

Hemp Hemp Hooray



Courtney Butterfield
Emily Teixeira
Lindsay Atwood
Naomi Kim
Nick Lau

WRI 30: Business Plan



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1.0 Executive Summary

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*"Earth provides enough to satisfy every man's need,  
but not for every man's greed."  
- Mahatma Gandhi*  
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Our team here at Hemp Hemp Hooray. strives to become the leader in the creation and production of a clothing line made entirely from a sustainable and eco-friendly source: hemp. By using leading brands in sewing and cutting machines and collaborating with top designers and leading hemp developers, we plan to produce clothing that is both durable, comfortable, and affordable for our customers. By creating a 100% hemp clothing line, we will show the fashion industry and the world how beneficial it is to implement this natural fiber source in American manufacturing.

Hemp is known to be the most versatile and useful plant known to man. This small plant has been used to make over 25,000 different products in the world. Some of these include: clothing, paper, rope, canvas, paints, fuels, food, beauty products, etc. Our products and services will be affordable for customers to buy, formidable for competitors to imitate, and profitable for investors to fund.

There are a significant number of reasons that a 100% hemp clothing line will be successful in today's fashion industry and economy. The most significant reason is that this plant is very environmentally friendly and renewable. We have chosen hemp as our betting horse in an effort to contribute to the overall effort to save our planet and its resources. It requires only a few pesticides and it does not need any herbicides at all, as it chokes out weeds on its own. Planting this crop helps to restore depleted soils damaged by chemical use (i.e. radiation) and it naturally fertilizes the soil for future crops. It also requires almost no irrigation because it thrives on the amount of water in an average rainfall; conversely, growing enough cotton for just one T-shirt requires at least 257 gallons of water. Also, hemp plants produce as much as 3 times more fiber per acre as cotton, and they can mature in as little as 100 days.

Another reason our customers will find our products appealing is because hemp is durable, comfortable, and several times stronger than cotton. The fibers from the hemp plant are much stronger than that of cotton, therefore making hemp clothing much more resistant to abrasion, rips, and shrinkage. Hemp clothing is also highly UV resistant. It has been certified as UPF 50+, the maximum UV protection rate given to any product. Not only will it be fashionable for all-year-round wear, but it will protect the customer's skin from harmful UV rays. Hemp fibers are also highly absorbent, making our products cool enough for summer wear but also warm enough for winter wear as well. On top of all this, hemp fabrics and textiles are much longer lasting than those made from cotton. The average cotton t-shirt lasts about 3-5 months before showing any wear or tear, but hemp clothing easily lasts up to 10



years. With each wash, the fabric becomes softer, and it never wears out and the color never fades.

Currently, hemp is illegal to grow and produce in the United States because of the misconception that hemp is the same as marijuana and that people can get “high” off of the fibers. This is a false claim. Hemp fibers are procured from the stalk of the Cannabis sativa plant and its THC levels are so low that no one could get high from smoking it. It also contains a high percentage of CBD, a cannabinoid that blocks the psychoactive effect of THC in a smoker. Also, marijuana is the drug form of the female plant’s flowers, whereas hemp is derived from the male plant. Therefore, it is foolish to think that consumers can get high off of hemp products. We would also plan to produce our own organic hemp sometime in the future, once growing hemp in the United States is legalized. The government bans hemp farms in the United States because they believe that people will try to hide marijuana plants among hemp plants. This is not true however. Marijuana plants and hemp plants would cross-pollinate because marijuana is a female plant and hemp is a male plant, and would ultimately create a new species of Cannabis.

Therefore, we propose to import our fabric from hemp growers in Canada and Europe until hemp is legalized in the United States. We will buy the materials in bulk and mass-produce our 100% hemp clothing line from those fabrics. The possibility of domestic production of hemp depends on how hemp advocates move to change the field of industrial hemp policy reform. With a greater number of people becoming more educated on the differences between marijuana and hemp, we believe that government policy makers will see their error and move to abolish the law that makes it illegal to grow hemp in the US.

Our objective for the first 4 years of production is to establish loyal clientele and build strong relationships with partnering companies to increase sales of our clothing. We will market our products specifically to 3 types of customers: 1) teens and young adults, 2) concert enthusiasts, and 3) environmentally conscientious adults. We will advertise our clothing by submitting ads to popular yet credible magazines, such as Vogue, Rolling Stones, People, GQ, Seventeen, and Teen Vogue, just to name a few. We will target celebrities and have them advertise our products simply by wearing our clothing. For example, the company SOMB (Shirt Off My Back) has increased their sales of sweatshirts drastically because celebrities like Britney Spears, Adrian Greiner, Alyssa Milano are seen wearing their products and everyone wants what a celebrity has.

For the first year, we will produce our clothing and test the fashion waters by distributing our clothing to certain vendors, such as Anthropologie, Papaya, Forever 21, etc. Finding out who our main consumers are is the key factor to our overall success. Once we find out which majority of the population responds most positively to our clothing, we can work harder to cater to those consumers. Then, we can focus on changing our marketing strategy to attract new potential buyers.

In order for our business venture to start up and flourish, we would depend on venture capitalists to offer not only financial resources but also provide potential expertise that our



venture may be lacking, whether it be legal or marketing knowledge. We fully expect to break even after 1 year and to receive an average annual profit of \$286,158.00 (based on minimum product sales revenue).

