

Tampa  
T-shirts



[ EXECUTIVE SUMMARY ]



## **Executive Summary**

### **Introduction**

Tampa T-Shirts opened in 1985 strives to provide quality embroidered and screen-printed apparel, namely T-shirts and uniform shirts. The small family-owned business employs a 15-20 person staff, including management, sales representatives, manufacturers, and an in-house creative art department.

### **Problem statement**

Tampa T-Shirts lacks a cohesive and centralized message to guide business maintenance and expansion. There is confusion among management and customers regarding the name and brand of the company, as Tampa T-Shirts and Fast Lane Clothing Inc. are used interchangeably and without explicit design. Their internal and external communication efforts are sporadic and lack focus. Internal organization of missions, strategies and currently employed marketing, communication, and advertising tactics are ill-established.

### **Strategies**

- Monthly E-Newsletter to relay current sales, new items, customer relations, and employee excellence.
- Design a video spot to be aired via the company website or on a google.com advertisement.
- Design a printable brochure to current customers in the mail, and potential businesses who may be interested in making this type of purchase in the near future
- Revamp the existing website remodeling it to be more informative and user-friendly.

## **Conclusions**

Overall, our research shows that Tampa T-Shirts' current customers love Tampa T-Shirts overall package (quality, service, and price). The problem is found in customer communications. "Consistent communication with its customers" and "receiving e-mails regularly regarding new products, sales and promotions" survey categories fell below a mean score of 4.0 (out of 7). Our team has addressed this communication defect with a number of tactics including: a monthly e-newsletter, a video spot, a printable brochure and a website remodeling.

Our recommendations for Tampa T-Shirts to branch out to future customers are to first rebuild their website so that customers can navigate easier. Second, focus on maintaining the "Tampa T-Shirts' Facebook page. Facebook is the second most trafficked website in the world, with 50% of its users logging on each day. Utilize Facebook as tool to branch out to the USF community and other potential customer groups with sales, contests and product updates. Third, Tampa T-Shirts needs to focus on maintaining and distributing an electronic newsletter to customers that opt into the email list.

Tampa T-Shirts has a loyal customer base. However, in order to expand its customer base, we recommend that the communication strategies listed above be implemented and consistently maintained.



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[ SITUATION ANALYSIS ]

**Purpose:**

Tampa T-Shirts has an efficient ordering process that will certainly save customers time and money. Tampa T-Shirts' goal is for the customer to experience the deep, poignant satisfaction that comes from working with an independent, family owned business. This business honors not only t-shirts, but those who use them to promote their organization, and those who wear them.

Tampa T-Shirts offers quality embroidered apparel. They have a large product selection including polos, knits, wovens and headgear such as Nike Golf's swoosh design trademark bill cap. Whether it is enhancing brand images or putting a logo on sporting apparel, Tampa T-Shirts is the embroidery expert who will bring ideas to life. If the customer provides artwork they will transform it into a digitized embroidery file format that will remain on file. When the customer is ready to have new polo shirts or jackets embroidered, they just let Tampa T-Shirts know and the store will promptly have the order fulfilled.

Tampa T-Shirts has a full creative art department to assist customers with t-shirt designs. The normal production time is five to ten working days, although times can be accommodated to each customer's needs. Time and money can be saved through this efficient ordering process.

**History:**

Since its opening in 1985, Tampa T-Shirts has been serving the Tampa Bay community for 25 years.

Tampa T-Shirts is a local Tampa Bay screen printer shop with a dynamic staff and full creative art department. The staff of experienced printers is equipped with automatic and manual presses for large and small orders to provide a quick turnaround time. Water based inks and other special treatments are available such as glow in the dark, high density puffs, metallics and discharge. Embroidery services are offered with an assortment of apparel and accessories to choose from. All work is done on the premises and all apparel can be delivered to the customer or company.

**Mission:**

Tampa T-Shirt's mission is to give superior customer service and value in purchases while providing a positive experience for customers and employees. The mission and vision are supported by four daily core values including a positive work ethic, quality products, long term relationships and corporate social responsibility.

Tampa T-Shirts specifically aims to enhance the community and encourage urban revitalization in East Tampa. By creating employment, such as manufacturing jobs, the local community has felt the positive reinforcement of the store-opening. Tampa T-Shirts has also partnered with the East Tampa Development Division to achieve the mission of transforming East Tampa into a community of vibrant residential, business, social and cultural life. All purchases from Tampa T-Shirts are significantly contributing to Tampa's urban revitalization as well.

## **Values:**

Tampa T-Shirts' commitment to neighborhood revitalization, job creation and community building propelled the decision to expand the operations and relocate the headquarters to East Tampa beginning fall of 2006. Tampa T-Shirts has created a platform to encourage urban and economic revitalization in East Tampa. The relocation has created meaningful manufacturing jobs for the community. In addition, Tampa T-Shirts top management remains actively involved in non-profit organizations such as Computer Mentors Group, Inc. which are comprised of computers professionals interested in future opportunities of disadvantage youth and Junior Achievement which educates and inspires our youth to value free enterprise, business and economics to improve their quality of life.

Tampa T-Shirts recognizes the importance to contribute towards a healthier planet. For that reason, they offer recycled cotton blend and 100% organic cotton t-shirts. Recycle cotton blend t-shirts help the earth because recycle cotton fibers do not require land use or intensive irrigation meaning no fertilizers or pesticides are needed. In addition, the manufacturing process of recycle cotton t-shirts reduces energy and resource use.

## **Key Figures:**

CEO Juan Davis and his wife Lori Davis play an active role in the company's mission.

## **Social Media Resources:**

Tampa T-Shirts uses a variety of social media tools to modernize their seasoned efforts. Their online presence includes searchable profiles with the following venues:

- Zoominfo
- LinkedIn
- MySpace
- YouTube (slideshow of example t-shirt designs)

Although Tampa T-Shirts is accounted for on the preceding social media sites, their profiles are exceedingly bare and amateur.

The company also contains a blog published on [www.tampatshirts.com](http://www.tampatshirts.com). The blog, however, has only one post and lacks scope, purpose, and direction, thus minimizing its potential benefit.

Tampa T-Shirts currently has no Twitter or Facebook account.

## **Past Media Coverage:**

Tampa T-Shirts has enjoyed a few media coverage spots in recent years, including Tampa Mayor Pam Iorio's address at the ground breaking ceremony.

Owner Lori Davis is quoted in the *St. Pete Times* for a variety of reasons, including:

- Davis's representation of small business owners on local matters
- Response to federal assistance loans
- Tampa T-Shirt's employment opportunities in Belmont Heights

Below are links to the related media coverage.

[http://www.sptimes.com/2004/06/27/Columns/Fresh\\_faces\\_bringing\\_.shtml](http://www.sptimes.com/2004/06/27/Columns/Fresh_faces_bringing_.shtml)  
[http://www.sptimes.com/News/122801/Business/Lending\\_aid\\_for\\_Flori.shtml](http://www.sptimes.com/News/122801/Business/Lending_aid_for_Flori.shtml)  
[http://www.sptimes.com/2007/09/09/Hillsborough/A\\_slow\\_road\\_to\\_renewa.shtml](http://www.sptimes.com/2007/09/09/Hillsborough/A_slow_road_to_renewa.shtml)  
<http://www.allbusiness.com/retail-trade/apparel-accessory-stores-womens-specialty/4428994-1.html>

### **General Segmentation of Key Publics:**

Tampa T-Shirts has a seemingly wide variety of local key publics. They target Tampa Bay patrons, from the following sampling:

- Local professionals
- Local recreational sports teams of all ages
- Local businesses, large and small (such as Busch Gardens and community lawn care services)
- Local restaurants, cafes and eateries
- Local schools (elementary school through college)
- Local sporting events (such as Gasparilla Softball Classic, and marathons)
- Local retail facilities (such as International Mall )
- Local sports fans (such as Tampa Bay Rays baseball fans)
- Local youth camps and events
- Eco-friendly interested individuals



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[ RESEARCH REPORT ]

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## **Executive Summary**

Tampa T-Shirts lacks a cohesive and centralized message to guide business maintenance and expansion. Also, current and potential customer groups are not adequately profiled and prioritized.

In order to garner an understanding of potential target markets in the university community, a focus group of 8 University of South Florida organization leaders, namely those in charge of apparel, was conducted. Around 300 invitations were e-mailed to all USF student organizational leaders. The data collected during the focus group delineated the perceptions of potential customers, their most important purchasing requirements, the apparel purchasing process for a variety of on-campus organizations. We also tested their perception of Tampa T-Shirts through their logo, website, organization name, using an overhead projector to display images.

We also conducted an electronic survey using Survey Monkey of past and present customers to determine their perception of the company and potential return-business incentives. Using the store database, the survey was e-mailed to a random selection of 243 customers. Responses were collected for an 18-day period. We collected a total of 57 responses, totaling 23.5% return rate.

Our first objective was to garner an in-depth understanding of current and potential customer groups. Many of their past customers seem to be very pleased with their past purchases saying that Tampa T-Shirts completed their purchases in a timely manner, provided friendly service, and was a good company to do business with. Customers also believed Tampa T-Shirts produced quality products and were satisfied with their purchases. Communication is something they can definitely improve on with both “consistent communication with its customers” and “receiving e-mails regularly regarding new products, sales and promotions” falling below a mean score of 4.0 out of 5 points.

The majority of customer’s orders are for business purposes. Purchases are most commonly orders for t-shirts or polos which justifies the company’s namesake. We also discovered that over 50% of customers always use Tampa T-Shirts; great news for the company. While 9.4% of customers have said they never used Tampa T-Shirts again, a high percentage of the reasoning was simply because they have not needed to make another t-shirt order.

According to our results, price, location and customer service play a big role in setting Tampa T-Shirts apart from other specialty apparel providers. This is a great response we can use in our campaign. The website is an area of concern, with 45% of respondents saying it was somewhat or not helpful at all. Tampa T-Shirts needs to find an identity, based on the data.

Our third objective is to create maintainable customer communication and relationship building techniques through a variety of tactics. We have discovered that e-mail is the best medium to contacting our customers; however, close to half do not want

to be contacted with e-mails highlighting new products, promotions and specials. We would probably have to put a link on our newsletters with an option to unsubscribe so as not to annoy customers.

According to our data, all results can be worked on as not one hit a mean above 4.0; however, it is pretty clear to our customers that Tampa T-Shirts does not only produce t-shirts, is not limited in product choice, has provided jobs in the community, offers embroidery and eco-friendly products. We also see from the data, that customers on average do not feel overwhelmed by product choice.

## **Situation Analysis**

### **a. Background Info**

Tampa T-Shirts, having served the area for 24 years, strives to provide quality embroidered and screen-printed apparel, namely T-shirts and uniform shirts. The small family-owned business employs a 15-20 person staff, including management, sales representatives, manufacturers, and an in-house creative art department. A superior business experience is a primary mission, which is achieved by four daily core values; including a positive work ethic, quality products, long term relationships and corporate social responsibility.

Tampa T-Shirts relocated to East Tampa in 2006 with goals of neighborhood revitalization, job creation and community building endeavors. The company is involved in community based programs such as, but not limited to, Computer Mentors Group, Inc., and Junior Achievement. Environmentally friendly practices are also in effect, as recycled cotton blend fabrics and 100% organic cotton fabrics are available. Key publics are unknown among this organization. Such a wide variety of merchandise, with infinite possibilities of personalization, creates a large customer base with many differing interests. CEO Juan Davis is proud to include such organizations as Busch Gardens, SeaWorld, local schools, and local events in his repertoire of customers. Though the company has a large customer base, a steady rate of financial return, and practices corporate social responsibility, there is great potential for internal and external growth.

Davis explicitly expresses his excitement and support for this communication campaign to strengthen the internal and external stability and developmental potential of Tampa T-Shirts.

### **b. Problem Statement**

Tampa T-Shirts lacks a cohesive and centralized message to guide business maintenance and expansion. There is confusion among management and customers regarding the name and brand of the company, as Tampa T-Shirts and Fast Lane Clothing Inc. are used interchangeably and without explicit design. Their internal and external communication efforts are sporadic and lack focus. Internal organization of missions, strategies and currently employed marketing, communication, and advertising tactics are ill-established. Current and potential customer groups are not adequately profiled and prioritized.

### **c. Objectives**

**Objective 1:** To garner an in-depth understanding of current and potential customer groups.

**Objective 2:** To clarify and strengthen the name of the organization, brand and business opportunities that Tampa T-Shirts strives to embody.

**Objective 3:** To create maintainable customer communication and relationship building techniques through a variety of tactics.

**Objective 4:** To understand the University of South Florida campus organizational needs and create a larger presence on campus.

**Objective 5:** To increase local community awareness of Tampa T-Shirts services and products.

### **d. Purpose of Research**

The purpose of this research is to acquire information to develop and support a customized communication campaign for Tampa T-Shirts. Secondary research has been completed, and continues to aid in our research and creative planning phase, as we collect media hits, social media transactions, and other relevant organizational information.

Primary research was acquired through the collection of quantitative and qualitative data. The comprehensively analyzed data will result in a detailed SWOT (strengths, weaknesses, opportunities, and threats) analysis to further aid in the campaign design.

Quantitative research was conducted via an electronic survey. One survey will be sent out to a random selection of current and past Tampa T-Shirt customers. This survey will probe customers about their experiences with the company including, but not limited to, likes and dislikes of the company, the manner in which they first heard about Tampa T-Shirts, and important aspects of the purchasing experience. This survey also provided invaluable data regarding demographic information and customer-descriptive comments.

A focus group was conducted to gather qualitative data to further understand the needs of potential customers. A selection of USF campus organizational leaders were probed on a variety of questions to further delineate their perceptions of potential business partners, and their feelings and expectations surrounding the purchasing process and business communicators.

## **Methodology**

## **I. Qualitative methods:**

### **Focus Group**

A focus group of 8 University of South Florida organization leaders, namely those in charge of apparel, was conducted on February 25, 2010. It took place in the CIS building, room 3115 from 12:30 p.m. to 1:45 p.m. Around 300 invitations were e-mailed to all USF student organizational leaders. Based on the lack of responses, group members continued to seek out valid participants by means of phone call invitations, social media invitations, and personal contact. The focus group participants enjoyed complimentary refreshments, including pizza, soda, and bottled water. Participants were also entered into a drawing to win a t-shirt package, courtesy of Tampa T-Shirts. One participant was selected at random at the conclusion of the focus group.

Research managers followed a prepared script to probe the participants and field a discussion among the group. The focus group was recorded using a handheld device, and participants were ensured of anonymity, though the recording has since been listened to and studied by group members.

The data collected during the focus group delineated the perceptions of potential customers, their most important purchasing requirements, the apparel purchasing process for a variety of on-campus organizations and garnered an understanding of potential target markets in the university community. We also tested their perception of Tampa T-Shirts through their logo, website, organization name, using an overhead projector to display images.

The findings from the focus group enabled us to better determine what changes need to be made inside the company to target un-tapped client groups.

## **II. Quantitative methods:**

### **Online Survey**

In order to establish a better understanding of the target publics, we conducted an electronic survey using Survey Monkey of past and present customers to determine their perception of the company and potential return-business incentives. Using the store database, the survey was e-mailed to a random selection of 243 customers along with an incentive that included a drawing for one participant to receive a \$25 gift certificate to a restaurant or store of their choice. Responses were collected for an 18-day period. Three email reminder blasts were sent out to survey recipients to remind them to take the survey. We collected a total of 57 responses, totaling a 23.5% return rate. Though our initial planning and expectations were not reached, the collected data provided enough qualitative and quantitative information to sufficiently analyze and generalize results.

## **Research Results**

### **Focus Group Overview**

Three team members were in attendance led by Kelsey Marineau, research manager, with Julie Rice, research manager, and Kristen Bowman, event coordinator, interjecting when appropriate and taking notes. The Tampa T-Shirts web site was used as a tool during the focus group to find out what the participants thought of the content and layout of the web site. The Tampa T-Shirts catalogue was also used as a tool for the focus group participants to look through and give input on. In the final section of the focus group, participants were asked to fill out a worksheet that was provided to them asking about past experiences with t-shirt companies and the processes that each participant goes through when ordering t-shirts for their organizations.

#### **a. Focus Group Results**

After completing the focus group, the team was able to get a better grasp of a few concerning issues and realized some very important data. Tampa T-Shirts' web site is very important because all of the participants said one of the first ways they look up a t-shirt company is by a search engine, such as Google. All eight of the participants agreed that the most important characteristics of a t-shirt company are timeliness and quality. One participant stated you get what you pay for, indicating that the quality of an order is going to depend on the price, so price wasn't as big of a deal as the quality. Two out of the eight participants said they didn't care about customer service or location, as long as in the end, they received great product.

Most of the participants agreed that order mess-ups were among some of the worst qualities in a T-shirt company, along with a lack of communication. One participant stated that he expects to get a proof via e-mail after sending the company a design idea. One participant said after being a loyal customer for a while, they deserve a discount or promotion for their continued purchasing. When asked to describe a good company in three words, the participants came up with reliable, affordable, and professional. The team learned that most organizations order new shirts every semester and some participants said they ordered t-shirts even more often than that. One participant said that for the past two months, they have been ordering shirts every week.

The fact that web site improvements are needed for Tampa T-Shirts was reinforced by the participants. They found it hard to navigate the web site when asked to go through it as if they were browsing for T-shirts. Five out of the eight participants thought the catalogue presented too much product and that it made it overwhelming. A repeated suggestion for Tampa T-Shirts among some of the focus group participants was to advertise more and show the prices on the web site. Another suggestion for Tampa T-Shirts to improve the quality of their business was to change the name Tampa T-Shirts to something less generic. A couple of the participants mentioned the name being something that wouldn't stand out among other companies.



Many of the participants spoke of personal experiences with different companies and the process that they went through to make a purchase and see the outcome. Personal experiences were very common when answering questions. Of all eight participants in the focus group, one person actually did business with Tampa T-Shirts in the past. That participant said she didn't have any problems with the company, received great customer service, a speedy order and production time.

Overall the main focus of the participants seemed to be about the price and quality of the t-shirts or purchased product. For Tampa T-Shirts to have future customers, especially in the school industry, the focus group results have showed that they need to focus in a few key areas. **First**, they need to rebuild their website so that customers can navigate easier. **Second**, they need to focus on prices and show these prices on the website for customers to see. **Third**, the company needs to gain an overall internal organization of communication. Conducting the focus group reiterated many of the original assumptions we had with the company, but it also helped the team get a better understanding of the details of each problem.

## **b. Online Survey Results**

**Objective 1:** To garner an in-depth understanding of current and potential customer groups.

### **Likert-style scale question:**

When reading the following statements, respondents indicated their level of agreement or disagreement through a Likert-style scale with categories of "Strongly Agree," "Somewhat Agree," "Neutral," "Somewhat Disagree" and "Strongly Disagree."

- *A large percentage of respondents, with a mean score close to or over 4.6, believed Tampa T-Shirts completed their purchases in a timely manner, provided friendly service, was a good company to do business with and had a good experience with the company. This is a great response for past customer views of the company. Scores start to decrease when it comes to prices, clean work environment and location; all of which we can better without too much headache.*

Please indicate your level of agreement or disagreement with the following statements.

	N	Minimum	Maximum	Mean	Std. Deviation
Tampa T-Shirts completed my purchases in a timely manner.	55	1	5	4.73	.870
Tampa T-Shirts provided me with friendly service.	54	1	5	4.67	.971
Tampa T-Shirts in a good company to do business with.	55	1	5	4.60	.873
I had a good experience with Tampa T-Shirts.	55	1	5	4.58	.956
Tampa T-Shirts has reasonable prices.	55	1	5	4.55	.835
Tampa T-Shirts has a clean work environment.	51	1	5	4.39	.940
Tampa T-Shirts is in a safe location.	50	1	5	3.64	.964
Valid N (listwise)	49				

- *A high percentage of respondents, with a mean score above 4.5, believed Tampa T-Shirts produced quality products and were satisfied with their purchases. Again, a great response from past customers. Communication is something they can definitely improve on with both “consistent communication with its customers” and “receiving e-mails regularly regarding new products, sales and promotions” falling below a mean score of 4.0. Mean scores dropped to the 2’s and below when it came to keeping customer informed of new products and services, seeing or hearing advertisements and receiving catalogues in the mail.*

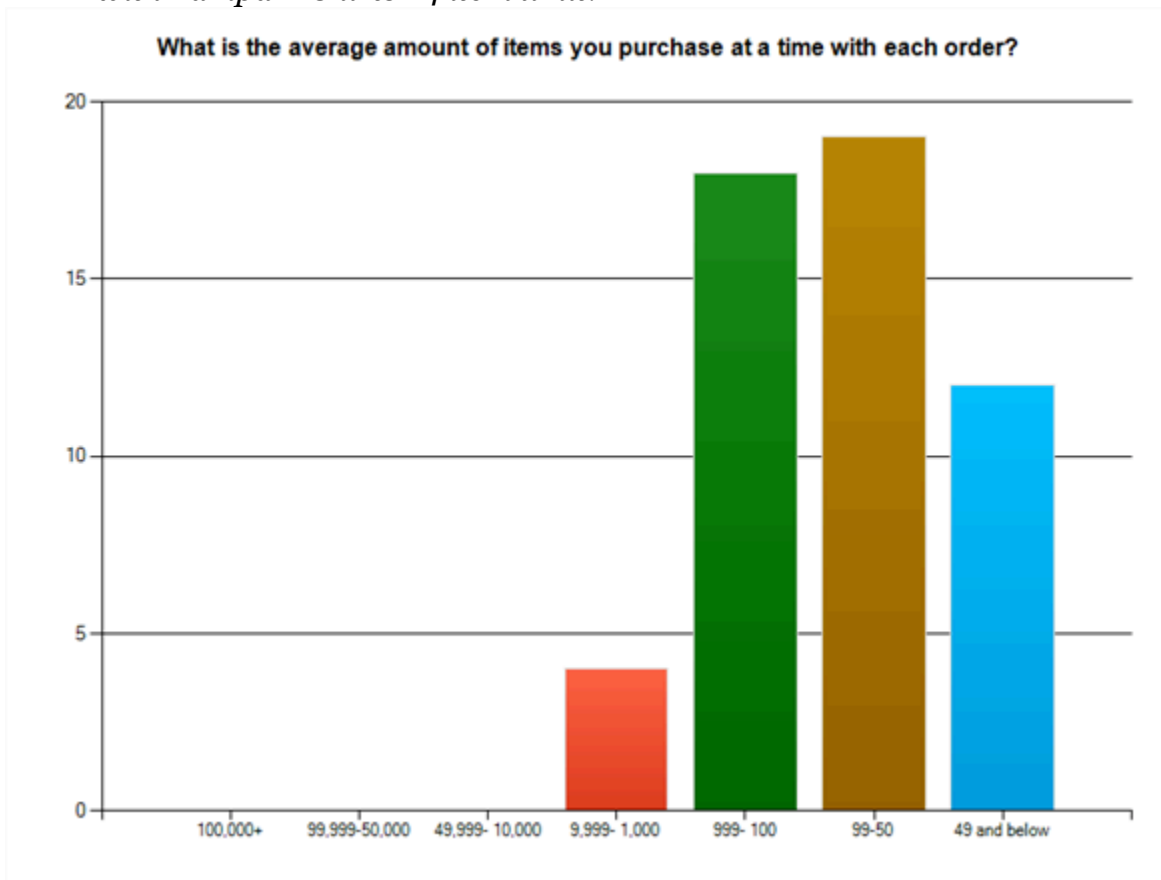
Please indicate your level of agreement or disagreement with the following statements.

	N	Minimum	Maximum	Mean	Std. Deviation
I was satisfied with my purchases from Tampa T-Shirts.	55	1	5	4.64	.847
Tampa T-Shirts produces quality products.	55	1	5	4.55	.919
Tampa T-Shirts maintains consistent communication with its customers.	55	1	5	3.91	1.236
Tampa T-Shirts sends me e-mails regularly regarding new products, sales and promotions.	55	1	5	3.04	1.374
Tampa T-Shirts keeps me well informed of new products and services.	55	1	5	2.98	1.269
I have seen or heard advertisements from Tampa T-Shirts.	54	1	5	2.57	1.268
I receive Tampa T-Shirts’ catalogues in the mail.	55	1	4	1.89	.936
Valid N (listwise)	54				

**Open-ended question:** Approximately how many times have you made a purchase with Tampa T-Shirts in the past year?

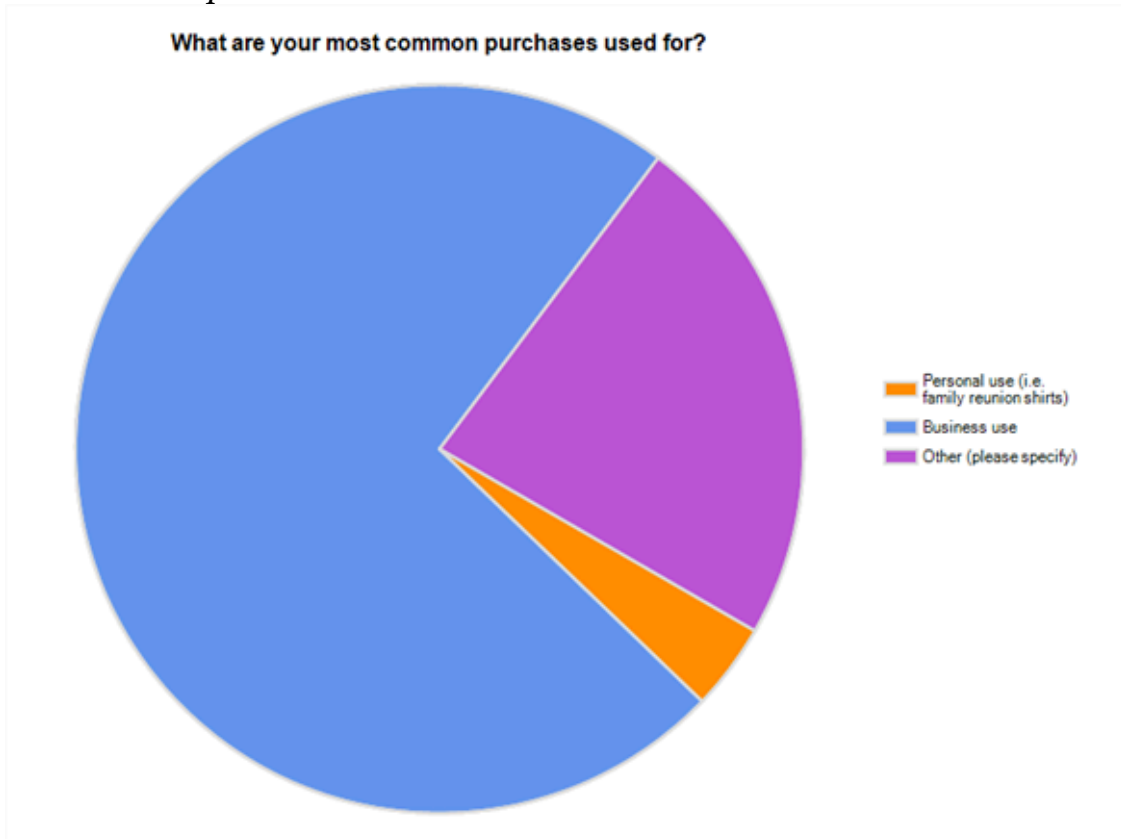
- *A high percentage of participants, around 84%, have made 0-10 purchases in the past year.*
  - “My department has made 2-3 purchases, but other departments also make purchases. Perhaps 6-7 overall?”
  - “once- annual event”
  - “3-4”
  - “5-10”
  - “zero”
- *A few respondents have made an amount over 20 purchases in the past year.*
  - “too many to count, very many projects have gone to them.”
  - “50”
  - “20+”

- *Of the participants, around 70% purchase anywhere from 999-50 items at a time with each order. Close to 23% purchase 49 and below which may be a problem with Tampa T-Shirts 24 item limit.*



N=53

- *Most participants, around 73%, use Tampa T-Shirts for business use. Other purchases are pretty sporadic, including things such as events, sports, school and personal uses.*

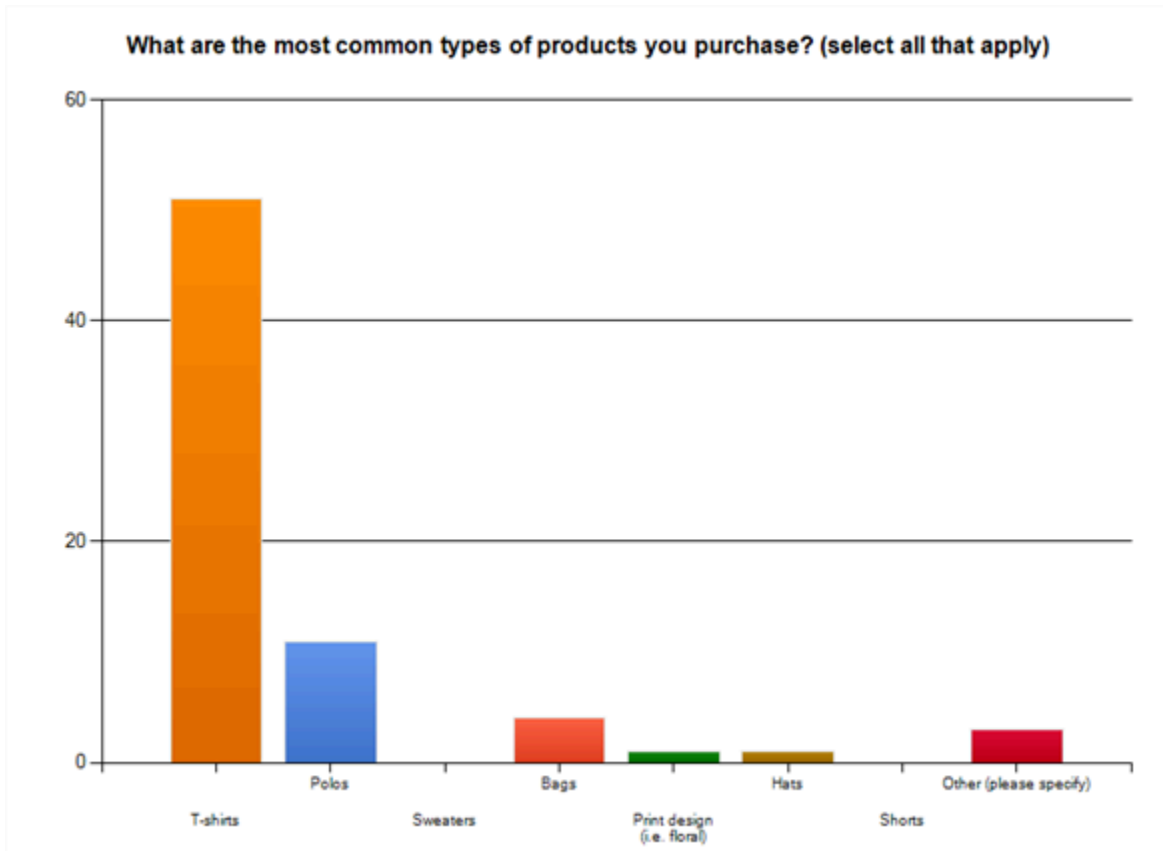


N= 52

**Other**

- “Club Shirts Battle of the Books”
- “Sports team”
- “Group of runners needed a t-shirt for a race”
- “Volunteers for non-profit event”
- “Model4Jesus- Christian fashion show ministry”
- “Club Activities”
- “Church”
- “School compeition”
- “school”
- “events”
- “Sports club”
- “Fundraiser for organization”

- *There is an overwhelming amount of t-shirts, around 96%, being purchased most commonly. Polo shirts account for about 21% easily specifying that shirts are their most common sales.*

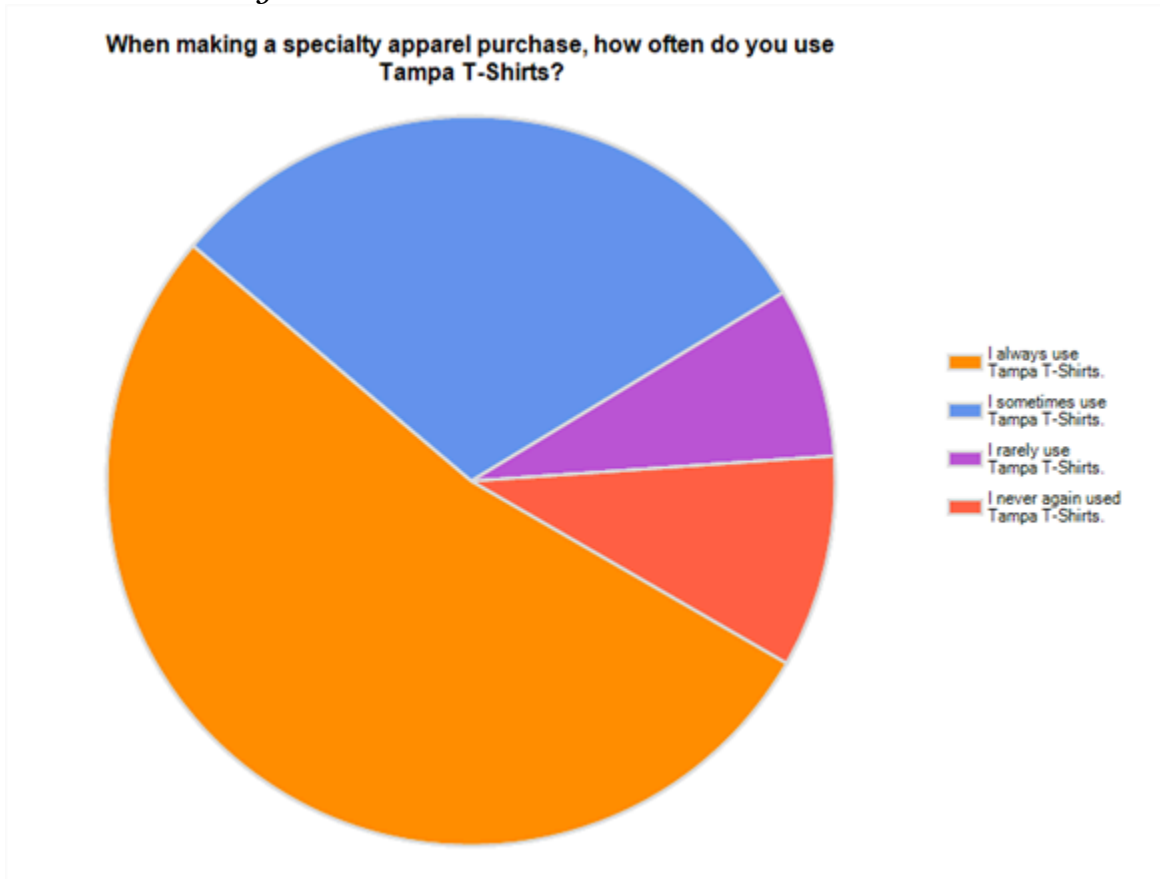


N= 53

**Other**

- “Sweatshirts”
- “Thumb drives”
- “Sweatshirts”

- *Great news that over 50% of customers always use Tampa T-Shirts. Around 38% use other specialty providers as well and 9.4% have never used Tampa T-Shirts again.*



N= 53



### Open-ended Questions:

What makes you continue to do business with Tampa T-Shirts and not other companies?

- *Close to 45% of respondents said Tampa T-Shirts customer service made them continue to do business with them.*
- “Two words: customer service”
- “Customer service, price and familiarity of our business”
- “Because of the great customer service and the relationship I have with the people that work there”
- “The people are friendly, knowledgeable and very helpful. There’s a good variety of products, and the quality is always there. The price is always right.”
- *Price, location and quick turnaround were also major determining factors.*
- “Price, location, flexibility”
- “Local business- quick turnaround of orders”
- “Quick turnaround, competitive pricing”
- “Easy to work with, great prices and local”

Why do you do business with other specialty apparel providers?

- *Around 48% of participants said they do business with other companies because Tampa T-Shirts does not offer something they need.*
- “I order waterbottles from another company because it is something that Tampa T-Shirts does not carry.”
- “... On occasion Tampa T-Shirts tells me they “can’t” do something I need.”
- “I am looking for other apparel they do not carry.”
- “Brand and other needs not provided at Tampa T-Shirts.”
- *Price and previous relationships with other companies also play a role in the companies they use.*
- “Service at a competitive price”
- “Long established business relationships”
- “because my vendor will subsidize the price”
- “Price, selection and have used those sources in the past with great results”

What made you not return to Tampa T-Shirts?

- *Around 44% of respondents have not used Tampa T-Shirts again simply because they have not needed to make another t-shirt order.*
- “No reason to return. Haven’t had a request”
- “One business purchase only”
- “Just haven’t had the need”
- “No reason for t-shirt order”

**Linkert-Scale Questions:**

When reading the following statements, respondents indicated the level of importance to each statement on a 1-7 scale.

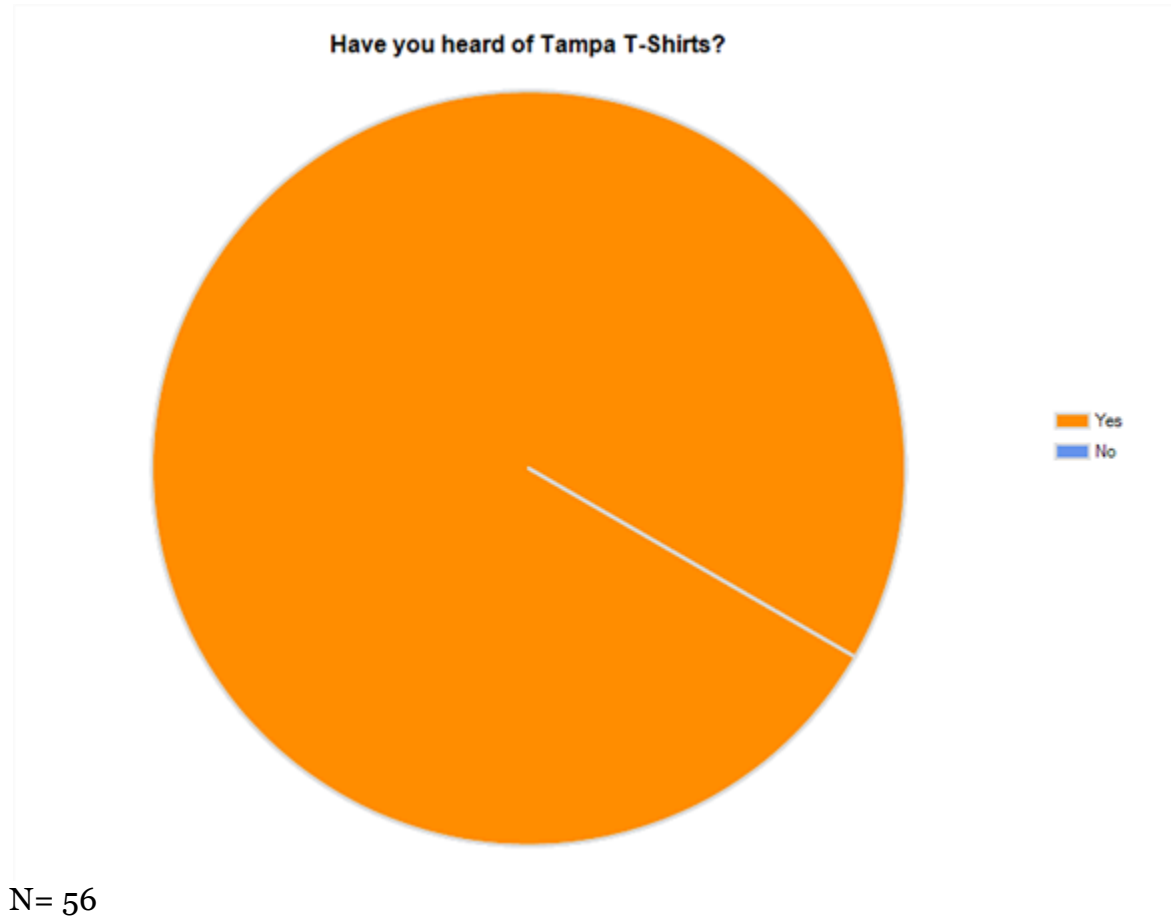
- *As the results show, each with a mean of over 6.0, every characteristic is extremely important to their customers, including what the end result looks like, quality of product, timeliness in which the product is finished, price, friendly staff/work environment and good outside communication.*

Please state the level of importance of each of the following characteristics with 7 being extremely important and 1 being not important at all.

