

Start-up costs and funding

DIAMOND APPAREL

The business model created for Diamond Apparel has been based on the point of putting as little initial capital investment needed so that we can eliminate going into debt. However, we understand the importance of investing in our company to help us get going. Our business structure is based on creating custom apparel from drop to drop. We will allow customers to pre-order items before they are available to the public so that we can get a better idea of numbers/interest for the drop, keeping our inventory to a minimum and maximizing profits.

Start-up Costs:

Shopify Website: \$100/year

Advertising Per Drop: \$120-\$300/month

Business License fees: \$200

Inventory cost per apparel drop: \$4700

Total: \$5,200 +-