Here at Hemp Hemp Hooray, we firmly believe that our products will become one of the hottest commodities in the fashion market today because of the durability, comfort, and fashionable design of our hemp clothing. We will be the first company with products made of 100% hemp, unlike our competitors who combine hemp and cotton to make their fabrics. Not only are our hemp products economically beneficial and environmentally friendly, but they are also the first of its kind. Our company will be the leader in the global hemp fashion revolution. Hemp Hemp Hooray!

2.0 PRODUCTS AND SERVICES

We are confident that Hemp Hemp Hooray can achieve success in the growing market of clothing line. Similar products have been very successful in this market, examples include The Hempest, Hemp town and the more established Rawganique. Our clothing line will be marketable to different age groups mostly teen age reaching all the way up to working adults. Our business considerations include being a resourcefully sustainable unique brand able to challenge our competition. We strive to be humanitarian and donates a portion of the proceeds to third world country's, by recycling left over material after production.

For the customer the benefits most definitely outweigh the costs since our product is sustainable and has strong ecological principles. In terms of how much our product will cost the customer, it will be relative to competition, about 25 Dollars per T-shirt when we start off. Over time we hope to offer our customers competitive prices 1/3 cheaper than The Hempest, Hemp town, or Rawganique. In addition, customers will appreciate our convenient online catalogue and shipping system.

3.0 INDUSTRY

Stationed in the heart of Los Angeles's shopping district Hemp Hemp Hooray is a unique brand with a sustainable twist. Its clothing is rich in design but rooted in the ground, truly. Hemp Hemp Hooray combines our passion for apparel with our concern for our franchise's global impact. Although we are not certified organic our company strives to be as close to it as we can by eliminating the use of pesticides when growing our harvest.

Hemp Hemp Hooray men and women are eloquent, free spirited and curious. They have their roots in all things natural and good for the earth, enjoy making their own path and have fun dressing up along the way.



3.1 HOW WE DO IT

We will purchase our industrial hemp from Hemp Traders. Our material will be imported mostly from China but also from other countries like Hungary, Romania, Poland and Canada. We will sell our product by advertising in magazines, newspaper, and through word of mouth. The physical facilities we require in order to sell your product and service an items like sowing machines, cutting tables, packaging bags, dyes, thread, buttons, pins, material, irons, vacuums, and other necessities of production. We need to interrogate key personnel in our shop in order to get started, such as experienced equipment operators and delivery personal.

3.2 HOW WE PLAN TO MARKET OUR BRAND

We intend on partnering with Free People, Anthropology and American apparel to get our brand name out there in the eye of our customers. While our business is picking up, we will be trying to get the legislation to approve of growing industrial hemp in America. When the law passes we can move our manufacturing facility in to every town of the United States, manufacturing the produce in the same vicinity in which it is being sold, thereby cutting transportation cost entirely.

3.3 CONSUMER ADVANTAGE

Customer would want this product because it is good for the environment. The quality of our cloths made out of hemp's has strong fibers are sturdy and do not become brittle over time. Our clothing can with stand more wears than other material such as cotton.

The benefits of hemp are numerous and they include its quick growth and mature rate. Hemp can go from seed to maturity in four months. This relatively short crop time will increase our production rate because it is always in season.

Hemp harvests as much as four times the amount an average acre of trees would produce and with harvesting technology hemp is produced for cheaper with little being wasted. When the plant matures it is harvested and sent to manufacturing plants where its fibers are turned into hemp pulp, processed and converted into cloth.

3.4 STOPS ALONG THE WAY

Some key milestones that need to be reached are consumer awareness, product likability, start up challenges, and having a great initial impression as a new company to investors. We will need to be advertising through our company web page. It will take three years to reach our goals.



Our projected sales for the first three to five years include, starting as mainly an online company will make our company more cost-effective for the first few years. Getting our name out will take some time, but advertising at events such as concerts, local street fairs, and conventions will hopefully get our foot in the door to a loyal customer base.

3.5 FUTURE VENTURES

After starting up we will expand our product beyond clothing line on to bodyline will feature shampoo, conditioner, creams, facial scrubs, cleaners and Chap Stick. We could also expand onto a home line including products like wallpaper, dishrags, sponges, organic soap, toilet paper and possibly a back-to-school line selling paper, notebooks, pens and pencils all made out of industrial hemp.

There is a great market for Hemp it can be manufactured into just about everything from an alternative Fossil Fuels to plastics, even food, like hemp oil, not to mention building materials such as Hemp- linoleum flooring, carpeting and fiber based plastics. The possibilities seem endless!

The legalization of industrial hemp may not be needed since growing hemp is not necessary for our business to be viable, however it would help lower the ecological impact of shipping our product and importing fabric.

4.0 COMPETITORS

The clothing industry is constantly growing, bringing in billions of dollars in revenue each year. The "Go Green" industry is also rapidly growing. A combination of the two isn't something that's being widely done yet, so by getting a foot in the door of this market would be a fantastic opportunity for anyone starting up a business.

4.1 WE ARE NOT THE ONLY ONES

The current competition consists of three major distributors of hemp clothing:

Hemp Traders

-World's largest supplier of hemp products (LA, CA)

The Hemp Trading Company

-Extended family of musicians, poets, actors, and activists that spread their message through the clothes they create (London, England)

Hemptown

-\$20 Billion T-Shirt industry (Canada)

4.1 COMPETITIVE EDGE



Our advantage over these companies is fairly obvious- we are the only company offering 100% hemp clothing. All other companies on the market currently offer a blend, usually consisting of cotton, nettle, flax, and silk. By offering a 100% hemp line, the products will be cheaper, better for the environment, and more in-line with our company's standing on the use of industrial hemp.

