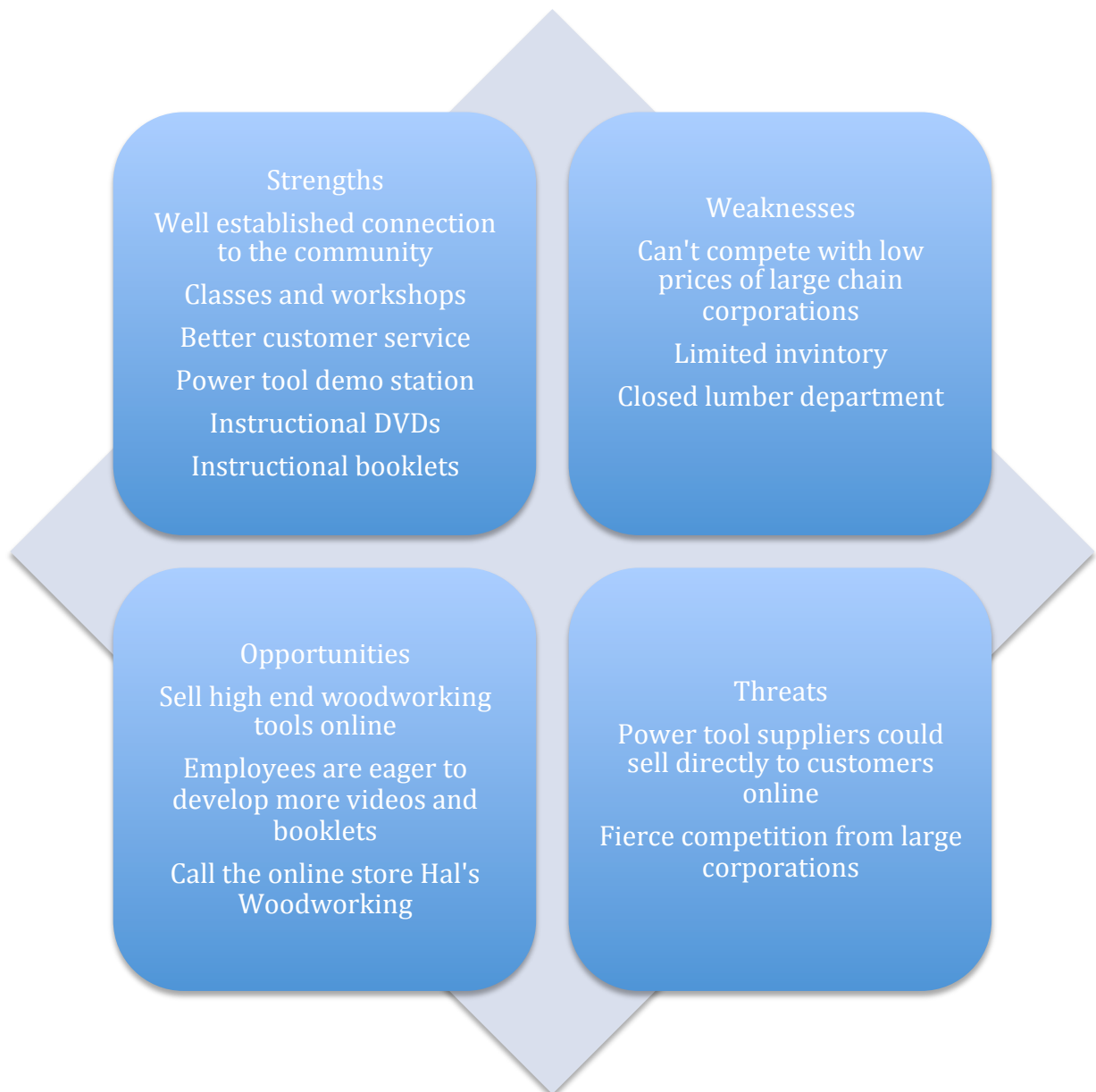


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## Rhea Clothing Company

My fictitious business will be a clothing store (Rhea Clothing Company) that has items that promote issues around the world and in the US. The idea is to promote awareness to social, political, and environmental issues that people may not know about or haven't put much thought into. The company will sell shirts and hats. These items are easy to print on and have a high profit margin. My customer demographic will be male and females between the ages of 18-35. I believe that this age group would be the most willing to wear clothing that has printed text and images on it, and they also are the most likely to buy their own clothes. The company will be marketed globally. For environmental issues the whole world is concerned and therefore people in other countries would be interested in supporting these types of causes. I chose the name Rhea Clothing Company because Rhea, in Greek mythology is the mother of gods, and mothers, by instinct, try to look out for the well being of others.