**How you make money**

To be successful, and retail business needs to have a solid profit margin that they will receive from every purchase in order to turn a profit. When we buy our shirts, we will price the shirt at a 15% markup on what we bought it for. This price markup will allow us to turn and profit and cover our operating cost. With such a low profit margin, we will be running on high margins, as there are a lot of people in our target market, and vintage clothes are normally bought in bulk. We also plan to make money through advertising other major retailers on our sites, and by including pamphlets for their stores with every shipment. This profit cannot be accounted for in our break-even analysis, as it is not a stable source of income.

Our initial cost for starting our site are 10,000 dollars for development, 71.28 for server and database cost, 11.99 for a domain, 1908 per year for a storage locker, and 15,000 dollars for our initial stock. This puts startup cost at approximately 26991.27. To breakeven, it would take moving the entire block of our initial inventory after taking the 15% markup.

If we were to buy 15,000 shirts at the beginning to stock our base inventory at 5 dollars apiece, putting the base price at 7,500 dollars. If we sold it at our markup price, we would turn a 11,250 profit per order. Assuming that we move half of that, this means that we would turn a 5,625 profit per order. It would take us 5 orders to break even, and around a year and a half to reach our breakeven point. The first three months of starting up we would see no to little profit as we are still iterating on our site design, establishing brand recognition in our market, and populating our database with materials that are suited towards our consumers.