

Explanation of Business

Oddi-Tees is a business that will sell humorous and offensive t-shirts, sweatshirts and hoodies to consumers.

Explanation of Offered Products and Services

Oddi-Tees will offer a selection of humorous and offensive t-shirts in a variety of styles, sizes and colors.

Target Audience

The target audience for Oddi-Tees will be people looking for funny shirts to wear for everyday use. The ideal customer will have a twisted sense of humor, and will be looking for well priced shirts that they can wear every day.

Competitors

- **Snorg Tees**

- Web presence: Ranked 87537 on mostpopularwebsites.net
- What I liked:
 - Their menu on the left is great for quickly getting to what you want
 - They have their main links up at the top of the page, and a search feature on the top of the page as well
- What I didn't like:
 - The main portion is just a block of different t-shirts
 - The left menu, while useful, doesn't scroll with the page
 - The main section is very long, so when you're at the bottom, it can take a bit of scrolling to get back to the top.
- Link:
 - www.snorgtees.com

- **T-Shirt Hell**

- Web Presence: Ranked 81633 on mostpopularwebsites.net
- What I liked:
 - They list the top 10 best sellers on the right
 - They have links and a search function up at the top
 - They have a small about us section on the right side of the main page
- What I didn't like:
 - Like Snorg Tees, they have a lot of shirts listed on the main page, so scrolling down takes a while
 - The site looks pretty basic

- Link:
 - www.tshirthehell.com

- **6 Dollar Shirts**

- Web Presence: Ranked 38851 on mostpopularsites.com
- What I Like:
 - There is a screen on the side that shows the last product ordered
 - The menu on the left is very ordered
 - They have a decent slideshow on the front page
- What I didn't like:
 - The site is really big, like all of the other sites
 - The background color is boring
- Link:
 - www.6dollarshirts.com

Yearly Demand

Finding detailed data on the demand for humorous and offensive t-shirts isn't really easy, but I did manage to find an article from Wired Magazine, called: Clive Thompson on How T-Shirts Keep Online Content Free, URL: http://archive.wired.com/techbiz/people/magazine/16-12/st_thompson, that talks about the t-shirt industry for businesses and websites that provide free content as a way to make some revenue. Clive Thompson states that Americans spend around \$40 million a year on decorated apparel, and overall sales are growing at an average of 60 percent a year (Thompson, 2008). T-shirts and other clothing items are used every day, so it is conceivable to think that sales will stay strong, if not continue to grow.

Functionality

At this time, I don't think having a mobile site is a necessity, as I feel that most shopping done on the site will be from a home computer, but in the future, it will be an option to consider. When the customer places an order on the site, a receipt will be emailed to them, indicating what items were purchased, the total, and an estimated shipping date. When the item ships, another email will be generated with the tracking number, which will allow the customer to track their order directly with the shipper.