

pieces

for students by students



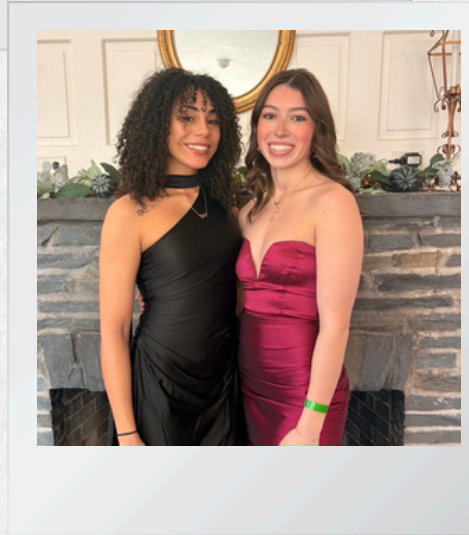
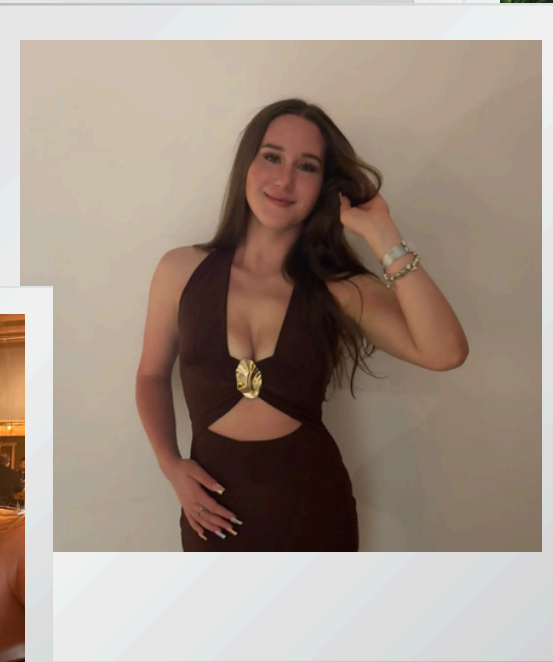
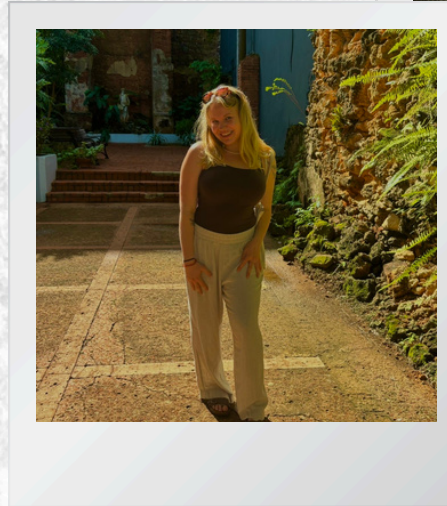
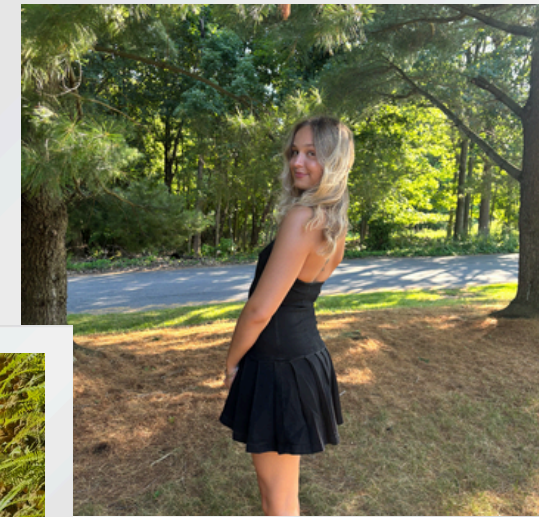
A COLLEGE CURATED SECOND HAND CLOTHING BOUTIQUE

Denise Coby and Emily Kendrick  
SUNY Oneonta Department of Human Ecology, Fashion and Textiles Program

Picture This



This Is Not A Theory...



