

*URBAN
PULSE*

RAIN GLENN



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EXECUTIVE SUMMARY

Urban Pulse is a streetwear clothing brand focused on providing affordable, stylish, and well-fitting apparel for teens and young adults ages 15 to 30. The company was created to solve a common problem in fashion: many people with smaller builds struggle to find trendy clothing that fits properly. Urban Pulse offers fashionable products such as shirts, jeans, sweatpants, tank tops, jewelry, shoes, and bags at prices that are more affordable than many competing streetwear brands. By combining style, comfort, and accessibility, the brand aims to stand out in the growing streetwear market.

Urban Pulse sells directly to customers through its online store using a direct-to-consumer business model. Marketing strategies include Instagram and TikTok promotions, influencer partnerships, giveaways, and email campaigns to connect with its target audience. These methods help build brand awareness and attract young customers influenced by social media, music, and pop culture.

The company expects steady growth over its first three years through expanding product lines, increasing online sales, and building a loyal customer base. With affordable pricing, unique designs, and a focus on overlooked sizing needs, Urban Pulse has strong potential to become a successful and recognizable streetwear brand.

MISSION & VISION

Urban Pulse

Streetwear That Fits Your Style

Urban Pulse's mission is to provide affordable, stylish, and comfortable streetwear for teens and young adults, especially those with smaller builds who often struggle to find clothing that fits properly. We aim to make fashion accessible so customers can look good without overspending. Urban Pulse is committed to designing clothing that reflects current trends while maintaining a focus on proper fit and everyday comfort. We prioritize inclusivity by offering a range of smaller sizes that are often overlooked by mainstream streetwear brands. Our goal is to combine quality, style, and affordability in every piece we create. Through this approach, Urban Pulse strives to help customers express their individuality with confidence.

Urban Pulse's vision is to become a leading streetwear brand known for combining affordability, individuality, and inclusive sizing. The brand aims to create fashion that is both stylish and accessible for all body types, especially those who are often overlooked in traditional streetwear sizing. Urban Pulse strives to grow into a recognizable fashion company that inspires confidence

and self-expression in young people around the world. It seeks to build a strong community where customers feel represented and valued through inclusive design. Over time, Urban Pulse hopes to expand its reach while staying committed to affordable pricing and trend-driven styles. Ultimately, the vision is to redefine streetwear by making it more inclusive, expressive, and accessible for everyone.

Urban Pulse is a modern streetwear brand built on creativity, confidence, and inclusivity. We value affordability, quality, and originality in every product we create. Our company believes everyone deserves clothing that fits well and looks great. We also believe fashion should help people express their personal style with confidence. Urban Pulse is committed to creating stylish clothing that is accessible to everyone.

BUSINESS DESCRIPTION

Urban Pulse is a streetwear clothing brand created to provide affordable, stylish, and well-fitting clothing for teens and young adults. The business exists because many people, especially those with smaller builds, struggle to find trendy clothing that fits properly and is reasonably priced. Many popular streetwear brands focus on oversized styles or expensive products, leaving some customers with limited options. Urban Pulse solves this problem by offering fashionable apparel designed for better fit, comfort, and affordability. The brand focuses on helping customers feel confident while expressing their personal style. Urban Pulse combines modern streetwear trends with practical sizing and budget-friendly prices. By meeting an overlooked need in fashion, the company has the potential to build a loyal customer base.

The company sells products such as shirts, jeans, sweatpants, tank tops, jewelry, shoes, and bags that reflect modern streetwear trends. Each product is designed to be stylish, comfortable, and affordable for young customers. Urban Pulse will operate mainly through an online store using a direct-to-consumer model. This allows customers to shop directly from the brand without a middleman. Marketing efforts will focus on Instagram, TikTok, influencer partnerships, and online promotions to reach the target audience. By combining style, value, and accessibility, Urban Pulse aims to become a trusted brand for young fashion-forward customers.

Market Analysis

Problem & opportunity

The streetwear market is highly competitive, with major brands like Supreme, Stüssy, and Essentials dominating through hype, cultural influence, and brand recognition. However, these brands often rely on repetitive logo-based designs and limited product accessibility, making it difficult for everyday consumers to consistently purchase their items. Many customers also face issues with sizing, especially those with smaller or petite builds, as most streetwear is designed with oversized fits in mind. In addition, some brands lack variety, focusing heavily on neutral basics rather than creative and visually unique designs. These gaps create frustration for customers who want stylish, well-fitting, and affordable clothing. This presents a strong opportunity for Urban Pulse to fill these unmet needs in the market.

