Edge T-shirts

              Edge T-shirts is a new start-up company. This emerging company seeks to empower its customers by affording them the opportunity to design their own t-shirts based on the images of their choice. Customers can now select the images they want to be on the front and the back of the t-shirts for the first time. This power is granted to them through the amazing technology of computer sublimation. The purpose of allowing the customer to choose his own graphics is so he can truly express himself through the clothes that he wears.

              There are several competitive advantages that Edge T-shirts have over its competitors. For starters, the technology is cost effective enough to make one run productions. This means that it is economically viable for the company to imprint one graphic image on one t-shirt for one customer. This increases the uniqueness of the products on offer as well as customer satisfaction. The technology also makes it possible to do bulk productions for big orders from institutions such as schools and sports clubs.

              Another competitive advantage of the company is that it allows its customers to make the decision. The customers also have many options at their disposal. This variety of options for graphics is what will attract and retain customers for the company. They can get inspiration for their images through the internet, the company’s portfolio and other places as well. They also have the option of consulting with the company’s in-house artist on the exact images they want to see on their t-shirts.

              The t-shirts are supplied by a vendor who can ship the goods within a day. This lowers the overhead costs of the company which definitely lowers the cost of operation for the company. This increases the overall competitiveness of the company because the costs are low and the margin for profit is high.

Our HR philosophy is to attract and retain qualified employees whose vision, goals and innovativeness are in line with the culture of the organization. The company intends to go far and beyond extrinsic motivational mechanisms to ensure that every member of staff is satisfied and fulfilled with the tasks he has been assigned. To ensure we retain our highly qualified staff members, the company will offer a competitive compensation package to each employee.

In addition, the company intends to position itself as a flexible innovator of competitively priced customized t-shirts in the region. Our products will be of the highest quality and customer satisfaction is guaranteed. The ordering process for the customized t-shirts is also very simple as the website used in ordering the t-shirts is user friendly.