



## *McLean School Apparel Program Proposal*



October 1, 2015



## *Objectives*

The apparel will create the following:

- Performance Wear with the McLean Brand
- Branded Merchandise becomes everyday wear
- Parents may wear the Merchandise
- Easy choices for students and parents
- Self-esteem from cool apparel
- Cost Effective
- Reliable delivery
- Good quality
- Consistent sizing and quality
- Looking for a fast delivery
- Maintain McLean' s blue branded color



## Overview

McLean School has partnered with the Caskey Group on various communications since 2008. The partnership has been a win/win for both organizations.

In 2015, McLean School instituted a uniform policy. The current program creates a brand standard and unified look for the students.

The current apparel is manufactured with di-sublimation. Some of the challenges with this type of manufacturing are:

- apparel arriving in a size that was not ordered
- delivery taking as long as 12 weeks from order placement

The current program has caused frustration in both the parents, and the McLean employees who are involved in the current program.



## Overview Continued

Caskey Group has researched dye sublimation manufacturing and is recommending a different direction to help prevent the current issues from continuing.

There are currently 68 different SKU's of McLean apparel. We want to minimize these options.

Caskey proposes to screen printing directly on Badger high performance shirts and use Gildan for the cotton shirts. The blue colors are very close to the McLean blue color.

McLean School notes for consideration:

- There are limitations to the current design. Printed samples will be provided for review.  
There are currently 5 different screen images with various ink changes on the apparel.
- Should a manufacturer change a color in their apparel line availability, we would need to address this issue and research new manufacturers.

*Caskey has selected 2 of the top apparel companies in the country to help minimize the risk of a color changes, but there's no guarantee.*



## *Overview Continued*

Caskey is recommending Screen Printing. The screen printing process would take place in Hanover, Pennsylvania.

Scheduling: any orders received by the 1<sup>st</sup> and the 15<sup>th</sup> of the month would be delivered the 15 business days.

Shipping will have 2 options:

- A shipping cost of \$4.95 will be added to the order for shipments of apparel going directly to parent's address
- Or the parent can pick the apparel up at the McLean School for a \$0 delivery fee.



## *Overview Continued*

There needs to be a McLean employee to oversee the apparel program internally.

The McLean employee will receive the orders that the parents can pick up at the school.

The McLean employee will work directly with the Caskey Customer Service Team to review any returns/issues or complaints that surface from the ordering process.

Caskey will provide a monthly audit report on the final day of each month for the orders placed within the ordering period.

We recommended a yearly meeting to review the process and to address any concerns.



## ***Personalized Website***

Caskey would create a customized McLean Apparel website for parents and family members to order from: [mcleanschoolgear@caskeygroup.com](mailto:mcleanschoolgear@caskeygroup.com)

The website would be built in Word Press.

The website would be created so additional apparel could be uploaded as the program grows.

Pay Pal Pro would be added to the site so security features are available at all times. The parent's payment could be made with credit card or a PayPal account.

Caskey will cover the cost to build the site and update the items as needed throughout the year.

McLean School of Maryland will be charged \$1,500.00 per year for the hosting, security upgrades, and maintenance and minimal charges.





## ***Direct Mail Catalog with Order Form***

Caskey Group will create a personalized direct mail catalog with a 3 part order form for ordering apparel.

300 copies will be printed twice a year at Caskey's expense

A flip document will be added to the website for viewing online



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## *Samples for Viewing Purposes*

It's been our experience that end users enjoy feeling a tangible piece of merchandise.

The expectation of the final product is understood when you can actually see a live sample.

Caskey will create 1 sample item of each SKU item.

The range of cost to McLean will be \$1,200 to \$1,500.00

Note: We need to decide where the samples will be kept for viewing purposes



## *Orientation Days*

Caskey would like to recommend an orientation day for parents and families to view and order apparel on the school campus.

McLean School would set up the times and dates accordingly.

We suggest a 2 hour window for ordering.

Printed catalogs and order forms would go out prior to the event.

