

Gossip



Gods

BUSINESS PLAN



CONFIDENTIALITY AGREEMENT

The undersigned reader of **GOSSIP GODS LLC** Business Plan hereby acknowledges that the information provided is completely confidential and therefore the reader agrees not to disclose anything found in the business plan without the express written consent of **GOSSIP GODS LLC**

It is also acknowledged by the reader that the information to be furnished in this business plan is in all aspects confidential in nature, other than information that is in the public domain through other means and that any disclosure or use of the same by the reader may cause serious harm and or damage to **GOSSIP GODS LLC**.

Upon request, this business plan document will be immediately returned to **GOSSIP GODS LLC**

This is a business plan. It does not imply an offer of any securities.

This contract shall be governed by the laws of the state and any applicable federal law.

Signature

Printed Name



PURPOSE OF THE BUSINESS PLAN

This business plan is written to describe **GOSSIP GODS LLC**'s business activities and describe strategies to propel our growth as we seek startup grants of \$_____

The fund will be used to launch/maintain our business and its operating expenses during its period of operation.

Adequate market strategies will also be in place to ensure that a large population of our target market is informed about our business.

In summary, the business plan is intended:

- To provide a blueprint for the business and provide details of its activities.
- To secure start-up grants for business funding.
- To provide market insights that aid the feasibility study of the business.

This business plan also highlights our services, our vision and mission statements, the business objectives, and the marketing plan among other contents of the business plan.



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1.0 EXECUTIVE SUMMARY

Custom prints are a modern-day trend that is becoming widely accepted all across the globe. Given that these prints can be applied to clothing materials like t-shirts, hoodies, and household items like mugs, it is becoming more and more common for individuals, households, businesses, and event hosts to use it as a contemporary branding strategy to brand their event, company, products, or offerings. The global custom t-shirt printing market size was valued at **USD 3.64 billion in 2020**. It is expected to expand at a compound annual growth rate (CAGR) of **9.7% from 2021 to 2028**. A custom printing business can be relevant if one has the necessary business exposure and financial requirements because it is obvious that this industry will remain relevant as long as individuals who wear clothes persist.



GOSSIP GODS LLC is a start-up custom-printed business located in Deep Creek, VA, USA. We specialize in custom-printed logos for our own personal brand as well as prints for individuals or businesses who have already created their logos or brands and are unable to print them. Depending on the size ordered, these prints can be applied to t-shirts, hoodies, hats, and other clothing materials. In addition, our company will print grave blankets, celebratory banners, and casket inserts. We have crafted a fantastic working environment as we are ready to give the best customer service to our clients. We promise to make our customers get value for

their monetary investment.

GOSSIP GODS LLC is birthed from **Shamika L Davis's** desire to be a self-made business owner who intends to lay a solid foundation for her wife and stepchildren, leaving a legacy that will be passed down from generation to generation. **GOSSIP GODS LLC** is in the business of bringing our customers' imaginations to fruition, giving them the topmost designs that best suit their wants. We would go the extra mile to deliver our services in premium valued quality, drafting customers' wants on their items.



We are quite optimistic that the values and quality of our service offering will help us drive **GOSSIP GODS LLC** to enviable heights and also help us attract the number of clients that will make the business highly profitable. Our excellent customer service for the range of services we offer will position us always to welcome repeat customers.

In order to ensure that our brand acquires and keeps customers in the critical market segments quickly and effectively, **GOSSIP GODS LLC** plans to utilize a strong strategic marketing plan and a variety of brand-building tactics to ensure its brand exposure. We have backed everything with intensive research, and an almost obsessive drive to improve and innovate our services.

A key factor of business we shall not handle with levity is client satisfaction. We will ensure the highest quality of services at all times to meet or surpass our client's expectations. We will ensure that every client's needs and requests are duly and properly understood to enable us to understand the best angle to come in and offer our services.

1.1 COMPANY OWNERSHIP AND MANAGEMENT TEAM

The Owner of **Gossip Gods LLC** is **Shamika L. Davis**. She is a passionate and open-minded individual, credible and committed as well, prepared to harness all her strength, availability, and professionalism to catapult the business to a greater height. Additionally, she has about seven (7) years' experience in this industry, therefore there is no doubt about her expertise to make this business a success.

Gossip Gods LLC has an insatiable desire to create value by building upon his capabilities through collaboration and motivation to take action while providing support and guidance through the process to achieve greatness.



1.2 GOALS AND OBJECTIVES

OUR GOALS

The goal of every business is to be successful. By success, it means a large client base, constantly increasing patronage, and hence, rapid business growth.

- **GOSSIP GODS LLC's** paramount goal is to provide effective, efficient and customer-focused solutions.
- Our goal is to give the very best custom clothing experience, with a focus on quality services.
- Our goal is to meet our customers' need in a timely fashion with accuracy and satisfaction.
- Our goal to become a part of our customers' story, bringing their vision to reality.
- Our goal is also to run a business that will not only succeed in revenue and size but will also have a landmark impact locally and nationally.