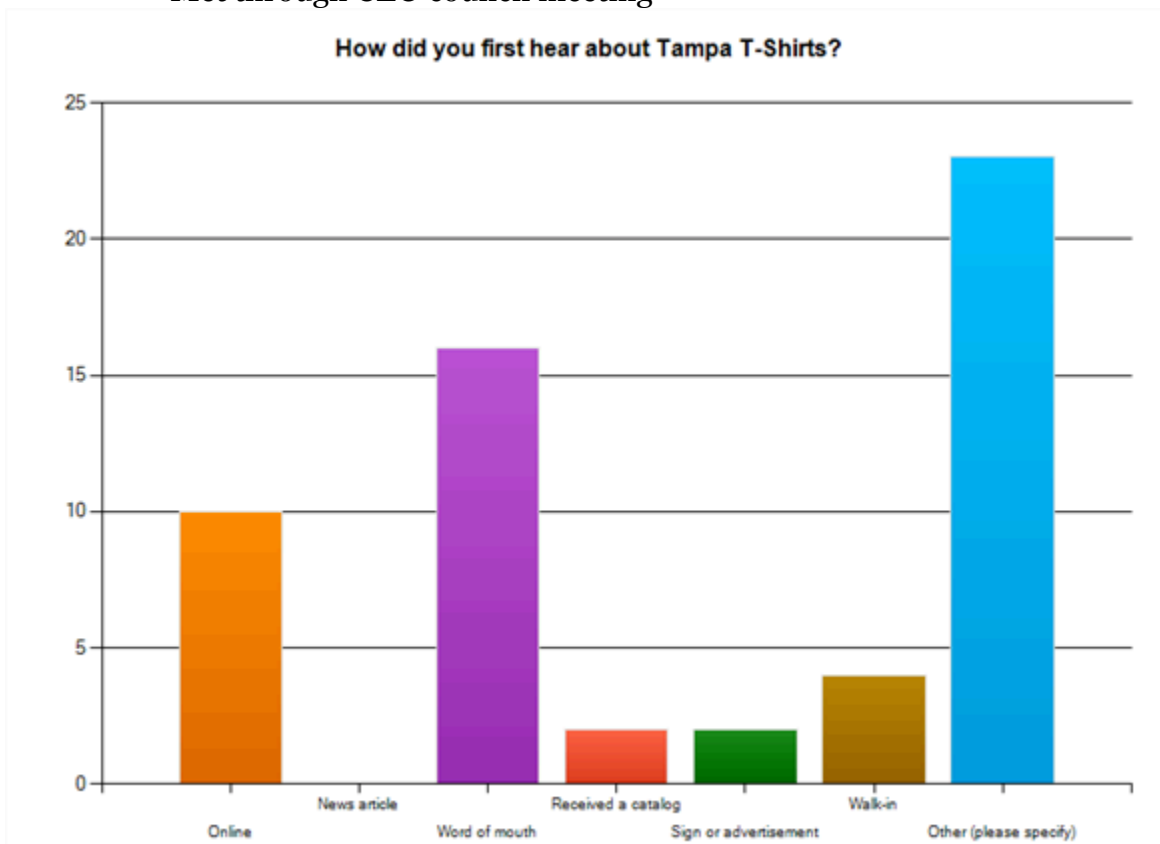
	N	Minimum	Maximum	Mean	Std. Deviation
What the end result looks like.	51	6	7	6.86	.348
Quality of the product.	50	5	7	6.76	.517
Timeliness in which the product is finished.	51	5	7	6.73	.568
Price of the product.	51	4	7	6.57	.806
Friendly staff/work environment.	51	3	7	6.20	1.040
Good outside communication between the client and staff.	51	3	7	6.18	1.108
Valid N (listwise)	50				

**Objective 2:** To clarify and strengthen the name of the organization, brand and business opportunities that Tampa T-Shirts strives to embody.

- *Out of the 56 respondents that took the survey 100% of them have heard of the company Tampa T-Shirts.*

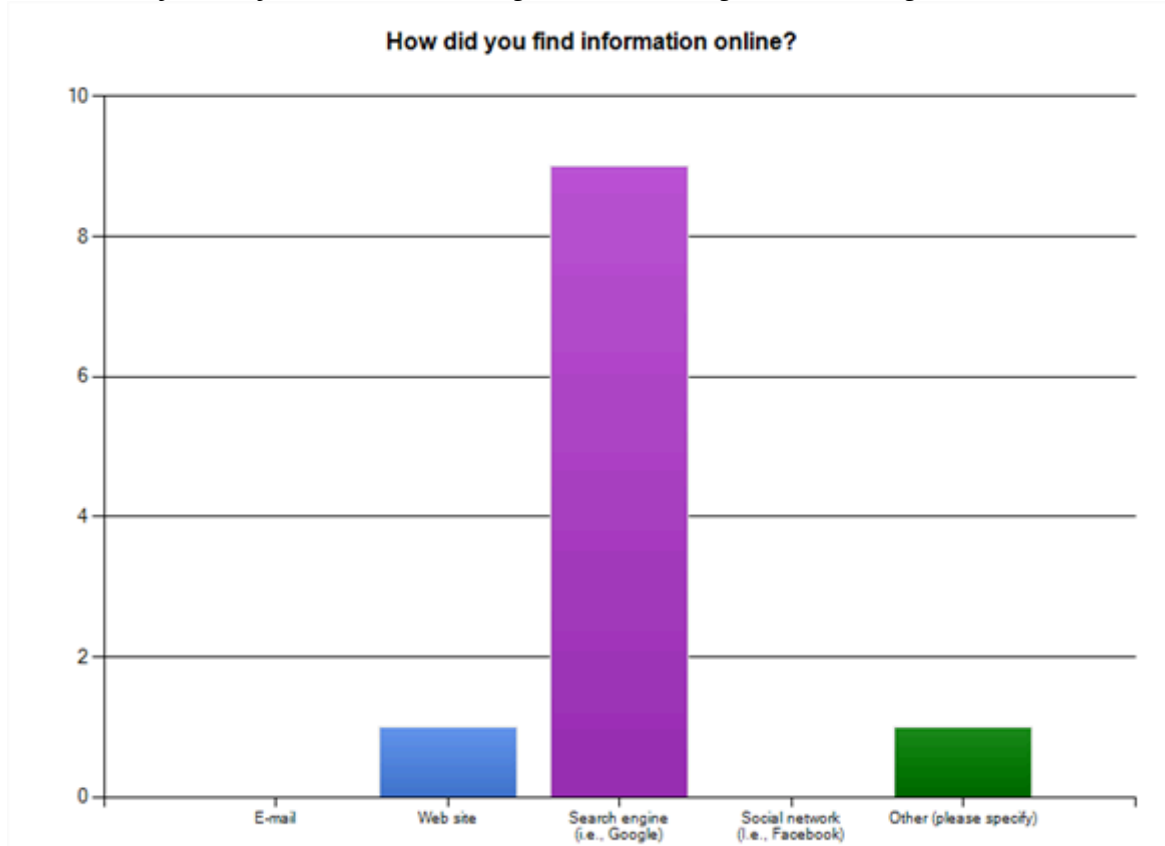


- Although close to 40% of responses were in the “other” category, 27% of those responses could be linked to “word of mouth” and 45% simply knew or somehow met the owner Juan Davis which can be linked to “word of mouth” as well. Turns out, “word of mouth” has an even higher percentage than the 28.6% shown on this graph.
  - “referral”
  - “person we work with uses them”
  - “A friend had one of their business cards.”
  - “Employee met Juan at a networking function”
  - “Someone from Tampa T-Shirts stopped by the school”
  - “I know Juan Davis”
  - “know the owner”
  - “Met through CEO council meeting”



N= 56

- *Of the 18% that found information about Tampa T-Shirts online, around 82% of them found them through a search engine like Google.*

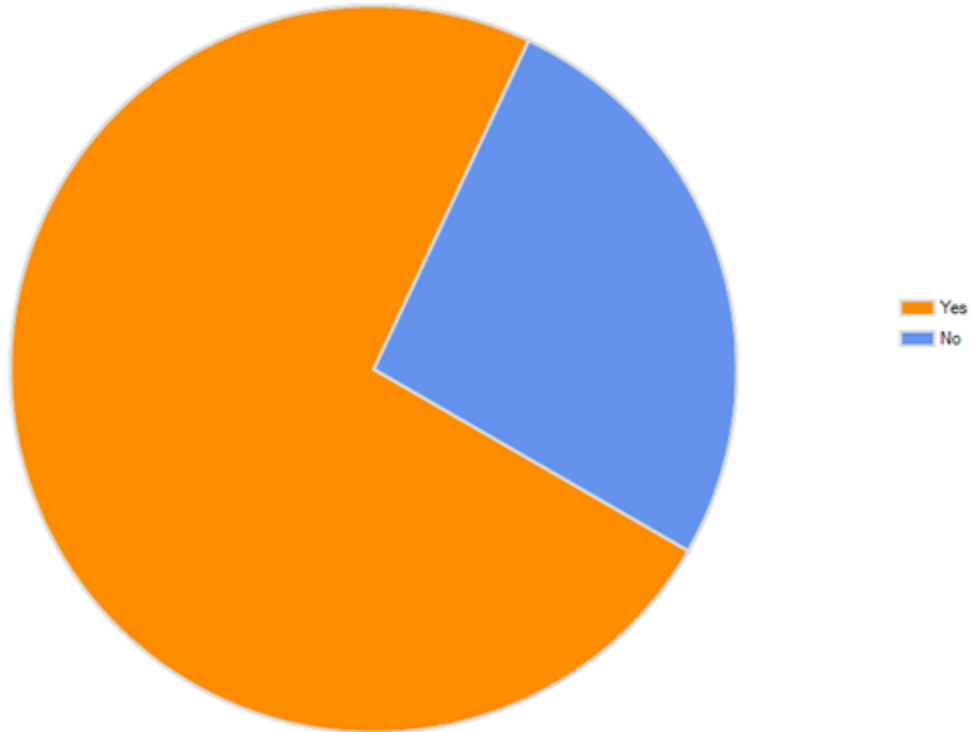


N= 11

**Other:** “know owners”

- 73.2% of respondents had come across other specialty apparel businesses before deciding on doing business with Tampa T-Shirts.

Did you come across other specialty apparel businesses before you decided on doing business with Tampa T-Shirts?

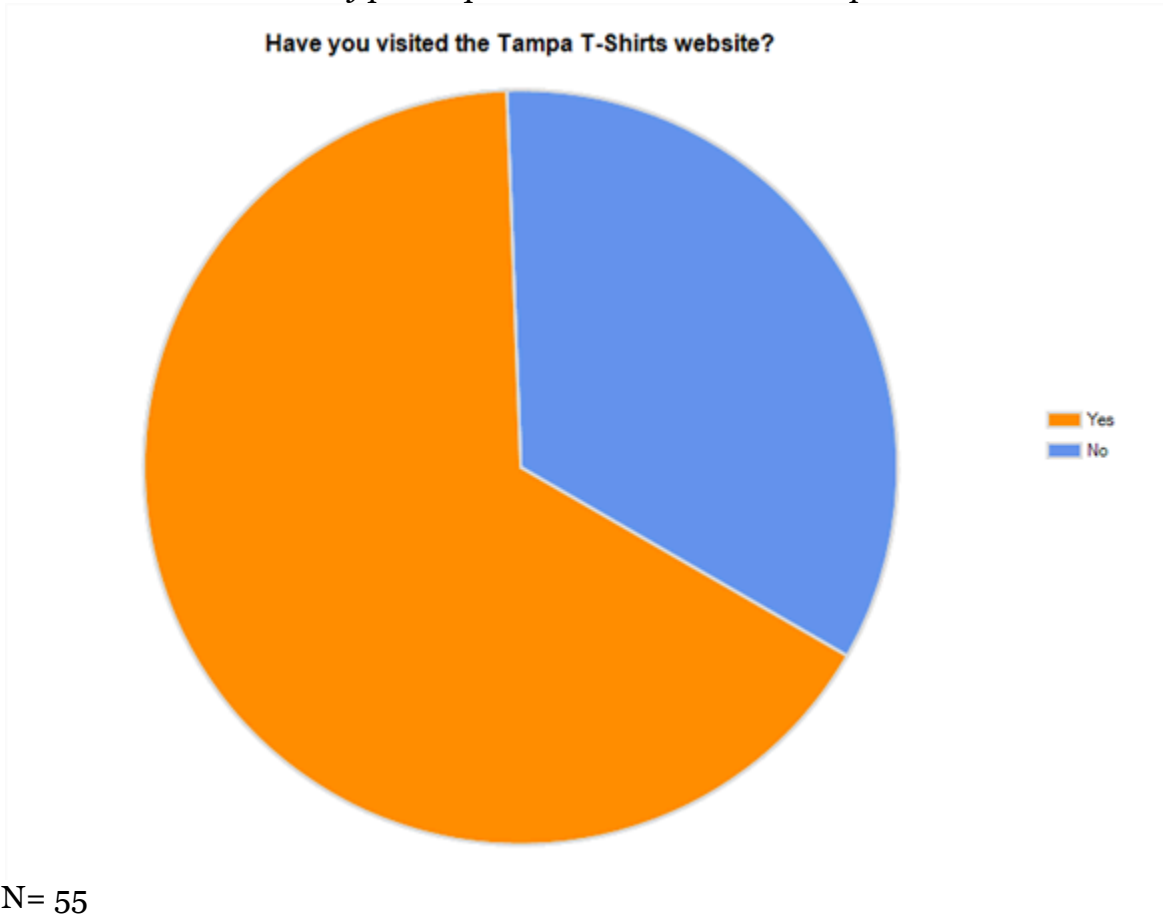


N= 56

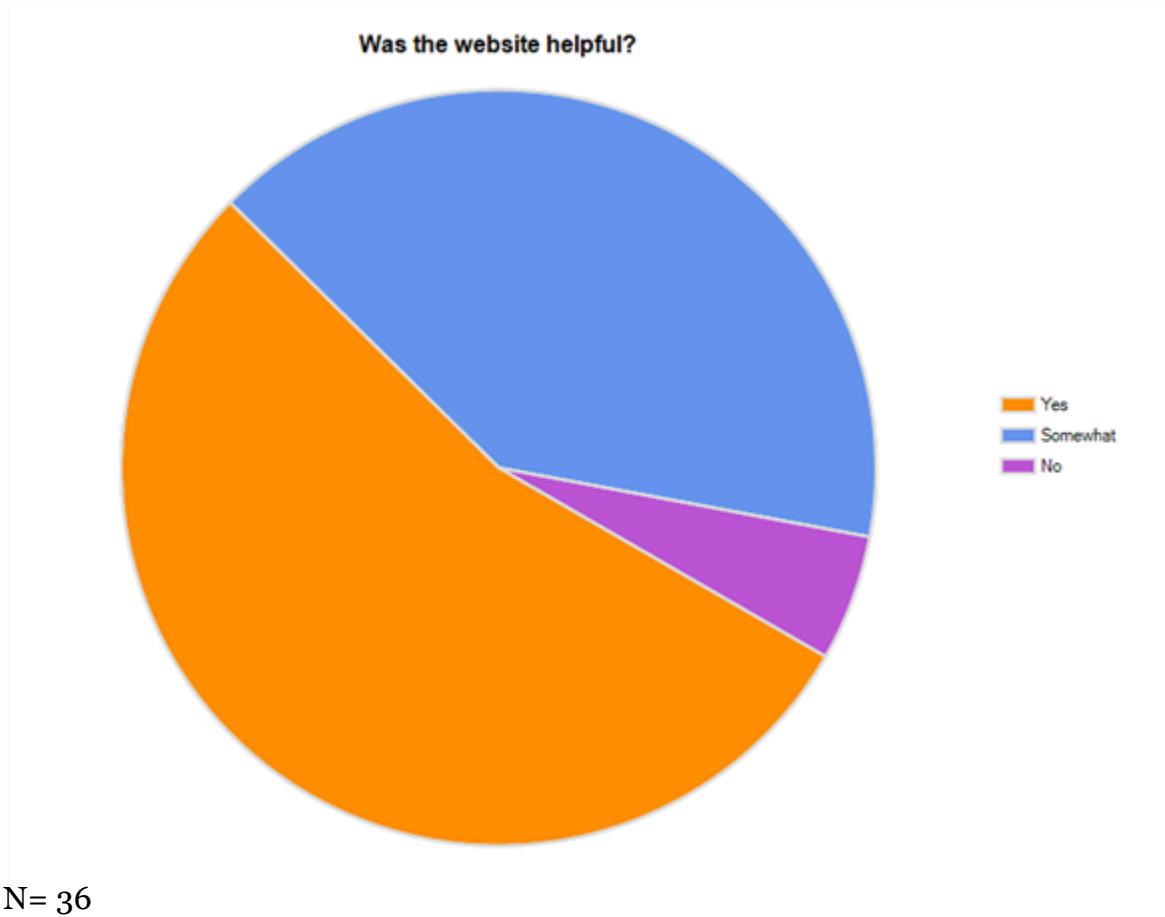
**Open-ended question:** What set Tampa T-Shirts apart from the rest?

- Price, location and customer service seemed to be an ongoing trend with close to 92% of respondents having said or referred at least one of those topics.
- “Your service, availability, ease to work with and cost.”
- “It is a local company and offers a competitive rate.”
- “The great communication and customer service. The product is good quality with a good price.”
- “pricing, quality and service”
- “service, price, location”
- “price, location, flexibility”

- *Close to 66% of participants have visited the Tampa T-Shirts website.*

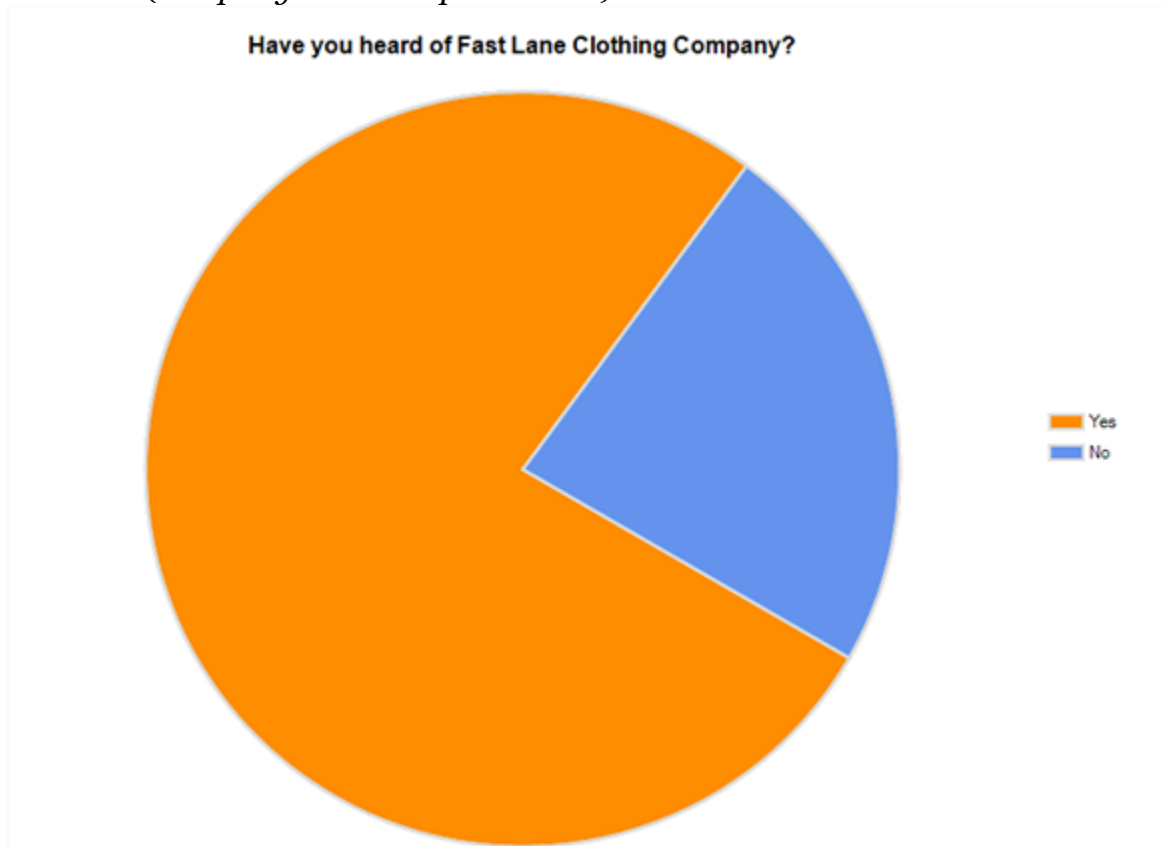


- While 55.6% of respondents said the website was helpful, close to 45% said it was either somewhat or not helpful at all meaning there needs to be some work done with the website.





- *Almost 77% of participants have heard of Fast Lane Clothing Company (company DBA Tampa T-Shirts).*



N= 55

**Open-ended questions:**

How are Tampa T-Shirts and Fast Lane Clothing Company related?

- *Of the 76.4% of respondents that had heard of Fast Lane Clothing Company a little over 33% had no idea how they were related.*
  - “I’m not sure.”
  - “I have no idea... I’ve just heard both names.”
  - “Not sure.”
  - “Not sure but I saw something about it in their office”
- *23% figured they were two different companies with the same owner.*
  - “They are run by the same people”
  - “Under the same owner”
  - “Owned by the same people”
  - “Same owners”
- *And the fewest, with close to 21%, got that they were the same company.*
  - “I think it’s one in the same”
  - “I believe they are one in the same... sister companies??”
  - “Same company”

What 3 words come to mind when you think of the company Tampa T-Shirts?

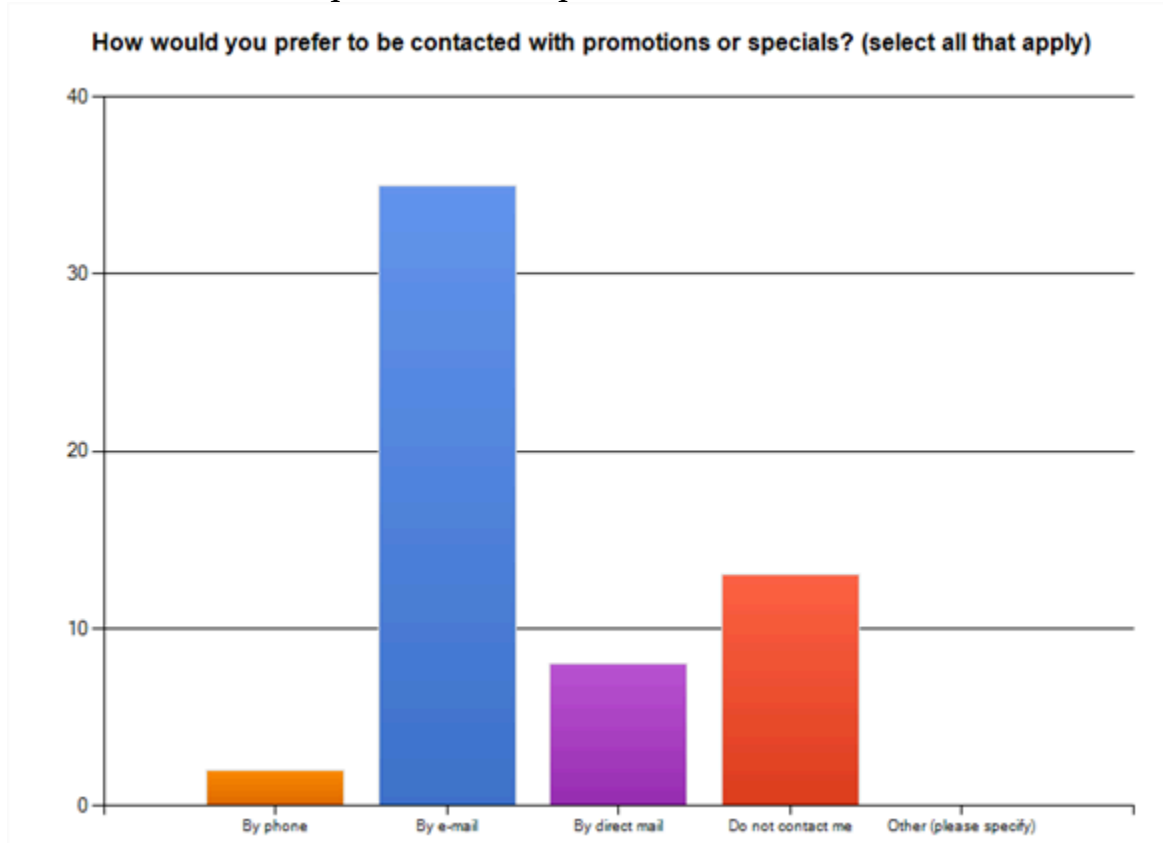
- *Of the 41 responses, the 3 most common words were service/friendly, quality and price.*
- “Service, quality, price”
- “Great design, good pricing, great quality”
- “Customer service, quality, price”
- “Service...sales...communication”
- “Friendly, quality, knowledgeable”

What could Tampa T-Shirts do to improve the quality of your business experience?

- *Of the 28 replies, close to 61% could not think of anything and thought Tampa T-Shirts is doing a great job.*
- “Sorry I don’t much to say... I really like working with them as it is and wouldn’t change anything”
- “Nothing, I’m happy”
- “They are great to work with”
- “Nothing”
- “They already meet my expectations”
- *A few expressed an increase in new ideas and smaller minimum orders.*
- “Approach me with new ideas that are variations on my current purchases, or hell... just new ideas in general.”
- “Increase design ideas”
- “I’ve not purchased in a while but I wish I could place smaller orders”
- “Lower their minimum purchase amount”

**Objective 3:** To create maintainable customer communication and relationship building techniques through a variety of tactics.

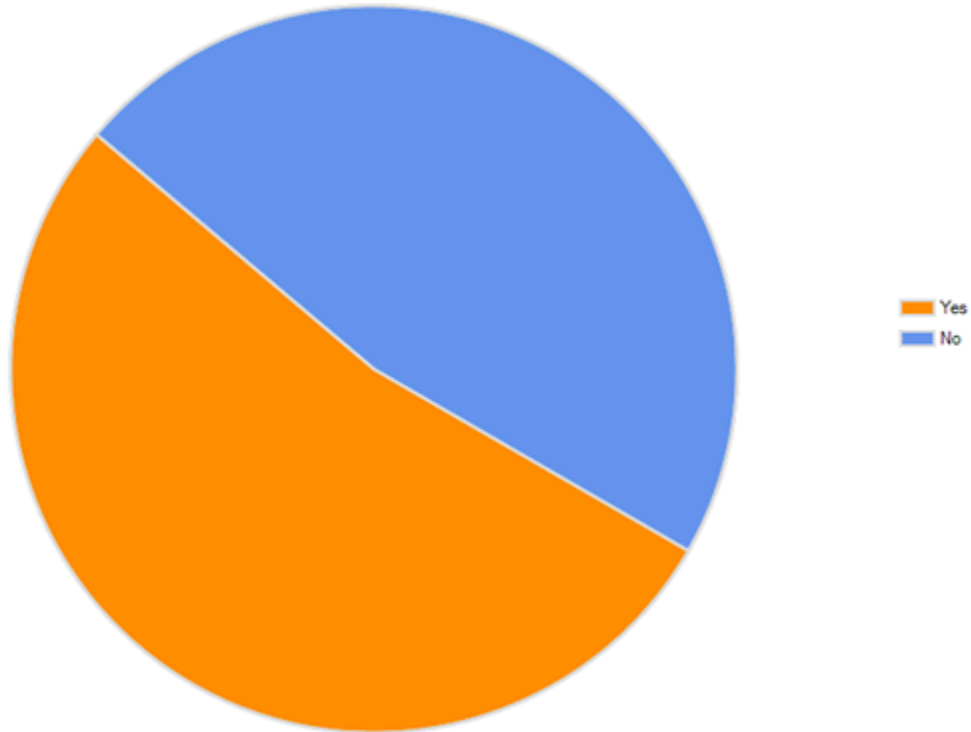
- *A little over 65% of participants felt they would prefer to be contacted through e-mails with promotions or specials.*



N= 52

- *However, it was almost a 50% split when customers were asked if they would like to receive e-mails highlighting new products, promotions and specials.*

Would you like to receive e-mails highlighting new products, promotions and specials?



N= 52

**Objective 5:** To increase local awareness of Tampa T-Shirts services and products by \_\_\_% by \_\_\_ date, to ultimately increase revenue.

**Likert-style scale question:**

When reading the following statements, respondents indicated their level of agreement or disagreement through a Likert-style scale with categories of “Strongly Agree,” “Somewhat Agree,” “Neutral,” “Somewhat Disagree” and “Strongly Disagree.”

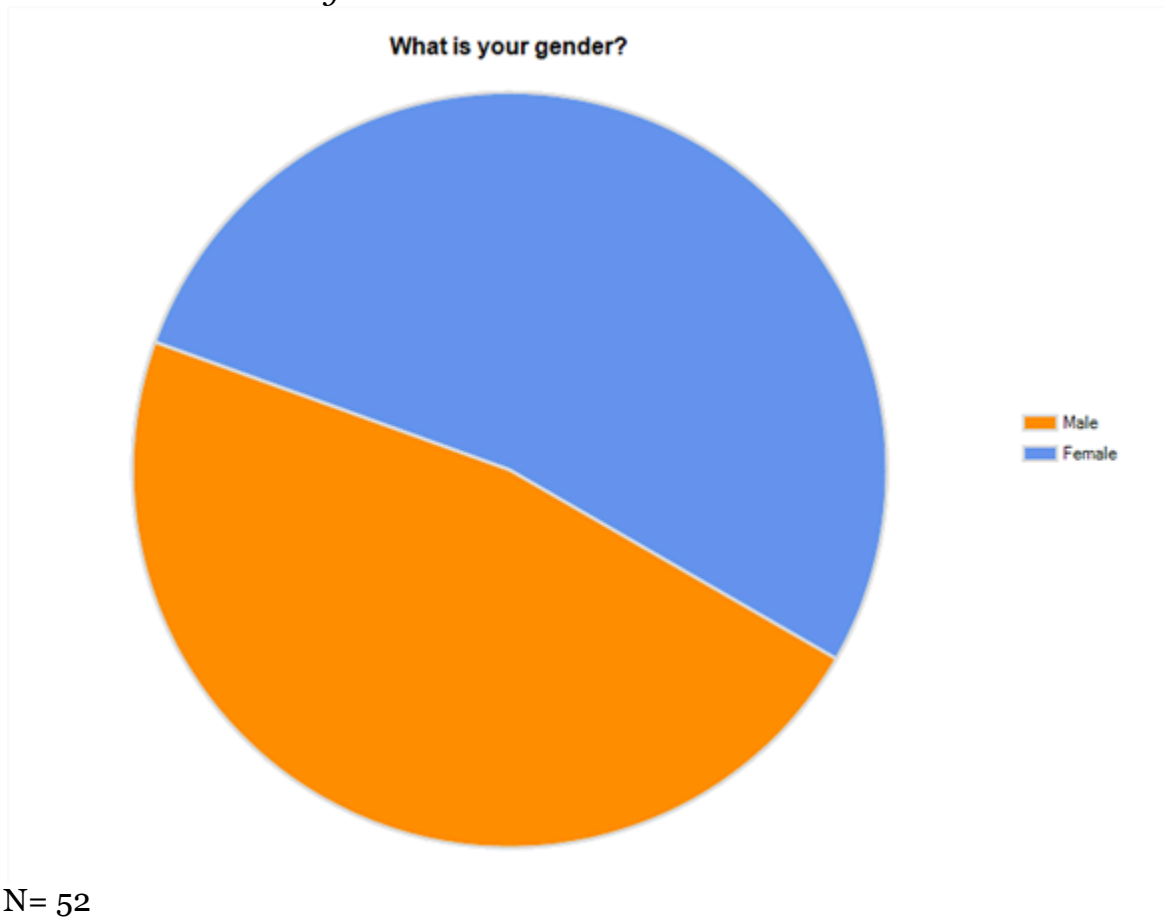
- *According to our data, all results can be worked on as not one hit a mean above 4.0; however, it is pretty clear that Tampa T-Shirts does not only produce t-shirts, is not limited in product choice, has provided jobs in the community, offers embroidery and offers eco-friendly products. We also see that customers, on the most part, do not feel overwhelmed by product choice. We could definitely work on the community awareness with 62% of respondents saying they somewhat disagree or are neutral about the statement. Free logo design is also something that needs to be better expressed with 74% saying the strongly or somewhat disagree or are neutral to the statement.*

Please indicate your level of agreement or disagreement with the following statements.

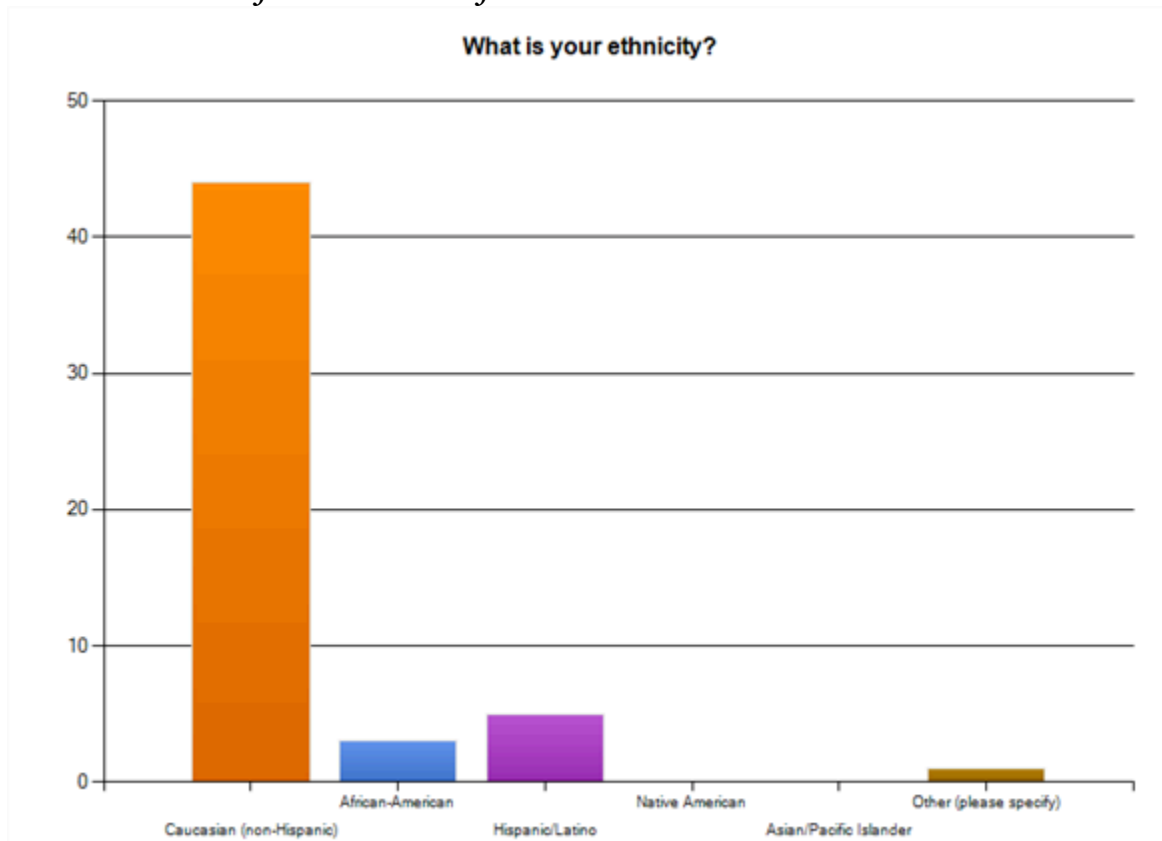
	N	Minimum	Maximum	Mean	Std. Deviation
Tampa T-Shirts has provided jobs in the community.	51	2	5	3.88	.791
Tampa T-Shirts offers eco-friendly products.	52	2	5	3.44	.777
Tampa T-Shirts is well-known in the community.	50	2	5	3.38	.855
Tampa T-Shirts offers free logo design.	50	1	5	3.16	1.057
Tampa T-Shirts does not offer embroidery.	51	1	5	2.29	.986
I feel overwhelmed by the variety of products offered by Tampa T-Shirts.	52	1	5	2.29	1.035
Tampa T-Shirts is limited in product choice.	52	1	5	2.00	.907
Tampa T-Shirts only produces t-shirts.	52	1	4	1.94	.958
Valid N (listwise)	47				

### Demographic Results

- While the graph shows a near 50% split, almost 4% more females responded to this survey.



- *Almost 83% (43 people) of respondents were Caucasian, 5.8% (3 people) were African American, 9.6% were Hispanic/Latino (5 people) and 1.9% (1 person) was half Caucasian half Asian.*

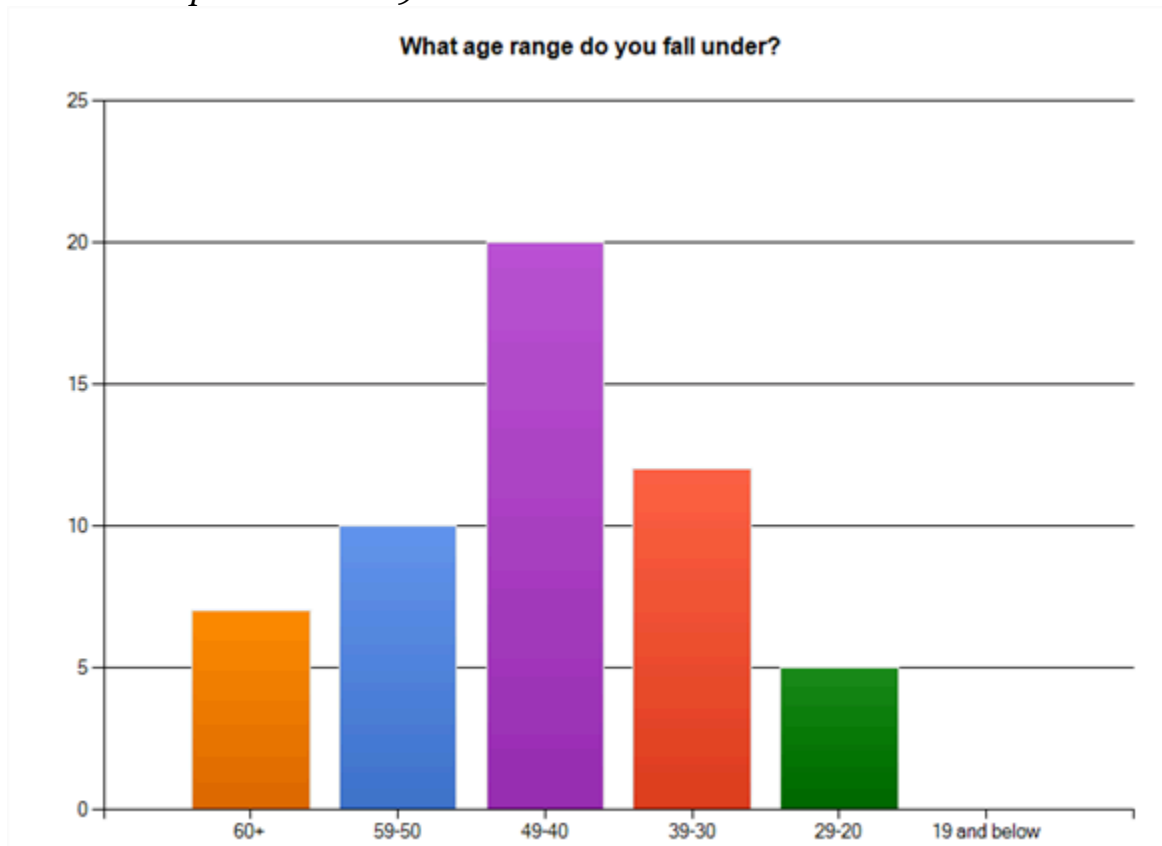


N= 52

**Other:**

“half Caucasian half Asian”

- *A little over 58% (31 people) of participants were between that ages of 49-30. 32.1% (17 people) were 50+ and 9.4% (5 people) were 20-29. Not one respondent was 19 or below.*



N=53



## **Conclusion**

As our demographic data shows, there is a high Caucasian customer ethnicity split between males and females mostly between the ages of 30-49.

According to our first objective, which is to garner an in-depth understanding of current and potential customer groups, many of their past customers seem to be very pleased with their past purchases saying that Tampa T-Shirts completed their purchases in a timely manner, provided friendly service, was a good company to do business with and had a good experience with the company. Customers also believed Tampa T-Shirts produced quality products and were satisfied with their purchases. Communication is something they can definitely improve on with both “consistent communication with its customers” and “receiving e-mails regularly regarding new products, sales and promotions” falling below a mean score of 4.0. It’s interesting that price and location had a lower mean score, as the survey initially revealed that customers regarded price as a determining factor.

We discovered the average amount of purchases customers make per year range usually from 1-10 and that most purchases are simply for business purposes. Purchases are most commonly orders for t-shirts or polos which is in congruence with the company’s name and small branding efforts. While this may also reflect customer awareness of different products the company offers, a high percentage, around 45%, strongly disagreed that Tampa T-Shirts only produces t-shirts. We also discovered that over 50% of customers always use Tampa T-Shirts; great news for the company. Around 38% use other specialty providers as well for reasons such as previous business relationships or because Tampa T-Shirt does not offer a product they need. 9.4% of customers said they never used Tampa T-Shirts again, but a high percentage of the reasoning was simply because they have not needed to make another t-shirt order.