Solution

Urban Pulse addresses these challenges by offering unique and creative streetwear designs that move away from repetitive logos and overused styles. The brand focuses on producing clothing that stands out visually while still staying aligned with current fashion trends. By prioritizing originality, Urban

Pulse can attract customers who are looking for something fresh and different from mainstream streetwear brands.

In addition, Urban Pulse is committed to solving sizing issues by designing clothing specifically for individuals with smaller builds. The company will focus on consistent sizing and better-fitting garments to ensure comfort and confidence for its customers. This approach helps Urban Pulse stand out as a more inclusive brand that directly responds to a common problem in the fashion industry.

Finally, Urban Pulse will offer its products at affordable prices while maintaining quality and variety. Unlike competitors that rely on exclusivity or overpriced basics, Urban Pulse will provide a wide range of styles, colors, and designs that appeal to a broader audience. By combining affordability, accessibility, and creativity, the brand creates a strong value proposition that meets the needs of modern streetwear consumers.

Competitive advantage

Urban Pulse's competitive advantage comes from its focus on better-fitting clothing for individuals with smaller and petite builds, a group often overlooked by major streetwear brands. The company also stands out by offering unique and creative designs instead of relying on repetitive logos or basic styles. In addition, Urban Pulse provides affordable pricing while still maintaining quality and style, making it accessible to teens and young adults. By combining fit, originality, and affordability, Urban Pulse is able to stand out in a highly competitive streetwear market.

<i>Competitor</i>	<i>Strengths (What They Do Well)</i>	<i>Weaknesses (What's Missing)</i>	<i>What You Can Do Differently</i>
<i>Supreme</i>	known for its weekly drops and iconic box logo.	Accessibility Issues, Many buyers purchase just to resell	Not have repetitive logo/ design
<i>Stussy</i>	define the collision of surf, skate, and street culture	Limited Availability, Sizing & Fit Inconsistencies	Create smaller clothing for more petite people
<i>Essentials</i>	High-end and accessible pieces known for neutral tones, modern silhouettes, and high-quality basics.	Limited Design Variety, over-availability	Be affordable AND visually interesting

Differentiators:

- Clothing designed specifically for smaller and petite builds
- Affordable streetwear with unique, creative designs instead of basic or logo-heavy pieces
- Strong brand identity influenced by social media, music, and youth culture

Demographics:

Gen Z and young adults (ages 15–30), primarily students and young shoppers interested in fashion and trends. Target customers are active online and influenced by social media platforms like Instagram and TikTok.

Psychographics:

Customers value affordability, individuality, and self-expression through fashion. They are trend-aware, enjoy streetwear culture, and look for clothing that fits well and stands out.



Market Plan

Urban Pulse's marketing plan focuses on using Instagram and TikTok to promote outfit ideas, styling videos, and new product drops to attract teens and young adults. The brand will post consistently to stay relevant with trends and keep its audience engaged. Urban Pulse will partner with influencers and content creators to increase brand awareness and reach new customers. Paid advertising on social media will help target specific audiences based on their interests and shopping behavior. The company will also use giveaways and contests to boost engagement and attract followers.

Urban Pulse plans to offer discounts and limited-time promotions to encourage customers to make purchases. Email marketing will be used to keep customers updated on new arrivals, sales, and exclusive offers. The business will focus on building a strong brand identity that reflects creativity, confidence, and streetwear culture. Customer interaction will be important, with quick responses to messages and feedback to build trust. By combining social media, influencer partnerships, and promotions, Urban Pulse aims to grow its audience and increase sales.

Products & service

Products

Urban Pulse offers a wide range of streetwear products designed for teens and young adults who want to stay stylish without overspending. The brand sells clothing items such as shirts, jeans, sweatpants, and tank tops that reflect current fashion trends. Each product is designed with a focus on comfort, durability, and everyday wear. Urban Pulse also offers accessories like jewelry, shoes, and bags to help customers complete their outfits. A key feature of the brand is that clothing is designed specifically for individuals with smaller and petite builds, ensuring a better and more accurate fit. The company focuses on creating unique and eye-catching designs rather than relying on repetitive logos or plain basics. Materials are chosen carefully to balance quality and affordability for the target market. Overall, Urban Pulse products are meant to help customers feel confident, comfortable, and expressive in their style.

Service

Urban Pulse provides a smooth and convenient online shopping experience through its direct-to-consumer business model. Customers can browse collections, view product details, and easily place orders through the brand's

website. The company offers reliable shipping options to ensure products arrive safely and on time. Urban Pulse also provides customer support to assist with questions, sizing help, and order issues. The brand stays connected with customers through social media by sharing styling tips, outfit inspiration, and updates. Email marketing is used to notify customers about new product releases, sales, and exclusive deals. Urban Pulse may also offer easy return and exchange options to improve customer satisfaction. Overall, the company focuses on delivering a user-friendly, engaging, and customer centered shopping experience.



