



NEU HOCKEY T-SHIRT SALES CAMPAIGN

Asher Mandela, Caroline DeRosa, George Mendoza,
Lokesh Addagiri, Sophia Ojeh





RTX
VSR
RTX
HDR

2019 HOCKEY EAST CHAMPIONS

2019 HOCKEY EAST CHAMPIONS

NORTH

Jack Grinold

NORTHEASTERN

NORTHEASTERN

NORTHEASTERN

NORTHEASTERN

Red River

A

NORTHEASTERN

A

NORTHEASTERN

1

NORTHEASTERN

NORTHEASTERN

GRADE



RTX
VSR
RTX
HDR

ter.

Official Transport
Partner of
Northeastern At

n' Huskies Fund
ies.com/GiveOnline

0:30 / 9:18

Speaker icon, Full screen icon, and Menu icon

TABLE OF

CONTENTS

01.

Gathering Data

Target market
Unit cost estimations
Poll questions

02.

Marketing

Polling
Advertisement

03.

Pricing

Demand, Revenue,
Cost, Profit
Optimization





Design & Appeal



- Fresh, fashion forward take
- School pride + wearability
- Minimalistic & bold, avoiding gaudy patterns





FRONT



BACK





Design & Appeal

- Forgoes loud graphics, athletic striping, busy layouts
- Simple design makes shirt stylish for game days/everyday wear
- “Home of the Huskies” + founding year, adds timeless feel/emotional connection



Target Market

- Our reachable target market is 1900 individuals
- Includes: Students + players
- Students make up 90% of target sales

Reachable Market Breakdown (Total = ~950 people)

- **Families of Varsity Players:**
All 183 are considered reachable at home games → **183 people**
Purchase rate: 70% → **~128 shirts sold**
- **Students Attending Home Games / Events:**
We estimate we can reach **~767 students** (about 45% of the student portion of the target market) through events like Fall Fest, Curry tabling, and the three home games.
Purchase rate: 25% → **~192 shirts sold**

320 Units Sold





Estimated Unit & Fixed Costs

FRONT



BACK



Estimated Unit Cost

- Estimated unit cost = **\$5.80 per shirt**
- Includes base cost, 4-color design, front and back patterns

Fixed Costs

- Advertising Materials (Flyers, Posters): **\$278.21 total**
- Includes 50 flyers, 5 posters, printing, and design

					RTX VSR
			X	X	
			X	X	



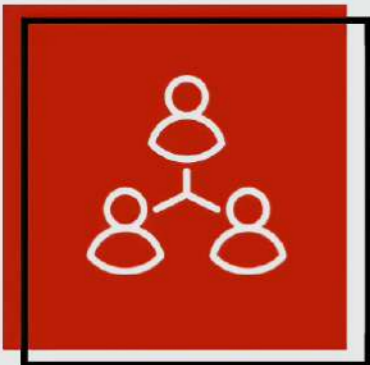
Selling Locations

Fall Fest, Matthews
Arena, Curry Student
Center



Dates/Times

First week of fall semester 12PM-4PM
Before first 3 home games 1.5 Hours
Two weeks in Curry 11AM-2PM



Labor

Estimated 38.5 hours
of selling



Advertising Summary

Flyers, posters, email,
Instagram



ONLY \$20

TRENDY - SIMPLE -
STUDENT DESIGNED

HUSKY
MERCH



CURRY 11-2 | MATTHEWS
ARENA BEFORE HOME GAMES

RTX
VSR
RTX
HDR

Sample
Flyers/Posters

Husky
Pride!



Only
\$20

@HuskiesThreads
on Instagram

NU HOCKEY FAN GEAR DROP

DESIGNED BY
STUDENTS

MADE FOR
HUSKIES!