OUR OBJECTIVES

- Maintain a steady growth in sales volume that will sustain the business long-term.
- To launch a laser-focused marketing campaign in a controllable and measurable market that will drive customers toward the company's website.
- To measure marketing and media efforts through customer engagement, social media analytics and website data.
- To be the best in the industry.
- To build a good reputation and connections in the industry.
- Establish a minimum 96% clients satisfaction rate to establish long-term relationships with our clients and create word-of-mouth marketing
- To achieve a consistently increasing marginal profit
- To achieve a payback on investment with 2 years.
- To always increase our profit margin through an increase in the frequency of sales.



1.3 SUCCESS FACTORS

A critical success factor that is pertinent to the growth of our company is the number of clients we are able to attract with our standard service. Our effort as a company will continually focus on increasing and improving our client base.



This would easily be achieved through ascertaining the following:

- ❖ **Fluid Transition:** We will ensure that we flow with the trends and stay relevant and promote our business practices by integrating more innovative and creative service methods such as traveling for special events to do popular shops .
- ❖ **Budget Adherence:** The most critical success factor faced by the company is proper management of its budget and successful completion of the company's initial funding
- ❖ **Improvements:** In an effort to earn and maintain an impeccable image, we will always look for innovative and creative methods towards improving our services by taking some online classes. We will not slow down a bit in our pursuit to always satisfy our customers with new, modern and innovative methods and approaches towards delivering quality prints.
- ❖ **Knowledge about the Industry:** We aim to continue to update our knowledge with latest and most profitable industry techniques and ideas that comply with local and international industry standards by keenly following the trends, and learning from established players as well as bringing about new ideologies.
- ❖ **Communication:** We will adopt a flawless communication channel to all clients, which will enable excellent business transactions as well as a platform to make enquires and provide solutions to them instantly.
- ❖ **Social Media Footprint:** It will be necessary for the company to create and maintain a strong social media plan with experienced professionals to execute the plan.
- ❖ Leadership abilities by the owner, strategic and tactical planning capabilities, on staff business manager and media and marketing manager, and local supply chain partners (t-shirt vendors/distributors).
- ❖ We will do free small jobs for influential people.
- ❖ **Continually learn from client's feedback.**



1.4 RISK MANAGEMENT

GOSSIP GODS LLC is not exempted from the risks every start-up business is exposed to. With the emergence of our business, the possible risks are wide acceptability as a viable substitute for others, capital injection to launch and stabilize business growth and the need for a positively strong marketing program.

Different strategies will be put in place to ascertain that the risks to our business are controlled or minimized. These strategies include;

- Investing sufficient funds into the business to meet all required business operation requirements.
- Adopting effective strategies to promote our brand and general services.
- Minimizing overhead costs, which increases the bottom-line profit.
- Building strategic and symbiotic partnerships with necessary companies.
- Building a sufficient client base.
- Providing a constant and effective communication link.
- Employing competent and experienced staff.

1.5 GUIDING PRINCIPLES

The following are the principles that guide **GOSSIP GODS LLC**; not only collectively as a company but also as an individual associated with **GOSSIP GODS LLC**.

- We will be true to our aspirations and ourselves.
- We will plan for success and execute the plan.
- We will build enduring and meaningful relationships.
- We will communicate with clarity and professionalism.



2.0 BUSINESS MODEL

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIP	CUSTOMER SEGMENTS
- Organizations - Stores - Event hosts	- custom-printed logos - Management of finances.	- quality of services - Transparent vision - Highly experienced staffs.	- Office - Physical Outlets - Social networks: Facebook, Twitter, Instagram etc.	- Individuals, - Households, - Businesses or Companies
	KEY RESOURCES - Office - Printing equipments - Clothing materials - Mobile phones & Internet		CHANNELS - Physical Office - Social media	
Cost Structure - Marketing - Equipment and Supplies Purchase - Payroll - Maintenance		Revenue Streams Custom prints		



3.0 COMPANY OVERVIEW

3.1 COMPANY SUMMARY

GOSSIP GODS LLC is a start-up custom-print business located in Deep Creek, VA, USA. We specialize in custom-printed logos for our own personal brand as well as prints for individuals or businesses who have already created their logos or brands and are unable to print them. Depending on the size ordered, these prints can be applied to t-shirts, hoodies, hats, and other clothing materials. In addition, our company will print grave blankets, celebratory banners, and casket inserts. We have crafted a fantastic working environment as we are ready to give the best customer service to our clients. We promise to make our customers get value for their monetary investment. **GOSSIP GODS LLC** is authorized by the state of Virginia to perform all business operations.

Commonwealth of Virginia



STATE CORPORATION COMMISSION

Richmond, August 2, 2022

This is to certify that the certificate of organization of

GOSSIP GODS, LLC

was this day issued and admitted to record in this office and that the said limited liability company is authorized to transact its business subject to all Virginia laws applicable to the company and its business.