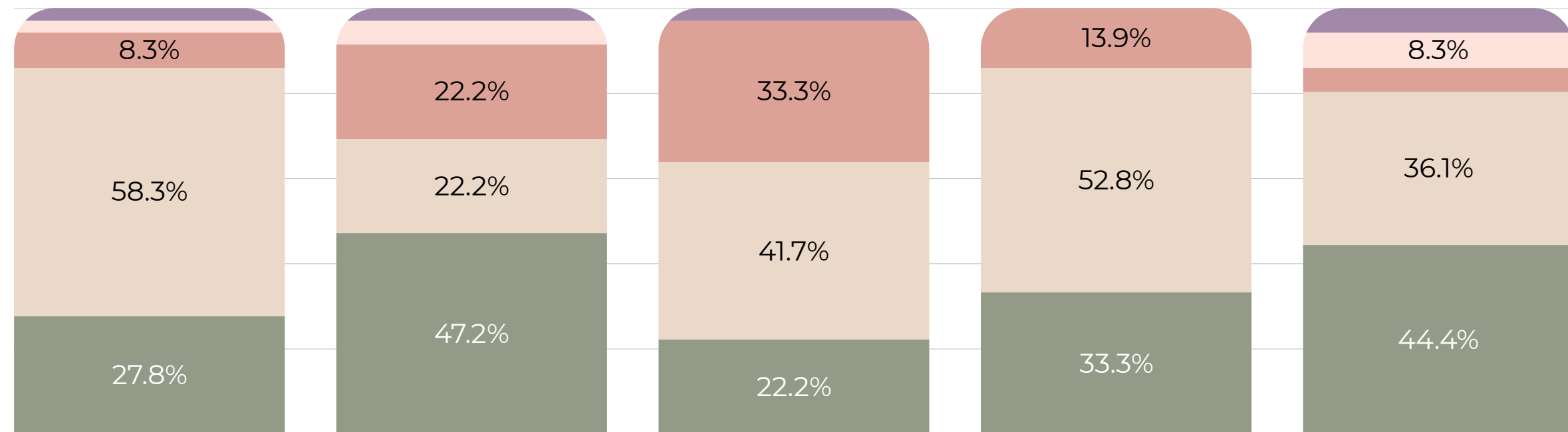
It is Proven.

# The Problem

Oneonta's retail market **lacks accessible, affordable, and trend-driven clothing options** tailored to young consumers, forcing them to choose between overpriced retail, uncurated thrifting, online shopping, and sacrifice sustainability.

**To prove the gap** in the market we asked 36 Oneonta students a variety of questions and found the main problem is: Limited access to on-trend clothing, high price for a market with low disposable income, and businesses are not targeted to Oneonta's core demographic.

● Strongly Agree   ● Agree   ● Neither agree nor disagree   ● Disagree   ● Strongly Disagree



91% Value Sustainability

85% Report Limited Income

83% Would Shop at Pieces

# Business Idea and Objective

**Pieces** is a curated secondhand clothing boutique located in small college towns. Pieces sources inventory directly from college students and local donation streams.

## The Process:

- Students bring in gently used clothing, which is evaluated based on:
  - Trend relevance
  - Condition
  - Seasonal demand
  - Fit for the college demographic
- Accepted items are purchased immediately for a set cash price per garment.
- The clothing is then resold in-store at affordable, fixed price points for students.
- Items that we can't resell we will take off students hands and recycle

**Core Objective:** Pieces was created to solve a clear retail gap in rural college towns where students want stylish and sustainable clothing but lack accessible local options.

## Key Business Goals:

- Provide affordable clothing options for students aged 18–22
- Maintain high inventory turnover through low acquisition costs
- Encourage sustainable fashion consumption by extending garment lifecycles
- Create a curated in-store shopping experience designed for college trends
- Foster community and host down town activities for students



# Marketing Plan

**Social Media:** Utilize platforms like TikTok and Instagram

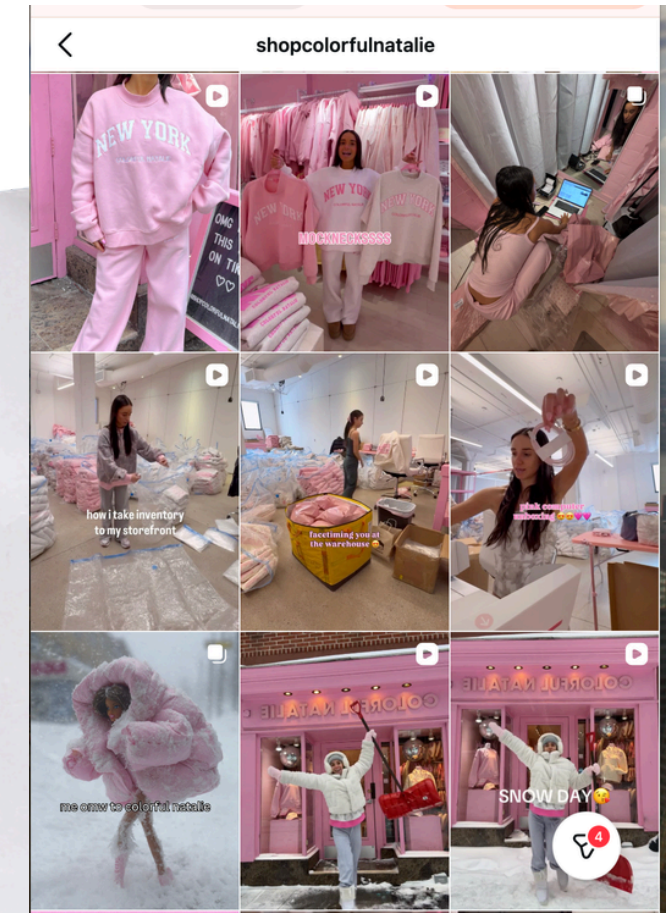
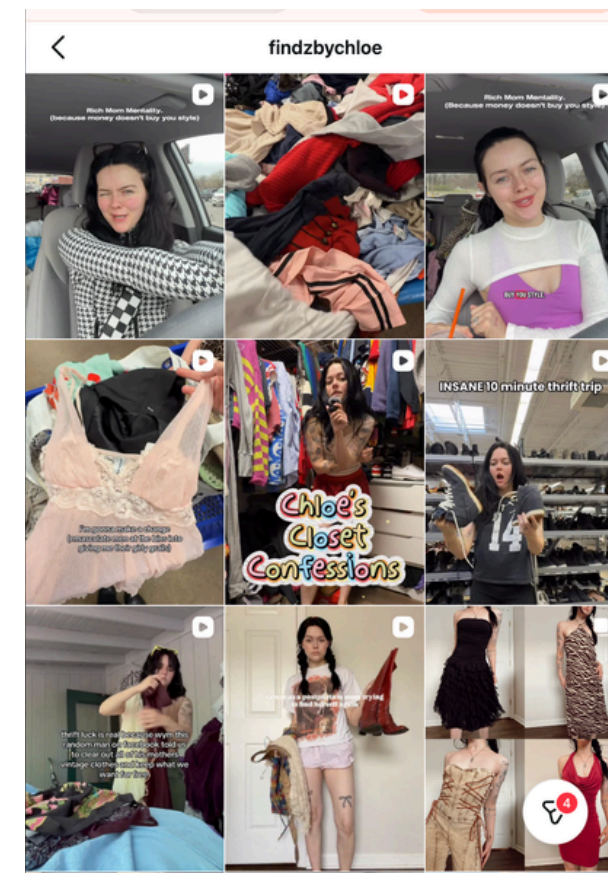
- Local Micro Influencers which serve as intimate bridges between businesses and their target audiences
- Build trust and credible brand image (Forbes, 2024)
- DITL of business owner, thrifting tips, styling content

