

FRONT LINE APPAREL

Front Line Apparel is an online apparel retailer that offers customizable clothing choices for United States Military Veterans. Front Line Apparel offers a full clothing line of t-shirts, sweatshirts, shorts, hats, and other accessories. By providing a quality customizable product, affordable pricing, and quick shipping, we are looking to take the fight to our competitors in this niche market.

The online retail industry for apparel has been steadily growing in the United States over the past years. By 2018 research suggests the online apparel industry will reach over \$80 billion dollars in annual revenue. We know that we will be just a small percentage of this growing industry, but it confirms that more people are likely to purchase online rather than a brick and mortar store.

Owned and operator by three Veterans, Front Line Apparel has a deep understanding of the mentality and buying habits of their target market. By combining our work, business, and military experiences, Front Line Apparel will provide a great customer experience that puts the needs of our military servicemen and women above all.

What We Sell

Front Line Apparel will offer the following products to its customers:

- **Shirts** - Long sleeve, short sleeve, and collared
- **Athletic** - Moisture wicking, tank tops, shorts
- **Outerwear** - Hooded sweatshirts, jackets, and fleeces
- **Headwear** - Beanies, mesh backs, full backs, and fitted hats
- **Accessories** - Patches, decals, and stickers

What we have found is once a military member becomes a Veteran and returns to the civilian lifestyle, they tend to wear a military style type of clothing. Whether tactical clothing from companies such as Blackhawk, 5.11 Tactical or Condor. We found that the Veterans take pride in their clothing and this type of clothing also gives them a comfort level on an emotional level.

Who We Sell To

Front Line Apparel will market itself to Veterans of the United States Military. Our main focus will be the Veterans of Operation Iraqi Freedom and Operation Enduring Freedom. These Veterans are proud of their duty and sacrifice and tend to wear clothing that represents that. The age range for these Veterans is typically 20-40 years old. We are also assuming that active duty military personnel will also tend to purchase from us. The average age of an active duty soldier is 20.5 years old. These Veterans are proud of their duty and sacrifice and tend to wear clothing that represents that.

Financial Highlights

Front Line Apparel will receive most of it's funding from the three partners. We assume we will need an additional \$200,000 for some startup costs. In exchange for the \$200,000 we will offer 25% equity in the company.

\$200,000 will be allocated as such:

- \$100,000 for website development
- \$50,000 for initial inventories
- \$50,000 for working capital

We are able to purchase clothing from \$6-\$10 depending on the type of clothing and printing involved. We are assuming our average sale price will be \$25 per customer transaction. We expect to sell around 1,500 units at an average price of \$25 in the first year. At this pace, we would generate \$37,500 in revenues a month of our first 12 months. This would equal \$450,000 in first year sales. After the first twelve months, we have milestones of increasing sales by 5% each month after the first twelve months.