Effective date: August 2, 2022



STATE CORPORATION COMMISSION

Attest:

Clerk of the Commission



OWNER'S BIOGRAPHY

I am Shamika L. Davis, a 40-year-old black woman who has spent the last 15 years working as a Licensed Practical Nurse (LPN) in a nursing and rehabilitation facility. I enjoy caring for people, but as time passes, I realize that being in this profession is more about politics and paperwork to make money for the facility. Year after year, my enthusiasm for this type of work has faded away. I began customizing t-shirts with HTV vinyl about 7 years ago and quickly realized how easy it was for me to come up with ideas for branding clothing. People began to request items made for them after seeing my work on either myself or my wife. After a few years, my wife's sister died, and she asked if I thought I'd be able to make t-shirts for her family to wear to the funeral except for one minor circumstance, this was a viable option. They wanted her picture on the shirts. This was something I'd never done before, and I knew I wanted to do anything I could to bring some joy to my wife during this difficult time. So I spent what seemed like an eternity researching on Google, YouTube, and Facebook. After doing my research, I went to Amazon Prime and ordered everything I needed to make a Ling. The shirts were made, and they worked for the funeral day, but the picture was gone after one wash. After I had completed half of the task, I went back to the drawing board and discovered that I had used the incorrect ink, and I have since self-thought many different printing techniques.

COMPANY'S COMMITMENT

At **GOSSIP GODS LLC**, we understand the need to be flexible and responsive, to satisfy our clients by offering them what they want, when they want it, and before the competition can deliver it. We believe that customer service should be proactive, informative in nature, and intent-driven. **GOSSIP GODS LLC** is committed to building its business on professionalism, courtesy, reliability, and demonstrates its dedication while building relationships with customers to ensure constant revenue from its services. With the intent to build a nationally recognized brand, the company will hire reliable employees, stay present, keep a good business credit rating, keep claims to a minimum, and achieve its goals quickly and develop a strong reputation for excellence.

GOSSIP GODS LLC will demonstrate its commitment to sustainability, both individually and as a company, by actively participating in our communities and integrating sustainable business practices wherever possible. We are committed to growing our business through embracing technology, developing strong partnerships, and by emphasizing on providing high levels of



customer satisfaction and ensure that we provide the right resources at the right time to maximize our clients' business potential.

We will ensure that we hold ourselves accountable to the highest standards by meeting our clients' needs precisely and completely whenever they use our platform. We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees, and customers.

3.2 CUSTOMER MANAGEMENT

Initial customer relations will take the form of providing high-quality and standard services, offering attractive pricing, working under an agreed schedule, and practicing good customer service and conflict resolution strategies. The prices vary according to the specifications established by the customer.

3.3 MISSION STATEMENT

The mission of GOSSIP GODS LLC is built on the word that says "**if you can speak it, we can ink it**". We intend to bring customers' imagination to fruition by creating and customizing items that suit them best while we give them the utmost motivation through our services. We want to provide the highest level of service while individualizing every customer and maintaining integrity, fairness, and honesty with them. We see ourselves as a trusted company. We will make sure our clients can rely on us for the best provision of custom wear.

IF YOU CAN SPEAK IT,
WE CAN INK IT!!
540-406-7329
GossipGodsLLC@gmail.com



3.4 VISION STATEMENT

The vision of **Gossip Gods LLC** is to provide quality performance and excellent material selection for all of our customers' creative needs, from personalized shirts to special events to custom t-shirt requirements, in a timely fashion to ensure accuracy and satisfaction. We want to serve the creative needs of everyone. We aim to attain the climax spot in the market as soon as possible as well. Our vision reflects our values: integrity, service, excellence and teamwork.

3.5 COMPANY DETAILS

Company Name	Gossip Gods LLC
Location	5369 Deep Creek Rd. Kent's Store VA 23084, United States
Owner	Shamika L. Davis
Website	XXXXXX
Email	GossipGodsLLC@gmail.com
Phone Number	1-540-406-7329



4.0 PRODUCTS AND SERVICES

4.1 PRODUCTS AND SERVICES DESCRIPTION

GOSSIP GODS LLC will provide a variety of high-quality custom prints on a variety of items within the scope of the industry. While our intention in launching a custom printing apparel company is to profit from the industry and make a positive impact in the community through high-quality product outputs, we will ensure that our customers are satisfied with our services.

At **GOSSIP GODS LLC**, our client's best interest will always come first, and our values and professional ethics will guide everything we do. We will ensure that we hold ourselves accountable to the highest standards by meeting our client's needs precisely and completely.

Our service offering include the following:

- ✓ DTF Transfers
- ✓ Logos
- ✓ T-shirts designs
- ✓ Hoodies designs
- ✓ Hats designs and other clothing designs.
- ✓ Blanket designs
- ✓ Celebratory banners
- ✓ Casket inserts.



4.2 OUR PRICING

Our pricing system reflects what is obtainable in the industry as we do not intend to hike price in any way. Our products vary in price. It depends on the price of the apparel, how much vinyl or print.

