



@DUSTENDAN

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*T-shirt and Bags Designing*



# ABOUT @DUSTENDAN

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- ❖ 3 people in the group. Dustin, Tena, and Daniel.
- ❖ Selling customized shirts and bags.
- ❖ Saw that a lot of people like their own original designs.
- ❖ Customer sends in a picture or picks from premade and we make it for them.

A decorative border with intricate scrollwork and floral patterns surrounds the text. The border is white on a dark background.

# @DUSTENDAN GOALS

- ❖ Our goal is to have our customer's design be on their shirts, jackets and bags.
- ❖ To be successful with our shirts and bag sales.
- ❖ Sell outside of school and inside of school.
- ❖ To have a successful business that people will want to come back to.



# MISSION STATEMENT

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❖ Our mission statement at @DustTenDan is to make customized shirts for all ages. The shirts will be for both men and women. We will sell shirts of all sizes ranging from small to 2x large. We will make two different styles of shirts; embroidered and silkscreen. We will sell shirts for a maximum of \$20.00 and a minimum of \$10.00. We may even put your custom design on other things like your bag for \$5.00.



# MARKETING NICHE

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❖ People will want to buy our products; they will like the fact that they are the ones in control of making how their shirts will look. There is nothing better than knowing that you are the one who came up with the design. Even if you can't think of a design, then you will still be able to pick from a premade selection that one of the three of us have made.



# SILK SCREENING

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- ❖ a process which you dye the design into the shirt.
- ❖ fade with time so we will tell all of our customers that they should flip the shirt inside out to keep the dye in the fabric longer and it also keeps the shirts color from fading.



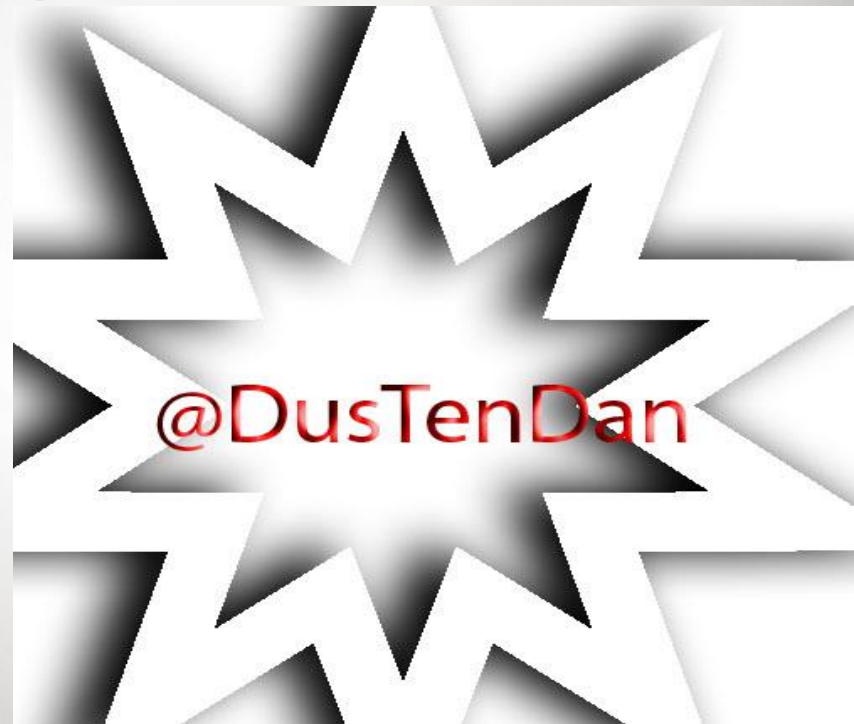
# EMBROIDERED SHIRTS

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- ❖ Embroidery is a technique that is done by hand.
- ❖ You sew into the fabric instead of dyeing the shirts fabric.
- ❖ This process will take more time, but it will last longer than the silk screening.

# MARKETING MATERIALS

- ❖ Web page
- ❖ Flyers
- ❖ Word of mouth
- ❖ Mail
- ❖ E-mail





# COST

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❖ Shirts: 10-20 Dollars

❖ Cotton Bags: 5 Dollars

1. Small Shirts: \$10
2. Mid Shirts: \$10
3. Large Shirts: \$10
4. 2xL Shirts: \$20

# @DUSTENDAN LOGOS

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