Our second objective is to clarify and strengthen the name of the organization, brand and business opportunities that Tampa T-Shirts strives to embody. Most Tampa T-Shirts current customers become aware of the business through word of mouth; which opens up areas for more advertising and community outreach in other ways. According to our results, price, location and customer service play a primary role in setting Tampa T-Shirts apart from other specialty apparel providers. This is an encouraging response to further develop and promote in our campaign. The website does need some redevelopment efforts, as close to 45% of respondents said it was somewhat or not helpful at all. We do face some troubles with Tampa T-Shirts being in the midst of an identity crisis. While close to 77% of customers have heard of their old branch, Fast Lane Clothing Company, almost all are confused as to the relationship between the two. Most have no idea how they are related and some even think they are two companies with the same owner rather than one company doing business as another. The company may need to consider eliminating the use of the name “Fast Lane Clothing Company” and adhere to the use of “Tampa T-Shirts” as everyone in our sample is familiar and knowledgeable about them.

Our third objective is to create maintainable customer communication and relationship building techniques through a variety of tactics. We have discovered that e-mail is the best medium to contacting our customers; however, close to half do not want to be contacted with e-mails highlighting new products, promotions and specials. We would probably have to put a link on our newsletters with an option to unsubscribe so as not to annoy customers.

Our fifth Objective is to increase local awareness of Tampa T-Shirts services and products to ultimately increase revenue. According to our data, all results can be worked on as not one hit a mean above 4.0. However, it is clear to our customers that Tampa T-Shirts does not only produce t-shirts, is not limited in product choice, has provided jobs in the community, offers embroidery and offers eco-friendly products. We also see that customers, for the most part, do not feel overwhelmed by product choice. We could definitely work on the community awareness with 62% of respondents saying they somewhat disagree or are neutral about the statement. Free logo design is also something that needs to be more efficiently expressed with 74% saying they strongly or somewhat disagree or are neutral to the suggestion that free logo design is offered in house.

Tampa  
T-shirts



[ SWOT ANALYSIS ]

#### Strengths:

- Customers of Tampa T-shirts feel that the company provides a friendly service and is a good company to do business with.
- Tampa T-Shirts produces quality products. Customers are generally satisfied with their purchases.
- Customers feel that Tampa T-Shirts prices set them aside from competing clothing companies.
- Tampa T-Shirts has timely turn around rates.

#### Weaknesses:

- Tampa T-Shirts' web site is disorganized. Potential customers find it hard to navigate when browsing for t-shirts.
- Tampa T-Shirts has an extensive variety of products. Such a broad catalog overwhelms most customers.
- There is a lack of communication between Tampa T-Shirts and its customers regarding e-mail notifications highlighting new products, sales and promotions.
- Little to no advertising is done to increase awareness.
- Brand name is ambiguous. Tampa T-Shirts also associates itself with the "mother" company of Fast Lane Clothing Co.

#### Opportunities:

- Over half of Tampa T-Shirt's customers only use Tampa T-Shirts as their source for specialty clothing.
- One of the first ways customers look up a t-shirt company is to use a search engine, such as Google, which creates search optimization for the company.
- Most student organizations order new shirts every semester and some customers said they order custom clothing even more often.
- Reliability, price, and professionalism are the top three characteristics of a "good company", as described by our research participants.
- E-mail is the best medium for contacting customers to build customer relationships.

#### Threats:

- Competition from other custom clothing companies in the area.
- Lack of awareness for Tampa T-Shirts in the Tampa Bay area due to little/no advertising and poor search engine optimization.
- Close to half of customers do not want to be contacted with e-mails about promotions, new products, or specials.

Tampa  
T-shirts



[ STRATEGIC PLAN ]

## **Executive Summary:**

Tampa T-Shirts lacks a cohesive and centralized message to guide business maintenance and expansion. Also, current and potential customer groups are not adequately profiled and prioritized.

In order to garner an understanding of potential target markets in the university community, a focus group of 8 University of South Florida organization leaders, namely those in charge of apparel, was conducted. Around 300 invitations were e-mailed to all USF student organizational leaders. The data collected during the focus group delineated the perceptions of potential customers, their most important purchasing requirements, and the apparel purchasing process for a variety of on-campus organizations. We also tested their perception of Tampa T-Shirts through their logo, website, organization name, using an overhead projector to display images.

We also conducted an electronic survey using Survey Monkey of past and present customers to determine their perception of the company and potential return-business incentives. Using the store database, the survey was e-mailed to a random selection of 243 customers. Responses were collected for an 18-day period. We collected a total of 57 responses, totaling 23.5% return rate.

Our first objective was to garner an in-depth understanding of current and potential customer groups. Many past customers seem to be very pleased with their past purchases stating that Tampa T-Shirts completed their purchases in a timely manner, provided friendly service, and was a good company to do business with. Customers also believed Tampa T-Shirts produced quality products and were satisfied with their purchases. Communication is something they can improve on with both “consistent communication with its customers” and “receiving e-mails regularly regarding new products, sales and promotions.” Each of these efforts scored below the 4.0 mean on a 5.0 scale.

The majority of customer’s orders are for business purposes. Purchases are most commonly orders for t-shirts or polos which justifies the company’s namesake. We also discovered that over 50% of customers always use Tampa T-Shirts; great news for the company. While 9.4% of customers have said they never used Tampa T-Shirts again, a high percentage of the reasoning was simply because they have not needed to make another t-shirt order.

According to results, price, location and customer service play a big role in setting Tampa T-Shirts apart from other specialty apparel providers. This feedback will be essential in composing a positive campaign. The website is an area of concern, with 45%

of respondents saying it was somewhat or not helpful at all. Tampa T-Shirts needs to establish and maintain an identity, based on this data.

Our third objective is to create maintainable customer communication and relationship building techniques through a variety of tactics. We have discovered that e-mail is the best medium to contact customers; however, close to half do not want to be contacted with e-mails highlighting new products, promotions and specials. In order to appease customers who do not wish to receive electronic communication, an “unsubscribe” link must be included.

According to our data, many communication efforts need to be modified, as responses did not reach the 4.0 mean. However, it is clear to customers that Tampa T-Shirts does not only produce t-shirts, is not limited in product choice, has provided jobs in the community, offers embroidery and eco-friendly products. We also see from the data, that customers on average do not feel overwhelmed by product choice.

### **Problem Statement:**

Tampa T-Shirts lacks a cohesive and centralized message to guide business maintenance and expansion. There is confusion among management and customers regarding the name and brand of the company, as Tampa T-Shirts and Fast Lane Clothing Inc. are used interchangeably and without explicit design. Their internal and external communication efforts are sporadic and lack focus. Internal organization of missions, strategies and currently employed marketing, communication, and advertising tactics are ill-established. Current and potential customer groups are not adequately profiled and prioritized.

### **Goal:**

Tampa T-Shirts aims to increase awareness and thus business relationships in the local Tampa Bay area. With a new understanding of current customer demographic and purchasing trends, Tampa T-Shirts will begin a new systemized communication initiative to maintain close relationships with business partners, and allow for expansion of new customers and business as well.

## **Objectives:**

**Objective 1:** To garner an in-depth understanding of current and potential customer groups.

**Objective 2:** To clarify and strengthen the name of the organization, brand and business opportunities that Tampa T-Shirts strives to embody.

**Objective 3:** To create maintainable customer communication and relationship building techniques through a variety of tactics.

**Objective 4:** To understand the University of South Florida campus organizational needs and create a larger presence on campus.

**Objective 5:** To increase local community awareness of Tampa T-Shirts services and products.

## **Strategy:**

Develop a customized and strategic communications campaign directed at current customers and potential customers. The campaign will establish a direct communication effort embedded with marketing, advertising and social responsibility initiatives through dispersement of a variety of publications.

## **Message:**

“Covering your back since 1985.



## Tactics:

- Monthly electronic newsletter to communicate current sales, new products, customer relations, and employee excellence.
  - a. Send out in mass email to current customers who have provided working email addresses, using the email database. We will also offer the option for customers to remove their email from the list if that is their preference.
  - b. Assign this duty to an employee who will be able to produce an exciting and effective newsletter each month, using the suggested template.

*Research from survey results from SurveyMonkey.com, revealed that only 17.9% of current or past customers strongly agreed with the following statement: “Tampa T-Shirts sends me e-mails regularly regarding new products, sales and promotions.”*

*This proves that email is an untapped resource that we can use in promoting relationship building with existing and potential customers.*

*The same research also showed that 66.0% of respondents answered “by email” when asked: How would you prefer to be contacted with promotions or specials?*

- Design a printable brochure for customers and potential businesses to be sent by mail and to receive in store.
  - a. In a compositionally friendly and pleasing manner, design a short brochure that briefly describes Tampa T-Shirts merchandise and capabilities, a comparative listing of prices of high demand products, a few steps describing the different ways to make an order, and the contact information.

*Research from the survey data collected with SurveyMonkey.com reports that 46.4% of current or past customers strongly disagreed with the following statement: “I receive Tampa T-Shirts’ catalogues in the mail. This means that the past method of sending out a large, lengthy catalogue that is expensive to ship and then getting discarded, is ineffective and costly. The short, informative and light weight brochure is designed to grab the attention of our target market, cut costs, and provide a guide for customers.”*

- Revamp the existing website remodeling it to be more informative and user-friendly.
  - a. Create a tool bar at the top of the web page that has multiple tabs including, background information about Tampa T-Shirts, ordering information and processes perhaps even adding a tracking function for purchase orders, contact information, recent press releases, and a tab for new product and promotion information.
  - b. Make the layout easy to navigate by separating tabs by color and inserting a search function.
  - c. Track and compare the hits from the old website to the hits on the new website and create another survey at a later time to determine whether they find the website useful in order to understand the effectiveness of the tactic.

*Research from a focus group among members of various on and off campus organizations, who often purchase similar merchandise that Tampa T-Shirts offers, revealed that 100% of participants felt that website improvements are necessary to field the user friendliness and overall attractiveness and usefulness of the site.*

- Create a new slogan to enhance brand identity and to resonate with current customers and attract new customers.
  - a. Use simple and generic language to describe Tampa T-Shirts in as few words as possible.

*Research from the survey data collected with SurveyMonkey.com reports that of the 41 open ended responses, the 3 most common adjectives to describe Tampa T-Shirts is “friendly service, quality, and price.”*

- Create an improved and strategic logo to replace Tampa T-Shirt’s current and ambiguous logo.
  - a. Strategically chosen colors, fonts, and images need to be chosen and compositionally designed to reflect the slogan and brand identity.
  - b. The logo will adhere to rules of compositional design including space, line, color, shape, texture, focal point, balance, movement and unity.

*Research from a focus group among members of various on and off campus organizations, who often purchase similar merchandise that Tampa T-Shirts offers, said that the logo “lacks creativity”, “is a little outdated”, “is unmemorable, and uses an over-used palm tree; has no color theme.”*

*Participants also revealed the ideas that the palm tree does evoke a sense of local-residence and admit to the attention-demanding nature of the logo.*

- Create a Facebook profile to maintain customer relations with local businesses, and to reach out to potential customers, including university organizations
  - a. Design a Facebook page that communicates the mission and brand identity of the company, using pictures of products, the location, and community involvement, and posting new press releases and updated product information
  - b. The employee assigned to update the Facebook profile, should do so in a consistent manner that adheres to the provided style guide and user manual.
  - c. The profile should be updated according to the state of the company, i.e. maintain up-to-date contact information, product production, etc..
- Compose a Media Kit to include all relevant publications
  - a. Include in the kit publications including, but not limited to: a backgrounder, a CEO biography, a fact sheet, business card, FAQ sheet, media presence, style guide, the new slogan, logo, website link, map of the area to include store location, updated press release, printed brochure, latest newsletter, electronic copy of the commercial, contact information
  - b. This kit will be made available to a variety of media sources to aid in the ease and tendency of Tampa T-Shirts media spots.
- Design a video spot to be aired via the company website, specified social media hosts, and on television.
  - a. Create a video publication that reflects a specialized message to a mass audience of both current and potential clients; that Tampa T-

Shirts is valued for their superior customer service, quality and competitive price.

- b. The advertisement aims to promote Tampa T-Shirts' vast potential in terms of products and purpose of purchase by creatively showing three orders throughout the span of a customer's life (i.e. Little League team shirts, University of South Florida Greek organization t-shirt order, and a professional business polo).
- c. The commercial will have the potential to be aired for any duration of time, depending on the medium (i.e. a short-lived television commercial, or a long-term website embedded feature).

*Research from survey results from SurveyMonkey.com, revealed that when asked: How did you find your information online? 81.8% of respondents said they go to a search engine (i.e Google.com)*

*This tells us that a commercial placed on an advertisement on Google.com would receive potentially high visibility and is a means to begin new customer relationships.*

Covering your  
back since 1985



May 6, 2010

Insider

### Product of the Month



Eco-friendly products

### Employee of the Month



Sarah Smith-  
Sales Representative

### Customer of the Month



## Community Involvement

Tampa T-Shirt's commitment to neighborhood revitalization, job creation and community building propelled the decision to expand the operations and relocate the headquarters to East Tampa since fall of 2006. Tampa T-Shirts has created a platform to encourage urban and economic revitalization in East Tampa.

The relocation has created meaningful manufacturing jobs for the community. In addition, Tampa T-Shirts top management remains actively involved in the such non-profit organizations such as Computer Mentors Group, Inc. which are comprised of computers professionals interested in future opportunities of disadvantage youth and Junior Achievement which educates and inspires our youth to value free enterprise, business and economics to improve their quality of life.



Founder and owner Juan Davis with the computer mentor program group.

Tampa T-Shirts has partnered with East Tampa Development Division to achieve the mission of transforming East Tampa into a community of vibrant residential, business, social and cultural life. Always be assured that your purchase from Tampa T-Shirts is significantly contributing to Tampa's urban revitalization!

#### Contact Information

Address:  
5112 N. 22nd St.  
Tampa, FL 33610

Ph. 813-875-3024

[www.tampatshirts.com](http://www.tampatshirts.com)



## Community Involvement

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Tampa T-shirts  
5122 N. 22nd St.  
Tampa, FL 33610





- T-Shirts
- Polos
- Knit Shirts
- Woven Shirts
- Hoodies
- Eco-Friendly
- Outerwear
- Workwear
- Youth
- Infant/Toddler
- Accessories
- Caps
- Pants/Shorts
- Brands
- Price
- Occupations
- Fabrics

1-2-3 Search Category, Color & Price

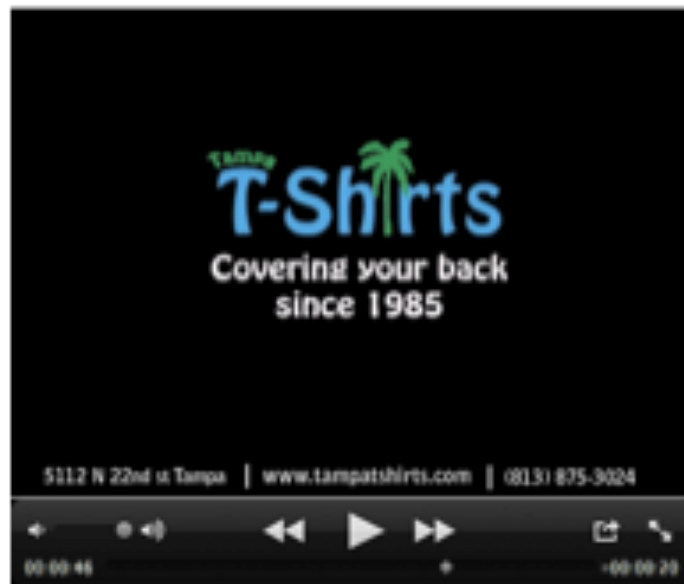
Search

Welcome to  
Tampa T-Shirts Online!

We have products for every taste and budget. Give us a call at **(813) 875-3298** if you need assistance.

Screen printing prices are based on number of colors and number of locations. Embroidery pricing is based on the number of stitches in your design.

Return to [www.tampatshirts.com](http://www.tampatshirts.com)





# Covering your back since 1985



Tampa  
T-shirts

The image features the text 'Tampa T-shirts' in a stylized, hand-drawn font. The word 'Tampa' is written in a green, cursive-like font and is positioned above the first letter of 'T-shirts'. The word 'T-shirts' is written in a blue, blocky font with a serrated, stitched edge. A green palm tree is integrated into the design, with its trunk and fronds positioned behind the 'h' and 'i' of 'T-shirts'.

Facebook | Tampa T-Shirts - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.facebook.com/?ref=logo#/pages/Tampa-FL/Tampa-T-Shirts/121360304541718?v=wall&viewas=1023960034

Most Visited University of South Fl... University of South Fl...

Norton Safe Search Search Cards & Logins

Facebook | Tampa T-Shirts

facebook Search Home Profile Account



Suggest to Friends  
Subscribe via SMS

Covering your back for over 25 years!

www.tampatshirts.com  
Get a Quote:  
info@tampatshirts.com

Information

Location:  
5112 N. 22nd Street Tampa, FL  
33610  
Tampa, FL, 33610

Phone:  
(813) 875-3024  
Mon - Fri:  
8:00 am - 5:00 pm

2 People Like This





Frank Wyszynski Anne Temme

**Tampa T-Shirts** We're finally on Facebook! Keep a look out for product updates, sales, contests and more! 11 minutes ago


Wall Info Photos Discussions Reviews

Write something...

Attach:    Share

Tampa T-Shirts + Others Tampa T-Shirts Just Others

**Tampa T-Shirts** Gallery of some of the T-Shirts we have done for local organizations!

 **YouTube - tampatshirts's Channel**  
bit.ly  
 Share your videos with friends, family, and the world

6 minutes ago · Comment · Like · Share


**Tampa T-Shirts** We're finally on Facebook! Keep a look out for product updates, sales, contests and more!  
13 minutes ago · Comment · Like

RECENT ACTIVITY

- Tampa T-Shirts edited their Phone, Location and Website.
- Tampa T-Shirts joined Facebook.

Create an Ad


**Chic, Green, & Affordable**



View Bridal Bells at Diamonds Direct in St. Petersburg. Affordable, stylish & masterfully crafted. Click here for a free catalog.

Like

Become a teacher



Get a Master's and teaching credential from the University of Southern California's Master of Arts in Teaching program delivered online

Like

Chat (87)

Done

start Facebook | Tampa T... Microsoft PowerPoint ... Resume 2 [Compatibl... Essay Exam 2 - Micro... Document2 - Microsof...


9:55 PM



Media Kit Includes:

- Newsletter
- Brochure
- Website
- Logo and Slogan
- Social Media Profile
- Contact Information
- Frequently Asked Questions Sheet
- CEO Profile
- Company Backgrounder
- Media Coverage
- Press Releases
- Order Form

\*Please note, the following documents are media kit profiles that are not pictured prior to.



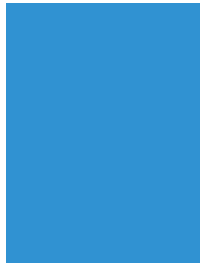
**Juan Davis**  
CEO

**Company Address**  
5112 N. 22nd Street  
Tampa, FL 33610

Phone: 813-875-3024  
Fax: 813-871-2035  
Website: [www.tampatshirts.com](http://www.tampatshirts.com)  
E-mail: [Juan@tampatshirts.net](mailto:Juan@tampatshirts.net)

Covering your back since 1985





**For further questions**

**contact:**

Juan Davis  
Juan@tampatshirts.net  
(813) 875-3024

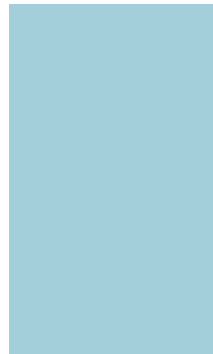
**Mission:**

*To give superior customer service and value in your purchase while providing a positive experience for you and our employees.*

**Address:**

5112 N. 22nd Street  
Tampa, FL 33610

**www.tampatshirts.com**



## Frequently Asked Questions

**What types of product do you sell?**

We offer a wide variety of t-shirt brands, including Hanes, Nike, Jerszees and Columbia. We also offer tank tops, sweat shirts, pants, hoodies, polos and tot bags. There is also a fabulous selection of Eco-friendly products offered through blended t-shirts for men, women and youths in a variety of color that

**How long will it take to get my final product?**

It normally takes us about a week to finish an order.

**Can I provide my own graphics and designs?**

Yes, you can bring your design to the store, e-mail us it, fax it, or mail it in along with your order form.

**How do I place my order?**

You can place an order through a variety of ways. You can call the store directly at 813-875-3024, order on-line through [www.tampatshirts.com](http://www.tampatshirts.com), or mail in an order using our order form.

**Do you have a product catalog?**

Yes, we have an extensive catalog book that showcases all of the distributors we work with. We also have a condensed on-line catalog presenting new products, commonly ordered products and featured products displayed through our website at [www.Tampatshirts.com](http://www.Tampatshirts.com).

**How much does it cost for a logo design?**

We offer logo design free of charge.

**What is the minimum amount of products I can order?**

Our minimum requirement is 24 products with each order.

**Do you embroider?**

Yes, we offer in-house embroidery with an assortment of apparel and accessories to choose from.

**How long will the company keep my screen for?**

We will usually keep them in stock for about a year.

**What are your store hours?**

We are open Monday-Friday from 8 a.m.-5 p.m.



**For further questions contact:**

Juan Davis  
Juan@tampatshirts.net  
(813) 871-2035

**Mission:**

*To give superior customer service and value in your purchase while providing a positive experience for you and our employees.*

**Address:**

5112 N. 22nd Street  
Tampa, FL 33610

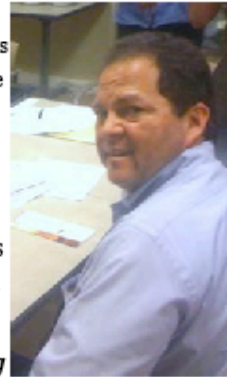
[www.tampatshirts.com](http://www.tampatshirts.com)



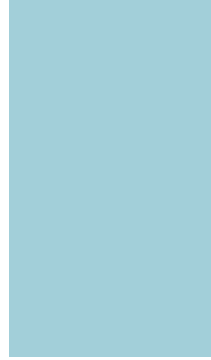
## CEO Profile

Juan Davis is the Chief Executive Officer of Fast Lane Clothing Company, which provides custom apparel such as uniforms and specialty items to corporations and organizations. Davis has been in the corporate apparel industry for 20 years.

Davis graduated from the University of South Carolina-Columbia with a degree in Business. After meeting his wife, Lori Davis, he used his business prowess to help her with her upstart clothing company *Fast Lane Clothing*



In 2006, Juan moved his Tampa T-Shirts facility from the Westshore area to the Belmont Heights area of East Tampa. Juan believed that he could lead the charge of change in the Belmont Heights area, a traditionally blighted area. As a result, Tampa T-Shirts has created a platform to encourage urban and economic revitalization to East Tampa. In addition to the move to East Tampa, Davis remains active with a number of local philanthropic efforts such as *Computer Mentors Group* which educates and provides computers for disadvantaged youth. He is also involved with *Junior Achievement*, which educates and inspires disadvantaged youth to value free enterprise and economics to improve their quality of life. One of Davis' main goals is to "reduce crime and poverty through education." Lastly, Davis has been heavily involved in Tampa's business community, being a member of the Tampa Chamber of Commerce for the past 3 years.



## Media Coverage

**For further questions contact:**

Juan Davis  
Juan@tampatshirts.net  
(813) 875-3024

**Mission:**

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**Address:**

5112 N. 22nd Street  
Tampa, FL 33610

[www.tampatshirts.com](http://www.tampatshirts.com)



**Tampa Tribune**– “Belmont Height's New Threads” written by Ted Jackovics  
Published: March 19, 2008

**Promotional Products Business**– “Providing Tech Training for Youth” written by Anne Pechuls, Associate Editor  
Issued: April 2005

**Tampa Bay Business Journal**– “Clothing Maker Sows Her Seeds of Change”  
Published: February 15, 2002

**Wearables Magazine**– “Ride the Wave” written by Torina cook Kimbrough  
Published: July 2007





Contact: Juan Davis  
Tel: 813 875 3024  
Email: Juan@tampatshirts.com

FOR IMMEDIATE RELEASE

**LOCAL COMPANY KEEPS IT AT HOME**  
*Tampa T-Shirts produces in-house apparel for local customers*

Tampa- Tampa Tshirts is maintaining a local production base, despite outsourcing from competing apparel producers.

Juan Davis, CEO of a local custom apparel company, insists that in-house production trumps outsourcing in quality, reliability, and timeliness. As the owner of Tampa T-Shirts for more than 25 years, Davis has maintained a loyal customer base of business and individuals that appreciate Tampa T-shirt's local approach to mass merchandise design and production.

"Tampa T-Shirts is a easier to work with than a national or international company; they are quick, affordable, and provide great customer service," said a Tampa T-Shirts customer.

Davis admits that sending production labor overseas would lower costs, however, he refuses to compromise the convenience and reliability that his production team provides customers.

"We do custom screen printing, embroidering, and even have an in-house creative art team for our customers. It is important to my team and my customers to provide local service for local customers," said Davis.

The current economic recession is encouraging many t-shirt and apparel retailers to outsource to China and other low-labor costing destinations, according to researchers.

Despite this popular expense-cutting effort, Tampa T-Shirts provides the Tampa Bay area with quality products at an affordable cost—from inside the walls of a new site in East Tampa.

###



Contact: Juan Davis

FOR IMMEDIATE RELEASE

Tel: 813 875 3024

Email: Juan@tampatshirts.com

### **Tampa T-Shirts Makes Its Move**

#### *Local T-shirt Company Contributes to Redevelopment*

TAMPA – While most businesses looked forward to relocating out of East Tampa’s Belmont Heights, Juan and Lori Davis were looking to move in. The couple decided to move their local t-shirt company to the poverty stricken area in the fall of 2006. Their commitment to neighborhood revitalization, job creation and community building propelled the decision to expand the operations and relocate. Their company, Tampa T-Shirts, has created a platform to encourage urban and economic revitalization.

Tampa T-Shirts now employs over twenty people-mostly from Belmont Heights-and has caught the attention of Tampa’s civic leadership, including Mayor Pam Iorio.

“This is very positive for East Tampa,” said Iorio. “These are people who wanted their business to be in East Tampa. They got very involved in all the community meetings and they have been a great addition.”

Tampa T-Shirts has been serving the Tampa Bay area for over 25 years with their screen printing and embroidery services. Among their clients are Busch Gardens and SeaWorld, and Busch Entertainment Corp.

The East Tampa Community Redevelopment Area north of Ybor City has a population of nearly 30,000 people in 7.5 square miles. It's an economically blighted area designated by the city for economic development.

"This is a nice change for Belmont Heights," said employee Beverly Hills, a lifelong neighborhood resident. "It used to be a little rough around here, but it is starting to change."

-more-

The relocation has created meaningful manufacturing jobs for the community. In addition, Tampa T-Shirts top management remains actively involved in the such non-profit organizations such as Computer Mentors Group, Inc. which are comprised of computers professionals interested in future opportunities of disadvantaged youth and Junior Achievement which educates and inspires our youth to value free enterprise, business and economics to improve their quality of life.

"This has worked out well for the business in Belmont Heights," said Lori Davis.

"We hope we can grow some," she said, "but we will take it slowly. You have to keep it simple to succeed."

###



Contact: Juan Davis  
Tel: 813 875 3024  
Email: Juan@tampatshirts.com

FOR IMMEDIATE RELEASE

**TAMPA T-SHIRTS TO OFFER ECO-FRIENDLY APPAREL OPTIONS**  
*Options Range from Organic Cotton to Bamboo Blends*

TAMPA, Fla – Tampa T-Shirts believes in being environmentally conscious as a corporation. As such, Tampa T-Shirts, a custom apparels company located in Tampa, is offering eco-friendly apparel options to their customers. Customers now have the option to choose 100% Organic Cotton and Recycled Cotton Blend shirts.

With Recycled Cotton Blend shirts, fibers do not require land use or intensive irrigation; therefore no fertilizers or pesticides are needed. In addition, Recycled Cotton Blend shirts use less energy and resource use.

"We're thrilled to offer an eco-friendly option to our customers," says Juan Davis, Tampa T-Shirts owner.

In addition to the Organic and Recycled Cotton Blend shirts, customers can order items ranging from Recycled Polyester hats to shirts knit with renewable bamboo materials.

"We are taking a stand to help sustain and support our environment," Davis added, "We want to encourage consumers to purchase more eco-friendly products and to hopefully encourage other companies to adopt eco-friendly practices."

Customers can go to [www.companycasuals.com](http://www.companycasuals.com) to look at Tampa T-Shirts eco-friendly apparel options or email [info@tampatshirts.com](mailto:info@tampatshirts.com) for more information.

**-more-**

**Boilerplate:** Tampa T-Shirt's mission is to give superior customer service and value in purchases while providing a positive experience for customers and employees. The mission and vision are supported by four daily core values; including a positive work ethic, quality products, long term relationships and corporate social responsibility.

###



**Order Form**

5112 N. 22nd Street  
 Tampa, FL 33610  
 (813) 875-3024  
 www.tampatshirts.com  
**Fax: (813) 871-2035**  
 Open Monday -Friday  
 8 A.M. to 5 P.M

**Customer Information**

**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_

**Ship to Address:** \_\_\_\_\_

Product Number	S	M	L	XL	XXL	Total

**\*\*\*If using design/logo please send a copy along with order form.\*\*\*  
 Tampa T-Shirts also offers design help for logos/print free of charge.**

**Please contact Juan Davis for more information**

## **Campaign Timeline**

### **Phase I**

#### Internal Tactics for Tampa T-Shirts

- Place slogan in written materials to target internal stakeholders  
“Covering Your Back Since 1985”
- Place logo on written materials and make visible outside the business
- Send out monthly electronic employee newsletter to current customers

### **Phase II**

#### External Tactics for Tampa T-shirts

- Disperse brochure to walk in customers and mail to target audience such as Tampa Bay residents, students, and businesses
- Manage customer database and upload new customer contact information including email addresses
- Publish video spot through a variety of media outlets, including but not limited to: social media profiles, website landing page, and television (as budget allows)
- Revamp current website to be more-user friendly and keep it updated with current news, promotions, and community events
- Disperse media kit to various media outlets

### **Phase 3**

#### Evaluation

- Conduct Focus Group to discover current perceptions
- Conduct email survey with past participants and new participants to measure perception changes
- Determine if campaign objectives have been reached and tactics have been implemented effectively over a 6 month period

## Budget

RESEARCH BUDGET	COMPANY	QUANTITY	UNIT PRICE	TOTAL
Bottled Water	Aquafina	24 pack	\$0.17	\$4.19
Soda	Coke	12 pack	\$0.33	\$3.99
Soda	Diet Coke	12 pack	\$0.33	\$3.99
Paper Plate	Dixie	1 pack	n/a	\$2.65
Napkins	Dixie	1 pack	n/a	\$2.99
Pizza	Pizza Hut	2 Pies	\$10.90	\$21.40
Cups	CVS Plastic	20	\$0.14	\$2.79
Ice	Reddy	10LB	n/a	\$2.49
Mini DV Cassette	Panasonic	1	\$3.59	\$3.59
Total				\$52.17

SPOTLIGHT GALA BUDGET	COMPANY	QUANTITY	UNIT PRICE	TOTAL
Event Planners	n/a	n/a	n/a	\$200.00
Table Skirt	Raffia	1	\$14.99	\$14.99
Mini Palm Tree	Party City	2	\$2.49	\$4.98
Confetti	Party City	1	n/a	\$3.99
Supplies	Target			\$45
Binding	Kinkos	2	\$10	\$20

TACTILE BUDGET	COMPANY	QUANTITY	UNIT PRICE	TOTAL
Video Spot Theme Spot	www.IstockphotoLP.com	1	\$39.99	\$39.99
Mini DV Cassette	Panasonic	1	\$3.59	\$3.59

Grand Total: \$384.71



## Evaluation Recommendations

**Objective 1:** To garner an in-depth understanding of current and potential customer groups.

**Assessment:** Success in achieving this objective will be determined by following up with customers to gain feedback on how well their purchasing experience went with Tampa T-Shirts and to determine if customers will return. In addition, maintaining a customer demographics profile and contact list to implement communication tactics is imperative to the continued success of this objective.

**Objective 2:** To clarify and strengthen the name of the organization, brand and business opportunities that Tampa T-Shirts strives to embody.

**Assessment:** Success in achieving this objective will be determined by surveying local Tampa businesses and potential customers to determine their knowledge of Tampa T-Shirts and their perceptions and responses to the slogan and brand image. Comparing these results to the bench-mark survey will measure the success of the objective.

**Objective 3:** To create maintainable customer communication and relationship building techniques through a variety of tactics.

**Assessment:** Success in achieving this objective will be determined by monitoring Tampa T-Shirts Facebook page to monitor visitors, as well as the type of information posted on the page. In addition, both the new and old websites should be monitored. Track and compare the hits from the old website to the hits on the new website and create another survey at a later time to determine the success of the redesigned site. Note the number of newsletter customer recipients, and compare to those who “unsubscribe” to evaluate the success of the tactic. In the same manner, record the number of order forms used by customers, as well as dispersement of media kits, brochures, and video spot views.

**Objective 4:** To understand the University of South Florida campus organizational needs and create a larger presence on campus.

**Assessment:** Success in achieving this objective will be determined by interviewing organizational leaders to monitor their knowledge of and business with Tampa T-shirts. Business contacts with USF should be recorded, as to maintain relationships via newsletter and brochure dispersement.

**Objective 5:** To increase local community awareness of Tampa T-Shirts services and products.

**Assessment:** Success in achieving this objective will be determined by scanning media to monitor Tampa T-shirts spots. In addition, survey residents in local communities and businesses to determine what they know about Tampa T-Shirts brand, services, and products.

Tampa  
T-shirts



[ APPENDICES ]

## **Appendices**

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## Appendix I



### Research Schedule

Research Schedule  
February

Week of Feb. 8-12	<p><b>Feb. 9</b> Gather Tampa T-Shirts Customer Contact Information for Telephone Survey</p> <p><b>Feb 11</b> Compile USF Organization Leaders Contact Information for Focus group</p>
Week of Feb. 15-19	<p><b>Feb. 16</b> Compile USF Organization Leaders Contact Information List For Focus Group</p> <p><b>Feb. 15-19</b> Conduct Online Surveys</p> <p><b>Feb. 16</b> Send Out Focus Group Invitation to USF Organization Leaders</p>
Week of Feb. 22-26	<p><b>Feb 22-26</b> Conduct Online Surveys Upload Data online on Survey Monkey</p> <p><b>Feb. 23</b> Send Out Focus Group Invitation Reminder to USF Organization Leaders</p> <p><b>Feb. 25</b> Conduct Focus Group 12:30-1:45 CIS Conference room 3115</p>

March

Week of March 1-5	<b>March 1-5</b> Research Data Collection and Analysis <b>March 4</b> In Class Meeting: What to Include in Research Report
Week of March 8-13	Week of Spring Break <b>March 8-13</b> Continue Research Data Collection and Analysis
Week of March 15-19	<b>March 16</b> In Class Meeting: Data Analysis <b>March 18</b> In Class Meeting: What to Include in Research Report <b>March 15-21</b> Draft Research Report
Week of March 22-26	<b>March 23</b> Team Oral Presentation of Research Findings <b>March 23</b> Research Report and SWOT Analysis Due in class and online

## Appendix II

### Research Budget

#### Surveys:

Our first method of gathering information about past and current customers of Tampa T-Shirts, is to create a semi extensive web survey that will be distributed through e-mail. Survey Monkey (www.surveymonkey .com) account details from Dr. Werder, allows our group the opportunity to collect valuable data through survey response.

If the number of web survey respondents doesn't satisfy our goal of gaining a random sample of the target market population, we will then go to the phones, and gather information using the same survey that is on survey monkey, only our researchers will record the participant's response instead of the respondent marking it themselves.

Gift Card (names of participants will go into a drawing).....\$25.00

#### Focus Group:

All focus group volunteers will get an invitation sent to their email address. Audio equipment for recording the focus group participation will be provided by Julie Rice, one of the Research Managers. Video recording equipment will be supplied by Anne Temme the Account Executive.