**Partnership with On Campus Organizations:** Building strong connections

- Student fashion Society, Office of Sustainability, On Campus Pop Ups
- Flyers and posters in dorms, dining hall, various buildings (Forbes, 2025)

**Unique Selling Proposition:** Why us?

- Only student focused resale boutique
- For students by students - We understand their wishes
- Immediate cash payout
- Combines convenience, affordability, sustainability, trend curation



# Marketing Opportunity



## Target Customer Demographics:

- SUNY Oneonta and Hartwick College students
- 18-22 years old
- Low disposable income

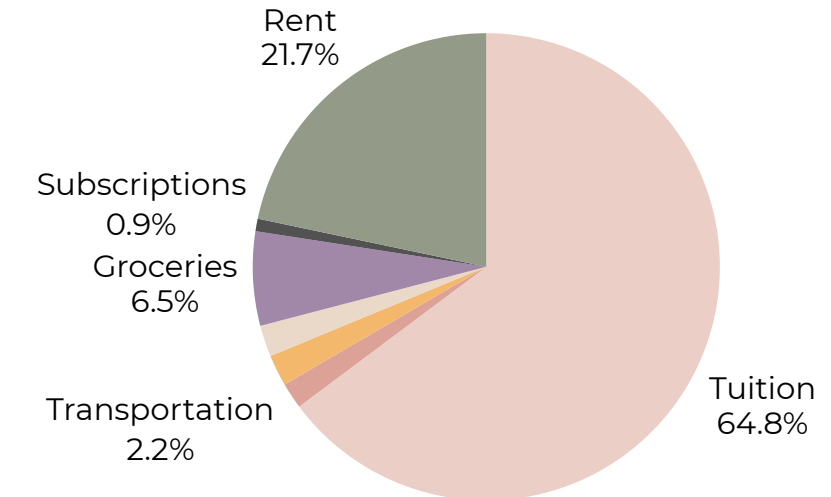
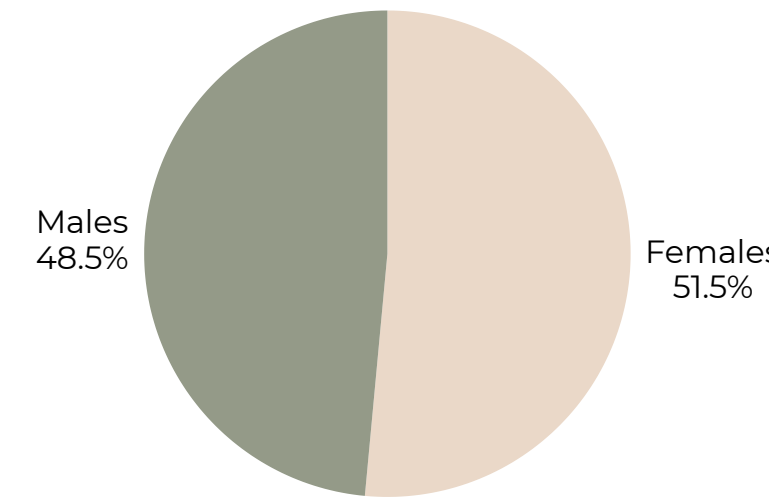
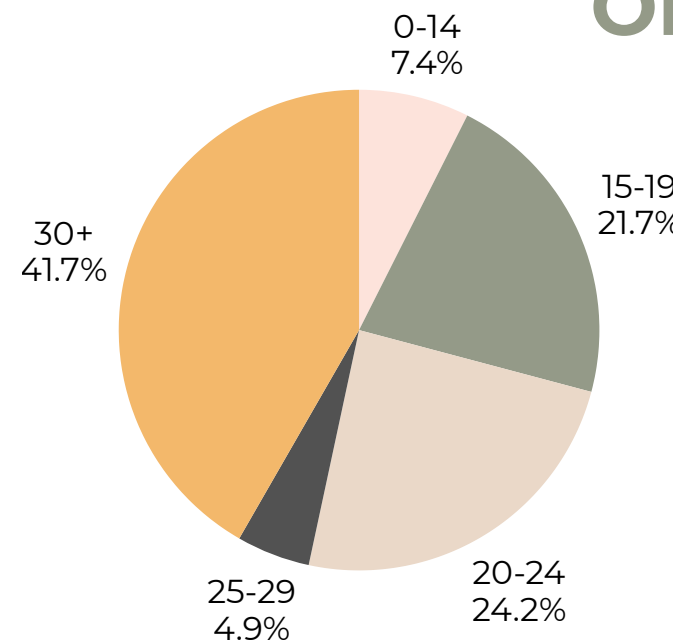
(College Factual, N.D.)

