



# BeeHouse

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# Executive Summary

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## Highlight

BeeHouse is a collaborative workspace for fashion designers and sewing enthusiasts in Kansas City.

Many designers do not have access to necessary equipment for success in their careers. In addition, workspace can be limited. Designers either work from their dining room tables, or rent expensive studio space in Kansas City. BeeHouse has created the solution by providing sewists access to diverse commercial grade equipment and an affordable workspace.

Workspace will include options for individual studio space and a community workshop. The community space will offer commercial grade sewing machines, design technology, and software. All amenities will be available through the purchase of a BeeHouse membership.

## Objectives

Our next goals:

- Build community in temporary space in Crossroads Art District
  - o Develop trial sewing classes:
    - Introduction to sewing
    - Pattern making
    - Draping
    - Introduction to Computer-Aided Design technology
  - o Develop business classes for designers
    - Developing Your Business Plan
    - Branding
    - Marketing
      - Utilizing Social Media
      - Building Your Website
    - Sales
    - Financing/Financial Planning
    - How to create your own tech packs
  - o Gain members from JCCC design and costume departments, Penn Valley design department, UMKC costume department, and freelance fashion designers.
  - o Offer design technology, Adobe software, and a resource room that will hold sewing literature, swatch books, and fabric.
- Move into larger space by Spring 2019
  - o Provide individual studio space equipped with optional cutting table, sewing machine, and dress form.

- Provide an event space for BeeHouse, its members, and the community.
- The preferred future location for BeeHouse is the historic West Bottoms of Kansas City. To accommodate private studio spaces, machines, and cutting tables necessary to generate a profit, we will need a minimum of 8,000 square feet. A large, industrial building will suit these needs. The best place to find this type of real estate at an affordable rate is the West Bottoms.

## **Mission Statement**

Promote the Kansas City fashion industry by uniting the fashion community.

## **Keys to Success**

Building genuine relationships with members of the fashion community.

## Description of Business

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### **Company Ownership/Legal Entity**

BeeHouse LLC is owned by Kristoffer Mahan and Serena Baker.

### **Services**

BeeHouse services include a community workspace, educational classes, a photography studio, and access to an event space.

### **MEMBERSHIPS:**

#### Community Makerspace:

The workshop will be available to both regular and student membership holders. Amenities include cutting tables, commercial grade straight stitch machines, commercial grade blind stitch, and commercial sergers.

#### Photography Studio:

The studio will be open to the community. Rental rates are set up by the hour, half day, and full day.

#### Hourly

Amenities include:

- Access to our 40x50 studio space equipped with a cyclorama wall and green screen.
- Full kitchen
- Dressing rooms
- Hair and makeup station

#### Monthly Membership:

Members will have access to the amenities of the work space for a month.

They will have access to six hours in the photography studio.

Monthly members will also receive discounts on classes hosted by BeeHouse.

## **Location**

BeeHouse is located in the Crossroads Art District in Kansas City.  
208 West 19<sup>th</sup> Street, Kansas City, Missouri

## **Interior**

Our current location is a total of 3,500 square feet.

This includes:

- Makerspace
- Lounge
- Storage room
- Fabric room
- Office
- Full Kitchen
- Bathroom
- Dressing rooms with hair and makeup amenities

## **Hours of Operation**

Monday – Sunday | 9am – 9pm

Members with private studio space in BeeHouse or full-time membership will be provided codes that allow 24/7 access to the building. Security Cameras will ensure the safety of designers and equipment.

Hours of operation only apply to the workshop as well as the photography studio.

## **Management**

Serena Baker and her partner Kristopher Mahan, will initially split duties and responsibilities on an as needed basis.

This all-purpose role will fill the gaps of missing personnel and include such responsibilities as:

### Public Relations & Community Manager

The role of a PR & Community Manager is to connect members and create events that will encourage members to collaborate. One of the many benefits of coworking spaces are the networking opportunities that come with an open-work environment. Members are encouraged to support, teach, and learn from one another. Many coworking spaces host monthly events just for their members to encourage this type of growth. Some examples are:

- Morning Stand Up
  - o A highly collaborative community who help one another tackle roadblocks in development

- Stay-In Lunch Meetings
  - o Discuss new technology or discoveries
- Monthly Happy Hour / Game Night
  - o Promote community
- Product Launch Celebrations
  - o Celebrate milestones with one another

Event Manager/Coordinator:

- Classes
- Special Occasions
- Event Space Rental

Marketing Manager:

- Facebook
- Instagram
- Website maintenance

Business Development:

- Customer Creation
- Sponsor/Donor Relations
- Growth Strategies

The two following roles have been filled.

Social Media Marketer: Raise awareness of BeeHouse’s mission, services, and programs.

- Increase and connect our followers in an online community
- Increase follower traffic
- Share fashion or business-related content on social media platforms
- Implement best SEO practices with blogs and articles on website
- Compile analytics and reports
- Organize digital media

Event Coordinator:

- Event planning/strategy
- Organizing catering and entertainment
- Greeting and checking
- Photo Studio Space rentals

**Financial Management**

BeeHouse will be banking through Bank of America.