AquaFina Bottled Water (24 Pack).....	\$4.19
Two liter Coca Cola Classic Soda.....	\$3.99
Two liter Diet Coca Cola Soda.....	\$3.99
Paper Plates.....	\$2.65
Napkins.....	\$2.99
Pizza X .....	\$21.40
1 Reddy Ice 10 lb bag.....	\$2.49
Panasonic mini DV Cassette.....	\$7.68

---

**Research Expenditure Total.....\$74.38**

( all prices are real)

## Appendix III

### USF Organizations Contacts used for Focus Group

9-12 Patriots at USF	Alpha Kappa Psi President@AKPsiusf.com (407) 791-4049	American Minority Inspiring Genuine Overall Success cvmoreno@mail.usf.edu (813) 850-3323
Active Minds usfactiveminds@gmail.com (813) 600-0262	Alpha Omicron Pi Sorority earends@mail.usf.edu 727-871-0713	American Red Cross Club at University of South Florida usfredcross@gmail.com
Adult, Career & Higher Education Grad Student Organization dickerso@coedu.usf.edu 813-974-0029	Alpha Phi Alpha Fraternity Theta.Gamma06@gmail.com 954-485-1185	American Sign Language Club ASLUSF@gmail.com (813) 505-4274
Advertising Club president@usfadclub.com 407-456-0464	Alpha Phi Omega Service Fraternity mbridge2@mail.usf.edu	American Society for Information Science & Technology(ASIST) kcorrigan@mail.usf.edu
African Students Association oecheazu@mail.usf.edu 352-262-2040	Amateur Musicians Club tsbrar@mail.usf.edu (813) 731-3170	American Society of Civil Engineers asce@eng.usf.edu (813) 974-5827
Africana Studies Club clsmith6@mail.usf.edu	American College of Health Care Administrators glkoehle@mail.usf.edu (813) 464-1883	American Society of Heating Refrigerating and AC Engineers jjohns12@mail.usf.edu 813-765-5287
Aikido Club lsalas@mail.usf.edu 321.368.1203	American Institute of Architecture Students aias@arch.usf.edu	American Society of Mechanical Engineers usfasme@gmail.com (813) 727-0778
Aletheia Campus Organization shaynicole@gmail.com	American Institute of Chemical Engineers jburnham@mail.usf.edu	American Water Works Association mgerdjik@gmail.com 813-966-6016
Alliance of Concerned Students Salnasur@mail.usf.edu 813-817-9104	American Library Association aedow@mail.usf.edu	Amnesty International at USF gcordero@mail.usf.edu 813-784-5351
Alliance of Health and Fitness Professionals stdavid@mail.usf.edu (813) 841-2224	American Marketing Association amaprez@gmail.com 631-236-3913	Anesthesiology Interest Group aladhani@health.usf.edu 617-359-9698
Alpha Delta Pi Sorority ecyount@mail.usf.edu 813-382-7777	American Medical Association rheithau@health.usf.edu 601-466-1235	ANGELS Inc. (Analyzing Needs using Gifts to Enhance Lives) usf_angels_inc@yahoo.com 954-993-4347
Alpha Epsilon Delta tsbrar@mail.usf.edu (813) 731-3170	American Medical Student Association pkamath1@health.usf.edu (813) 454-9361	Anthropology Club Kmelges@mail.usf.edu
Alpha Epsilon Pi Fraternity mwhitman@mail.usf.edu (813) 334-7068	American Medical Women's Association hkearney@hsc.usf.edu (813) 326-5445	Anthropology Graduate Student Organization
Alpha Kappa Delta Phi usf.akdphi.president@gmail.com 813-454-7695		



Nskline@mail.usf.edu

Apple User Group at USF  
appleusergroupusf@gmail.com 813-362-5325

Aquarists at USF

Architecture College Council  
acc@arch.usf.edu (646) 382-4128

Argentine Tango Club at USF  
argentine.tango.usf@gmail.com

Art History Association  
ckaelber@mail.usf.edu

Asian Pacific American Medical Student Association  
ddpatel@health.usf.edu 727-643-2625

Asian Students in America (ASIA) ktnguye8@mail.usf.edu

Association For CMM Biology Students  
acbspresident@gmail.com 631-960-2987

Association for Computing Machinery  
fdinatal@cse.usf.edu (727) 642-1705

Association for Jazz Education  
besau@mail.usf.edu (516)510-9776

Association of College Student Affairs mthoward1@usf.edu

Association of Filipino Students  
usf.afs.president@gmail.com (386) 547-3511

Association of Latino Professionals in Finance & Accounting  
acgarcia@mail.usf.edu 813 362-4187

Association of Medical Science Graduate Students (AMSGS)  
abailey@health.usf.edu

Association of Percussive Arts

Association of Physical Education College Students

Association of Physical Therapy Students  
emorgan@health.usf.edu 904-716-8016

Atheist Student Alliance  
rcharvey@mail.usf.edu (727)421-1585

ATSA: Athletic Training Students' Association  
jdemutii@health.usf.edu (352) 232-6946

Australian Football Club at USF  
amakki@mail.usf.edu 941-527-6360

Badminton Club  
sgoel2@mail.usf.edu (727) 846-3393

Ballroom Dance Club  
USFBallroomDanceClub@gmail.com 813 997 0759

Baptist Collegiate Ministries  
chall4@mail.usf.edu 813-833-4880

Beef Studs  
dlwhite9@mail.usf.edu (850) 206-4070

Best Buddies  
cmoskal@mail.usf.edu (321) 506-7052

Beta Alpha Psi  
GLAURSEN@coba.usf.edu (813) 974-6576

Bicycle Club at USF  
jlbrenne@mail.usf.edu 702-809-7505

Biology Graduate Student Organization  
cvanders@mail.usf.edu 813-412-5045

Biomedical Engineering Society  
jtstewart@mail.usf.edu 813-417-2956

Black Campus Ministry  
bradfordeverett@gmail.com 813-841-5593

Black Graduate and Professional Student Association

bgpsa\_usf@yahoo.com 321-274-3323

Black Student Union (BSU)  
bsu.president@gmail.com

BlackBoard Test Organization  
nswhtes@admin.usf.edu

Bowling Club at USF  
acollaz2@mail.usf.edu

Breast Cancer Association at USF  
KLWard@lynnnet.com (315) 521-1032

Brenda J Faulk Chapter of Silver Wings  
bwitham@mail.usf.edu 727-612-0230

Bull Bhangra  
bull.bhangra@gmail.com 305-519-4677

Bull Bikers Association  
jmoses3@mail.usf.edu 352.346.9490

Bulls for Moffitt  
bullsformoffitt@yahoo.com (561) 755-3949

Bulls for Public Interest Research Group  
efloto@mail.usf.edu 321-652-1296

Bulls Offroad  
bullsoffroad@gmail.com (813) 416-0861

Bulls Swimming  
elsiea@mail.usf.edu 813-789-0711

Bulls Wrestling  
jseow@mail.usf.edu (305) 582 - 9295

Bulls' New Frontier of Entrepreneurship  
bullsfrontier@gmail.com

Bulls4LIFE  
klukasho@mail.usf.edu 321-750-1867

By Your Side  
bgchoksh@mail.usf.edu 321-615-5218

Campus Activities Board  
cab@admin.usf.edu

(813) 974-5306

Campus Advent Ministries  
bjoseph8@mail.usf.edu  
(305) 336-7979

Campus Crusade for Christ  
resmith4@mail.usf.edu  
(407) 797-7242

Cancer Biology Student  
Organization  
brittany.cross@moffitt.  
org 813-745-6327

Capoeira Club at USF  
rbguinto@gmail.com  
813-406-1745

Car Meets at USF  
usfcarmeets@gmail.co  
m (813) 966-4884

CardioFit at USF  
amdaley2@mail.usf.ed  
u 407-721-9587

Caribbean Cultural Exchange  
(CCE) usf\_cce@hotmail.com  
813-789-7124

Catholic Student Union  
lderousi@mail.usf.edu  
(813) 988-3727

Chabad Jewish Student Center  
@ USF chabadusf@gmail.com  
813-832-3018

Chabad on Campus Jewish  
Student Group  
rabbipinny@gmail.com  
813-978-8723

Chemistry Society at USF  
balturk@mail.usf.edu

Chess Club  
csherrar@mail.usf.edu  
(863)-221-3875

Chi Alpha Christian Fellowship  
chialphausf@gmail.com  
(813) 817-8743

Chi Omega Sorority  
espaldin@mail.usf.edu  
954-254-0273

Chi Phi rsuarez@mail.usf.edu  
(941) 875-5913

Chi Phi Sigma 1st Caribbean  
Fraternity and Sorority, Inc.  
james.suarez@chiphisig  
ma.com 917-837-1933

Chi Upsilon Sigma National  
Latin Sorority, Inc.  
alphamupres@yahoo.co  
m 813-245-2178

Chinese Culture and Language  
Club mlouis2@mail.usf.edu

Chinese Students and Scholar  
Association @ USF

Chito Ryu Karate Club  
skrainey@mail.usf.edu  
(321) 431-3727

Christian Medical Association  
lmullina@health.usf.ed  
u

Christian Philosophers Society  
jawarne2@mail.usf.edu  
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## Appendix IV

### Invitation to USF Organizational Leaders to Attend Focus Group

February 4, 2010

Dear USF Organizational Leaders,

I am a member of a team of students from the University of South Florida conducting research for a local company, Tampa T-Shirts. We would like to invite you to participate in a brief focus group about your business with T-shirt companies and the past experiences that you have had ordering apparel and merchandise for your organization.

This focus group will provide us with valuable information that only you can give us. Our research will greatly benefit the company as well as current and future customers.

Please join us on Thursday, February 25 from 12:30 p.m.-1:45 p.m. in USF's Cooper Hall, Room 120.

**Food and drinks will be provided along with a drawing to win a T-Shirt package for your organization courtesy of Tampa T-Shirts.**

If you are able to attend, please reply to this email. Thank you for your time and consideration.

Sincerely,

Anne Temme  
Account Executive  
Atemme@mail.usf.edu

## Tampa T-Shirts Focus Group Reminder

February 4, 2010

Dear USF Organizational Leaders,

This is a reminder that you signed up to participate in a focus group about your experience with T-shirt companies. This focus group will provide us with important information to better provide you with potential discounts and assist Tampa T-Shirts with its mission.

Thursday, February 25, 2010 from 12:30 p.m.-1:45 p.m.

Location: USF Cooper Hall, Room 120

**Food and drinks will be provided along with a drawing to win a T-shirt package for your organization courtesy of Tampa T-Shirts.**

If you can no longer attend, please let us know by replying to this email.

Thank you,

Anne Temme  
Account Executive  
Atemme@mail.usf.edu

## Appendix V

### Focus Group Transcript

#### Transcription of Focus Group conducted on 2/25/10

K= Kelsey    P= participant    Words=not sure what person is saying

K: Hello my name is Kelsey; I am one of the research directors for this project along with Julie. Over there is Kristin one of our event coordinators. Before we begin, I would like to tell you a little more about the project we are doing. We are students from the University of South Florida currently concluding our Public Relations degree. As our final project we were selected to work with a T-shirt screen-printing and embroidery company called Tampa T-Shirts and formulate a PR campaign for them. The information we receive from this focus group will assist in establishing a revitalized message and internal and external organizational efforts. We will be asking you questions targeting your most important purchasing requirements and the apparel purchasing process for a variety of on-campus organizations. We will also take the time to test your perceptions of Tampa T-Shirts through their name, logo, website and apparel. Feel free to speak openly and honestly as all comments will remain confidential and anonymous. To ensure everyone gets the chance to speak there will be a couple rules in place. First and foremost, there are absolutely no right or wrong answers to these questions. Don't be afraid to state your own opinion on a topic. Second, we respect each person's right to speak without interruption. If someone says something that causes you to think of your own experience please share after they have finished speaking. In the chance of a heated discussion, be aware that we may have to move to the next question because of time. We want to hear from everyone, but not everyone has to answer each question. Be aware that we are recording this session for note purposes, but the tape will be kept confidential. This session will last approximately one hour. If you have to leave to use the restroom feel free to do so. You may also leave your seat at any time to refill your refreshments. We only ask that you do so quietly. Does anyone have a question or concern with any of these rules? Ok. We are also doing a drawing at the end of this session for one person to win a T-shirt package for their organization courtesy of Tampa T-Shirts. Before we get started with the discussion will everyone stand up one at a time and state your name and the organization you are with.

P: Name introduction.

K: Has anyone done business with Tampa T-shirts?

P: Yes.

K: How did you hear about the company?

P: Google.

K: Did you find any other information? Did Google pop up with other organizations?

P: Yes.

K: Why did you choose Tampa t-shirts in the end?

P: Because they answered the phone after 5pm. Because I was Googling after 5pm and I was trying to see if there was anything that was open and they were the only ones that were open. And they weren't rude because it was the end of the day so I decided to stick with them.

K: When did you do business with them?

P: Oct 2008

K: How was your experience?

P: It was great.

K: How was their customer service?

P: They were awesome. They were on time, I got the shirts really fast and they called me when it was done. They were really good.

K: Did you receive any follow up emails about the business, products, or services?

P: Yes

K: Anything you really liked about the company in particular?

P: Just how fast they were.

K: Was there anything that you did not like about the company?

P: After I got the shirts, I found out that there were other places that were less expensive, and being a student organization you don't get that much money to begin with, but that was it.

K: On that note, has anyone heard of Tampa t-shirts?

P: It rings a bell, I think I have heard of it before.

K: Now we are going to talk about your individual t-shirt companies for awhile. What are some good qualities to have in a t-shirt company?

P: Price.

P: Yea that is my only factor.

K: What about the quality?

P: Yea quality shirts that aren't going to fade a couple weeks later after washes.

P: To get what you pay for

P: Someone who is going to work with us, because we are "A and S" funded so are funds are very limited. So if I need to go in and order just 2 shirts, I don't need to wait until I get a whole group order. Because the way we do it is that when you pay for your shirt that is when you get it. That way we don't go in debt. So being able to go in and just be able to order one shirt and have a quick turnaround is very important for us.

K: So price is very important, quality, timeliness. What about customer service and the environment of the company? Does that matter? Such as location. What if the company is in a shady part of town? But if they had cheap t-shirts would you still go to it or would you be reluctant?

P: For me location is not a big factor if I am getting quality shirts at a good price and good customer service, I don't mind driving to get it.

P: it's worth the sacrifice.

K: What are some bad qualities to have in a t-shirt company? Something that would turn you away?

P: Order mess ups.

P: Exactly, or maybe them giving you something that you really weren't looking into. Maybe you wanted them to make it a certain way and they kind of threw around the idea which doesn't quite match yours, and now you have something you are not happy with. Something like that.

P: Lack of communication. If you send them something, I really do expect to get a proof in an email, something like that.

K: So you would like a picture of what it would look like before they print it?

P: yes, you should have to request that.

K: Do normal t-shirt companies do that?

P: They should, pretty much every one that I've worked with.

P: Or at least a swatch, I know a lot of companies provide a swatch when you go in, because we do embroidery, so they give us a swatch and we have to proof it and everything.

K: And what would you expect out of a t-shirt company?

P: I would expect that if we were going to be using a certain company for awhile that we get some kind of discount, or some type of negotiation, maybe promotions.

P: Screens. If we pay the set up costs or the screen I expect them to keep the screens for a certain amount of time. Long enough that if we come back next semester that we won't have to pay another 100 or so dollars for another screen.

P: Yes, at least for a year.

K: So originally, what brought you to the company that you are using now?

P: Student government.

P: You can get a deal with student government, especially with “A and S” funds, they give you a list of companies and say that we use these companies, you should use these companies. They will give you this as far as being a USF student organization. So, some kind of cooperation thing with the university to promote it within the organization.

K: So when you are a leader of an organization does USF give you a list of companies to go by?

P: There is a list of vendors that we have to use.

P: Let me modify that a little bit. It’s just easier to use the list of vendors that student government has. If you want to use someone else, you have to actually have to set them up with the university as a vendor, so you are going to need their tax ID information; you are going to need all their information as a vendor. If you push hard enough you can use almost anyone.

P: We are under the sports clubs and technically we are not allowed to use “A and S” funding for t-shirts because it takes away from the budget of using your money to compete in tournaments and supporting events. When we get t-shirts it comes out of our own pocket so price is big.

K: So where did you guys find the company that you are working with?

P: The one we work with is someone we play with, one of their parents own a company. So they do give us a really good deal, but we are open to whatever we can find or really good priced shirts.

K: So if you did not have “A and S” funding and you were looking for a t-shirt company, what methods would you use in your search?

P: How close they are to the campus, like if we would have to get them shipped or if we can go pick them up, because that can save us money. If they do a special where the front and the back are the same price and you can a base rate instead of adding all these different screens and colors. Things like that when we order t-shirts.

K: Is there any method you would go to for finding a company, such as Google?

P: Usually Google or just ask around all of the student organizations.

K: Is there anything in particular that you type into Google to find t-shirt companies?

P: Custom t-shirt

P: T-shirt company

P: Affordable t-shirts



P: Custom apparel

K: What do you like most about the company you do business with that you think sets it apart from other companies out there?

P: Well the guy that I use, he is very reliable. He actually has his own printing shop in his house so its very easy for him to get his stuff done really fast. So I really like that about him, and he is really close to campus. And he is really reliable; he answers your emails right away.

P: Oh Eddy, yea you know Eddy. He is awesome.

P: The company that we use is a pretty decent size company, but it is really personable when you go in, it has a very good turnaround. Such as, I went in and ordered a shirt on Monday and picked it up on Wednesday, and they had to order it and everything. And the other thing I like about them is that once you pay your **digitizing** fee, they keep it on file for however long you need to so next year when the presidency changes you don't have to go and pay another 75-100 dollars to get it re-done. So that is something I look for when I went looking for a t-shirt company.

K: So if you can describe a good company in three words what would it be?

P: Reliable

P: Affordable

P: Professional

K: Anyone had a really good experience with their company?

P: I did. My organization was going through a big transition so we had no funds, and we didn't want to use our "A and S" funds to pay for our shirts. So I went in over the summer, tried to work with them, show them what I wanted and they said, "ok." And I told them we didn't have the money to pay for the digitizing fee, and they told me, "it's ok, we will keep this on record and when you get your money just come back in." I went in two or three months later and they still had all of my information, still had everything. So I paid it, and next week we had our swatch, and everything was good to go. And we are still getting shirts up to this day, and they are a week turnaround, and they are not just printed, they are embroidered. So it takes a little longer, but it is great turnaround, it is very organized, they are good.

Kristen: What is "A and S" funding?

P: Activities and service fees, it is part of your tuition.

K: diod anyone have a company you out with the logo or anything like that?

P: Yea they did everything in house.

K: Did anyone have a really bad experience?

P: My team just ordered jerseys and the company that we sent it to, I had told them what day our first tournament was and we needed those two days before, and he ended up not getting them done because there was new equipment errors and stuff. So he actually had to ship it out to our hotel in Baton Rouge. And that was a whole fiasco. And then, when we opened them, the outlines on the white jerseys were missing so the logo looked really weird. And he said that he didn't realize that the vector, when he opened the Pdf of the vector, wasn't filled in completely, and that may have been our fault but he didn't check it. So he refunded everything.

P: We started in our new society last year and I kind of took over and become president of the chapter of our society. And I ordered the apparel online because it would have been Greek lettering on the apparel, and we waited about seven months, didn't get anything, so I had to repay 800 dollars out of my own pocket to all of my members. I still don't know what happened to this company, it was awful. I haven't heard back.

K: So what kinds of things would change your perceptions of a company? Just your bad experience, or just walking into a company and seeing disorganization everywhere with the shirts hanging up. Would you walk into that and decide to leave?

P: I don't care what it looks like as long as I get a good product.

P: No I wouldn't walk away. That is not something that I would look at, you know, to judge them like that thinking that they are not a quality company just because they don't have their things together. I understand that sometimes you can't quite get it together right away for every little thing. Some things have to be overlooked, so that wouldn't be my judgment of the company.

P: I disagree, there was a place in South Tampa that I walked into and the shirts seemed a little out-dated. I mean it was just the plain shirts but they seemed higher and the sleeves were a little long. The shirts were just weird so if its out-dated or the quality doesn't seem that good inside the store then what makes me think that my shirts aren't going to be exactly the same.

P: Where did you go?

P: The place was called Bullfrog.

P: did you actually get to see some of their final projects?

P: I did, and it was fine, it was completely different. But it just gives you the wrong perception if that's what they are advertising as the shirts.

K: So, on products, what qualities do you look for in a product? We already went through the fading out.

P: Yes, particularly in my field, all of my guys are outdoors. They are into agriculture and all of that, so heavy sweating and all of the dirt the shirts get, when you wash them you need good quality fabric that is going to stay on the shirt and not wear out after three or four days of working in them. Because then you are pretty much just throwing money away since you are constantly having to get more shirts printed up just to keep them uniformed. So that would be one big thing for me, making sure they last.

P: I would say to at least give you the color you asked for because sometimes when they show you the catalogue and the color of the t-shirt is not the same when you see it. Because for example, we had to order teal shirts, because that is the color for sexual

assault awareness, and I've gotten bright blue to darker blue. And I said no, it is supposed to be teal, but it does look like that, but it is really not.

P: Fit, a lot of our female members were complaining about the fit.

P: That's true, women's and men's sizes, and fitted shirts, that is kind of important.

P: For the fitted t-shirts, we did that and they run in such small sizes that then sometimes even the XL is very very small. And then once you wash it.

P: Yea sending samples would be a great idea for them.

K: So as a leader of an organization, what kind of problems do you run into when trying to purchase orders of a certain product? Any problems with bulk orders, or small orders?

P: Yea we have problems. Price for one, because we are usually ordering two jerseys and a pair of shorts, and that with logos and numbers and things, the price goes up. And then all of a sudden we are ordering for 60 people, there are bound to be problems from the print screen. We ordered 60 of them, but only 50 might be good. 10 of them might have a problem so get them turned and fixed free of charge is usually pretty difficult.

P: It takes a long time too, and then when you are competing the next weekend you just have all these problems, but we need our uniforms so what are you going to do to make that happen?

K: So how do you feel after receiving great customer service from a company? Does that make you feel a lot better about the company, or would the product weigh in higher?

P: I would definitely go back if they had good service.

P: I would go back as long as, what I'm concerned about is the product, that is my primary focus, getting my product to my members. So even if it took a couple days longer I wouldn't care. I mean obviously we aren't competing or anything, we are not on a time schedule. Even if they were a little snappy with me on the phone, all I would care about is if the shirt came out ok. I would still recommend the company to other people as long as their prices were competitive and the shirts came out ok. Because who knows, I might have a bad day, but it's not going to be a deal breaker or anything.

P: Yea, we are all not perfect, but at the end of the day you depend on that quality regardless of how they started out, just make sure it ends right.

P: That's why, the store front, I don't really care what it looks like, as long as it is quality.

P: Exactly, I'm the same way. I'm not too judgmental or trying to stereotype of what the store looks like, because it could be a bad day. But again, whatever comes out of that machine, if that is what makes me happy then it is going to keep me coming back.

K: Was anyone turned off by customer service in a company? Was anyone really rude?

P: There was this company, who started out. I got recommended to this company through another student organization that I'm part of. I called the people, and then called back, emails went there. Really rude, and I told them that I was referred to them. It was just too much. Very rude, snappy and nasty people every time I called.

K: Did you use that company?

P: No

K: How frequently do your organizations need to purchase products?

P: Every semester

P: For the past two months we have been ordering every week.

P: **How many shirts?**

P: Anywhere from 5 to 25 shirts.

K: What do you order these t-shirts for?

P: we have an event here and we order 800 shirts for that. And that is pretty much are main t-shirt order, everything else is jerseys.

K: What kind of event was it?

P: It is called a Hatter, for ultimate Frisbee. People individually come and play and we break them up into teams and that's what we use the shirts for. They are all different colors, that's how you break up into teams.

P: we order them for our performances.

P: we design our shirts in a way that it could just be worn every day. So we wanted to make the shirt attractive so members and nonmembers would wear it just because they though the shirt looked nice, and at the same time get publicity and raise awareness.

So what kind of item do you guys purchase most frequently?

P: t-shirts

P: polo's

K: And how large are your most common orders?

P: I probably get them every couple of months, and again im going to kind of change it depending on my guys and if they run through them and tear them quicker. Someone may have an accident and tear it with a chainsaw or something and I'll have to replace it. Maybe 20 or 30 every couple of months.

P: 800 in the fall

P: I ordered 300

P: 60

K: Ok so we are going to go on to the worksheet now. Basically we are going to show you a couple of slides up here, I'll read you the question, and you will just write down your response. Just don't work ahead, and we will give you a time period for each response and let you know what that is. This first question you will have one minute to write your answer and the question is...What are your first impressions when you hear the company name Tampa T-shirts? Ok, you will have two minutes to answer this question. What are your opinions or perceptions of this company logo? (Question 1 and question 2 are written on worksheet). Now I'm going to take you through the company website. You

guys are actually going to take me through it as if you were viewing and navigating the website yourself. So this is the website, where would you go to first?

P: T-shirts.

K: Anything else you would go through, like on the side bar?

P: The guy in the red.

P: oh, it has a pocket?

K: I guess so, it says pocket, right?

P: it would be nice if they could list the price ranges for each shirt, that would really determine what I would click on first.

P: Yea, before you have to go through.

K: anything in this left hand bar that you would go through? Jerseys?

P: well if we were looking for jerseys.

P: Price.

P: Call for pricing.

P: Id rather that they just list the prices on the website.

K: Ok, lets go back to the home page.

P: Can you order t-shirts through the website or so you have to call them to order them?

K: well we will find out. That's the sort of things you look for when you look on a website. Apparently that is the home page.

P: which one is which?

K: that could be a question that we ask.

P: they have two different URL's.

K: that could be a problem, that it takes you to two different websites. Taking you back to this website, anything that you would search about Tampa t-shirts? Would you search through that?

P: order guidelines

P: is there a thing on here where you can... I know some t-shirt companies you can upload your logo and put it on your shirt.

P: be creative

P: I think there are too many things to click on, too many options.

P: I agree with you dude.

K: Anything else you would go to?

P: order guidelines

K: Let's look at that. Hmm, oh wait the page is empty. Isn't that a bummer.

P: yea if I wanted to send the guidelines off to my graphic designs guy he needs to know exactly what format he needs to send out and what resolution they can print at and that sort of thing.

K: Maybe involvement interest you guys at all?

P: No

P: No

P: maybe contact us

K: What about customer pledge?

P: No

P: t-shirt design or contact us

P: yea

P: t-shirt design seems best.

K: hmm the video doesn't play.

P: Yea they shouldn't use YouTube at all, they should use some other solid website.

P: Yea I agree with you dude. You know what everyone thinks of YouTube, you know.

P: Yea

P: That is the same thing as be creative.

K: What about eco-friendly products?

P: No

P: No

P: No

P: No

P: What about contact info

P: It's at the bottom

P: Yea absolutely not, listed email address, listed phone number, fax.

K: Mhmm, well there is your phone number, let's go back to the other website we found. Do you like this one better?

P: Yea

K: It also gives you a return to that website I guess. Anything on here you would look into?

P: contact info

K: Now this one just has the phone number.

P: now whats, im confused, whats the difference? This is the particular company that they order the shirts from?

K: It's the company, we know they have problems with their website.

P: because in now a lot of t-shirt and printing companies order shirts from a manufacturer.

P: no they make their stuff there.

P: Yea, I saw a picture of the fabric.

K: Yea, there is a picture of their place.

P: One thing that I really like about the online t-shirt companies is that you can actually create an account. And you can go in and see your order history, your order templates, or you can check the status. And I think I saw that on the custom... the other site. Yea, company casuals. If you, inquiries in the top right hand corner. Im hoping they will have you create a profile or something.

K: So I guess they would do that.

P: Looks like that is a shopping cart

P: yea but usually, with a shopping cart, when you actually check out it creates some sort of account.

K: ok right, exiting the website now. Now you are going to write down your response, you have three minutes to answer this question. What are your opinions of the company website? Is it easy to navigate? Would you find it helpful in your purchasing procedure? What changes could be made to make it more efficient? Ok, so I passed out catalogues, you are actually going to have to share them in two's. And you guys are going to go through this catalogue or three minutes really fast and just look through. Don't read the question yet, just go through the catalogue. This is all the stuff that Tampa t-shirts has with their company. Ok, so you will have three minutes to write your response to the following question. What are your opinions of the apparel Tampa T-Shirts offers? Is there too much offered? Is there not enough variety? Anything that interests you, anything you find unnecessary? Anything you would add or take out of the catalogue? Well we will now ask the closing question. You will have unlimited time to finish this question. When you are finished, please place your name and e-mail at the bottom of the page in order to be placed in the drawing. We will e-mail you should you be our winner. Feel free to take more refreshments as you leave. We thank you for taking the time to join in this focus group, and here is your last question. What could Tampa T-Shirts do to improve the quality of their business?

## **Appendix VI**

### **Tampa T-Shirts Focus Group Request for U-number**

March 3, 2010

Dear Focus Group Participants,

On behalf of Tampa T-Shirts and their Public Relations team I would like to thank you for your participation in our focus group. We value your opinions and the information that was gathered is hugely important to our mission. Now the last thing we need from you is your U number. Rest assured that all information will be confidential, and your U number is being used for our records only. Thanks again. If you have any questions or comments please feel free to email me, otherwise just reply with your u number please.

Thanks,

Ashley Albertson



## Appendix VII

### Focus Group Participant Information Form

CLIENT: Juan Davis; Tampa T-Shirts, Fast-Lane Clothing

NUMBER OF PARTICIPANTS: 8

WHO ARE THE PARTICIPANTS: The participants are representatives from Organizations on and off campus. These particular members are currently in charge of ordering T-Shirts for each organization.

RELATIONSHIP TO USF: All participants are students or alumni from USF.

PURPOSE OF FOCUS GROUP: The purpose of this focus group was to gain a better understanding of what various groups on campus, who order T-Shirts, are wanting and looking for in a T-Shirt supplier.

PARTICIPANT NAME: Gary Avila  
RELATIONSHIP: USF Alumni- Owner All Tree, llc  
STUDENT U NUMBER: Not applicable  
EMAIL: garyavila@live.com

PARTICIPANT NAME: Seth Richards  
RELATIONSHIP TO USF: A member of the Ultimate Frisbee Club at USF  
STUDENT U NUMBER: unattainable  
EMAIL: sarichar@mail.usf.edu

PARTICIPANT NAME: Rachael Jones  
RELATIONSHIP TO USF: A member of the Ultimate Frisbee Club at USF  
STUDENT U NUMBER: u23455158  
EMAIL: usfwenches@gmail.com

PARTICIPANT NAME: Bradley L'Herrou  
RELATIONSHIP TO USF: Ad Club President of the USF Chapter  
STUDENT U NUMBER: U26609804  
EMAIL: blherrou@mail.usf.edu

PARTICIPANT NAME: Michelle Ca'rdenas  
RELATIONSHIP TO USF: A member of USf Nite  
STUDENT U NUMBER: Unattainable  
EMAIL: mcardena@mail.usf.edu

PARTICIPANT NAME: Janive Santini  
RELATIONSHIP TO USF: A member of USF Nite  
STUDENT U NUMBER: Unattainable  
EMAIL: jsantini@mail.usf.edu

PARTICIPANT NAME: Dena Daniels  
RELATIONSHIP TO USF: A member of the Gospel Choir at USF  
STUDENT U NUMBER: Unattainable  
EMAIL: gospelchoirusf@gmail.com

PARTICIPANT NAME: Justin Moses  
RELATIONSHIP TO USF: A member of the Bull Bikers  
STUDENT U NUMBER: U95881507  
EMAIL: jmoses3@mail.usf.edu

## Appendix VIII

### Focus Group Worksheets

#### Worksheet One

Please write down your responses, do not state your opinions out loud. Do not work ahead. We will give you a time period to write your responses to each question. Here is the first question:

You will have one minute to answer this question.

1. *What are your first impressions when you hear the company name “Tampa T-shirts?”*

**Based in Tampa, probably screen printing shirts. Do they have a store or are they just a manufacturer?**

You will have two minutes to answer this question.

2. *What are your opinions or perceptions of this company logo?*

**Too many colors, doesn’t look very professional. I think this may be a .jpg image- the logo would look better as a .gif or vector format. It can be read easily.**

We will now take you through the company web site. Please wait until we are finished to write your response. You will have three minutes to answer this question.

3. *What are your opinions of the company web site? Ex. Is it easy to navigate? Would you find it helpful in your purchasing procedure? What changes could be made to make it more efficient? Etc.*

**Having 2 sites is confusing. If you want to use the tampa t-shirts domain. You should use it or at least redirect to the other domain instead of using both. On tampa t-shirts domain, there are too many links, broken links, and duplicate links. It would be good to have an easy way to view pricing.**

You have each received a company catalog. You will have three minutes to go through the catalog. This catalog illustrates all apparel and accessories Tampa T-Shirts offers. You will have three minutes to write your response to the following question.

4. *What are your opinions of the apparel Tampa T-Shirts offers? Ex. Is there too much offered? Is there not enough variety? Anything that interest you? Anything you find unnecessary? Etc.*

**There is plenty. It’s almost too much. But it is well organized. I’m not actually all that interested in all these different brands- I would like to see some info. On printing and customization.**

We will now ask the closing question. You will have unlimited time to finish this question. When you are finished please place your name and e-mail at the bottom of the page in order to be placed in the drawing. We will e-mail you should you be the winner. Feel free to take more refreshments as you leave. We thank you for taking the time to join in this focus group. Here is your question.

5. *What could Tampa T-Shirts do to improve the quality of their business?*

**Whether by catalogue or by website, Tampa T-shirts needs to provide one place that shows everything they do, including available shirts, printing options and info., and prices. Right now, no one place has all that information.**

Name **Brandly L Herrou** E-Mail **blherrou@mail.usf.edu**

**Thank you and have a great day!**

## **Worksheet Two**

Please write down your responses, do not state your opinions out loud. Do not work ahead. We will give you a time period to write your responses to each question. Here is the first question:

You will have one minute to answer this question.

1. *What are your first impressions when you hear the company name "Tampa T-shirts?"*

**It seems to be a dominant, affordable company based on the name. modern and catered to young adults.**

You will have two minutes to answer this question.

2. *What are your opinions or perceptions of this company logo?*

**The logo lacks creativity, but is appealing to young adults. It makes me think of the sun, beach, summer-time in Florida.**

We will now take you through the company web site. Please wait until we are finished to write your response. You will have three minutes to answer this question.

3. *What are your opinions of the company web site? Ex. Is it easy to navigate? Would you find it helpful in your purchasing procedure? What changes could be made to make it more efficient? Etc.*

**The website is not user friendly and is quite confusing. Because a lot of the links did not work it gets frustrating when trying to find info. Prices should be more easy to find because it is an important factor.**

You have each received a company catalog. You will have three minutes to go through the catalog. This catalog illustrates all apparel and accessories Tampa T-Shirts offers. You will have three minutes to write your response to the following question.

4. *What are your opinions of the apparel Tampa T-Shirts offers? Ex. Is there too much offered? Is there not enough variety? Anything that interest you? Anything you find unnecessary? Etc.*

**There's a lot in the catalog and is very overwhelming. I would add price ranges to the catalog because it is a very important factor. I like the fact of the contact info on the cover and the section in the catalog are divided by colors. But there is too much in the catalog.**

We will now ask the closing question. You will have unlimited time to finish this question. When you are finished please place you name and e-mail at the bottom of the page in order to be placed in the drawing. We will e-mail you should you be the winner. Feel free to take more refreshments as you leave. We thank you for taking the time to join in this focus group. Here is your question.

5. *What could Tampa T-Shirts do to improve the quality of their business?*

**Tampa T-shirts should do more advertising. If they want to appeal to student organizations at USF they should try and partner with the university and do some sponsorships to get their name out there. They should also show they have competitive pricing. A website that is more informative would also be beneficial as well as e-mail and snail mail blasts. Seasonal promotional specials will also help the company**

Name **Dena Daniels** E-Mail **gospelchoirusf@gmail.com**

**Thank you and have a great day!**

### **Worksheet Three**

Please write down your responses, do not state your opinions out loud. Do not work ahead. We will give you a time period to write your responses to each question. Here is the first question:

You will have one minute to answer this question.

1. *What are your first impressions when you hear the company name "Tampa T-shirts?"*

#### **A local shirt printing company for company in need of uniforms.**

You will have two minutes to answer this question.

2. *What are your opinions or perceptions of this company logo?*

#### **Company that prints and makes shirts for resolve.**

We will now take you through the company web site. Please wait until we are finished to write your response. You will have three minutes to answer this question.

3. *What are your opinions of the company web site? Ex. Is it easy to navigate? Would you find it helpful in your purchasing procedure? What changes could be made to make it more efficient? Etc.*

#### **It could be made a little easier to use, give you some kind of design program to make your own shirt to give the company a good idea of what you want.**

You have each received a company catalog. You will have three minutes to go through the catalog. This catalog illustrates all apparel and accessories Tampa T-Shirts offers. You will have three minutes to write your response to the following question.

4. *What are your opinions of the apparel Tampa T-Shirts offers? Ex. Is there too much offered? Is there not enough variety? Anything that interest you? Anything you find unnecessary? Etc.*

#### **I think it was perfect. It breaks down everything from casual to sports wear and shirts for everyday outdoor work. Its good to see all their options.**

We will now ask the closing question. You will have unlimited time to finish this question. When you are finished please place you name and e-mail at the bottom of the page in order to be placed in the drawing. We will e-mail you should you be the winner. Feel free to take more refreshments as you leave. We thank you for taking the time to join in this focus group. Here is your question.

5. *What could Tampa T-Shirts do to improve the quality of their business?*

#### **Create a program that would allow you to design what you're looking for to know exactly what you're looking for in the field it would help with back orders and having to do it twice. Faster service and customer satisfaction save money and time to keep everyone happy so you have happy returning customers to increase business.**

Name **Gary Avila** E-mail

## **Worksheet Four**

Please write down your responses, do not state your opinions out loud. Do not work ahead. We will give you a time period to write your responses to each question. Here is the first question:

You will have one minute to answer this question.

1. *What are your first impressions when you hear the company name "Tampa T-shirts?"*

**Florida, good quality shirts for the bay area. Easy to remember.**

You will have two minutes to answer this question.

2. *What are your opinions or perceptions of this company logo?*

**Florida, tropical theme, a little outdated. Reminds me of a Hawaiian shirt (a tacky one) The colors pop out, but I'm not convinced just yet.**

We will now take you through the company web site. Please wait until we are finished to write your response. You will have three minutes to answer this question.

3. *What are your opinions of the company web site? Ex. Is it easy to navigate? Would you find it helpful in your purchasing procedure? What changes could be made to make it more efficient? Etc.*

**I don't like the website at all. Its really difficult to navigate and I feel there is way too much "fluff" going on, but not enough to get their point across. The photos aren't up to date and there is no contact info other than phone or fax.**

You have each received a company catalog. You will have three minutes to go through the catalog. This catalog illustrates all apparel and accessories Tampa T-Shirts offers. You will have three minutes to write your response to the following question.

4. *What are your opinions of the apparel Tampa T-Shirts offers? Ex. Is there too much offered? Is there not enough variety? Anything that interest you? Anything you find unnecessary? Etc.*

**There is way too much offered, I like the bags, but I didn't realize that tie dye was back in style? The parkas and snow jackets are fine as is. why butcher it? I also think tampa t-shirts should provide a pricing guide with the catalog.**

We will now ask the closing question. You will have unlimited time to finish this question. When you are finished please place you name and e-mail at the bottom of the page in order to be placed in the drawing. We will e-mail you should you be the winner. Feel free to take more refreshments as you leave. We thank you for taking the time to join in this focus group. Here is your question.

5. *What could Tampa T-Shirts do to improve the quality of their business?*

**Their service is freaking awesome, they just need to be more up to date with the services they offer. If they could provide us (students) with rates and quality specific to us, their business would be booming with USF.**

Name **Janive Santini** E-Mail **jsantini@mail.usf.edu**

**Thank you and have a great day!**

## **Worksheet Five**

Please write down your responses, do not state your opinions out loud. Do not work ahead. We will give you a time period to write your responses to each question. Here is the first question:

You will have one minute to answer this question.

1. *What are your first impressions when you hear the company name “Tampa T-shirts?”*

**Boring and uninspired. The name is not unique and will be indistinguishable in a search for shirts in the area. “Tampa T-shirts” covers a wide range of keywords.**

You will have two minutes to answer this question.

2. *What are your opinions or perceptions of this company logo?*

**Won’t remember it. Nothing stands out, the palm tree is overused and the blue “banner” is meaningless. There is no color theme. Red, yellow, blue and green, too varied! Clutter.**

We will now take you through the company web site. Please wait until we are finished to write your response. You will have three minutes to answer this question.

3. *What are your opinions of the company web site? Ex. Is it easy to navigate? Would you find it helpful in your purchasing procedure? What changes could be made to make it more efficient? Etc.*

**Terrible! Uniformity. Contact information (name, email, fax, phone) in one area. Price on Every item!! Price ranges, set up costs. Screen and art fees. Money is the deciding factor here, with nothing to help me compare, why should I choose that company? More information on graphics requirements. Mailing and shipping address. Ship and turn over times. Fit and sizing chart.**

You have each received a company catalog. You will have three minutes to go through the catalog. This catalog illustrates all apparel and accessories Tampa T-Shirts offers. You will have three minutes to write your response to the following question.

4. *What are your opinions of the apparel Tampa T-Shirts offers? Ex. Is there too much offered? Is there not enough variety? Anything that interest you? Anything you find unnecessary? Etc.*

**Great variety. Need price ranges!! Needs to show font, sizing, and font color tablets. Custom work like team shirts should have a standard setup. Also, better separation of sections. With each section devoting one page to describing the custom work that can be done.**

We will now ask the closing question. You will have unlimited time to finish this question. When you are finished please place you name and e-mail at the bottom of the page in order to be placed in the drawing. We will e-mail you should you be the winner. Feel free to take more refreshments as you leave. We thank you for taking the time to join in this focus group. Here is your question.

5. *What could Tampa T-Shirts do to improve the quality of their business?*

**More information. Must show pricing information on ALL items. Turn around time and set up fees are important for me to make a decision here, and I saw none of that. The name is too generic! It, not only is not**



**memorable, but contains too many common keywords when conducting an internet search that makes it difficult to stand out.**

**The website was constructed by an amateur. Uniformity is important. Using video to demonstrate the fit of various products would definitely help. Using an in-house video host to reduce down time would also help.**

**Simple is easy and attractive. Simple is easy to remember as well.**

Name **Justin Moses** E-mail **Jmoses3@mail.usf.edu**

**Thank you and have a great day!**

## **Worksheet Six**

Please write down your responses, do not state your opinions out loud. Do not work ahead. We will give you a time period to write your responses to each question. Here is the first question:

You will have one minute to answer this question.

1. *What are your first impressions when you hear the company name "Tampa T-shirts?"*

**It sounds like a company that everyone in Tampa uses or should be using.**

You will have two minutes to answer this question.

2. *What are your opinions or perceptions of this company logo?*

**I don't think the logo goes with a t-shirt company. I'm not too much of a fan of the colors either. I think a more catchy design should draw me into the company.**

We will now take you through the company web site. Please wait until we are finished to write your response. You will have three minutes to answer this question.

3. *What are your opinions of the company web site? Ex. Is it easy to navigate? Would you find it helpful in your purchasing procedure? What changes could be made to make it more efficient? Etc.*

**I think the website has too many tabs. I also think that it is a little confusing given that some tabs did not even work or were empty. I think the need to make the contact information more clear. I think being able to put a logo a got an idea of what or shirt would look like would help the website and the customer.**

You have each received a company catalog. You will have three minutes to go through the catalog. This catalog illustrates all apparel and accessories Tampa T-Shirts offers. You will have three minutes to write your response to the following question.

4. *What are your opinions of the apparel Tampa T-Shirts offers? Ex. Is there too much offered? Is there not enough variety? Anything that interest you? Anything you find unnecessary? Etc.*

**I think that there is almost too much to look at. I got that they want a variety but it is overwhelming to look at that many options. It would almost make it hard to make a choice. I also think that a rough estimate of the price of the shirt would be a good idea.**

We will now ask the closing question. You will have unlimited time to finish this question. When you are finished please place you name and e-mail at the bottom of the page in order to be placed in the drawing. We will e-mail you should you be the winner. Feel free to take more refreshments as you leave. We thank you for taking the time to join in this focus group. Here is your question.

5. *What could Tampa T-Shirts do to improve the quality of their business?*

**I think they should fix their website. I think they should try to get the company name more out there. This is the first time I've heard of them. I think they should have competitive prices, that way they would probably a lot of student organizations to choose them as their t-shirt company.**

Name Michele Cardenas E-Mail [mcardenu@mail.usf.edu](mailto:mcardenu@mail.usf.edu)

## **Worksheet Seven**

Please write down your responses, do not state your opinions out loud. Do not work ahead. We will give you a time period to write your responses to each question. Here is the first question:

You will have one minute to answer this question.

1. *What are your first impressions when you hear the company name "Tampa T-shirts?"*

**I think they are a local company in the Tampa area. They will appeal to USF student organizations.**

You will have two minutes to answer this question.

