

# Vertex Apparel Business Plan

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## I. The business

### A. Description

Vertex Apparel is a clothing line built for all styles of life whether your dressing for your highest performance at the gym or your a day out we have all the options for your outfit to reach its highest potential, also known as its Vertex. Although Vertex is a stylish high performance brand there is a message behind our clothes to inspire everyone, Vertex is the highest point of something and with our brand we want to inspire everyone to reach their highest potential, there Vertex.

### B. Marketing

Our approach to marketing will be different for each branch. Our Athletic Apparel branch will target NBA athletes, we will try to make a surge in the sports world by giving athletes gift boxes with some stylish clothes and also high performance clothes so that sports fans will see more and more of our clothes around the NBA over this year to come. We will find our ins through emails, DMs, and personal connections. If we can make something memorable for each athlete the chances of them posting it will be much higher. We will also try and give each athlete a “Prove Em Wrong” hoodie as those are something that many sports fans enjoy. As “Prove Em Wrong” becomes seen more and more through the NBA our purchases will sky rocket. For our Street Wear Branch we will target creators, we have our connections through many creators so we will try and stay in one type of content, Skits. As many people watch the same type of content they often watch a lot of the same creators. If we get many of the creators who make skits to wear our street wear brand it will help us see more and more street wear sales as that audience is more into street wear than athletic wear.

### C. Competition

Our competition as of now are any small business making athletic wear or street wear which there are far too many too count. But in the realm of clothes we make in the future our competition will be companies such as, Under Armor, Lululemon, Nike, and other sport/fashion apparel brands.

### D. Personnel

The people operating Vertex will be Darius Green and Quincy Helsel.