

# BOOKS & BANGERS

## QUICK LOOK

Books & Bangers leverages art and dropshipping tech to deliver high quality products designed by independent artists to promote a 'casual intellect' lifestyle

Industry: Apparel  
Business: E-commerce/Dropshipping  
Brand: Lifestyle



In 2019, the U.S. online retail sales of physical goods amounted to 365.2 billion US dollars. The 2020 pandemic boosted online spending by \$183 billion over the past year, and it has permanently accelerated e-commerce, with Americans on track to spend \$1 trillion online - a record amount - in 2022, according to a new report by Adobe



Insider Intelligence predicts mobile phone shopping or m-commerce to hit \$488.0 billion, or 44% of e-commerce, in 2024



Dropshipping is an e-commerce fulfillment method that runs 24 hours a day 7 days providing high quality products at competitive prices with no inventory

## 18 - MONTH ROADMAP

### THE BRAND

#### Values & Visual Representation

Books represent story  
Music represent mood  
Travel represent discovery



#### Apparel

Bombers  
Hoodies  
Jogger sets  
T-shirts  
Tanks  
Underwear

#### Accessories

Backpacks  
Totes  
Fannypacks  
Audio accessories  
Cell-phone accessories  
Laptop accessories

### THE BUSINESS



Art, designs, patterns, and prints are sourced



Designs are uploaded onto supplier's digital platform



Product is made to order, packaged, and shipped using brand's specifications



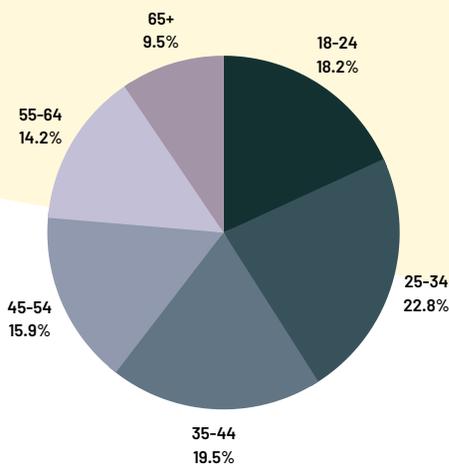
No inventory



No office space

### TARGET

- Millennials & Gen Z (18-45) shoppers
- Creative hobbyists



#### Source:

Facebook Business Manager Campaign of 5,596 Facebook/IG users between July 1-July 31, 2021 with 5 ad sets

#### Pre-selected demographics and hobbies:

Songwriter, Creative writing, Author, Musician, Creative entrepreneurship, Shopping and fashion, Secondary education, Hip hop music, Indiegogo, African-American culture, Crowdfunding, Fashion accessories or Street fashion, Parents with teenagers (13-17 years)

\$2.25 per lead/subscriber  
\$1.50 per click

### SALES CHANNELS

- Direct online retail
- Online reseller (Amazon, Facebook Shopping)

### MARKETING

- Digital advertising, and retargeting
- Paid search
- Blog/content marketing
- Influencer marketing
- Digital popups
- Giveaways/Contests
- Promo codes

### SWOT ANALYSIS



- Diverse client base with discretionary income
- Owner's skillsets in Operations & Marketing
- Digital - No inventory, no office expense
- Unique concept
- Ease of rollout



- Lack of reputation and strategic allies
- Aggressive marketing and sales budget



- E-commerce industry will double by 2024 to 600 billion
- Mobile shopping technological advancement
- Crypto payments



- Established e-commerce platforms
- Concept duplication
- Ease of replacement by consumer
- Low barrier to entry for competitors

### Timeline



### Before Books & Bangers

- Products without a story
- Mass market, unaware of values of producer



### After Books & Bangers

- Quality everyday products produced when you want them
- Empowerment & sense of community
- Pathway for more conversations

#### Contact:

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**Ross Victory**  
Founder & Owner

Ross Victory is a singer/songwriter and author from Los Angeles. Victory is best known for his memoir, "Views from the Cockpit." Victory developed Books & Bangers during the COVID-19 pandemic. Victory has a B.S. in Marketing & Brand Management and works full time at UCLA.