2. *What are your opinions or perceptions of this company logo?*

**I like the logo because it's simple but at the same time utilizes multiple color. It is bright so it also gets my attention. And again the tree and "Tampa" help me think "local."**

We will now take you through the company web site. Please wait until we are finished to write your response. You will have three minutes to answer this question.

3. *What are your opinions of the company web site? Ex. Is it easy to navigate? Would you find it helpful in your purchasing procedure? What changes could be made to make it more efficient? Etc.*

**Not easy navigate, empty links/old video links, no contact information. To make it more user friendly I suggest updating and make it simple. No flashy videos, etc. maybe offer to "have an account" to view order mystery's, logo, etc.**

You have each received a company catalog. You will have three minutes to go through the catalog. This catalog illustrates all apparel and accessories Tampa T-Shirts offers. You will have three minutes to write your response to the following question.

4. *What are your opinions of the apparel Tampa T-Shirts offers? Ex. Is there too much offered? Is there not enough variety? Anything that interest you? Anything you find unnecessary? Etc.*

**I like how they were brodorinte style and bron- making it easy to locate item. Things missing- price range, fonts offered, logo guidelines. I like the sizing chart in the back for m/w and youth sizing. There is a lot of variety which is good and I like that they offer eco-friendly products and had hats, bags and other items.**

We will now ask the closing question. You will have unlimited time to finish this question. When you are finished please place your name and e-mail at the bottom of the page in order to be placed in the drawing. We will e-mail you should you be the winner. Feel free to take more refreshments as you leave. We thank you for taking the time to join in this focus group. Here is your question.

5. *What could Tampa T-Shirts do to improve the quality of their business?*

**Fix all the problems on the websites. Offer specials to USF student organizations; pricing a free logo, no art fee, etc. this would appeal to students. Appeal to sports clubs with dry-fit jerseys and materials. Again, website improvements would make a huge difference.**

Name **Rachael Jones** E-Mail **usfwenches@gmail.com**

## **Worksheet Eight**

Please write down your responses, do not state your opinions out loud. Do not work ahead. We will give you a time period to write your responses to each question. Here is the first question:

You will have one minute to answer this question.

1. *What are your first impressions when you hear the company name “Tampa T-shirts?”*

**Is this a new company? I have not heard of them before. Do they do uniforms or just t-shirts?**

You will have two minutes to answer this question.

2. *What are your opinions or perceptions of this company logo?*

**It’s fairly generic, especially for a Florida company. However, it does fit the setting and I do like palm trees.**

We will now take you through the company web site. Please wait until we are finished to write your response. You will have three minutes to answer this question.

3. *What are your opinions of the company web site? Ex. Is it easy to navigate? Would you find it helpful in your purchasing procedure? What changes could be made to make it more efficient? Etc.*

**Not very easy to navigate since there are two different home pages, videos don’t work, and no contact information is listed. It would be nice to see the prices, especially with bundle deals. An interactive “Design your T-shirt” would be extremely helpful.**

You have each received a company catalog. You will have three minutes to go through the catalog. This catalog illustrates all apparel and accessories Tampa T-Shirts offers. You will have three minutes to write your response to the following question.

4. *What are your opinions of the apparel Tampa T-Shirts offers? Ex. Is there too much offered? Is there not enough variety? Anything that interest you? Anything you find unnecessary? Etc.*

**The layout of the magazine is nice. The different uses of each type is portrayed well. I believe the company relies heavily on cotton clothing, which does not interest my organization, so adding a larger “competitive sport” section would be nice. Also, if this catalog could be found online would help a great deal.**

We will now ask the closing question. You will have unlimited time to finish this question. When you are finished please place you name and e-mail at the bottom of the page in order to be placed in the drawing. We will e-mail you should you be the winner. Feel free to take more refreshments as you leave. We thank you for taking the time to join in this focus group. Here is your question.

5. *What could Tampa T-Shirts do to improve the quality of their business?*

**Continue what they’re doing now by getting the word out to student organizations. If they are able to build a large, student customer base then word will fly around campus only improving their business. I also think updating/upgrading their website is one of the first things needed to have them seem more legitimate.**

Name **Seth Richards** E-Mail **Sarichar@mail.usf.edu**

## Appendix IX

### Survey Notification E-Mails to Tampa T-Shirt Customers

#### First Survey E-mail

Hello.

We are students from the University of South Florida currently concluding our Public Relations degree. As our final project we were selected to work with a company called Tampa T-Shirts and formulate a PR campaign.

Presently, we are conducting research about Tampa T-Shirts and you were selected to participate in this study because of purchases you have made with the company. We only ask that you fill out this short survey. Your answers are very important to formulating our research. The survey will take about seven minutes of your time. All answers will remain confidential and anonymous. You may stop taking the survey at any point in time. **For taking the time to complete this survey Tampa T-Shirts will include you in a drawing for a \$25 gift certificate to a restaurant or store of your choice!**

Thank you in advance for your participation. Here is the link to our survey:

<https://www.surveymonkey.com/s/BB25NT5>

Sincerely,  
Kelsey Marineau  
Research Director

## **Second Survey E-mail**

Hello.

This is just a short reminder to **PLEASE** take our survey:

<https://www.surveymonkey.com/s/BB25NT5>

It is a big part of our final grade and a huge step in helping this company excel.

In case you did not receive our first e-mail, we are students from the University of South Florida currently concluding our Public Relations degree. As our final project we were selected to work with a company called Tampa T-Shirts and formulate a PR campaign.

Presently, we are conducting research about Tampa T-Shirts and you were selected to participate in this study because of purchases you have made with the company. We only ask that you fill out this short survey.

Your answers are very important to formulating our research. The survey will take about seven minutes of your time. All answers will remain confidential and anonymous. You may stop taking the survey at any point in time. **For taking the time to complete this survey Tampa T-Shirts will include you in a drawing for a \$25 gift certificate to a restaurant or store of your choice!**

Thank you in advance for your participation. Here is the link to our survey:

<https://www.surveymonkey.com/s/BB25NT5>

Sincerely,

Kelsey Marineau  
Research Director

## Last Survey E-mail

Hello.

First off, **thank you** for all of you who have already taken our survey. Your answers are a very vital part of our research and we truly appreciate it. For those of you that have yet to take our survey this is our last cry for help. We only need a couple more responses to make our findings valid and reliable. Your responses would help immensely. Thank you in advance for your cooperation. Here is the link to our survey:

<https://www.surveymonkey.com/s/BB25NT5>

In case you have not received our e-mails, we are students from the University of South Florida currently concluding our Public Relations degree. As our final project we were selected to work with a company called Tampa T-Shirts and formulate a PR campaign.

Presently, we are conducting research about Tampa T-Shirts and you were selected to participate in this study because of purchases you have made with the company. We only ask that you fill out this short survey.

Your answers are very important to formulating our research. The survey will take about seven minutes of your time. All answers will remain confidential and anonymous. You may stop taking the survey at any point in time. **For taking the time to complete this survey Tampa T-Shirts will include you in a drawing for a \$25 gift certificate to a restaurant or store of your choice!**

Thank you in advance for your participation.

Sincerely,

Kelsey Marineau  
Research Director

# Appendix X

## Survey E-mail Listings

3373 080-STUDIOS	jack.dikranian@rbk-arc.com	3889 APWU TAMPA AREA LOCAL	tal259vp@tampabay.rr.com
4115 1040 AM ESPN TAMPA BAY	sherrymoore@radiogen.com	2550	
2343 350 Z CLUB OF FLORIDA OR	jfiallo@progressive.com	AQU AQUA PRO IRRIGATION	ken@aquaproirrigation.com
3429 ABE BROWN MINISTRIES, INC.	robert.blount@abebrown.com	SERVICES	
2995 ACP	acporlando@acpfl.com	3659 AQUA SAFE FIRE PROTECTION CO	cjmusick@msn.com
1788 ACREE AIR CONDITIONING	vtrino@verizon.net	2182 AQUATIC CLUB OF TEMPLE	ujharries@yahoo.com
4096 ACROPOLIS GREEK TAVERNA	soubhi-1@hotmail.com	TERRACE	
4053 ADIDAS/REEBOK	Brent.Meyer@reebok.com	4051 ARAMARK @ FLORIDA	hoyer-patricia@aramark.com
ADS3 ADS		AQUARIUM	
4090 ADVANCED C4 SOLUTIONS, INC.	dwight.stephens@ac4s.com	3091 ARCONICS CORPORATION	cwright@verisign.com
AES ADVANCED ENGINEERED SYSTEMS	info@advancedengineers.com	3685 AROUND YOUR HOME	lefebvre5@yahoo.com
1963 ADVANTAGE BOAT WORKS	aboatwor@tampabay.rr.com		
3551 AFTER KICKS TAE KWON DO	AFTERKICKS01@YAHOO.COM	3960 ATIS SERVICES	handyman@atiservices.net
3597 AGENCIA 12 & 23, INC.	henrymendoza@tampabay.rr.com	3561 ATTENTION 2 DETAIL, LLC	attntoodetail@yahoo.com
3784 AIKEN'S FUNERAL HOME	romilag@aol.com	3257 AUDIO JUNKIES	admin@audiojunkies.com
2708 ALBIN	wbalbin@strato.net	3645 AVIS BAKER	avis.l.baker@bankofamerica.
2752 ALFONSO ARCHITECTS, INC.	ngc@alfonsoarchitects.com	3995 AquaShot Power Washing	kennethadamz@yahoo.com
3764 ALL CLASS REUNION	whitea03@yahoo.com	2973 BARBARA FORGIONE SALON	b4gione@msn.com
3097 ALL REAL ESTATE TITLE SERVICES	gaby@aretsi.com	3526 BASTARD JAZZ RECORDINGS	marleydidit@gmail.com
4105 ALLERGIES & ME	jstern@allegiesandme.com	3989 BEN FOSTER	ubrben@verizon.net
3079 ALVAWORKS	alvaworks@tampabay.rr.com	3862 BENTLEY SALON	scotty8@hotmail.com
3695 AMARO'S BODY SHOP	fish071482@msn.com	3701 BERRY DEVELOPMENT CORP.	berrydevelopment@aol.com
3732 AMERICA'S MARKETING	aaviles@americasmarketing.com	3661 BBLE-BASED FELLOWSHIP	lwilliams@bbftt.org
3721 AMERICA'S SECOND HARVEST	msutherland@a2htampabay.rr.com	CHURCH	latow114@aol.com
3865 ANDERSEN RACING	kburris@burrismotors.com	3293 BIKER BALM PRODUCTS	mb2@aol.com
3623 ANGEL OF HOPE	gina.casal@tampadays.com	4078 BLAIR J. HOUSTON	blair.j.houston@us.pwc.com
3449 ANGELL RESTORATION, INC.	CDeVore@angellconstruction.com	BLA BLAKE HIGH SCHOOL	Tanya.Stark@sdhc.k12.fl.us
3982 ANNIE DAVIS	davisa429@aol.com	3834 BLAST PUBLICATIONS	jimmie@flwakemagazine.com
3974 ANNIE LOGAN	Nina1728@msn.com	3850 BOB CARROLL	bcarroll@edmc.edu
3646 APPLAUSE PERFORMANCE COMPANY	CEO@TampaApplause.com	4045 BOLESTA CENTER, THE	jalvarez@tampabay.rr.com
3353 APRIL ARNOLD	coachpetea05@aol.com	3019 BOO'S BBQ	dorapie79@yahoo.com



3629 BOUNCE A LOT INFLATABLES	alcoholpaulonr@yahoo.com	3583 COTT BEVERAGE INC.	jscandrett@cott.com
3877 BOY SCOUTS	tjohnson@boyscouting.com	3583 COX COX FIRE PROTECTION	
1467 BREWER'S AMERICAN KENPO			
3085 BRIGHT HOUSE	dave.garbin@mybrighthouse.com	3583 CRAFTSMAN ROOFING, INC.	candy@craftsmanroofing.com
3262 CALVARY CHURCH	markproffitt@hotmail.com		
2958 CAMBRIDGE CHRISTIAN SCHOOL	rcarr@teslancers.com	3489 CREATIVE CARPENTRY	CDeVore@angellconstruction.com
		3421 CREATIVE KIDS, INC.	kjsasso@aol.com
3393 CARROLLWOOD BICYCLE EMPORI	carrollwoodbicycle@verizon.com	3295 CRISTI VALE	cristivale@tampabay.rr.com
3957 CASE CONTRACTING	jfortune@casecontracting.com	3746 CUSTOM CANVAS STRUCTURES	customcanvasstructures@verizon.com
3544 CEA ENGINEERING ASSOCIATES	jwells@cea-engineers.com	3942 DAISY SMITH	
3849 CEMEX	radiaz@rinker.com	3525 DALE CARNEGIE ASSOCIATES	RICKGALLEGOS@DALECAI.com
3457 CENTEX CONSTRUCTION, LLC	eporter@centexconstruction.com	3712 DAVE DENNISON	tampainshorefishing@gmail.com
2557 CENTRE FOR WOMEN, THE	lrichardson@cfwtampa.org	3658 DAVITA DIALYSIS	rebecca.fite@davita.com
3703 CHAMPION FOUNDATION REPAIR	jaimewester@hotmail.com	3996 DAVITA DIALYSIS - PANAMA CITY	chandra.ewing@davita.com
		2107 DELTA ZETA	kszwrai@ut.edu
3835X CHILDREN'S BOARD OF HILLSBOROUGH CO	patlewis@childrensboard.org	3602 DIANNE REEGER	gogorelay4life@yahoo.com
3150 CINDY BAUER	cindyhome@tampabay.rr.com	AN DICKENSON ELEMENTARY	
3901 CIRCLE K		3747 DON ELLINGSWORTH	dle@ellingsworth.net
3683 CITIGROUP	sharon.echevarriarodriguez@citi.com	3604 DONOVAN INDUSTRIES, INC	pdeveny@resistaband.com
CCG2 CITRUS COUNTRY GROVES	jimg@citruscountry.com	3298 DOOR SPECIALISTS, THE	
4079 CITRUS PARK ELEMENTARY	sworrell@tampabay.rr.com	3766 DOUG'S NEW & USED TIRES	
3954 CLAN MACKAY SOCIETY	Trimhand@aol.com	3639 DRISCOLL BROTHERS RACING	laurie.allegretto@dhl.com
2634 COCONUTS		3518 DROC PHOTOGRAPHY	mail@drcphotography.com
1977 COLE, SCOTT & KISSANE, P.A.	morla@csklegal.com	2176 DUARTE'S RESTAURANT	
		2052 DUNEDIN SCOTTISH, INC.	infoline@dunedin-scottish.com
		2030 DURANT HIGH SCHOOL	
COL5 COLUMBIA RESTAURANT	colsaug@columbiarestaurant.com	2219 E Z MULCH, INC.	
COL1 COLUMBIA RESTAURANT GROUP	r.causey@columbiarestaurant.com	3075 E-SeaRider, LLC.	esearider@gmail.com
4094 COMMERCIAL CONSTRUCTION	pippinswork@aol.com	EAST EAST LAKE HIGH SCHOOL	bbennett@soesoftware.com
2456 COMPUTER MENTORS GROUP, INC.	mentors@computermentors.com	2778 ECLECTIC RECORDS	electicrecordsinc@yahoo.com
3630 CONTINENTAL MANUFACTURING INT'L.	jhagan@premierfabricating.com	4024X EDISON ELEMENTARY	caroline.meeks@sdhc.k12.fl.us
		1808 EDWARD JONES INVESTMENTS	MORRYBESS@HOTMAIL.COM
		3186 EDWARD LEWIN	elewin@tampabay.rr.com
		2371 ELEGANT MARBLE & GRANITE	SALES@ELEGANT-GRANITE.com
		ELITE ELITE FIRE PROTECTION SYSTEMS, INC.	

3956 ELITE SPORTS	cfoss31@yahoo.com		
ELLICE ELLICE'S FLORAL DESIGN		3886 FRANKIES	mdiogostine@yahoo.com
1727 ENCLAVE AT RICHMOND PLACE		2940 FREEDOM HIGH SCHOOL	crystal.haralambou.haralac@
ENN ENNOVEX USA		3099 FRITOLAY	david.m.friday@fritolay.com
1886 ENTERPRISE CAR SALES		3047 FUELS	
2358 ENVIRO-LOGICAL SOLUTIONS, INC.	ssimmons@enviro-logical.com	3420 FUTURE INNOVATIONS	fij@fdn.com
3339 ENVIRONMENTAL ENGINEERING	mmoser@eec-tampabay.com	3717 Filterfresh Coffee	jcunningham@filterfresh.com
1779 EVASIVE ACTIONS		3891 Florida Marine Science Educators As	Dstone@flaquarium.org
FNC0007 EVOS CHAPEL HILL	rakesh.sethi@evos.com	3728 G.E. WALKER, INC.	pyier@aol.com
CFL0001 EVOS CORPORATE	comments@evos.com	3940 GEARBULK	peter.doyle@gearbulk.com
FNV0005 EVOS HENDERSON	greg.janson@evos.com	2574 GEO-LOGICAL, INC.	chad@geo-logical.com
FCA0009 EVOS Seabridge		GER GERDES ELECTRIC CO.	
FLO0006 EVOS USF	greg.jones@evos.com	3966 GLORIA JONES	gdad1919@aol.com
VIGN EnviroRem, Inc	nnelson966@aol.com	3749 GO FAR MAGAZINE	info@gofarmag.com
FAT3 FAT CATS BBQ		3469 GRASS EXECS	
3594 FERGUSON ENTERPRISES	jim.lee@ferguson.com	GRE GREAT AMERICAN MARBLE, INC.	greatmarble@aol.com
FERMAN FERMAN AUTOMOTIVE MANAGEMENT SERVIC		1391 GREATER TAMPA	jhuerta@hcc.cc.fl.us
FINALTO FINAL TOUCH		1868 GREEN ISLE CORPORATION	
3924 FIRST HAITIAN BAPTISTE CHURCH	shelldy11@yahoo.com	GRN GREENACRE PROPERTY MGT. GREENSC GREENSCAPE LAWN SERVICE, INC.	
3611 FISH and other ICHTHY stuff		1385 GRESHAM SMITH AND PARTNERS	
HILLS FLCC		3586 H. LEE MOFFITT CANCER CENTER	stephanie.greiner@moffitt.or
FLO3 FLOORS, INC	bbrown@flaquarium.org	1566 H.B. PLANT HIGH SCHOOL	
3471 FLORIDA AQUARIUM, THE		3596 H.Y.P.E.	info@hypetampabay.org
1946 FLORIDA COMMERCIAL CARE, INC.		2661 HABITAT FOR HUMANITY	ExecutiveDirector@habitathi
3737 FLORIDA COUNCIL ON ECON EDU	cmueller@fcee.org	2155 HAITZ BROTHERS INC.	
DJJ FLORIDA DEPARTMENT OF JUVENILE JUST		3323 HANDYMAN MATTERS	emacdonald@tampabay.rr.cc
3552 FLORIDA DETROIT DIESEL	jouellette@fd-da.com	INLIVISOL, INC.	
3456 FLORIDA SCHOOL CHOICE FUND, INC.	jlevy@floridapride.org	3004 HANDYMAN MATTERS TAMPA BAY (phone d	ballard67@gmail.com
3387 FLORIDA Z ASSOCIATION	deann@mhwrecovery.com	3550 HARLEY DAVIDSON of TAMPA	ecampolo@fermanmail.net
4037 FLORIDATA	lindadye@floridata.net	2998 HC UNITED SOCCER CLUB / HCC HCC BOOKSTORE /	Hcunitedsc@aol.com
3656 FORCE 10 - USA	joy.brinley@force10usa.com		bwimberly@hccfl.edu

HCC EA HCC EXTERNAL AFFAIRS		JAM JAMAICA HELL FIRE	
2078 HCC YBOR CAMPUS	daudet@hccfl.edu	4041 JAMES WHITE	
4112 HEATHER MANDOLI	hmandoli@gmail.com	4082 JANIVE SANTINI	jsantini@mail.usf.edu
3785 HEAVENLY CREATIONS TAX SERVICE		3419 JBP SERVICES, LLC	jbrea@jbpservicesllc.com
3410 HEMATOLOGY-ONCOLOGY		JEA2 JEAN'S REFRIGERATION & A/C	
2716 HENRY & LINDA PIERSON		3838 JEANNETTE BUTLER	
HGP HENRY GONZALEZ		2582 JEFF & HEIDI GROVES	
2305 HILLSBOROUGH AVIATION AUTHORITY	rfrensky@TampaAirport.com	3549 JEFF LEVINE	
3350 HOME WISE INSURANCE COMPANY	karen.ingalls@homewisecorp.com	2311 JEFF'S TREE SERVICE	
1582 HOPE WORLDWIDE	eric_abernathy@hopeworldwide.com	3199 JEFFERSON HIGH SCHOOL	
1685 HORIZON BAY		2074 JERRY GOLDTHWAIT	
1618 HOTEL FLIGHT	PARMFAM@TAMPABAYFL.COM	PAINTING, INC.	
3468 HSA /	msomerville@hsa-env.com	3582 JILL VANDERKAM	
3498 HUNT PARK @ AL LOPEZ	ninabean525@msn.com	3375 JIM FORTUNE	jfortone@casecontracting.com
3638 HUNTER DOUGLAS SOUTHEAST	john.boyle@hunterdouglas.com	606 JOEY'S BAR INC.	
4065 ICE CREAM'S BBQ		3292 JOHN RUSSELL FOR CONGRESS	russellfl5@gmail.com
3388 IMAGE EXPERTS, INC.	edwarren@earthlink.net	3975 JOYCE HUMPHREY	rogershump@yahoo.com
1941 IMPEX G.A.E., Ltd.		4023 JOYCE'S SANDWICH SHOP	
1688 INDEPENDENT DAY SCHOOL		3278 JULIA JONES ENTERPRISES	
1822 INDIAN RIVER COMMUNITY COLLEGE	lriley@ircc.edu	3128 JUNIOR ACHIEVEMENT	maggieh@jawcf.org
3481 INDOOR AIR QUALITY CONTRACTORS	nexttozeus@aol.com	2961 K FORCE INC.	rhensler@kforce.com
3427 INGENUITY GROUP, THE	elissa@ingenuitypm.com	4114 KESSLER CONSULTING INC.	sbarrett@kesconsult.com
3972 INKWOOD BOOKS	inkwoodbks@aol.com	3709 KEVIN ALVAREZ	kevin@latinbabeindex.com
3415 INTEGRATED CABLE SOLUTIONS	kdill@cableics.com	3965 KEVIN BEROWSKI	rugbymusician@gmail.com
1565 INTERNATIONAL PLAZA & 1933 INTERWEAVE	NPOLM@TAUBMAN.COM	2977 KEVIN COWAN	kcowan@cytopia.cc
1624 INWOOD MULTI MEDIA PRODUCTIONS	kking@interweavecorp.com	3705 KEYSTONE PREPARATORY SCHOOL	linda.fedewa@keystoneprep.com
2942 ISLAND SUPER PAGES	zuchitty@yahoo.com	3628 KHORD DENNIS	
3168 J & J QUALITY AIR, INC.	jjqair5@verizon.net	1870 KIDS CITY/CHILDRENS MUSEUM	
1426 J2 STUDIO		KHS KING SENIOR HIGH SCHOOL	
3437 JACK DIKRANIAN	Jack.Dikranian@rbk-arch.com	3017 KINGSIZE FISHING TEAM	kingsizefishingteam@gmail.com
3775 JACKIE ARBELLA MOORE		3270 LA HANGOUT, THE /	ed@thehangoutbar.com
2099 JACKSON SPRINGS PARK	beekleyw@hillsboroughcounty.org	3745 LABELS AND SYSTEMS	
		2988 LAKELAND JEEPERS	
		2274 LASHANDA MUTCHERSON	
		3655 LAURA KAILIMAI	laurakailimai@hotmail.com
		3228 LAWNSCAPES	edircks@aol.com
		1913 LDS COURIER SYSTEMS	

LEARNIN LEARNING GATE	betty@learninggate.org	ORNAMENTAL IRON, INC	
3935 LEGACY HOME SCHOOL GROUP		2218 MARISELA'S DANCE STUDIO	
1964 LETO HIGH SCHOOL		3837 MARK HARTLEY	mhartley@hartleypurdy.com
2890 LIBERTY MIDDLE SCHOOL	geneva.bboner@sdhc.k12.fl.us	4093 MARK PERLMAN	doodeystore@gmail.com
3549 LIFELINK FOUNDATION, INC.	rachel.guerra@lifelinkfound.org	2571 MARVIN GRAY	
3986 LIGHT OF THE WORLD CHURCH CHILD CAR		3970 MARY MARSHALL	
3567 LIGHTNING BAY PNEU-DRAULICS	pamela@lightning-bay.com	3960 MARY MOULING	
3961 LINDA NETZER	tamplaw@aol.com	3320 MARY WILLIAMS	mary051@verizon.com:net
2852 LITHIA LAWN SERVICE	lithialawn@aol.com	2423 MASSIE - OSBORNE THERAPY SERVICES	ptkellie@aol.com
3243 LLT BUILDING SUPPLIES	llts_building@earthlink.net	3694 MASTRO SUBARU	bobbi@mastromoters.com
3843 LOAD LOCK EXCHANGE		MAX2 MAXIMUM SPORTING GOODS	
3142 LOGISTED, LLC.	mithcr@mitchroop.com	2486 MEDCORP	graham.luquette@henryschei
3744 LOU BOY TOWING SERVICE N/A		2346 MEDICAL DELIVERY SERVICE, INC.	
2533 LUTHERAN OUTDOOR MINISTRIES		3194 MELISSA MEADORS	mmeadors@bbtampa.com
www.fbsynod.org		3559 MELISSA YOUNG	garveymelissa@yahoo.com
LSF LUTHERAN SERVICES		2926 MERCEDES COMPLETE	mercedescomplete1@verizon
LSF2 LUTHERAN SERVICES OF FLORIDA		3180 METLIFE AUTO & HOME	
3896 LUTHERAN SERVICES OF FLORIDA		2028 MICHELLE'S PUB	jessielynn1411@yahoo.com
1746 LaFLEUR'S GYMNASTICS	lafleurgym@aol.com	2270 MIDDLETON HIGH SCHOOL	kim.woolfenden@sdhc.k12.fl
MB M & B PRODUCTS		3474 MILLENNICOM CONSULTING GROUP	
2224 M.A.G.S.	apasparnell@aol.com	3778 MILLER & SON TIRE DISPOSAL SERVICE	
3714 M.E. WILSON	kweaver@mewilson.com	3038 MIND INVENTIONS	smccormick@mindinvention
2025 M.O.S.I.	JudithL@mosi.org	3710 MODEL 4 JESUS	mayra@model4jesus.com
4106 MACDILL AIRFORCE BASE		3398 MOLDING DEPOT INC., THE	JLROSENDE@MOLDINGDI
4068 MACDILL AIRFORCE BASE/ PHARMACY	rosalind.jones@macdill.af.mil	3134 MORGAN WOODS ELEMENTARY	
2213 MADIGAN ELECTRIC, INC.		3963 MTM SOLUTIONS, INC.	
4062 MAJIED COMPANY	hakin1948@yahoo.com	4911 mtmsolution.net	
3133 MANTRA CREATIVE, INC.	lauren@mantra-creative.com	2746 MYRA BENJAMIN	
3566 MARCO SUAREZ	alpinetruckstop@aol.com	1877 MacDILL SCHOOL AGE PROGRAM	Elizabeth.Gilbert@macdill.af
4039 MARINE CORPS LEAGUE DETACHMENT		4087 MacDill SOCOM	
3884 MARINE MAX INC.	Sterling.McLamore@marinemax.com	4057 McCAULEY MEDICAL MARKETING	lifesavernow@verizon.net
MCO MARIO CASTRO		4107 McKIBBON HOTEL MANAGEMENT, INC.	
		3452 N & J AUTO REPAIR & BODY	

WORKS		3754 PATRICK ENNIS	pennis@tampabay.rr.com
3293 NAPV C/O PAUL GRIFFITH		3738 PATTI MORRIS	
1806 NASCO CUSTOM HOMES & REMODELING		PAT2 PATTON CONCESSIONS	
3684 NATIONAL REPUBLICAN WOMEN'S NETWORK	brannen1@comcast.net	1418 PAUL'S LAWN CARE	
4089 NATIONAL SOCIETY OF BLACK ENGINEERS		3913 PAULA KENNARD	pdkennard@yahoo.com
4019 NATIONWIDE STEEL WORKS NAC NEUBERT AERO CORP.	robert@nationwidesteelworks.com	3735 PEAK 10	
4100 NEW PROGRESS MISSOINARY CHURCH		3852 PEGASUS	mbrechwald@jpg.com
3576 NEW TAMPA DEMOCRATS	sharonsamek@verizon.net	PEG PEGASUS TRANSTECH	
3601 NEWLAND COMMUNITIES	cpalmer@newlandcommunities.com	4709 BENDER NEWKIRK & COMPANY LLP	
3070 NEWMAN & NEWMAN	newmanandnewman@consultant.com	2818 PEREZ TREE SERVICE, INC.	pereztreeservice@tampabay.rr.com
2077 NEWSOME LaCROSSE CLUB	dant@tampabay.rr.com	3067 PHS - PRAGMATIC HYDROSCIENCE, LLC	tarheelpete@hotmail.com
3752 NICK KNIGHT		3461 PHYSIOTHERAPY ASSOCIATES	
3015 NK - 92, LLC	nancyk92@aol.com	3947 PICTUREMAN	
3256 NOREEN PARKER	np@reactv.com	2453 PILATES MOVEMENT STUDIO	
3008 NORTHLAKES PARK		PLA PLAY CLOTHES	
NU NU AIR MANUFACTURING		2468 PLAYHOUSE THEATER	
4058 NVIROTECT		3371 PMI TAMPABAY SYMPOSIUM	adam.hsu.pmp@gmail.com
1869 O'BRIENS IRISH PUB		1762 POLICE ATHLETIC LEAGUE	
3453 O. T. I.		3338 POWERSTORIES THEATRE	powerstories@tampabay.rr.com
3117 ONE ACCORD DANCE TROUPE	oadtusf@hotmail.com	PTB PRESBYTERY OF TAMPA BAY	
3001 ONE HOUR AIR CONDITIONING & HEATING		1880 PRO-KLEAN, INC.	
3773 ORIENTAL FISH CO.		3953 PROGRESS VILLAGE ACADEMY	pvacademy@tampabay.rr.com
2177 OSMANY'S MARBLE & GRANITE		PROG PROGRESS VILLAGE	
2055 OSSI CONSTRUCTION, INC.	rossi1@tampabay.rr.com	MIDDLE MAGNET	
3512 OUR LADY OF GUADALUPE	leo@canerday.com	3044 PROTIVITI INDEPENDENT	gregory.kirkland@protiviti.com
3167 P. G. I.		RISK CONSULTI	
3102 PACK RAT HAULING		1738 PTI INTERACTIVE	
2334 PAPIITO'S CUBAN CAFE		3090 PURE MUSTANG PERFORMANCE	
PLI PARADISE LAKES RESORT	sgibson@paradiselakes.com	2511 RAHENKAMP DESIGN GROUP, INC.	Shannon@rdgroup.org
PL2 PARADISE VALLEY RESORT	helle@paradisevalleyresort.com	4091 RAINBOW ART & DESIGN	
3093 PARKS, RECREATION & CONSERVATION		RAYM RAYMOW CONSTRUCTION COMPANY, INC.	
PARS PARSONS		4076 RIB BUILDING TOGETHER TAMPA BAY	jgarcia@rttb.org
3967 PATCOE APPAREL		3943 REGGAE URBAN FASHIONS	rufjamaica@gmail.com
		4085 REGINA BROXTON	urbanhouse3000@yahoo.com
		2043 RESIDENCE INN BY	

MARRIOTT		INC.	
3499 RESIDENTIAL DRYWALL, INC.	angela@resdrywall.com	1489 SIGNATURE PEST MANAGEMENT	
RICK'S PLUMBING		2023 SIMPLY HYDROPONICS & ORGANICS	sales@simplyhydro.cpm
3514 RIDIN CLEAN		SIM SIMPSON AIR	pfsimpson@simpsonmechan
3248 RITA ASCHENBRENNER		3653 SLATE & GRANITE IMPORTS	steimler@aol.com
1928 RIVERVIEW HIGH SCHOOL		4017 SLT PRODUCTIONS	
3920 RND DELIVERY INC.	sugasmak4813@yahoo.com	1633 SMOOTHIELITAS ,	smoothielitas@yahoo.com
3776 ROBERT PERTEE	pertee33@verizon.net	3861 SNOOKAHOLICS ANONYMOUS LLC	smoothielitas@hotmail.com
4067 ROBERT W. BAIRD & CO.		4054 SOCOM/MACDILL AIRFORCE BASE	michael.burns@socom.mil
2261 ROBINSON HIGH SCHOOL	brenda.selner@sdhc.k12.fl.us	3978 SOL DAVIS PRINTING	
3885 RODGERS MIDDLE SCHOOL		3324 SOLIMAR GLASS & INSTALLATION	lilys@solimarinst.com
3450 RON CORGAN		3671 SOUND RIGHT PRODUCTIONS	bmpowe@yahoo.com
2383 RON YATES		SOUNDSCAPES OF TAMPA, THE	
3232 ROYAL EXPRESS, INC.		2157 SOUTHERN WINE & SPIRITS	
3183 RYAN GRIFFIN		3941 SPAULDING DECON, LLC	admin@spauldingdecon.com
4110 S & I FISHING CHARTERS		4049 SPRINGHILL MISSIONARY BAPTIST CHURCH	mmcaffee@utekcorp.com
3554 S & R PERFORMANCE, LLC	smundra@sandperformance.com	STJ ST. JOHN'S EPISCOPAL CHURCH	
SAL2 SAL URSO'S BASEBALL & SOFTBALL CAMP		1865 ST. MARK UNITED CHURCH	
3951 SAMUEL HUNTER	smehunt@yahoo.com	1801 ST. EARLING DOOR & MILLWORK	
3312 SARA HAINES		4077 STETSON UNIVERSITY	dlassite@law.stetson.edu
SAS SAS 70 SOLUTIONS, INC.		COLLEGE OF LAW	
3723 SB9, INC	fsbower9@yahoo.com	3333 STEVEN L BROWN FOUNDATION	kjordan3407@aol.com
340897 SBF, INC.	jerry@sbfsite.com	STE STEWARD MELLON, INC.	markn@stewardmellon.com
2080 SCHOOL DISTRICT HILLSBOROUGH COUNTY	phildra.swagger@sdhc.k12.fl.us	SMM STEWART MIDDLE MAGNET SCHOOL	lynn.mcdaniel@sdhc.k12.fl.us
3610 SCHRAMM'S PLASTERING	schrammsplastering@gmail.com	3632 STEWART TITLE GUARANTY COMPANY	sseaford@stewart.com
3463 SCOTT ISACKSEN	scott.isacksen@cubist.com	4090 STRATEGIC SOLUTIONS	april@sstflorida.com
4044 SEACOAST RENOVATIONS	giiggaton@aol.com	2930 SUNCOAST BREEZE	suncoast.breeze@verizon.net
2764 SEDUCTIVE CAR CLUB	tjones@vdeusa.com	3233 SUNCOAST FLATLANDERS	malexander@fermanmail.net
SEI2 SEIDEL & ASSOCIATES		3869 SUNCOAST INTERGROUP	graceterry727@aol.com
2935 SENDTEC MARKETING	ftomlin@sendtec.com	SUN8 SUNCOAST RESORT	
3763 SERBU FIREARMS, INC.	mark@serbu.com	SUNCOAST ROOFING	
2881 SERVICE MASTER			
SHEL SHELDON ROAD BAPTIST CHURCH	MANDY@GIFTSTAMP.COM		
3713 SHIPWRECK STORE			
3925 SHIRLEY WILLIMAS			
2302 SIGMA DELTA TAU			
3748 SIGMA INTERNATIONAL,	kathy@seafoodbysigma.com		

3311 SUNCOAST SCHOOLS		AREA YMCA, INC.	
3192 SUNDIAL INC.	sundiallisa@tampabay.rr.com	3200 T TAMPA PREPATORY SCHOOL	thonegger@tampaprep.org
SUNSH SUNSHINE DESIGNS		2959 TAMPA RACES	jim@tamparaces.com
3367 SUNSHINE PERFORMANCE GLASS	tia@spgfla.com	2655 TAMPA REGIONAL ECLETIC CHURCH CORP.	
2239 SUNSHINE TAN & NAILS		4116 TAMPA SHIP	
2819 SWITCHBACK OFF-ROAD	switchbackoffroad@gmail.com	2156 TAMPA SIGN INSTALLATION	tsiinc@tampabay.rr.com
3871 Shamus A. McConomy		CLK TAMPA T SHIRTS	
3689 T & T DECORATIVE CONCRETE	tim@ttconcrete.com	1871 TAMPA THROUGHBREDS	DHumphries@MustangTam
		3907 TARA D. LEGREE	akajack11@aol.com
1855 TALON TATTOO SUPPLY	INFO@TALONTATTOO.COM	2001 MAUBMAN COMPANY, THE	
2103 TAMPA ADVENTIST ACADEMY		3381 TAYLOR DOBBS	
1909 TAMPA AUDUBON		3374 TEAL RISE TATAS	
3995 TAMPA BAY ACADEMY OF HOPE	alysha.edmonds@tampabay.rr.com	3068 TEAM FETTI	
4113 TAMPA BAY BALLERS YOUTH BASKETBALL		2877 TECH HEALTH WORKERS COMP	
		2124 TECH TEAM GLOBAL	
3306 TAMPA BAY BREAST CANCER ASSOCIATION	jennsull@tampabay.rr.com	2966 TEMPLE TERRACE KIWANIS CLUB	dcadams.dca@verizon.net
3579 TAMPA BAY BUILDERS ASSOCIATION	krista@tbba.net	2317 TERRA INCOGNITA	ged@ecotours.com
2121 TAMPA BAY CONVENTION & VISITORS		1982 TERRACE SPORTS FAMILY BOWL	
3494 TAMPA BAY FOSSIL CLUB	bfite1@tampabay.rr.com	3939 TIFFANY COVINGTON	
4084 TAMPA BAY HASH HOUSE HARRIERS		TCM TIME CONSUMER MARKETING, INC.	
1824 TAMPA BAY SOUND AND PROTECTION		3936 TINA SHAW	
2267 TAMPA BAY TECH		3182 TNC TAE KWON DO ACADEMY	tnctae1@netzero.com
2859 TAMPA CATHOLIC HIGH SCHOOL		3893 TOM KNAPP	
		3617 TOM MULLARKEY	tomdmullarkey@yahoo.com
1890 TAMPA CHAMBER OF COMMERCE		3203 TOMMY SHANNON	tommyshannon@hotmail.com
		3680 TONY CONYERS	conyerstty@msn.com
3568 TAMPA DAY SCHOOL	tds@tampadayschool.com	2380 TORRES TILE	
3857 TAMPA DIGITAL STUDIOS		0891 TOTAL SOLUTIONS WELLNESS CENTER	getfitTampa@aol.com
TFH TAMPA FIRST HISPANIC CHURCH		1715 TOUCAN GRILLE	toucangrille.com
2117 TAMPA HISPANIC HERITAGE, INC.		2285 TOWN N' COUNTRY PONY BASEBALL, INC.	
1949 TAMPA KOREAN BAPTIST CHURCH		1699 TRANSWORLD DIVERSIFIED SERVICES	
		3209 TRAVERTINE GROUP	
1689 TAMPA METROPOLITAN	nwolfe-berger@tampabay.rr.com	TIPPLE TREASURE ISLAND POOL	

3760 TREY BROCK	lsbrock3@earthlink.net	HILLSBOOUGH	
3900 TRICIA GLOFELTY	operatl@hotmail.com	2686 W.L. GORE & ASSOC.	CTURGEON@WLGORE.CO
1522 TWIN DREAMS ENTERPRISES	mike@twindreams.com	2939 WATERLINE	
3151 TechUSA		CONSTRUCTION, INC.	
ULT ULTIMATE CLASSIFIEDS		3179 WATERS CAR SPA	alykhan@waterscarspa.com
PUBLISHING		3521 WES KING	
1598 ULTRAGYPSY.COM	SEREIA@EARTHLINK.NET	1785 WEST GATE CHRISTIAN	
1937 UNITED ADVERTISING	shudson@unitedad.com	SCHOOL	
PUBLICATIO		WPB WEST PALM BEACH AUTO	shelley.merrifield@cox.com
UT UNIVERSITY OF TAMPA		AUCTION	
CLUBS UNIVERSITY OF TAMPA	dbarry@ut.edu	3522 WESTCHASE RECREATION	donajs2002@yahoo.com
CLUBS		4083 WESTSIDE COMMUNITY SDA	
3570 URS CORPORATION	Stephen_B_Goetz@URSCorp.com	CHURCH	
3030 US ARMY RESERVE	marti.miller@usar.army.mil	WFL WFLZ / CLEAR CHANNEL (	
2129 USF	nmatches@coba.usf.edu	Natalie	
in Purchase orders		93.3)	
3426 USF - CLUBS		1617 WHARTON HIGH SCHOOL	
1749 USF BIOMEDICAL ETHICS		2258 WILBESAN CHARTER SCHOOL	padahm@aol.com
SOCIETY		(Mary White)	
USF USF BOOKSTORE		2356 WILD 98.7	
2482 USF CHI PHI FRATERNITY	sameep1984@yahoo.com	1794 WILLIAM NURSERY & SOD,	
3413 USF COLLEGE OF MEDICINE		INC.	
1631 USF DANCE DEPARTMENT	SLAY73@JUNO.COM	4064 WINNERS CIRCLE, INC.,	ceo@homelandgroup.com
1734 USF INTERNATIONAL	LAJEVARDI@HOTMAIL.COM	THE	
BUSINESS BOARD		WILLOW WOMEN'S TRI-FITNESS INC.	
1713 USF LACROSSE TEAM	DOOLEY_R@YAHOO.COM	2241 WYNDHAM HARBOR ISLAND	
USF2 USF LEADERSHIP HOUSE		501 YARDS TO GO	jgeorgecapfl.com
3125 USF TOTAL PRAISE	adavis7@mail.usf.edu	2365 YMCA, NORTHWEST	pat.morley@tampaymca.org
GOSPEL MINISTRY		HILLSBOROUGH	
1924 USF WRESTLING TEAM		3662 YOUNG MIDDLE MAGNET	
1954 UT KAPPA SIGMA	RGOTSIS@UT.EDU	SCHOOL	
4013 VERIFIED LABEL &	admin@verifiedlabel.com	HCP YOUTH SERVICES	DeanByers@sdhc.k12.fl.us
PRINT, INC.		3637 ZEE MOHAMMED	
1988 VERTICAL IT SOLUTIONS		3733 ZINGO /	zingo_tampa@yahoo.com
3239 VICARIOUS			
3430 VICTORY SOCCER	jack.dikranian@rbk-arch.com		
2396 VILLA MADONNA SCHOOL			
2016 VILLAGE LAWN CARE	vlcinc@msn.com		
3780 VINYL FEVER			
3105 VIRGINIA INTELISANO			
3542 VOICES FOR CHILDREN OF	director@vfcgal.org		



# Appendix XI

## Online Survey Tampa T-Shirt Customers

### 1. Introduction

Hello. Students from the University of South Florida are conducting research on behalf of Tampa T-Shirts. You were selected to participate in this study because of your past relationship with the company. Your input is needed to help us determine the strengths and weaknesses of Tampa T-Shirts so that the company can better meet your needs.

