

Sustainable Strategy

People

- Guaranteed sustainable living wages throughout the supply chain
- Women's education programs in manufacturing economies
- Educate consumers on where/who made their clothes and how to responsibly use and dispose the product

Profit

- Reduced overhead costs of brick and mortar
- Higher margins than industry average
- Donate 5% of profits to Nurses Foundation, Environmental Defense Fund and more

Planet

- Global Organic Textile Standard (GOTS) and Worldwide Responsible Accredited Production (WRAP) certified manufacturers
- Made from 100% biodegradable or recycled materials
- Partner with FlockFreight to reduce shipping emissions

Feel Good Scrubs

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FeelGood Scrubs is an e-commerce platform committed to mindfully creating long-lasting apparel for medical professionals to wear on the job and off. We sell primarily through our website and app direct-to-consumer as well as wholesale to hospitals, medical schools, and other medical institutions.

Mission

We want medical professionals to *feel good in and feel good about* their scrubs. With light-weight design made from 100% biodegradable or recyclable materials and maximum functionality, we promise to help preserve the planet while you save lives in your FeelGood scrubs

Vision

Our vision is to create a climate positive and fully transparent supply chain that brings the highest quality, fashion-forward scrubs made using 100% circular processes to frontline workers across the world at an affordable price by 2025

Product Line

Scrub Tops

Made from biodegradable *Orange Fiber*, an Italian company that transforms citrus juice byproducts into a new and sustainable product



Responsibly sourced from Catania and ethically manufactured in Clark, Philippines by Charter Link manufacturing

Price Range
\$39-\$59

Composition
94% cellulose acetylated fiber from oranges
6% elastane

Face Masks & Underscrubs

Made from 100% *Organic Cotton* | Natural wicking properties, anti-allergenic and long lasting



Supplied by Texas Organic Marketing Co-op in the US, partnering with MetaWear will help us ensure North American sustainable manufacturing practices

Price Range
Underscrub: \$29-\$39
Masks: \$24 (3 pack)

Composition
100% organic US cotton

Scrub Joggers

Made from biodegradable and *Organic Hemp* | Comfortable, breathable, cool to the touch | Thick and durable with antibacterial properties.



Sourced from Hemp Fortex, a sustainable hemp farm and manufactured in their facilities in Shandong, China

Price Range
\$49-\$69

Composition
100% biodegradable and organic hemp

Lab Coats

Made from *ECONYL*, a regenerated nylon that can be recycled indefinitely | Reduces climate impact up to 90%



Sourced from Ljubljana, Slovenia and are manufactured in Clark, Philippines by Charter Link manufacturing along with scrub tops

Price Range
\$139-\$169

Composition
96% regenerative nylon
4% elastane

Industry Segment

Healthcare is the **fastest-growing sector** of the U.S. economy (CDC, 2027)

Healthcare apparel market projected to reach **US\$ 1.45 B by 2027** (BusinessWire, 2021)

COVID-19 has resulted in a **spike** in demand for medical apparel in an age of **sustainable consumerism** (Markets & Markets, 2021)

18 million healthcare workers in the US (CDC, 2017)

Target Customer

Demographic

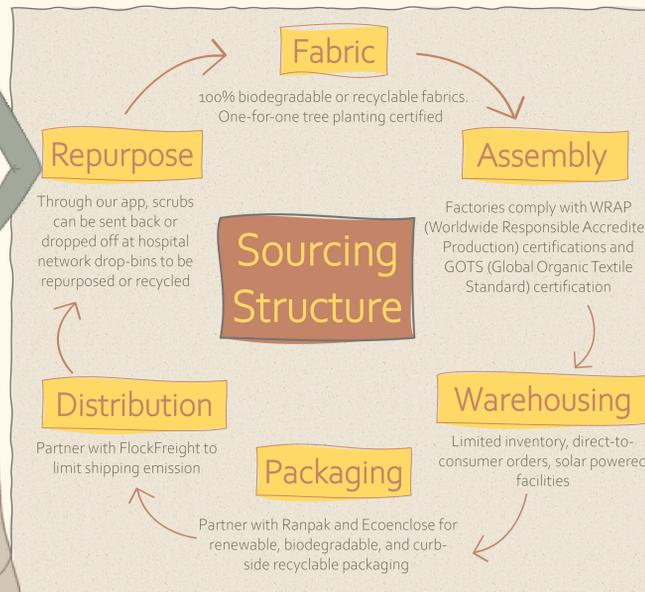
- Healthcare professionals of any gender aged 18-50
- \$50-110,000 salary
- PRIZM** (Claritas, 2019)
 - The Cosmopolitans: educated, live in metro areas, owners, vibrant social scene, overall eco-friendly and healthy lifestyle
 - Young & Influential: college educated, influential in communities and social networks, tech savvy, balance work and leisure, live in areas around health clubs and casual dining

