



"FISHMO LLC is an innovative apparel and lifestyle brand with a powerful message that resonates universally"

Uscas

NON-DISCLOSURE AGREEMENT

The undersigned reader acknowledges that the information provided by **Pete Sommerfeldt** in this business plan is confidential; therefore, the reader agrees not to disclose it without the express written permission of **Pete Sommerfeldt**.

It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means, and that any disclosure or use of same by the reader may cause serious harm or damage to **FISHMO LLC**.

Upon request, this document is to be immediately returned to **Pete Sommerfeldt**.

Signature

Name (typed or printed)

7th December 2024

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PURPOSE OF THE BUSINESS PLAN

This business plan is written to describe the business activities of FISHMO LLC in the US – under the management of the Founder, Pete Sommerfeldt.

We also intend to use the business plan document to secure start-up funds for the operations of FISHMO LLC. The funds secured will be utilized for startup expenses such as organizational structuring, brand development, administration, promotion, working capital to avoid interruption in our operations, etc.

Apart from the above mentioned factors, the business plan also aims to:

- ❖ Provide a blueprint phase for FISHMO LLC. and provide details of its activities.
- ❖ Provide insights to ascertain the feasibility of our project.
- ❖ Evaluate the success of our business against benchmarks, facilities strategic planning, etc.
- ❖ Provide financial projections and analysis.

1 BUSINESS OVERVIEW

1.1 EXECUTIVE SUMMARY

Most apparel brands lack depth or relatability, often focusing solely on aesthetics or abstract concepts without offering a message or identity that consumers can connect with on a personal level. People often struggle to confront, process, and move on from life's challenges, whether personal or professional. The apparel market is saturated with generic brands that fail to stand out or evoke strong emotional connections.

To solve these problems, Pete Sommerfeldt launched FISHMO LLC in 2015; an innovative apparel and lifestyle brand with a powerful message that resonates universally. FISHMO stands for "Face It. Shit Happens. Move On.," It encapsulates a resilient, forward-thinking attitude derived from the principles of U.S. Special Operations Forces.

This mantra encourages individuals to confront life's inevitable challenges, let go of burdens, and move forward with confidence and determination. Over the past decade, we have cultivated a loyal following through grassroots marketing efforts, distributing over 15,000 stickers and more than 1,500 pieces of apparel.

The brand's relatable message and bold, memorable logo—a blend of block lettering and an iconic fish symbol—make it a standout in a crowded market of impersonal and uninspired competitors.

Since 2015, we have steadily evolved from a shoestring operation into a movement with a national presence. Pete's journey, including his military background and challenges with mental health, reflects the brand's ethos and authenticity. During six years of incarceration, Pete continued to build the FISHMO brand,



spreading its message among fellow inmates, staff, and the outside world through mail campaigns and word of mouth. Now released and more determined than ever, he is ready to transform FISHMO from a grassroots passion project into a global phenomenon.

The opportunity for FISHMO lies in our unique position within the apparel industry. While most clothing brands are merely names or abstract concepts, we offer a deeply meaningful and relatable identity. Our brand appeals to a broad demographic, transcending age, race, and socioeconomic barriers. Our target market is primarily individuals aged 18 to 50, although the brand's universal appeal has garnered enthusiasm from customers as young as four and as old as 104.



FISHMO's message resonates especially with those who value humor, resilience, and a "badass" attitude, offering a fresh alternative to mainstream brands like Under Armour, Salt Life, and Life is Good. We will use our apparel line to encourage positive self-discipline and eliminate self-destructive thinking habits. We are committed to fostering self-empowerment and supporting individuals in embracing their true identity.

To fully capitalize on our potential, we are seeking \$500,000 in working capital. This funding will be allocated toward inventory acquisition, marketing initiatives, and a strategic revamp of our Shopify-powered website, which will revert to our original, widely beloved fish-inclusive logo design. Additionally, \$125,000 of the investment will be used to buy out a majority stakeholder, Sharon Morrison, enabling Pete to consolidate ownership and streamline decisionmaking.

The brand plans to launch a high-impact marketing campaign featuring branded videos on platforms like Instagram, Facebook, and YouTube, showcasing its products and inspiring its audience to embrace the FISHMO mindset.

Our initial sales strategy will focus on direct-to-consumer e-commerce, with plans to expand into retail partnerships with stores such as Dick's Sporting Goods, Urban Outfitters, and local surf shops once the online presence gains traction. Our partnerships with United Apparel for manufacturing and Upper Ship in New Jersey for fulfillment ensure efficient operations and scalability. We have a proven demand for our products, a strong grassroots foundation, and a compelling story, FISHMO is positioned to become a disruptive force in the apparel and lifestyle market.

Our long-term goals include expanding the brand, building a strong foundation, and fostering a supportive community. The management intends to continue pursuing funding opportunities to support growth and build lasting relationships with customers and community members. In the long run, we hope to create a meaningful impact in both the retail clothing industry and the lives of those who identify with its message.



With investor support, the brand is poised to achieve its vision of becoming a global phenomenon, proving that even in a world where "shit happens," people can rise above it with strength, humor, and style.

1.2 OUR VISION AND MISSION STATEMENT

Our mission as a purpose-driven company is to create bold, meaningful apparel and accessories that resonate with people from all walks of life. We aim to promote positivity, mental health awareness, and a resilient mindset.

Our vision is to become a globally recognized lifestyle brand that inspires resilience, humor, and empowerment, helping people embrace life's challenges and move forward with confidence and purpose.

1.3 BUSINESS OBJECTIVES

These aims and objectives provide the basic principles and guidelines by which we conduct our business. They are further divided into short, medium, long, and fiscal objectives:

1.3.1 Short-Term Objectives

- Revert to the original FISHMO logo with the fish design and update all branding materials.
- Launch a targeted social media advertising campaign on Instagram, Facebook, and YouTube featuring high-quality promotional videos.
- Increase online sales through the Shopify platform by offering special promotions, such as free stickers with every purchase.
- Partner with United Apparel and Upper Ship to streamline production and fulfillment processes.
- Build brand awareness by distributing an additional 10,000 stickers and apparel at events and through guerrilla marketing tactics.

1.3.2 Medium-Term Objectives

- Expand the product line to include additional outdoor gear, fishing apparel, and accessories.
- Establish partnerships with regional retail stores, including beach and surf shops, to stock FISHMO products.
- Participate in major trade shows and events to increase brand visibility and establish relationships with industry stakeholders.
- Launch a YouTube channel (e.g., FISHMO Moments, FISHMO Fishing) to engage with a broader audience and reinforce brand values.
- Develop and implement a corporate social responsibility program focused on mental health awareness and support.

1.3.3 Long-Term Objectives

- Grow FISHMO into a global lifestyle brand with a presence in major retail chains like Dick's Sporting Goods, Cabela's, and Urban Outfitters.
- Expand international sales by entering key markets in Europe, Asia, and Australia.
- Develop a loyal customer base of over 1 million fans and followers through innovative marketing and community-building efforts.

- Diversify the product line to include branded outdoor equipment, fishing gear, and household items, reinforcing FISHMO as a lifestyle brand.
- Create a dedicated FISHMO Foundation to support mental health initiatives and resilience-building programs worldwide.

1.3.4 Fiscal Objectives

- Secure \$500,000 in funding to acquire inventory, revamp the website, and execute marketing campaigns.
- Achieve a consistent monthly online sales revenue of \$50,000 through e-commerce and strategic marketing efforts.
- Achieve annual revenue exceeding \$10 million while maintaining strong profit margins and reinvesting in the brand's growth and mission.
- Maintain a gross profit margin of 50% or higher on all apparel and accessory sales by optimizing production costs and pricing strategies.
- Keep operational expenses, including marketing, inventory, and fulfillment, below 40% of total revenue to ensure sustainable cash flow and profitability.
- Generate sufficient free cash flow to repay any loan obligations or deliver returns to equity investors within five years while reinvesting 20% of profits into the business for continuous growth.

