

KRISTY SANTOS *→+

Creating & Leaving things better for people along the way.

E-COMMERCE DTC BRAND & PRODUCT LAUNCH | HONEYBEEBUNNY

Business Startup, Website Launch, Operations, Creative, Product & Marketing

Founder: Kristy Santos

Brand: [Honeybeebunny](#)

BUSINESS GOAL

The goal of Honeybeebunny is to develop a body-inclusive apparel brand that radiates fun, individuality, and a strong sense of community, distinct from mainstream fashion. This project aims to establish a flexible, low-overhead foundation through a dropshipping model, enabling rapid response to market trends and customer feedback. It also seeks to build a mission-driven brand that creates positive impact for customers and the local community while contributing to animal welfare with every purchase. Long-term, the project will transition from a small-scale dropship model to a blended ecosystem incorporating made-to-order production, cut-and-sew inventory, and partnerships with emerging independent artists.

TECH STACK

- **E-commerce Platform:** Shopify and integration apps
- **Design Tools:** Adobe Illustrator, InDesign, Photoshop, Canva
- **Marketing Tools:** Mailchimp, Google Analytics, social media platforms
- **Project Management:** Trello, Asana
- **Finance & Budget:** Excel, Quickbooks
- **Copy Content:** Chatly, ChatGPT, Google Doc

BUDGET & TIMELINE

- **Initial Investment:** 3 Months
- **Ongoing Operational Costs:** \$550 Monthly
- **Timeline:** Continuous

MY ROLE

As the founder of Honeybeebunny, I oversee all operations, including product selection, website management, marketing and customer engagement. My responsibilities include:

- **Business Planning:** Wrote and owned the full business plan, including brand positioning, financial modeling, operational strategy, long-term growth roadmap, and management of all legal documentation, company permits, and vendor contracts.
- **Project Management:** Led all initiatives using structured project management methods, processes, and tools to ensure clear timelines were established and consistently met.
- **Brand Development:** Crafting the brand identity and ensuring it resonates with our target audience.
- **Communications & Copy:** Established the brand's tone, voice, and messaging guidelines, writing all copy across the website, product descriptions, marketing materials, and customer communications.

- **Product Curation:** Selecting and sourcing unique products that align with our mission and customer interests.
- **Vendor & Production Management:** Owned all vendor and on-demand printing partnerships, including sourcing suppliers, negotiating pricing, managing production timelines, and ensuring quality standards.
- **Research & Analysis:** Integrating product trend research, data-driven insights, and customer feedback to refine assortments and enhance overall brand performance.
- **Design:** Led end-to-end creative asset design across marketing materials, product design and graphic design.
- **Website Management & Hosting:** Designing and maintaining the e-commerce site to ensure a user-friendly shopping experience.
- **Marketing Strategy:** Developing and executing digital marketing campaigns across various platforms to drive traffic and sales.
- **Customer Engagement:** Building relationships with customers through excellent service, feedback loops, and community-building initiatives.
- **Finance, Taxes and Budgeting:** Managing the financial aspects of the business, including banking, lines of credit, Taxes, Sales Tax, budgeting, forecasting, and tracking expenditures to ensure profitability and sustainability. This includes overseeing cash flow, analyzing financial reports, and making strategic decisions based on fiscal data.
- **Community Impact:** Identified and partnered with a local animal rescue, donating a portion of all proceeds to support animal welfare initiatives.

A FEW PROJECT HIGHLIGHTS

- Successfully launched the Honeybeebunny website, achieving 223% sales growth in six months.
- Developed a local community customer base through organic word of mouth, local partnerships, targeted social media marketing and engaging content.
- Collaborated with influencers to expand brand reach and enhance credibility.
- Partnered with a local animal rescue to donate a portion of proceeds and feature adoptable animals in product imagery and social content.

PROJECT OUTCOME

Since launching Honeybeebunny, local sales and customer enthusiasm have grown steadily, driven by positive feedback on our assortments and mission and a rapidly expanding loyal community.

PROJECT RETROSPECTIVE

Reflecting on the journey, I recognize the importance of adaptability and customer feedback in shaping our product lineup and marketing strategies. Product wear-testing and rigorous QA are essential to validating sizing and quality, but implementing these processes requires far more time, oversight, and financial investment than I initially anticipated. Launching an e-commerce dropship apparel brand has been significantly harder and more costly than expected, with each step demanding resilience, resourcefulness, and a willingness to problem-solve creatively. Ongoing learning and iteration remain crucial as I continue to grow and evolve Honeybeebunny in the highly competitive e-commerce landscape.

VISUALS AND PROJECT ARTIFACTS ↓

The images below showcase a variety of project artifacts, including moodboards, social, website pages and operational documents and project management tasks.