Operations plan

Urban Pulse will operate as a streetwear clothing brand that designs, sources, and sells affordable fashion focused on smaller and petite sizes. The business will begin by creating original clothing designs that reflect current streetwear trends while prioritizing fit for smaller body types. Production will be handled through reliable manufacturers that can produce high-quality clothing at a low cost to keep prices affordable for customers. Inventory will be managed carefully to avoid overproduction and reduce waste while ensuring popular items stay in stock. Urban Pulse will sell its products primarily through an online store to reach a wide audience and keep operating costs low. Social media platforms will be used for marketing, brand building, and engaging directly with customers. The brand may also use limited drops or seasonal collections to create excitement and demand for new products. As the business grows, Urban Pulse may expand into pop-up shops or partnerships with small retail stores to increase visibility. Overall, the operation plan focuses on efficiency, affordability, and strong customer connection.

Management & Organization

Urban Pulse will begin as a *sole proprietorship* owned and operated by *Rain Glenn*, who serves as both owner and creative director. The founder is responsible for the overall vision of the brand, blending affordability, trend-focused streetwear, and inclusive sizing for petite individuals into every aspect of the business. Their role includes:

- **Creative Direction:** Designing streetwear collections, overseeing product development, and ensuring every piece reflects the brand's focus on trendy, well-fitting, and affordable clothing.
- **Operations Management:** Handling finances, managing inventory, coordinating with manufacturers, and maintaining relationships with suppliers to keep costs low and quality consistent.
- **Marketing & Brand Development:** Building the Urban Pulse identity through social media, advertising, and collaborations to reach teens and young adults.
- **Customer Engagement:** Connecting with the target audience, gathering feedback, and making improvements based on customer needs and trends in streetwear fashion.

This ownership structure ensures that the brand's authenticity and creative identity remain consistent during its early growth stages.

As Urban Pulse expands, a small but specialized team will be built to support operations:

- ***Retail Associates***

- Responsibilities: Assist customers with sizing and styling, manage the sales floor, restock inventory, and provide personalized shopping support both in-store and online if needed.
- Contribution: They represent the brand's inclusive and welcoming image and help ensure customers, especially petite shoppers, find clothing that fits and feels good.

- ***Marketing & Social Media Manager***

- Responsibilities: Create content for Instagram, TikTok, and other platforms, run digital advertising campaigns, manage influencer partnerships, and track engagement and sales performance.
- Contribution: Translates Urban Pulse's identity into engaging online content, helping the brand connect with teens and young adults in a trend-driven digital space.

- ***Operations & Inventory Coordinator***

- Responsibilities: Manage inventory levels, coordinate with manufacturers and suppliers, track orders, and ensure products are produced and delivered on time.

- Contribution: Ensures smooth day-to-day operations and helps maintain affordable pricing through efficient supply chain management.

- ***Design & Product Assistants***

- Responsibilities: Support the creation of new clothing designs, research current streetwear trends, and assist with sizing development for petite-focused fits.

- Contribution: Help strengthen product development and ensure the brand continues to deliver stylish, well-fitting, and on-trend clothing.

To strengthen decision-making, Urban Pulse will seek guidance from:

- Local fashion entrepreneurs with experience building affordable streetwear or boutique brands.

- Small business advisors or mentors who understand startup operations and retail growth strategies.

- Influencers and creators in the streetwear and Gen Z fashion space who can provide insight into trends and customer preferences.



Financial plan

Urban Pulse's initial startup costs will include expenses for creating and launching an online store, purchasing clothing inventory, branding and logo design, packaging materials, product photography, marketing campaigns, and equipment such as laptops and printers. Additional startup costs may include securing storage space for inventory and purchasing shipping supplies.

Estimated startup costs for Urban Pulse range from \$8,000–\$15,000 depending on inventory size, marketing efforts, and website development needs. The business will focus on building a strong online presence and creating a recognizable streetwear brand identity from the beginning.

Monthly Expenses:

Recurring monthly expenses for Urban Pulse will include inventory restocking, shipping costs, website hosting and maintenance, social media advertising, influencer partnerships, packaging supplies, and storage fees. Additional costs may include payroll for future employees, customer service support, and general operating expenses such as Wi-Fi and utilities. Monthly expenses are projected to range from \$4,000–\$6,000, with inventory and marketing being the largest expense categories.

