



Cream City Print Lounge

Business Plan



Our Business:

Cream City Print Lounge is an upscale, Retail entertainment print studio based in West Allis, WI which combines the appreciation fashion with apparel sales and guided, step-by-step t-shirt printing classes by a trained local artist/print instructor, with some classes including wine and beer with the experience.

Mission:

Our mission is to sell and print awesome shirts while providing a great customer experience, and community commitment. We will utilize as many local vendors and artists to fill our retail space and design our images for the classes, giving them an outlet to shine.

We believe that everyone loves a good t-shirt. It is our goal to make the printing experience a fun, relaxing, and enjoyable activity for our guests. Our business is the perfect place to provide opportunities for community engagement and a venue to encourage diverse socialization and generate goodwill in the community. It also provides a great place to enjoy your time, beside other establishments including Bars, and offers an interesting date night option other than the typical dinner and a movie. We will create a memorable event for you and your significant others to remember and you will leave with apparel that you will have for years to come.

Company structure:

Cream City Print Lounge is a two member LLC. company.

Target Market:

Our target audience is adults, the age of 21 and up. However, with special events and partnerships, the business shall be allowed to host youth and family events as alcohol is limited to the bar and cabinet behind the bar only. During family and youth events, only non alcoholic beverages, no beer or wine shall be sold, served, consumed, or taken out. Additionally, we offer classes for all kind of events, including print parties, private events, family, corporate fundraisers, as well as team building workshops.

Current opportunity:

After researching, we have found that the concept will be new to the market plus competition is almost nonexistent. Therefore, with all available resources, we believe that this would be a great business opportunity. Cream City Print Lounge is a unique concept providing alternatives to local residents as well art enthusiasts, and entrepreneurs to enjoy as entertainment. It provides a great place to enjoy your time beside other establishments including Bars and offers an interesting date night option other than the typical dinner and a movie. It is also a great way to spend time with the family! This atmosphere brings a unique sense of community and economic development to West Allis. We are located on National which is not a part of the downtown area, so we bring customers and money to an underdeveloped side while also partnering with local businesses. Additionally, our customer base is widespread and brings new faces and business to the West Allis area that would not otherwise have shopped in the area. This creates new awareness to the slogan "That's Why West Allis" and the businesses it serves as well as economic development.

Projection of Business Structure:

Cream City Print Lounge is a new concept idea that plays off the idea of the paint and sip parties that has been gaining popularity throughout country. Our completely new concept will do it with wearable items instead of canvases. The future of the proposed business is very promising. We will enter the market as a new provider specialized in the group screen printing that is essentially unheard of right now. Once our brand has been established, we aim to open more locations in other areas where they will be available to public.

Market Analysis:

Cream City Print Lounge will be introduced as the first public screen printing studio of its kind in Milwaukee WI. According to 2018 census data, the percentage of households making \$46,784 or more has increased by 22% in 2018, and with population well over 948,201 and 419,554 households in Milwaukee County, as the economic growth has been seen in the recent years, we are confident that our proposed business is situated in a strong demographic area to start this business and compete with the print and sip shops.

Competitive Analysis:

Based on our field research, the finding showed no competition in the area. The closest similar competitor (paint and sip shop) is over 15 miles away from our proposed location, which we do not believe to be a significant influence on our business. Conversely, we believe that there are a significant number of complementary businesses in the immediate vicinity that will enhance our visibility and opportunity for additional sales, growth and potential business partnerships.

Marketing Strategy

We will use our current social media marketing skills that we have used over the years to grow with our retail business to attract new customers at a low cost. We will also eventually hire an outside marketing agency to help us grow to the next level.

Product/Service:

Our Products and/or Services are superior to our competitors because we are relatively new entrants into a new concept of edutainment (entertainment and education), we provide a superior experience by virtue of superior talent and experience both operationally and creatively. For a low price, we provide screen printing tools such as Blank apparel, print station, ink, squeezes, apron and a free take home shirt. To enhance the printing experience, for guests over age of 21 and older, we offer complimentary local beer and a selection of house red or white wine along with delicious snacks from local bakeries for the enjoyment while printing and mingling.

