



# SEA TURTLE CONSERVATION BONAIRE

WIDECAST ANNUAL MEETING 2018

STCB's Merchandise Philosophy

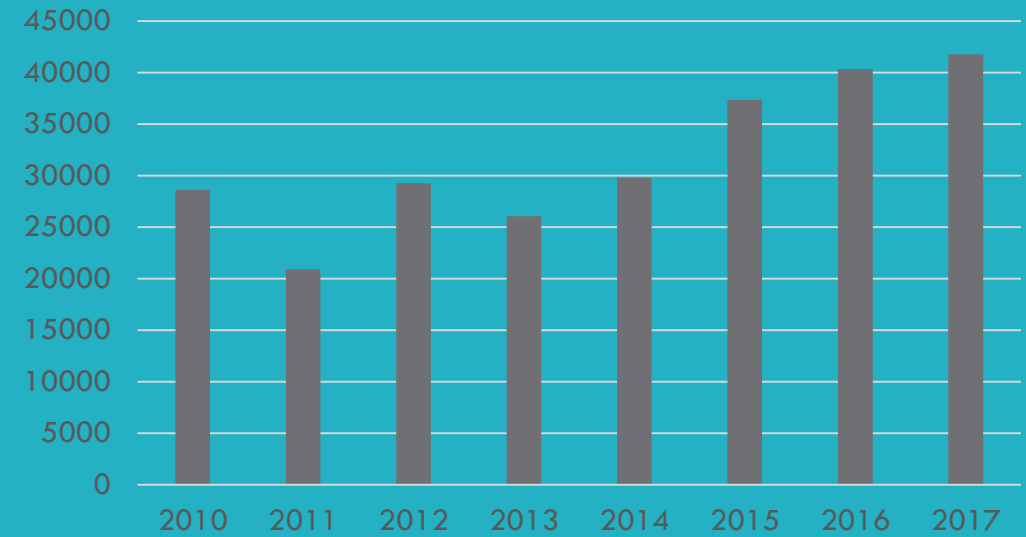


STCB has a small and carefully chosen line that is printed and finished by hand on Bonaire.

We have established a market niche that allows us to create significant long-term income for our conservation work.

This is part of a strategy to diversify STCB's revenue streams to ensure the stability of our charitable mission to protect Bonaire's sea turtles.