1.4 OUR CORPORATE SOCIAL RESPONSIBILITY IN ACTION

At FISHMO LLC, we understand that our decisions and the methods by which we engage our key stakeholders affect not only our organization, but also in a profound way, the communities, and the lives that we support. With this firm knowledge and a determination to ensure that our efforts to meet the needs of the present do not deprive future generations of their ability to meet their own needs, our Corporate Social Responsibility strategy demands that we responsibly our target customers and partners to ensure the long-term sustainability of the project, to keep contributing to the positive development of our community. We believe that the communities in which we operate should benefit from our presence. We operate an inclusive strategy and therefore encourage our employees to volunteer for community activities that align with our CSR pillar and the goal of the organization.

1.5 KEYS TO SUCCESS

These core values are the pillars to support our Mission Statement. They create a solid foundation, which helps our individual and collective actions.

- **Continuous Development** – At FISHMO LLC, we don't stop learning and exploring innovations to improve our products, so we can generate more profit and make more impact. An act that we believe will give us an edge in the industry. We are flexible and welcome great ideas that will improve our services and aid us in creating more value for our community and partners.
- **High-Quality Materials:** At FISHMO LLC, every raw material that was used for the production of our apparel is designated as high quality. We simply buy the best from the market, because the belief system at the organization is that, the quality of the raw materials will affect the end product.
- **Brand Perception:** We make sure that our products are excellently delivered to customers. We do not compromise on processes that can affect our community's perception of our brand and we consistently run opinion pools to gauge how our audience perceives our apparel line and gain insights on what we can do to improve our ratings in the industry.
- **Our customers** – The secret to our success is in earning the right to sustain successful long-term relationships with our customers. We believe that our noble cause will attract many to our brand – our integrity is never to be compromised as this is one important currency in our sector. Our objective is to achieve a well-deserved reputation where our partners will recommend and refer us to people in their network – this is a privilege and an ultimate reward in our endeavor for excellence.
- **Good Communication:** We understand the value of communication and how it is pivotal to achieving loyalty. Therefore, we will ensure that we communicate our services, benefits, offers, promo, discounts, conditions, and other information to our fan base, partners, customers, and general public through our communication channels, website, and other means. We will also ensure that it is not a one-way communication as feedback from these segments will aid our development and help us improve our revenue generation capacity.

- **Consistency:** We are focused on providing high-quality clothing, we are consistent with our quality, and there should never be a case where a customer will complain of variation in the quality of our products or go to our website to order any product and not find it in stock.
- **Ease of Use:** We will build an e-commerce website where customers can preview our products, place orders, and make payments. The payment process is easy and fast, it provides a less stressful alternative to coming in person to our store or going to superstores to pick up our products on the shelf. The website will be designed with great UI/UX to make it appealing for customers to visit and easily navigable, to improve sales conversion.

1.6 OUR CORE VALUES

FISHMO LLC operates based on a set of core values that shape the conduct of our business. Our core values support these values to promote and secure the health of our corporate culture:

- **Customer Focus:** At FISHMO LLC, we create lasting value for our community when we listen to and understand our target customers' needs, we can deliver what they need and make improvements on their requests to get the best results with the support of our partners.
- **Integrity:** Trust is at the heart of integrity. Being trustworthy means that we keep our word with our partners, customers, and employees. It motivates us to do the right thing and go the extra mile for our community. Our reputation will be that of a company that deals with others in good faith and offers everybody a better value than what they are paying for.
- **Technical Competence/Expertise:** All of FISHMO LLC's intellectual properties are derived from the skills, talents, insights, and expertise of our staff working in a strong team environment. We require our people to achieve and maintain essential skill levels and stay on top of new technologies and improved methods to provide durable and costeffective products for our target market.

1.7 BUSINESS MODEL CANVAS

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
<ul style="list-style-type: none"> ■ United Apparel ■ Upper Ship (New Jersey) ■ Marketing Agency: To develop branding videos and manage social media campaigns. ■ Retail Partners ■ Investors ■ Local boutiques and retail stores ■ E-commerce platforms 	<ul style="list-style-type: none"> ■ Manufacturing and inventory acquisition of apparel and accessories. ■ Branding and marketing campaigns on social media platforms (Instagram, YouTube, Facebook). ■ Direct-to-consumer sales via Shopify-powered ecommerce website. ■ Grassroots marketing through sticker distribution and apparel giveaways. ■ Expanding product line to include outdoor gear and fishing-related items. ■ Building 	<ul style="list-style-type: none"> ■ Apparel with a bold, relatable mantra—"Face It. Shit Happens. Move On."—that resonates with all demographics. ■ A brand with meaning and humor that helps people embrace life's challenges. ■ Durable, stylish apparel and accessories that appeal to both outdoor enthusiasts and casual wearers. 	<ul style="list-style-type: none"> • Personalized engagement through social media channels. • Building a loyal customer base with relatable messaging and humor. • Offering incentives like free stickers and promotions to encourage repeat purchases. • Maintaining transparency about the brand story 	<ul style="list-style-type: none"> ■ Individuals aged 18-50 seeking stylish, meaningful, and relatable apparel. ■ Outdoor enthusiasts, fishing communities, and supporters of men's mental health initiatives. ■ Military personnel, veterans, and their families are drawn to the brand's Special Forces roots.

	<p>partnerships with retail stores for distribution.</p>		<p>and mission to deepen</p>	
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		<ul style="list-style-type: none"> ■ Supporting mental health awareness and fostering a sense of belonging. A brand that resonates with diverse cultural identities and emphasizes self-awareness and positive thinking. 	<p>emotional connection.</p>	
	<p>Key Resources</p> <ul style="list-style-type: none"> • Trademarked FISHMO logo and brand identity. • Shopify website for e-commerce operations. • Pete Sommerfeldt's personal story and marketing script to promote the brand. • Inventory of apparel, stickers, and accessories. • Team members handling retail outreach and operational support. 		<p>Channels</p> <ul style="list-style-type: none"> ■ Online: Shopifypowered website (FISHMO.com) and social media platforms (Instagram, Facebook, YouTube). ■ Retail: Future distribution through brick-and-mortar stores (Dick's Sporting Goods, local surf shops). ■ Grassroots Marketing: Distribution of stickers and 	

			branded merchandise at events. ■ YouTube Channels: Dedicated FISHMO content for fishing, cooking, and storytelling	
Cost Structure <ul style="list-style-type: none"> ■ Inventory production and procurement. ■ Marketing expenses (advertising campaigns, promotional videos). ■ Website development and maintenance. ■ Order fulfillment and shipping logistics. ■ Stakeholder buyout (\$125,000 for Sharon Morrison). ■ Team salaries and operational costs 		Revenue Streams <ul style="list-style-type: none"> ■ Direct-to-consumer sales from the Shopify website. ■ Wholesale revenue from retail partnerships. ■ Branded merchandise sales at events and trade shows. ■ Potential licensing opportunities for the FISHMO logo on other products. ■ Revenue from future YouTube content monetization ■ Other sources as determined by management 		

2 COMPANY OVERVIEW

2.1 REGISTERED NAME AND CORPORATE STRUCTURE

The registered name of the business is **FISHMO LLC**. The company is established as a **Limited Liability Company (LLC)**, which provides flexibility in management and limits the owner's liability for business debts. This structure was chosen to ensure that FISHMO can benefit from pass-through taxation while protecting the personal assets of the founder, Pete Sommerfeldt.

As a single-member LLC, Pete serves as the sole owner and CEO, managing the daily operations and decision-making processes. This structure allows for effective, streamlined control and provides room for potential future expansion with the addition of new partners or investors.

2.2 THE FINANCING

FISHMO LLC seeks \$500,000 in funding to scale its operations and build a strong foundation for growth. This funding will be utilized for a range of business expenses, including inventory purchases, branding, marketing, and community outreach. The capital raised will also help cover the startup costs associated with e-commerce development, social media campaigns, and local engagement initiatives.