Revenue sources

- **Clothing Sales:** Streetwear items such as shirts, jeans, sweatpants, and tank tops priced between \$15–\$50.

- **Accessory Sales:** Jewelry, shoes, and bags sold as secondary products ranging from \$20–\$80.
- **Limited Edition Drops:** Exclusive clothing releases that encourage demand and repeat customers.
- **Online Direct-to-Consumer Sales:** Revenue generated through Urban Pulse’s online store.
- **Promotions & Collaborations:** Partnerships with influencers and creators to increase brand awareness and sales.
- **Future Expansion:** Potential future revenue through pop-up shops, branded merchandise, and expanded product collections.

Break- Even analysis

Based on projected monthly expenses of \$4,000–\$6,000 and the average revenue earned per clothing item and accessory sale, Urban Pulse will need to generate approximately 150–250 sales per month to break even. These sales will come from products such as shirts, jeans, sweatpants, tank tops, jewelry, shoes, and bags. Strong social media marketing, influencer partnerships, and online promotions will help attract consistent customers and increase sales. As the brand grows its online presence and customer loyalty, Urban Pulse expects sales to steadily increase over time. With effective marketing strategies and a strong target audience, the business is projected to reach its break-even point within the first 12–18 months of operation.

Short term financial goals (year 1 & 2)

- Achieve consistent monthly revenue that covers operating expenses and allows Urban Pulse to reach profitability.
- Build a loyal customer base of teens and young adults interested in affordable and stylish streetwear.
- Grow a strong social media presence through Instagram, TikTok, and influencer partnerships to increase brand awareness.
- Expand Urban Pulse's online store and product collections to reach customers beyond the local market.

Long term financial goals (years 3-5)

- Increase yearly revenue through expanded product collections, higher online sales, and stronger brand recognition.
 - Reach consistent profitability by reducing production costs and improving sales growth each year.
 - Expand marketing efforts through larger influencer partnerships, paid advertising, and social media campaigns.
 - Build enough financial stability to hire additional staff for customer service, marketing, and inventory management.
 - Launch new products and limited-edition collections to increase customer interest and repeat purchases.
 - Grow Urban Pulse into a nationally recognized streetwear brand with a larger online customer base.
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Start Up Costs		Projected income	
Shipping	\$200.00	year 1	\$120,000.00
advertising	\$500.00	year 2	\$180,000.00
retail space	\$2,000.00	year 3	\$260,000.00
		Projected expenses	
license/ permits	\$300.00		
logo design	\$250.00	year 1	\$75,925.00
online store step up fees	\$400.00	year 2	\$114,000.00
laptop	\$800.00	year 3	\$165,000.00
		Profit/Loss	
printer	\$200.00		
product photography	\$350.00	year 1	\$15,925.00
initial inventory	\$3,000.00	year 2	\$32,000.00
product samples	\$500.00	year 3	\$55,000.00
package design	\$300.00	Per Unit	\$15.00
		cost per unit	\$35.00
		profit	\$20.00
Total	\$8,800.00		

Variable Costs	monthly	yearly
shipping	\$500.00	\$3,600.00
advertising	\$500.00	\$6,000.00
inventory restock	\$1,200.00	\$14,400.00
product samples	\$150.00	\$1,800.00

packaging supplies	\$250.00	\$3,000.00
payment process fees	\$200.00	\$2,400.00
returns/exchange	\$100.00	\$1,200.00
influencer Promotions	\$300.00	\$3,600.00
Custom Labels/Tags	\$200.00	\$2,400.00
Sales discounts? promotions	\$150.00	\$1,800.00
fabric & materials	\$800.00	\$9,600.00
Printing/Embroidery	\$400.00	\$4,800.00
website transaction fees	\$50.00	\$600.00
storage fees	\$250.00	\$3,000.00
customer service refunds	\$100.00	\$1,200.00
seasonal product updates	\$300.00	\$3,600.00
pop up shop/event fees	\$200.00	\$2,400.00
deliver supplies	\$100.00	\$1,200.00
products damage/loss	\$75.00	\$900.00
social media giveaways	\$200.00	\$2,400.00
Totoal	\$6,025.00	\$69,900.00

Sales Number	To make	sold for	whats made
T shirt	\$10.00	\$20.00	\$10.00
Jeans	\$20.00	\$40.00	\$20.00
SweatPants	\$18.00	\$35.00	\$17.00
Tank top	\$5.00	\$15.00	\$10.00
each bracelet	\$12.00	\$25.00	\$13.00
each pair of shoes	\$35.00	\$60.00	\$25.00
each bag	\$30.00	\$55.00	\$25.00

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