## Target Customer Psychographics:

- Experiencers + Strivers
  - Trend-driven, expressive, social-media influenced
  - Budget-conscious but style-focused
  - Value sustainability

(VALS, N.D.)

## Oneonta, NY Demographics



**B1 Dorms to Diplomas**  
Singles Living Alone, Singles w/ Roommates, Multi-Units

<p>Households <span style="font-size: small;">█</span></p> <p>Diversity <span style="font-size: small;">█</span></p> <p>Age <span style="font-size: small;">█</span></p> <p>Income <span style="font-size: small;">█</span></p>	<ul style="list-style-type: none"> <li>• Choose generic brands</li> <li>• Go out to movies, bars, beaches</li> <li>• Listen to podcasts, stream music</li> <li>• Watch and participate in sports</li> </ul>
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**B2 College Towns**  
Singles Living Alone, Singles w/ Roommates, Multi-Units, Single Family

<p>Households <span style="font-size: small;">█</span></p> <p>Diversity <span style="font-size: small;">█</span></p> <p>Age <span style="font-size: small;">█</span></p> <p>Income <span style="font-size: small;">█</span></p>	<ul style="list-style-type: none"> <li>• Use coupons, sales, free shipping</li> <li>• Tend to opt for organic products</li> <li>• Subscribe to digital newspapers</li> <li>• Participate in sports</li> </ul>
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**Income:** Average part time worker in NYS makes around \$30,500 annually

**Expenses:** Average tuition cost after Financial Aid \$17,918  
\$12,582 that is split between rent, bills, food, etc.

That leaves only approx. **\$2,842 for spending**

(Urban Institute, 2017) (Census Bureau Data, 2024) (College Ave, 2025)



# Competitive Advantage

Competitor	House of Consignment	Shakedown Street	Salvation Army
<b>Strengths</b>	<ul style="list-style-type: none"> <li>• High quality items</li> <li>• Good reputation</li> </ul>	<ul style="list-style-type: none"> <li>• Well established</li> <li>• Wide range</li> </ul>	<ul style="list-style-type: none"> <li>• Very low prices</li> <li>• Large volume</li> </ul>
<b>Weakness</b>	<ul style="list-style-type: none"> <li>• Out of the way/ not accessible</li> <li>• Consignment model</li> <li>• Not targeted to students</li> </ul>	<ul style="list-style-type: none"> <li>• Less focused on students</li> <li>• Consignment Model</li> <li>• Pricepoint</li> </ul>	<ul style="list-style-type: none"> <li>• Unfiltered and inconsistent stock</li> <li>• Shopping experience</li> <li>• Extensive searching</li> <li>• Controversies about coporate</li> </ul>
<b>What Sets Us Apart?</b>	<ul style="list-style-type: none"> <li>• Instant cash</li> <li>• Local</li> <li>• Targeted</li> </ul>	<ul style="list-style-type: none"> <li>• Affordable price</li> <li>• Low risk shopping</li> </ul>	<ul style="list-style-type: none"> <li>• High quality/ items are screened</li> <li>• hyper curated</li> </ul>

# Sourcing Plan

## **Where we source:**

Students from local colleges and locals set up buying appointments where items are sold to pieces at **set prices** varying by category.

Pants: \$3	Short Sleeve: \$2
Skirts: \$3	Tank top: \$1
Dress: \$5	Long Sleeve: \$2.50
Jackets: \$5	Shorts: \$2.00

## **Logistics:**

1. Customers must bring in items during designated buying hours or drop boxes located around town.
2. Pieces has the authority to deny any item they do not see fit.
3. All unaccepted items will be returned to seller OR we will recycle them for seller.
4. Accepted items are then cleaned and resold.