Our business has an advantage over Hemp Traders because we focus solely on clothing. Hemp Traders offers a wide variety of products, but unfortunately, this limits the customer's ability to be selective when it comes to style.

Our advantage over THIC and Hemptown is also obvious- a large portion of our audience of potential customers enjoy shopping in-person instead of online. Since these two companies are based out of the country, it is improbable that our customer base would be able to do this.

Our final advantage is that none of the companies mentioned above have tapped into our projected market of concerts, street fairs, and other in-person sale opportunities.

5.0 MARKET ANALYSIS

This section describes the potential market for your products or services, identifying potential for sales within the target demographics. The "marketing plan" describes how your company will reach the target audience, what kinds of advertising, where, and what kinds of marketing themes may be appealing.

5.1 POTENTIAL MARKET

The potential market for our company is great. The main target audience for our product is teenagers, young adults, and other environmentally conscientious adults. For that, our target audience is those aged 13-28 and other adults, typically aged 40-55 who are environmentally conscientious.

The reason why this particular market was chosen is because younger adults and teenagers generally like to stay with the latest fashion styles. Wearing "green" and environmentally friendly clothing is one of the latest trends in fashion, making it a hot topic in the fashion industry.

It is of obvious reasons why environmentally conscience adults are among those in our target audience. With the threat of recourses fading away from existence, there is more of a push socially to be more environmentally friendly. There is a greater need to live "green", which includes wearing and using environmentally friendly clothing. For this reason, our product is believed to do well in this target audience.

5.2 TARGET VENUES



It is possible to look at the target audience in order to come up with different target venues for selling and marketing products. Concert venues, particularly the concerts in outside venues like Coachella, The Warped Tour, The Weenie Roast, and Outside Land Music Festival are different potential venues to sell our products. Street fairs are another way of reaching target audiences. Both outside music festivals and concert, as well as street fairs, generally have an audience of teenagers and young adults, which is part of our target audience. The different outside venues usually have booths set up for different sellers to have the opportunity to sell their products. This would be an ideal chance to not only sell our product, but also educate people on hemp itself.

Another possibility for a venue to sell the products is in the heart of Los Angeles, where the shop and factory will be located. There will be a shop in the factory, which will allow for consumers to buy directly from the factory itself. There are scheduled factory tours that will be available to the public. Our goal is to be upfront and honest with consumers about our product. For the reason, we will also have informational brochures describing the myths and facts about hemp in order to try and help clear the controversy of hemp as a product.

5.3 MARKETING PLAN

The places in which the product will be marketed not only include the different target venues, but also in different advertisement forms. One of the places that we would like to advertise our products are younger generation magazines such as Seventeen and other younger generation magazines aimed at fashion. There is also a potential to sponsor different bands and have them wear our clothing in order to market to our target audience of concertgoers. There is also a potential to host a fashion show with other boutiques in order to market our products to different audiences.

6.0 MANUFACTURING FACILITY



TABLE 1: MANUFACTURING HEMP APPAREL

7.0 FINANCIALS

7.1 FUNDING AND FIXED COSTS

Our first-year staff payroll includes the executive board, board of strategic advisors, 7 production workers, 2 retail store workers, and 1 manager. The Chief of Marketing and relations, Chief of Personnel, Chief of Research and Development, Chief Financial Advisor, and Chief of Design and Organization will make an annual salary of \$25,000. Our Board of Strategic Advisors, comprised of a Market Consultant, Apparel-Industry Consultant, Web Master, and Graphic/Fashion Designer, will have an annual salary of \$10,000. Employing 7 production workers and 2 retail store workers at \$20,000 a year will come out to a total of \$180,000 per year. In addition, we plan to hire 1 manager at \$21,000 per year.

In order to operate legally, we must obtain a Sellers Department License, CA Garment Registration, and a Health Department Permit for an annual total of \$225. These licenses and permits must be renewed each year. In addition, we must provide health care to all of our employees. We have chosen the Blue Shield of California's "Access + HMO" which is \$6,264 each year. It will cost \$87,696 annually to insure our employees.

The exact amount of required material can vary, but we based our first year expenditures on our estimated production quotas. We will purchase all of our hemp fabric from Hemp Traders, a company based in Los Angeles, CA. We plan to purchase 15,000 yards of 100% Hemp Summercloth at \$6.75 per yard, 7,000 yards of 100% Hemp Jersey Material at 15.25 per yard, 14,000 yards of 100% Hemp Linen at \$8.00 for our first year. Once production increases, we will have to purchase larger quantities of fabric. To ship our products to our customers who order through our website, we will rely on UPS freight and flat-rate shipping. We estimate a total of \$5,500 in shipping costs. A total of \$4,020 will be set aside to pay monthly utility bills like electricity, water, garbage, and internet/phone service.



