

Emily the Entrepreneur Contest Entry
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When I grow up I want to be a clothes designer and open a store. I would name my store "Shirley's." It would be a medium sized store on Main Street in Scio, NY. The store would have a blue and pink sign that says "Shirley's." I will sell clothing for adults and kids.

This product is wanted because people want clothes for a lower price. The people who want my product are vendors and people who want lower prices for quality goods.

My product is wanted and needed in an area where there are not many clothing stores. People will know about my product by noticing the flyers that I make myself. I will get my product to a buyer by opening a storefront and by having an online store and website.

My store would employ about three or four people. I would need two people for the sewing and two people for cutting the clothes out of the materials. I would pay them well because I don't think that it is fair for them to make minimum wage. I would divide the money that we make between my employees and myself. I would also have to pay for the materials, advertising, shipping, bookkeeping, rent, telephones, and electricity. I would make sure that the materials and machinery were cost effective. My advertising and my bookkeeping would cost very little because I would do it myself.

All the other expenses that I mentioned earlier would be the majority of my overhead.

“Shirley’s” would be open from 7:00am until 6:30 pm. It will be a pleasant and attractive store.