Gross Sales 2010 - 2017

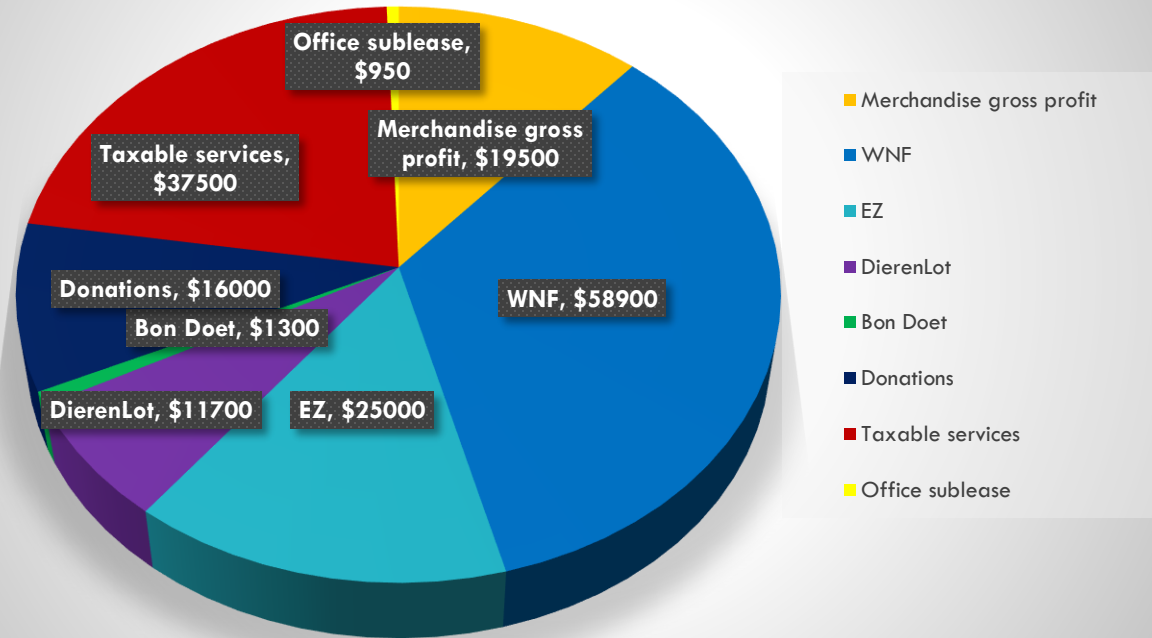


# STCB MERCHANDISE

WIDECAST 2018

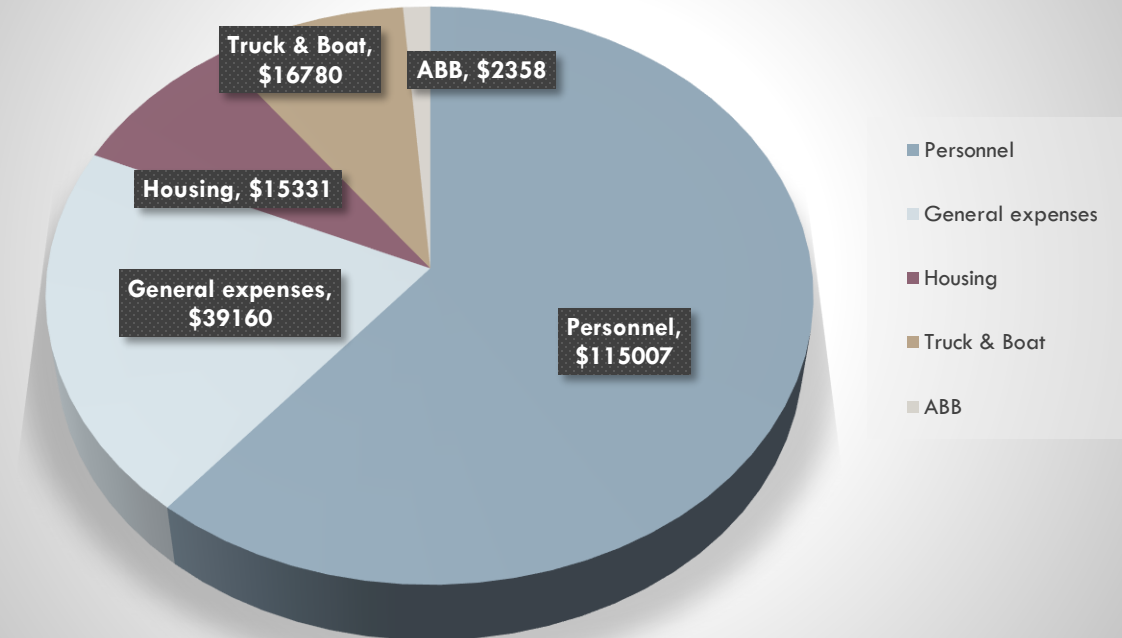
## Revenue

Total revenue \$170.850



## Expenses

Total expenses \$182.936



Gap in budget: \$12.086

# STCB MERCHANDISE

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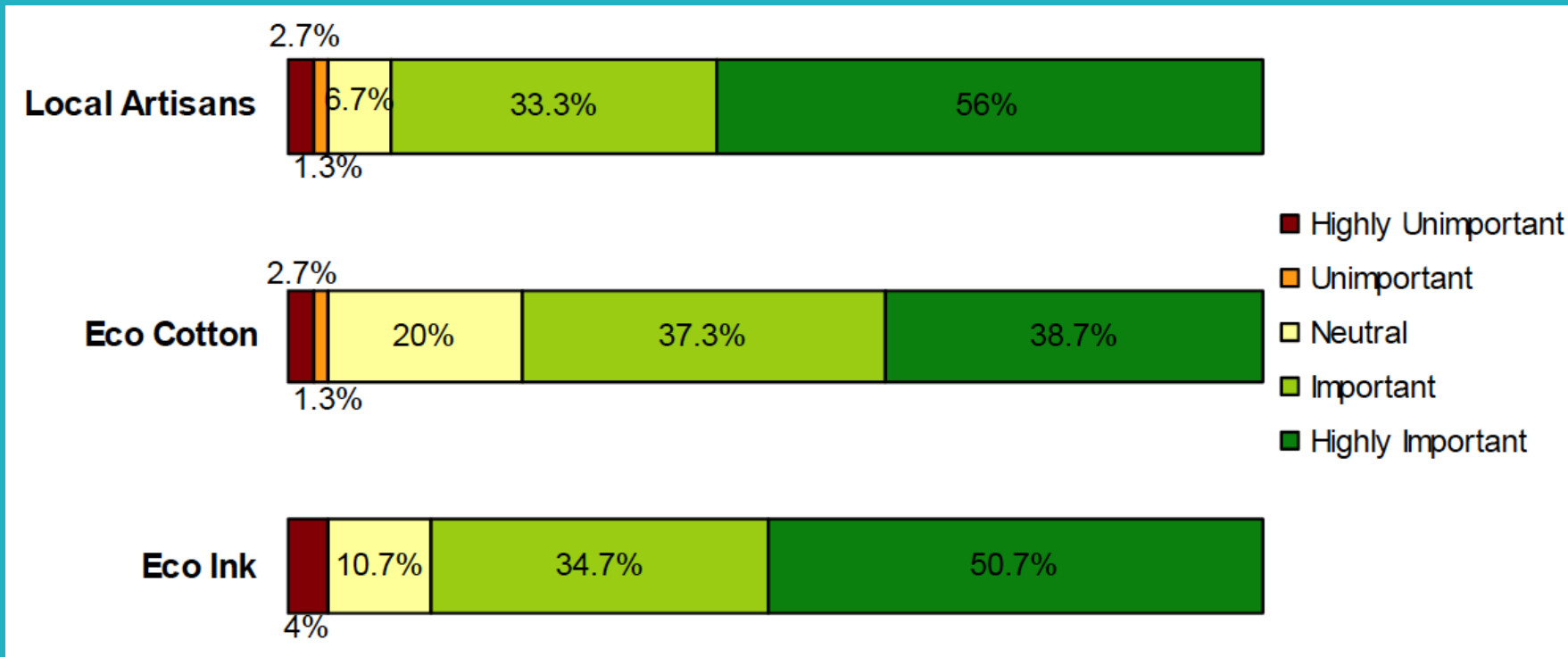
Item	Cost	Selling Value	Profit
T-Shirts	\$11.22*	\$25	\$13.78
Hats	\$10.74	\$25	\$14.26
Large Necklaces	\$11.31	\$30	\$18.69
Small Necklace	\$9.37	\$20	\$10.63

*Profit per merchandise item in 2015*

# STCB MERCHANDISE

WIDECAST 2018





2015 survey; participants (n=75) view on the importance of 'eco'

# STCB MERCHANDISE

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The STCB custom clothing line is unique:

- We produce our own images and feature the STCB name
- Our line is partly produced by hand on Bonaire
- We support other conservation efforts
- We tell a conservation story