Category	Amount	Percentage of Total
Inventory Acquisition	\$200,000	40%
Marketing Campaigns	\$150,000	30%
Website Revamp	\$50,000	10%
Stakeholder Buyout	\$125,000	25%
Miscellaneous/Contingency	\$25,000	5%

Revenue Projections

FISHMO expects strong sales growth, driven by its proven demand and expanded product offerings. Below are projected sales figures for the first year based on current pricing and volume expectations:

Product	Cost per Unit	Retail Price	Units Sold	Revenue	Profit
Black T-Shirts	\$10	\$20	500	\$10,000	\$5,000
Gray T-Shirts	\$10	\$20	300	\$6,000	\$3,000
Pink T-Shirts	\$10	\$20	300	\$6,000	\$3,000
Black Hoodies	\$23	\$40	400	\$16,000	\$9,120
Pink Hoodies	\$23	\$40	200	\$8,000	\$4,520
Black Beanies	\$12	\$20	200	\$4,000	\$1,600
Gray Beanies	\$12	\$20	100	\$2,000	\$900
Pink Beanies	\$12	\$20	100	\$2,000	\$900
Dark Camo Shorts	\$30	\$45	300	\$13,500	\$4,500
Long-Sleeve Fishing Shirts	\$20	\$35	500	\$17,500	\$7,500
Total	-	-	-	\$85,000	\$40,040

Expense Breakdown

FISHMO aims to maintain an efficient cost structure to maximize profitability. Below are the key expense categories:

Expense Category	Estimated Cost (Annual)
Manufacturing and Inventory	\$200,000
Marketing and Advertising	\$150,000
Website Maintenance	\$10,000
Order Fulfillment Fees	\$25,000
Team Salaries	\$36,000 (Pete: \$3,000/month)
Miscellaneous Costs	\$15,000
Total Annual Expenses	\$436,000

Break-Even Analysis

To cover operational expenses and the cost of goods sold, we must achieve monthly sales of approximately \$36,333. This assumes a gross profit margin of 50% and total fixed costs of \$218,000 annually (\$18,166 per month).

Investor Returns

FISHMO projects a significant return for investors over five years. Based on a \$500,000 investment, the company aims to repay loan obligations or distribute returns from profits by Year 3, with a projected equity value exceeding \$2 million by Year 5.

2.3 COMPANY LOCATION AND RESOURCES

FISHMO LLC operates out of Belcamp, Maryland, a location that offers strategic advantages for the growth of the business. Belcamp's proximity to major urban centers like Baltimore and Washington, D.C., provides access to a diverse and extensive customer base. This ensures that we can effectively reach both local and regional markets with its unique products and branding. The area's connectivity through major highways and transportation hubs also makes logistics and shipping efficient, which is critical for our e-commerce-focused business model.

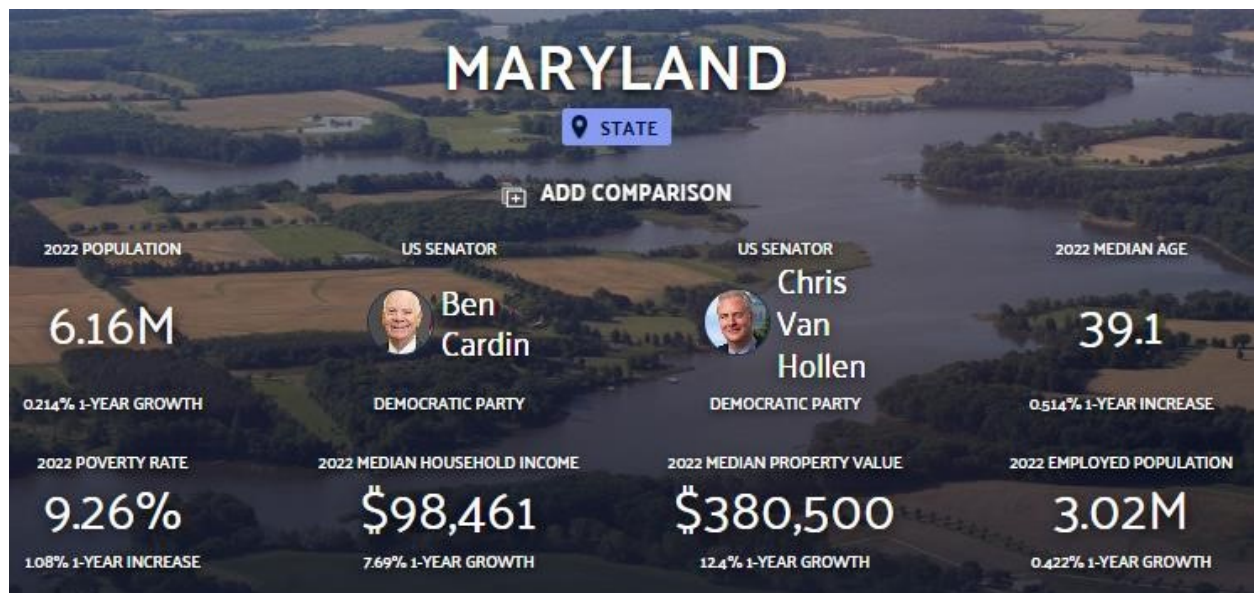
Maryland is also home to a thriving outdoor and recreational community, which aligns perfectly with our target market for outdoor wear and casual apparel. The state's robust retail sector and consumer spending trends create opportunities for partnerships with local stores and outdoor retailers. Belcamp's relatively low operational costs compared to larger metropolitan areas allow us to allocate more resources toward marketing, product development, and scaling operations, without sacrificing market access.

Moreover, Belcamp's business-friendly environment supports small and medium-sized enterprises with access to resources such as local business networks, potential partnerships, and funding opportunities like those offered by Baltimore Community Lending. The location also situates FISHMO near manufacturing and fulfillment partners, such as Upper Ship in New Jersey, which ensures smooth supply chain management.

The following are the resources required for our operations:

- Apparel and accessories Inventory
- Technology (high-performance devices, accounting software, design software, ecommerce platform, etc)
- Equipment (sewing machines, cutting tools, etc)
- Office Space
- Packaging materials
- Transportation
- Human resources
- Legal support
- Etc.

2.4 DEMOGRAPHY ANALYSIS OF BELCAMP, MD



Maryland is home to a population of 6.16M people, of which 92.9% are citizens. As of 2022, 15.5% of Maryland residents were born outside of the country (952k people).

In 2022, there were 1.65 times more White (non-Hispanic) residents (2.99M people) in Maryland than any other race or ethnicity. There were 1.82M Black or African American (Non-Hispanic) and 397k Asian (Non-Hispanic) residents, the second and third most common ethnic groups.

The most common non-English languages spoken as the primary language in households in Maryland are Spanish (504,449 households), Chinese (Incl. Mandarin, Cantonese) (71,876 households), and Yoruba, Twi, Igbo, or Other Languages of Western Africa (62,233 households).

The economy of Maryland employs 3.02M people. The largest industries in Maryland are Construction (210,604 people), Elementary & secondary schools (189,388 people), and Restaurants & Food Services (154,816 people), and the highest paying industries are Water transportation (\$231,988), Foundries (\$219,561), and Commercial & service industry machinery manufacturing (\$168,361).

Males in Maryland have an average income that is 1.24 times higher than the average income of females, which is \$77,266. The income inequality in Maryland (measured using the Gini index) is 0.454, which is lower than the national average.¹

The population² of individuals aged 18-50 in the United States is estimated to be approximately 134 million³, this demographic forms the core target audience for many businesses, providing ample opportunities for engagement, innovation, and tailored offerings that align with their preferences and needs. FISHMO LLC is determined to acquire a large portion of this market in the near future.