👉 JUST \$20

📍 FIND US IN CURRY 11-2 | MATTHEWS ARENA BEFORE HOME GAMES

📱 FOLLOW @HUSKIESTHREADS ON INSTAGRAM FOR UPDATES

🔥 LIMITED-EDITION NORTHEASTERN HOCKEY TEES



HuskiesThreads

Boston, MA



DESIGNED BY
STUDENTS

MADE FOR
HUSKIES!



HuskiesThreads 📣 NU Hockey Fan Gear Drop! 🎉
Designed by Students — Made for Huskies! 🔥 Limited-
Edition Northeastern Hockey Tees 💰 Just \$20 📍 Find us
in Curry 11-2 | Matthews Arena Before Home Games 📱
Follow [@HuskiesThreads](#) on Instagram for updates

RTX
VSR
RTX
HDR

Subject: Subject: 🐾 Support NU Hockey with Limited-Edition T-Shirts — Add to Your Newsletter!

Signature: None



Hi [Org Name] Team,

We're a group of Northeastern students launching a limited-edition **NU Hockey T-shirt**, designed by students *for* students — and we'd love your help getting the word out!

We're asking student groups and sports teams like yours to include a short blurb in your next newsletter to help spread the word.

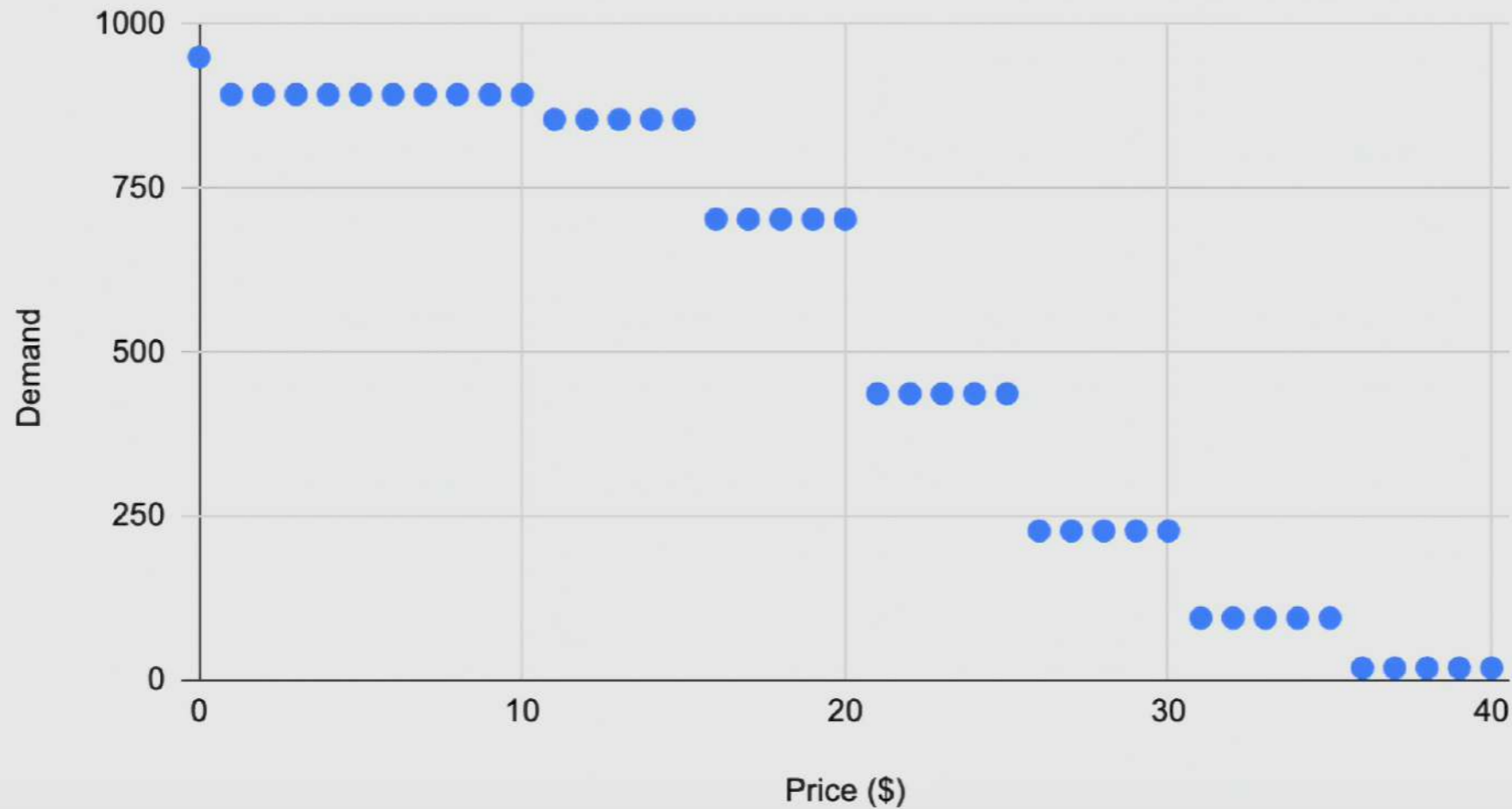
Polling Plan

