

Business Research

Somebody's Attic Thrift Boutique

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SOMEBODY'S ATTIC

I. Executive Summary

Somebody's Attic, a nonprofit thrift store in Cache Valley, operates on a corporate social responsibility (CSR) model, turning donated goods into a consistent and sustainable source of financial support for CAPSA, a grassroots organization that serves survivors of domestic violence and sexual assault. The mission of Somebody's Attic closely aligns with community values, but many customers are unaware that their purchases directly support CAPSA or contribute to environmental sustainability. This business research project examines how consumer values, behavior, willingness to pay, and awareness influence engagement with Somebody's Attic, and identifies strategies to strengthen its impact and visibility.

A mixed-methods research approach was used, including a preliminary survey of 10 individuals within the target demographic, in-store observations, informal interviews, and secondary research on sustainability and ethical consumption trends. The survey revealed that most consumers care deeply about company values and environmental sustainability—two areas where Somebody's Attic already excels. Secondary research further confirmed that sustainability and ethical consumption are rising global trends, with heightened relevance in Utah due to regional environmental concerns such as the condition of the Great Salt Lake. These findings indicate strong alignment between consumer priorities and the store's mission, but also highlight a significant awareness gap limiting the store's ability to fully leverage this alignment.

Based on these insights, the proposed strategic plan focuses on increasing mission visibility, strengthening student and community engagement, and enhancing communication around sustainability and social impact. The plan includes low-cost initiatives such as in-store signage, social media storytelling, campus partnerships, and community donation drives—all supported by the store's robust volunteer base. Success will be measured through key performance indicators including awareness levels, store traffic, donation volume, and engagement metrics. With an estimated budget of only \$100–\$175, this strategy offers a high-impact, financially efficient path to increasing consumer engagement and advancing Somebody's Attic's mission to support CAPSA and the broader Cache Valley community.

II. Introduction

Meet the Business

CAPSA operates as a local non-profit in Cache Valley, Utah, serving its community by providing critical services to domestic violence and sexual assault survivors. These services range from financial and housing support to therapy and childcare. Research consistently demonstrates that strong social support improves the lives of individuals after trauma, creating social impact that uplifts the community as a whole.

Social support for trauma victims:



CAPSA relies on donations in order to offer its services, which can be challenging during periods of fluctuating funding. For this reason, Somebody's Attic Thrift Boutique was established. It operates as a thrift boutique in Cache Valley, using donations from community members, businesses, and church groups. From the profits generated, Somebody's Attic donates the proceeds to CAPSA, functioning as a steady inflow of funding. This is the area of focus for this project, with the central question being: "How can Somebody's Attic utilize CSR initiatives to improve its business model, with the goal of providing consistent funding to CAPSA through a regenerative and sustainable model?"

Target Market

Demographics (Who)	Psychographics (Who)
Ages 18-35	Values sustainability
College students and Families	Socially concious
Income level: Low to Middle income	Value-seeking and Budget oriented
Location: Cache Valley	Prefers ethical consumption

Demographics

Somebody’s Attic primarily serves consumers ages 18–35, including Utah State University students and young local families in Cache Valley. This audience typically falls within low- to middle-income brackets and is highly value-oriented, seeking affordable retail options that fit tight student or family budgets. Their proximity to USU and surrounding student housing places them within easy access of the store, making convenience and price key drivers of their shopping behavior. These traits position Somebody’s Attic within a growing segment of young, budget-conscious consumers who rely on secondhand retail as a practical, cost-effective option.

Psychographics

Beyond affordability, this market is motivated by ethical and socially conscious consumption. They prefer purchases that align with their values—especially sustainability, community impact, and support for local nonprofits. Many view thrifting as both environmentally responsible and culturally trendy, particularly within a university community that prioritizes reuse and reduced waste. Their desire for meaningful, value-aligned purchases fits directly with Somebody’s Attic’s CSR model, where every transaction supports CAPSA and advances environmental sustainability.

Current CSR Strategy

Overview

Somebody's Attic Thrift Boutique operates on a fully integrated CSR model, embedding social and environmental impact directly into its daily operations. By collecting and reselling donated goods, the store functions as a retail business, a sustainability effort, and a funding source all at once. Its partnership with CAPSA is the core of this model: all store proceeds directly support services for survivors of domestic violence and sexual assault. This means every purchase carries both economic value and meaningful social impact.

Environmental Sustainability

Evaluation:

Somebody's Attic demonstrates strong environmental sustainability through its donation-based resale model, though this impact is not fully leveraged in customer relations.

Key Strengths:

- Diverts usable goods from landfills
- Promotes secondhand consumption
- Aligns with growing consumer interest in sustainability

The Local Context:

In Cache Valley, environmental concerns particularly for surrounding regional issues like the Great Salt Lake have increased awareness of sustainability. Additionally, the store's proximity to Utah State University positions it near a demographic that views thrifting as trendy, is more likely to value ethical consumption, and is looking for more affordable options.

Social Impact

Evaluation:

The store has a highly effective social impact by directly funding CAPSA, but its influence is limited by varying levels of consumer awareness

Key Strengths:

- Generates consistent funding for essential services
- Creates a direct link between consumer purchases and social good
- Engages the community in supporting a local cause