7.2 CALCULATION BREAKDOWN

Year 1 Expenditures	Cost (per year)
Building Lease: 138 N. La Brea Ave Los, Angeles CA (\$1950/month)	\$23,400
Payroll Expenses:	
<ul style="list-style-type: none"> • 7 production workers (\$20,000/year) • 2 retail store workers (\$20,000/year) • 1 manager (\$21,000/year) • Executive Board (\$25,000/ year) : Chief of Marketing and Relations Chief of Personnel Chief of Research and Development Chief Financial Advisor Chief of Design and Organization • Board of Strategic Advisors (\$10,000/year) Market Consultant Apparel Industry Consultant Web Master Graphic/Fashion designer 	\$140,000 \$40,000 \$21,000 \$250,000 \$40,000
Material Cost:	
<ul style="list-style-type: none"> • 100% Hemp Summercloth (\$6.75/yd) expect 15,000 yds • 100% Hemp Jersey Material (\$13.25/ yd) expect 7,000yds • 100% Hemp Linen (\$8.00/yd.) expect 14,000 yds • 100% Organic Cotton Thread (\$.01/yd) expect 12,000 yds 	\$101,250 \$92,750 \$112,000 \$120
Licenses/Permits/Insurance:	
<ul style="list-style-type: none"> • Sellers Department License (\$100 deposit) • CA Garment Registration (\$25 application fee) • Health Department Permit (\$100) • Blue Shield of California – “Access + HMO” (\$6,264/ year) 	\$100 \$25 \$100 \$87,696

Machinery	
• 2 “Juki DU-141 NH” Sewing Machines (\$1095)	\$2,190
• 2 “Juki MF – 7723” Industrial Cover stitch Machine” (\$1,995)	\$3,990
• 2 “Juki MO-6704 Industrial Over lock Serger Machine” (\$1,399)	\$2,798
• 1 “CNC Fabric Cutting Machine” (\$2,399)	\$2,399
Shipping Costs:	
• UPS Freight (\$4,000)	\$4,000
• UPS Flat-Rate Shipping (\$1,500)	\$1,500
Utilities and Water Bills:	
• Electricity (\$200/month)	\$2,400
• Water (\$50/month)	\$600
• Garbage (\$35/month)	\$420
• Internet/phone service (\$50/month)	\$600
Advertising/Marketing	\$20,000
Stores Fixtures and Decor	\$15,000
TOTAL	\$964,338

7.3 STARTUP COSTS

The startup costs needed to ensure the success of Hemp Hemp Hooray is an estimated \$964,338. Our first year expenditures (Fig. 1) are much higher than our anticipated annual operating costs because we need extra resources to establish our company. The proposed location of our first production/retail store is at 138 N. La Brea Ave. in Los Angeles, CA. The 1,000 square foot facility is going at a rate of \$1950 per month. This is an ideal location because it is located just south of Beverly Blvd. in the apparel, furniture, gallery, and restaurant section of La Brea Ave. The surrounding stores are sure to attract potential customers for Hemp Hemp Hooray. The renovations/ store fixtures and décor are estimated to cost \$15,000. We are planning to build a production facility behind the retail store to minimize product transportation costs.



In order to produce our own apparel, we must purchase 2 “Juki DU-141 NH” sewing machines, 2 “Juki MF- 7723” industrial cover stich machines, 2 “Juki MO-6704” industrial over lock serger machines, and 1 “CNC Fabric Cutting Machine” for a total of \$11,377. Our apparel-industry consultant for their superior quality recommended these industrial machines.

To get our name out there, we are requesting \$20,000 for advertising and marketing. Our executive board and strategic advisors will work together to create appealing advertisements for an effective marketing plan. We are hoping to get place these fliers and billboards around the local area, as well as get our advertisements into popular magazines and online sites.



TABLE 2: STARTUP COMPANY BUILDING LAYOUT

7.4 BREAK-EVEN ANALYSIS

Based on eco-apparel consumer trends (Niinimaki, 2010), we expect to sell 8,000 t-shirts at \$20, 7,000 V-neck shirts at \$20, 6,500 turtle-neck shirts at \$25, 6,500 long-sleeve shirts at \$25, and 7,000 tank-tops at \$15. If we are able to sell the estimated amount units, we expect our first-year retail sales total to be \$730,000 (Fig. 2). Considering our first-year expenditures of \$958,338 (Fig. 1), we expect our year one profit to still be in the negative, at \$228,338. However, our expected year two revenue would be \$730,000 if sales do not



increase (Fig. 3). This translates to at least a \$286,158 annual profit, maintaining that sales do not increase. Investors can expect a 29.9% return each year.

7.5 YEARLY GROWTH

Table 3: *Yearly Growth*

YEAR 1 RETAIL SALES	REVENUE
T-shirts (\$20) expected 8,000 units	\$160,000
V-necks (\$20) expected 7,000 units	\$140,000
Turtle-neck shirts (\$25) expected 6,500 units	\$162,500
Long-sleeve t-shirts (\$25) expected 6,500 units	\$162,500
Tank-tops (\$15) expected 7,000 units	\$105,000
TOTAL	\$730,000



Year 2 Expenditures	Cost (per year)
Building Lease: 138 N. La Brea Ave Los, Angeles CA (\$1950/month)	\$23,400
Payroll Expenses: <ul style="list-style-type: none"> • 7 production workers (\$20,000/year) \$140,000 • 2 retail store workers (\$20,000/year) \$40,000 • 1 manager (\$15,000/year) \$15,000 • Executive Board (\$25,000/ year) : <ul style="list-style-type: none"> Chief of Marketing and Relations Chief of Personnel Chief of Research and Development Chief Financial Advisor Chief of Design and Organization \$250,000 • Board of Strategic Advisors (\$10,000/year) <ul style="list-style-type: none"> Market Consultant Apparel Industry Consultant Web Master Graphic/fashion designer \$40,000 	
Licenses/Permits/Insurance: <ul style="list-style-type: none"> • Sellers Department License (\$100 deposit) \$100 • CA Garment Registration (\$25 application fee) \$25 • Health Department Permit (\$100) \$100 • Blue Shield of California – “Access + HMO” (\$6,264/year) \$87,696 	
Shipping Costs: <ul style="list-style-type: none"> • UPS Freight (\$4,000) \$4,000 • UPS Flat-Rate Shipping (\$1,500) \$1,500 	
Utilities and Water Bills: <ul style="list-style-type: none"> • Electricity (\$200/month) \$2,400 • Water (\$50/month) \$600 • Garbage (\$35/month) \$420 • Internet/phone service (\$50/month) \$600 	
TOTAL	\$443,841