Our executive team chose to opt into additional services paired with a business account at Bank of America. Clover Merchant Services will take care of all forms of business transactions. ADP will provide human resources software as well as tax and compliance services.

# Marketing

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## Market Analysis

Kansas City has a history of a bustling garment industry, and in the last ten years, there are signs of a revival. While the contemporary fashion industry has its roots in our historical garment district, this new wave focuses more on fashion and serving a local community. There are several reasons for this new growth; the most visible is Kansas City Fashion Week. Over fifteen seasons of Fashion Week have helped to spark interest in the Midwest fashion industry. This biannual event brings designers, boutiques, salons, make-up artists, photographers, and bloggers together. More importantly, the showcase enables consumers to meet producers.

Fashion Week has gained so much traction that two organizations have branched off: KC Fashion Council and Local Fashion Link. The Fashion Council is a non-profit organization that works to pool community resources to support local business and further fashion education. Fashion Link produces a magazine and biannual runway shows that only showcase Kansas City designers and boutiques.

Others who are contributing to the growth are Sewing Labs, KC Sewing Academy, and Rightfully Sewn. Sewing Labs and Sewing Academy focus on entry-level sewing. These businesses create an interest in sewing, and develop the skills for future designers. Rightfully Sewn's program produces highly skilled students who are ready for seamstress or fashion design careers.

816 Creative Studio provides marketing and branding services for fashion designers in the Kansas City area. The company also helps designers create their Technical Packets, which are the detailed instructions designers take to manufactures.

A few other companies that support the local sewing industry are: Missouri Sewing Machine Company, Hammer Brothers, and Faultless Starch/Bon Ami Company. While these companies are not glamorous, they are necessary players in the fashion industry. Having access to local sewing equipment and notions suppliers can give designers a leg up in the industry.

## Market Overview

BeeHouse personally interviewed fashion designers, design students, seasoned costume designers and costume design students in the Kansas City area. Below are the most common answers to our questions.

What are your biggest needs as a designer?

- Access to equipment
- Space to work
- Sourcing affordable fabric

Where do you feel Kansas City is lacking in resources to further your career?

- Access to affordable fabric with variety
- Access to design technology
- Communication between individuals in the KC fashion industry

How do you feel about shared work space for designers and sewists in KC?

- Many designers could benefit from access to quality resources, even if they are shared.
- Communication and collaboration are key to the growth of our fashion industry. A makerspace could help foster that community.

Would you be willing to pay \$60/\$120 dollars for access to the resources in BeeHouse?

- Yes – most believed this was a fair and manageable price.

## Market Segmentation

### Primary Segment for Workshop Area: Community Members

- Student designers
- Sewing hobbyists
- Parents of fashion-involved child

### Primary Segment for Private Offices: Fashion Designers

- Moderately established designers
- Early career designers

## Competition

Designers or crafters who are comfortable working from home will be BeeHouse's biggest competition.

Other coworking spaces or incubators who offer designers space to work as well as business guidance and development:

	<b>Plexpod</b>	<b>Beta Blox</b>	<b>BeeHouse</b>
<b>Individual work space</b>	x	x	x
<b>Business development</b>		x	x
<b>Shared equipment workspace</b>			x

Other businesses in Kansas City that offer sewing skills classes:

	Missouri Sewing Co.	The Sewing Labs	Rightfully Sewn	BeeHouse
Structured, long-term classes	x	x	x	x
Open to all community members	x	x		x
Job skills focused		x	x	x
Fashion designer focused			x	x
Business skills development				x
Unique, one-time classes				x

## Pricing

BeeHouse has positioned our pricing below most of our main competitors. We made this decision based on competitor prices as well as interviews with local designers. Most designers and students cannot afford, or would not be willing to pay more than the prices listed below.

### Full Membership:

Regular Pricing: \$120/month

Student Pricing: \$60/month

### Photography Studio:

The studio is available for rental between 9am – 9pm. Half day slots may be filled where available within our open hours.

\$75/hour

\$300/half day

\$750/full day

## Website:

SEO Strategies:

Keywords: *fashion, sewing machine, collaborative, and coworking.*

The primary target market for BeeHouse will be fashion designers in the Kansas City metro and surrounding areas, therefore, the geographical region was narrowed to Missouri in the keyword search.

- The keyword *fashion* held the highest search results among the others, scoring an average of 75/100 in Kansas City. While this term may have more competition than the others, it is a very common term designers will search for when looking for opportunity in Kansas City.
- *Sewing machine* was the second most popular term in the group. It was chosen because it is the most needed equipment among fashion designers, and is a key resource that BeeHouse will offer designers.
- *Collaborative* was chosen because it has low competition and is a general description of the business. This term describes the business of BeeHouse in very a common term that people will search more often than the business' technical terms.
- *Coworking*, has the lowest search results, but is a term that is gaining traction. This is the technical term for the type of business BeeHouse is, but will be a very cheap keyword. Individuals who know of the business will know to search this term, and as coworking spaces gain popularity, the term will as well.

Layout of beehouse-kc.com

