



Representing the Everyday Designer

DUVAL HIGH SCHOOL
TECHNOLOGY
ENTREPRENEURSHIP
PROGRAM

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1.0 Executive Summary

Put Them Out (PTO) is a marketing company that represents DuVal High School's independent designers and artists, and advertises, markets and sells their products both online and at PTO's Duval High School location.

Our Mission

To market and sell independent designers and artists products through the web, video and audio commercials, newspaper and flyer advertisements and relational networking

The local market for independent artists is open for new and expanding sales, particularly in the area of e-commerce. Initial financial analysis of the viability of this venture shows outstanding promise. Several current clients without a web presence note that marketing their products on-line would allow them to share their items with a wider audience. The DuVal student population spends approximately \$10,000 per month on clothing (hats, jeans, shirts, bands, etc.) A portion of this sum is spent by Duval High students purchasing DuVal High School products—items designed and developed by small in-house student businesses. It is estimated that given proper marketing this amount could double.

Given the current lack of marketing for independent artists, *Put Them Out* projects a 50 % growth in sales and representation of new artists over the next 3 years.

Objectives

The objectives of *Put Them Out*

1. **Representation-** to represent independent clothing designers and artists who have existing "small businesses" at DuVal High School.
2. **Profit-** to generate sufficient profit to finance future growth and to provide the resources needed to achieve other objectives of the business. We estimate an annual profit of \$2500.
3. **Growth-** to grow PTO at DuVal High School and then expand to other Prince George's County Public Schools (i.e., Parkdale High School, Flowers High School, Roosevelt High School, etc.). The market will then be expanded to other Maryland county school system schools.
4. **Citizenship and Education-** to generate a profit and market for future classes at Duval High School, giving back to our school, community, as well as learning the skills of entrepreneurship.

1.1 Mission

PTO currently represents independent clothing designers and artists at DuVal High School. We are a central resource for marketing expertise for the artists, and shopping for our clientele. PTO seeks to expand its ability to market via an expanded web presence.

PTO shares a joint vision with the artists and designers we represent to promote their products and generate profit.

Put Them Out

“Representing the Everyday Designer”

1.2 Keys to Success

1. **Marketing** – Advertising our client’s products through a wide variety of strategies, including the web, flyers, advertisements in the school newspaper, and video and audio commercials. The contacts and expertise to use these methods are already well established.
2. **e-Commerce** – Marketing and promoting through the web is essential in today’s high tech society, but is not being utilized by current DuVal businesses.
3. **Relational Networking** – Through existing friendships, PTO will expand its business throughout DuVal High School and into other schools in the county.

2.0 Company Summary

1. *Put Them Out* will be a Limited Liability Corporation
2. The goal will be to start the venture as inexpensively as possible.
3. PTO will be a High School Business, located at DuVal High School Student Government Office.

PTO will be created as an LLC, co-owned and co-operated by the Student Government and Robert Mclaughlin, Ayana Lindsey, Lashaun Enezuogu, Michael

Bell, Jared Allen, Mahammad Fagge, James Daniel, and Eugene Williams, Dwayne Dyke.

2.1 Start-up Expense Summary

Total Start-up expenses for *Put Them Out* is \$1170 which will be financed by venture capital.

Description	Expense
Stationary	\$200
Brochures	\$200
Web Hosting	\$250
Publicity	\$500
Web Domain	\$20
Total Start-up Expenses	\$1170

2.2 Expected Profit (Per Location)

Description	Cost/Item	Profit/Item	Profit/Month
Shirts	\$15	\$5	\$125
Pants	\$25	\$5	\$ 50
Headbands	\$5	\$2.50	\$ 37
Hats	\$15	\$4	\$40
Events			
Total Profit/Month			\$252

2.3 Company Locations and Facilities

The PTO office will be located in the Student Government Association (SGA) Office at DuVal High School, for which there is no expense.

1. Computer facilities will consist of the SGA Equipment.
2. Telephone- One line will be shared with the SGA.
3. Internet Connection- will be shared with the SGA.
4. Utilities are already provided by the Public School System.

3.0 Services

1. *Put Them Out* will offer three main services
 - Represent and Market independent artists and clothing designers

- Market independent artists and clothing designer products
 - Sell their products online and at the DuVal retail store.
2. PTO will create basic sales literature, including but not limited to: logo and stationary, brochures, flyers, school broadcasted video and audio commercials, newspaper advertisements, and an online retail store service.
 3. Fulfillment of services will be provided exclusively by PTO's personnel

3.1 Service description

1. **Represent** independent artists and clothing designers which will enable better sales and responses than they could get unrepresented.
 - Through relationship networking PTO will represent independent artists and clothing designers at DuVal.
2. **Market** independent artists and clothing designer's products.
 - Through our website, newspaper advertisements, flyers handed out at DuVal, video and audio commercials, independent artists and clothing designers will be advertised to the public.
3. **Sell** their products online and at the DuVal retail store.
 - PTO will market and sell our clothing designers products online at www.putthemout.com. PTO will also sell products directly from the DuVal High Schools retail store.

3.2 Competitive Comparison

There are two major classes of competition in the local artists and clothing designer industry.

1. Outside businesses that sell underground clothing lines such as *Last Stop Clothing Store* that sells products by *Bonidacci*, *Hobo*, and *Shooters*.

By creating an officially sanctioned store, we can better advertise to the public and connect designer and customer. Our competitive advantages include: a coherent plan, increased resources, pre-existing designer and customer relationships, and multi-method advertising.

2. Businesses inside DuVal that sell underground clothing by students such as *Mama*, *Expose*.

3.3 Sales Techniques

1. Website

- www.putthemout.com will market and sell client products online. The site will have also have links to information about our designers, and an online store where customers can place orders to be picked up at DuVal.

2. Flyers

- Flyers will be handed out after and during school by our sales associates. Flyers will be designed and printed by PTO.

3. Video Commercials

- Video commercials will be aired exclusively on TTV (Tiger Television) during the morning announcements daily.

4. DuValian Newspaper Advertisements

- One half page newspaper advertisements will be placed in each issue of the DuValian Newspaper to promote PTO's designers and products.

3.4 Fulfillment of services

The fulfillment of services for PTO is provided jointly by DuVal's Student Government and PTO. The ultimate deliverable is PTO's expertise and its connections with the Student Government, Tiger Television and The DuValian Newspaper.

3.5 Competition and Buying Patterns

Competitors include other school clubs, individuals selling their own products, people with connection and discounts who are unwilling to buy at our prices. Of approximately 12 existing people doing independent sales, 5 have agreed to join under PTO's umbrella.