

ABC PVT. LTD.

PREMIUM CLOTHING - PERSONAL STYLIST - FREE FROM SHOPPING

BUSINESS PLAN

ABC Pvt Lt – “Outsource your shopping with us”

“

ABC , personalized platform that connects affluent and time starved men with personal stylists who will handpick assortment of clothing by understanding their preferences and styles.

”

Saves

Time

Through

Enables

Customized
Shopping

Personal
Stylist



THE IDEA OVERVIEW



Abc Pvt. Ltd. is a personalized shopping platform for guys who find inconvenience shopping for clothes online or in stores. We connect guys to personal stylist who discover clothes that are perfect for them without ever having to go shopping.

Our personalized platform offers all our customers



PERSONAL STYLIST

A personal stylist at zero consulting fee who understand their apparel styles and preferences.



FREE RETURN

After a trial period of 7 days. Keep what you like and return the rest.



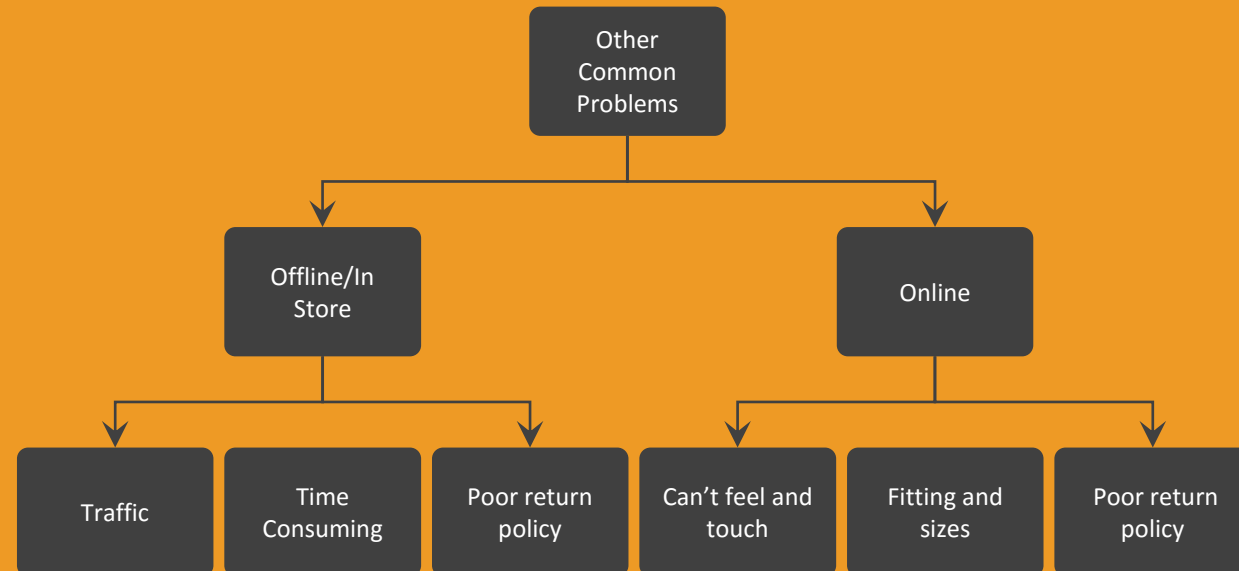
ACCESSIBILITY

Services available anytime of the day through just a mail or a call.

TARGET PROBLEM

“

Abc Pvt Ltd is solving a simple problem for rich and affluent men who have no time or shopping for clothes in stores or online is an inconvenience task for them.



OUR SOLUTION



Our platform connects them to personal stylist who find and deliver the best clothes that suits their style, budget and occasions. This frees them from ever having to go shopping.

Saves time

◀ 2 valued outcomes ▶

Convenience

HOW IT WORKS?

1

Sign up and connect to stylist

Once the customer signs up, he is connected to a personal stylist who finds his styles and preferences.

2

Pay only for the clothes kept

Customer has 7 days of trial period, after which he can pay only for the items kept and send the rest back. Shipping is free both ways.

3

Preview before shipping

Stylist will select a few pairs of clothes and send a preview online. After reviewing, the items will be shipped to their door.

OUR MARKET

India's rich and affluent class men with income over and above \$xxx per annum.

Includes UHNWI having an investible surplus of over Rs. XXcrore.

Wealth report by the Kotak group and Ernst & Young.