Belcamp

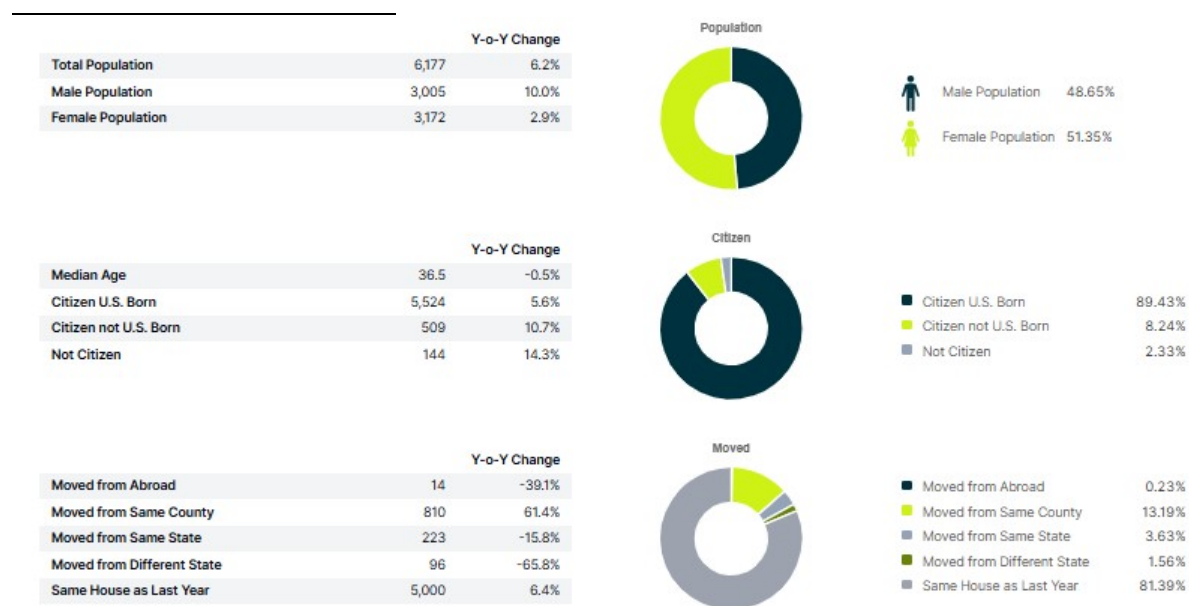
There are 6,177 residents in Belcamp, with a median age of 36.5. Of this, 48.65% are males and 51.35% are females. US-born citizens make up 89.43% of the resident pool in Belcamp, while non-US-born citizens account for 8.24%. Additionally, 2.33% of the population is represented by

¹ <https://datausa.io/profile/geo/maryland>

² https://www.worldometers.info/world-population/us-population/#google_vignette

³ <https://usafacts.org/data/topics/people-society/population-and-demographics/our-changing-population/>

non-citizens. A total of 5,000 people in Belcamp currently live in the same house as they did last year.



White-collar workers make up 81.24% of the working population in Belcamp, while blue-collar employees account for 18.76%. There are also 227 entrepreneurs in Belcamp (5.81% of the workforce); 2,323 workers employed in private companies (59.44%); and 1,079 people working in governmental institutions (27.61%).

The average annual household income in Belcamp is \$105,082, while the median household income sits at \$96,424 per year. Residents aged 25 to 44 earn \$100,221, while those between 45 and 64 years old have a median wage of \$104,485. In contrast, people younger than 25 and those older than 65 earn less, at \$67,163 and \$44,821, respectively.⁴

⁴ <https://www.point2homes.com/US/Neighborhood/MD/Belcamp-Demographics.html#:~:text=There%20are%206%2C177%20residents%20in,males%20and%2051.35%25%20are%20females.>

2.5 RISKS AND RISKS MITIGATION STRATEGIES

Uncertainty is a potential, unpredictable, and uncontrollable outcome; the risk is an aspect of action taken despite uncertainty. Risks come in the way of businesses too. The following table analyses the possible risks and the mitigation strategies adopted by FISHMO LLC:

TYPE OF RISK	RISK	MITIGATING STRATEGY
COMPETITIVE RISK	competitors business reventarget locations. the actions in our	<ul style="list-style-type: none">• Invest in business intelligence tools e.g., social media monitoring• Offering highly impactful products and services• Optimize our system to achieve a better manufacturing process and quality clothing.• Deploy competitive pricing and great service delivery• Implement effective marketing strategies to achieve high sale• Build networks and spur strategic partnerships with relevant businesses across the target market

OPERATIONAL PLATFORM RISK	Technical breakdown of equipment used for production	<ul style="list-style-type: none"> • Follow recommended servicing and maintenance schedules. • Have a contract with a tech company that offers 24/7 maintenance service • Train employees on basic maintenance and employment of inhouse tech expert • Depreciate equipment after active usage for 3 years
HEALTH AND SAFETY	Exposure to hazards during work in the wake of the Covid-19 pandemic	<ul style="list-style-type: none"> • Create a health and safety policy Identify hazards • All protocols to curb the spread of Covid-19 and other transmittable viruses will be adhered to • Evaluate the risks and complete a risk assessment • Provide staff training e.g., on work environment and equipment, personal protective, etc. • Have procedures for reporting incidents.
COMPLIANCE RISK	Exposure to legal penalties, financial forfeiture, and material loss a company faces when it fails to act following market laws and regulations, internal policies, or prescribed best practices.	<ul style="list-style-type: none"> • Employee training and refresher courses • Seek legal advice on new legislation, and market-specific regulations • Create a risk management, team • Implement more quality and safety checks during projects • • Insurance cover

CASHFLOW	Insufficient funds to meet financial obligations	<ul style="list-style-type: none"> • Improve cash flow management • Review costs and inventory • Accountancy software use/replacement • Careful use of long- and short-term financing
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2.6 GROWTH PLAN

PERIOD	MARKET OBJECTIVES	ACTIVITIES	STRATEGIES	TARGET GOAL
Years 1 & 2	<ul style="list-style-type: none"> ■ Initial funding and registration ■ Securing necessary approval and licenses from industry regulators ■ Focus on our target locations and create channels to enter the market 	<ul style="list-style-type: none"> ■ Finding strategic locations to advertise our brand and services ■ Achieving market entry ■ Complete production of our clothing line. ■ Increase merchandizes 	<ul style="list-style-type: none"> ■ Improve online presence ■ Increase marketing effort ■ Create and maintain a website for the company ■ Effective and diverse advertising strategies ■ Product promotion 	<ul style="list-style-type: none"> ■ Financing through investment and owner's equity ■ Gain a remarkable market presence ■ Increase sales ■ Record more revenue from diversified sources ■ Expand faster across target locations

Years 3 & 4	<ul style="list-style-type: none"> ■ Increase income ■ Expand Customer base ■ Increase clientele list ■ Increase services ■ Entry into more US states 	<ul style="list-style-type: none"> ■ Services development ■ Increased capacity to serve multiple clients at the same time ■ Improve resources management ■ Connect with more customer segments 	<ul style="list-style-type: none"> ■ Getting involved in community development projects <ul style="list-style-type: none"> ■ Increase marketing effort ■ Employ more staff ■ Advertising the brand to reach more prospects 	<ul style="list-style-type: none"> ■ Proper functioning of our website ■ Increased workforce ■ Excellent service delivery ■ Increased popularity ■ Increase market share and revenue from product sales
		<ul style="list-style-type: none"> ■ Improve our message delivery 	<ul style="list-style-type: none"> ■ Collaboration across industry 	<ul style="list-style-type: none"> ■ Increase brand visibility and measured impact across the US
Year 5 & up	<ul style="list-style-type: none"> ■ Increase product sales by 300% ■ Increase customer segment ■ Expand into more countries 	<ul style="list-style-type: none"> ■ Market development ■ Team Diversification and Expansion ■ Interpret our brand messages in different languages 	<ul style="list-style-type: none"> ■ Reaching out to more people across nations ■ Increasing our customer base ■ Training staff in service competencies 	<ul style="list-style-type: none"> ■ Increase our customer segment ■ Expanding to new markets to become the leading brand in the country ■ Large follower base across the world

3 SERVICES DESCRIPTION

FISHMO LLC offers a distinctive range of apparel and accessories designed to resonate with individuals who embrace resilience and humor in the face of life's challenges. Our products include high-quality t-shirts, hoodies, beanies, long-sleeve fishing shirts, and camouflage shorts, all featuring the bold FISHMO logo—a striking combination of block letters and an iconic fish symbol. This logo is more than a design; it embodies the brand's empowering mantra: "Face It. Shit Happens. Move On." Each item is crafted to ensure comfort, durability, and style, appealing to customers who appreciate outdoor gear, casual wear, and meaningful branding.