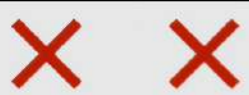
- Consumers opinion of design
- Experience with our sales
- The maximum price they are willing to pay for a T-Shirt
- Majority of students enjoyed T-shirt design!



Poll Results: 50 participants

Demand vs. Price (\$)





RTX
VSR
HDR

Poll Results: 50 participants



	On a scale of 1-10 how appealing is this design?	What is the maximum price you would pay for one of our T-Shirts?
Average	6.44/10	\$21.7



Optimization Functions

Demand

$$D(x) = 0.0493x^3 - 3.3255x^2 + 33.2991x + 847.8605$$

Revenue

$$R(x) = 0.0493x^4 - 3.3255x^3 + 33.2991x^2 + 847.8605x$$

Cost

$$C(x) = 0.3278x^3 - 22.0886x^2 + 221.8091x + 5914.0773$$

Profit

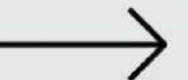
$$P(x) = 0.0493x^4 - 3.6533x^3 + 55.3877x^2 + 626.0514x - 5914.0773$$



Optimization

Maximize Revenue Table

The price (\$) that maximizes revenue is x					
	Price (\$)	Demand (shirts)	Revenue (\$)	Cost (\$)	Profit (\$)
Math Results	17.65	671	11837.70	4750.28	7087.42
Business Results	18	657	11831.40	4661.66	7169.73



