

# S H A D O W 6

## STRATEGIC OPERATIONS BRIEF

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# THE SITUATION

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Bandwear generated \$4.04M in revenue in 2025 -- a 12.6% bounce back from a difficult 2024. But despite this recovery, the company posted a net loss of \$25,000. The year before, it was a \$95,000 loss. Revenue is growing, but profitability is not.

The core issue is structural: total operating expenses now consume 101% of gross profit. Payroll alone grew 22% from 2023 to 2025 while revenue grew only 3.7% over the same period. The company can't grow its way out of this -- it needs to capture revenue it's already earning but not collecting, and build a pipeline of higher-margin business.

**Three critical gaps exist:**

## **1. REVENUE LEAKAGE**

Standard 3PL services like receiving and handling are being performed but not billed. Storage rates haven't kept pace with actual warehouse costs. Industry competitors charge for every touchpoint; Bandwear gives many away for free.

## **2. MARKETING & PIPELINE**

There is no formal marketing strategy. Sales efforts are reactive, not proactive. The pipeline lacks structure, and dormant deals go unrevived. Bandwear's unique 'We Make It AND We Ship It' advantage is virtually unknown in the market.

## **3. OPERATIONAL INTELLIGENCE**

Client profitability is unknown at the individual level. Warehouse utilization isn't tracked against revenue. There's no systematic way to identify at-risk accounts, dead stock, or cross-sell opportunities.

**Shadow6 was built to close all three gaps simultaneously.**

# THE MISSION

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Shadow6 is a covert virtual operations team -- six AI-powered specialists, each with deep domain expertise, working exclusively for Bandwear leadership. They analyze real data from our systems (QuickBooks, the 3PL platform, Shopify, Pipedrive, Zendesk) and deliver actionable intelligence.

This is not about replacing people. It's about giving leadership the analytical firepower that a \$4M company can't afford to hire -- a revenue analyst, a marketing strategist, a sales development specialist, a client coordinator, an e-commerce manager, and a warehouse intelligence analyst -- all working in parallel, all available on demand.

Shadow6 reports directly to the COO. No additional headcount. No additional payroll. Just data-driven insight that powers better decisions.

## THE SIX OPERATIVES

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CALLSIGN	ROLE	PRIMARY MISSION
MARGE	Revenue Recovery Analyst	Find and recover unbilled revenue; build pricing cases by backed industry data
BLITZ	Marketing Strategist	Develop market positioning; create campaigns targeting high-margin niches
CULTIVATOR	Sales Development	Revive dormant pipeline; design nurture sequences; map cross-sell opportunities
NEXUS	Client Coordinator	Monitor client health; prevent churn; turn rate changes into service narratives
SCOUT	E-Commerce Recon	Research market opportunities; validate new verticals; optimize digital presence
LEDGER	Warehouse Intelligence	Track storage economics; identify dead stock; quantify of cost free storage

# THE FINANCIAL CASE

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The numbers tell a clear story:

**\$4.04M**

2025 Revenue

**-\$25K**

2025 Net Income

**58.5%**

Payroll as % of GP

**\$177K**

Storage Revenue (Flat YoY)

**22%**

Payroll Growth '23-'25

**3.7%**

Revenue Growth '23-'25

The fulfillment division carries a 59% gross margin -- 20 points higher than manufacturing. It's the highest-margin business in the building. Yet it's the division where services are most frequently given away free.

Every unbilled receiving event, every month of free storage, and every untracked handling charge erodes the best margin Bandwear has. Shadow6's first priority is to quantify this leakage and build the business case for standard industry pricing.

Conservative estimates suggest receivable recovery in the range of \$50K-\$150K annually through proper billing of receiving/handling fees and storage rate optimization alone. This would be enough to turn the company profitable without a single new client.

# THE ENGAGEMENT PLAN

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Shadow6 operates in three phases:

## PHASE 1: FIND THE MONEY

Weeks 1-2

### Lead Agents: Marge + Ledger

- Run the first Revenue Recovery analysis against QBO invoices and 3PL receiving logs
- Build the Storage Economics Report for the 12,500 sq ft warehouse
- Produce the 'Free Work Report' -- a dollar figure on every service performed but not invoiced
- Calculate client-level profitability using P&L data and timesheet labor allocation

**Goal: Quantify exactly how much revenue Bandwear leaves on the table**

## PHASE 2: BUILD THE MARKETING ENGINE

Weeks 3-4

### Lead Agents: Blitz + Scout

- Research the product drop/release fulfillment market opportunity
- Develop positioning: 'We Make It AND We Ship It'
- Build competitive landscape for DFW and national 3PL/manufacturers
- Create first campaign concept targeting product drop prospects

**Goal: Clear market position and initial outreach strategy**

## PHASE 3: ACTIVATE THE PIPELINE

Weeks 5-6

### Lead Agents: Cultivator + Nexus

- Audit the Pipedrive pipeline for revival opportunities
- Design outreach sequences for product drop prospects
- Map cross-sell opportunities (fulfillment + manufacturing)
- Build client health scorecards for all accounts

**Goal: Revive stalled deals, identify upsell opportunities, protect key accounts**

## ONGOING OPERATIONS

- Monthly revenue leakage monitoring
- Campaign iteration and content planning
- Pipeline health reviews
- Client relationship management
- Market intelligence updates
- Warehouse utilization tracking

## THE BOTTOM LINE

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Bandwear doesn't have a revenue problem -- it has a revenue capture problem. The business generates \$4M+ annually but operates at a loss because it doesn't charge for significant portions of the work it performs, doesn't actively market its unique competitive advantage, and lacks the analytical infrastructure to make data-driven decisions.

Shadow6 changes this by providing dedicated analytical intelligence across the six domains that matter most: revenue recovery, marketing, sales development, client relationships, market research, and warehouse operations.

The cost is minimal. The data is already in our systems. The opportunity is immediate.

This team exists to give Bandwear leadership one thing: the ability to walk into any conversation -- with clients, with the sales team, with vendors -- armed with data that makes the right decision obvious.

## NOW YOU KNOW.

*And knowing is where the revenue is.*

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Bandwear Covert Ops Command