In addition to apparel, we extend our brand through widely popular stickers that have already reached over 15,000 people across the globe. These stickers serve as a powerful tool for grassroots marketing, spreading the FISHMO message, and building a community of loyal supporters.

Customers often receive free stickers and branded post-it notes with their purchases, encouraging them to share the brand's message and inspire others to adopt the FISHMO mindset. This approach not only enhances customer satisfaction but also creates a network of brand ambassadors who actively promote FISHMO.



We operate primarily through an e-commerce platform hosted on Shopify, ensuring convenient and seamless shopping experiences for customers. Our products are competitively priced, making them accessible while maintaining strong profit margins. Our commitment to high-quality design and production is supported by our partnerships with United Apparel for manufacturing and Upper

Ship in New Jersey for order fulfillment. This ensures that every customer receives their purchases promptly and in excellent condition.

Our clothing is uniquely designed and made with high-quality materials. T-shirts are one of the cheapest and fastest ways to communicate messages to the public, we will use the right technique and the right garment to print T-shirts for our customers. Well-custom clothing can be quite eye-catching and (if well-designed) it can leave a lasting impression.



Beyond delivering exceptional products, FISHMO serves its customers by fostering a sense of community and connection. The brand's message, rooted in resilience and humor, has universal

appeal and encourages customers to embrace life's challenges with positivity and strength. Through social media engagement, promotional campaigns, and personalized outreach, FISHMO creates meaningful interactions that go beyond transactions. This holistic approach to customer service underscores the company's mission to inspire a global movement that empowers individuals to face adversity with confidence and move forward with purpose.

With its unique combination of stylish products, meaningful branding, and dedicated customer service, FISHMO LLC is poised to redefine the apparel market by offering not just clothing, but a lifestyle that resonates with people of all backgrounds.

3.1 PRICING STRATEGY

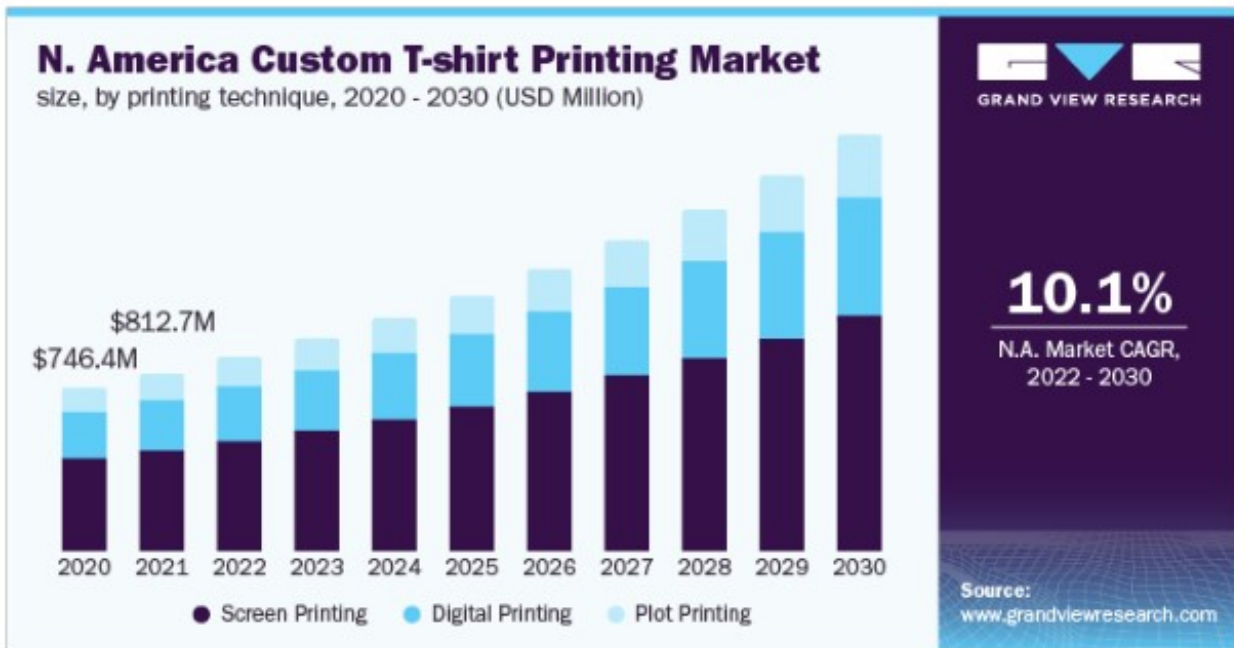
We have standard prices set for our products; these prices are what the management has studied to be obtainable in the industry. It is affordable for our target market, and we will ensure it remains so as we expand our market reach.

4 MARKET ANALYSIS

4.1 INDUSTRY OVERVIEW

The print advertising market consists of the sales of advertising services and related goods by entities (organizations, sole traders, and partnerships) that plan, develop, create, and manage advertisement and promotional activities in print media such as periodicals and print newspapers. Only goods and services traded between entities or sold to end consumers are included.

4.2 GLOBAL CUSTOM T-SHIRT PRINTING MARKET ANALYSIS



The global custom t-shirt printing market size was valued at USD 3.9 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 9.9% from 2022 to 2030. Custom-designed t-shirts are increasingly being used by companies as a modern branding strategy to brand their company, products, or offerings. This technique is used by companies, especially start-ups, to increase their brand visibility and grab the attention of their prospective customers. Therefore, the growing use of customized t-shirts as a branding tool is expected to be a major contributor to market growth over the forecast period.

The fashion industry is witnessing a shift toward wearing customized clothing. Also, the increasing disposable income of consumers is enabling them to spend on customized clothes. As a result, people prefer wearing customized t-shirts with specific logos or slogans printed on them. The entertainment industry is contributing to the market growth with a large number of people, especially movie fanatics, buying apparel with slogans or logos printed on them.

There is an increase in the use of custom-printed t-shirts to create social awareness, raise a voice, and support a cause. However, specific designs and slogans printed on the t-shirts related to sensitive issues, such as diseases, gender, crime, and politics, are subject to criticism and legal action. Further, customers from various industries, including hospitality, logistics, construction,

industrial, and medical are increasingly providing custom printed t-shirts to their employees and customers which is used as a marketing technique.

4.3 COVID-19 ANALYSIS

In the wake of the recent COVID-19 outbreak, there has been a significant disturbance in most industries across the globe. While few industries experienced a contraction in their productions and businesses, others faced severe outcomes such as the shutdown of businesses and movement restrictions. For instance, the travel, entertainment, and hospitality industries had the most retrenchments, and on the other hand, healthcare, technology e-commerce businesses had an upsurge in demand. However, during the pandemic, the fashion industry experienced both a surge and a decline all at once.

While various outlets and large brand stores experienced a decline in customer footfall and clothing demand, it has been observed that there was an increase in the demand for custom t-shirts from the e-commerce industry. Besides, the custom t-shirt printing business also witnessed several new entrants in the custom t-shirt printing market during the pandemic.

4.4 SALES CHANNEL INSIGHTS

The offline segment held the highest revenue share of more than 53% in 2021. The offline channel is the traditional choice for custom t-shirt printing. Consumers, especially from developing countries, prefer the offline channel over online purchases for customized clothing. Moreover, bulk orders for custom t-shirt printing, for instance, sports events, school uniforms, and club games are ordered mainly through an offline channel.

The online segment is anticipated to witness the fastest CAGR of 11.8% from 2022 to 2030. The online sales channel allows an individual to select designs, colors, fabrics, and sizes for the t-shirt

through an application or website. The online channel offers the convenience of browsing through all the products and provides information about the product. Consumers are increasingly inclined towards online purchases owing to the easy visibility of choices, cost-effectiveness, home delivery of the product, and the interactive and user-friendly nature of online platforms.