Optimization

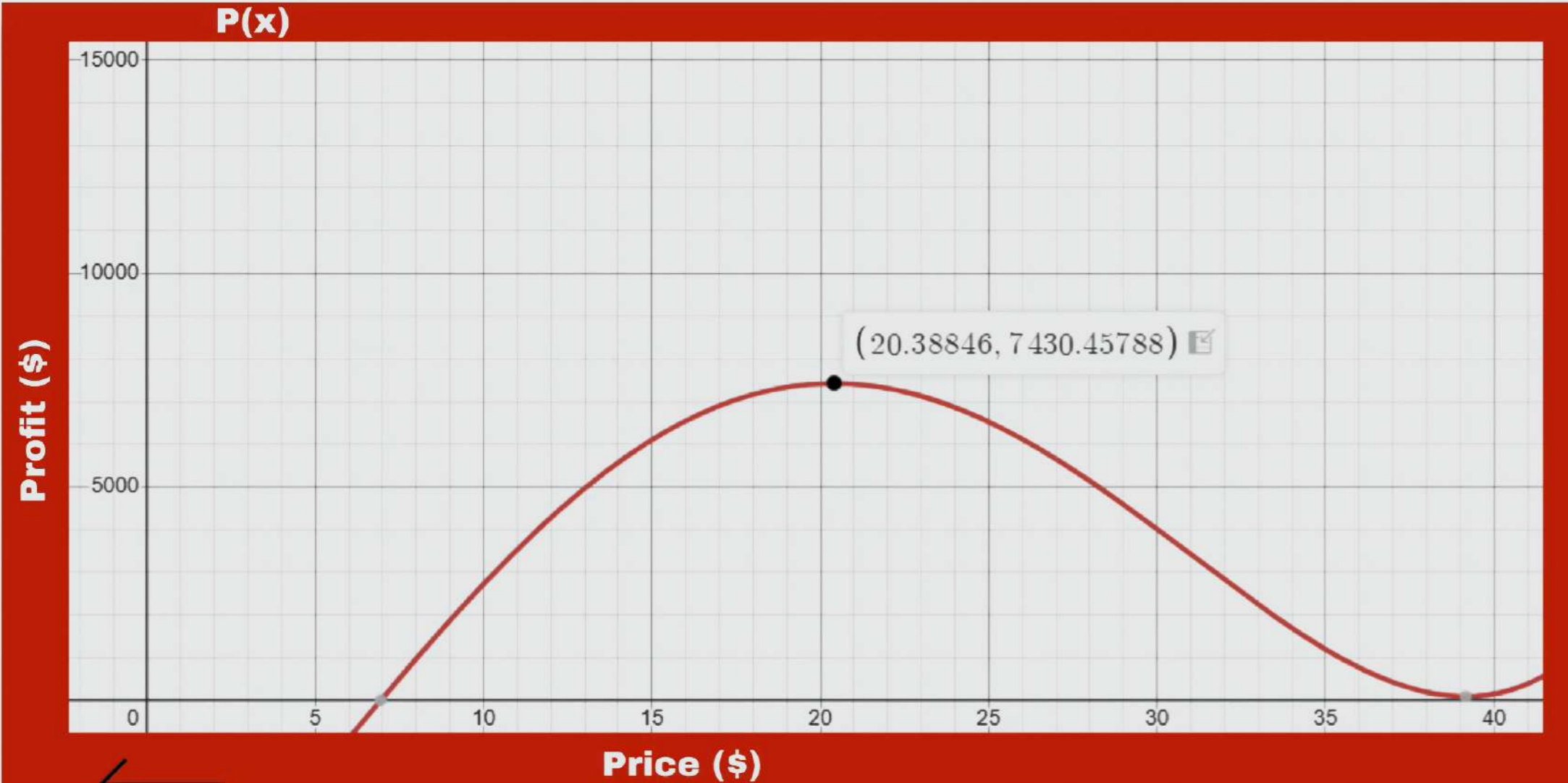
Maximize Profit Table

The price (\$) that maximizes profit is x					
	Price (\$)	Demand (shirts)	Revenue (\$)	Cost (\$)	Profit (\$)
Math Results	20.39	562	11462.66	4032.20	7430.46
Business Results	20	578	11560.85	4137.22	7423.63



Final

Price: \$20



Profit

Breakdown + Final Figures

Projected Profit Summary

- **Final Price per Shirt:** \$20
- **Estimated Units Sold:** 578 shirts
- **Total Revenue:** \$11,560.85
- **Total Cost:** \$4,137.22
- **Projected Profit:** \$7,423.63

\$5.80

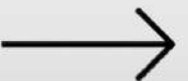
Unit Cost

At 578 shirts it will cost \$5.80 to produce each shirt

\$278.21

Fixed Costs

Our posters, flyers, and other materials come out to a fixed cost of \$278.21

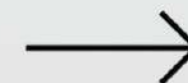
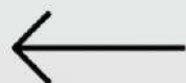




RTX
VSR
RTX
HDR

In Conclusion

- Thoughtful design
- Strategic Polling
- Smart pricing





Thank You

NEU HOCKEY T-SHIRT SALES CAMPAIGN

Asher Mandela, Caroline DeRosa, George Mendoza,
Lokesh Addagiri, Sophia Ojeh

