

Executive Summary

We are David, Student A, Student B and Student C the creators of Tartaruga. Tartaruga is an eco-friendly bamboo clothing company, dedicated to protecting our delicate environment. Currently, harmful pesticides and toxic chemicals used in the manufacturing process of clothing are polluting the earth. Now, since we are not in the business of suggesting that the world population reverts to cavemen times and wears leaves for clothing, we thought of the next best thing. Why not make good use of an extremely resilient and sustainable plant; bamboo. We at Tartaruga are dedicated to transforming bamboo mechanically (without the use of chemicals) into clothing. We offer a full selection of men's and women's attire, including tops and bottoms at a reasonable price.

Tartaruga is an infant company that is delightfully refreshing compared to the current apparel companies on the market. We are small but mighty and are ready to take on fast fashion. Our marketing strategy is multifaceted with us educating our exciting product to new ears and offering renewable bamboo clothing. We have spent a lot of time researching and developing our marketing strategy to ensure its success. People do not know what they want until they see it and our marketing will allow them to see that they want our bamboo clothes. Tartaruga is excited to develop a commercial with Tongal and put an ad out to the masses. Operating in the best real estate areas, our customers will flock to us with ease. We will cut through the nonsense that other companies have left customers with, tainting the eco-friendly image of the potential of bamboo, ensuring our success.

Tartaruga is pleased to say that we will in fact be making a profit. This is because we are going the prestige price route which will work especially great for our unique product as well as affluent storefront locations. We will be able to justify the upper level prices for our product because of our superior quality and one-of-a-kind merchandise. Bamboo clothing is a rare sight for sore eyes looking at the same typical clothes that every store offers. So, “Friends, Romans, countrymen, lend me your ears,” (Shakespeare, *Julius Caesar*) we are Tartaruga and we ask you to join and invest with us.