Total Population of India
XX Billion

~ XX%

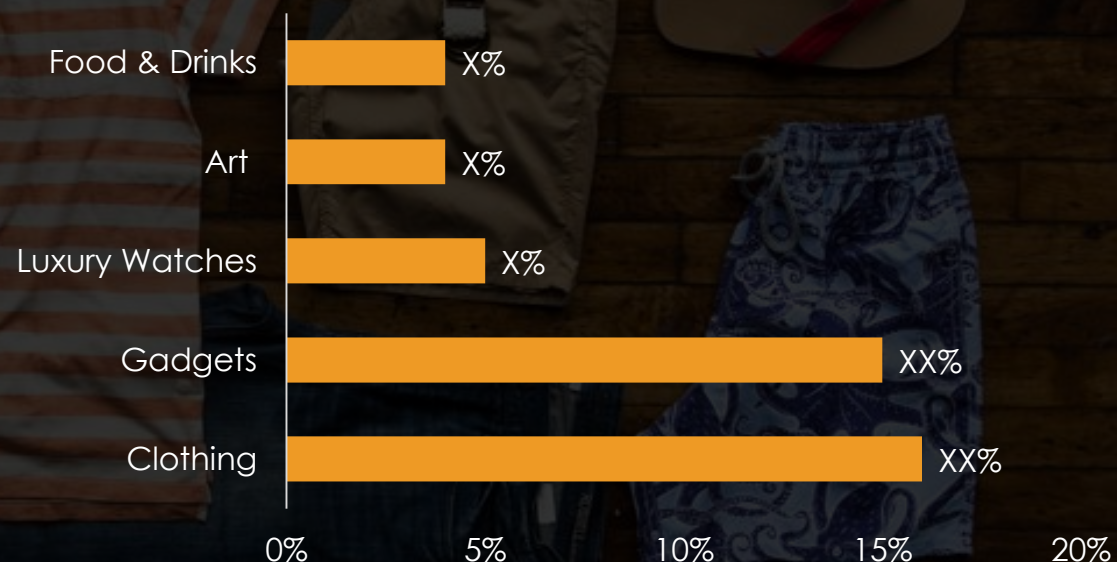
Top Indian cities by HNWI population

- Mumbai
- Delhi
- Bangalore
- Kolkata
- Hyderabad
- Chennai

xx%

iDepend will start with positioning in the top two cities

Spending pattern of rich class



OUR TARGET CUSTOMERS

TIME-STARVED CONSUMERS

Includes – HNIs, Entrepreneurs, Highly paid executives, Doctors, Lawyers etc.

Need to look good is important for this class of people but not at the expense of time in shopping because of their busy schedules.



Value Proposition

Convenience is a deciding factor for purchase

Abc Pvt. Ltd. solutions will enable

CONVENIENCE

Through meeting all their shopping needs. Time saved can be used for more valuable activities

WEAR WITHOUT FEAR

Personal stylist will personally attend them and recommend designs and styles that perfectly matches their fit and styles.

OUR TARGET CUSTOMERS

EMERGING AFFLUENT CONSUMERS

The number of UHNWIs in India has increased from xxx in 2004 to XX in 2014, registering a rise of XX per cent over the past decade (2004-2014). NDTV Profit

HNWIs and
super rich
people

Income
range of XX-
XX lacs per
annum

XX-X%
includes
entreprene
urs

THEIR VALUE PROPOSITION

Preferential
Services

Customized
Solutions

PREFERENTIAL SERVICES OFFERED



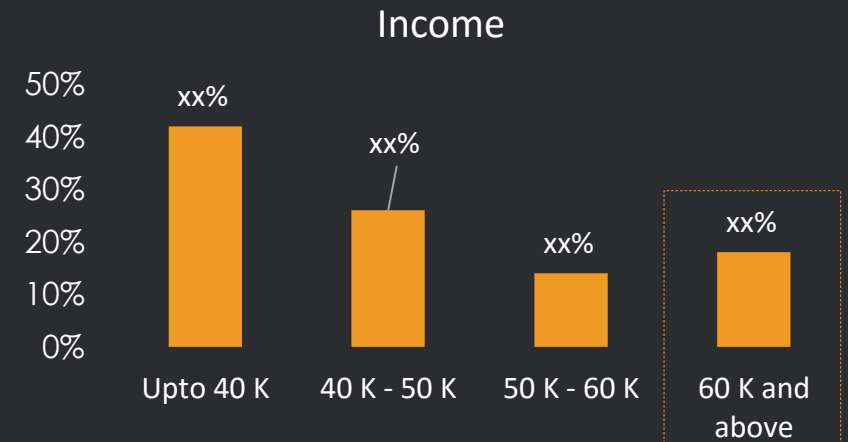
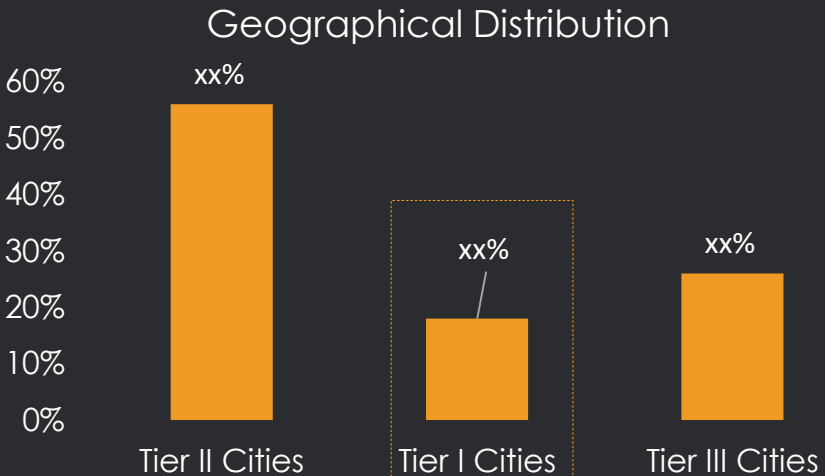
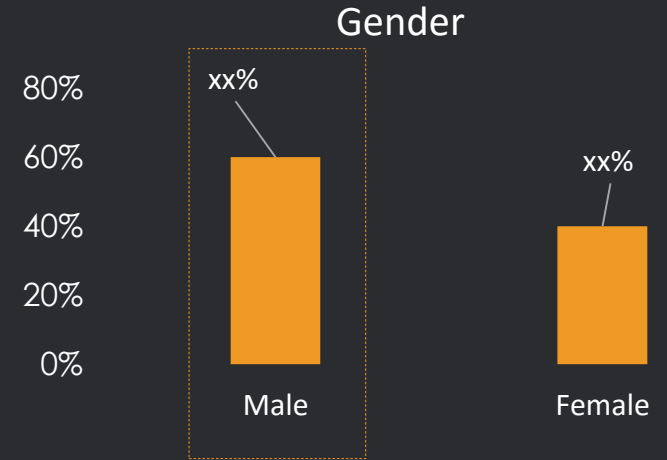
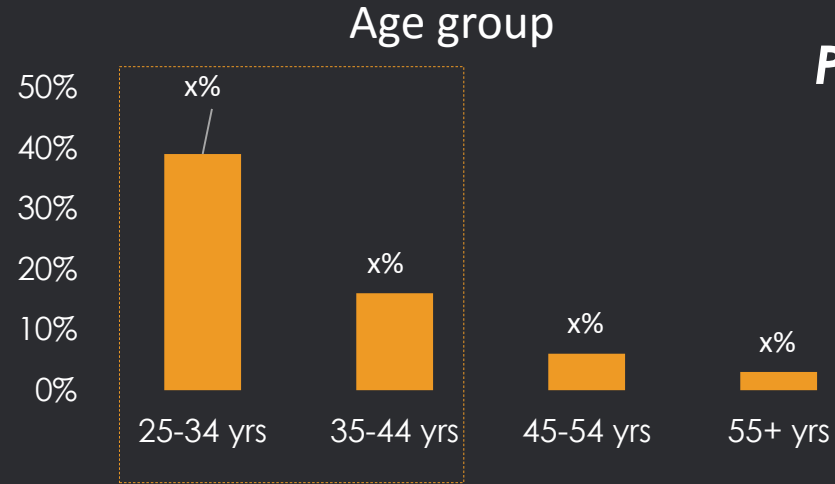
ABC Pvt. Ltd. offers customized solution by connecting its members to personal stylists who understand their taste and preferences and discover brands of apparels that are perfect for them delivered at their doorstep.

