WHO FRESH

Sneaker Event

Presented By: Antoine Johnson and Austin Castro
Introduction

We propose to kick off a sneaker event entitled, Who Fresh. At Who Fresh people will be allowed to trade, buy, and sell shoes, clothing, as well as other things they might own that might coincide with anything to do with fashion. This will give those who attend the opportunity to earn their own money. During the event there will be a concession stand where people could purchase drinks and other snacks. Who fresh would be ran by Antoine Johnson and Austin Castro servicing all and everyone who takes an interest in fashion or wants to earn some money. We are targeting everyone but believe most of the people who attend will be young adults. Who Fresh will be something that helps a community become closer together and to even join neighboring communities. After successful events we plan on doing many more, more frequently, and expanding where we do it giving us a bigger market.

OBJECTIVES

Who Fresh will be operated for numerous reasons besides profit. Those include:

1. Create a sneaker community
2. Join communities together
3. Create an environment where people can enjoy themselves
4. Allow people to make connections with others

BACKGROUNDs:

Antoine Johnson is one of the founders of the Who Fresh- Sneaker Event. He has taken a numerous amount of business classes that should help guide him down the right path, the path towards success. Not only has he taken business classes but he has also received real business experience while working for Westhill Realty over the summer in 2016. During his spare time Antoine likes to help out his friends and family and also gives some of his time mentoring young kids in a group called the P.O.C.K.E.T. After high school he plans on continuing down the entrepreneurial path and graduate from college with a business degree.

PRODUCT & SERVICES:

What we are going to offer at Who Fresh is a convenient and pleasant environment that allows others to show off and sell their sneaker collections as well as other things. Attenders would be allowed to purchase a booth for them to set up their collection. The concession at the Who Fresh event will offer drinks, food, and snacks
consisting of:

- Hotdogs
- Chips
- Candy
- Nachos
- Gatorade
- Water
- Juice
- Pop

**Labor:**

Who fresh sneaker event would start at 9 am and end at 7 pm. For the most part the event would be dictated by the people who come to the event. Who fresh would have to hire security guards. The security is just to make sure no one does not do anything unwarranted for example fighting or stealing. We would also need people to run the concession stand and someone to manage the concession stand to assure that money does not go missing. We need someone to collect the money at the front door. Lastly we would need a DJ so people can enjoy themselves just a little bit more.

**Facility:**

The Who Fresh Sneaker Event will be located at On The Square Sports Academy. On The Square Sports Academy is located at 105 N Court St, Crown Point, IN 46307. We chose this location because we believe Crown Point is a town where people from all over the 219 area will feel comfortable coming to. It will be held in the gym where there is plenty of open space to set up tables and give people room to roam freely and comfortably. The facility also has a concession stand and a place to have a DJ.

**Marketing:**

In order for Who Fresh to become a success I understand that it will take a lot of marketing and promoting. The first thing we will do to promote Who Fresh – Sneaker Event is make fliers. We would pass out fliers at public places and ask certain places if they would allow us to hang up our fliers in their store or place of business. Creating Who fresh shirts is another way we'll marketing. After creating the shirts we would give them to people who have a large following on any social media platform. We would ask them to post a picture with our shirt on with the hashtag “#whofresh” and to tag us. The radio would also be another source for us to market.
**COMPETITION:**

What we are going to do is being done on a bigger scale by Sneaker Con. Sneaker Con travels all over the world doing sneaker events. Sneaker Con may come around you maybe once a year. Who Fresh attends to remain fairly smaller allowing us to host multiple sneaker events in a community within a year. There are also many other sneaker events like this put on all over the country. I am not aware of any other sneaker events around this area however.