7.6 INCOME

RETAIL SALES	REVENUE
T-shirts (\$20) expected 8,000 units	\$160,000
V-necks (\$20) expected 7,000 units	\$140,000
Turtle-neck shirts (\$25) expected 6,500 units	\$162,500
Long-sleeve t-shirts (\$25) expected 6,500 units	\$162,500
Tank-tops (\$15) expected 7,000 units	\$105,000
TOTAL	\$730,000

8.0 MANAGEMENT AND PERSONNEL

Our business team consists of Emily Teixeira, Nick Lau, Lindsay Atwood, Naomi Kim, and Courtney Butterfield. Each of us will be successful in our positions because we believe that our product is something people will be interested in. We have worked together on numerous projects, all of which have been successfully completed. We all also agree that industrial hemp is something our country really needs to utilize, both as a cost-effective means of production, and one that does significantly less damage to the environment. Because of these reasons, an investor should be confident in investing in our team. Each of the group members stands to make a decent living working for this company, but more importantly, make an impact on the manufacturing industry in regards to industrial hemp. We will need to hire on advertising personal to come up with effective advertisements that appeal to our target audience.

Hemp for Victory will be required to hire on some key components to our company such as a manager, supervisor, fashion designer, graphic designer, accountant, pay roll, machine operators. Start-up team members shouldn't be hard to find, as the clothing



industry is always expanding. Also, since it is a charitable company, seeking out people who believe in the cause will make searching for team members easier.

It would be in our best interest to have 1-3 advisors, who should either be experienced in the field of manufacturing/selling clothing, or in the legal aspect of industrial hemp, since we plan on being advocates for it. They could be paid in the form of a stock in the company, or a negotiated sum of money once the business has started up.

8.1 EMPLOYEES

Emily Teixeira, Chief of Design and Organization

Emily Teixeira is an undergraduate at the University of California Merced (UCM) where she is pursuing a Bachelor of Science in Biology with an emphasis in evolutionary biology.

While at UCM Emily gained valuable instruction on sustainable urban architecture, dedicating a portion of her studies to the benefits a sustainable neighborhood pose on fostering economic development. In addition to her design background, Emily will be writing a business plan as well as conduct a marketing research report in her professional writing course. When she was not focused on academics, Emily worked at the Joseph E. Gallo Recreation and wellness Center as an Activities supervisor (AS). Her responsibilities as an AS included, monitoring various activity areas for safety, tallying participation counts and responds to guest comments or emergency situations.

Emily plans to transfer to Auburn University where she will pursue her undergraduate studies in interior design before attaining a master's. She anticipates a career in sustainable interior design to insure the production of enduring and environmentally conscious structures. Her ultimate goal is to be the owner of her own design firm, catering to the conservation of natural recourses in housing and office buildings. A few of her business goals include understanding client's needs and how the design will be used to effectively achieve both style and function. Emily desires to incorporate a hint of sophistication and sustainability into every built environment. In addition she anticipates meeting with prospective clients and proving her knowledge and understanding while incorporating a sense of warmth, welcome and value in every design

Naomi Kim, Chief of Research and Development

Naomi Kim is currently part of the Shared Experience Program with UC Santa Barbara, where she will attend UC Merced for two years and transfer back to UCSB her junior year to major in Communications (B.A.). Following graduation, Naomi will participate in the Undergrad 6-month Co-op internship with Disney Consumer Products (DCP) to develop herself into a potential candidate for full-time employment there as well.

While at UC Merced, Naomi was Secretary of the International Student Association Club (ISA). She worked with her fellow officers to plan events, host meet-and-greets, and recruit new students into the Study-Aboard Program. Naomi also worked two jobs as a



Sports Club Supervisor and Student Assistant in the Admissions office while maintaining a 3.4 GPA. Naomi also worked as an Undergraduate Summer Intern with DCP in the Creative department. In her internship, Naomi was responsible for writing project proposals, designing products to be mass-produced, researching trends and product/character popularity.

Naomi plans to work full-time at the DCP headquarters in Glendale, CA before going to graduate school. She feels that her previous experience with the Fortune 50 company will be beneficial to the company and her fresh ideas will advance the company greatly. She will attend graduate school at Columbia University in New York when she is financially stable and when she gains more work experience. Naomi intends to work in the Communications and Creative Department at Disney Consumer Products: two areas where she is the strongest.

Nick Lau, Chief Financial Advisor

In his second-year at the University of California, Merced (UCM), Nick Lau is pursuing a Bachelors of Arts (B.A.) in Sociology and a minor in Public Health and Writing. Nick is seeking to conduct social research in order to advise policy makers. His main goal is to protect the rights, as well as preserve the health of the general public. He envisions a fair and compassionate society in which drug use is treated as a public health concern; rather than a criminal justice issue.