A trial period of 7 days that allows customers to check and keep the items he like and ships the rest back. Both way shipping is free.

Whenever needed, stylist are available on a call or mail.

Industry Landscape – Market Demography

Profile of Online buyers of fashion products

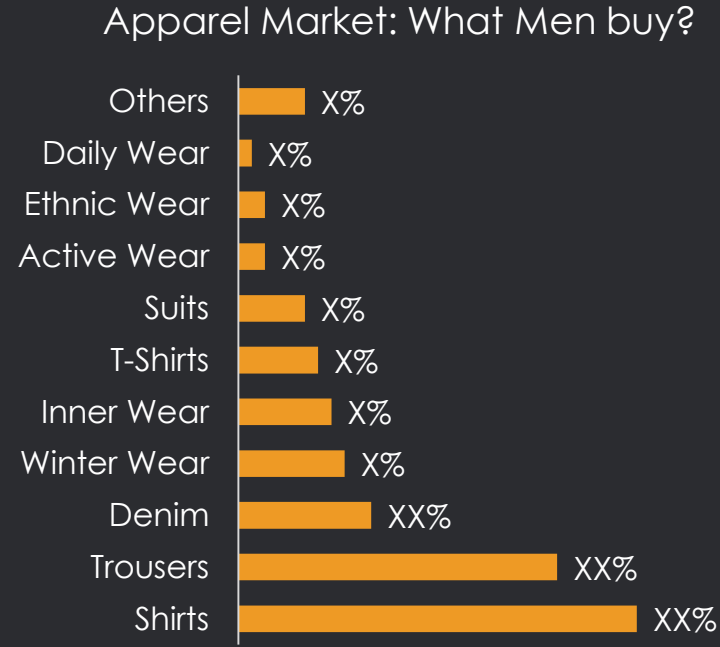


**iDepend's
Current
Focus**

INDUSTRY LANDSCAPE: MARKET TREND



Clothes among the top selling products online



PWC REVEALS,

- XX% affluent consumers buy apparels online
- Trends include customized clothing, Bollywood, stylist design clothes
- Affluent sector witnessed fairly robust growth of about XX per cent over the last three years.
- The highest selling categories include apparel and accessories, perfumes, fine dining and auto among the affluent class.

OUR OPPORTUNITY:

Menswear is an untapped market in India estimated to be worth Rs XX crore and is expected to grow at XX% from 2015 -2020.

ABC Pvt. has ample opportunity to position its unique solution to the niche segment which is expected to robustly grow in the next few years

BUSINESS GROWTH DRIVERS

+XX%

Annual
growth rate of
active internet
users

XX%

Growth of retail
sales from 2016
onwards

XX%

Menswear
market, which
remains
untapped

XXX%

Projected
growth rate in
online sales of
menswear

XX%

Growth of
affluent sector
over the past
three years




















XX%

Income growth
of uber-rich
group

The positive indicators of the industry reflects high opportunity for iDepend given the increasing population and income of the high net worth individuals.

INDUSTRY LANDSCAPE: COMPETITORS

Abc Pvt. Ltd.

Companies	Business Model	Product Categories	Top 3 selling categories	Target customers & Market	Key strategy
         	Marketplace and self-owned inventory	Fashion and apparels	<ol style="list-style-type: none"> Apparels Footwear Accessories 	Men & Women Age – 18-45 Includes both professionals and students. Tier I and Tier II cities (Growing)	<ul style="list-style-type: none"> Deep discounts Free shipping Cash on Delivery Customer Service
   	Offline brick and Mortar stores	Fashion and apparels with range of brands	Branded apparels and accessories	Men and Women Age 18-45 Income – Upper middle class and rich segment.	<ul style="list-style-type: none"> Discounts and offers Huge advertising In-store shopping experience
    	Private label Customized platform for menswear	Menswear – Bespoke and personalized brands	<ul style="list-style-type: none"> Shirts Trousers Blazers 	Men Rich and upper middle class	<ul style="list-style-type: none"> Customized clothing Free return policies Book Home visit Personal Stylist

Business Model

Self-owned inventory/ Tie-up with vendors in branded clothes

Categories

Wide range of premium brands under menswear category

Target Customers

Niche Segment. Includes rich and UHNWI men who are short at time and don't mind paying extra for preferential services

USP

- Hassle free shopping
- Personalized Services
- Experts at doorstep
- Convenience at zero rate

Where are we?