Every purchase you make HBB donates to an animal rescue foundation

Free shipping on all orders



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For everybody + every body.

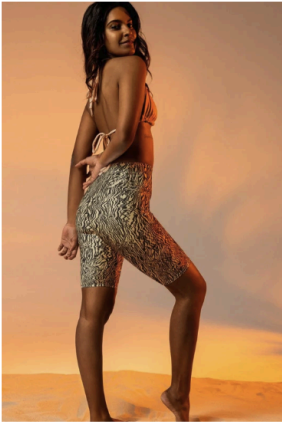
Superstar Products



#AllAmericanPlayer - Color Block Track Pants
\$60.00 USD



#BornABadSeed - Cargo Jumpsuit
\$84.00 USD



#SexAndPizza - Biker Shorts
\$40.00 USD



#SexAndPizza - Gender Neutral Button Up
\$68.00 USD



#FelineFierce - One-Piece Swimsuit
\$49.00 USD



#FoxyLady - One-Piece Swimsuit
\$49.00 USD



#SophisticatedBoom - Embroidered Foam Trucker Hat
\$34.00 USD



#TitsToTheWind - Gender Neutral Cotton T-shirt
\$40.00 USD

[View all](#)



SWIMWEAR

Tits to the wind!

HBB no bullshit swimwear is unapologetically bold just like you! Can be worn in the pool or on dry land with your favorite overpinnings. Suit up and show off!

[Shop Swimwear](#)

GRAPHIC TOPS

Comin' in hot!

Got grit to match your guts? These tops sure do. Soft, stretchy, structured, rugged or organic, HBB has got it covered and is hell-bent on flattering everyone!

[Shop Graphic Tops](#)



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Free shipping on all orders



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Swimwear

Filter: [Availability](#) [Price](#) [Color](#) [Size](#)

Sort by: [Featured](#) 46 products



#FelineFierce - One-Piece Swimsuit
\$49.00 USD

[Choose options](#)



#TwoTrickPony - One-Piece Swimsuit
\$49.00 USD

[Choose options](#)



#SexAndPizza - One-Piece Swimsuit
\$49.00 USD

[Choose options](#)



#FoxyLady - One-Piece Swimsuit
\$49.00 USD

[Choose options](#)