## **Item screening process:** All accepted items must

1. No visible stains, holes, pilling, or damage
2. No excessive wear such as fading or stretching fabric
3. Outdated or off brand styles
4. Trend relevant
5. No missing buttons or broken zippers



# UN's Sustainability



**Goal 12:** Reducing waste, improving resource efficiency, promoting sustainable consumption patterns.

**How:** Reduce textile waste by reselling donated clothing as-is

**Goal 11:** Making communities inclusive, sustainable, economically resilient.

**How:** Support the local economy by creating a boutique that serves the Oneonta community

**Goal 13:** Take Urgent Action To Combat Climate Change and its impact.

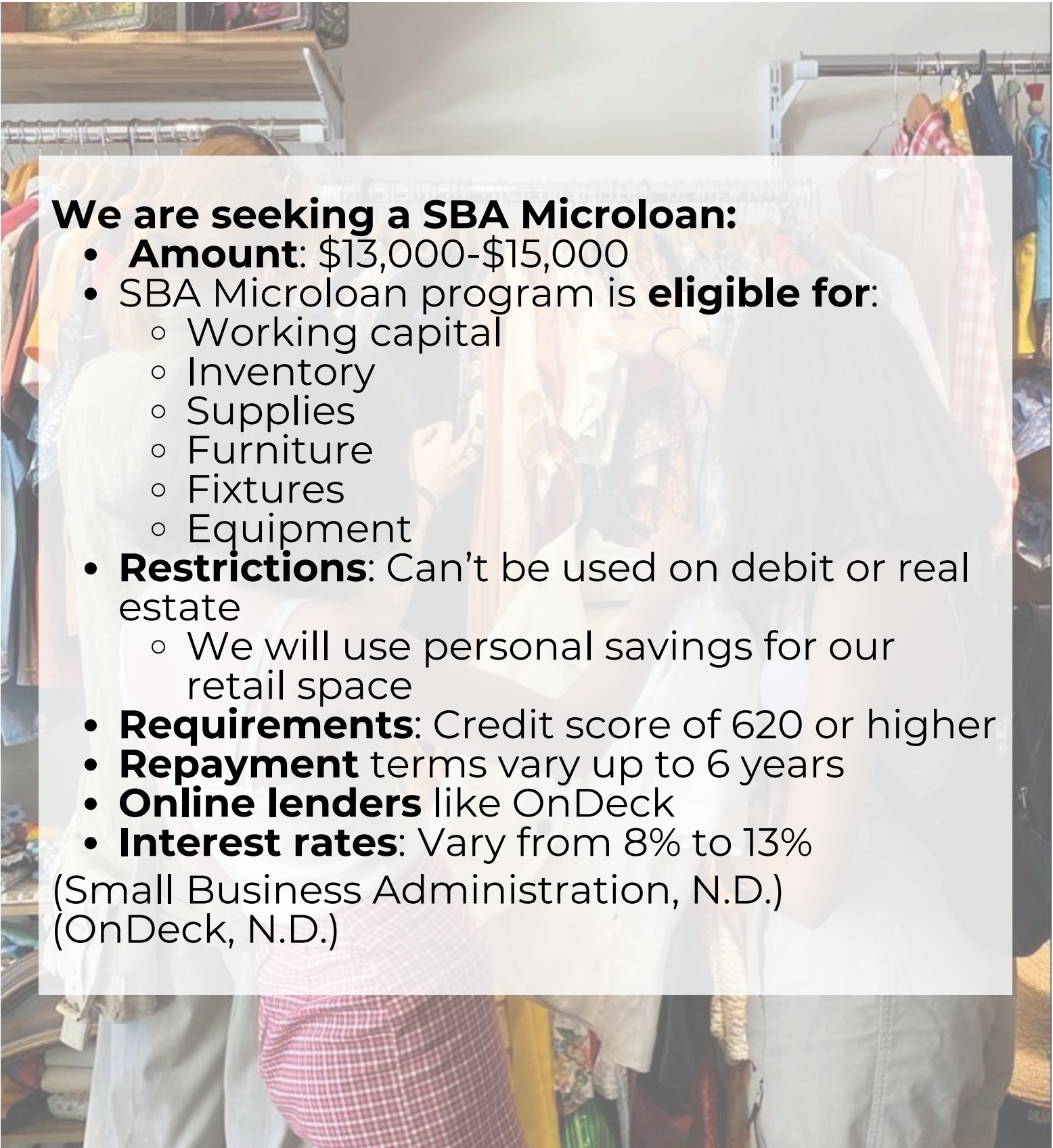
**How:** Minimize carbon emissions by sourcing items locally instead of shipping from far away

- Fast fashion contributes up to 10% of global carbon emissions through production of mass volumes of clothing
- Fast fashion is energy intensive and fossil fuel reliant
- 85% of textiles end up in landfills annually
  - Synthetic fibers release harmful gases and microfibers which accelerate global climate change

(United Nations, 2025) (BBC, 2022) (The Global Goals, 2025)

## **Additional Sustainability and Waste reduction:**

- Partner with textile recycling businesses who pay for donated denim by pound, creating a second income stream while reducing waste
- Promote accessible and sustainable fashion for all residents
- Donate items that do not fit our customers needs to local women's shelters



**We are seeking a SBA Microloan:**

- **Amount:** \$13,000-\$15,000
- SBA Microloan program is **eligible for:**
  - Working capital
  - Inventory
  - Supplies
  - Furniture
  - Fixtures
  - Equipment
- **Restrictions:** Can't be used on debit or real estate
  - We will use personal savings for our retail space
- **Requirements:** Credit score of 620 or higher
- **Repayment** terms vary up to 6 years
- **Online lenders** like OnDeck
- **Interest rates:** Vary from 8% to 13%

(Small Business Administration, N.D.)  
 (OnDeck, N.D.)