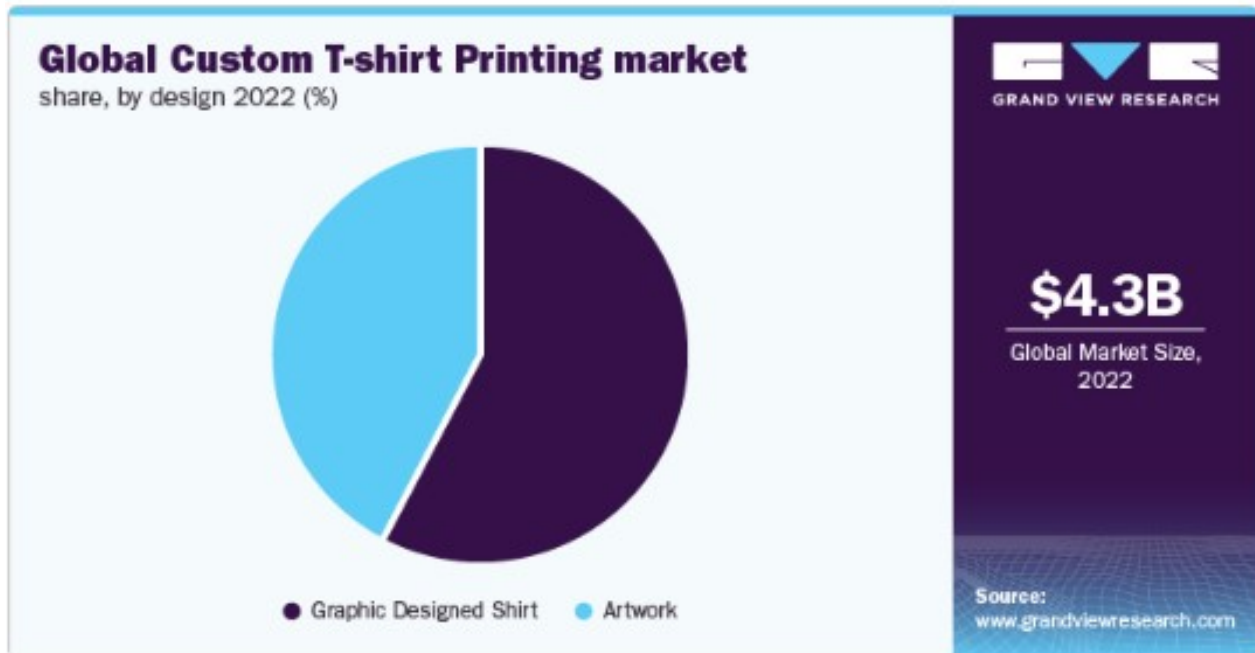
4.5 END-USE INSIGHTS

The commercial segment held the highest revenue share of more than 68% revenue share in 2021. The high revenue share of a commercial segment can be attributed to the increasing demand for custom-printed t-shirts in sectors such as hospitality, media, and retail to cater to its increasing demand for company branding through logos printed on t-shirts. Personalized t-shirts with company logos or brand names are increasingly becoming popular as corporate gifting, which also duals up as off-the-clock marketing. The increasing demand for sports uniforms from sports clubs or teams is a major contributor to the commercial segment growth.

The personal segment is expected to register the fastest CAGR of 10.5% from 2022 to 2030. The popularity of buying custom printed t-shirts is on the rise among individuals, especially for the slogan printed t-shirts. Along with the slogan-printed t-shirts, there is also a growing demand for TV show-based theme t-shirts. TV series such as Game of Thrones, Friends, and Suits, are the most popular among buyers for slogans or character-based t-shirts. The personal end-use segment is further sub-segmented based on age group into below 15 years, 15-40 years, and above 40 years. The 15 to 40-year segment contributed the largest market share in the personal segment in 2021.

4.6 DESIGN INSIGHTS

The artwork segment is expected to emerge as the fastest-growing segment, registering a CAGR of 11.6% from 2023 to 2030. The growing preference of customers toward using t-shirts or other apparel to support a cause or deliver a message is expected to contribute to the high growth of this segment. The artwork segment involves a custom artwork created by an individual to be printed on the t-shirt. Consumers who wish to print their designs or have a clear picture of the desired print are the potential customers of artwork designed for t-shirts.



The graphic design shirts segment held the largest market share and accounted for more than 57% of the global revenue in 2022. The high share is attributable to the rising demand for custom tshirts with pre-printed graphics. Graphic design t-shirts involve the printing of an existing design that does not require any further modifications. Such pre-printed graphic design t-shirts are preferred by customers who want the product immediately at a lower price.

4.7 REGIONAL INSIGHTS

The Asia Pacific region dominated the market for custom t-shirt printing and accounted for over 38% of the global revenue share in 2022 and is anticipated to continue its dominance during the forecast period. The growth is primarily attributable to the growing popularity of fashionable apparel among the young population. In addition, the region's growth is also driven by the high proliferation of the e-commerce industry in the region.



Countries such as China and India are witnessing a rapid growth of e-commerce activities. Moreover, with the presence of a huge young population and the positive outlook for the apparel industry, several startups offering personalized printed t-shirts and other customized accessories have emerged in India, China, Japan, and Southeast Asian countries. This region is also well known for encouraging various sports events, which is further expected to propel the demand for customized t-shirts in the region.

Europe held the second-largest revenue share of the market in 2022, owing to increasing investments and developments in printing technologies in countries such as the U.K., France, and Germany. The growth of the region is also attributed to the presence of prominent market players such as Vistaprint., Spreadshirt, and CafePress Inc. On the other hand, North America is expected to witness significant growth in the forthcoming years. The popularity of outdoor sports in North America is expected to increase the demand for custom t-shirts in the region.⁵

4.8 TARGET MARKETS

Our target customers are individuals who value meaningful, relatable brands that combine humor, resilience, and a bold sense of style. The primary demographic consists of adults aged 18 to 50

⁵ <https://www.grandviewresearch.com/industry-analysis/custom-t-shirt-printing-market>

who embrace the brand's empowering mantra, "Face It. Shit Happens. Move On." This group includes individuals from diverse backgrounds, but they share a common appreciation for brands that reflect their attitudes and lifestyles. Our customers are often adventurous, optimistic, and drawn to products that help them express their personality and beliefs.

FISHMO appeals particularly to outdoor enthusiasts, including those who enjoy fishing, camping, hiking, and similar activities. This segment is attracted to the durability and functionality of FISHMO's apparel and accessories, such as fishing shirts and camo shorts, which align with their active lifestyles.

Also, our brand resonates with individuals who appreciate casual, everyday wear with a story and message that sets it apart from traditional clothing brands.

Another key segment includes members of the military and veterans, as well as their families and supporters. With its roots in principles coined by U.S. Special Operations Forces, FISHMO carries an authenticity and relatability that speaks to those who have faced challenges and embraced resilience in their lives. This connection strengthens the brand's emotional appeal to individuals within this community.

FISHMO's audience also extends to supporters of mental health awareness, as the brand's founder openly shares his journey of overcoming adversity and promoting positivity. This transparency creates a loyal customer base that values authenticity and supports initiatives that raise awareness about mental health.

5 PORTER'S FIVE FORCES ANALYSIS

Porter's Five Forces is a model that identifies and analyzes five competitive forces that shape every industry and helps determine an industry's weaknesses and strengths. The following are Porter's five forces on FISHMO LLC as an organization.

5.1 THE THREAT OF NEW ENTRY

The threat of new entrants in the clothing and apparel industry is moderate. While the barriers to entry are relatively low, allowing new businesses to enter the market easily, establishing a unique brand identity and gaining customer loyalty can be challenging. We differentiate our brand through our focus on addiction awareness and self-love, which gives us a competitive edge.

However, new brands can quickly emerge with similar missions or unique styles, increasing competition. Additionally, the growing trend of online shopping makes it easier for new entrants to reach customers without significant overhead costs.