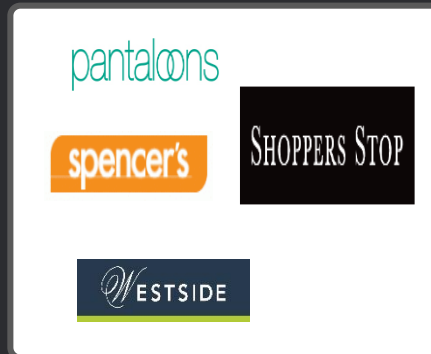
Convenience

Abc Pvt. Ltd.

iDepend offers both time saving and hassle free shopping tackling both offline and online shopping problems through personalized services blending both online and offline shopping experience.



- Traffic problems
- Parking issues
- Feel no different from others
- Lot of options to choose from.
- Poor return policy.



- Consumes lot of time in browsing
- Non-customized
- Absence of feel & touch
- Fitting issues
- Poor return policy
- Lot of complaints observed in the recent past of online orders

Saves Time

Abc Pvt. Ltd.:

What differentiates us?

Our Unique proposition

Abc Pvt. Ltd. has no existing competitors, but substitutes maybe Creyate, Elitify and those offering bespoke clothing for men at personalized level.

Hassle free Shopping

Abc Pvt .Ltd. is focused on making it incredibly easy for time starved guys to discover awesome clothing without the hassles of traditional shopping experience.

Personalized Services

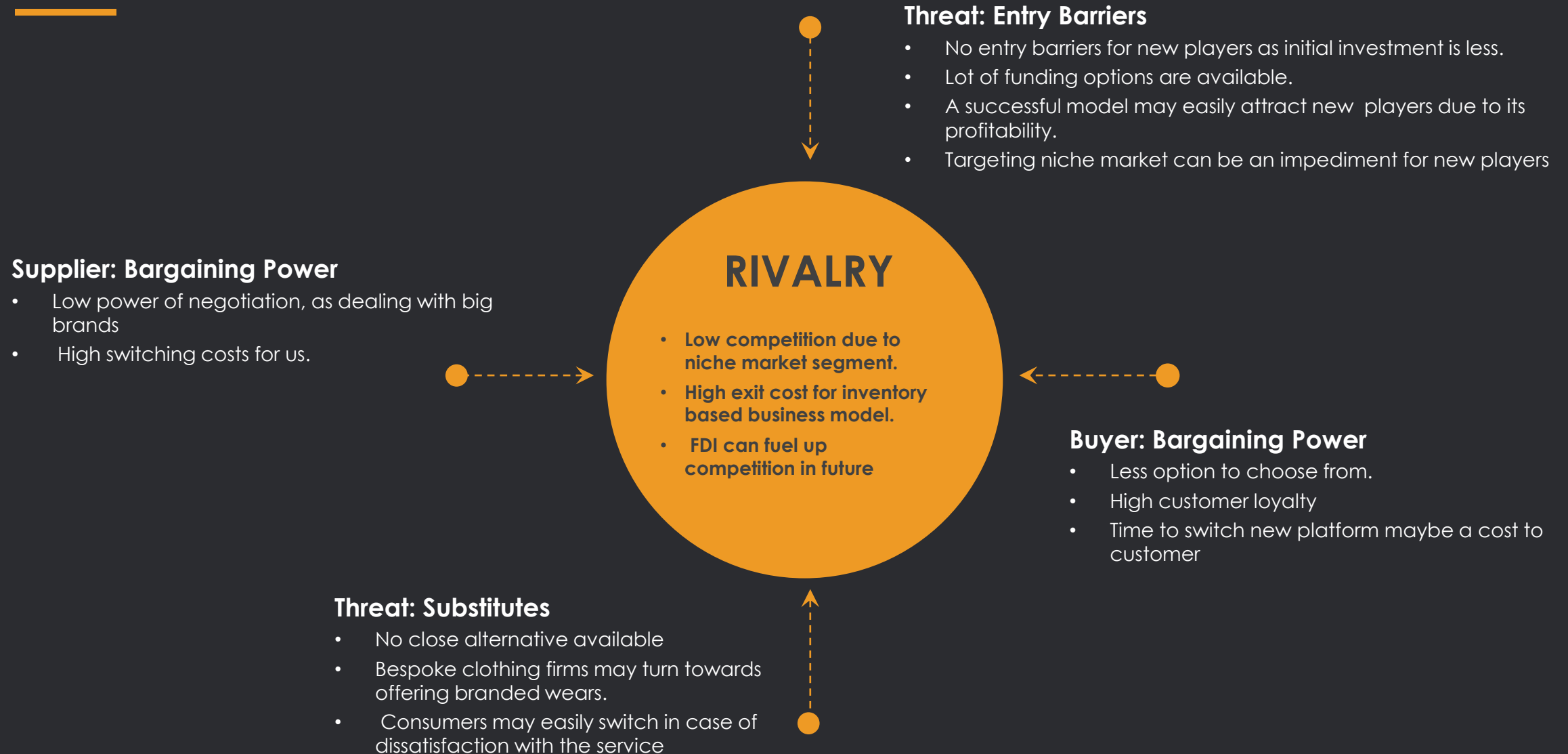
Our personal stylists are available on a call to provide them unparalleled convenience through discovering awesome brands of clothes that perfectly suits their style and preferences.