Start-Up Expenses	Sources	Cost
Legal Fees, business registration, licenses	Wix.com, LegalZoom, Oneonta New Business Start Up, Business Express NY	\$900
Retail Space (Security Deposit + Rent)	LoopNet	\$3,000
Supplies (Signage, shopping bags, tissue paper, tape, paper, etc.)	Canon, Uline, Amazon	\$600
Shelving, Racks, Hangers, Counter	Storessupply.com	\$1,200
Point of sale system	Square	\$1,800
Marketing	HubSpot	\$500
Initial Inventory	Est. Based on our sourcing plan	\$1,500
Total		\$9,500

# Funding Plan

# Financial Projections

## Operating Costs Breakdown

Category	Expense	Monthly	Annual
Rent	Small Retail Space	\$1,200	\$14,000
Inventory	Clothing purchases	\$1,800	\$21,600
Payroll	1 part time employee	\$2,000	\$24,000
Utilities	Electric, heat, WIFI	\$300	\$3,600
Insurance	Liability + Property	\$100	\$1,200
POS System	Square fees/ software	\$75	\$900
Marketing	Social, Campus Event, Printouts	\$200	\$2,400
Supplies	Bags, hangers, cleaning	\$150	\$1,800
Misc.	Repairs/ unexpected	\$150	\$1,800

## 3-Year Sales & Profit Projection

	Year 1	Year 2	Year 3
Revenue	\$63,000	\$108,000	\$160,000
Direct Costs	\$22,000	\$38,000	\$56,000
Indirect Costs	\$23,000	\$35,000	\$45,000
Gross Profit	\$41,000	\$70,000	\$104,000
Net Profit	\$18,000	\$35,000	\$59,000
Profit Margin	28.6%	32.4%	36.9%

(U.S. Small Business Administration, 2023) (LoopNet, 2024)  
 (U.S. Bureau of Labor Statistics, 2024)

# Risk Analysis

## Strengths

- Strong demand
- Align with sustainability values
- Low cost inventory
- Strong supply opportunity

## Weaknesses

- Limited pricing power
- Inconsistent donation behavior
- Limited sizing and quantity

## Opportunities

- No businesses offering this model
- Students want better in person retail buying and selling options
- Expansion into multiple revenue stream and towns

## Threats

- Online shopping
- Gaining consumer trust
- Fast trend turn over

## Mitigation

Offset limited pricing power with high inventory turnover and our tiered pricing model

Stabilize supply through incentives, events, diversifying our sourcing channels. Items that are rare or unique sold on online platforms.

Create an enjoyable in store experience that online shopping can't replicate and our inventory will reflect local style and demands that can't be replicated.

Gain consumer trust by only accepting high quality items to set high standards, transparency with customers, consistency, clean easy to shop boutique style layout that traditional thrift stores cant compete with.

U.S Thrift and Resale market has been growing rapidly.

# Implementation Plan

## Pre-Launch (Months 1-2)

- Secure boutique space downtown Oneonta
- Set up POS system & inventory software
- Develop marketing materials & social media
- Begin buying and accepting donations from local community
- Hiring key personnel

## Launch (Month 3)

- Open boutique to the public
- Push grand opening to students using connections with University
- Continue buying to ensure large stock for demand.
- Begin online sales on platforms like WhatNot, Instagram, TikTok
- Grand opening promotions

## Growth (Months 4-12)

- Seasonal campus pop-ups
- Partnerships with sustainability clubs & local organizations
- Adjust inventory/pricing based on sales trends
- Offer sales and promotions based on community activities (formals, concerts, O-Fest)
- Monthly subscription boxes

