

TRUE DIVINE XPRESSIONS

Rock Hill Area SBDC Client
Minority-Owned Business
tdxpressions.com

2

JOBS RETAINED

2

JOBS ADDED

“Todd (Phillips) has been a tremendous help to our business from the beginning. With his assistance, we were able to quickly evaluate our business and adapt to the growing demand for face masks.”

~JULISA WHITE,
CO-OWNER,
TRUE DIVINE XPRESSIONS

PRE-CORONAVIRUS BUSINESS SITUATION:

Harold and Julisa White, the owners of True Divine Xpressions (TDX), with support from Joshua and Jordan Dantzler and Ivan Howard, ran a lucrative business creating and selling customized t-shirts, party supplies and party rentals. “Going into 2020, we had a pretty solid business plan; however, there’s some things you just can’t plan for, like a pandemic,” said the company’s co-owner Julisa White.

CHALLENGES ARISING FROM THE COVID-19 PANDEMIC:

The onset of the COVID-19 pandemic hit the company hard. TDX had planned to utilize their recently secured licenses to sell Greek apparel--and create broad awareness of their business--at sports tournaments sponsored by Historically Black Colleges and Universities--all of which were suddenly cancelled.

To compensate for this lost business, the White’s quickly re-purposed their t-shirt manufacturing capabilities to produce protective face masks. Since they already possessed the equipment to customize clothing, the transition to face masks was a logical—and potentially profitable--one.

“I worked with Harold and Julisa to help them determine pricing and margins to ensure that their margins from mask sales were comparable to their t-shirt sales,” said Rock Hill Area business consultant Todd Phillips.

RESPONSE AND RECOVERY:

To stimulate sales, the True Divine Xpressions team reached out to their existing customer base--which fortunately included schools and local businesses—knowing they would need masks to safely reopen. “Our initial business plans were based on us having a brick-and-mortar space,” White said. “Todd was able to give us great advice on how to adapt and establish a strong e-commerce business, which helped us to save money during this pandemic.”

BUSINESS OUTLOOK:

Word quickly spread that TDX was producing masks that were both functional and customized. To help the company meet the escalating demand, Phillips helped the Whites develop an online sales presence, gave feedback on their website content and provided digital marketing ideas to help them promote their masks along with their core t-shirt and Greek apparel businesses. As a result of their ingenuity and adaptability, the Whites have successfully bridged the gap on sales lost due to the pandemic. The greatest challenge now for the Whites is keeping pace with the high demand for masks and ensuring they can refocus on building their core t-shirt business once conditions allow.