#FoxyLady - Eco Friendly High Waisted
Bikini Set
\$49.00 USD



#HellKitten - One-Piece Swimsuit
\$49.00 USD

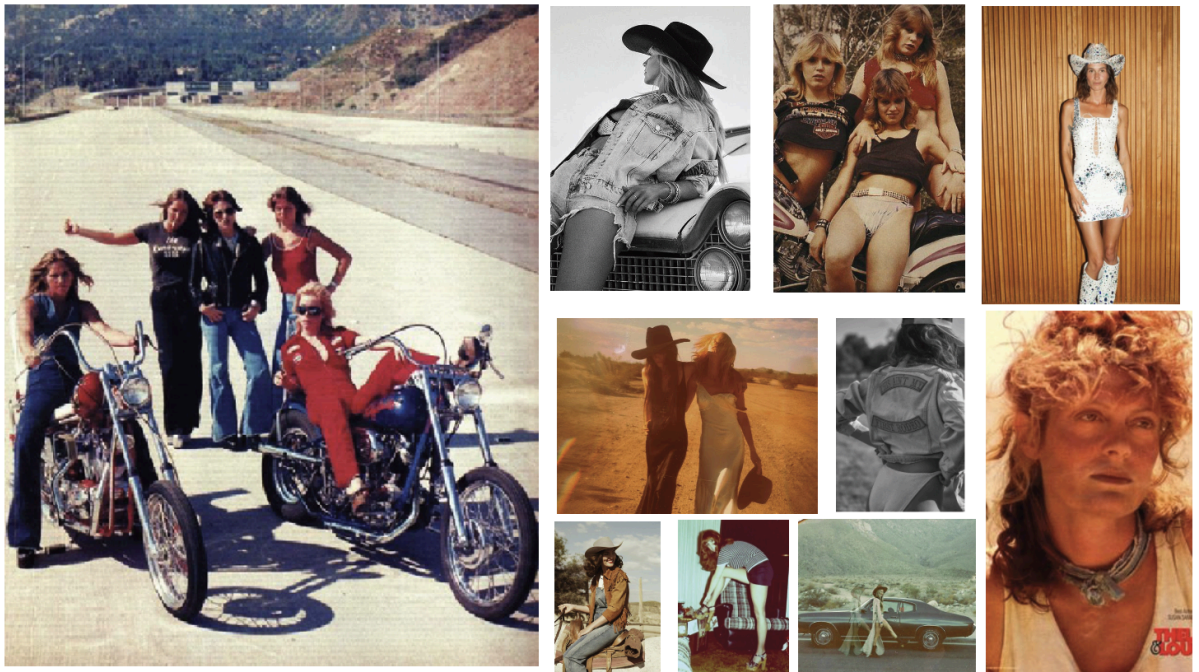


#HellKitten - Eco Friendly High Waisted
Bikini Set
\$49.00 USD



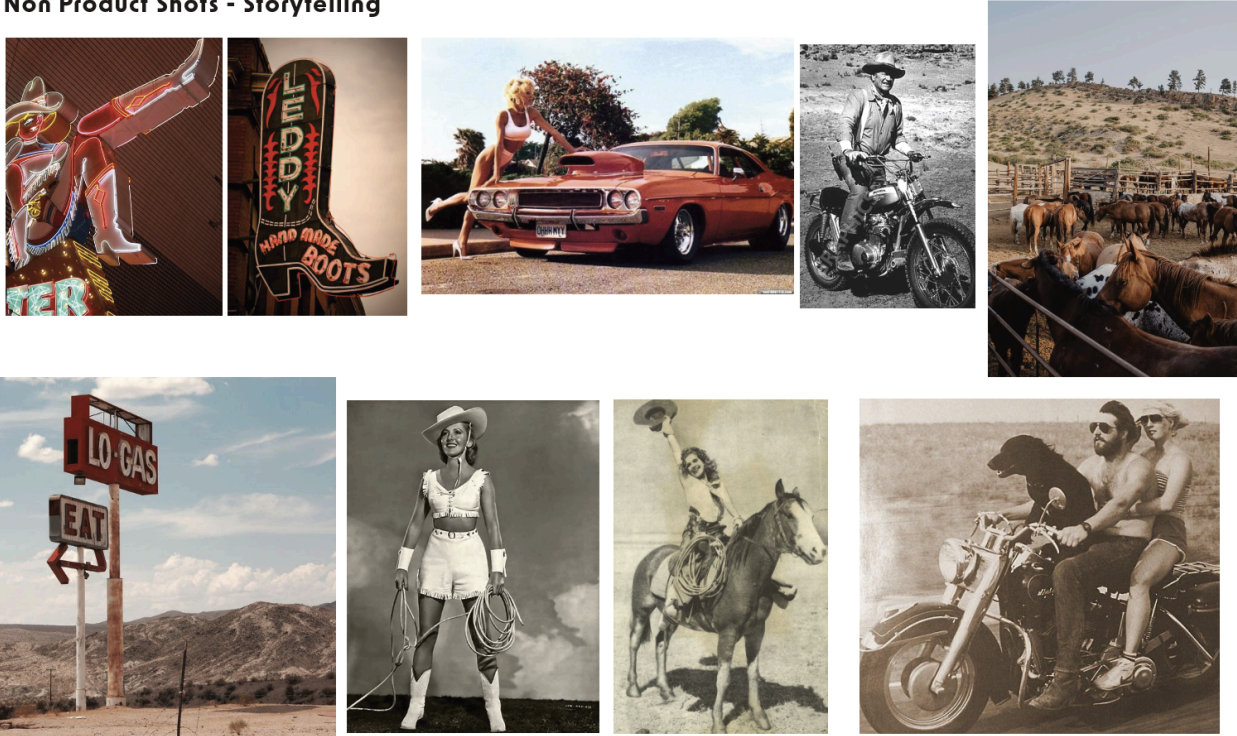
#WildOne - One-Piece Swimsuit
\$49.00 USD