The survey will take about seven minutes of your time. All answers will remain confidential and anonymous. You may withdraw from this study at any time.

In return for your participation in this study, you may opt to be included in a drawing for a \$25 gift certificate to a restaurant or store of your choice!

Thank you for your time! We appreciate your help!

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### 2. Screener Questions

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\*

#### 1. Have you heard of Tampa T-Shirts?

- Yes
- No

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### 3. Screener Questions

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\*

#### 1. How did you first hear about Tampa T-Shirts?

- Online
- News article
- Word of mouth
- Received a catalog

- Sign or advertisement
- Walk-in
- Other (please specify)

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## 4. Screener Questions

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\*

### 1. How did you find information online?

- E-mail
- Search engine (i.e., Google)
- Social network (I.e., Facebook)
- Web site
- Other (please specify)

## 5. Screener Questions

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\*

### 1. Did you come across other specialty apparel businesses before you decided on doing business with Tampa T-Shirts?

- Yes
- No

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## 6. Screener Questions

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### 1. What set Tampa T-Shirts apart from the rest?

[Add Question Here](#)

## 7. Screener Questions

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\*

### 1. Have you visited the Tampa T-Shirts website?

- Yes
- No

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## 8. Screener Questions

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\*

### 1. Was the website helpful?

- Yes
- Somewhat
- No

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## 9. Screener Questions

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\*

### 1. Have you heard of Fast Lane Clothing Company?

- Yes
- No

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## 10. Screener Questions

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### 11. Attitudes about Tampa T-Shirts

Tampa T-Shirts is actually a re-branding strategy of Fast Lane Clothing Company. If you have not done business with Tampa T-Shirts, but have worked with Fast Lane Clothing Company please think of your experiences with Fast Lane when answering these questions.

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**1. Please indicate your level of agreement or disagreement with the following statements.**

	<b>Strongly Disagree</b>	<b>Somewhat Disagree</b>	<b>Neutral</b>	<b>Somewhat Agree</b>	<b>Strongly Agree</b>
<b>I had a good experience with Tampa T-Shirts.</b>	<input type="radio"/> Please indicate your level of agreement or disagreement with the following statements. I had a good experience with Tampa T-Shirts. Strongly Disagree	<input type="radio"/> Somewhat Disagree	<input type="radio"/> Neutral	<input type="radio"/> Somewhat Agree	<input type="radio"/> Strongly Agree
<b>Tampa T-Shirts has reasonable prices.</b>	<input type="radio"/> Tampa T-Shirts has reasonable prices. Strongly Disagree	<input type="radio"/> Somewhat Disagree	<input type="radio"/> Neutral	<input type="radio"/> Somewhat Agree	<input type="radio"/> Strongly Agree
<b>Tampa T-Shirts in a good company to do business with.</b>	<input type="radio"/> Tampa T-Shirts in a good company to do business with. Strongly Disagree	<input type="radio"/> Somewhat Disagree	<input type="radio"/> Neutral	<input type="radio"/> Somewhat Agree	<input type="radio"/> Strongly Agree
<b>Tampa T-Shirts provided me with friendly service.</b>	<input type="radio"/> Tampa T-Shirts provided me with friendly service. Strongly Disagree	<input type="radio"/> Somewhat Disagree	<input type="radio"/> Neutral	<input type="radio"/> Somewhat Agree	<input type="radio"/> Strongly Agree
<b>Tampa T-Shirts has a clean work environment.</b>	<input type="radio"/> Tampa T-Shirts has a clean work environment. Strongly Disagree	<input type="radio"/> Somewhat Disagree	<input type="radio"/> Neutral	<input type="radio"/> Somewhat Agree	<input type="radio"/> Strongly Agree
<b>Tampa T-Shirts completed my</b>	Tampa T-Shirts completed	Somewhat		Somewhat	Strongly

purchases in a timely manner.	my purchases in a timely manner. Strongly Disagree				
Tampa T-Shirts is in a safe location.	<input type="radio"/> Tampa T-Shirts is in a safe location. Strongly Disagree	<input type="radio"/> Somewhat Disagree	<input type="radio"/> Neutral	<input type="radio"/> Somewhat Agree	<input type="radio"/> Strongly Agree

[Add Question Here](#)

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## 12. Attitudes about Tampa T-Shirts (continued)

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1. Please indicated your level of agreement or disagreement with the following statements.

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Tampa T-Shirts maintains consistent communication with its customers.	<input type="radio"/> Please indicated your level of agreement or disagreement with the following statements. Tampa T-Shirts maintains consistent communication with its customers. Strongly Disagree	<input type="radio"/> Somewhat Disagree	<input type="radio"/> Neutral	<input type="radio"/> Somewhat Agree	<input type="radio"/> Strongly Agree
I have seen or heard advertisements from Tampa T-Shirts.	<input type="radio"/> I have seen or heard advertisements from Tampa T-Shirts. Strongly Disagree	<input type="radio"/> Somewhat Disagree	<input type="radio"/> Neutral	<input type="radio"/> Somewhat Agree	<input type="radio"/> Strongly Agree
Tampa T-Shirts produces quality products.	<input type="radio"/> Tampa T-Shirts produces quality products. Strongly Disagree	<input type="radio"/> Somewhat Disagree	<input type="radio"/> Neutral	<input type="radio"/> Somewhat Agree	<input type="radio"/> Strongly Agree
Tampa T-Shirts keeps me well	Tampa T-Shirts keeps me				

<b>informed of new products and services.</b>	well informed of new products and services. Strongly Disagree				
<b>I receive Tampa T-Shirts' catalogues in the mail.</b>	<input type="radio"/> I receive Tampa T-Shirts' catalogues in the mail. Strongly Disagree	<input type="radio"/> Somewhat Disagree	<input type="radio"/> Neutral	<input type="radio"/> Somewhat Agree	<input type="radio"/> Strongly Agree
<b>Tampa T-Shirts sends me e-mails regularly regarding new products, sales and promotions.</b>	<input type="radio"/> Tampa T-Shirts sends me e-mails regularly regarding new products, sales and promotions. Strongly Disagree	<input type="radio"/> Somewhat Disagree	<input type="radio"/> Neutral	<input type="radio"/> Somewhat Agree	<input type="radio"/> Strongly Agree
<b>I was satisfied with my purchases from Tampa T-Shirts.</b>	<input type="radio"/> I was satisfied with my purchases from Tampa T-Shirts. Strongly Disagree	<input type="radio"/> Somewhat Disagree	<input type="radio"/> Neutral	<input type="radio"/> Somewhat Agree	<input type="radio"/> Strongly Agree

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### 13. Attitudes about Tampa T-Shirts (continued)

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1. Please indicate your level of agreement or disagreement with the following statements.

	<b>Strongly Disagree</b>	<b>Somewhat Disagree</b>	<b>Neutral</b>	<b>Somewhat Agree</b>	<b>Strongly Agree</b>
<b>I feel overwhelmed by the variety of products offered by Tampa T-Shirts.</b>	<input type="radio"/> Please indicate your level of agreement or disagreement with the following statements. I feel overwhelmed by the variety of products offered by Tampa T-Shirts. Strongly	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree

	Disagree				
<b>Tampa T-Shirts is well-known in the community.</b>	<input type="radio"/> Tampa T-Shirts is well-known in the community. Strongly Disagree	<input type="radio"/> Somewhat Disagree	<input type="radio"/> Neutral	<input type="radio"/> Somewhat Agree	<input type="radio"/> Strongly Agree
<b>Tampa T-Shirts has provided jobs in the community.</b>	<input type="radio"/> Tampa T-Shirts has provided jobs in the community. Strongly Disagree	<input type="radio"/> Somewhat Disagree	<input type="radio"/> Neutral	<input type="radio"/> Somewhat Agree	<input type="radio"/> Strongly Agree
<b>Tampa T-Shirts only produces t-shirts.</b>	<input type="radio"/> Tampa T-Shirts only produces t-shirts. Strongly Disagree	<input type="radio"/> Somewhat Disagree	<input type="radio"/> Neutral	<input type="radio"/> Somewhat Agree	<input type="radio"/> Strongly Agree
<b>Tampa T-Shirts offers eco-friendly products.</b>	<input type="radio"/> Tampa T-Shirts offers eco-friendly products. Strongly Disagree	<input type="radio"/> Somewhat Disagree	<input type="radio"/> Neutral	<input type="radio"/> Somewhat Agree	<input type="radio"/> Strongly Agree
<b>Tampa T-Shirts is limited in product choice.</b>	<input type="radio"/> Tampa T-Shirts is limited in product choice. Strongly Disagree	<input type="radio"/> Somewhat Disagree	<input type="radio"/> Neutral	<input type="radio"/> Somewhat Agree	<input type="radio"/> Strongly Agree
<b>Tampa T-Shirts does not offer embroidery.</b>	<input type="radio"/> Tampa T-Shirts does not offer embroidery. Strongly Disagree	<input type="radio"/> Somewhat Disagree	<input type="radio"/> Neutral	<input type="radio"/> Somewhat Agree	<input type="radio"/> Strongly Agree
<b>Tampa T-Shirts offers free logo design.</b>	<input type="radio"/> Tampa T-Shirts offers free logo design. Strongly Disagree	<input type="radio"/> Somewhat Disagree	<input type="radio"/> Neutral	<input type="radio"/> Somewhat Agree	<input type="radio"/> Strongly Agree

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## 14. Past Purchases

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1. Approximately how many times have you made a purchase with Tampa T-Shirts in the past year?

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## 2. What is the average amount of items you purchase at a time with each order?

- 100,000+
- 99,999-50,000
- 49,999- 10,000
- 9,999- 1,000
- 999- 100
- 99-50
- 49 and below

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## 3. What are your most common purchases used for?

- Personal use (i.e. family reunion shirts)
- Business use
- Other (please specify)

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## 4. What are the most common types of products you purchase? (select all that apply)

- T-shirts
- Polos
- Sweaters
- Bags
- Print design (i.e. floral)
- Hats
- Shorts
- Other (please specify)

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## 5. When making a specialty apparel purchase, how often do you use Tampa T-Shirts?

- I always use Tampa T-Shirts.
- I sometimes use Tampa T-Shirts.
- I rarely use Tampa T-Shirts.
- I never again used Tampa T-Shirts.



## 15. Past Purchases

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**1. What makes you continue to do business with Tampa T-Shirts and not other companies?**

## 16. Past Purchases

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**1. Why do you do business with other specialty apparel providers?**

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## 17. Past Purchases

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**1. What made you not return to Tampa T-Shirts?**

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## 18. Importance

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**1. Please state the level of importance of each of the following characteristics with 7 being extremely important and 1 being not important at all.**

**1                      2                      3                      4                      5                      6                      7**

<input type="radio"/>	Please state the level of importance of each of the following							
-----------------------	---	--	--	--	--	--	--	--

	characteristics with 7 being extremely important and 1 being not important at all. Good outside communication between the client and staff. 1						
<b>Friendly staff/work environment.</b>	<input type="radio"/> Friendly staff/work environment. 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7
<b>What the end result looks like.</b>	<input type="radio"/> What the end result looks like. 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7
<b>Price of the product.</b>	<input type="radio"/> Price of the product. 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7
<b>Timeliness in which the product is finished.</b>	<input type="radio"/> Timeliness in which the product is finished. 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7
<b>Quality of the product.</b>	<input type="radio"/> Quality of the product. 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7

## 19. Communication

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### 1. How would you prefer to be contacted with promotions or specials? (select all that apply)

- By phone
- By e-mail
- By direct mail
- Do not contact me
- Other (please specify)

[Add Question Here](#)[Split Page Here](#)

[Edit Question](#)[Move](#)[Copy](#)[Delete](#)[Add Logic](#)

### 2. Would you like to receive e-mails highlighting new products, promotions and specials?

- Yes

No

[Add Question Here](#)[Split Page Here](#)

[Edit Question](#)[Move](#)[Copy](#)[Delete](#)

**3. What 3 words come to mind when you think of the company Tampa T-Shirts?**

[Add Question Here](#)[Split Page Here](#)

[Edit Question](#)[Move](#)[Copy](#)[Delete](#)

**4. What could Tampa T-Shirts do to improve the quality of your business experience?**

[Add Question Here](#)

[Cancel Copy](#)[Paste Page Here](#)

**Page #20** [Edit Page](#)[Move](#)[Copy](#)[Delete](#)[Add Logic](#)

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## 20. Demographics

This section will be used to classify your data with others like yourself.

[Add Question Here](#)

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**1. What is your gender?**

- Male
- Female

[Add Question Here](#)[Split Page Here](#)

[Edit Question](#)[Move](#)[Copy](#)[Delete](#)[Add Logic](#)

**2. What is your ethnicity?**

- Caucasian (non-Hispanic)
- African-American
- Hispanic/Latino
- Native American
- Asian/Pacific Islander
- Other (please specify)

[Add Question Here](#)[Split Page Here](#)

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**3. What age range do you fall under?**

- 60+
- 
- 
- 
-

[Add Question Here](#)

## 21. Conclusion

[Add Question Here](#)

[Edit Question](#)[Move](#)[Copy](#)[Delete](#)

**1. Thank you so much for your time. May we get your email address for the drawing?**

[Add Question Here](#)

[Cancel Copy](#)[Paste Page Here](#)

**Page #22** [Edit Page](#)[Move](#)[Copy](#)[Delete](#)

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## 22. Thank you!

Thank you. We will send you an e-mail if you are our winner. Have a great day!

[Add Question Here](#)

## Appendix XII

### Filled Out Survey and Open-ended Responses

#### Tampa T-Shirts Survey

1. Have you heard of Tampa T-Shirts?		
	Response	Response
Yes	100.0%	57
No	0.0%	0
<b>answered question</b>		<b>57</b>
<b>skipped question</b>		<b>0</b>

2. How did you first hear about Tampa T-Shirts?		
	Response	Response
Online	17.5%	10
News	0.0%	0
Word of	28.1%	16
Received a	3.5%	2
Sign or	3.5%	2
Walk-in	7.0%	4
<b>Other (please</b>	<b>40.4%</b>	<b>23</b>
<b>answered question</b>		<b>57</b>
<b>skipped question</b>		<b>0</b>

<b>3. How did you find information online?</b>		
	<b>Response</b>	<b>Response</b>
E-mail	0.0%	0
Web site	9.1%	1
<b>Search engine (i.e.,</b>	<b>81.8%</b>	<b>9</b>
<b>Social network (I.e.,</b>	<b>0.0%</b>	<b>0</b>
<b>Other (please</b>	<b>9.1%</b>	<b>1</b>
	<b>answered question</b>	<b>11</b>
	<b>skipped question</b>	<b>46</b>

<b>4. Did you come across other specialty apparel businesses before you decided on doing business with Tampa T- Shirts?</b>		
	<b>Response</b>	<b>Response</b>
Yes	73.7%	42
No	26.3%	15
	<b>answered question</b>	<b>57</b>
	<b>skipped question</b>	<b>0</b>

<b>5. What set Tampa T-Shirts apart from the rest?</b>		<b>Response</b>
		38
	<b>answered question</b>	<b>38</b>
	<b>skipped question</b>	<b>19</b>

<b>6. Have you visited the Tampa T-Shirts website?</b>		
	<b>Response</b>	<b>Response</b>
Yes	66.1%	37
No	33.9%	19
<b>answered question</b>		<b>56</b>
<b>skipped question</b>		<b>1</b>

<b>7. Was the website helpful?</b>		
	<b>Response</b>	<b>Response</b>
Yes	54.1%	20
Somewhat	40.5%	15
No	5.4%	2
<b>answered question</b>		<b>37</b>
<b>skipped question</b>		<b>20</b>

<b>8. Have you heard of Fast Lane Clothing Company?</b>		
	<b>Response</b>	<b>Response</b>
Yes	76.8%	43
No	23.2%	13
<b>answered question</b>		<b>56</b>
<b>skipped question</b>		<b>1</b>

9. How are Tampa T-Shirts and Fast Lane Clothing Company related?		Response
		40
	<i>answered question</i>	<b>40</b>
	<i>skipped question</i>	<b>17</b>

10. Please indicate your level of agreement or disagreement with the following							
	Strongly	Somewhat	Neutral	Somewhat	Strongly	Rating	Response
I had a good experience with Tampa	1.8% (1)	5.4% (3)	5.4%	7.1% (4)	<b>80.4%</b>	4.59	56
Tampa T-Shirts provided me with	5.5% (3)	0.0% (0)	1.8%	7.3% (4)	<b>85.5%</b>	4.67	55
Tampa T-Shirts completed my	3.6% (2)	1.8% (1)	0.0%	7.1% (4)	<b>87.5%</b>	4.73	56
Tampa T-Shirts has reason	1.8% (1)	3.6% (2)	0.0%	26.8% (15)	<b>67.9%</b>	4.55	56
Tampa T-Shirts in a good company to do	1.8% (1)	3.6% (2)	3.6%	14.3% (8)	<b>76.8%</b>	4.61	56
Tampa T-Shirts has a clean	1.9% (1)	0.0% (0)	19.2%	13.5% (7)	<b>65.4%</b>	4.40	52
Tampa T-Shirts is in a safe	2.0% (1)	5.9% (3)	<b>39.2%</b>	29.4% (15)	23.5%	3.67	51
	<i>answered question</i>						<b>56</b>
	<i>skipped question</i>						<b>1</b>



<b>11. Please indicated your level of agreement or disagreement with the following</b>							
	<b>Strongly</b>	<b>Somewhat</b>	<b>Neutral</b>	<b>Somewhat</b>	<b>Strongly</b>	<b>Rating</b>	<b>Response</b>
Tampa T-Shirts product	3.6% (2)	0.0% (0)	7.1%	16.1% (9)	<b>73.2%</b>	4.55	56
I was satisfied with my purchases from Tampa T-Shirts	1.8% (1)	3.6% (2)	1.8%	14.3% (8)	<b>78.6%</b>	4.64	56
Tampa T-Shirts maintains consistent communication with its customers	7.1% (4)	7.1% (4)	14.3% (8)	30.4% (17)	<b>41.1%</b>	3.91	56
Tampa T-Shirts keeps me well informed of new products and services	17.9%	16.1% (9)	<b>28.6%</b>	26.8% (15)	10.7%	2.96	56
Tampa T-Shirts sends me e-mails regularly regarding new products.	19.6%	17.9% (10)	<b>23.2%</b>	21.4% (12)	17.9%	3.00	56
I receive Tampa T-Shirts' e-mails	<b>46.4%</b>	23.2% (13)	26.8%	3.6% (2)	0.0% (0)	1.88	56
I have seen or heard advertisements from Tampa T- Shirts.	<b>29.1%</b>	18.2% (10)	<b>29.1%</b>	16.4% (9)	7.3% (4)	2.55	55
<b>answered question</b>							<b>56</b>
<b>skipped question</b>							<b>1</b>

<b>12. Please indicate your level of agreement or disagreement with the following statements.</b>							
	<b>Strongly</b>	<b>Somewhat</b>	<b>Neutral</b>	<b>Somewhat</b>	<b>Strongly</b>	<b>Rating</b>	<b>Response</b>
Tampa T-Shirts only prod	<b>45.3%</b>	20.8% (11)	30.2%	3.8% (2)	0.0% (0)	1.92	53
Tampa T-Shirts offers eco-	0.0% (0)	1.9% (1)	<b>66.0%</b>	17.0% (9)	15.1%	3.45	53
Tampa T-Shirts does not offer	32.7%	11.5% (6)	<b>53.8%</b>	0.0% (0)	1.9% (1)	2.27	52
Tampa T-Shirts is limited in	<b>35.8%</b>	34.0% (18)	28.3%	0.0% (0)	1.9% (1)	1.98	53
I feel overwhelmed by the variety of products offered by Tampa T-	30.2%	24.5% (13)	<b>35.8%</b>	7.5% (4)	1.9% (1)	2.26	53
Tampa T-Shirts offers free	9.8% (5)	3.9% (2)	<b>60.8%</b>	11.8% (6)	13.7%	3.16	51
Tampa T-Shirts has provided	0.0% (0)	1.9% (1)	30.8%	<b>42.3% (22)</b>	25.0%	3.90	52
Tampa T-Shirts is well-known in	0.0% (0)	11.8% (6)	<b>49.0%</b>	27.5% (14)	11.8%	3.39	51
<b>answered question</b>							<b>54</b>
<b>skipped question</b>							<b>3</b>

<b>13. Approximately how many times have you made a purchase with Tampa T-Shirts</b>	
	<b>Response</b>
	52
<b>answered question</b>	
	<b>52</b>
<b>skipped question</b>	
	<b>5</b>

14. What is the average amount of items you purchase at a time with each order?		
	Response	Response
100,000+	0.0%	0
99,999-	0.0%	0
49,999-	0.0%	0
9,999-	7.4%	4
999- 100	33.3%	18
<b>99-50</b>	<b>35.2%</b>	<b>19</b>
49 and	24.1%	13
	<b>answered question</b>	<b>54</b>
	<b>skipped question</b>	<b>3</b>

15. What are your most common purchases used for?		
	Response	Response
Personal use (i.e. family reun	3.8%	2
<b>Business</b>	<b>73.6%</b>	<b>39</b>
Other (please specify)	22.6%	12
	<b>answered question</b>	<b>53</b>
	<b>skipped question</b>	<b>4</b>

<b>16. What are the most common types of products you purchase? (select all that apply)</b>		
	<b>Response</b>	<b>Response</b>
<b>T-shirts</b>	<b>96.3%</b>	<b>52</b>
Polos	22.2%	12
Sweaters	0.0%	0
Bags	7.4%	4
Print design (i.e. graphics)	1.9%	1
Hats	1.9%	1
Shorts	0.0%	0
Other (please specify)	5.6%	3
<b>answered question</b>		<b>54</b>
<b>skipped question</b>		<b>3</b>

<b>17. When making a specialty apparel purchase, how often do you use Tampa T-shirts?</b>		
	<b>Response</b>	<b>Response</b>
<b>I always use Tampa T-shirts</b>	<b>51.9%</b>	<b>28</b>
I sometimes use Tampa T-shirts	31.5%	17
I rarely use Tampa T-shirts	7.4%	4
I never again used Tampa T-shirts	9.3%	5
<b>answered question</b>		<b>54</b>
<b>skipped question</b>		<b>3</b>

<b>18. What makes you continue to do business with Tampa T-Shirts and not other companies?</b>	
	<b>Response</b>
	27
<i>answered question</i>	<b>27</b>
<i>skipped question</i>	<b>30</b>

<b>19. Why do you do business with other specialty apparel providers?</b>	
	<b>Response</b>
	44
<i>answered question</i>	<b>44</b>
<i>skipped question</i>	<b>13</b>

<b>20. What made you not return to Tampa T-Shirts?</b>	
	<b>Response</b>
	44
<i>answered question</i>	<b>44</b>
<i>skipped question</i>	<b>13</b>

**21. Please state the level of importance of each of the following characteristics with 7 being extremely important and 1 being not important at all.**

	1	2	3	4	5	6	7	Rating	Response
Timeliness in which the product	0.0%	0.0%	0.0%	0.0%	5.8%	15.4%	<b>78.8%</b>	6.73	52
Quality of the product.	0.0%	0.0%	0.0%	0.0%	3.9%	15.7%	<b>80.4%</b>	6.76	51
Price of the product.	0.0%	0.0%	0.0%	3.8%	7.7%	15.4%	<b>73.1%</b>	6.58	52
What the end result looks like.	0.0%	0.0%	0.0%	0.0%	0.0%	13.5%	<b>86.5%</b>	6.87	52
Friendly staff/work environment.	0.0%	0.0%	1.9%	5.8%	17.3%	23.1%	<b>51.9%</b>	6.17	52
Good outside communication	0.0%	0.0%	1.9%	5.8%	23.1%	11.5%	<b>57.7%</b>	6.17	52
<b>answered question</b>									<b>52</b>
<b>skipped question</b>									<b>5</b>

**22. How would you prefer to be contacted with promotions or specials? (select all that apply)**

	Response	Response
By phone	3.8%	2
<b>By e-mail</b>	<b>66.0%</b>	<b>35</b>
By direct mail	15.1%	8
Do not contact me	24.5%	13
Other (please specify)	0.0%	0
<b>answered question</b>		<b>53</b>
<b>skipped question</b>		<b>4</b>

<b>23. Would you like to receive e-mails highlighting new products, promotions and</b>		
	<b>Respon se</b>	<b>Respon se</b>
Yes	52.8	28
No	47.2	25
	<b><i>answered question</i></b>	<b>53</b>
	<b><i>skipped question</i></b>	<b>4</b>

<b>24. What 3 words come to mind when you think of the company Tampa T-Shirts?</b>		
	<b>Respon se</b>	
		42
	<b><i>answered question</i></b>	<b>42</b>
	<b><i>skipped question</i></b>	<b>15</b>

<b>25. What could Tampa T-Shirts do to improve the quality of your business</b>		
	<b>Respon se</b>	
		29
	<b><i>answered question</i></b>	<b>29</b>
	<b><i>skipped question</i></b>	<b>28</b>

<b>26. What is your gender?</b>		
	<b>Response</b>	<b>Response</b>
Male	47.2%	25
<b>Female</b>	<b>52.8%</b>	<b>28</b>
	<b>answered question</b>	<b>53</b>
	<b>skipped question</b>	<b>4</b>

<b>27. What is your ethnicity?</b>		
	<b>Response</b>	<b>Response</b>
<b>Caucasian (non-Hispanic)</b>	<b>83.0%</b>	<b>44</b>
African-American	5.7%	3
Hispanic/Latino	9.4%	5
Native American	0.0%	0
Asian/Pacific Islander	0.0%	0
Other (please specify)	1.9%	1
	<b>answered question</b>	<b>53</b>
	<b>skipped question</b>	<b>4</b>



<b>28. What age range do you fall under?</b>		
	<b>Response</b>	<b>Response</b>
60+	13.0%	7
59-50	18.5%	10
<b>49-40</b>	<b>37.0%</b>	<b>20</b>
39-30	22.2%	12
29-20	9.3%	5
19 and below	0.0%	0
	<b><i>answered question</i></b>	<b>54</b>
	<b><i>skipped question</i></b>	<b>3</b>

<b>29. Thank you so much for your time. May we get your email address for the drawing?</b>	
	<b>Response</b>
	45
	<b><i>answered question</i></b>
	<b>45</b>
	<b><i>skipped question</i></b>
	<b>12</b>

## **Open-ended Questions**

### **How did you first hear about Tampa T-Shirts?**

1. Yellow pages 10 years
- 2.Referal
- 3.Introduced through a work connection
- 4.Personal friendship between Juan and an employee here
- 5.I personally know an employee
- 6.dance class
- 7.Met through CEO council meeting.
- 8.I know Juan Davis
- 9.person we work with uses them
- 10.Corporate Office
- 11.A friend had one of their Business Cards.
- 12.Employee met Juan at a networking function
- 13.long term business relationship
- 14.google search
- 15.Yellow pages
- 16.Don't recall, been with them for several years
- 17.Davita Dietitian Meeting
- 18.I was approached by them
- 19.Someone from Tampa T-shirt stopped by the school.
- 20.Not only do we use their services, they use our services as well...we are a graphic design studio - we designed their Tampa Tshirts logo, and are currently designing a capabilities brochure.
- 21.know the owners
- 22.know the owner
- 23.we search

### **How did you find information online?**

- 1.know the owners

### **What set Tampa T-Shirts apart from the rest?**

- I had ben using a company from St Pete before we atarted our business in Tampa - I
1. needed a Tampa company and found in yellow pages. Very different time - would not do that today! Would look online. I just got very lucky.
  2. Your service, availability, ease to work with and cost.
  3. It is a local company and offers a competitive rate  
Personal connections and also that they are local (easier to work with than a national company or a FL company that is further away), and also that they are
  4. good to the community! They have donated products and been willing to work with non-profits that have limited budgets.
  5. They were local and could fill my order quickly.
  6. Close to our business and able to complete our order as requested
  7. the owner is sooooo cool

- Friendly service, quick turnaround times, you always deal with real people, and always the same people. That really helps build a great relationship.
8. Communication is great! Also, being a local company only compliments their excellent image.
  9. Creativity. Ease to do business with.
  10. Online, in Tampa  
Outstanding service and quality of products. We have been really pleased with Jeff's artwork. Sorry I do not know his last name but he is awesome. Other than his great work the overall reliability and quickness in filling orders set Tampa T Shirts apart from others we have dealt with over the years.
  11. My friend worked there
  12. The great communication and customer service. The product is good quality with a good price.
  13. There aren't many businesses that take care of customers like Raul and his staff do.
  14. price
  15. Price
  16. Personal attention
  17. Their price.
  18. Prices, willingness to work with us on the design, friendly people, have been in business awhile
  19. They provided a good value on their initial quote and also completed the job on time. They were helpful in the design phase as well.
  20. Pricing, quality and service
  21. price
  22. Service, Price, Location
  23. Service & price
  24. Quality, pricing, service, and receipt of orders.
  25. individualized service
  26. Location
  27. location and selection
  28. Price, location, flexibility
  29. Price, willingness to alter order to suit our needs and quick return.
  30. Local company - quick turn around on orders.
  31. Joe G - my sales person is GREAT!
  32. price and local shop
  33. Quality and price
  34. very professional image
  35. Customer service
  36. Price and ease of use
  37. great work samples, very reasonable prices

### **How are Tampa T-Shirts and Fast Lane Clothing Company related?**

1. One is a t-shirt printing business the other produces and makes apparel for various purposes
2. I'm not sure.

3. Located in the same site
4. Not sure but I have heard them together!
5. I have no idea... I've just heard both names.
6. do not know
7. cousins?
8. Both one in the same as far as I knew. I figured one was more of the custom corporate apparel division.
9. We think they are the same
10. I think it's one in the same.
11. I know the owner of Fast Lane. Do not know the connection between the two.
12. Owned by Juan
13. I'm not sure.  
I believe they are one in the same...sister companies?? Either that or it's Tampa T-
14. Shirts old name or vice versa. Dude, I have trouble remembering what day it is...but anyhow.
15. They are run by the same people.
16. Name change, New owner?  
Since they operate out of the same building, it looks like they are sister companies
17. with different product lines.
18. Not sure
19. Under the same owner
20. same owner
21. Not sure but i saw something about it in their office  
I believe that Tampa T-shirts is one of the brands of the Fast Lane Clothing
22. company.
23. no idea
24. Not sure --- but they're related... I would guess Fast Lane owns TT, I have caller ID and I wondered who was calling so I saw it on the website
25. Not sure, parent company???
26. I'm not sure. Became aware of their association after visiting the office.
27. It was Fast Lane clothing before it became Tampa T-Shirts.
28. Apparel they offer  
I believe Fast Lane Clothing is their own line of clothing, Tampa T-Shirts does
29. screen printed t-shirts - both owned by Juan Davis and located at same address.  
Along with Toucan Dance and a few other brands, Fast Lane Clothing is the
30. umbrella company for Tampa Tshirts.
31. Same company
32. their brand?
33. owned by the same people
34. I beleive they are the same owners
35. Same
36. previous company name
37. same owner
38. I am not sure. I guess they are owned by the same person(S).
39. I'm not sure.
40. same owners

**Approximately how many times have you made a purchase with Tampa T-Shirts in the past year?**

1. 5
2. 12
3. 1
4. 3
5. My department has made 2-3 purchases, but other departments also make purchases. Perhaps 6-7 overall?
6. zero
7. 3
8. 0
9. 1
10. 3
11. too many to count, very many projects have gone to them.
12. 0
13. 1
14. 1
15. 3
16. 1
17. 3-4
18. 9
19. 3
20. once
21. 3
22. 20 +
23. None, it's been at least 2 years
24. Once-annual event
25. 1
26. many in previous years, not much this past year
27. 0
28. 2
29. 0
30. 2
31. 5-10
32. 2
33. Multiple - not sure how many
34. 0
35. one
36. 1
37. One
38. 1
39. 10
40. A couple of years ago, they did our school spirit shirts.
41. 2

- 42. 50
- 43. 2?
- 44. haven't in the past year
- 45. 3
- 46. 20
- 47. none
- 48. 1
- 49. 3
- 50. None
- 51. 0
- 52. 3

**What are your most common purchases used for?**

- 1.club shirts Battle of the Books
- 2.sports team
- 3.Group of runners needed a t-shirt for a work race
- 4.Volunteers for non-profit event
- 5.Model4Jesus - christian fashion show ministry
- 6.Club Activities
- 7.church
- 8.School competition
- 9.school
- 10.events
- 11.sports club
- 12.Fundraiser for organization

**What are the most common types of products you purchase? (select all that apply)**

- 1.Sweatshirts
- 2.Thumb drives
- 3.sweatshirts

**What makes you continue to do business with Tampa T-Shirts and not other companies?**

- 1. Customer service, price and familiarity of our business.
- 2. I like the people and the service
- 3. Easy to work with, great prices and local.
- 4. They are wonderful people! I also see them working with the Chamber and other organizations to "give back" to the community.
- 5. satisfaction
- 6. I know them and they take care of me. Plus I love to know that they provide jobs and are coimmunity consious.
- 7. Quality of products and reliability.
- 8. Because of the great customer service and the relationship I have with the people

that work there.

9. Two words: Customer Service
10. price
11. Great workign relationship with Juan
12. Willingness to work with us!
13. I have only used Tampa T-shirts once. When I have another screen printing job, I will definitely go back to them.
14. customer service!!
15. good business relationship
16. Easy to deal with. Local company.
17. Customer services, always helpful, efficient, and cost effective.
18. convenient location and corteous service
19. Price, Location, Flexibility
20. The people are friendly, knowledgeable and very helpful. There's a good variety of products, and the quality is always there. The price is always right.
21. Local business - quick turn around of orders.
22. nice people to work with.
23. customer service
24. customer service!
25. Good service. MY neutral checks indicates that I did not know, not living in Tampa.
26. Ease of use
27. quick turnaround, competitive pricing

### **Why do you do business with other specialty apparel providers?**

- It is presented to me as a ready to go product and i can just order it and email logo - ie through our uniform rental company - theymay havea aspecial on a cool rain jacket and the price is right and I just call and order a couple dozen or so. They are the only others I use and it is usuallys oemthing presented to me as an easy purchase.
1. jacket and the price is right and I just call and order a couple dozen or so. They are the only others I use and it is usuallys oemthing presented to me as an easy purchase.
  2. I don't.
  3. I don"t
  4. I order waterbottles from another company because it is something that Tampa T-shirts does not carry
  5. Previous relationships
  6. Variety and quality of items.
  7. I do not. our need for the product diminished.
  8. Blown away by their products
  9. i dont
  10. One of our other suppliers offers in-house embroidery. So just orders of that nature go to them, everything else goes through Tampa T-Shirts
  11. Long established business relationships
  12. I don't.
  13. Depends on what we need and price
  14. Because I've been doing business with them for a long time. And on occasion

Tampa T-shirts tells me they "can't" do something I need. For instance, printing on skull caps/do rags.

15. I do not.
16. I don't
17. price
18. Service at a competitive price.
19. I don't
20. b walling
21. Another company already had our embroidery logo and we don't want to have to pay set up charges again.
22. n/a
23. have not since I was introduced to Tampa-Tshirts
24. Location
25. i dont
26. I don't.
27. I don't.
28. I don't
29. because my vendor will subsidiude the cost
30. Price, selection, and have used those sources in the past with great results
31. price
32. Administrators make the decisions on which company we use.
33. I don't.
34. variety of products
35. I might now.. I have heard Joe is no longer there.  
It will depend on prices
36. I don't
37. I am looking for other apparel they do not carry
38. Brand and other needs not provided at Tampa T-shirts
39. I just don't buy that much of this product at all.
40. i dont
41. I don't do business with others
42. They have what I need.
43. I don't use other providers.
44. i don't

### **What made you not return to Tampa T-Shirts?**

1. I LOVE Tampa Tshirt - the owners are fantaastic and I know I will get just what I want and quickly and done right!
2. Still with Tampa T-shirts.
3. Sales and service  
I will return for the third summer as a customer because the company is easy to
4. work with, the order is always correct and prompt and they are willing to accommodate our needs.
5. We still work with them.