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## ***Price Comparisons***

The following pages will allow you an opportunity to view the current apparel sample and price verses the new proposed pricing.

We need to review the apparel changes within the product lines to make sure everyone is on the same page with the final product.

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## ***Proposed Categories***

- Cotton Hooded Sweatshirts
- Performance Hooded Sweatshirts
- Cotton Crew Neck Sweatshirts
- Performance Graphic Tee Shirts
- Cotton Long Sleeve Tee Shirts
- Performance Long Sleeve Tee Shirts
- Cotton Logo Tee Shirts
- Performance Logo Tee Shirts
- Cotton Polos
- Performance Polos

## Grades 5–12 Cotton Hooded Sweatshirts



Available in:

Mens – XS – 3XL

Womens – XS – 3XL

Youth – XS – XL

Colors – Black, Vintage  
Heather, Dark Smoke  
(youth)

\*Youth Sweatshirts do  
not have pull strings



**Not Currently Available**

**New Proposed Price: \$24.00**



## Grades K-12 Performance Hooded Sweatshirts



Replaces Grades 5-12  
Mens, Womens, Youth  
Sweatshirts



Available in:

Mens – XS – 3XL

Womens – XS – 3XL

Youth – XS – XL

Colors – Black, (youth)

\*Youth Sweatshirts do  
not have pull strings



**Current Price: \$55.00**

**New Proposed Price: \$39.00**





## Grades K-12 Cotton Crew Neck Sweatshirts



Replaces Grades K-12  
Men's Cotton Crew Neck  
Sweatshirts



Available in:

Unisex – S - 3XL  
Youth – XS – XL

Unisex Colors – Sapphire  
Blue, Black & White

Youth Colors – Black &  
White

**Current Price: \$25.00**

**New Proposed Price: \$22.00**



Replaces Grades K-12  
Men's & Women's Cotton  
LS Tees.



## Grades K-12 Cotton Long Sleeve Tees



Available in:

Unisex – XS – 3XL

Youth – XS - XL

Colors – White, Black &  
Sapphire Blue



**Current Price: \$12.00**

**New Proposed Price: \$16.00**

Replaces Grades K-12  
Men's & Women's  
Performance LS Tees.

## Grades K-12 Performance Long Sleeve Tees



Available in:

Mens – S – 3XL  
Women's - S - 2XL  
Youth – XS - XL

Colors – White & Black



**Current Price: \$25.00**

**New Proposed Price: \$25.00**

Replaces Grades K-12  
Men's & Women's  
Performance Tees

## Grades K-12 Performance Short Sleeve Tees



Available in:

Men's – S – 3XL  
Women's Crew Neck  
S – 2XL  
Women's V neck  
S – 2XL  
Youth – S - L

Colors – White, Black &  
Electric Blue



**Current Price: \$30.00**

**New Proposed Price: \$23.00**

Replaces Grades K-12  
Men's & Women's  
Cotton Tees

## Grades K-12 Cotton Tees

Available in:

Men's – S – 3XL  
Women's - S – 2XL  
Youth – XS - XL

Colors – White, Black &  
Sapphire Blue



**Current Price: \$8.00**

**New Proposed Price: \$8.00**

Replaces Grades K-12  
Men's & Women's  
Performance Polos



## Grades K-12 Performance Polos

Available in:

Men's – S – 3XL  
Women's - S – 2XL  
Youth – XS - XL

Colors – White & Black



**Current Price: \$22.00**

**New Proposed Price: \$26.00**

Replaces Grades K-12  
Men's & Women's  
Cotton Polos



## Grades K-12 Cotton Polos



Available in:

Men's – S – 3XL

Women's - S – 2XL

Youth – XS - XL

Colors – White, Black  
and Sapphire Blue



Please check current pricing discrepancies

**Current Price: \$8.00**

**New Proposed Price: \$15.00**



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## ***Conclusion***

Caskey Group would request the following if they are chosen as the partner for the McLean apparel program.

A 2 year agreement for the apparel products

30 days to build and test the personalized website program