Promotion:

We will create marketing strategies that will bring new customers in the door, keep repeat customers coming back and generate word of mouth as a result. We will introduce specials on a weekly basis as part of our marketing campaign.

Pricing Strategy:

The price we offer to our customer is affordable. We charge customer per session ranging from \$25 to \$40 depending on the time and day of the week. Other fees may apply based on the event, type of apparel.

Web Strategy & Technology:

Customers may visit our website to learn about Cream City Print Lounge, keep up with the latest news and upcoming events, print coupons, purchase gift certificates or sign up for a class. Through our website, the customers will enjoy real time information regarding their reservation and the transparency of our private party booking process.

Operation Plan:

Location/Space Our location allows us to better serve customers because we will experience significant foot traffic and high street visibility into the storefront. Cream City Print Lounge is situated in a highly traveled area at 8010 W National Ave. The chosen space is approximately 800-950 square feet with interior setting that will hold 20-30 people for classes and events. We will also connect with our local neighbor businesses that enables brand to brand marketing and a sense of community within the West Allis city.

Operations:

Our business concept is a unique type of apparel printing instruction in a relaxed environment named Cream City Print Lounge. The concept is modeled after similar businesses in the Paint & Sip industry which are known as Splash Studios, Pinot's Palette and Wine & Canvas that are currently operating nationwide and a few more local. We are excited to bring the first Print studio to Milwaukee County! The sessions would be scheduled to occur in the evenings between 5pm-10pm, Sunday to Thursday; Friday & Saturday 3pm - 10pm, and some other hours are between 11:00am - 5:00pm for retail shopping. Our business intends to host events where all print supplies and instruction are provided to a maximum of 12 participants in a casual group setting. Each event would last 2 hours and could be attended by individuals and/or groups of friends. All attendees are required to show ID's at the time of check-in since we offer complementary alcohol therefore, we recommended our guests to arrive early prior to the start of event to select the seat of their choice and get the print supplies. The setting is intended to be a relaxing ambience with low background music while the customers are painting. Participants may enjoy complimentary snacks and beverages including beer and wine for onsite consumption during a mid-point breaks in the event. We will have a 15 minute intermediate break on every 30 minutes of instruction; during break time, customers will have a chance to check out our retail items for sale, while also making sure the equipment is in working order and clean any spills or replace damaged items. Our goal is to ensure each customer would leave the event with their own completed t-shirt or other apparel item. An instructor, with a manager, will be onsite to assist everyone in every session. We also offer complimentary water through the entire session per guest's request.

Employees:

The employees are the utmost importance to the success of our organization. Rachaad will use his 10 years of skills and printing experience to be the instructor for the first year then, year 2 we will hire 1-2 more instructors who share not only the same values and vision as us but also would be able to show our customers the rope to a wonderful world of apparel printing. We will also Hire inters from local colleges to help create designs for each event. Co-Owner Natasha comes with unique experience in the industry including retail management, human resource management, legal compliance issues, hiring, discipline and terminations as well as fair labor practices to make sure we are moving in the right direction.

Equipment/Fixtures:

The items we will need to get set up are some furniture with a total of 5 print stations including large 4 screen printing stations, 2 heat press machines, four tables and 15 chairs. Other items and improvements are also needed as following;

- Surround sound audio system
- 2 TV - 40in
- Art Supplies and artwork
- Point of sales terminal
- New T-shirt Bar Counter
- Blank Screens
- Ink
- squeezes
- Mop sinks
- Display
- Cooler
- Reception counter
- Three compartments sink
- 24 Track lights
- Tshirt Bar wall Fixtures

Appendix B: Competitive Analysis:

There are no other competitors in the radius of 15 miles surrounding, we will be the first concept as a Print lounge according to the City of Milwaukee planning department. In enhancing the entertainment, we will build our business as a high-end lounge not just a simple studio like the others.

Permits Required:

- Business Permit from City Hall
- Tenant Improvements from Building & Safety
- Prepackaged Food Permit from Environmental Health
- Alcoholic permit