

GORD DENIM CO.

BUSINESS PLAN

MARCH 2022

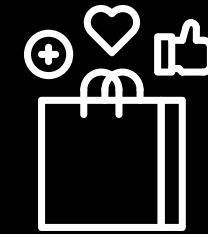


CAMMIE KAMIS,
GORDON PALHEGYI,
GRACE WROBLEWSKI

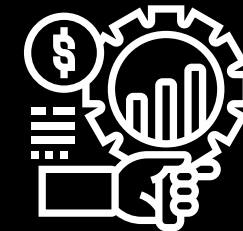
TABLE OF CONTENTS



**Company
Overview**



**Products
& Services**



**Market
Research**



**Marketing
& Sales**



**Financial
Plan**

WHO ARE WE?

GORD Denim Co. is an independently-owned private label out of Portland, OR. We are a denim-specialized company committed to the revitalization of classic Americana styles driven by the obsession to create clothing that stands the test of time.



PRINCIPLE MEMBERS

**AS AN INDEPENDANT COMPANY, WE ARE PROUD TO BE A SMALL
PARTNERSHIP WITH A CURRENT STAFF OF 23!**

(LAST UPDATED MARCH 2022) (NOT INCLUDING CONTRACT WORK)

Owners

Gordon Lane Palhegyi (CEO, Co-
Creative Director)

Grace Elizabeth Wroblewski (Co-
Creative Director)

Cameron Elizabeth Kamis (CFO)

PRODUCTS & SERVICES

GORD Denim Co. focuses on making top-quality products using quality materials as well as implementing the use of our deadstock denim in future projects. Our clothes are made for anyone and everyone. We want to make sure we give our customers a satisfactory experience, which is why we offer a free exchange of items in equal value, instead of going through a full return as well as accepting donations of our old denim products from customers to create denim textiles for future projects.

PRICE ZONES

- Sweatpants: \$79 - \$99
- Denim (various fits and styles): \$149 - \$209
 - Repurposed Denim: \$300 - \$349
- T-shirts: \$49 - \$59
- Sweatshirts/Hoodies: \$89 - \$119
- Belts: \$59-\$79
- Hats: \$39 - \$59
- Jackets: \$180 - \$220



SALES CHANNELS

Online

Online sales have been offered since 2020 and comprise of about 90% of all sales.

Our sales support team is comprised of 5 individuals.

Duties include:

- Managing live chats
- Managing returns
- Processing sales on the computer end
- Website upkeep

Store Front

Our Flagship (Portland, OR) accounts for about 10% of the business.

Our permanent in-store team is comprised of 4 members with an additional 6 being trained to open our new stores (LA, NYC, Chi)

Duties include:

- Phone inquiries
- In-store sales and returns
- Styling appointments
- Brand knowledge

TARGET MARKET

- Customers are of all-genders with age ranges 17-27 years old
- People who like to be comfortable yet expressive
- Open to bold prints and colors, enjoys creative design details
- Trend driven but likes classic Americana styles and silhouettes
- Denim enthusiast



CONSUMER INSIGHTS

Today's consumer is more ethically minded, demanding that brands and retailers build their businesses with a conscience.

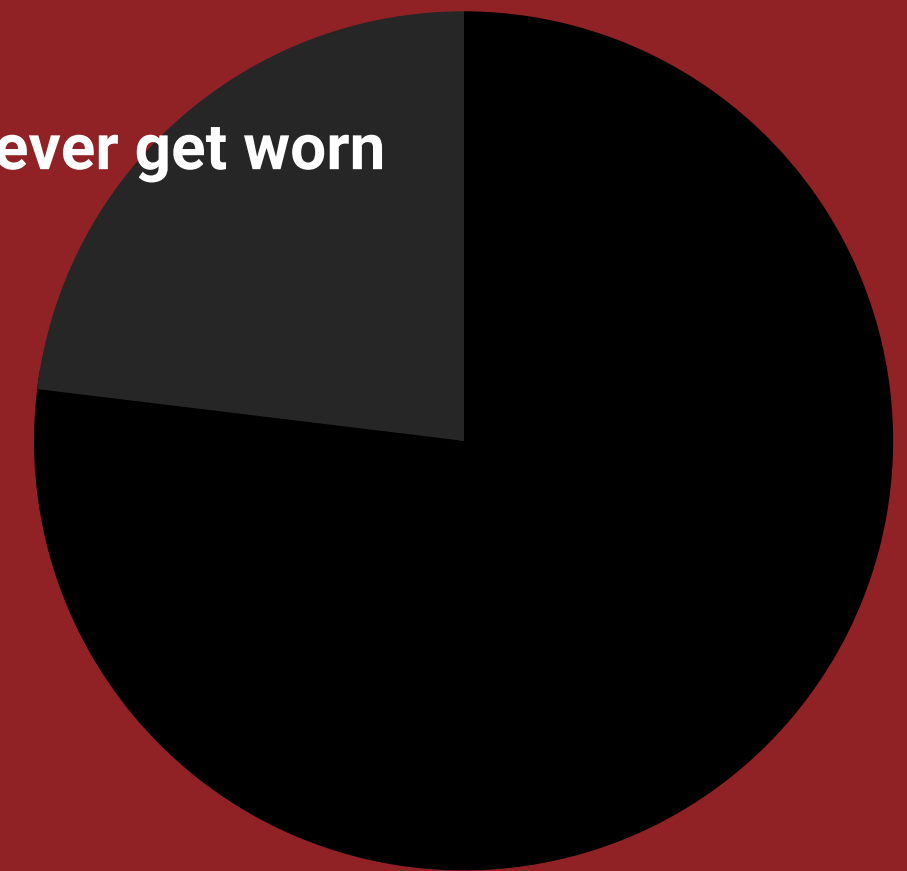
More than three in five consumers said environmental impact is an important factor in making purchasing decisions in 2021.