While at UCM, Nick embraced the pioneering spirit and founded a chapter of Students for Sensible Drug Policy (SSDP), an international grassroots organization of students whose ultimate goal is to end the "War on Drugs". With a growing interest in drug policy reform, Nick served as an intern for SSDP where he explored many aspects of drug policy while receiving hands-on activist training. Currently the Senior Writer on *The Prodigy*, UCM's student newspaper, Nick has demonstrated proficiency in written communication. Through his course work, Nick continues to build upon the foundations of basic research methodology. He has completed one research project entitled, "Alcohol Consumption Trends Among Second-Year Students at UC Merced", and is currently working on another: "The Effects of Family Interactions on Student Academic Engagement."

Following graduation from UCM, Nick hopes to enter a researched based Sociology graduate program. He is most interested in providing empirical-research to help formulate and implement science-based drug policies. Upon successful completion of a higher-degree in Sociology, Nick plans to continue working either at a private research institute, or as a faculty member at a top research university.

Lindsay Atwood, Chief Marketing and Relations



With a major in Psychology [B.A] and an emphasis on human development and biological psychology, Lindsay Atwood is studying to bridge the gap between doctors and patients as a genetic counselor.

One of Lindsay's passions is to give back to the Merced community that has opened up many new opportunities for her. Lindsay is a passionate student in her college community that has dedicated her free time helping at several community events in the Roteract Club. Lindsay has also dedicated time to help bring energy awareness to the Merced community in the Energy Service Corporation.

Lindsay plans to apply to graduate school and hopes to attend a genetic counselor program to further her education to become a genetic counselor. She also plans to help start a private practice that is aimed at creating a more personal medical experience for patients that seek medical advice and attention. As a genetic counselor, she will strive to bridge the gap between patients and doctors to help improve the success rate of treatment.

Courtney Butterfield, Chief of Personnel

With a major in Psychology and a minor in Writing, Courtney hopes to either pursue a graduate degree in Psychology or become an elementary school teacher.

While at University of California, Merced, Courtney involved herself on the campus in as many ways as possible. While maintaining a full course load, she worked part time in the school library, was a peer educator for the Violence Prevention Program, held various positions in her social women's fraternity Kappa Kappa Gamma, was an involved member of the Lambda Alliance, and sat on the planning committee for Laps of Literacy, a local event to raise literacy awareness and appreciation in Merced, CA.

Courtney is hoping to be accepted into the Teach for America program as a way to broaden her horizons and attain teaching credentials while helping out the community. This opportunity could lay down the foundation for a career in children's education.

