**Business Concept**

ThriftHappy is an online service that allows individuals to purchase specialized vintage clothes. Our company handpicks clothes from regional thrift shops in the upstate New York area, and distributes them through our online retail platform. We will mark up the price of each item we buy by 10%, and resell it to the consumer. Our target market is young adult trend seekers from ages 18 – 24 in college that need to purchase clothes on a budget.