

The background of the slide is a blurred photograph of a person with blonde hair, seen from the side, working on a laptop. A white mug is visible on the left side of the frame. The text is overlaid on a white rectangular area with a thin green border.

Bandage E- Commerce Pitch Deck

Style & Comfort, Redefined

Prepared for Investors & Partners

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Introduction

- Bandage is an innovative e-commerce marketplace offering stylish clothing and premium home decor, combining modern aesthetics with high-quality craftsmanship.
- Our platform ensures a seamless shopping experience, bringing trendy, curated collections to your fingertips.


Problem Statement

- Consumers often face challenges in finding a reliable platform that offers a diverse range of high-quality, stylish, and affordable fashion and home décor products in one place.
- They struggle with scattered options, inconsistent quality, and overpriced items, making it difficult to make informed and budget-friendly purchasing decisions.

Solution

- One-stop marketplace
- Curated collections
- Affordable pricing
- Seamless UI/UX
- Trusted seller partnerships

Market Opportunity

- The global e-commerce market is projected to reach a staggering **\$1.2 trillion by 2027**, driven by rapid digital transformation, increasing online shopping trends, and technological advancements. 
- Meanwhile, **Pakistan's e-commerce sector** is experiencing **explosive growth at a 35% CAGR**, fueled by increasing internet penetration, a growing digital payments ecosystem, and a rising young consumer base. With significant untapped potential, Pakistan presents a lucrative market for businesses looking to scale in the online retail space.
- Now is the time to **capitalize on this booming industry** and establish a strong presence in the digital marketplace!

Product

- **Diverse Product Range:** A wide selection of high-quality clothing and home decor items, catering to different styles and preferences.
- **Custom Bundles & Decor Solutions:** Personalized bundles and interior decor solutions tailored to meet individual tastes and needs.
- **Seamless User Experience:** A smooth and intuitive shopping journey with a user-friendly interface, fast navigation, and secure checkout.
- **Exclusive Designs & Trendy Collections:** Stay ahead of fashion and decor trends with our unique and stylish product offerings.
- **Flexible Payment & Delivery Options:** Multiple payment methods and reliable shipping to ensure convenience and satisfaction.

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Bandage

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SUMMER 2020

New Collection

We know how large objects will act, but things on a small scale.

[Shop Now](#)

Featured Products

BESTSELLER PRODUCTS

Problems trying to resolve the conflict between



Men's White T-Shirt

~~\$16.48~~ **\$6.48**

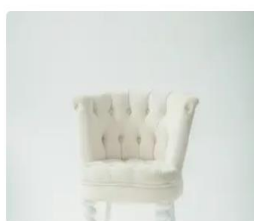


Elegant Shoes

~~\$16.48~~ **\$6.48**



TOP SELLING HOME DECORATION PRODUCTS

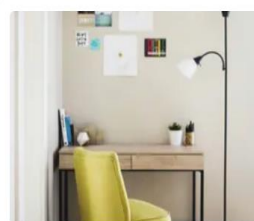


Cloud Haven Chair

Sink into comfort with the Cloud Haven Chair—where softness meets support in a beautifully...

\$230

[Add to Cart](#)



Bright Space

Welcome to BrightSpace—a collection designed to infuse your home with light, energy, and vibrancy...

\$180

[Add to Cart](#)

BESTSELLER KITCHEN PRODUCTS



Graphic Design

English Department

~~\$16.48~~ **\$6.48**



Graphic Design

English Department

~~\$16.48~~ **\$6.48**

Business Model

- Bandage will generate revenue through:
 1. **Commission on Sales** – A percentage-based commission will be charged on every product sold through the platform. This applies to third-party sellers who list their clothing and home decor items on Bandage.
 2. **Custom Bundles & Decor Consultation Fees** – Customers can avail personalized home decor solutions and custom clothing bundles for an additional fee, enhancing their shopping experience.
 3. **Advertising & Sponsored Listings** – Brands and sellers can pay for featured placements, banner ads, or sponsored product listings to increase visibility and sales.
 4. **Affiliate Marketing & Partnerships** – Collaborations with influencers, designers, and home decor experts to promote products, generating revenue through affiliate commissions.
 5. **Loyalty Programs & Membership Plans** – A paid membership program offering exclusive discounts, early access to new collections, and free shipping for a recurring fee.

Marketing Strategy

- Social Media & Influencer Marketing
- SEO & Content Marketing
- Referral Programs
- Brand Collaborations



Team

- Founder & CEO (Aafifa Afaq)
- Tech Lead
- Marketing Head
- Operations Manager



Financial Projections

Expected Revenue:

- **Product Sales & Custom Bundles:** Earnings from selling clothing, home decor, and personalized bundles.
- **Subscriptions & Partnerships:** Potential income from memberships, influencer collaborations, and affiliate marketing.
- **Future Expansions:** Additional revenue streams like exclusive collections and premium decor services.

Expected Costs:

- **Product & Logistics:** Expenses for sourcing, inventory, packaging, and shipping.
- **Tech & Marketing:** Costs for website maintenance, ads, and promotions.
- **Operations & Support:** Customer service, team salaries, and business management expenses.

Call to Action

- We are seeking strategic partnerships and funding of **\$50,000 – \$100,000** to scale Bandage, our e-commerce platform specializing in clothing and home decor. This investment will help us expand our product range, enhance technology, strengthen marketing efforts, and streamline logistics to deliver an exceptional shopping experience.
- We welcome investors, mentors, and collaborators who share our vision for innovation and market growth, offering potential high returns and long-term success.

Contact Us

- We'd love to connect with potential investors, partners, and collaborators who share our vision for Bandage.
- If you're interested in being part of our journey, feel free to reach out!
-  Email: abc@gmail.com
-  Phone: xxxxxxxx
-  Website: <https://figma-hackathone-six.vercel.app/>



THANK YOU