INDUSTRY INSIGHTS

Less than **1%** of the material used to produce clothing is recycled into new clothing.

30% never get worn



6 billion pairs of jeans are produced each year.

STRENGTHS

- High-end, quality products at affordable prices
- Save time, money, and resources by repurposing deadstock
- Owned and operated by a team of diverse and highly-skilled individuals with both creative and business backgrounds

WEAKNESSES

- Newcomer, lack of awareness to consumers
- Small company with limited employees carrying significant responsibilities
- Working with friends/family members can cause tension and ultimately destroy the business if not handled correctly

OPPORTUNITIES

- Potential to further expand into sustainable denim market
- Offer customizable and more unique pieces
- Test other markets with pop-up shops before investing in a new brick-and-mortar location

THREATS

- Highly competitive denim industry
- Economic inflation disturbing costs and profits
- Disruptions in the supply chain due to Covid-19 and other unforeseeable events

MARKETING & SALES

Growth Strategy

- Our growth comes with our social media presence, Tiktok, Instagram, Twitter
- Our collaborations with influencers keeps us in the ever present eye

In-store experience will include:

- The ability to try on items
- Buy online pickup in store
- Customize products bought in store

Presently in Portland, OR

2 year expansion plan includes, New York, Los Angeles and Chicago

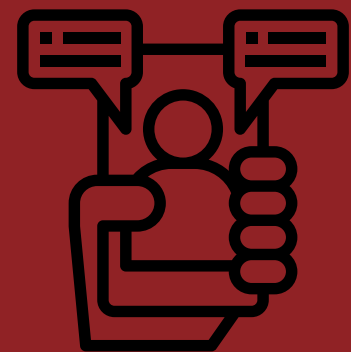


WHERE TO BUY

Social media

GORDDENIMCO.com

Portland, OR brick-and-mortar location

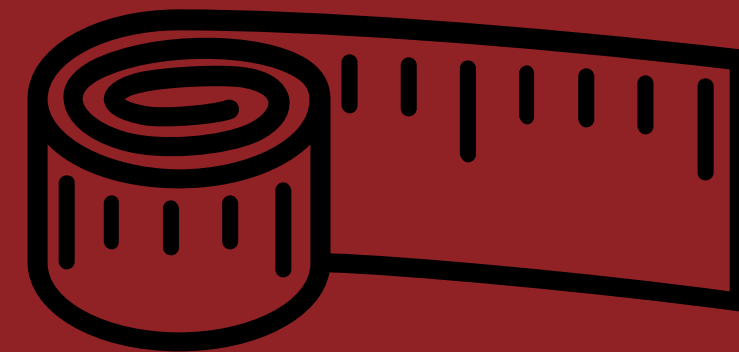


HOW WE SELL

Genderless models

Waist & inseam inches

Free returns accepted within 30 days of purchase



INITIAL START-UP FUNDING

50% (\$274,070) BOOTSTRAPING

50% (\$274,070)
CROWDFUNDING

\$\$\$
548,140

START-UP COSTS SHEET

Total funds required

548,140

One-Time Expenses	Budget	Actual
Rent		
Security deposit	10, 000	7,500
First month's rent	8,000	7,500
First month's utilities (including phone and Internet)	800	800
Improvement costs		
Showroom improvements	800	800
Displays and furniture	1,500	1,500
Hangers, storage equipment, and dress forms	1,000	800
Inventory		
Tops	180,000	172,500
Bottoms	300,000	293,500
Accessories	30,000	29,500
Miscellaneous		
Licenses and permits	500	500
Legal fees	300	250
Signage	3,000	3,000
Technology	2,000	1,800
Software	800	800
Total funds required	538,700	520,750