Photography Style Guide



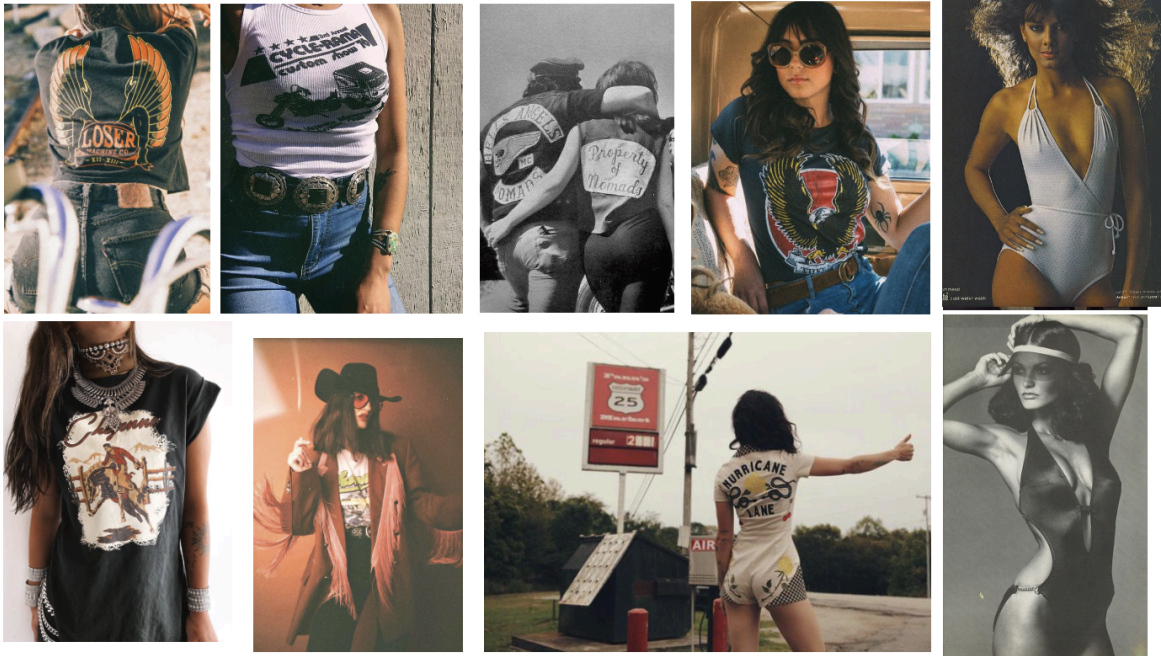
Photography Style Guide

Non Product Shots - Storytelling



Photography Style Guide

Product Close Ups



Branding Style Guide

Color Usage



Logo Lockups





Messages

DISPLAY THIS PERMIT CONSPICUOUSLY AT THE PLACE OF BUSINESS FOR WHICH IT IS ISSUED

CALIFORNIA DEPARTMENT OF TAX AND FEE ADMINISTRATION		
SELLER'S PERMIT		
PERMIT NUMBER		
217722144 - 00001		
HONEYBEEBUNNY LLC		
KRISTY SANTOS		
		
<i>IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION.</i>		START DATE: August 16, 2023
<i>THIS PERMIT IS NOT VALID AT ANY OTHER ADDRESS.</i>		<i>YOU ARE REQUIRED TO OBEY ALL FEDERAL AND STATE LAWS THAT REGULATE OR CONTROL YOUR BUSINESS. THIS PERMIT DOES NOT ALLOW YOU TO DO OTHERWISE.</i>
		<i>PLEASE RETAIN THIS DOCUMENT FOR YOUR RECORDS.</i>
THIS PERMIT IS VALID UNTIL REVOKED OR CANCELED AND IS NOT TRANSFERABLE. FOR GENERAL TAX QUESTIONS, PLEASE CALL OUR CUSTOMER SERVICE CENTER AT 1-800-400-7115 (CRS:711). FOR INFORMATION ON YOUR RIGHTS, CONTACT THE TAXPAYERS' RIGHTS ADVOCATE OFFICE AT 1-888-324-2798.		
CDTFA-442-R REV. 20 (2-22)		

A MESSAGE TO OUR PERMIT HOLDER

As a permittee, you have certain rights and responsibilities under the Sales and Use Tax Law. For assistance, we offer the following resources:

- Our website at www.cdtfa.ca.gov.
- Our toll-free Customer Service Center at 1-800-400-7115 (CRS:711). Customer service representatives are available Monday through Friday from 7:30 a.m. to 5:00 p.m. (Pacific time), except state holidays.

As a permittee, you are expected to maintain the normal books and records of a prudent businessperson. You are required to maintain these books and records for no less than four years, and make them available for inspection by a California Department of Tax and Fee Administration (CDTFA) representative when requested. You are also required to know and charge the correct sales or use tax rate, including any local and district taxes.

You must notify us if you are buying, selling, adding a location, or discontinuing your business; adding or dropping a partner, officer, or member; or when you are moving any or all of your business locations. This permit is valid only for the owner specified on the permit. A person who obtains a permit and ceases to do business, or never commenced business, shall surrender their permit by immediately notifying CDTFA in writing at this address: California Department of Tax and Fee Administration, Field Operations Division, P.O. Box 942879, Sacramento, CA 94279-0047. You may also surrender the permit to a CDTFA representative.

If you would like to know more about your rights as a taxpayer, or if you are unable to resolve an issue with CDTFA, please contact the Taxpayers' Rights Advocate Office for help by calling 1-888-324-2798 or by faxing 1-916-323-3319.

As authorized by law, information provided by an applicant for a permit may be disclosed to other government agencies.

Honeybeebunny / HON-11

Holiday Push - Update Website W/Drop Ship & Instagram Backlog -Kelly

 Kelly Wardall 12:42 PM PST

Resolution: ~~Done~~

Status: ~~Open~~ → In Progress

[View issue](#)

Honeybeebunny / HON-1

Update Account W/Logins and Passwords

 Kelly Wardall 2:26 PM PST

Resolution: Done

Status: ~~Open~~ → Done

[View issue](#)