6. Found a product I liked better at another company.
7. I did not
8. Nothing...I still get shirts there.  
The owner (or so i believe) was extremely condescending and rude. The artist and manager were great however. Even though the staff was professional and courteous the woman there really turned me off. I have since spent thousands with other
9. companies simply due to that. On a sidenote this survey email was not very smart, it was Cc'd rather than Bcc'd and they divulged your customer database. If I were a competitor you would have given me a huge list of verified customers to market to. I hope none of your competitors were on that list.
10. the are awesome
11. I haven't stopped?! No plans to either.
12. We will return
13. N/a
14. I used Tampa T Shirts this year. They were the group that my contact uses.
15. Again, just depends on price and drop date and who can do what....
16. Have always been with them.
17. Customer service and good value.
18. I did return. It's just that we don't use one shirt vendor exclusively,
19. Always working with Tampa t-Shirt
20. No reason to return. Haven't had a request similar since we first went there.
21. Not true-we do return to them!
22. n/a
23. never left  
No need. It was a one-time business deal for a promotion at work. They did a nice
24. job and were easy to work with, but I do not anticipate having a need to use them again or to receive any promotional emails or mailings.
25. n/a
26. Location... our event was in Ft. Lauderdale
27. N/A
28. na
29. Easy to deal with, local company.
30. N/A  
When I reported two shirts that I could not use, the person I spoke with said I needed to return the shirts to get them replaced d/t poor quality screening...short on time...replacements did not arrive on time.
31. I learned about Heger Imagining from another media specialist, which provides more than t-shirts, is very reasonable, and the owner comes out to school to discuss my needs. She is very accomodating in all situations. I will continue to use Heger Imaging. MUCH better customer service.
32. No follow-up from the company. Was a one-time purchase.
33. One business purchase only
34. Administrator got a better deal somewhere else.
35. I did.
36. still work with Tampa T-shirt
37. just haven't had the need

38. I have not needed to buy anything yet, on a budget now

39. N/A

40. I will return.

41. I quit the team

42. I did return.

## Appendix XIII

### Survey Results

#### Descriptives

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Tampa T-Shirts completed my purchases in a timely manner.	55	1	5	4.73	.870
Tampa T-Shirts provided me with friendly service.	54	1	5	4.67	.971
Tampa T-Shirts in a good company to do business with.	55	1	5	4.60	.873
I had a good experience with Tampa T-Shirts.	55	1	5	4.58	.956
Tampa T-Shirts has reasonable prices.	55	1	5	4.55	.835
Tampa T-Shirts has a clean work environment.	51	1	5	4.39	.940
Tampa T-Shirts is in a safe location.	50	1	5	3.64	.964
Valid N (listwise)	49				

## Descriptives

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I was satisfied with my purchases from Tampa T-Shirts.	55	1	5	4.64	.847
Tampa T-Shirts produces quality products.	55	1	5	4.55	.919
Tampa T-Shirts maintains consistent communication with its customers.	55	1	5	3.91	1.236
Tampa T-Shirts sends me e-mails regularly regarding new products, sales and promotions.	55	1	5	3.04	1.374
Tampa T-Shirts keeps me well informed of new products and services.	55	1	5	2.98	1.269
I have seen or heard advertisements from Tampa T-Shirts.	54	1	5	2.57	1.268
I receive Tampa T-Shirts' catalogues in the mail.	55	1	4	1.89	.936
Valid N (listwise)	54				

## Descriptives

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Tampa T-Shirts has provided jobs in the community.	51	2	5	3.88	.791
Tampa T-Shirts offers eco-friendly products.	52	2	5	3.44	.777
Tampa T-Shirts is well-known in the community.	50	2	5	3.38	.855
Tampa T-Shirts offers free logo design.	50	1	5	3.16	1.057
Tampa T-Shirts does not offer embroidery.	51	1	5	2.29	.986
I feel overwhelmed by the variety of products offered by Tampa T-Shirts.	52	1	5	2.29	1.035
Tampa T-Shirts is limited in product choice.	52	1	5	2.00	.907
Tampa T-Shirts only produces t-shirts.	52	1	4	1.94	.958
Valid N (listwise)	47				

## Descriptives

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
What the end result looks like.	51	6	7	6.86	.348
Quality of the product.	50	5	7	6.76	.517
Timeliness in which the product is finished.	51	5	7	6.73	.568
Price of the product.	51	4	7	6.57	.806
Friendly staff/work environment.	51	3	7	6.20	1.040
Good outside communication between the client and staff.	51	3	7	6.18	1.108
Valid N (listwise)	50				

## Frequencies

### Have you heard of Tampa T-Shirts?

#### Statistics

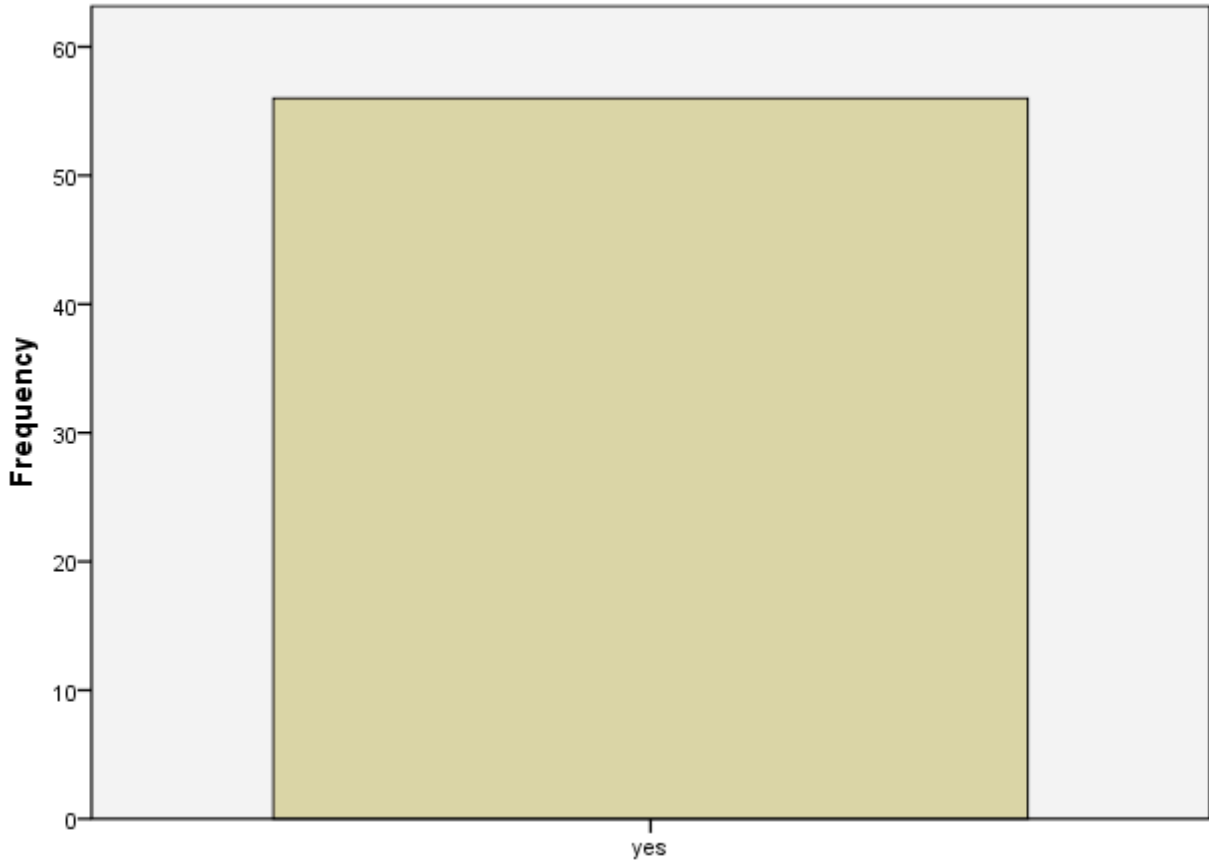
Have you heard of Tampa T-Shirts?

N	Valid	56
	Missing	0

### Have you heard of Tampa T-Shirts?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	56	100.0	100.0	100.0

### Have you heard of Tampa T-Shirts?



### Have you heard of Tampa T-Shirts?

#### How did you first hear about Tampa T-Shirts?

##### Statistics

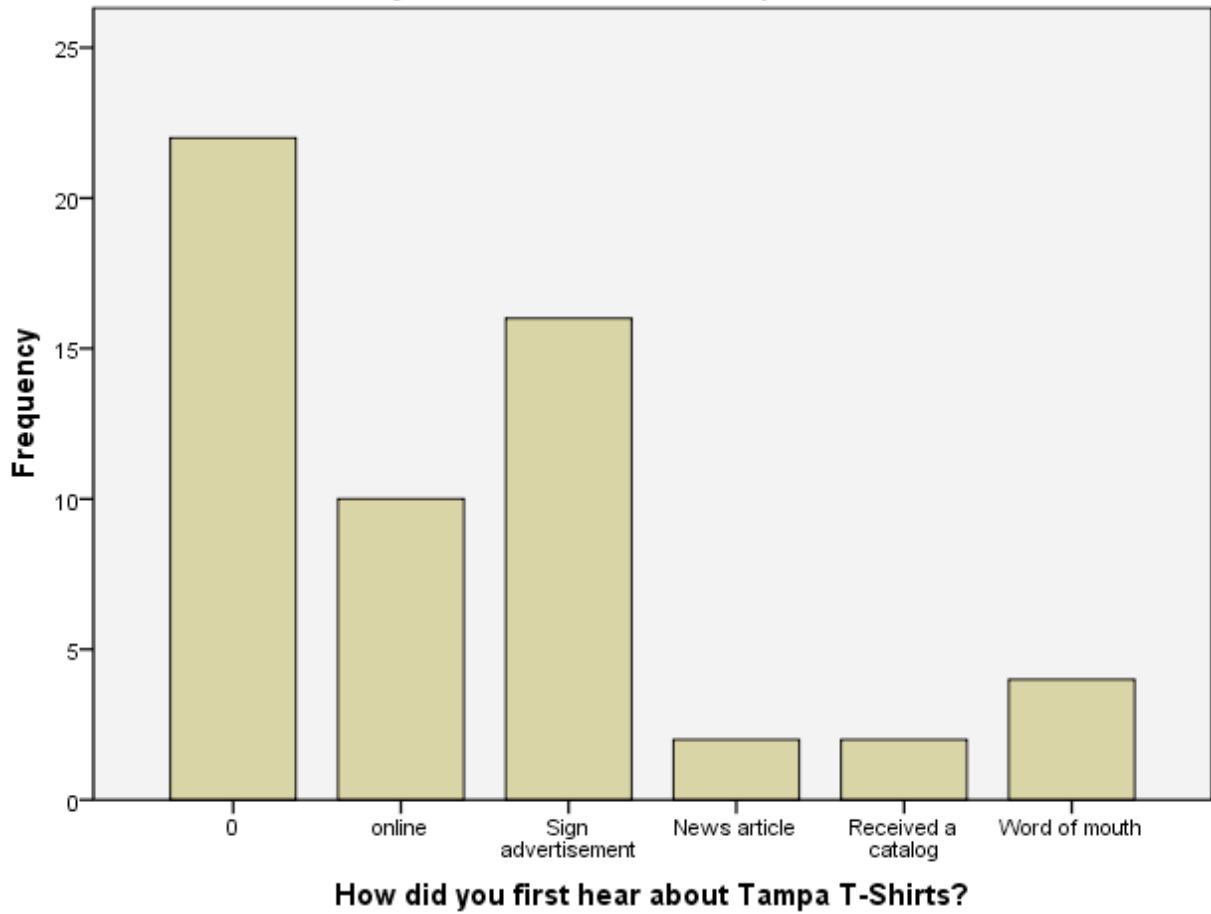
How did you first hear about Tampa T-Shirts?

N	Valid	56
	Missing	0

#### How did you first hear about Tampa T-Shirts?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	22	39.3	39.3	39.3
online	10	17.9	17.9	57.1
Sign advertisement	16	28.6	28.6	85.7
News article	2	3.6	3.6	89.3
Received a catalog	2	3.6	3.6	92.9
Word of mouth	4	7.1	7.1	100.0
Total	56	100.0	100.0	

### How did you first hear about Tampa T-Shirts?



### How did you find information online?

#### Statistics

How did you find information online?

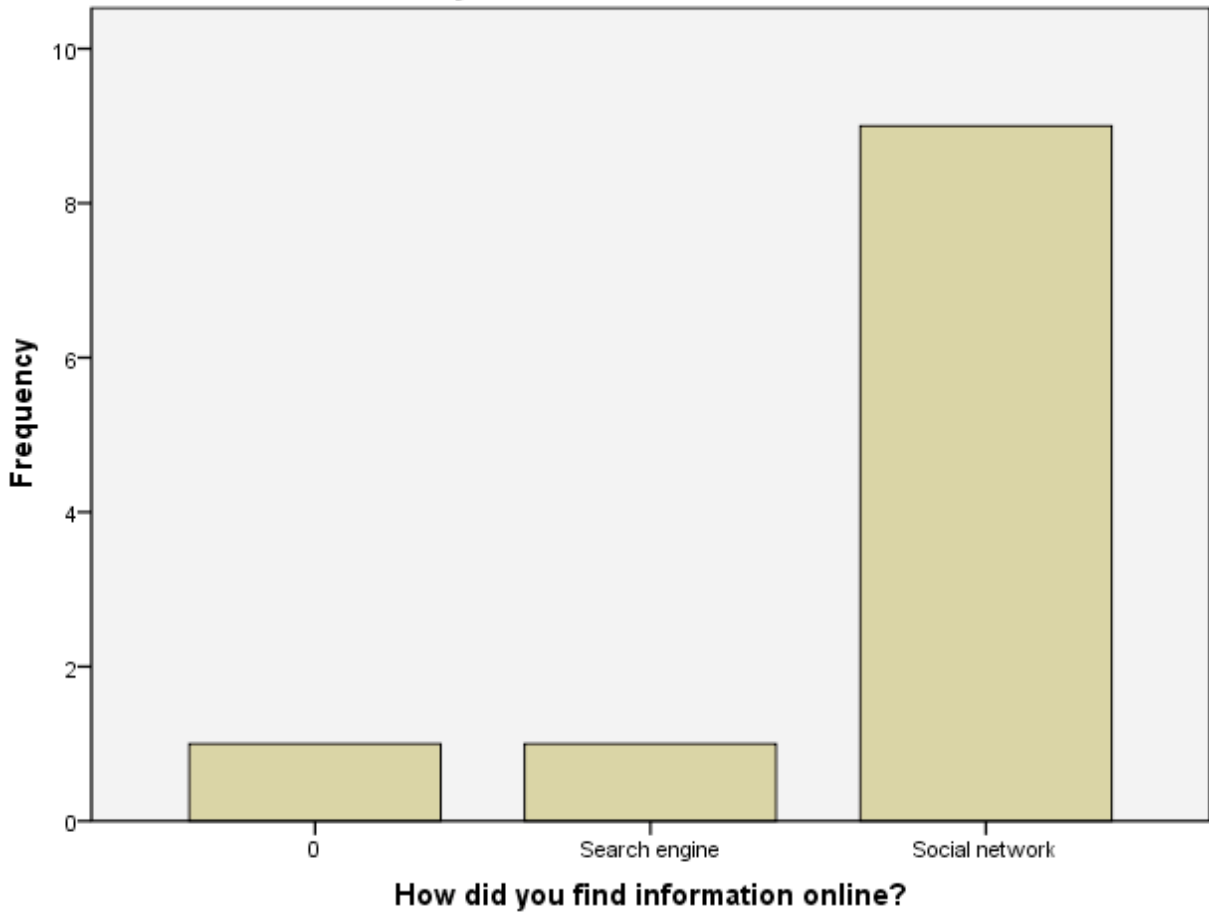
N	Valid	11
	Missin g	45



### How did you find information online?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	1.8	9.1	9.1
	Search engine	1	1.8	9.1	18.2
	Social network	9	16.1	81.8	100.0
	Total	11	19.6	100.0	
Missing	System	45	80.4		
	Total	56	100.0		

### How did you find information online?



**Did you come across other specialty apparel businesses before you decided on doing business with Tampa T-Shirts?**

**Statistics**

Did you come across other specialty apparel businesses before you decided on doing business with Tampa T-Shirts?

N	Valid	56
	Missin g	0

**Did you come across other specialty apparel businesses before you decided on doing business with Tampa T-Shirts?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	41	73.2	73.2	73.2
no	15	26.8	26.8	100.0
Total	56	100.0	100.0	

**Have you visited the Tampa T-Shirts website?**

**Statistics**

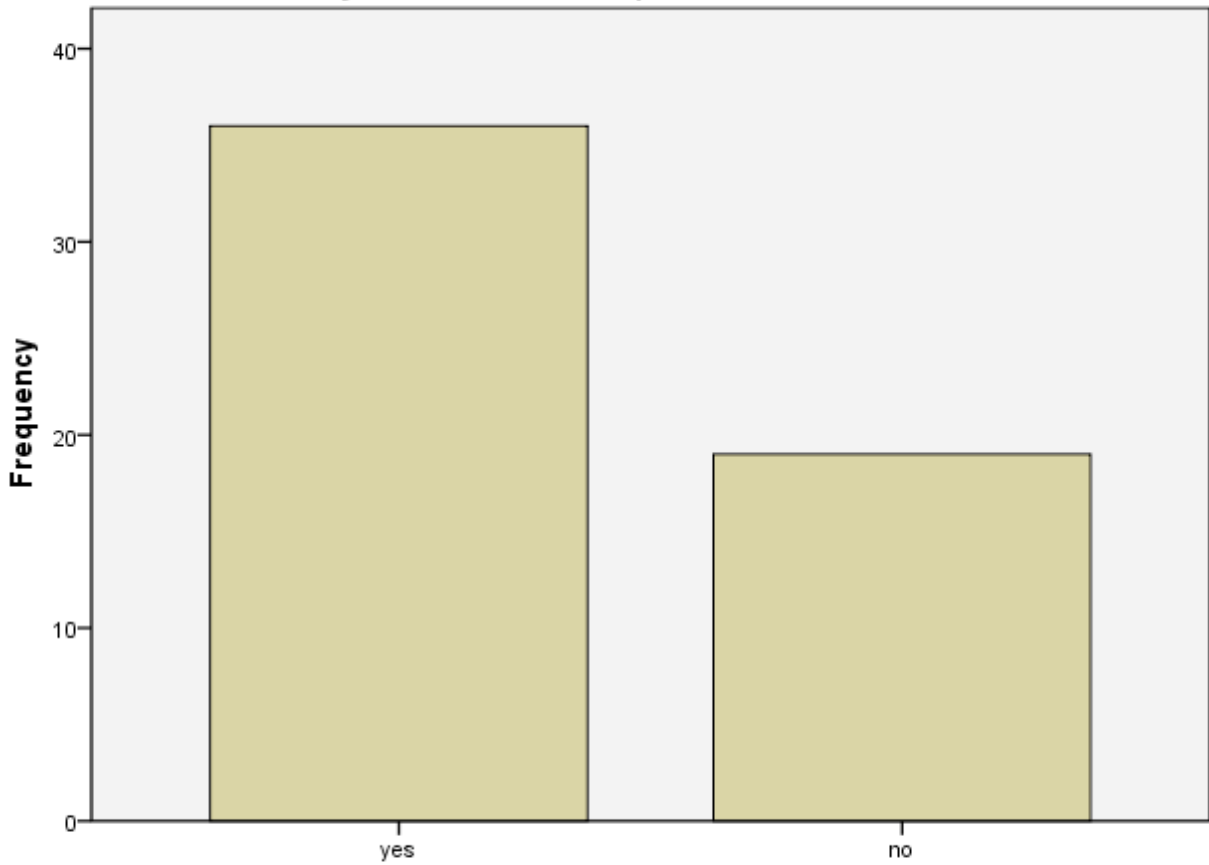
Have you visited the Tampa T-Shirts website?

N	Valid	55
	Missin g	1

**Have you visited the Tampa T-Shirts website?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	36	64.3	65.5	65.5
No	19	33.9	34.5	100.0
Total	55	98.2	100.0	
Missin System g	1	1.8		
Total	56	100.0		

### Have you visited the Tampa T-Shirts website?



Have you visited the Tampa T-Shirts website?

### Was the website helpful?

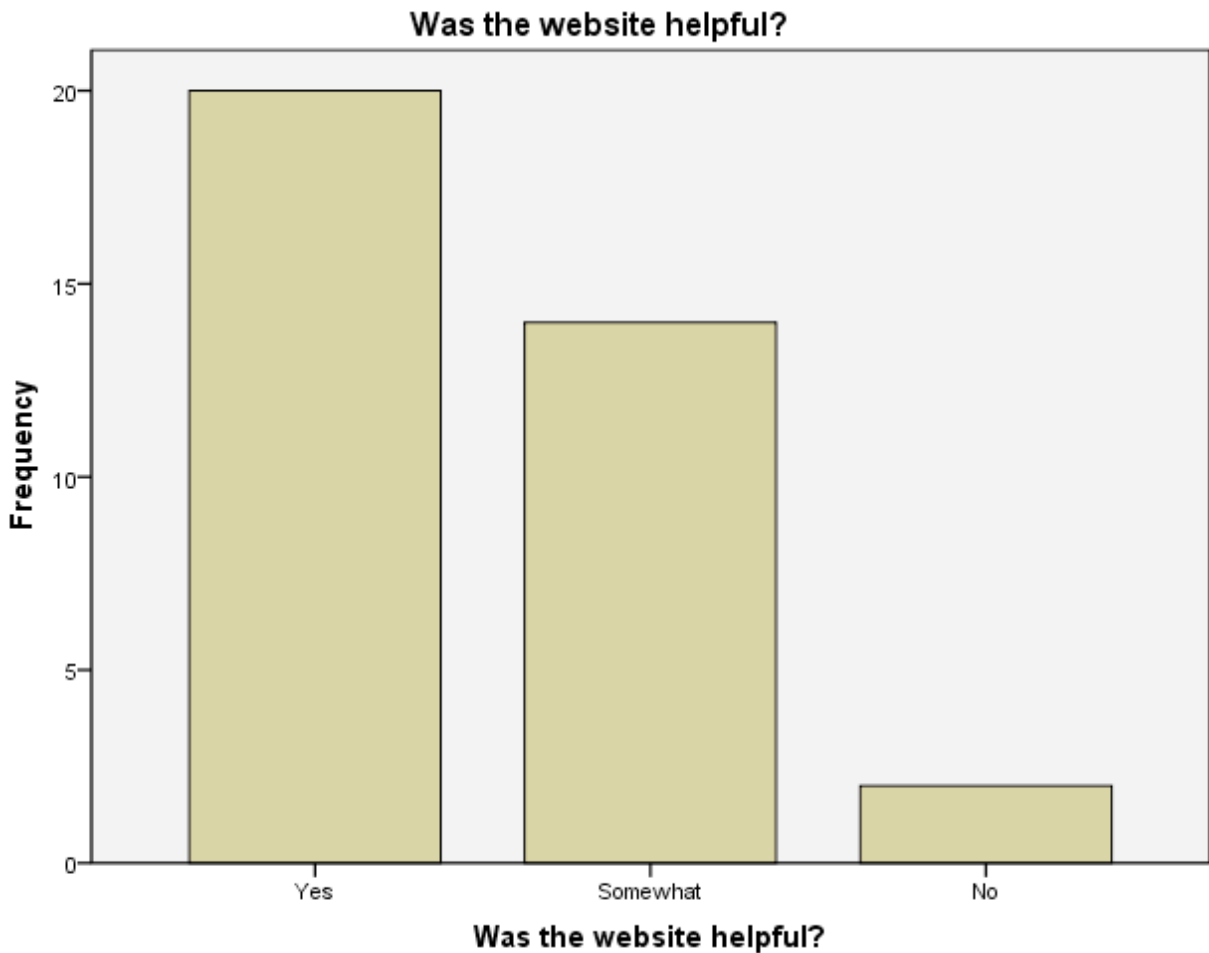
#### Statistics

Was the website helpful?

N	Valid	36
	Missin g	20

#### Was the website helpful?

		Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	35.7	55.6	55.6
	Somewha t	14	25.0	38.9	94.4
	No	2	3.6	5.6	100.0
	Total	36	64.3	100.0	
Missin g	System	20	35.7		
Total		56	100.0		



**Have you heard of Fast Lane Clothing Company?**

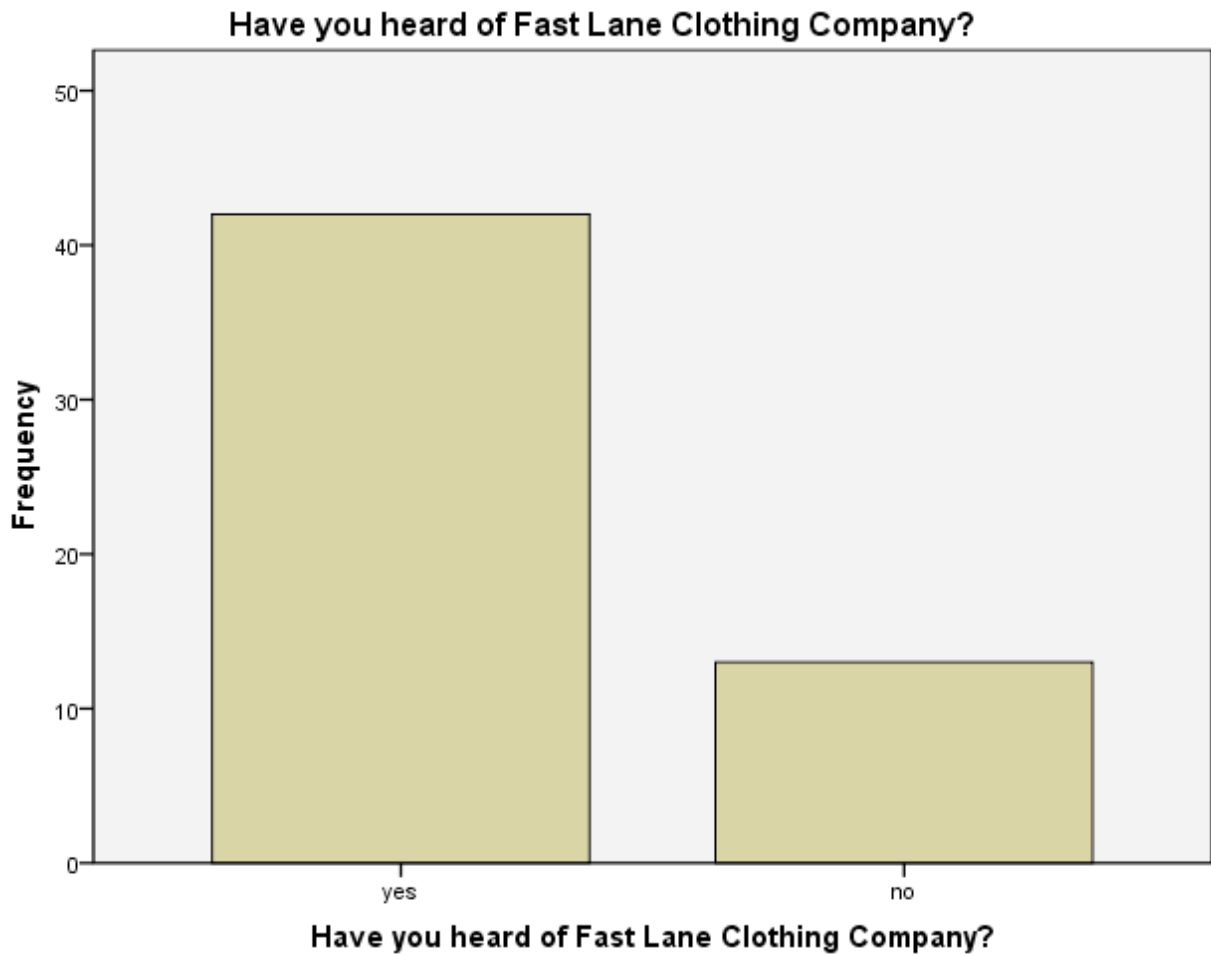
**Statistics**

Have you heard of Fast Lane Clothing Company?

N	Valid	55
	Missin g	1

**Have you heard of Fast Lane Clothing Company?**

		Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid	yes	42	75.0	76.4	76.4
	no	13	23.2	23.6	100.0
	Total	55	98.2	100.0	
Missin g	System	1	1.8		
Total		56	100.0		



**What is the average amount of items you purchase at a time with each order?**

**Statistics**

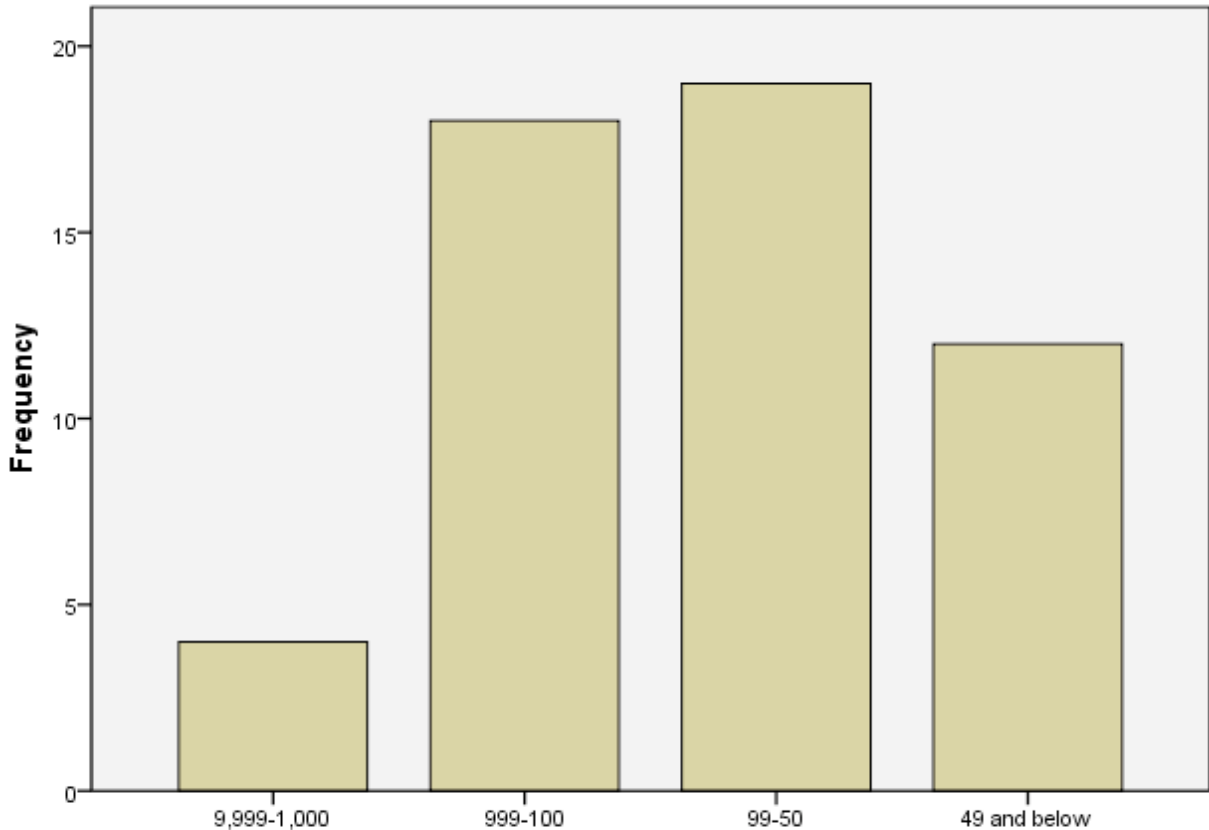
What is the average amount of items you purchase at a time with each order?

N	Valid	53
	Missin g	3

**What is the average amount of items you purchase at a time with each order?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9,999-1,000	4	7.1	7.5	7.5
	999-100	18	32.1	34.0	41.5
	99-50	19	33.9	35.8	77.4
	49 and below	12	21.4	22.6	100.0
	Total	53	94.6	100.0	
Missing	System	3	5.4		
Total		56	100.0		

**What is the average amount of items you purchase at a time with each order?**



**What is the average amount of items you purchase at a time with each order?**

## What are your most common purchases used for?

### Statistics

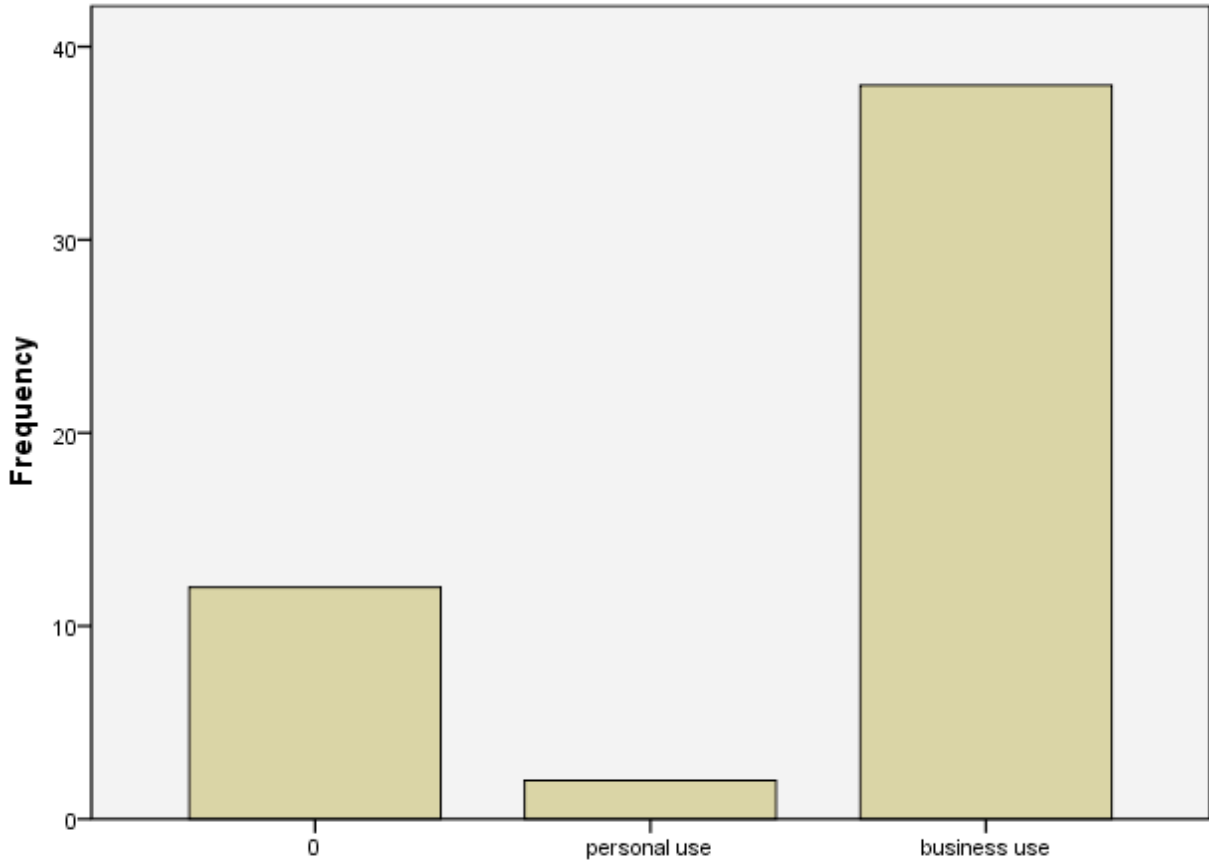
What are your most common purchases used for?

N	Valid	52
	Missing	4

## What are your most common purchases used for?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	o	12	21.4	23.1	23.1
	personal use	2	3.6	3.8	26.9
	business use	38	67.9	73.1	100.0
	Total	52	92.9	100.0	
Missing	System	4	7.1		
g	Total	56	100.0		

**What are your most common purchases used for?**



**What are your most common purchases used for?**

**T-shirts**

**Statistics**

T-shirts

N	Valid	51
	Missin g	5

**T-shirts**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid T-shirts	51	91.1	100.0	100.0
Missin System g	5	8.9		
Total	56	100.0		





### Polos

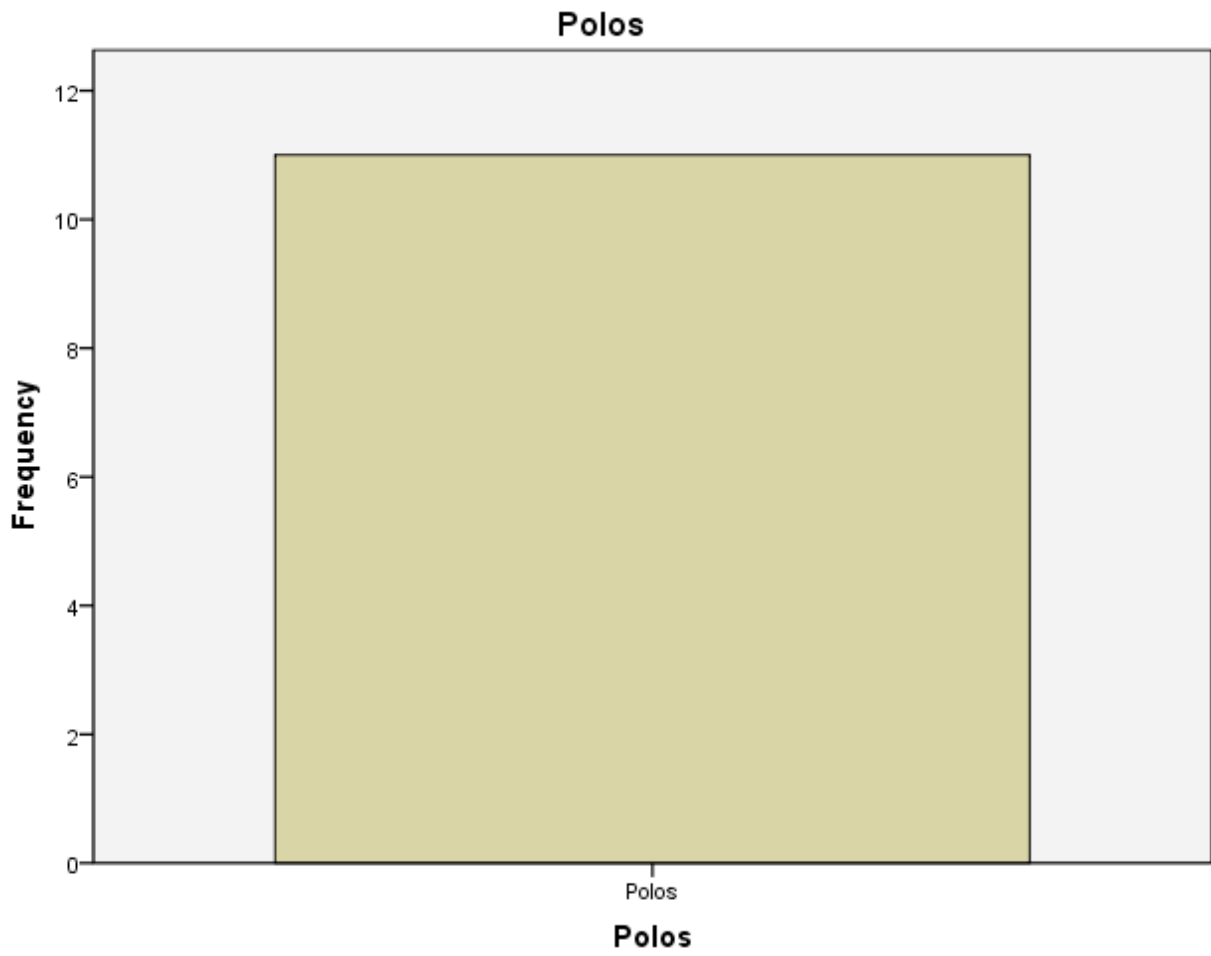
#### Statistics

Polos

N	Valid	11
	Missin g	45

#### Polos

	Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid Polos	11	19.6	100.0	100.0
Missin System g	45	80.4		
Total	56	100.0		



### Sweaters

#### Statistics

Sweaters

N	Valid	0
	Missin	56
	g	

#### Sweaters

	Freque	Percent
	y	
Missin System	56	100.0
g		

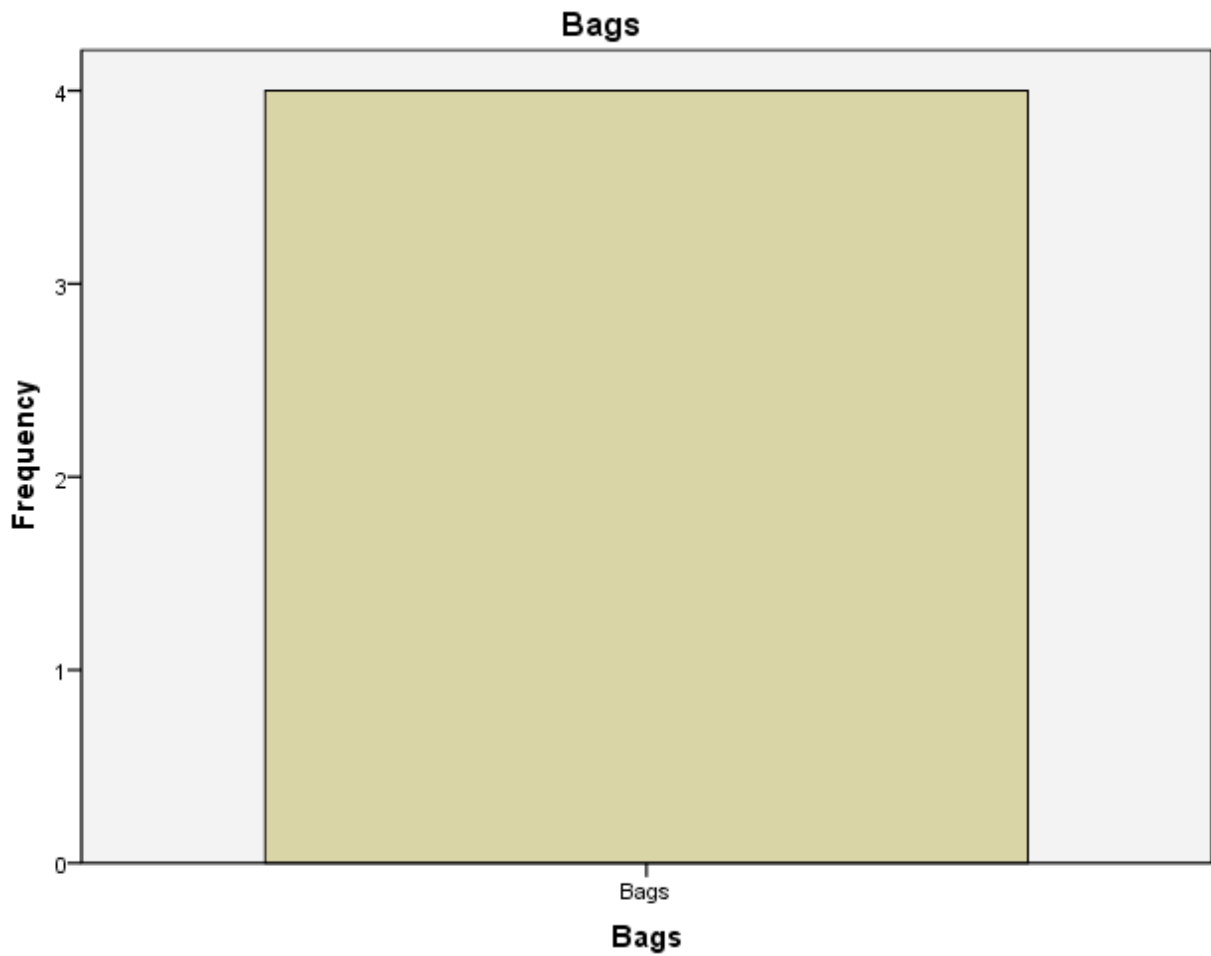
### Bags Statistics

Bags

N	Valid	4
	Missin g	52

### Bags

	Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid Bags	4	7.1	100.0	100.0
Missin System g	52	92.9		
Total	56	100.0		