Monthly Expenses	Budget	Actual
Rent		
Monthly rent	8,000	7,500
Property insurance	300	200
Utilities	800	800
Employees		
Payroll	12,000	10,000
Payroll taxes	100	80
Health insurance	2,500	2,400
Professional services		
Accounting	200	200
Legal	400	250
Consultants	200	200
Other	50	50
Supplies		
Office supplies	300	210
Operating supplies	200	200
Marketing		
Digital Advertising	2,000	2,000
Promotional materials	3,000	3,000
Miscellaneous		
Liability Insurance	200	100
Repairs and maintenance	100	100
Postage	200	100
Total monthly expenses	30,550	27,390

THANKS!

**2307 NW WESTOVER RD,
PORTLAND, OR
97210**

503-229-0501

INFO@GORDDENIMCO.COM



REFERENCES

- Akı, Sedef Uncu, et al. Understanding Denim Recycling: A Quantitative Study with Lifecycle Assessment Methodology. www.intechopen.com, IntechOpen, 15 June 2020, www.intechopen.com/chapters/72493. Accessed 13 Mar. 2022.
- Anyanwu, Obi. "Decoding Genderless Fashion, the Future of the Industry." *WWD*, 8 Jan. 2020, wwd.com/fashion-news/fashion-features/genderless-fashion-future-of-industry-1203381685/.
- Break-Even Point." Break-Even Point, www.sba.gov/breakevenpointcalculator.
- "Denim Première Vision." Denim Première Vision, denim.premierevision.com/en/. Accessed 13 Mar. 2022.
- "El Salvador." Trademarkhost, www.trademarkhost.com/trademark-registration-el-salvador#:~:text=Trademark%20registration%3A%20Duration. Accessed 13 Mar. 2022.
- Exploring the Top 3 Waste Solutions for the Denim Industry – Denim Dudes. denimdudes.co/exploring-the-top-3-waste-solutions-for-the-denim-industry/.
- "How Designers Build Big Businesses out of Old Fabric." *The Business of Fashion*, www.businessoffashion.com/articles/sustainability/how-designers-build-big-businesses-out-of-old-fabric-bode-reformation-raeburn/. Accessed 13 Mar. 2022.
- "Designer Jeans & Clothing | Free Shipping at True Religion." www.truereligion.com, www.truereligion.com/?gclid=Cj0KCQiA95aRBhCsARIsAC2xvfySojFO6dzCPkaloaSGkJjaUjnv5bcKCdt0UTJEgnKQ8jltzhJAcBQaAuVwEALw_wcB. Accessed 13 Mar. 2022.
- "How Designers Build Big Businesses out of Old Fabric." *The Business of Fashion*, www.businessoffashion.com/articles/sustainability/how-designers-build-big-businesses-out-of-old-fabric-bode-reformation-raeburn/. Accessed 13 Mar. 2022.
- "Designer Jeans & Clothing | Free Shipping at True Religion." www.truereligion.com, www.truereligion.com/?gclid=Cj0KCQiA95aRBhCsARIsAC2xvfySojFO6dzCPkaloaSGkJjaUjnv5bcKCdt0UTJEgnKQ8jltzhJAcBQaAuVwEALw_wcB. Accessed 13 Mar. 2022.
- "How to Dissolve a Partnership." www.alllaw.com, www.alllaw.com/articles/nolo/business/how-to-dissolve-a-partnership.html. Accessed 13 Mar. 2022.
- "16 Sustainable Brands Using Leftover Fabric to Reduce Their Environmental Impact." *Good on You*, 11 July 2021, [GOOD ON YOU.eco/brands-using-leftover-fabric/](http://GOODONYOU.eco/brands-using-leftover-fabric/).
- Warren, Liz, and Liz Warren. "Mother Experiments with Upcycled Fabrics and Deadstock Garments." *Sourcing Journal*, 22 Feb. 2021, sourcingjournal.com/denim/denim-brands/60-percent-mother-denim-upcycled-fabrics-deadstock-patchwork-263260/. Accessed 13 Mar. 2022.