

BEEZ Merchandise Project

Letter for Request of Temporary Fund

ETH zürich

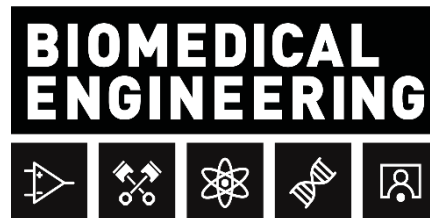


Figure 1: New Biomedical Engineering @ ETHZ logo

Summary

Since last year when Tobi Hagen was president, the BEEZ have been going through a re-branding. He had a new BME logo designed seen here in figure 1. Recently, a flag and a banner with this logo was printed (by Keller Fahnen) to use in future events. Now, BEEZ would like to take it one step further with what is called the “BME Merchandise Project” where t-shirts and hoodies are sold.

Request

ETH Store has offered to produce 40 hoodies and 80 t-shirts with 3000 CHF paid up front. Students will be charged for the merchandise. All products are expected to be sold within the next 2 years. Therefore, piece by piece, the amount of 3000 CHF is aimed to be paid back to AMIV in these 2 years. If at least 1500 CHF is not raised within each year from now, BEEZ budget will be used to compensate. Prices will be set such that small profits are made from each product. This way, chances of breaking even is increased. If it happens so that profit is made, it will to the BEEZ budget.

We would like to request a temporary fund of 3000 CHF to be paid back until March of 2021.

Details

We searched for responsible persons that would approve the new Biomedical Engineering logo that contained the ETH Zurich logo and also a platform that would allow to make us of this newly designed logo. ETH Store officials showed a lot of interest, enthusiasm, and provided good offers. A few weeks back, a meeting took place with ETH Store representative, Caspar Fuchs, where unisex t-shirts and hoodies (our first line products) were discussed. Additionally, via a survey on Select Survey, BME students were pooled to see what the demand and size

distribution is. The participation was very high. Therefore, the results of this survey plays a big role in our decisions regarding the demand.

According to the survey there will be approximately 25 t-shirts and 28 hoodies sold only to those studying currently. Assuming 10 out of 28 students decide to buy a t-shirt instead of a hoodie (when they see that a hoodie costs more than a t-shirt). The demand would be 35 t-shirts/18 hoodies. Our budget for this project also includes the needs of the newcomers in september. If the newcomers have the same statistics, approximately 70 t-shirts/36hoodies should be sold. A margin was added to these numbers: 80 t-shirts and 40 hoodies in case there are purchases from the academic staff, or any other external people.

ETH Store has given us a few offers with differing numbers of t-shirts and hoodies. 40 hoodies and 80 t-shirts will cost individually about 44.5 CHF and 14.5 CHF respectively, with a total of 3000CHF. With this sum payed **up front**, BEEZ will have excess to many services such as shelf space in ETH Store, advertisement on their online store, free and safe storage for products in their basement, expertise in producing the items, and so on.