**Print design (i.e. floral)**

**Statistics**

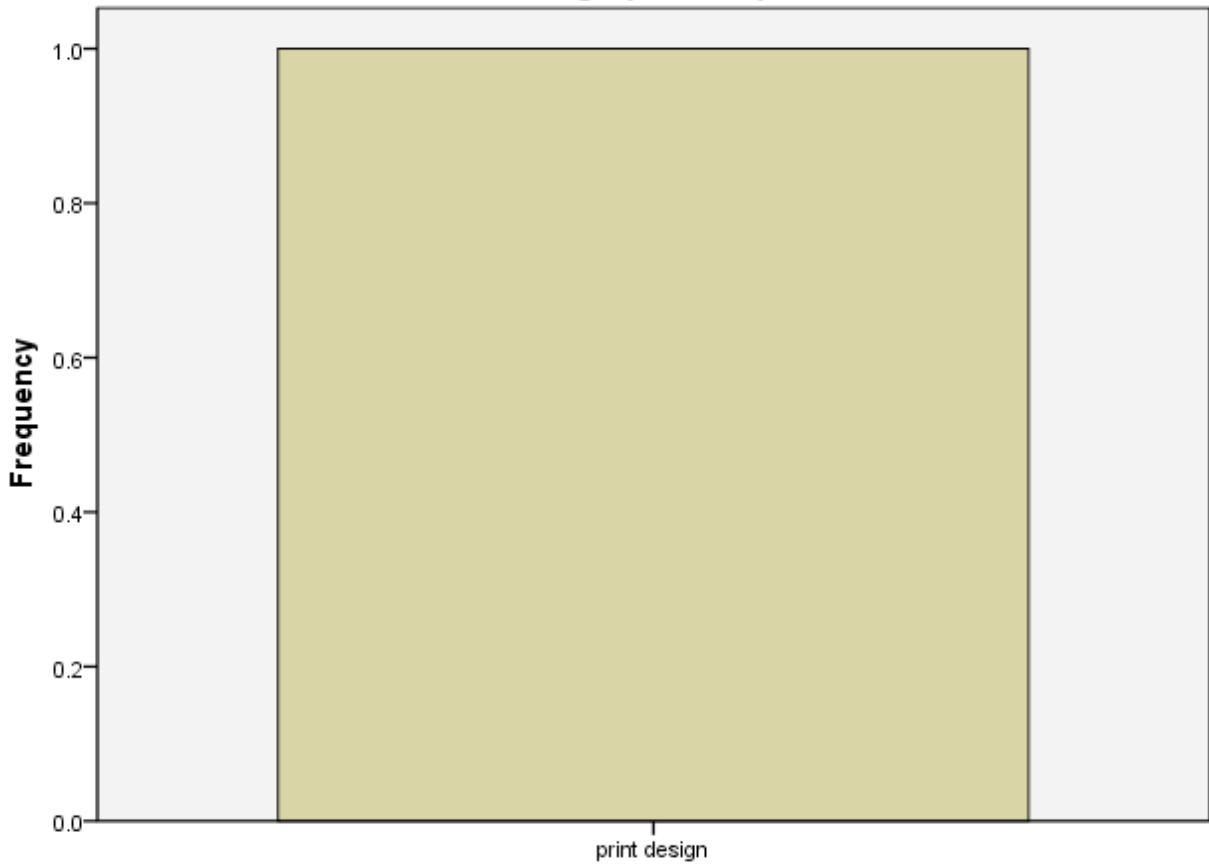
Print design (i.e. floral)

N	Valid	1
	Missin g	55

**Print design (i.e. floral)**

	Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid print design	1	1.8	100.0	100.0
Missin g System	55	98.2		
Total	56	100.0		

**Print design (i.e. floral)**



**Print design (i.e. floral)**

# Hats

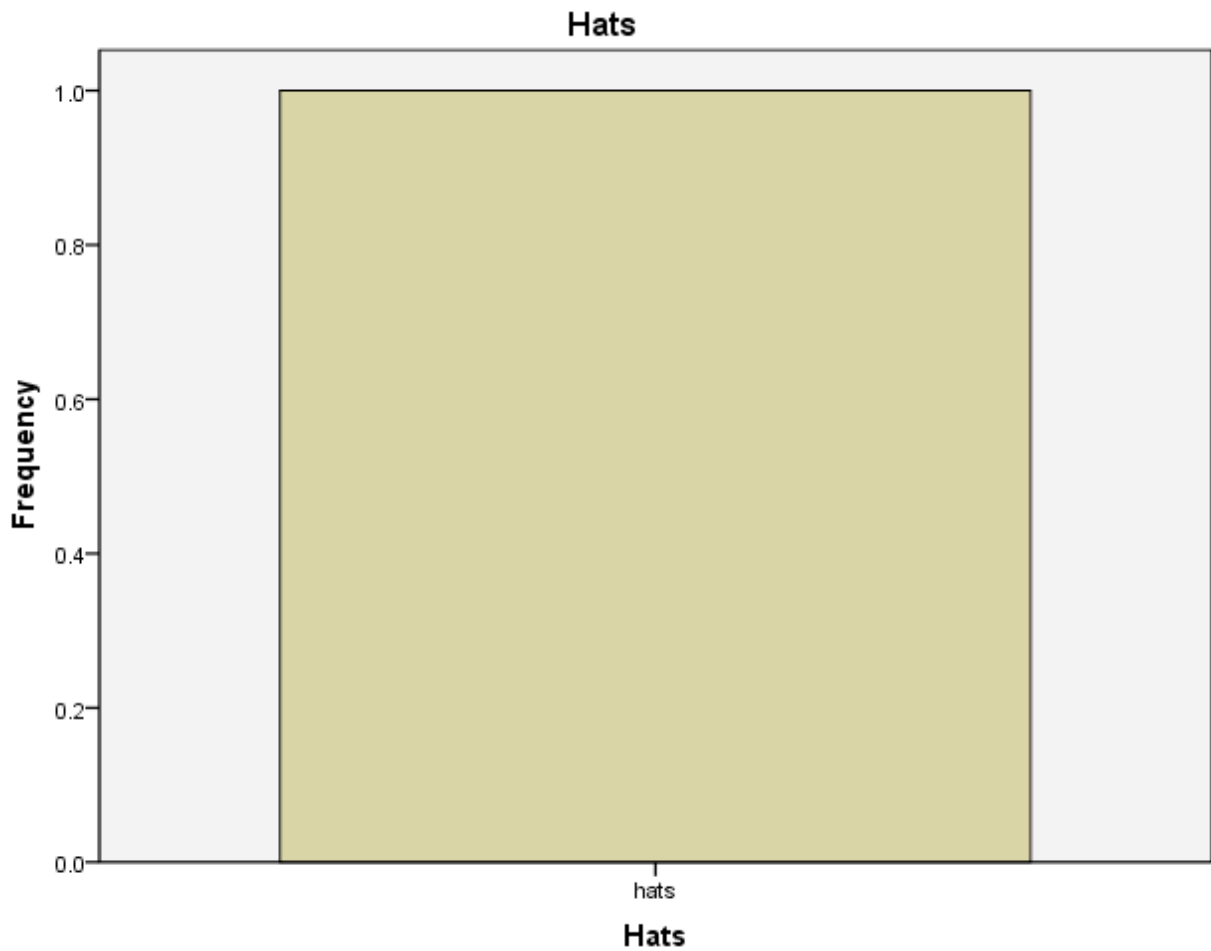
## Statistics

Hats

N	Valid	1
	Missin g	55

## Hats

	Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid hats	1	1.8	100.0	100.0
Missin System g	55	98.2		
Total	56	100.0		



## Shorts

### Statistics

Shorts

N	Valid	0
	Missin g	56

### Shorts

	Freque ncy	Percent
Missin g System	56	100.0

**When making a specialty apparel purchase, how often do you use Tampa T-Shirts?**

### Statistics

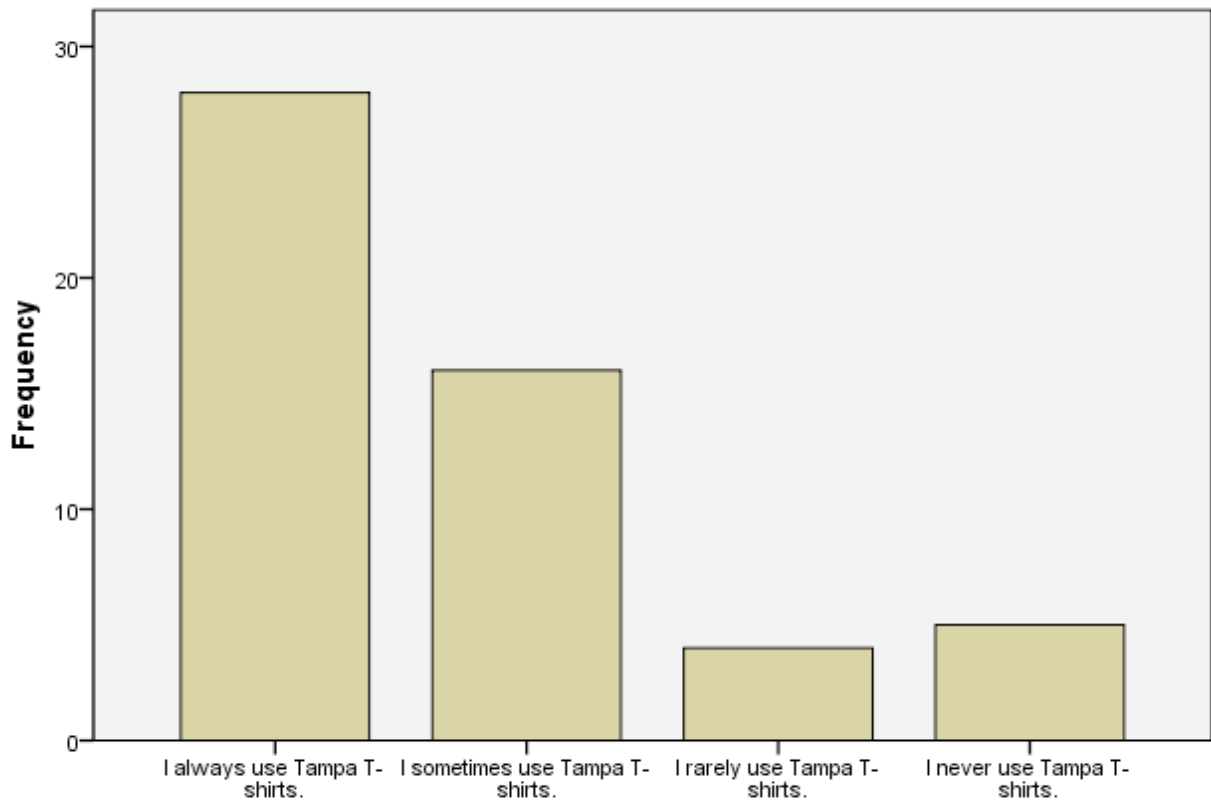
When making a specialty apparel purchase, how often do you use Tampa T-Shirts?

N	Valid	53
	Missin g	3

**When making a specialty apparel purchase, how often do you use Tampa T-Shirts?**

	Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid I always use Tampa T-shirts.	28	50.0	52.8	52.8
I sometimes use Tampa T-shirts.	16	28.6	30.2	83.0
I rarely use Tampa T-shirts.	4	7.1	7.5	90.6
I never use Tampa T-shirts.	5	8.9	9.4	100.0
Total	53	94.6	100.0	
Missin g System	3	5.4		
Total	56	100.0		

**When making a specialty apparel purchase, how often do you use Tampa T-Shirts?**



**When making a specialty apparel purchase, how often do you use Tampa T-Shirts?**

**By phone**

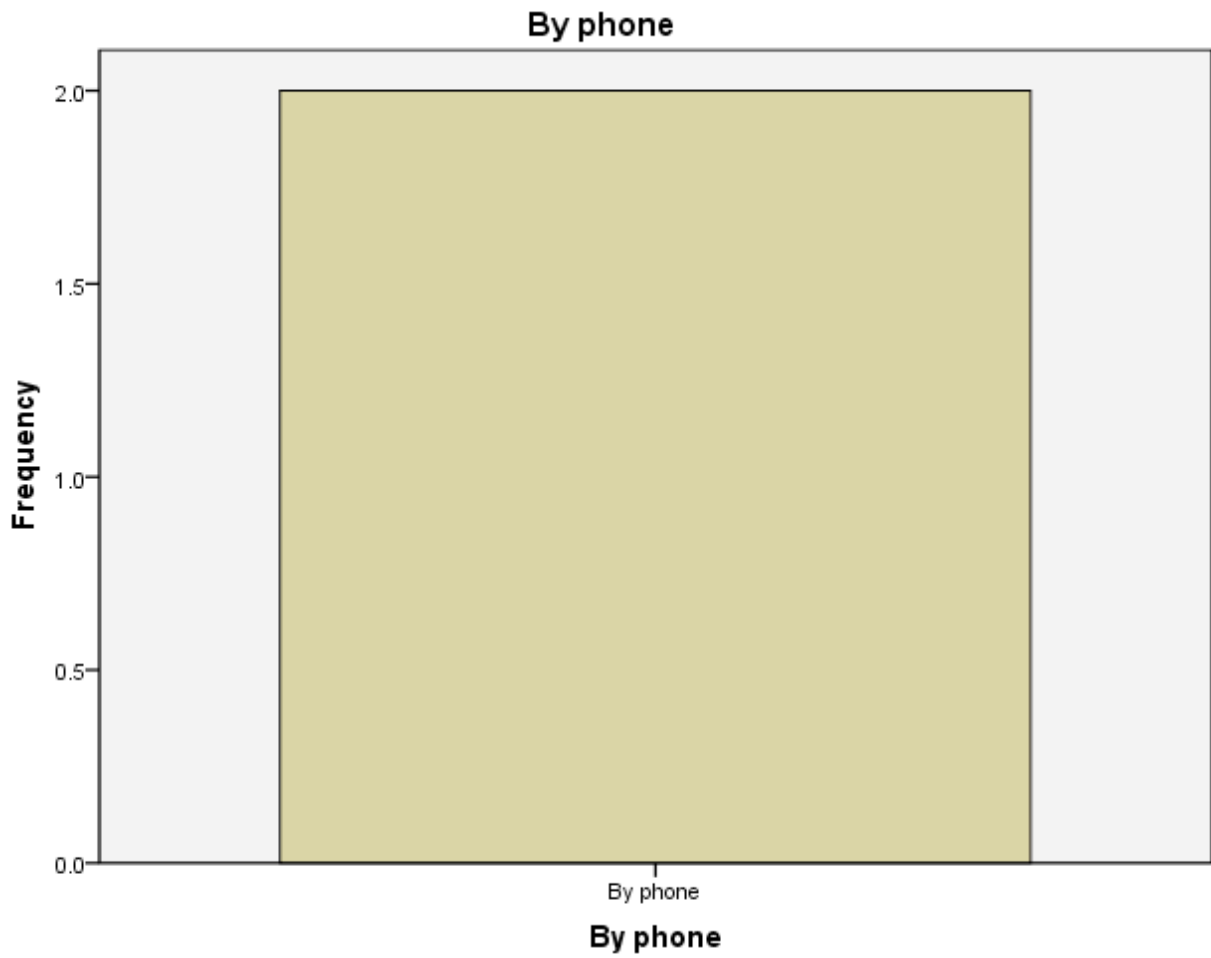
**Statistics**

By phone

N	Valid	2
	Missing	54

**By phone**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid By phone	2	3.6	100.0	100.0
Missing System	54	96.4		
Total	56	100.0		



**By e-mail**

**Statistics**

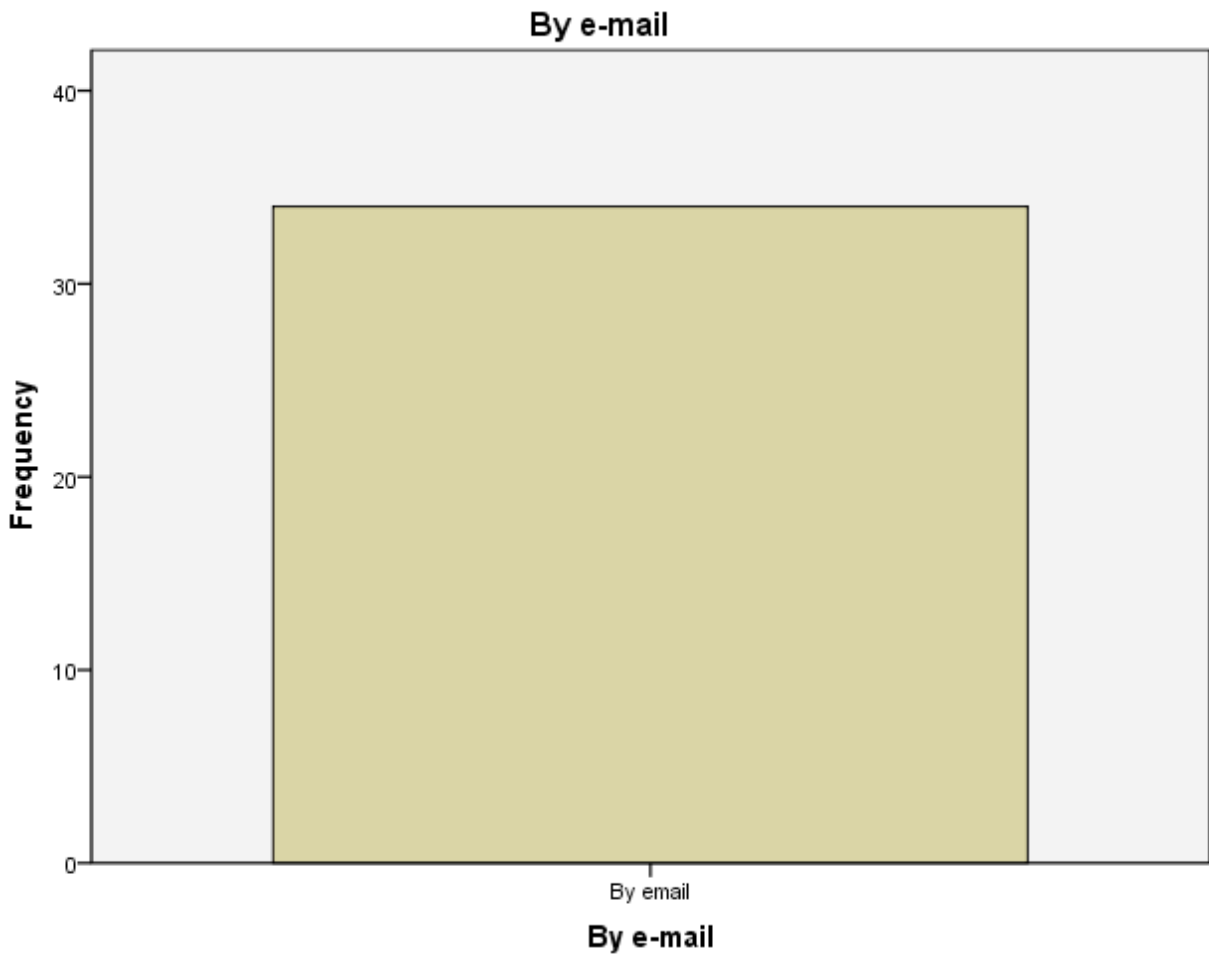
By e-mail

N	Valid	34
	Missin g	22

**By e-mail**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid By email	34	60.7	100.0	100.0
Missin g System	22	39.3		
Total	56	100.0		





**By direct mail**

**Statistics**

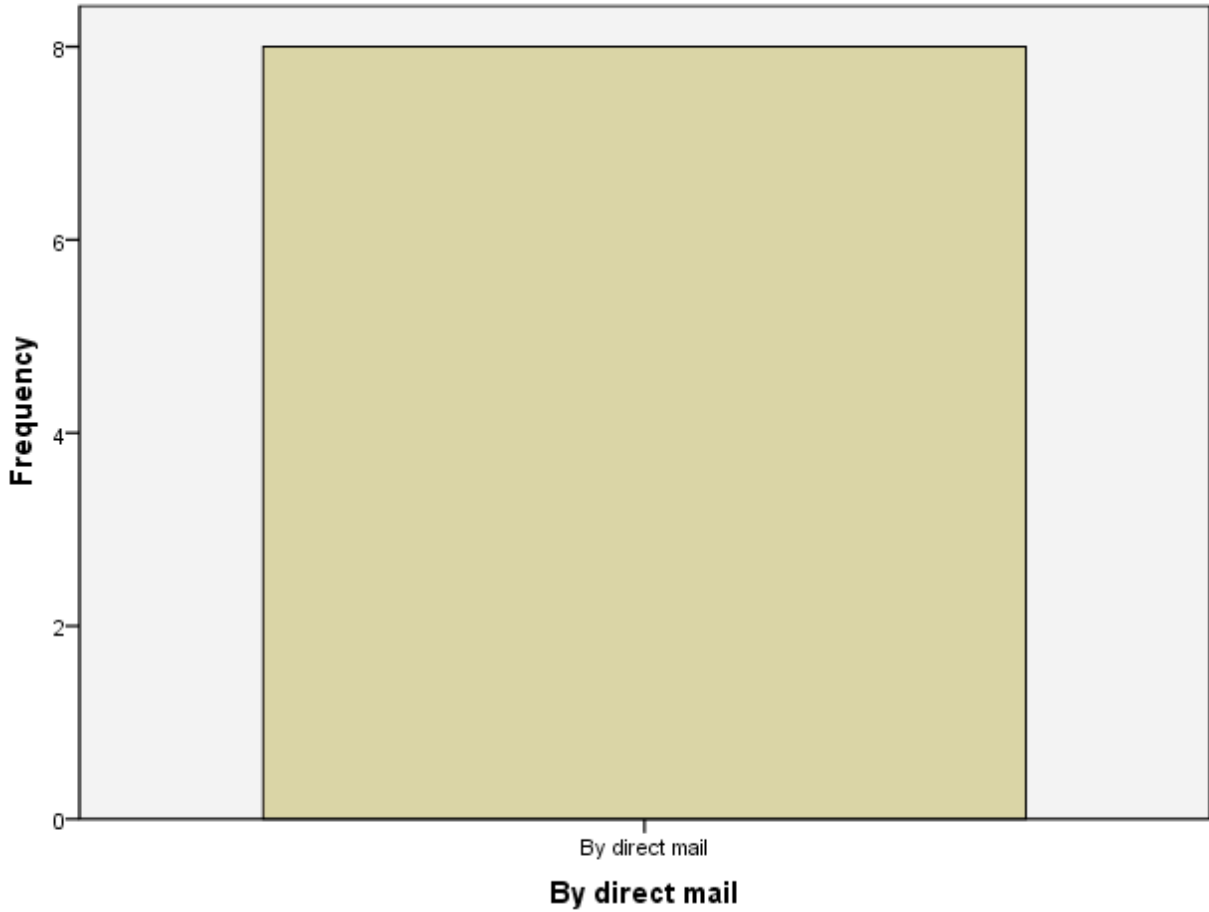
By direct mail

N	Valid	8
	Missing	48

**By direct mail**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid By direct mail	8	14.3	100.0	100.0
Missing System	48	85.7		
Total	56	100.0		

**By direct mail**



**Do not contact me**

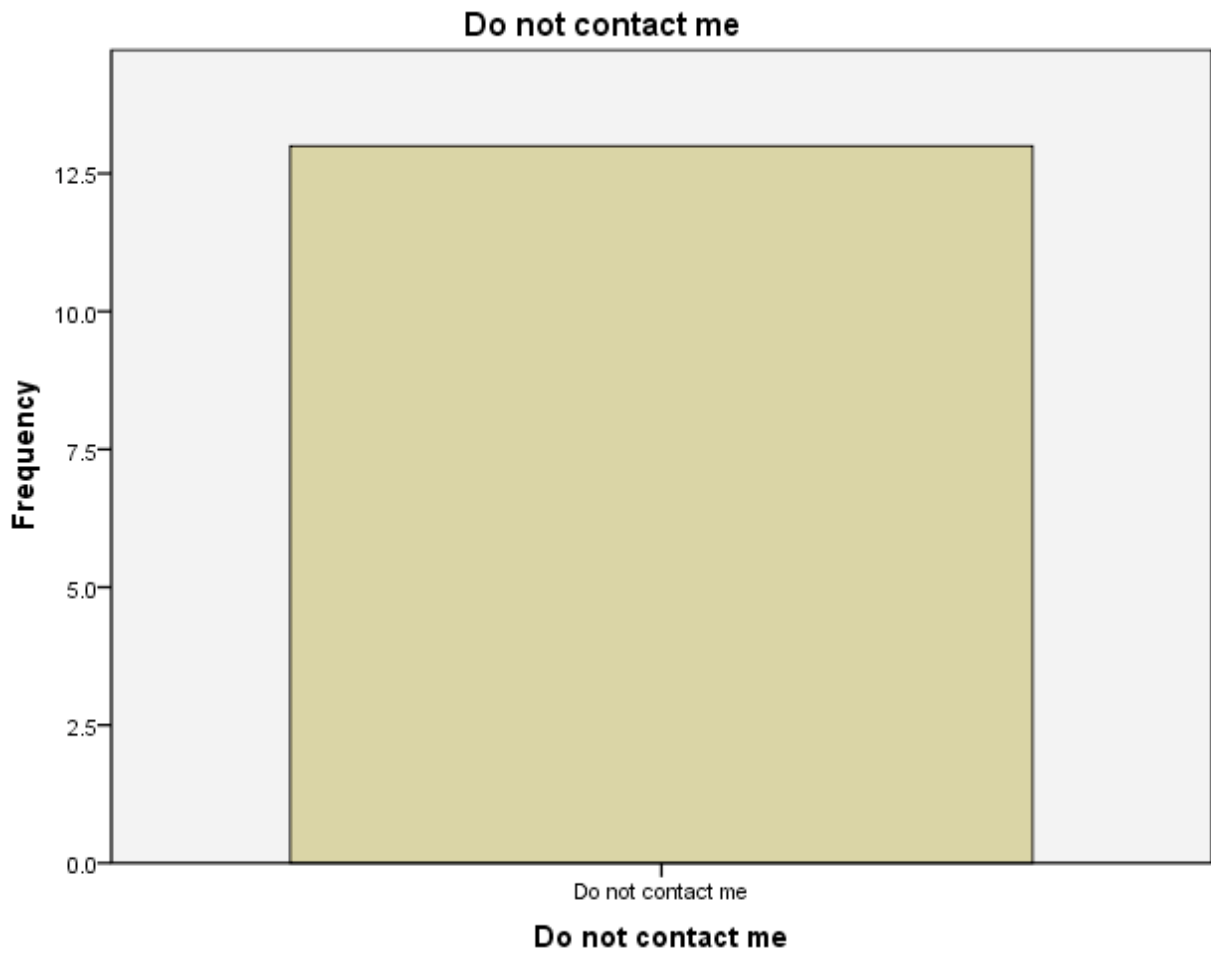
**Statistics**

Do not contact me

N	Valid	13
	Missing	43

**Do not contact me**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Do not contact me	13	23.2	100.0	100.0
Missing	System	43	76.8		
Total		56	100.0		



**Other (please specify)**

**Statistics**

Other (please specify)

N	Valid	0
	Missing	56

**Other (please specify)**

	Frequency	Percent
Missing System	56	100.0

**Would you like to receive e-mails highlighting new products, promotions and specials?**

**Statistics**

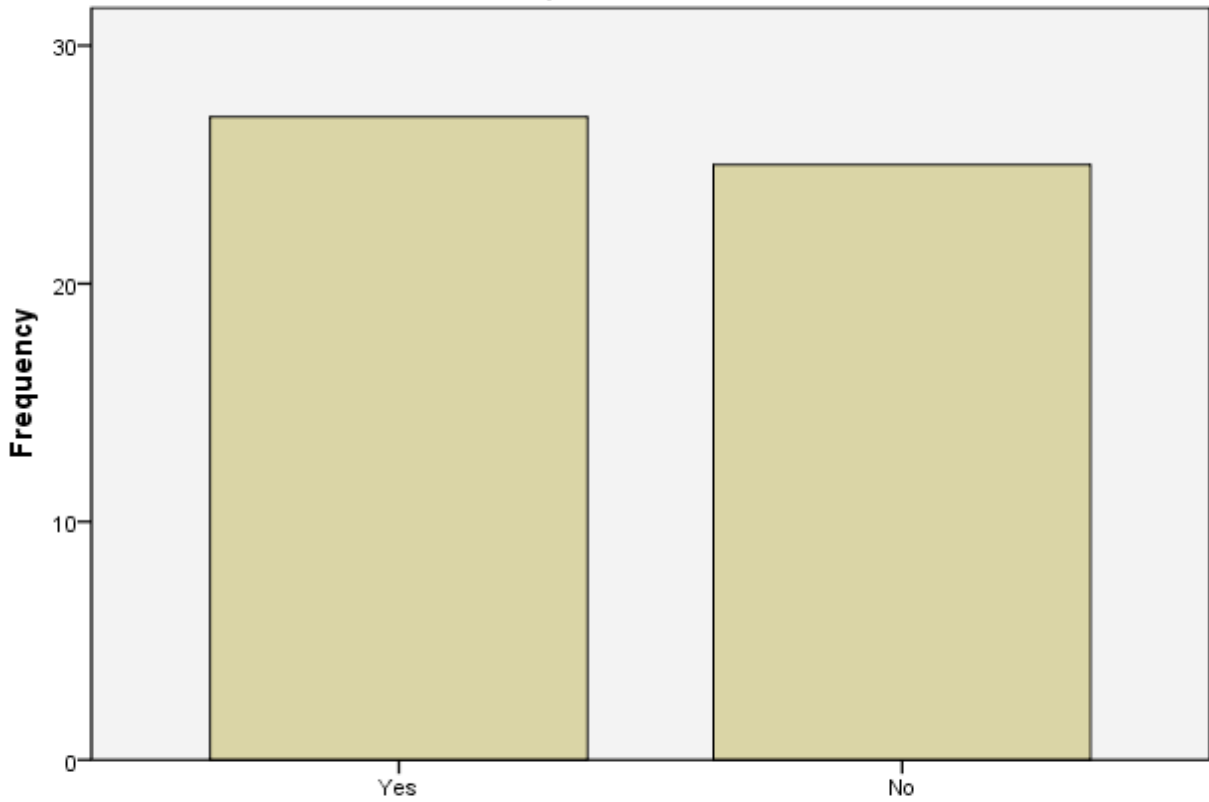
Would you like to receive e-mails highlighting new products, promotions and specials?

N	Valid	52
	Missin g	4

**Would you like to receive e-mails highlighting new products, promotions and specials?**

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Yes	27	48.2	51.9	51.9
	No	25	44.6	48.1	100.0
	Total	52	92.9	100.0	
Missin g	System	4	7.1		
Total		56	100.0		

**Would you like to receive e-mails highlighting new products, promotions and specials?**



**Would you like to receive e-mails highlighting new products, promotions and specials?**

**What is your gender?**

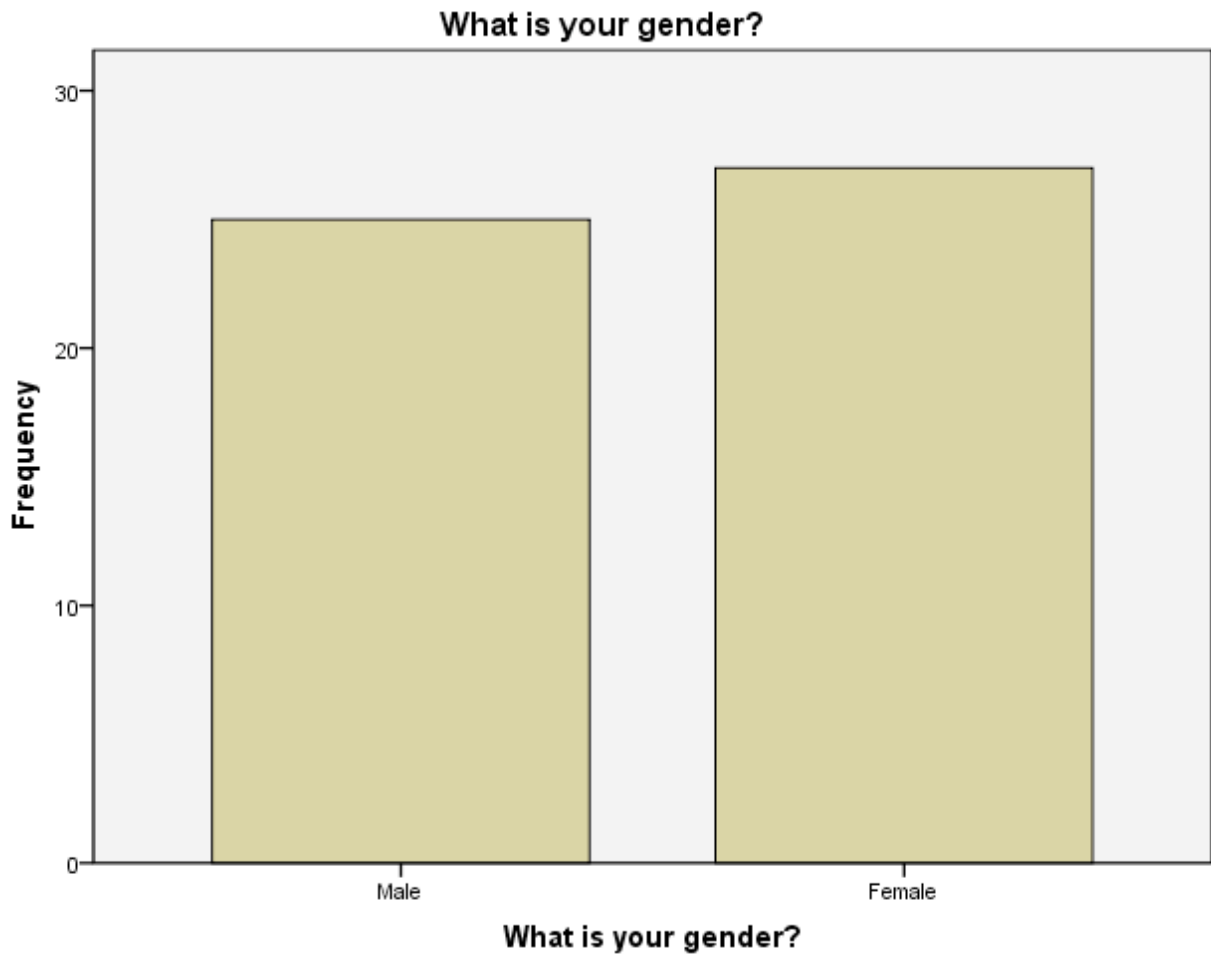
**Statistics**

What is your gender?

N	Valid	52
	Missin g	4

**What is your gender?**

		Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid	Male	25	44.6	48.1	48.1
	Female	27	48.2	51.9	100.0
	Total	52	92.9	100.0	
Missin g	System	4	7.1		
Total		56	100.0		



### What is your ethnicity?

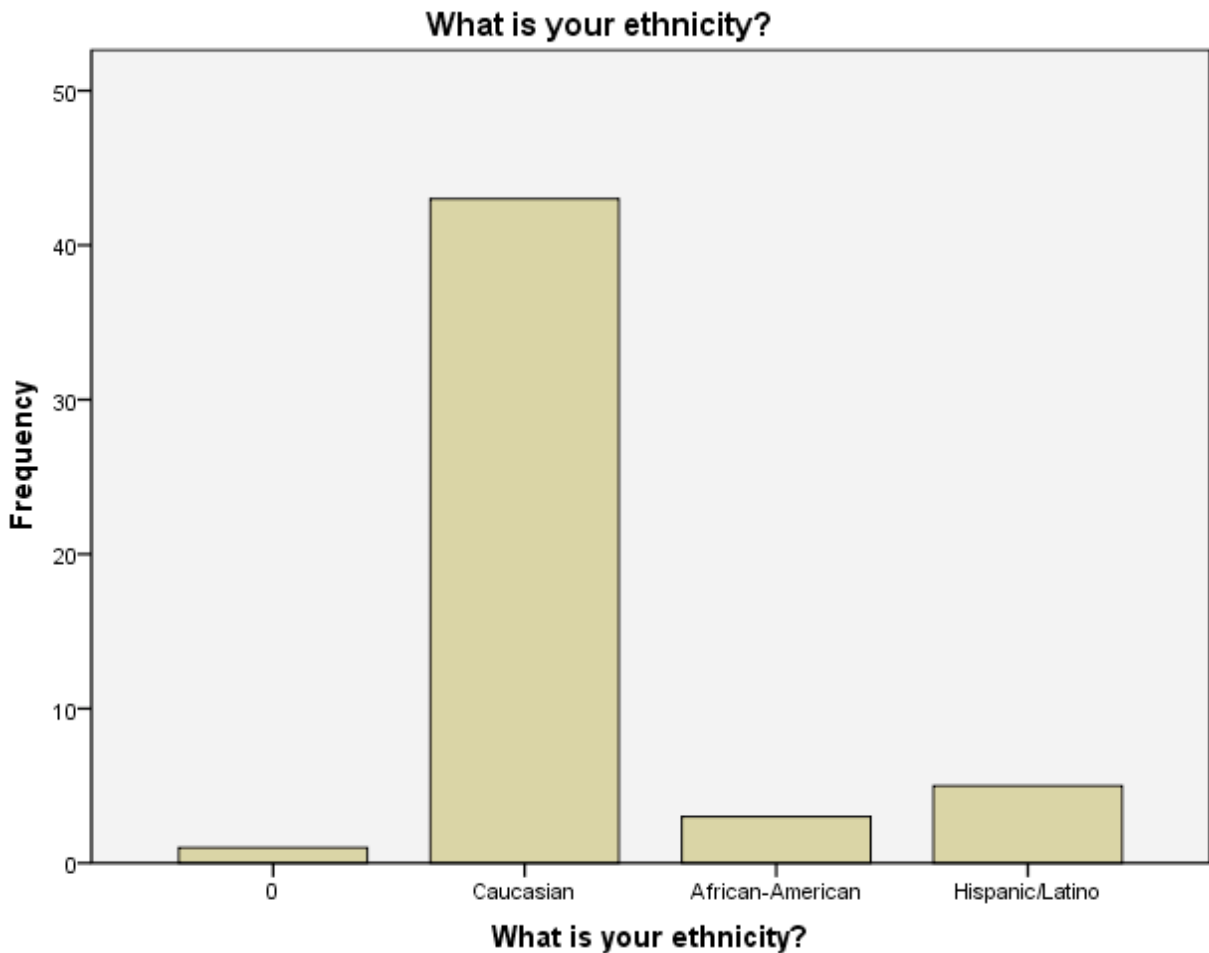
#### Statistics

What is your ethnicity?

N	Valid	52
	Missin g	4

### What is your ethnicity?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	1	1.8	1.9	1.9
Caucasian	43	76.8	82.7	84.6
African-American	3	5.4	5.8	90.4
Hispanic/Latino	5	8.9	9.6	100.0
Total	52	92.9	100.0	
Missing System	4	7.1		
Total	56	100.0		



## What age range do you fall under?

### Statistics

What age range do you fall under?

N	Valid	53
	Missin g	3

### What age range do you fall under?

		Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid	60+	7	12.5	13.2	13.2
	59-50	10	17.9	18.9	32.1
	49-40	19	33.9	35.8	67.9
	39-30	12	21.4	22.6	90.6
	29-20	5	8.9	9.4	100.0
	Total	53	94.6	100.0	
Missin g	System	3	5.4		
Total		56	100.0		

### What age range do you fall under?