Time Saving

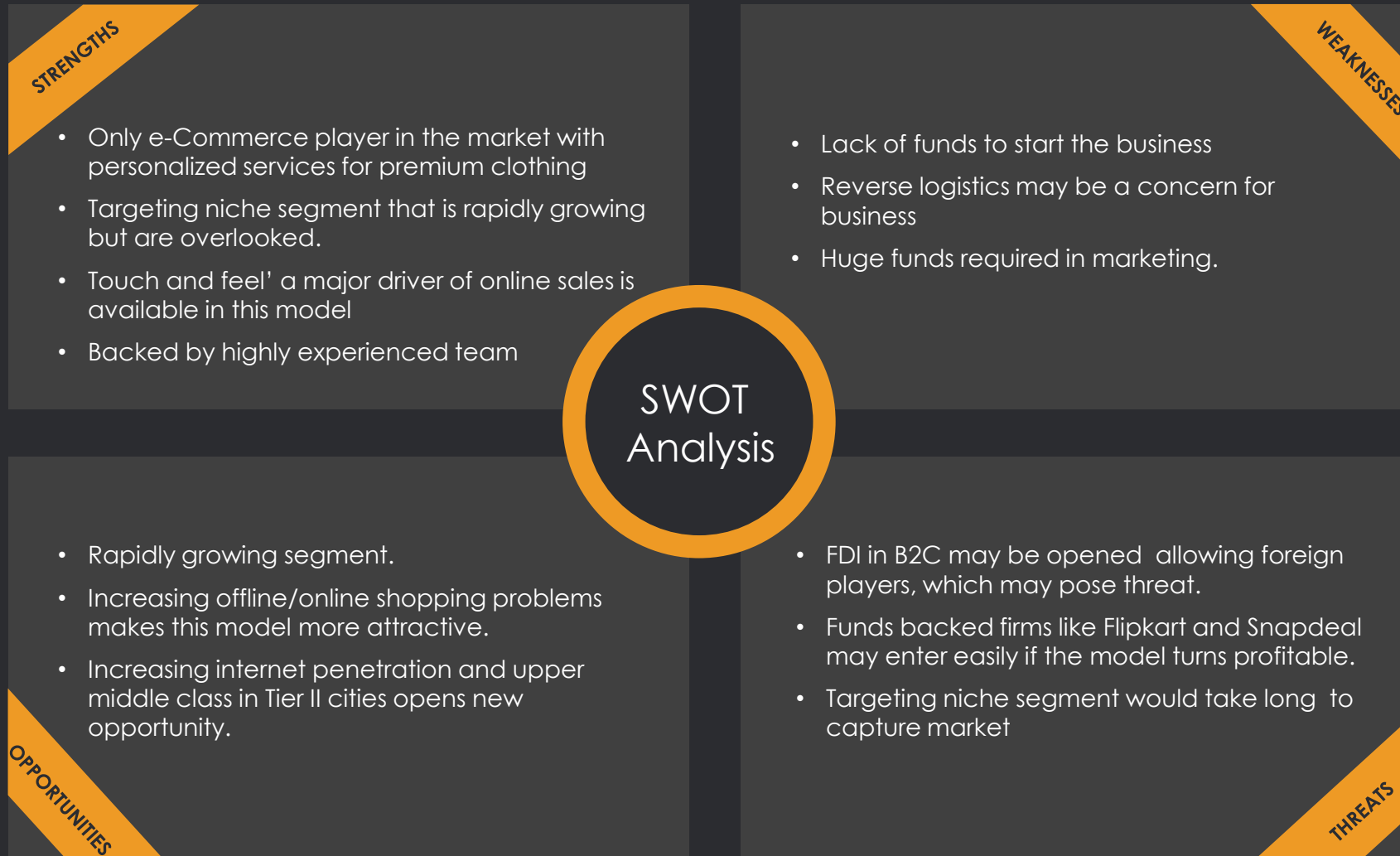
Our services let our members save their valuable time and outsource their shopping to us.

ATTRACTIVENESS OF BUSINESS - EXTERNAL

Porter's 5 Forces



ATTRACTIVENESS OF BUSINESS: INTERNAL



BUSINESS MODEL

KEY PARTNERS

- Clothing and fashion brands in menswear category
- Shipping Agencies
- Stylist and Designers
- Flash sale sites for older inventory

KEY ACTIVITIES

- Shopping clothes for HNI and high paid men who are time starved but 'need' to look good.
- We connect our members with personal stylist who pick and choose clothes that perfectly suits their style and preferences.
- We offer these at their doorstep on just a call or mail.

VALUE PROPOSITION

- Personalized shopping
- No hassles of traditional shopping experience.
- Personal stylist who pick and choose what suits the best for our consumers.
- Saves time that can be used for more valuable activities

CUSTOMER SEGMENTS

Men between 25-45 years with an annual income of 30-50 lacs per annum

COST STRUCTURE

- Stylist fee – Fixed or assignment basis
- Rent of Warehouse/Inventory Space
- Shipping Charges
- Reverse Logistics cost

KEY RESOURCES

- Our range of brands at our warehouse/potential vendors
- Pool of stylist and experts.
- Delivery channels
- Connecting platforms (web, Skype)

CHANNELS

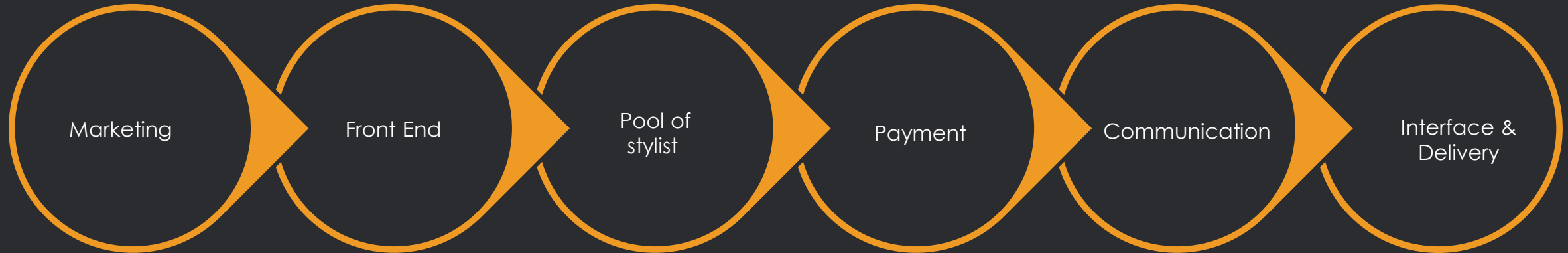
- Online promotional campaigns via social media, blogging, You tube, own website etc.
- Offline campaigning via private brand stores.
- Premium fashion magazines
- Personalized e-mails

REVENUE STREAM

- Subscription fee
- Sale of items

KEY FOCUS: CUSTOMER TOUCHPOINTS

5 touch points that will have the major impact on our customer experience and satisfaction



Online:

Digital marketing campaigns, Personal e-mails, Newsletter, Broadcast offers, Website etc.