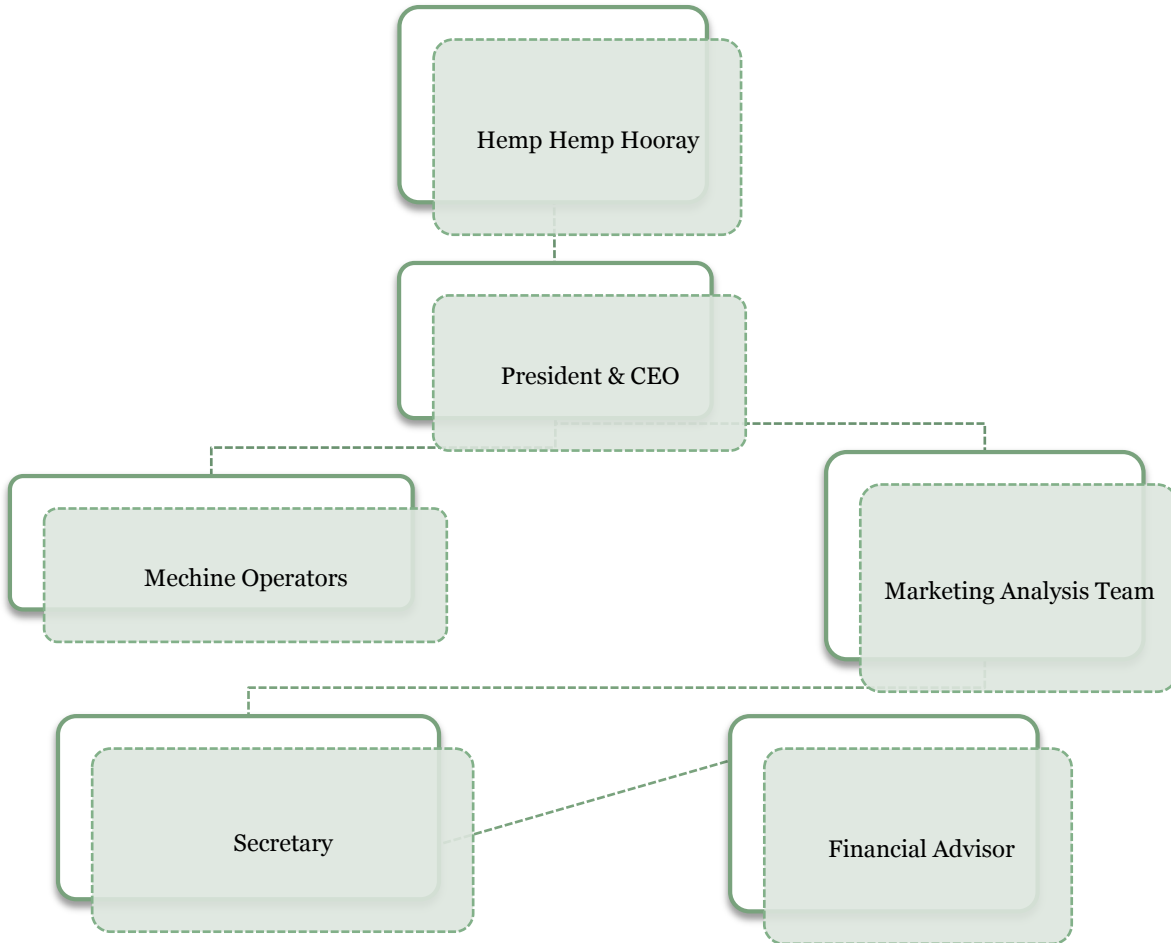
8.2 MANAGEMENT PLAN

Hemp for Victory will be required to hire on some key components to our company such as a manager, supervisor, fashion designer, graphic designer, accountant, pay roll, machine operators. Start-up team members shouldn't be hard to find, as the clothing industry is always expanding. Also, since it is a charitable company, seeking out people who believe in the cause will make searching for team members easier.

It would be in our best interest to have 1-3 advisors, who should either be experienced in the field of manufacturing/selling clothing, or in the legal aspect of industrial hemp, since



we plan on being advocates for it. They could be paid in the form of a stock in the company, or a negotiated sum of money once the business has started up.



9.0 APPENDIX

9.1 RESUME

Emily Teixeira	2179 Karren St. Concord, CA 94520 (925) 915-1440 (C) ezt0006@auburn.edu
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EDUCATION:

University of California, Merced
2011

Biological Science

August 2009-May

Auburn University

Interior Design

August 2011-



Anticipated

WORK EXPERIENCE:

University of California, Merced
2011

Activities Supervisor

October 2010 – May

- Managing daily operations of the Joseph E. Gallo Recreation and Wellness Center
- Assisting the Coordinator in the operations of the front desk and information counter
- Monitoring various activity areas for safety and participation counts, responds to guest comments, and emergency situations
- Responsible for the set up of group fitness classes, monitoring participants, set-up for structured intramural activities and weight room equipment clean up

Pixie Land Amusement Park
2009

Renovator

July 2007-August

- Commended by employers for dedication to the amusement park
- Renovated pictures around the park; repainted rails, fences, special decorative detail, and repaired murals
- Demonstrated flexibility by working before and after park business hours

2008

Ride operator

August 2007-September

- Provided excellent customer service to multi-lingual park patrons
- Addressed questions patrons had concerning the hours and events put on
- Game booth operator
- Maintained the health and safety of the general public by helping children on and off amusement rides
- Communicated with parents and guardians, controlled the ride operations and cleaned all facilities

VOLUNTEER SERVICE/EXPERIENCE

Mexico Mission

Trip

April 2009

- Erected a freestanding building from blue prints in Tijuana, Mexico
- Measured planks of wood, positioned supporting beams, laid out tar paper, nailed chicken wire to sheet rock, and spread stucco on the exterior
- Built three rooms and a bathroom to one house; a loft and expansion to another one

COURSE PROJECTS

- Developed the ability to create a business proposal by building interpersonal communication and critical thinking skills
- Practiced giving formal presentations to a professional audiences.

Naomi Kim

25918 Pope Place

Stevenson Ranch, CA 91381



(661) 714-4656
naomikim@uemail.ucsb.edu

Education:

University of California, Merced
Major: Communications

Graduation Year: 2013
GPA: 3.4

Job Experience:

Summer Intern

June 2010 to August 2010

-Disney Consumer Products, Glendale, CA

- Helped the Creative Department research trends through Disney databases and the Internet, assemble portfolios and presentations, schedule rooms for meetings, and design products for mass production
- Learned how to succeed in a professional environment, work efficiently, take responsibility, gain knowledge quickly
- Acquired essential skills to succeed as both a team player and individual
- Utilized skills with Adobe design programs on Mac to create design concepts for products to be developed

Assistant Secretary

June 2008 to August 2009

-Resourceful Connection Inc, Los Angeles, CA

- Acquired basic secretarial skills such as: answering phones, transferring calls, taking messages, monitoring customers, filing away paperwork, data entry, photocopying, faxing, accepting/sending out UPS packages
- Gained accounting experience by creating customer invoices and inputting employee paycheck information
- Improved computer proficiency with Microsoft Programs (Word, Excel, PowerPoint, Publisher, Outlook, etc.)

Skills:

Flexible—able to adapt my schedule to fit the needs of the company

Fast learner—only need to be told directions/information once

Organized—alphabetize, color code, etc.

Proficient with computers—skilled with Adobe design programs (Photoshop, InDesign, Illustrator, etc.) and PC programs (i.e. Microsoft Office programs)



Nicholas Lau
nlau13@gmail.com
1638 26th Avenue
(415) 608-5629
San Francisco, CA 94122

EDUCATION

University of California, Merced

B.A. in Sociology, Minor in Writing, Minor in Public Health (expected 2013)

COURSE PROJECTS

Advanced Sociology Research Methods

(2011)

- Collaborated with professor and classmates to develop the "Student Interactions and Academic Outcomes (SIAO) Survey"
- Used "Qualtrics Survey Design Tool" to create and implement online survey
- Used IBM SPSS Statistical Package to analyze quantitative data
- Authored "The Effects of Family Interactions on Student Academic Engagement at UC Merced" published in the *Fall 2012 UC Merced Undergraduate Research Journal*