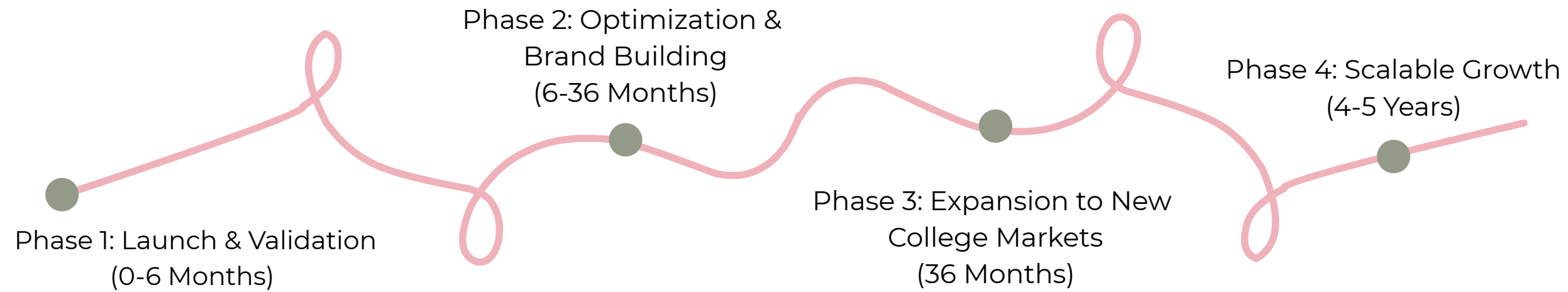
## Key Personnel & Roles:

Store Manager: Retail operations, inventory, staff

- Donation Coordinator: Intake, evaluation, cash payouts
- Sales Associates: Customer service, displays, checkout
- Marketing/Social Media Coordinator: Instagram, TikTok, campus campaigns
- Optional Growth Roles: Event Coordinator, Partnership Manager

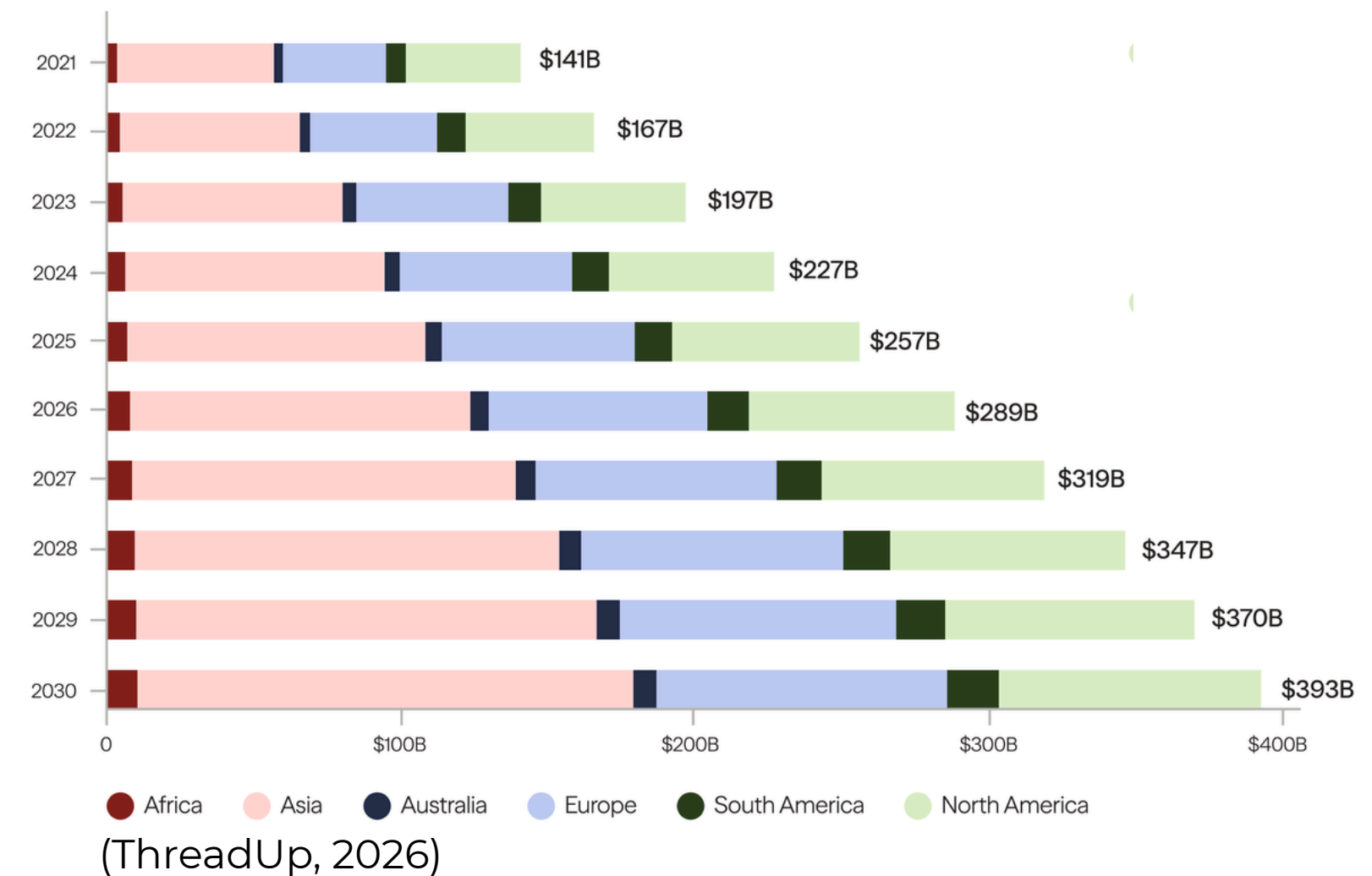


# Roadmap and Growth Strategy



## Sustainable Business Model

- 1. Low Cost Structure:** No manufacturing or production expenses, high margins on resale
- 2. High Inventory Turnover:** Price points that are low risk, trend focused inventory = fast moving products
- 3. Built-In Supply Chain:** Inventory sourced by customers, creates self-sustaining circular model, no production or shipping times
- 4. Repeated Customer Loop:** Customers are both our suppliers and buyers
- 5. Other Income Streams:** Items that can't be sold to recycling centers, online sales, etc. Down the line implement subscription boxes
- 6. The Global Resale Market** is projected to reach \$393 Billion by 2030 (This is 2x faster than the overall apparel market)