We will hire best web developers to design our website and develop content targeted at our visitors.

Our pool of experts/stylists will be highly experienced who have worked with elite class people to easily understand their taste and preferences.

We will offer both online payment through cards or other modes. Offline can be cash on delivery, pay through cards or monthly bills as they case maybe.

We would be available at service through a call or e-mail as preferred by our members.

Most of our consultations and other sales communication would be via Skype or other such channels

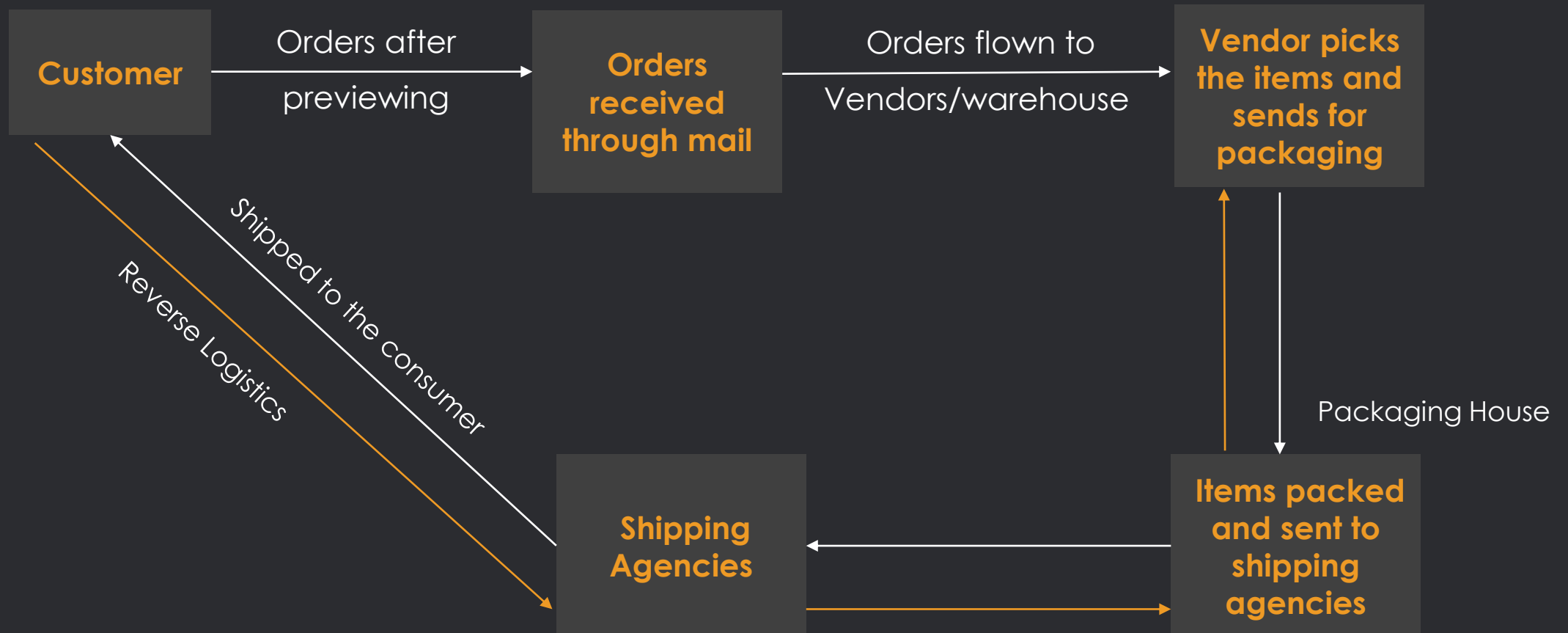
We will tie-up with the best shipping channels who will ship the items from our inventory to the customers. We will also have an interface that will allow customers to track their orders.

Offline:

Sponsored events, Corporate Dinners, Campaigning at top brand stores, Hoardings etc.

OPERATING MODEL

ABC PVT. LTD.



GOALS TO BE ACHIEVED BY END OF YEAR I

Marketing

Acquire more than 1000 customers with repeat purchases of 3-4 times a year

Strong Positioning in 4 Tier I cities – Mumbai, Delhi, Bangalore & Hyderabad

Increase consumer satisfaction and purchase frequency by 5% every year.

Capture 10,000 followers on Twitter and other social media platforms and target growth rate of 5% in the next year.

Financial

Achieve revenue of XXXXX

Targeted net profit of X%

Cost not to exceed XX% of revenue

POSITIONING



Convenience

Hassle free shopping at your door at no cost of time and money

Only for elite

Personalized

The only brand that respects your style and preferences and discovers brand exclusively for you.