5.2 COMPETITIVE RIVALRY

The level of rivalry within the clothing and apparel industry is high. Many established brands and new entrants compete for market share, often focusing on similar demographics. To stand out, we need to leverage our unique brand identity and mission to differentiate our brand from competitors.

Effective marketing strategies, community engagement, and innovative designs will be crucial in attracting and retaining customers in a saturated market. Building a community around the brand and promoting our social impact can help mitigate the intensity of competition and foster customer loyalty.

5.3 BUYER POWER

The bargaining power of buyers is high in the clothing industry due to the wide variety of options available to consumers. Customers can easily switch brands if they find better pricing, quality, or design elsewhere.

We must focus on building strong brand loyalty and engaging with our customers through compelling messaging and community involvement. Offering personalized products, maintaining high-quality standards, and delivering excellent customer service will be essential in reducing buyer power and encouraging repeat purchases.

5.4 SUPPLIERS POWER

The bargaining power of suppliers is relatively low in the clothing industry, particularly for FISHMO LLC. Numerous suppliers provide fabrics and materials, allowing us to source from multiple vendors and reduce dependency on any single supplier. However, we will establish strong relationships with suppliers to ensure quality and reliability, especially if we aim to use unique or sustainable materials that may not be as widely available. As the brand grows, we may have more leverage to negotiate better terms with suppliers.

5.5 THREAT OF SUBSTITUTION

The threat of substitute products is moderate. While there are numerous clothing brands available, our focus on mental health and self-love may provide a niche that differentiates us from competitors. However, consumers have various alternatives, including fast fashion brands, thrift stores, and second-hand apparel, which may be perceived as more affordable options. To mitigate this threat, we will emphasize the quality, uniqueness, and social impact of our products, making the case that purchasing from the brand supports a meaningful cause.

6 SWOT ANALYSIS

FISHMO LLC conducted a thorough SWOT analysis in the competitive environment to build the organization's strengths, maximize opportunities, reverse weaknesses, and overcome threats by acquiring vital information to develop strategic planning for a thriving and sustainable business.

6.1 STRENGTH

- Expertise
- Experience

- Integrity
- Innovation
- The strong and dynamic management team
- High-quality service
- Ability to form partnerships with other organizations
- Multi-cultural outlook

6.2 WEAKNESSES

- Limited funds for the organization's operation
- Low brand recognition
- Low human resources

6.3 OPPORTUNITIES

- Expanding Sector
- The growing urban and working population
- E-commerce platforms
- Increasing disposable income across the US population

6.4 THREATS

- Government policies
- Economic downturn: This may shrink the donating behavior of the target market and as a result lead to low results from fundraising activities
- The outbreak of a pandemic like the COVID-19
- Legal and regulatory issues

6.4.1 Weaknesses and Threats Mitigations

- Seek investment funding to cover necessary start-up requirements.
- Adoption of a value-oriented revenue model
- Increased focus on using data to make executive decisions

- Expanding to other strategic locations and emerging markets

7 STRATEGY AND IMPLEMENTATION SUMMARY

7.1 MARKETING OBJECTIVES

- To increase brand awareness and improve brand equity in Belcamp, MD, and in major cities across the US.
- To increase customer base by targeting customers in multiple cities across the United States, and increasing capacity to ship our products to their locations.
- To create large followers based on social media for easy accessibility and faster promotion of brand and products
- Partnership with influencers to promote the company's products and brand.

7.2 MARKETING STRATEGIES AND IMPLEMENTATION

OFFLINE		ONLINE	
<ul style="list-style-type: none">• Partnership and network• Referral• Event Marketing• Direct marketing• Print Media		<ul style="list-style-type: none">• Website• Search Engine Optimization (SEO)• Social Media Marketing• Content Marketing• Email Marketing• Blogging• Banner Ads	
ACTION: Partnership and Networks			
TIMEFRAME: This should be done quarterly and continuously, respectively.			
CHANNELS	WHAT IS INVOLVED		EXPECTED RESULTS

<ul style="list-style-type: none"> • Events • Speaking Engagements • Networking and collaboration 	<ul style="list-style-type: none"> • Setting Goals and Expectations for the Events • Organizing events and attending relevant events with the target market • Publicize events within the community 	<ul style="list-style-type: none"> • Build and improve brand awareness • Lead generation • Improve customer engagement • Enhance Customer Loyalty with Real-Time Experiences
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	<ul style="list-style-type: none"> • Engage attendees interactively • Manage guest lists for lead generation 	<ul style="list-style-type: none"> • Improve long-lasting relationships with clients • Donation or pipeline acceleration
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ACTION: Partnership and Networks and Direct Marketing

TIMEFRAME: This should be done continuously and subject to review at least once a year.

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> • Partnership and networks • Direct Marketing 	<ul style="list-style-type: none"> • Working with affiliates, partners, businesses, and corporate organizations will help us get established in the new market niche. • Harnessing personal networks to grow a business 	<ul style="list-style-type: none"> • Generate leads • Build relationships with new partners • Test the impact of our projects • Increase sales • Increase a loyal customer base and a better overall reputation

ACTION: Internet and Online Presence

TIMEFRAME: This should be done within the first three (3) weeks of plan execution.

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
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<ul style="list-style-type: none"> • Website • Social Media Accounts • Blog • Listings and Directories 	<ul style="list-style-type: none"> • Create a company website with fascinating features and contents • Integrate it with appealing designs and features • Revamping of the organization's brand on Social Media Accounts – Facebook, Instagram, Twitter, YouTube, and Pinterest. • Improve the Company's blog tab. 	<ul style="list-style-type: none"> • Brand campaign and publicity. • Business Visibility • Builds authority in the industry • Improves conversion rates • Generate inbound links • Rank for long-tail search queries • Increased followership • Available platforms for organization, promotions, and marketing.
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	<ul style="list-style-type: none"> • Listing to the company on online directories and listings. 	
ACTION: Content creation and Marketing. TIMEFRAME: This should be done at least two (2) times a week		
CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS

<ul style="list-style-type: none"> • Website • Social Media Accounts • Blog • Listings and Directories 	<ul style="list-style-type: none"> • Creative use of keywords • Regular update of contents. • Creative use of hashtags. 	<ul style="list-style-type: none"> • Better ranking of the website • Better visibility through organic searches on search engines • Increased traffic on the website • Increased customer base • Improved brand awareness and recognition • Creates loyalty and trust, with both current customers and prospects • Build brand equity, authority, and credibility • Positions our business as an expert in the industry
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ACTION: Email Marketing

TIMEFRAME: This should be done monthly depending on relevance.

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> • Across contact points. 	<ul style="list-style-type: none"> • Gathering database and emails of website visitors and customers. • Automatically follow up on an email campaign • Reach out to each client via email at the end of each day or project 	<ul style="list-style-type: none"> • Market recognition with the target audience. • Targeted and personalized content • Build brand credibility and better brand recognition • Stronger community relationships

	<ul style="list-style-type: none"> • Automated review requests 	<ul style="list-style-type: none"> • Boost partnerships • Increased traffic to our website
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ACTION: Google Ads; Social Media Ads; Online Reviews.

TIMEFRAME: This should be done each month

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> • Google Ads • Facebook Ads • Online reviews 	<ul style="list-style-type: none"> • Creating Ads • Pay for Ads • Post Ads on platforms • Place Ads where the target audience is likely to be 	<ul style="list-style-type: none"> • Increased brand awareness • Increased followership. • Increased engagement. • Improved visibility of the brand. • Outrank competitors

ACTION: Print Materials; Signage

TIMEFRAME: This should be done continuously and subject to review at least once a year.

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> • Business cards • Brochures 	<ul style="list-style-type: none"> • Printing of materials with the company's name, logo, contact information, and business description. • Mailing printed materials to the target audience. • Distribution and placement of flyers at strategic points. 	<ul style="list-style-type: none"> • Improved brand popularity. • Business visibility. • Increased sales volume. • Increased website traffic.