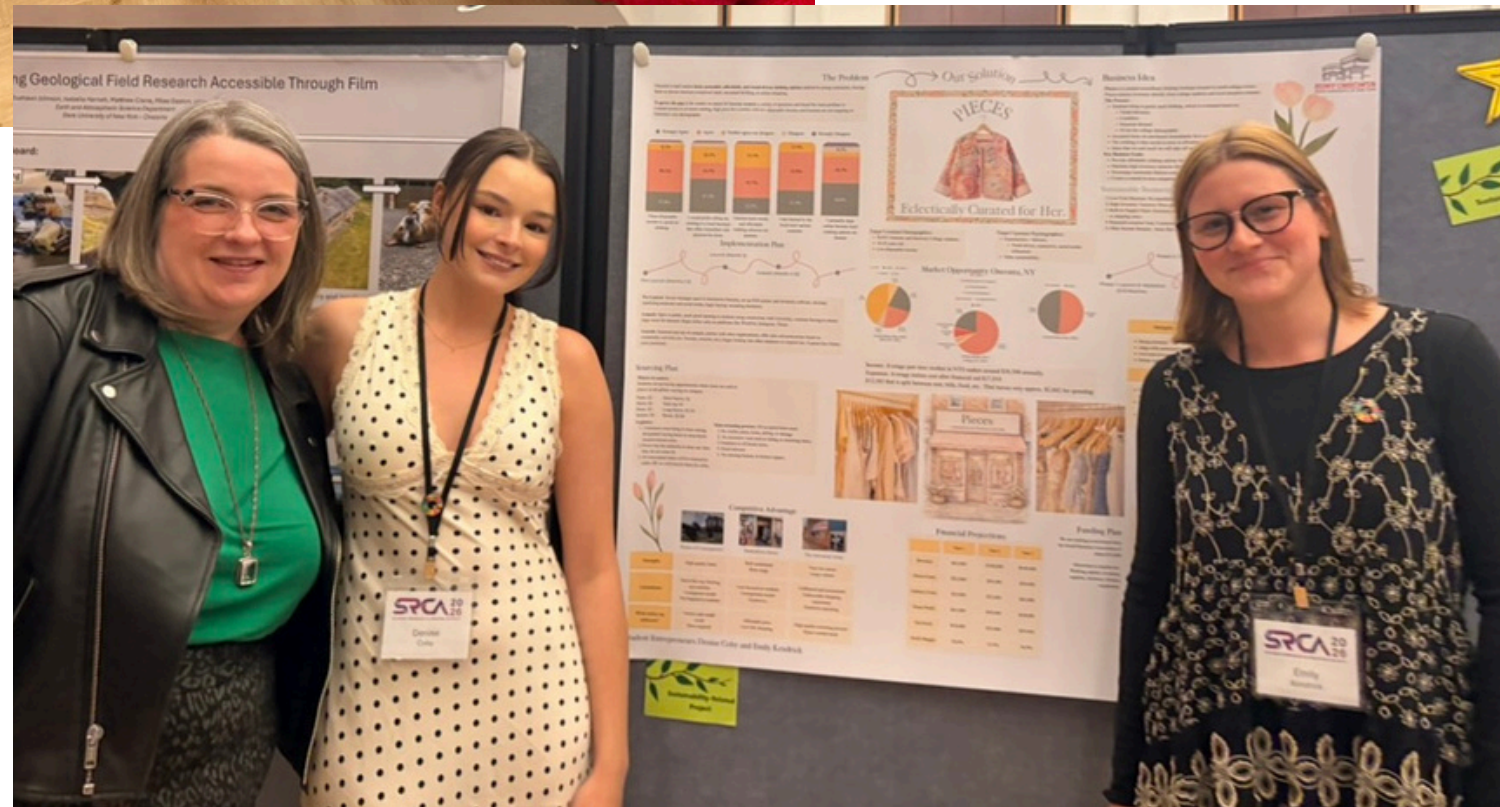


# SRCA Day



In April we had the Opportunity to Present our Business at SRCA Day. This gave us the chance to:

- Hear feedback from students
- Gain support from the Oneonta Community
- Talk with faculty in the Geography, Sustainability, and Career and Development departments as well as President Cardelle
- Earned recognitions for being a sustainable project and invited to present at the Earth Festival



Why this matters?

1. Solidify this is what Students wants
2. Solidify this is what the Community wants
3. We created excitement
4. Proved demand

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