ACTION PLAN

TARGET MARKET STRATEGY

Online

- Personalized Email
- Newsletter
- Twitter
- Blogging on lifestyle
- Online fashion magazine
- News Channels
- Own website – SEO, Content management

Offline

- Tie-ups with investment bankers, architects, designers who are close advisers of rich and affluent class
- Build own network through direct mail, invitation-only event
- Participating as consultant in lifestyle events.
- Loyalty programs for repeat customers
- Special access, such as sponsor a fashion event open only for traders and press.
- Flyers and magazines at airplane business class

OUR TEAM



ABC
FOUNDER



ABC
CEO



ABC
COO



EXPANSION PLAN

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graph LR; P1[PHASE I] --> P2[PHASE II]; P2 --> P3[LONG TERM];
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PHASE I

TILL MID 2016

PHASE II

TILL 2017 END

LONG TERM

FUNDS REQUIRED

USE OF FUNDS

Required Start-Up Funds		Amount
Fixed Assets		
IT Infra		
Domain name fee		5,000
Website Development		5,000
Server Cost		10,000
Furniture and Fixtures		5,000
Equipment costs (Laptops, devices)		20,000
Other Fixed Assets		5,000
	Total Fixed Assets	50,000
Operating Capital		
Pre-Opening Salaries and Wages		4,000
Payment Gateway		2,000
Office Space deposit		1,000
Legal and Accounting Fees		1,000
Deposits with delivery channels		2,000
Utility Deposits		1,000
Supplies		1,000
Remodeling of the premises		1,000
Licenses		1,000
Other Initial Start-Up Costs		1,000
Working Capital (Cash On Hand)		20,000
	Total Operating Capital	35,000
Total Required Funds		\$ 85,000

PROPOSAL

Requirement of
xxxx



Route
Equity

Entity: LLC. Will be
converted to PLC



Exit



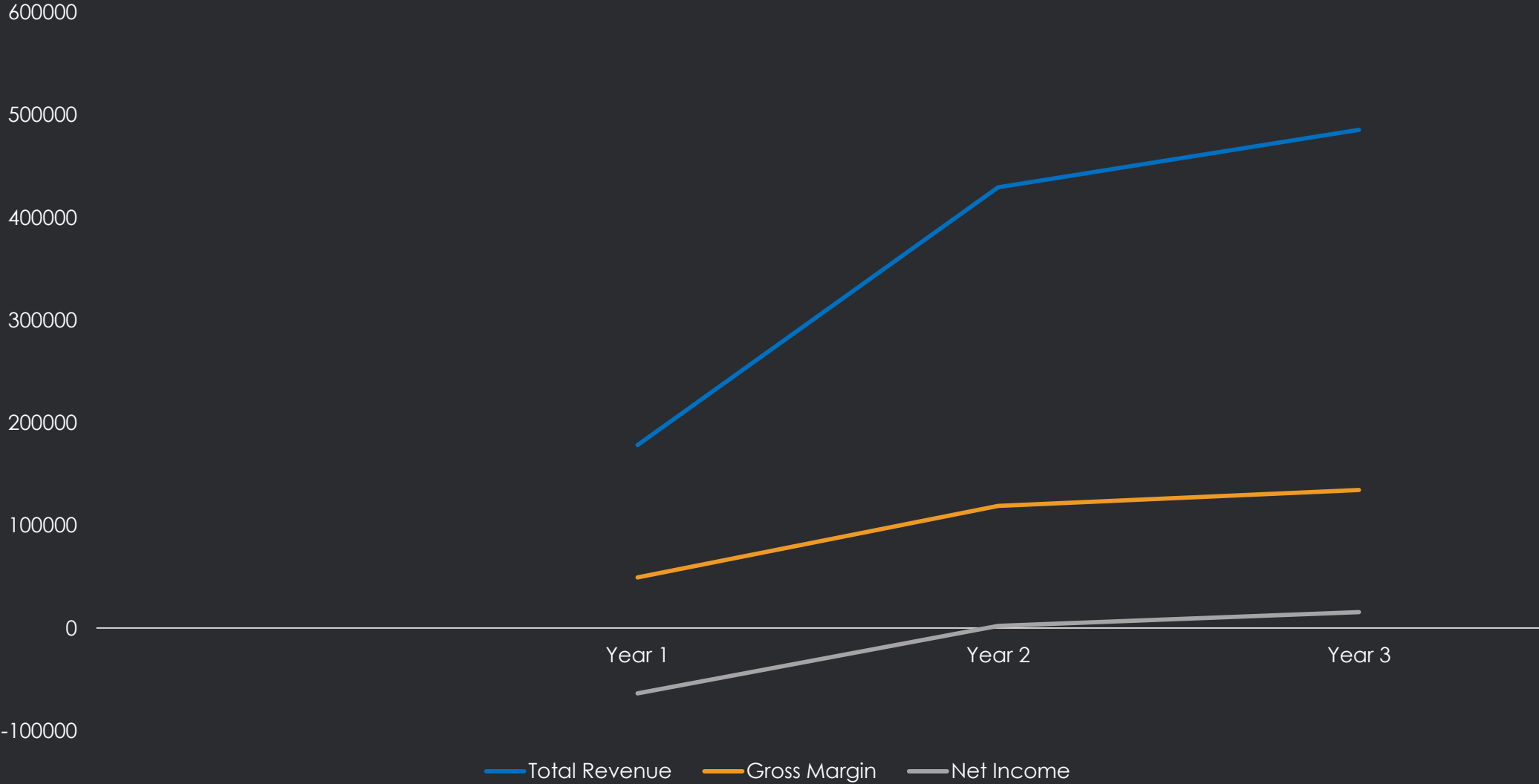
Founder's Agenda

- To make the company operationally profitable immediately and grow the profits year-on-year
- Make the company a strong name in the chosen categories
- Expand overseas
- Keep innovating