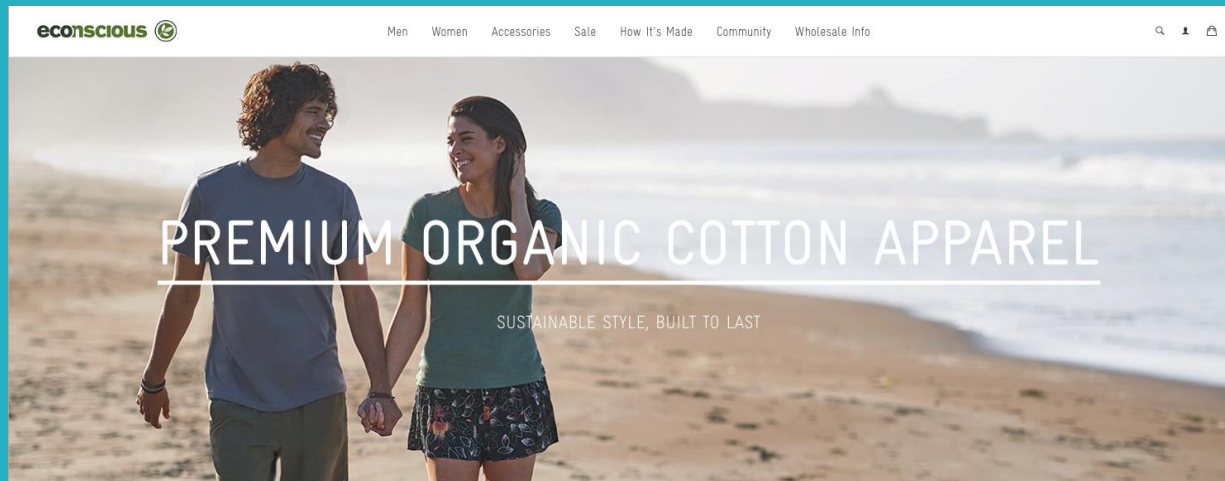
# STCB MERCHANDISE

WIDECAST 2018



Reflects our mission and values:

- All of our clothing is made from 100% organic cotton;
- We engage local crafters: local people get economic gain from conservation
- We use high quality water-based inks to eliminate environmental problems associated with solvent-based inks



# STCB MERCHANDISE

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Our merchandise line consists of:

- T-shirts (short sleeve and long sleeve)
- Hats
- Necklaces (small & big)
- Hoodies
- Keychains



# STCB MERCHANDISE

WIDECAST 2018





STCB merchandise is well-presented:

- The high quality, eye catching display is an integral part of our approach
- We use attractive tagging and literature to add value to the line



# STCB MERCHANDISE

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STCB:	Vendor:
<ul style="list-style-type: none"> <li>• Provide and install the display unit</li> <li>• Have a representative visit the store regularly to check stock, clean the display and deliver new inventory as needed.</li> <li>• Take an inventory at the end of each month and deliver an invoice.</li> </ul>	<ul style="list-style-type: none"> <li>• Donate space for our display</li> <li>• Sell the STCB custom line of merchandise as ambassadors</li> <li>• Pass the full amount of sales back to STCB on a monthly basis (cash or bank transfer)</li> </ul>

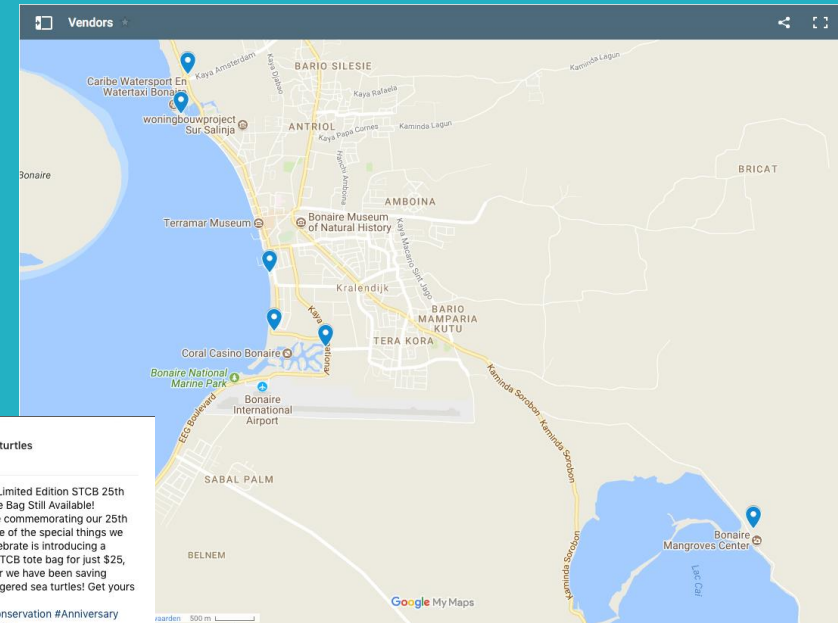
# STCB MERCHANDISE

WIDECAST 2018



## Why businesses join?

- To support the work of one of the most successful, highly-regarded conservation efforts on Bonaire
- To be recognized by their customers as a supporter of endangered sea turtles
- Because STCB merchandise will attract customers to their store
- Because STCB promotes their store in several ways (e.g. website, Facebook, Instagram, press releases, etc)



# STCB MERCHANDISE

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# QUESTIONS?



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