Our pricing goes thus:

Custom T-Shirt Pricing

	T-Shirts	V-neck T-shirts	Long sleeve T-Shirt	Hooded Sweat-Shirt
<u>Front chest design</u>	\$17	\$20	\$20	\$25
<u>Full front design</u>	\$19	\$22	\$22	\$27
<u>Full back design</u>	\$19	\$22	\$22	\$27
<u>Front chest+ Full back</u>	\$24	\$24	\$26	\$30
<u>Full front+ Full back</u>	\$26	\$26	\$28	\$35
<u>Kids front Or back</u>	\$15	None	\$17	\$24
<u>Kids front+back</u>	\$18	None	\$20	\$26

**IF YOU CAN SPEAK IT,
WE CAN INK IT**

Sizes above 3x +\$5
 Pocket Only T-Shirt \$12
 Pocket Only Long Sleeve T-Shirt \$14
 HTV Adult Vialy T-Shirts \$15
 One side one color +\$2 for ea. additional
 Two sided one color \$18 +\$2 for ea.
 Additional color
 One sided one color Long Sleeve HTV +\$2
 +\$2 for ea. Additional color
 Two sided one color Long Sleeve HTV +\$5
 +\$2 for ea. Additional color
 One sided one color Hooded HTV \$ 22
 +\$2 for ea. Additional color
 Two sided one color Hooded HTV \$26
 +\$2 for ea. Additional color
 Youth T-Shirts or Onesies HTV ANY
 Colors \$15+\$3 for front and back

Additional charges will apply when adding Extra.

Shipping or Delivering expenses will Apply

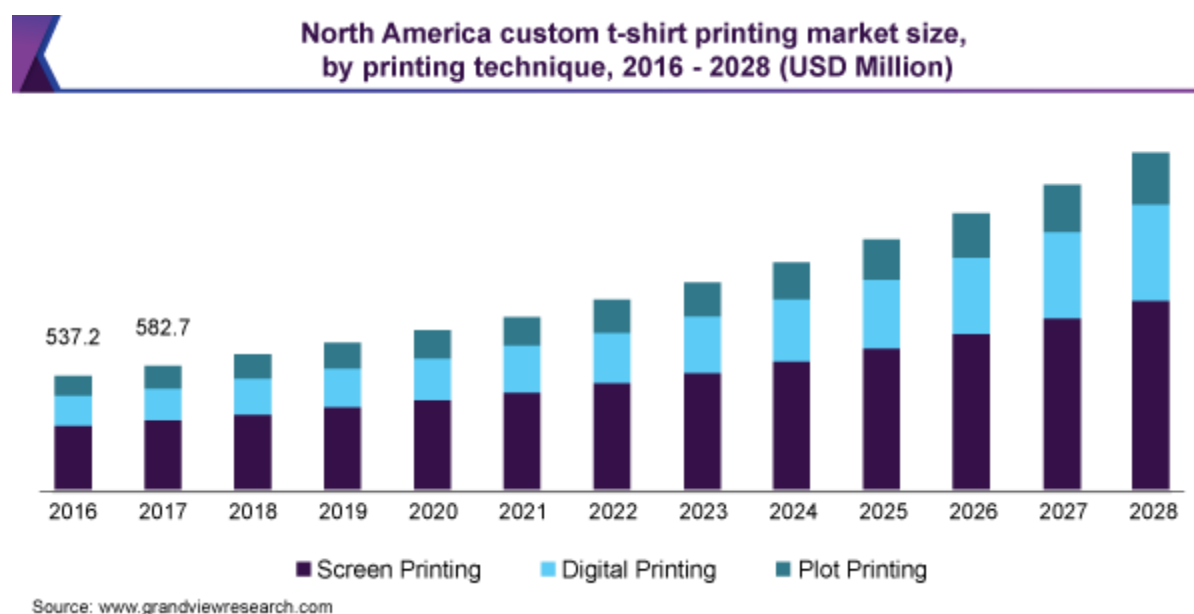
ASK ABOUT OTHER PRINTING OPTIONS

A deposit will be required for large orders

5.0 MARKET RESEARCH ANALYSIS

THE GLOBAL CUSTOM T-SHIRT PRINTING MARKET SIZE

The global custom t-shirt printing market size was valued at USD 3.64 billion in 2020. It is expected to expand at a compound annual growth rate (CAGR) of 9.7% from 2021 to 2028. Custom designed t-shirts are increasingly being used by companies as a modern branding strategy to brand their company, products, or offerings. This technique is used by companies, especially start-ups, to increase their brand visibility and grab the attention of their prospective customers. Therefore, the growing use of customized t-shirts as a branding tool is expected to be a major contributor to market growth over the forecast period. The fashion industry is witnessing a shift toward wearing customized clothing. Also, the increasing disposable income of consumers is enabling them to spend on customized clothes. As a result, people prefer wearing customized t-shirts with specific logos or slogans printed on them.



To learn more about this report, [request a free sample copy](#)

The entertainment industry is contributing to the market growth with a large number of people, especially movie fanatics, buying apparel with slogans or logos printed on them. For instance, television series such as Game of Thrones and Big Bang Theory have a huge fan base. The fans willingly spend a good amount on buying t-shirts or other apparel with their favorite dialogues or slogan printed on t-shirts. This trend is expected to majorly contribute to the custom t-shirt printing industry growth over the coming years.



There is an increase in the use of custom printed t-shirts to create social awareness, raise a voice, and support a cause. However, specific designs and slogans printed on the t-shirts related to sensitive issues, such as diseases, gender, crime, and politics, are subject to criticism and legal actions. Further, customers from various industries, including hospitality, logistics, construction, industrial, and medical, are increasingly providing custom printed t-shirts to their employees and customers which is used as a marketing technique.

