

ENPRO 356

Reinventing the Chicago Embroidery Company: a living business case

Scrapbooking



Scrapbooking is a 2.5 billion dollar a year industry

Patches are simple and effective in displaying scrapbooking images

Politics



Political campaigns create a constant demand for wearable media

IT'S TIME FOR ACTION!

Custom order products



Clients will be able to order their own custom patch just by sending in an image.



Costs will be variable based on size, colors, and thread types.

Fad Patches



Fad patches, such as this Rick Rolled patch, are products of consumer driven markets

Future Product info

OLED

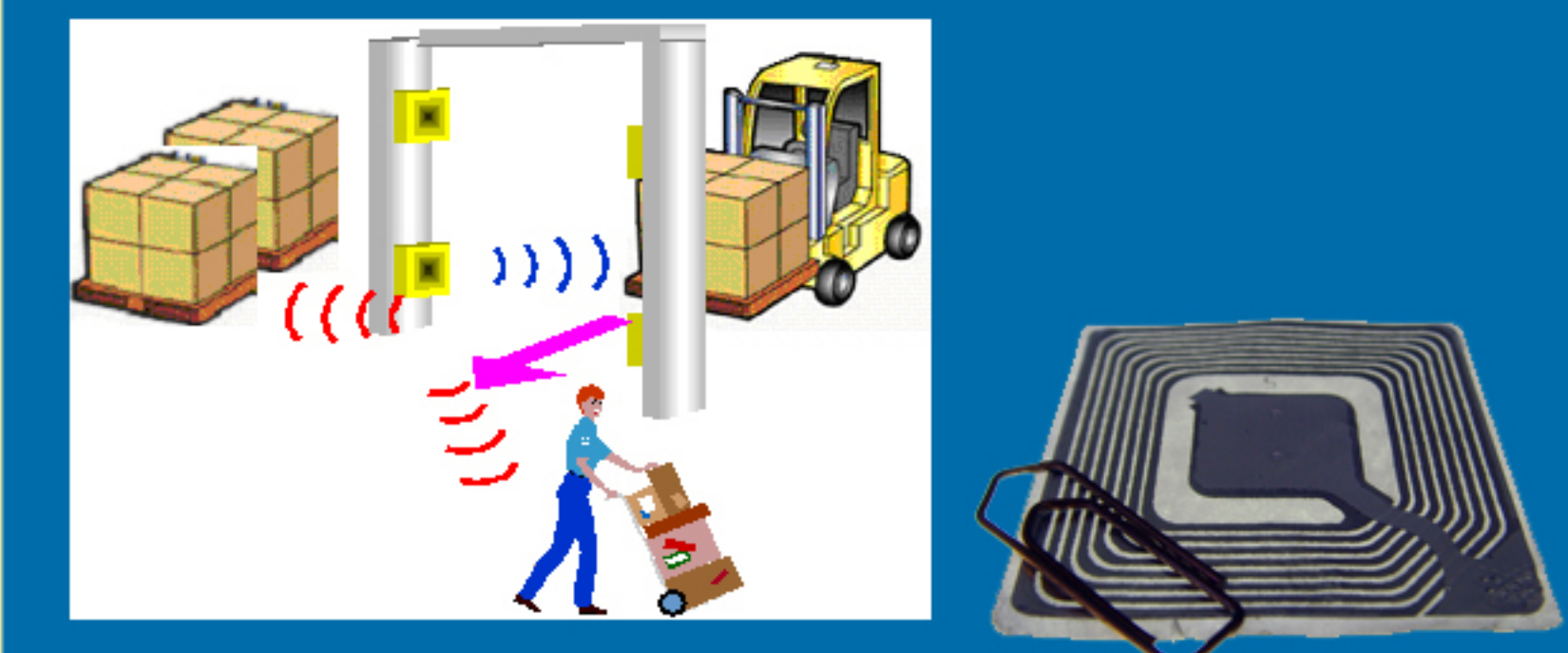
- OLED: Organic Light Emitting Diode
- OLEDs are a flat display technology
 - Made by placing a series of organic thin films between two conductors
 - Can be made ultra-thin and bendable
 - Low power consumption and light weight
 - OLED's can set a new standard in wearable media



RFID

Radio-frequency identification (RFID) is an automatic identification method, relying on storing and remotely retrieving data using devices called RFID tags.

RFID tags can be made small enough to fit within an embroidered patch, making it easy for corporations to switch to patches containing RFIDs.



ThreadConcept Financial Projections at Year 5

Year 5 Item	Orders/Year	Avg Units/Order	# sold	Rev/Unit	Total Rev	Costs/Unit	Costs
Scrapbook	500	1000	500000	\$2	\$1,000,000	\$0.70	\$350,000.00
RFID	1000	100	100000	\$5	\$500,000	\$2.00	\$200,000.00
Pop Sales	250000	1	250000	\$5	\$1,250,000	\$0.80	\$200,000.00
Custom Small	500	100	50000	\$5	\$250,000	\$2.00	\$100,000.00
					\$3,000,000		\$850,000.00

Revenue	\$3,000,000	Year 5
CrowdSourcing Comm	\$87,500.0	
Revenue (net of Comm)	\$2,912,500	
Cost of Goods	\$850,000.00	
Direct Margin	\$2,062,500.00	
Salary Expenses	\$840,000	
Business Expenses	\$350,000	
Total	\$1,190,000	
Revenue After Total Expenses	\$872,500.00	Year 5