

Build your own T-Shirt Brand

Your summer project is to build a T-Shirt brand from scratch. You have until induction to get this completed and you will submit it on your first morning during induction week via Microsoft Teams, this will allow you to get used to the software which will be used throughout the year. It is essential you have this completed and an electronic copy of this when you attend Induction either on a memory stick or saved to your cloud drive etc.

Please follow these instructions carefully:

Activity 1

On the page below you need to complete the information about your t-shirt business which includes:

1. Your chosen target market
2. Name, logo and slogan of your t-shirt business
3. Which social media you will use and why
4. Design your first t-shirt to sell on the plain white t-shirt template
5. Design your first social media post on the mobile phone template

Activity 2

Now you have created a T-shirt brand you need to perform a SWOT analysis on your new brand. On the page following the design of your business (activity 1), you will find a template and further instructions to complete this activity.

Activity 3

Now you have made your own T-shirt brand & performed a SWOT analysis for the brand you need to answer the short essay question about the impact external factors will have on the success of the brand. On the page following the SWOT analysis (activity 2), you will find further instructions to allow you to complete this activity within which you will have to evaluate the PESTLE factors and how they will impact the new brand you have created.

Target Market

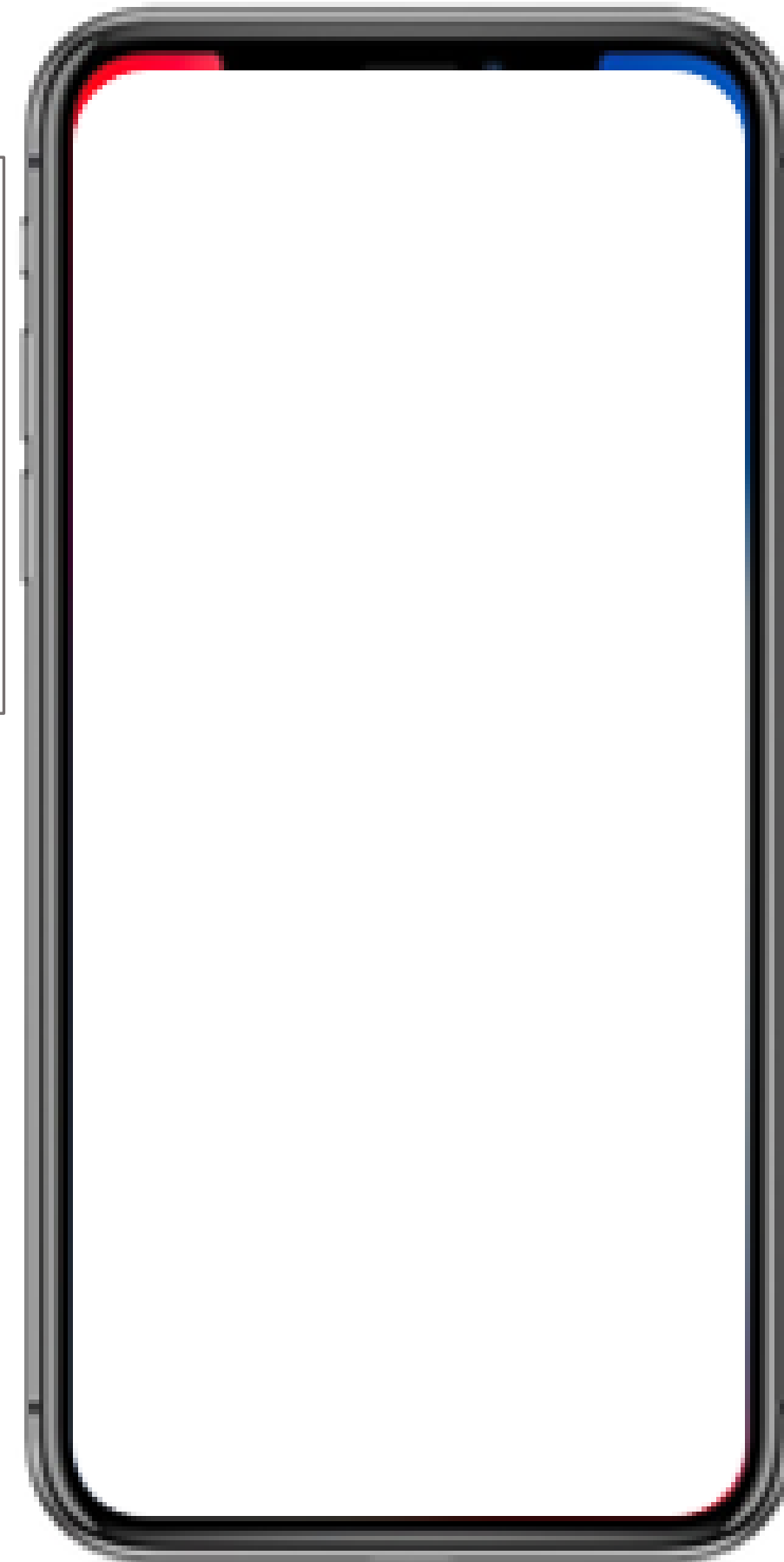
Age range: Gender:
Income: Hobbies:



PLAIN WHITE TSHIRT

Name, Slogan & Logo

Justification of your chosen social media



Activity 2 – SWOT Analysis on T-Shirt Brand

Now you have created a T-shirt brand you need to perform a SWOT analysis on your new brand.

To learn more about SWOT analysis before you complete this task, click on the link below to gain an understanding of the concept.

<https://www.youtube.com/watch?v=Za3FVNBn6Q4&t=3s>

Strengths	Weaknesses
Opportunities	Threats

Level 3 Essay Question – Build your own T-Shirt Brand

Now you have made your own T-shirt & performed a SWOT analysis for the brand you need to answer the short essay question about the impact external factors will have on the success of the brand.

Evaluate the PESTLE factors and how they will impact the new brand you have created.

To learn more about PESTLE click the link below to watch a YouTube video on the topic.

<https://www.youtube.com/watch?v=F0KQ-h6v3-s&t=472s>