Companies all over the globe are using custom made t-shirts as an off-the-clock advertising tool. This advertising strategy has been observed to involve less investment as compared to other forms of advertising such as hoardings or T.V. Therefore, companies are providing customized t-shirts to increase their brand identity as well as customer loyalty. Additionally, providing t-shirts with good quality material increases its shelf life, thereby helping the companies to gain visibility for a longer period, which in turn is anticipated to boost the market growth over the forecast period.

Sports teams and clubs of almost all sports have started to design and wear custom-designed t-shirts and jerseys with their unique logo and design. The trend is nowadays being followed by every sporting club to increase the visibility of their team and to provide a unique appearance to their team players. Sporting activities across countries such as China, India, and Germany are witnessing considerable growth with increasing investments by governments of these nations on sports-related activities. As a result, the demand for customized t-shirts is expected to increase in the years to come.

In the wake of the recent COVID-19 outbreak, there has been a significant disturbance in most industries across the globe. While few industries experienced a contraction in their productions and businesses, others faced severe outcomes such as the shutdown of businesses and movement restrictions. For instance, the travel, entertainment, hospitality industries had the most retrenchments, and on the other hand, healthcare, technology e-commerce businesses had an upsurge in demand. However, during the pandemic, the fashion industry experienced both the surge and decline all at once. While various outlets and large brand stores experienced a decline in customer footfalls and clothing demand, it has been observed that there was an increase in the demand for custom t-shirts from the e-commerce industry. Besides, the custom t-shirt printing business also witnessed several new entrants in the market during the pandemic.



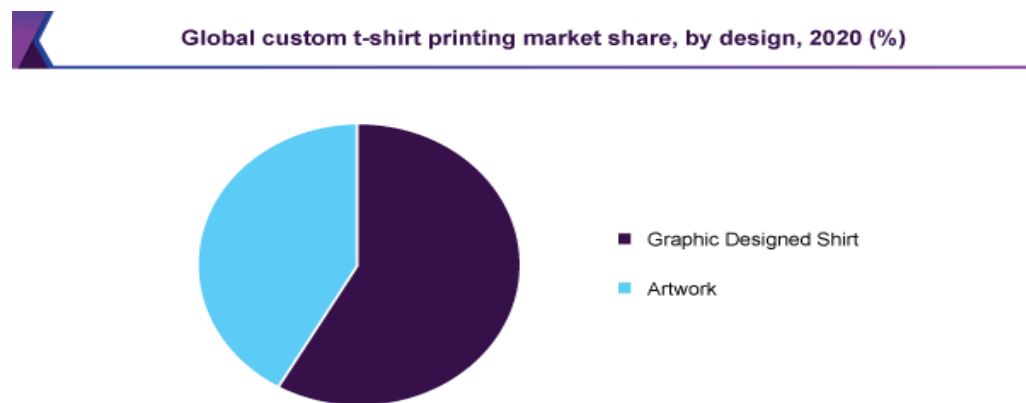
PRINTING TECHNIQUE INSIGHTS

The screen-printing segment held the highest revenue share of more than 50% in the custom t-shirt printing market in 2020. The segment's high share can be attributed to its increased adoption on account of various benefits, including high print quality and high color vibrancy as thicker ink is applied to the product, particularly dark-colored apparel. It can also print on several synthetic fabrics such as viscose, polyester, silk, and others. As a result, it is mostly the preferred technique among service providers.

The digital printing segment is expected to emerge as the fastest-growing segment, registering a CAGR of 10.7% from 2021 to 2028. The popularity of digital printing is on the rise among custom t-shirt printing service providers, considering it involves the use of a computer for processing and printing the artwork directly printed on the product's surface, making it less time consuming and affordable with a quick turnaround time. The technique is used where a high amount of detailing is required in the product's printed design. For instance, if a photographic print has to be applied in a light-colored t-shirt, the digital printing technique would be the best option as the photographic print will require a fair amount of detail.

DESIGN INSIGHTS

The graphic design shirts segment held the largest market share of more than 56% in 2020. The high share is attributable to the rising demand for custom t-shirts with pre-printed graphics. Graphic design t-shirts involve the printing of an existing design that does not require any further modifications. Such pre-printed graphic design t-shirts are preferred by customers who want the product immediately at a lesser price.



Source: www.grandviewresearch.com



The artwork segment is expected to emerge as the fastest-growing segment, registering a CAGR of 10.3% from 2021 to 2028. The growing preference of customers towards using t-shirts or other apparel to support a cause or deliver a message is expected to contribute to the high growth of this segment. The artwork segment involves custom artwork created by an individual to be printed on the t-shirt. Consumers who wish to print their designs or have a clear picture of the desired print are the potential customers of artwork designed for t-shirts.

REGIONAL INSIGHTS

Asia Pacific dominated the market and accounted for over 36% of the global revenue share in 2020 and is anticipated to continue its dominance over the forecast period. The regional growth is primarily attributable to the growing popularity of fashionable apparel among the young population. The growth is also driven by the high proliferation of the e-commerce industry in the region. Countries such as China and India are witnessing a rapid growth of e-commerce activities. Moreover, with the presence of a huge young population and the positive outlook for the apparel industry, several startups offering personalized printed t-shirts and other customized accessories have emerged in India, China, Japan, and Southeast Asian countries. This region is also well known for encouraging various sports events, which is further expected to propel the demand for customized t-shirts in the region.