Psychographic

- Active lifestyle focused on sustaining health and wellness through mindfulness practices, exercise, and healthy eating
- Value quality, compassion, optimism, and balance in life
- VALS** (Strategic Business Insights, 2021)
 - Believers:** strong morals, value consistency and stability, loyal, aspire for friendly communities
 - Experiencers:** on trend, sociable, spontaneous, love physical activity

Behavioristic

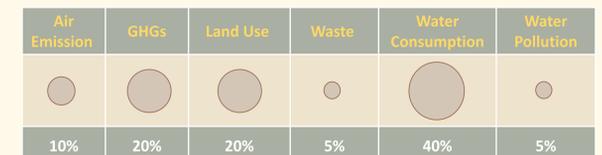
- Brand loyal
- Invest in clothing
- Socially responsible
- Follow health, wellness, and environmentalism on social media
- Support local businesses and socially conscious brands, avoid supporting large corporations



Financial Projection (2021)

Net Sales	\$2,014,545	100%
COGS	\$1,108,000	55%
Gross Margin	\$906,545	45%
Operating Expenses	\$785,673	39%
Salaries	\$266,448.82	13%
Digital (website/app)	\$283,522.28	14%
Marketing	\$235,701.90	12%
Net Profit	\$120,872	6%

The environmental impact of our business is as critical as the financial ones. Below is a graphic showing the environmental impacts across our operations and supply chain. (Inspired from Kering)



Marketing Budget & Analysis

Our marketing efforts focus on building strong emotional connection and trust with our customers through customized advertising and education



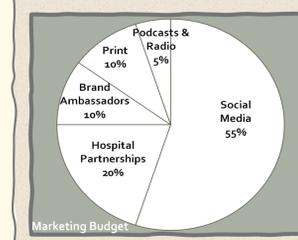
\$129,636.05 | 55% Social Media
Instagram, Facebook, Twitter, Hulu, YouTube

\$47,140.38 | 20% Hospitals
Promotional supplies such as posters and brochures, tabling at hospital lobbies

\$23,570.19 | 10% Brand Ambassadors
Doctors, nurses, health experts, social media influencers

\$23,570.19 | 10% Print
Magazines, newspapers

\$11785.095 | 5% Podcasts/Radio
The mindbodygreen Podcast, Optimal Health Daily Podcast and local radio stations



Competitive Advantages

Transparency

The FeelGood app tracks each product's journey from conception to packaging and the people involved

Circularity

Every step of the supply chain is designed with reduce, reuse, recycle principles.

Design

Modern designs that are timeless, durable and soft to the touch. We're not just slow-fashion, we're feel-good fashion

Philanthropy

5% of our profits go to organizations that share our values (Nurses Foundation, Environmental Defense Fund etc.)

Inclusivity

We are climate feminist, an extended family of employees, support team, and community members of all backgrounds



Competitive Analysis

	FIGS	DOPE SCRUBS	mediclo
Strengths	<ul style="list-style-type: none"> Trendy Heavily promoted Offer student discounts Donate to healthcare works in need Bulk orders 	<ul style="list-style-type: none"> Inclusive image Trendy Donate to healthcare education programs Combines scrubs with business casual attire 	<ul style="list-style-type: none"> Partially committed to sustainable materials and practices Partner with nonprofit organizations to help environment Ecofriendly packaging Affordable price
Weakness	<ul style="list-style-type: none"> Products made from polyester, unsustainable materials Higher price point Nontransparent business practices 	<ul style="list-style-type: none"> Higher price point Use polyester, spandex and rayon 	<ul style="list-style-type: none"> Products contain 30% polyester, and 3% spandex Limited product selection Traditional designs
Opportunities	<ul style="list-style-type: none"> Potential to use/integrate more sustainable materials and practices More inclusive 	<ul style="list-style-type: none"> Younger following Increased transparency Partnerships with hospitals 	<ul style="list-style-type: none"> Offer a give-back program for recycling old scrubs Use popularity to inspire sustainable practices
Threats	<ul style="list-style-type: none"> Risk of creating an unsustainable fast-fashion image 	<ul style="list-style-type: none"> Lack of sustainable vision Risk of increased environmental impact 	<ul style="list-style-type: none"> Products become more expensive if circularity and scale economics are not integrated

References

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