ACTION: Referrals

TIMEFRAME: This should be done continuously and subject to review at least, thrice a year

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> • Online • Offline 	<ul style="list-style-type: none"> • donors and website visitors will be requested to make referrals 	<ul style="list-style-type: none"> • Increased customer loyalty • Improved brand popularity • Increased sales volume

7.3 MARKETING STRATEGY

- **Referral:** We will encourage our customers to share their testimony about our products with other people in their network. Aside from regular, online, and printed ads; word of

mouth tends to be an effective way of acquiring more customers. Therefore we will structure a reward model system for customers who can bring more customers to us.

- **Efficient Customer Service** – We will ensure that we put our customers first, help them when they face any challenge in trying to get our products, provide quick responses to their questions, and give further consultations on how to use our products for maximum effect if they make inquiries.
- **Sponsor relevant community programs** - We will continually look for local community programs involving influencers and professionals in which we can participate, and give something back. By taking part in these events, we will get referrals and new customers.
- **Others:**

	Marketing Strategy	Tactic	Milestone
1	Hire a Marketing Agency to promote the brand through ads on Facebook, Instagram, Snapchat, and Tik & Tok. While keeping constant updates and communication through email and text.	Social media marketing	To gain a minimum 2.5X return on investment within 90 days.
2	Recruit social media influencers to promote the brand and influence their audiences to support and buy the products.	Social media marketing	To have full-time influencers to promote the brand consistently by the end of Q3. Have 5000+ Instagram followers by the end of Q3. Implement a monthly spending budget for influencers.
3	Have the brand featured in TV, movies, magazine publications, celebrities, etc.	Product Placement	To be on at least one show and one major magazine by the end of Q3.

7.4 SALES PLAN

Upper Ship, offers a comprehensive suite of services including pick-and-pack, storage, and shipping. Based on typical industry standards and similar fulfillment services:

1. **Pick-and-Pack Fees:** These generally include a base fee of around \$2.50 for the first item in an order, with additional items charged at approximately \$0.50 each.
2. **Storage Costs:** Fees are typically calculated based on the volume of storage required, averaging \$0.25-\$1.00 per cubic foot per month depending on inventory size.
3. **Monthly Account Management:** This service can cost around \$199 per month, covering system access, support, and inventory updates.
4. **Shipping:** Shipping rates depend on package dimensions, weight, and destination, leveraging carrier partnerships for cost-effectiveness

For sales through major retailers like Dick's Sporting Goods, logistics would involve bulk order processing, palletizing, and ensuring compliance with the retailer's specific requirements, such as labeling and shipping timelines.

As part of our sales plan, we will primarily focus on building a strong foundation through direct-to-consumer online sales, leveraging platforms such as our website and Amazon.

Approaching major retailers like Dick's Sporting Goods will be considered in the medium to long term, once the business has achieved significant traction online and is operationally prepared to meet the volume and logistical requirements of retail partnerships.

This phased approach will allow us to scale strategically while maintaining quality and customer satisfaction.

7.5 MARKETING AND COMMUNICATION EXECUTION RECOMMENDATIONS

Apart from the fact that promotional activities will be carried out on our website, we will equally embrace other options like mouth-to-mouth advertisement, local advertisement strategies, reviews from customers, and others. FISHMO LLC embraces social media as an important tool of business engagement and encourages customers to use social media to reach out and connect and share our

good news with friends, clients, and companies – both old and new. These include Facebook, Instagram, LinkedIn, Twitter, Blog, Flickr, YouTube, and others.

Our strategy is to grow the business by nurturing clients and differentiating our brand from our competitors, particularly through service and solid business ethics. All criteria from customer satisfaction, service provision, and price competitiveness are to be looked at thoroughly in the initial stages as areas for improvement. Strategies will be developed aimed at capturing all the customers in all our locations of interest. The research will be conducted regularly to ensure that our services fully meet customer expectations.

7.6 OPERATIONAL ANALYSIS

We believe that cash flow from operations will not meet our present and near-term cash needs, and thus we will require additional cash resources, including the sale of equity or debt securities, to meet our planned capital expenditures and working capital requirements for the next 12 months. We will require additional cash resources to achieve the milestones indicated above. If our financial resources and future current cash flows from operations are insufficient to satisfy our capital requirements, we may seek to sell additional equity or debt securities or obtain additional credit facilities.

The sale of additional equity securities will result in a dilution of our stockholders. The incurrence of indebtedness will result in increased debt service obligations and could require us to agree to operate and financial covenants that could restrict our operations or modify our plans to grow the business. Financing may not be available in amounts or on terms acceptable to us, if at all.

7.7 MILESTONE

Milestones (i.e., obtain funding, secure location, launch the product, hire staff, etc.)		
Month/Year(start date)	Month/Year (end-date)	
Business Launch	2015	----
Market Entry	2015	-----
Adaptation	12/2024	5/2026

Scaling	10/2026	5/2027
Nationalization	01/2028	12/2030

7.7.1 Retail Partnership Timeline

Phase	Timeline	Objective	Key Activities	Metrics
Phase 1: Establish Online Sales Traction	Years 1–2	Build brand awareness and establish online sales channels.	Optimize website, expand presence on Amazon, and refine fulfillment processes.	Achieve target online sales revenue and customer retention rates.
Phase 2: Evaluate and Prepare for Retail Partnerships	Years 2–3	Lay the foundation for retail partnerships.	Assess fulfillment scalability, partner with smaller retailers, and test wholesale order systems.	Demonstrate ability to meet wholesale demand and maintain steady growth.
Phase 3: Launch Strategic Retail Partnerships	Year 4 and Beyond	Expand into major retail chains like Dick’s Sporting Goods.	Negotiate terms with major retailers, scale production, and ensure efficient supply chain systems.	Retail sales account for a significant percentage of overall revenue.

8 MANAGEMENT SUMMARY

FISHMO LLC is led by founder and visionary, Pete Sommerfeldt, whose personal journey and entrepreneurial spirit have shaped the brand’s unique identity. Pete, a veteran of the United States Coast Guard, served from 1990 to 1997, where he honed values of trustworthiness, reliability, and teamwork. His experience in high-stakes environments equipped him with the situational awareness and attention to detail necessary to navigate complex challenges.

After his honorable discharge, Pete transitioned into the emerging e-commerce and technology sectors, contributing to the rapid growth of two startups: one in the automotive industry and another

in GPS technology. These roles allowed him to develop his leadership skills, manage rapid scaling, and foster innovation, laying the groundwork for his entrepreneurial endeavors.

The inception of FISHMO stemmed from Pete's discovery of the acronym "FISHMO" and his realization of its universal relatability and power to inspire resilience. Despite facing significant personal challenges, including six years of incarceration during which he continued to promote the brand, Pete's dedication to building FISHMO never wavered.

His story of overcoming adversity is deeply woven into the fabric of the brand, resonating with customers and creating a strong emotional connection. Since his release in 2024, Pete has focused on assembling a dedicated team, revamping the brand, and preparing for its expansion into a global market.

Supporting Pete is a small but focused team that plays a critical role in the company's operations and growth. Chrissy Brink works closely with Pete as his assistant, contributing to business planning and investor relations. Her organizational skills and commitment ensure the company's strategic initiatives stay on track. Kevin Gallagher, based in Fairfax, Virginia, is tasked with outreach to retail stores, setting appointments, and initiating conversations about stocking FISHMO products. His efforts are complemented by Tom Myers, located in Severn, Maryland, who follows up with these retail leads, actively working to secure partnerships with small beach, surf, and skate stores to place FISHMO's inventory on their shelves.

The company also benefits from the guidance of Ryan Del Gallo, a Master Accredited Business Consultant and Senior Veteran Business Specialist, who advises FISHMO on obtaining investment and navigating the complexities of scaling a lifestyle brand. Ryan's expertise ensures that FISHMO's business strategy is robust and aligned with industry best practices.

This team combines a mix of operational expertise, creative vision, and strategic thinking to propel FISHMO toward its goal of becoming a global lifestyle brand. The management's shared commitment to the brand's core values and message of resilience, humor, and empowerment forms the foundation of FISHMO's success.