Europe holds the second-largest share in the market in 2020, owing to increasing investments and developments in printing technologies in countries such as the U.K., France, and Germany. The growth is also attributed to the presence of prominent market players such as Vistaprint., Spreadshirt, and CafePress Inc. On the other hand, North America is expected to witness significant growth in the forthcoming years. The popularity of outdoor sports in North America is expected to increase the demand for custom t-shirts in the region.

KEY COMPANIES & MARKET SHARE INSIGHTS

Prominent players in the market are Vistaprint B.V.; Threadbird LLC; Printful Inc.; CafePress, Inc.; and Blue Gecko (UK) Ltd. These market participants are focusing on several strategies to gain a higher market share. Mergers, acquisitions, partnerships, and other contractual agreements are being announced by these market players to emerge as the top custom printing companies. Moreover, these players are investing in research and development activities to bring new products to the market. Additionally, the companies are trying to expand their business operations to serve



more customers with shorter delivery times. For instance, in October 2019, Printful Inc. announced the opening of its second fulfillment center in Europe to serve European customers in a better way and to meet the demand for faster shipping. Some prominent players operating in the global custom t-shirt printing market include:

- CafePress Inc.
- CustomInk, LLC.
- CustomThread
- Printful Inc.
- RushOrderTees.com
- Spreadshirt
- THEBLUEGECKOPRINTING
- THREADBIRD
- UberPrints, Inc.
- Vistaprint

THE RISE OF ECOMMERCE IN CUSTOM APPAREL AND T-SHIRT PRINTING

The Rise of Ecommerce In Custom Apparel And T-Shirt Printing: Things To Know In 2021



In 2020, the global custom apparel and t-shirt market was worth about \$3.64 billion, and between 2021 and 2028, it is set to grow at a CAGR of 9.7%. Asia-Pacific, for instance, accounted for the most significant share (37.6%) of the market in 2020,

mainly attributable to countries such as India and China, where fashion consciousness and eCommerce popularity are growing in a big way. In North American countries such as the US and



Canada, the demand for t-shirts has always been high due to the popularity of outdoor games in their culture. For textile printing companies looking to expose their brand to a broader audience in 2021, custom printed t-shirts are a great option, particularly because personalized clothing is becoming increasingly popular as a fashion choice. Everyone wants to feel special!

In addition, custom apparel and t-shirts are often used to share slogans that raise awareness about social issues and causes worth supporting. Particularly during the COVID-19 lockdown, the fashion industry witnessed a surge in eCommerce purchases.

Several new custom clothing brands began selling t-shirts and other apparel that combined stay-at-home comfort with fashion. Clearly, the niche industry is only going to grow from here. Although it does require some investment, a top quality printer is worth the money if you want to venture into this business. Options like an Epson direct-to-garment printer are recommended as they offer industrial-grade reliability, without the need of having to print in bulk and storing inventory. The next section explores reasons why it could be an area of interest for you:

REASONS BEHIND THE GROWTH OF CUSTOM APPAREL AND T-SHIRT INDUSTRY IN US AND CANADA

The t-shirt is a garment popular among people of all ages. The reason it saw a new spike in demand during the pandemic was because shoppers searched for fashionable loungewear available in a variety of styles and fits that was comfortable to wear and highly affordable. Here is why starting a custom apparel and t-shirt printing business in 2021 is a great idea:

FULFILLING THE INCREASED DEMAND FOR BRANDING

Thousands of companies launch every year, making it hard for any individual company to stand out. That is where branding comes in. Placing a logo, the company name, and other relevant information on a t-shirt is great for casually sharing the brand message without overt marketing. Wherever the wearer goes, people will notice the brand on the t-shirt, gaining valuable attention for the brand.



As long as the company invests in designing stylish, well-fitted branded t-shirts, people will be happy to wear them. As a Canadian fabric printing business, you have a massive market to sell personalized apparel to such companies so that they can fulfill their branding requirements.

ATTRACTING TV FANS WORLDWIDE

Television shows such as The Big Bang Theory, Game of Thrones, Sherlock, and Suits have massive fan followings worldwide that are proud to flaunt their tastes. The Canadian consumers are no exception. Stylish t-shirts featuring characters, logos, or quotes from these shows will thus sell like hotcakes. The purchaser can choose a print design and background color, font color, font size, and so on, making it a genuinely personalized t-shirt. All you need to do is ensure you have multiple vendors that sell print-ready customizable templates on your apparel printing store.

BOOSTING THE TEAM SPIRIT

Over the last several years, many Canadian brands have recognized the importance of building a strong company culture that boosts employee morale. Custom t-shirts act as an extra emotional bond with the company.

When team members wear them, they feel an extra sense of loyalty to the brand they are part of and more camaraderie with their teammates. Make sure your printing company caters to the demand for such custom apparel.

