

**FREE VERSION OF GROWTHINK'S  
ULTIMATE T-SHIRT BUSINESS PLAN  
TEMPLATE**

**[Company Logo]**  
(if applicable)

**[Company Name]**  
**BUSINESS PLAN**  
**[Current Month], [Year]**

**[Name]**  
**[Title]**  
**[Company Name]**  
**[Address 1]**  
**[Address 2]**  
**[City, State Zip]**  
**Tel: [ ]**  
**Fax: [ ]**  
**Email: [ ]**  
**Website: [ ]**

**CONFIDENTIAL**

*No offering is made or intended by this document. Any offering of interests in [Company Name] will be made only in compliance with Federal and State securities laws.*

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**PLEASE READ THIS FIRST:**

**NOTE: this is the Free version of Growththink's Ultimate T-Shirt Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.**

The real version of Growththink's Ultimate T-Shirt Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growththink's Ultimate T-Shirt Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

**To upgrade to the full, paid version of Growththink's Ultimate T-Shirt Business Plan Template, please go to <https://businessplantemplate.growthink.com/T-Shirt/>**

# **I. Executive Summary**

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## **Key Questions to Answer:**

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

## ***Sample from Growthink's Ultimate T-Shirt Business Plan Template:***

[Company Name], located at [insert location here] is a new t-shirt store focusing on retailing exclusive t-shirt designs.

### **Products and Services**

[Company Name] will design and sell t-shirts for customers of all ages:

- Women's t-shirts
- Unisex and Men's t-shirts
- Children's t-shirts

We will print our original designs onto t-shirts in a variety of colors and styles. In addition, we will offer custom t-shirts.

### **Customer Focus**

[Company Name] will primarily serve consumers in [location] and the surrounding area. The demographics of these customers are as follows:

- 308,626 residents
- Average income of \$56,809
- 140,116 households

## **II. Company Overview**

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### ***Company Profile***

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

### ***Company Vision/Mission Statement***

- *What goals is your company trying to achieve?*

### ***Past Accomplishments***

- *What successes has your company already achieved?*

### ***Sample from Growthink's Ultimate T-Shirt Business Plan Template:***

[Company Name], located at [insert location here] is a retailer that sells its own original-design t-shirts.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in graphic design for some time, it was in [month, date] that he decided to launch [Company Name]. Specifically, during this time, [Founder] reached the point as a vendor, at which he understood his sales volume would only continue to grow, and therefore consume more of his time. During his family's vacation to a popular tourist town, [Founder's Name] visited a popular t-shirt shop, and after several conversations with the shop owner, he realized a t-shirt shop would enjoy significant success in his area.

Specifically, the customer demographics and competitive situations in the two towns were so similar that he knew it would work.

## **III. Industry Analysis**

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### ***Market/Industry Overview***

- *In what market(s) do you compete?*

### ***Market/Industry Trends***

- *What are the key market trend(s) and how does that effect you?*

### ***Relevant Market Size***

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

### ***Sample from Growthink's Ultimate T-Shirt Business Plan Template:***

The following industry statistics bode well for [Company Name].

According to the recent report entitled, "Original Design T-Shirt Sales" by the Specialty Graphic Imaging Association, the t-shirt industry's annual revenue is approximately \$516 million, with an estimated gross profit of 3.4%.

According to a recent analysis by T-Shirt Magazine:

- More startups are turning to T-Shirts for branding. In order to spread the word about their business, startups are working with t-shirt designers to creatively communicate their brand message in a casual and friendly way.
- T-shirts are a popular way to join in a fad or make yourself identifiable as a fan of something in pop culture.
- Advances in printing technology help designers more quickly bring their product to market, for that first-mover advantage

## **IV. Customer Analysis**

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### ***Customer Needs***

- *What are the key needs of your target customers?*

### ***Target Customer Profile***

- *Who are your target customers? Give a detailed demographic profile.*

### ***Sample from Growthink's Ultimate T-Shirt Business Plan Template:***

[Company Name] will serve consumers and companies in [company location] and the surrounding areas.

The area we serve is a tourist town, and will immediately attract a significant customer base.

The overview of potential customers in our location is as follows:

## **V. Competitive Analysis**

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### ***Direct Competitors***

- *Who are your direct competitors? What are their strengths and weaknesses?*

### ***Indirect Competitors***

- *Who are your indirect competitors? What are their strengths and weaknesses?*

### ***Competitive Advantage***

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

### ***Sample from Growthink's Ultimate T-Shirt Business Plan Template:***

The following t-shirt design companies are located within a 50-mile radius of [Company Name], thus providing either direct or indirect competition for customers:

#### **Politic Apparel**

Politic Apparel is an independent clothing company on a mission to debunk stereotypes and misconceptions through fashion. It rejects all bigotry and discrimination, so its messaging is positive and focuses on empowerment.

Politic Apparel is expected to continue to attract a broad customer base, due to its universal messaging of inclusion. [Company name] has the advantage of offering products with a wider appeal. While we do offer products with similar messaging, we also offer products with lighter themes.

## VI. Marketing Plan

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### **Branding**

- *What is your desired brand positioning?*

### **Promotions Plan**

- *How do you plan to promote your company's products and/or services?*

### **Sample from Growthink's Ultimate T-Shirt Business Plan Template:**

The Marketing Plan describes the type of brand [Organization Name] seeks to create and the Organization's planned promotions and pricing strategies.