Sociology Research

Methods

(2010)

- Designed and implemented the "Student Experiences Survey"
- Conducted individual interviews and a focus group
- Prepared and analyzed both quantitative and qualitative data
- Co-authored "Alcohol Consumption Trends of Second-Year Students at UC Merced"

RELATED EXPERIENCE

Community Equity Initiative (CEI)

South Dos Palos, CA

Volunteer Surveyor/ Data Analyst

(2011)

- Went door-to-door and conducted the "Unincorporated Community Household Survey"
- Analyzed field data to help advocate for improved infrastructure and services in underserved, low-income neighborhoods

UC Merced Chapter of Students for Sensible Drug Policy

Merced, CA

Founder/ President

(2010-2011)

- Educated students about drug policy issues by hosting events such as movie screenings and open panel discussions
- Inspired students to become active in drug policy reform by encouraging them to speak with their local government officials



- Organized and led campus and state-wide campaigns such as the 911 Good Samaritan Campaign, Just Say Now Campaign, and Yes on 19 campaign
- Initiated an open discussion on campus by hosting an open forum on drugs and drug policy

UC Merced Student Newspaper - *The Prodigy*
Merced, CA

Senior Writer (2010-2011)

- Wrote over 20 articles covering local community news, state and nationwide issues, student activities and programs, campus events, and select opinion pieces.

Courtney Butterfield

3502 St. Andrews Dr

Merced, CA 95340

(916) 380-9307

cbutterfield@ucmerced.edu

Education

University of California, Merced

Expected Graduation: June 2012

- Psychology Major
- Writing Minor

Experience

University of California, Merced Kolligian Library

October 2008 - Present

- Digital Assets Student Assistant.
Worked with design programs such as Photoshop and Scala to create digital signage / presentations. Handled archive items of historical and monetary importance, set up / took down art and historical artifact exhibits.
- Student Workleader for Access Services.
Responsibilities include customer service, task delegation to Student Assistants, some research database experience, opening/closing procedures.

All American City Veterinary Hospital

October 2007 – June 2009

- Office Assistant / Student Veterinary Assistant
Office duties included data entry, filing, phone calls and messages, setting appointment, client relations, and transactions. Dealt with customers on a one-to-one basis, was responsible for creating a good first impression.
Veterinary duties included general animal care, medication, vaccinations, fluids, prescription preparation. Responsible for the health and well being of the animals on a general level.



Activities

Eta Xi Chapter of Kappa Kappa Gamma

January 2009 – Present

- Served as Education Chair, responsible for planning event for Active and New members as well as Alumnae from the Central Valley. Responsible for organizing educational programming, including Fraternity history, "life outside of college" skills, and professional etiquette.



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Lindsay Atwood

Stanislaus Hall 225B-L
5200 N. Lake Road
Merced, CA 95434
949-923-5954
latwood@umcerced.edu

EDUCATION:

University of California, Merced Class of 2013
Merced, CA Psychology Major [B.A.] 2.67 GPA

EXPERIENCE:

Safe Zone Training – University of California, Merced Fall, 2010 Merced, CA

- Received diversity training to improve intercultural communication for understanding a multitude of different cultures

Parking Attendant – Orange County Fair Summer, 2010 Costa Mesa, CA

- Multitasked to organize and manage the flow of traffic and people
- Commended by management and asked to return due to my effectiveness at communicating well with coworkers and customers

Teacher’s Assistant – First Responder Class Spring, 2009 Costa Mesa, CA

- Assisted teacher in educating the class via demonstration of CPR and First Aid
- Entrusted with the education and well-being of the class when the teacher was absent

Student Tutor - Estancia High School Oct 2008-June 2009 Costa Mesa, CA

- Entrusted with and assisted students with homework and assignments
- Helped students understand material and work through problems

SKILLS:

Computer: Microsoft Office Suite (Word, PowerPoint, Excel), Strong Internet Skills (designed blogs and websites)

CPR/AED/First Aid/First Responder certified: Able to perform CPR, use an AED, and perform the basics of first aid.



9.2 RECOURCES

Niinimaki, Kirsi. "Eco-clothing, consumer identity and ideology." *Sustainable Development*, Vol. 8, Issue 3. March 26, 2010.

Starting a Clothing Company: <http://www.legalzoom.com/business-management/starting-your-business/how-start-business>

<http://www.beyondpeak.com/hemp-beyondpeak.html>

http://www.biodieselathome.net/History_of_Biodiesel.html

Eco-Clothing Research: <http://onlinelibrary.wiley.com/doi/10.1002/sd.455/pdf>

Sample Clothing Manufacturer Business Plan:

http://www.bplans.com/clothing_manufacturer_business_plan/company_summary_fc.cfm

Hemp Traders: <http://www.hemptraders.com/index.php?cPath=21>

Target Location? <http://www.loopnet.com/Listing/17139109/138-North-La-Brea-Avenue-Los-Angeles-CA/>

The Hempest: <http://store.hempest.com/catalog/>

http://en.wikipedia.org/wiki/The_Hempest

Rawganique: <http://www.rawganique.com/>

Study on why people buy environmentally friendly clothing:

http://digital.library.unt.edu/ark:/67531/metadc9728/m1/1/high_res_d/thesis.pdf

A study that answers if age affects a person's will to buy eco friendly clothing:

<http://repository.lib.ncsu.edu/ir/bitstream/1840.16/4335/1/etd.pdf>