ENABLING LONG-TERM CUSTOMER LOYALTY

The best way to get customers to stick with a brand is by creating a top-notch experience for them. Many brands respond to this by offering custom t-shirts as a freebie with a minimum order value on their websites. This is a more personal touch than merely relying on marketing emails and helps the customer feel special.

SUCCESSFULLY DOING OFF-THE-CLOCK MARKETING

With custom t-shirts, Canadian companies do not need to worry about clock-out hours or limited-period ad windows. Customers and employees will be happy to wear fashionable t-shirts anywhere and everywhere, making it a highly effective one-time marketing investment. Therefore, why not start selling them now?



SELLING APPAREL COST-EFFECTIVELY

T-shirts are far less expensive to make and distribute than other forms of marketing, such as billboards. When made with high-quality material, it also has a long shelf life, so your Canadian printing business can continue selling custom apparel for a long time.

PROMOTING SUSTAINABILITY

People everywhere are conscious about the need to protect the planet and its biodiversity, and t-shirts with messages to that tune are likely to appeal to environmentally conscious customers.

Canadian clothing companies, too, want to do their bit when it comes to fighting climate change and protecting the environment.

Therefore, bonus points when the t-shirts themselves are made from recycled or minimum-waste material. If you can sell such apparel on your e-Commerce store, that would be great for your CSR initiatives and sales!

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5.1 IMPORTANCE OF THIS RESEARCH TO GOSSIP GODS LLC

The scope of these researches is to give **GOSSIP GODS LLC** a general market view, trends and statistics of the product it is about to offer. Also to see how it can turn the market table to its own favor, by using this analysis to gain edge over its competitors.

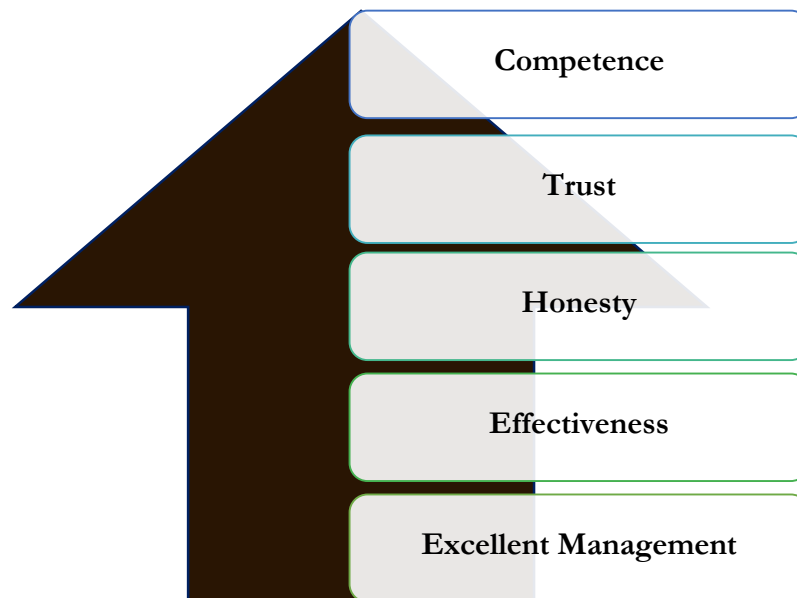
5.2 TARGET MARKETS

Before concluding developing our business, we did our assignment, and we were able to identify those who would benefit greatly from our service offerings. As a result, we found out that our target audience is any large group that is celebrating, whether it is for an end-of-life celebration, a birthday, a holiday, or simply because they want a unique look or to represent something nonverbal in Deep Creek, VA and its surroundings.



5.3 COMPETITORS SUMMARY

The emergence of other brands such as Custom Ink alongside small business local vendors is not without our notice also. We have done our homework and we have been able to highlight some factors that will give us a competitive advantage in the marketplace; some of the factors are competence, trust, honesty, effectiveness and excellent relationship management.



We are committed to the client's satisfaction and fulfilling their demands. The following are what we believe in making us unique.

Professionalism: Every member associated with our company will appear as professional as possible, to help us achieve a significant edge in the business.

Exceptional Services: We will approach all our customers with all sense of touches of humor so that they feel the fun of patronizing us more.

Recommendation: We are confident of delivering exceptional customer services; thus, it will enhance the confidence of our customers to refer us to others. Risks are managed even before they are encountered.

5.4 SWOT ANALYSIS



The SWOT analysis includes the Strength and Weakness possessed by **GOSSIP GODS LLC**, the Opportunities and Threat we face as challenges as we go into day-to-day activities and business operations.

Strengths

- Highly experienced, credible and determined owner.
- United and reputable management.
- The competitive strengths for the company: product offerings, competitive pricing and management expertise
- Competitive and affordable pricing system for easy and quick market penetration
- Ability to cater more than just a need of our prospective clients.
- Our unshakable plan to create a business model that attract prospective clients

Weaknesses

- Building a cycle of clients may take time.
- Lucrative business in an area dominated by competitions.
- Growth may be slow due to the presence of giants in the market.

Opportunities

- Opportunity to operate our business that stands for uniqueness.
- Opportunity to run a profitable and successful business.
- Opportunity to compete and secure a strong position in the industry.



