

# GORD DENIM CO.

**BUSINESS PLAN**

**MARCH 2022**



CAMMIE KAMIS,  
GORDON PALHEGYI,  
GRACE WROBLEWSKI

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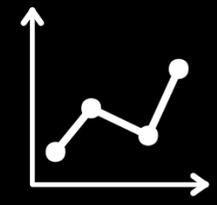
**Company  
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# WHO ARE WE?

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.**

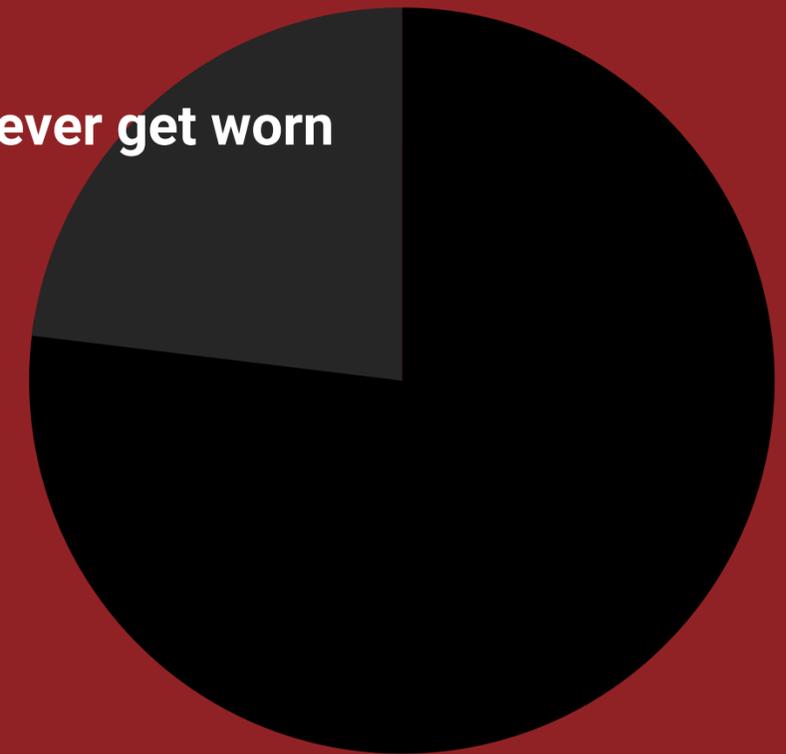
**More than three in five consumers said environmental impact is an important factor in making purchasing decisions in 2021.**



# 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

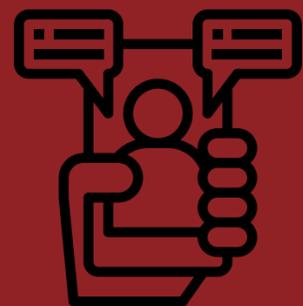


# WHERE TO BUY

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



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548,140

# START-UP COSTS SHEET

**Total funds required**

**548,140**



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

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

# THANKS!

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