



Pop Culture  
**Poppin' Off**  
Gifts & More

Poppin' Off Pop Culture Gifts & More  
Registered DBA of Poppin' Off Creations LLC

Established in 2022  
Tucson, Arizona

# Introduction ~ A Pop Culture Gift Shop

## Ownership & Team

- Registered in Arizona in 2024 as a DBA under Poppin' Off Creations LLC
- 100% owned by Heidi McIntyre
- Team of store co-founders:
  - Casandra McIntyre, MFA – Organizational Management
  - Laura McIntyre
  - Amber Winchester
  - Kerrie Gimmler

## Mission Statement

- Our mission is to create an exciting and inclusive shopping environment, where fandoms are celebrated, and local artists are showcased.

## Business Core Values – the 4 C's

- Creativity
- Confidence
- Collaboration
- Community

# Operations To Date (Status Quo)

## Established Operations

- Gig/Event based since 2015
- Short term storefront on Davis-Monthan Air Force Base (Open From May-December 2024)

## Type of Merchandise Sold

- Resell products – pop culture themed
- Handcrafted products made by local artists

## Retail Space Layout

- Hybrid - boutique / free-flow

## Customer Service Practices

- Return customer incentives
- Provide inclusive, safe retail environment
- Create immersive shopping experience
- Quick and easy checkout
- Transparent business practices

# Proof Traction

## Minimum Viable Product (MVP)

- Original paintings & reproductions
  - Been selling professionally since 2015
  - Expanded line of reproductions through sublimation products in 2022
- Pop culture resell product expansion in 2024

## BX Storefront

- KPI's evaluated over 6 months
  - Gross Sales: \$11,730
  - Net Sales: \$10,401
  - Square footage of store: 300sq ft.
    - Avg. sales per sq ft: \$78
  - Shopper conversion rate: 42% (1149:485)
    - Avg. sale per customer: \$24

# S.W.O.T. Analysis

## Strengths

- Proven profitability & MVP (minimum viable product)
- Unique and diverse product selection, with at least 50% being procured from locally sourced artisans
- Affordable and competitive price points
- Owner has strong merchandising skills and extensive retail sales & customer service experience
- Exceptional team of Co-Founders with diverse skills and knowledge base
- Creating a safe and inclusive environment that invokes a sense of perpetual youth

## Threats

- Competing stores with similar product lines
- Rapidly growing online retail competition
- Constant need for adaptation to trends and consumer preferences
- Uncontrollable changes in the economy or market
- Risk of theft or robbery; lawsuits

## Weaknesses

- Previously not carrying local and Arizona specific souvenirs
- Under utilized website and online store
- Under utilized social media
- Growing business owner – self taught experience in brick & mortar operations and management, as well as in finances and marketing
- High need for initial capital; plans for fundraising

## Opportunities

- Industry markets are currently doing well, and expected to grow over the next 5 years
- Increasing demand for immersive and experiential environment for shoppers seeking souvenirs
- Increased demand for handcrafted items and specialized gift boutiques
- High potential of profitability for eCommerce expansion
- Potential for future expansion of brick & mortar locations

# Market Demographics & Local Competition

**Tucson population – 547,239**

**Median income - \$54,546**

**Target population (age 15-55) – 310,155**

## **Local Competition:**

- **Gifts shops (variety) – 21**
- **Comic book stores – 9**
- **Gaming & toy stores – 10**
- **Niche pop culture shops – 5**
- **Other local artist-collective retail shops - 20**

# Business Model

## B2C – Retail Transactional Model

- Focused differentiation (niche)
  - Comic-con (pop culture) style gift shop
- Hybrid products & services
  - Exclusively curated selection of local artisans
  - Monetized activities & event space

## B2B2C – Wholesale Model

- Handcrafted products
  - Sublimation (heat transfer images)
  - Machine-cut vinyl stickers

# New Store Product Lineup (Partial List)

## Resell

- Enamel pins
- Wall posters
- Postcards
- Greeting cards
- DnD gaming gear
- Outdoor flags
- Lunch boxes
- Coloring books
- Novelty teas & coffee
- Novelty snacks & candy

## Handcrafted by Local Artisans

- Sublimation merch
- Machine cut vinyl merch
- Resin crafts
- Dolls & puppets
- Stash boxes
- Original paintings
- Soaps
- Candles
- Steampunk jewelry



# Pricing & Marketing Strategies

- **Pricing Strategies**

- Regular Pricing
  - Cost-plus
  - Keystone – Double Cost
  - MSRP-based
  - Premium
  - Dynamic/Fluid
- Promotional Pricing
  - Bundles
  - Increasing Value
  - Loss Leader
  - Anchor Price - High/Low
  - Competitive
  - Discounts
- Sales Channel Based

- **Marketing Strategies**

- Word-of-mouth
  - Friends & Family
  - Customer Driven
    - Shopper Takeaways
    - Return Customer Incentives
  - Artisan Driven
  - Activities Driven
- Online Presence
  - Social Media Channels
  - Website W/ Online Store
  - Middle-man Merchants
- Media Marketing
  - Local Tv & Radio
  - Local Publications

# Projections

## 3-year Projections

➤ Based On 4025 Sq Ft Location\*

### • Annual Revenue

- Year 1 (9months): \$585,821
  - Sales @ \$150-200/sqft/yr = \$578,321
  - Services = \$7,500
- Year 2: \$1,237,500
  - Sales @ \$300/sqft/yr = \$1,207,500
  - Services = \$30,000
- Year 3: \$1,468,750
  - Sales @ \$400/sqft/yr = \$1,408,750
  - Services = \$60,000

### • Annual Expenses

(Includes Monthly 10% Contingencies)

- Year 1 (9 months): \$569,179
- Year 2: \$1,137,068
- Year 3: \$1,322,379

### • Annual Profit

- Year 1: \$16,642 (Pm = 2.8%)
- Year 2: \$100,432 (Pm = 8.1%)
- Year 3: \$146,371 (Pm = 10.0%)

\*Retail gift shop industry statistics estimate that shops >1800sq ft generate an average revenue of \$300-400/sqft/year

# IN CONCLUSION – WHY US?

We are a small collection of enthusiastic artists working to build a sustainable, creative, and inclusive environment that is focused on and thrives because of our local community.

When you help support the launch goals of the all new Poppin' Off Pop Culture Gifts & More storefront, you do so much more than simply help a small business, you support:

- Women owned & operated businesses
- Job opportunities for Veterans and Retired Military
- Artists from marginalized communities with an inclusive hand-up
- Shared retail environments for micro artisans to showcase their products
- Opportunities for local artisans to have their own production spaces on-site
  - The creative arts community of Tucson, Arizona
  - Safe spaces for all individuals

*Thank you so much for your time and consideration!*