Threats

- The possibility of business imitation.
- The necessity to secure substantial capital injections to foster growth.
- One of the major threats that confront businesses all over the world is economic downturn; when the economy is bad it affects consumers spending which in turn affects businesses negatively.



6.0 STRATEGY AND IMPLEMENTATION PLAN

6.1 COMPETITIVE STRATEGY

Our competitive advantages are the factors that differentiate the company from competitors.

GOSSIP GODS LLC will differentiate itself from the competitors with the following:

- ✓ The guaranteed high rate of satisfaction when it comes to quality customization of logo and printing of logos.
- ✓ Specifically, personalized services.
- ✓ Affordable price.
- ✓ Excellent customer service.
- ✓ Utilizing data and statistics to provide high class information.
- ✓ Social experience and enjoyable platforms for our customers.
- ✓ Modern equipment and facilities that are proven for promoting our business practices.

GOSSIP GODS LLC will use these above factors to the company advantage in order to achieve our set goals and objectives, to become the best offering these services in the United States.

6.2 MARKETING STRATEGY

MARKETING OBJECTIVES

Our overall advertising and promotional objectives at **GOSSIP GODS LLC** are:

- Acquire clients and generate sales.
- Position ourselves as the market leader.
- Increase company awareness and brand name recognition
- Sway clients from competitors to our self.
- Collect market research to create immediate and long-term marketing plans.

MARKETING STRATEGIES OF GOSSIP GODS LLC

Every business no matter its level requires marketing in order to thrive and this is why we have set aside a budget for marketing our company. Marketing is vital for the growth of any business because not only does it generate revenue and boost a company's growth, it also allows the companies generate interest and increase awareness amongst its target market. The marketing strategies we would draft for our Company are ones that would allow us penetrate the target market and gain a huge share.



Before drafting our marketing strategies, we will conduct a thorough marketing survey using accurate data that will allow us understand our target market and create effective marketing strategies. We will leverage on conventional and unconventional means of marketing our brand to all our existing and potential customers. The marketing strategies will create and will allow us have a marketing budget that we will channel to the right use.

We have also empowered our marketing executives to also draft the right strategies that should be in line with our corporate policies and goals. They will modify or remove ineffective strategies so that we do not waste money using the wrong channels to market our Company.

The followings are the marketing strategies, which **GOSSIP GODS LLC** will adopt:

- Utilizing friends and family to promote awareness for the business
- Leveraging social media platforms to build awareness
- Engaging in social media giveaways
- Active involvement in local events, parties, and other activities that can promote our products and web-sales
- Getting online reviews
- Sharing our expertise freely but consciously
- Expanding our networks of contact and prospective clients
- Leverage digital marketing platform such as using Social media like Facebook, Twitter, Instagram, Tumblr, etc. – by creating pages on these social media channels and flooding them with creative contents, stories, and testimonials.
- Utilizing Google AdWords
- Engage a professional script writer to create fascinating promotional scripts and ad copies for advertisement
- Search engine optimization – we will use keywords related to our business so that our company will appear on search result



6.3 MARKETING CAMPAIGN

Our marketing campaign will employ the offline / domestic approach:

OFFLINE / DOMESTIC MARKETING

Bringing our custom printing business to the attention of potential clients is critical, and customers' word-of-mouth recommendations and visual tributes will accelerate the potential customers' knowledge of the service and contribute significantly to the growth of the company. This will mainly include:

- a) **Newspaper advertisements** – Newspaper advertisement is also a cost-effective traditional way of advertising. It is much better to place advertisements on weekend newspapers, as it will go to people more than other newspapers.
- b) **Flyers, brochures** – Make and distribute flyers and brochures to potential customers. These materials will bring initial details to the public and let them check our website.
- c) **Word-of-mouth** – This is one of the best and most powerful ways of marketing. Customers who receive quality customized item at an affordable price are more apt to share this information/experience with friends, family, etc., thus causing a spider-web affect that will accelerate business growth.
- d) **Corporate Social Responsibility** – We will get involved with community related social activities, which will generate a positive picture of the company in the community. This is one of the modern marketing strategies that many organizations are using.



7.0 MANAGEMENT SUMMARY

7.1 MANAGEMENT DESCRIPTION

Having the right business structure is very important to us at **Gossip Gods LLC**. Therefore, we have laid the right plans that will ensure that our foundation is right and stays true to our core values, mission, and vision as a company.

Our core mission is to provide an excellent service that is well accepted and whose acceptance and use will continue to grow at an accelerated rate into the future. We are sensitive to our customer's needs and dedicated to their satisfaction.

7.2 MANAGEMENT ROLES

Our business will be guided by a team of experienced management staffs with years of experience in the industry. They will be tasked with different responsibilities in the business and will make key decisions together. However, the Owner will be tasked with the following roles and responsibilities:

Roles and Responsibilities of the Owner- Shamika L. Davis

- Dictating the direction of the business
- Cross-checking the effectiveness of sales and marketing plan
- Signing documents relating to the business
- Identify problems, make decisions, and evaluate the result
- Periodically evaluate performance and develop action plans.
- Developing monthly sales plan
- Organizing meetings with different bodies regarding the business
- Preparing materials relating to the business
- Successfully implement company policy
- Develop strategic plans.