fivethirtytwovintage.

**faith inspired quality vintage clothing.**

**ABOUT US - How do we make our vintage clothing faith inspired?**

As people we want to look presentable, but as Christians we want to be the best version of ourselves. Therefore, when we sell vintage clothing, we want to make people exude confidence in truth and be the best version of themselves.

**Vision**

We as a family want to provide people with quality vintage clothing together with a quality mindset. We aim to uplift our audience through the living word.

**Goals**

**Short-term**

To understand how to run a business through social media and how to manage finances, production, and marketing.

**Long-term**

To outsource quality clothing through multiple platforms in which we can share our Christian faith.

**Target Audience**

Our market for our vintage goods usually age from teenagers to young adults.

“Faith is taking the first step even when you don’t see the whole staircase.”

—Martin Luther King Jr.

Production Plan

* Pick up – Random (presentable) paper bag that we have
  + Card inside paper bag
  + Paper bag – thank you letter & verse
* Delivery – Parcel bags
  + <https://www.nzpost.co.nz/shop/domestic-parcels>

Financial Plan

* Costs – covered by our own money
* Half costs of batch
* Half profit

Marketing Plan

* Instagram
  + Get shoutouts/story posts
  + Format (Example – First Item)  
    March "Refuge and Strength" Drops:  
      
    Item: Vintage 90s Champion Windbreaker Jacket   
    Size (On Tag): L   
    Pit to Pit: 28”   
    Length: 24”   
    DM price & for more information!   
      
    Psalms 91:2 NIV - I will say of the Lord , “He is my refuge and my fortress, my God, in whom I trust.”
* Word of Mouth