/29	\$40.00	2	Nabil	Venmo
11/29	\$55.00	3	Jynelle	Venmo
11/29	\$20.00	1	Chris	Venmo
11/30	\$20.00	1	Carlos	Venmo
12/1	\$20.00	1	Chris	Cash
12/1	\$60.00	3	Tommie	Cash
12/4	-\$35.00	-2	Jynelle	Venmo
12/5	\$35.00	2	Nabil	Venmo

COGS

\$306.40

Sales w/o Discount

\$480.00

Sales w/ Discount

\$105.00

Gross Sales

\$585.00

20% Return to Investor

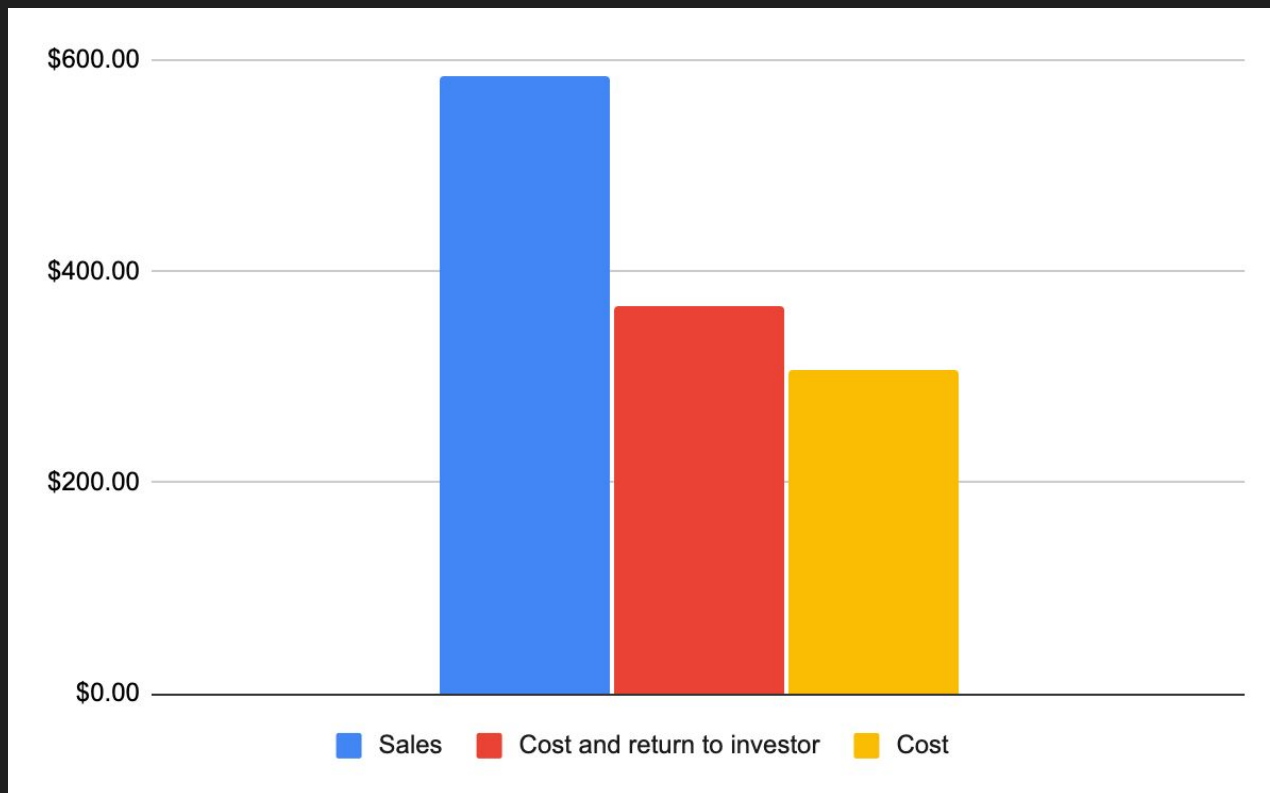
\$61.28

Net Income

\$217.32

ACCOUNTS

9



THANKS!

DO YOU HAVE ANY QUESTIONS?