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### **The [Organization Name] Brand**

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The [Company Name] brand will focus on the Company's unique value proposition:

- Reliable service.
- Convenient, central location.
- Competitive prices
- High-quality and inventive t-shirt offerings

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### **Promotions Strategy**

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[Company Name] expects its target market to be manufacturers and wholesalers in the region. The Company's promotions strategy to reach these customers includes:

**Direct Mail:** [Company Name] will target potential customers with direct mail pieces. These pieces will provide general information on [Company Name], offer discounts and/or provide other inducements for customers to shop with us.

**Local Publications:** [Company name] will announce its opening several weeks in advance through publicity pieces in multiple local and regional newspapers and publications. Regular advertisements will run to maintain exposure to relevant markets.



## **VII. Operations Plan**

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### ***Key Operational Processes***

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

### ***Business Milestones***

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

### ***Sample from Growthink's Ultimate T-Shirt Business Plan Template:***

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

#### Sales Functions

- Wholesale contract negotiations
- T-shirt retail sales
- Counter service in the design room

#### Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing inputs
- Hiring and training staff
- Customer service

#### Miscellaneous

- Maintenance personnel

## **VIII. Management Team**

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*The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.*

### ***Management Team Members***

- *Who are the key members of your management team?*

### ***Management Team Gaps***

- *Who do you still need to hire?*

### ***Sample from Growthink’s Ultimate T-Shirt Business Plan Template:***

[Company Name] is led by [Founder’s Name] who has been a graphic designer for 20 years. While [Founder] has never run a retail store, he has designed logos for 20 years and has worked part-time in the local tourist gift shop over the past 10 summers, where he began designing souvenir t-shirts. As such, [Founder] has picked up some knowledge of running a retail store, including the operations side (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.).

[Founder] graduated from xyz University with a major in Business Administration.

[Other person’s name] will serve as the customer service manager. He/she has extensive experience in the retail industry.

## **IX. Financial Plan**

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### ***Revenue Model***

- *In what ways do you generate revenues?*

### ***Financial Highlights***

- *What are your topline 5-year financial projections?*

**Go to <https://businessplantemplate.growthink.com/T-Shirt/> for the paid template that automatically generates your 5-year financial projections**

### ***Funding Requirements/Use of Funds***

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

***Sample from Growthink's Ultimate T-Shirt Business Plan Template:***

### ***Revenue and Cost Drivers***

[Company Name]'s revenues will come primarily from sales of t-shirts.

As with most production operations, supplies and labor expenses are the key cost drivers in t-shirt design and sales.

The major cost drivers for the company's operation will consist of:

- Purchases of raw materials, including blank shirts, inks, and equipment
- Salaries
- Lease

### ***Capital Requirements and Use of Funds***

[Company Name] is currently seeking \$103,000 to launch. Specifically, these funds will be used as follows:

- Equipment purchase: \$45,000

- Initial Inventory/T-Shirt Supplies: \$25,000
- Startup fees and working capital: \$33,000

## ***Key Assumptions & Forecasts***

Below please find the key assumptions that went into the financial forecast and a summary of the financial projections over the next five years. Please see the Appendix for more detailed financial forecasting information.

	FY 1	FY 2	FY 3	FY 4	FY 5
<b>Revenues/Donations</b>					
Individual Sales/Donations	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
Corporate Sales/Donations	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
<b>Total Revenues</b>	<b>\$200,000</b>	<b>\$300,000</b>	<b>\$400,000</b>	<b>\$500,000</b>	<b>\$600,000</b>
<b>Expenses &amp; Costs</b>					
Cost of goods sold	\$0	\$0	\$0	\$0	\$0
Lease	\$40,000	\$41,000	\$42,025	\$43,076	\$44,153
Marketing	\$0	\$0	\$0	\$0	\$0
Salaries	\$136,390	\$189,030	\$208,406	\$218,826	\$229,767
Other	\$0	\$0	\$0	\$0	\$0
Initial expenditure	\$0	\$0	\$0	\$0	\$0
<b>Total Expenses &amp; Costs</b>	<b>\$176,390</b>	<b>\$230,030</b>	<b>\$250,431</b>	<b>\$261,901</b>	<b>\$273,920</b>
<b>EBITDA</b>	<b>\$23,610</b>	<b>\$69,970</b>	<b>\$149,569</b>	<b>\$238,099</b>	<b>\$326,080</b>
Depreciation	\$0	\$0	\$0	\$0	\$0
<b>EBIT</b>	<b>\$23,610</b>	<b>\$69,970</b>	<b>\$149,569</b>	<b>\$238,099</b>	<b>\$326,080</b>
Interest	\$0	\$0	\$0	\$0	\$0
<b>PRETAX INCOME</b>	<b>\$23,610</b>	<b>\$69,970</b>	<b>\$149,569</b>	<b>\$238,099</b>	<b>\$326,080</b>
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$38,125	\$55,455	\$149,569	\$238,099	\$326,080
Income Tax Expense	\$13,344	\$19,409	\$52,349	\$83,334	\$114,128
<b>NET INCOME</b>	<b>\$10,266</b>	<b>\$50,561</b>	<b>\$97,220</b>	<b>\$154,764</b>	<b>\$211,952</b>
Net Profit Margin (%)	5.1%	16.9%	24.3%	31.0%	35.3%

## **X. Appendix**

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### ***Sample from Growthink's Ultimate T-Shirt Business Plan Template:***

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

**Attention Entrepreneurs:** Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

# "Finish Your Business Plan Today With Growththink's Fully Customizable T-Shirt Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**  
**BusinessWeek** **SmartMoney** **FOX** **Deal** Los Angeles Times **Inc.**

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