FINANCIALS

INCOME STATEMENT

		Year 1	Year 2	Year 3
Sales				
	Product/Service	1,78,450	4,29,525	4,85,550
		-	-	-
		-	-	-
		-	-	-
Total Revenue		1,78,450	4,29,525	4,85,550
Cost of Sales		-	-	-
	Product/Service	1,29,000	3,10,500	3,51,000
Total Cost of Sales		1,29,000	3,10,500	3,51,000
Gross Margin		49,450	1,19,025	1,34,550
Total Salary and Wages		44,137	45,461	46,824
Fixed Business Expenses				
	Utility fee (internet, telephone, electricity etc.)	2,000	2,060	2,122
	Payment gateway fee	1,000	1,030	1,061
	Transaction cost	3,000	3,090	3,183
	Legal and Accounting Fees	2,000	2,060	2,122
	Office rent	3,000	3,090	3,183
	Marketing	33,000	33,990	35,010
	Office suplies	1,600	1,648	1,697
	Transportation fee (fuel, repair etc.)	2,000	2,060	2,122
	Website maintenance fee	3,000	3,090	3,183
Total Fixed Business Expenses		50,600	52,118	53,682
Other Expenses				
	Amortized Start-up Expenses	4,667	4,667	4,667
	Depreciation	12,476	12,476	12,476
	Interest	-	-	-
	Commercial Loan	-	-	-
	Commercial Mortgage	-	-	-
	Line of Credit	1,226	2,229	1,182
	Taxes	-	-	-
Total Other Expenses		18,369	19,371	18,325
Net Income		(63,655)	2,075	15,719



FINANCIALS

CASH FLOW

	Year 1	Year 2	Year 3
Beginning Cash Balance	20,000	-	12,218
Cash Inflows	-	-	-
Income from Sales	1,78,450	4,29,525	4,85,550
Accounts Receivable	-	-	-
Total Cash Inflows	1,78,450	4,29,525	4,85,550
Cash Outflows			
Investing Activities			
New Capital Purchases	-	-	-
Inventory Purchases	-	-	-
Cost of Sales	1,29,000	3,10,500	3,51,000
Operating Activities	-	-	-
Salaries and Wages	44,137	45,461	46,824
Fixed Business Expenses	50,600	52,118	53,682
Taxes	-	-	-
Financing Activities	-	-	-
Loan Payments	-	-	-
Line of Credit Interest	1,226	2,229	1,182
Line of Credit Repayments	500	7,000	9,000
Dividends Paid	-	-	-
Total Cash Outflows	2,25,462	4,17,307	4,61,688
Cash Flow	(47,012)	12,218	23,862
Operating Cash Balance	(27,012)	12,218	36,079
Line of Credit Drawdowns	27,012	-	-
Ending Cash Balance	0	12,218	36,079

FINANCIALS

BALANCE SHEET

	Base Period	End of Year 1	End of Year 2	End of Year 3
Assets				
Current Assets				
Cash	20,000	-	12218	36079
Accounts Receivable	-	-	-	-
Inventory	1,000	1,000	1000	1000
Prepaid Expenses	13,000	8,667	4333	0
Other Current	1,000	667	333	0
Total Current Assets	35,000	10,333	17,884	37,079
Fixed Assets				
IT Infra	-	-	-	-
Domain name fee	5,000	5,000	5000	5000
Website Development	5,000	5,000	5000	5000
Server Cost	10,000	10,000	10000	10000
Furniture and Fixtures	5,000	5,000	5000	5000
Equipment costs (Laptops, devices)	20,000	20,000	20000	20000
Other Fixed Assets	5,000	5,000	5000	5000
Total Fixed Assets	50,000	50,000	50,000	50,000
Less: Accumulated Depreciation	-	12,476	24,952	37,429
Total Assets	85,000	47,857	42,932	49,650
Liabilities and Owner's Equity				
Liabilities				
Accounts Payable	-	-	-	-
Notes Payable	-	-	-	-
Mortgage Payable	-	-	-	-
Line of Credit Balance	-	26,512	19512	10512
Total Liabilities	-	26,512	19,512	10,512
Owner's Equity				
Common Stock	85,000	85,000	85000	85000
Retained Earnings	-	(63,655)	(61580)	(45861)
Dividends Dispersed	-	-	-	-
Total Owner's Equity	85,000	21,345	23,420	39,139
Total Liabilities and Owner's Equity	85,000	47,857	42,932	49,650

FINANCIALS

NET PROFIT ANALYSIS

	Net Profit Analysis						Breakeven Analysis		
	Year One	%	Year Two	%	Year Three	%			
Total Income	1,78,450	100.00%	4,29,525	100.00%	4,85,550	100.00%	Annual Sales Revenue	\$	1,78,450
Total Cost of Sales	1,29,000	72.29%	3,10,500	72.29%	3,51,000	72.29%	Cost of Sales		1,29,000
Gross Margin	49,450	27.71%	1,19,025	27.71%	1,34,550	27.71%	Gross Margin		49,450
Total Salary and Wages	44,137	24.73%	45,461	10.58%	46,824	9.64%	Salaries and Wages		44,137
Total Fixed Business Expenses	50,600	28.36%	52,118	12.13%	53,682	11.06%	Fixed Operating Expenses		64,302
Total Other Expenses	18,369	10.29%	19,371	4.51%	18,325	3.77%	Total Fixed Business Expenses		1,08,438
Net Income	(63,655)	-35.67%	2,075	0.48%	15,719	3.24%	Breakeven Sales Calculation		1,08,438
									27.71%
							Breakeven Sales in Dollars	\$	3,91,321

A photograph of a stack of folded shirts. The top shirt is a red, white, and blue plaid shirt with an 'ETON' label. Below it is a green, white, and blue plaid shirt with a 'CULTURATA' label. The text 'THANK YOU' is overlaid in large, bold, orange letters across the center of the image.

THANK YOU

Abc Pvt. Ltd.

XXXXXXXXXX

State: XXXXXXXXXXXX

Zip Code: XXXXXXXXXXXX

Country: United States