

Report: merchandise campaign #1

T-shirt AIRIcerca

Campaign responsible: Cristian Capasso.

Campaign platform: [Fabrily](#).

Period: October 2015 – January 2016.

Status: closed.

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Introduction

In October 2015 AIRIcerca started its first merchandise campaign to raise funding for its activities. The campaign was based on selling two different models of T-shirt through the web platform Fabrily.

The campaign aimed at selling 30 pieces of each model with a marginal profit of approximately 10€ on each piece. The campaign goal was 500€. The campaign duration was of 28 days.

At the moment the campaign is closed and the items have been printed and shipped.

Profit breakdown

The prices for the T-shirts were 19,99€ for the [Basic model](#) and 20,16€ for the [Pattern model](#).

The number of item sold were: **19 pieces** for the Pattern model and **15** for the basic model.

Since we have failed at selling the amount of pieces on which we based our economical predictions (30 pieces for each T-shirt), the profit on each piece could not be 10€, but it was less.

Pattern model			
Items sold	Profit per item	per	Currency
13	7,84		EUR
5	5,7		GBP
1	8,58		USD

- Total items sold: 19
- Total profit: 144€

Basic model			
Items sold	Profit per item	per	Currency
8	6,69		EUR
7	4,86		GBP
0	0		USD

- Total items sold: 15
- Total profit: 96,39€

The campaign was able to raise **240,48€** in total.

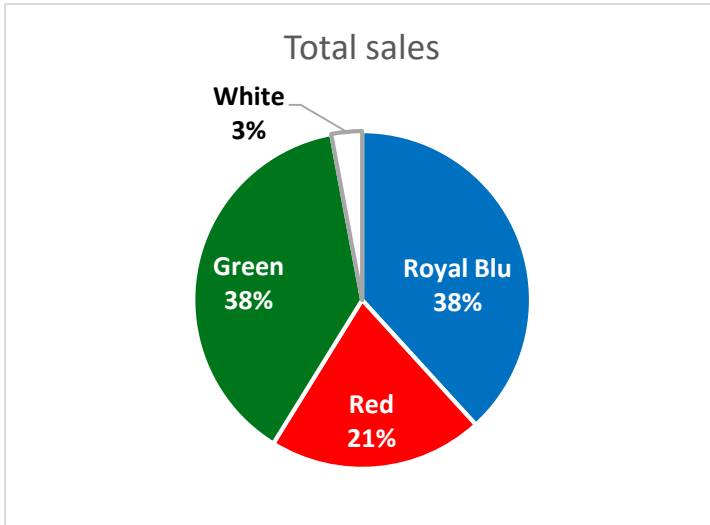
Payment method

Fabriliy/Teespring will transfer the funds to AIRIcerca by bank transfer.

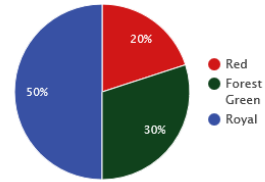
Actual status: in process.

Sales Analytics

Color preference

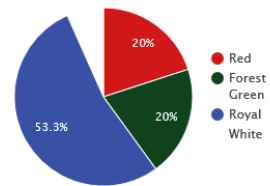


2. Pattern



COLOUR	ITEMS SOLD
Red	4
Forest Green	6
Royal	10

1. Basic

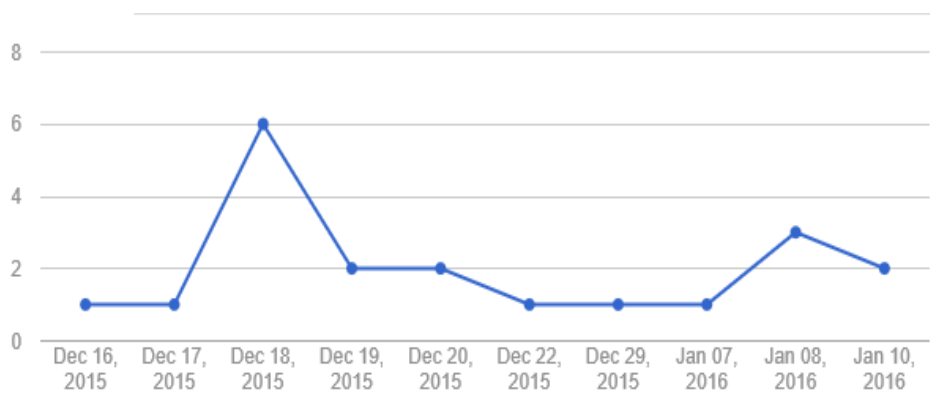


COLOUR	ITEMS SOLD
Red	3
Forest Green	3
Royal	8
White	1

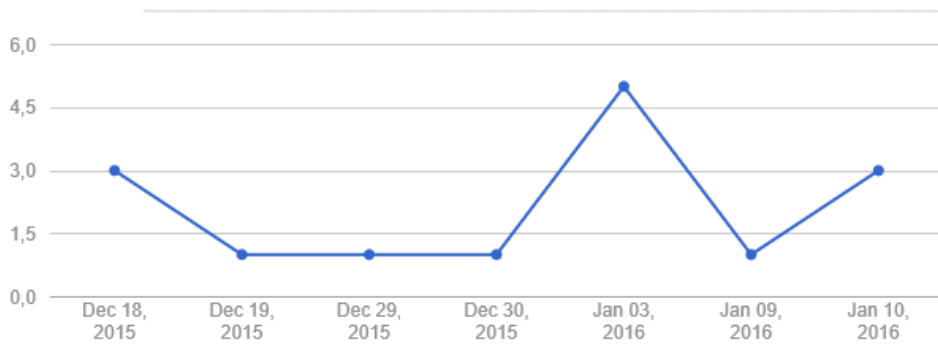
The preferred colors were Royal Blu and Forest Green. Very little preference is shown towards the white (only one white item sold).

Sales breakdown

Pattern model



Basic Model



The majority of the items were sold either before or after the festivities (Christmas and New Year's eve).