fivethirtytwovintage.

**IG: @532vintage**

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

Just a couple of mates who loves thrift shopping and finding unique items that fit our personality and style. We aim to turn this hobby into a lifestyle and promote embracing ‘being yourself’ through this website and on our Instagram @532vintage.

**Vision**

As a family we want to provide a platform to embrace individual uniqueness through vintage clothing.

We aim to use this platform to plant a seed from what we believe in.

* Marketing – business cards and packaging
* Interactions

“Come as yourself, leave as family.”

**Goals**

**Short-term**

To improve the social media feed by making it look clean and unique compared to competitors to improve brand identity. To also have a unique logo that speaks for our brand.

**Long-term**

To outsource quality clothing through multiple platforms in which we can share our 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)