

Clothing BRAND

Misk





Problem

01

High Prices

Armani, Lacoste, Polo clothing for more than 150 SAR.

02

Low Quality

Relative experience.

03

Not unique

Standardized and repetitive designs.

04

Not customizable

If customizable then usually low quality.





Solution



QUALITY

Tested 2 years



Customizability

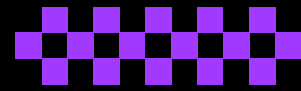
Upon customer desire



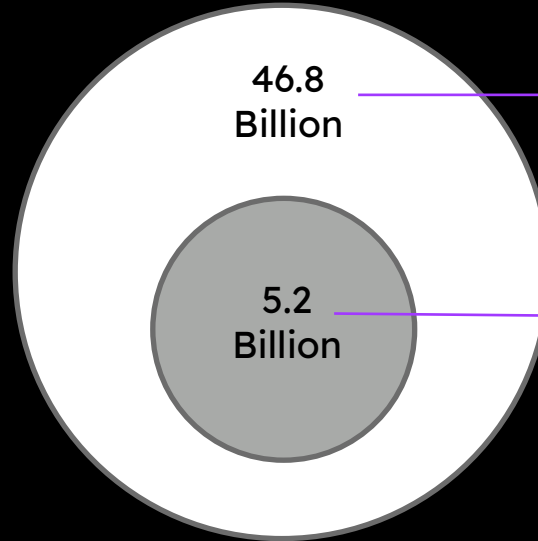
Creativity

Unique designs





Why Now ?



Men's apparel market in GCC countries generated more than 46.8 billion SAR in 2023

5.2 billion SAR in men's T-shirts



Product





Business Model



COST MODEL

- Machines to print designs
- Online store platform
- Packaging
- Marketing
- Shipping
- Clothing
- Material

REVENUE MODEL

- Selling T-shirts starting from 60 SAR generating around 35% of profit.
- Special designing fees



Traction

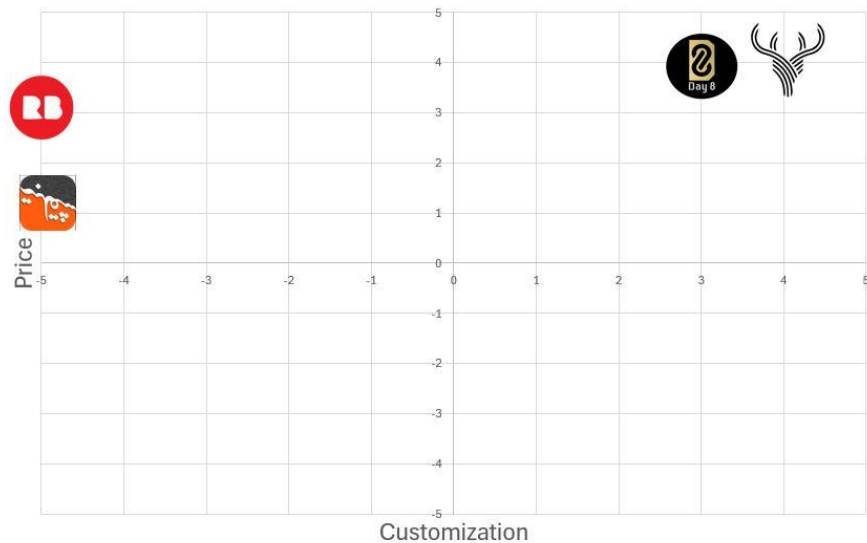
2022-6-20 To 2022-7-29

^ 3,976.58 %	ر.س 3,220.5	إجمالي المبيعات
^ 2,990 %	ر.س -618	تكاليف المنتجات
^ 100 %	ر.س -58.5	كوبونات التخفيض
^ 1,625 %	ر.س -414	الشحن
—	—	الضرائب
^ 1,950.84 %	ر.س -48.81	رسوم الدفع الإلكتروني
^ 6,459.44 %	ر.س 2,139.69	صافي المبيعات

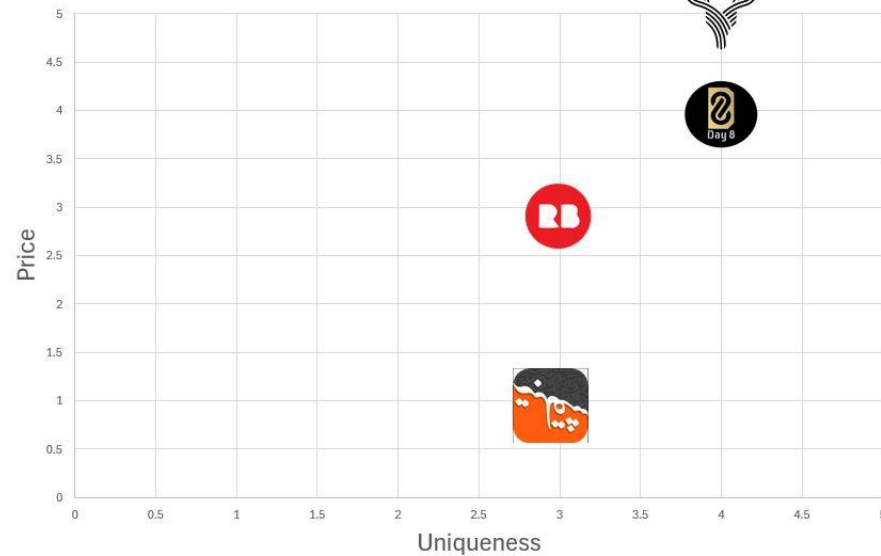


Competitors

Price Vs Customization



Price Vs Uniqueness





Marketing Strategies

1

Social Media AD

2

Influencers

3

Festivals



Team



- Electrical Engineering student at **KFUPM**
- Working in the field since 2022
- Marketing experienced
- Design Creator
- Public Relation

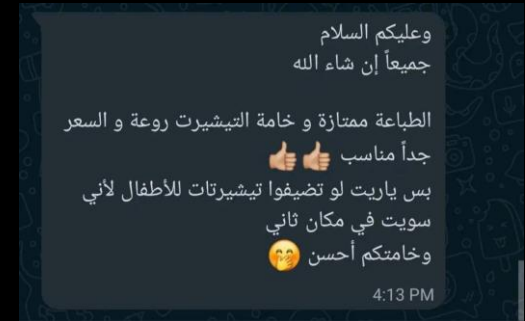
Hussein Aljaroudi
Founder



- ITC **Aramco** trainee
- 5 months experience
- Social media manager
- Photographer
- Cash holder

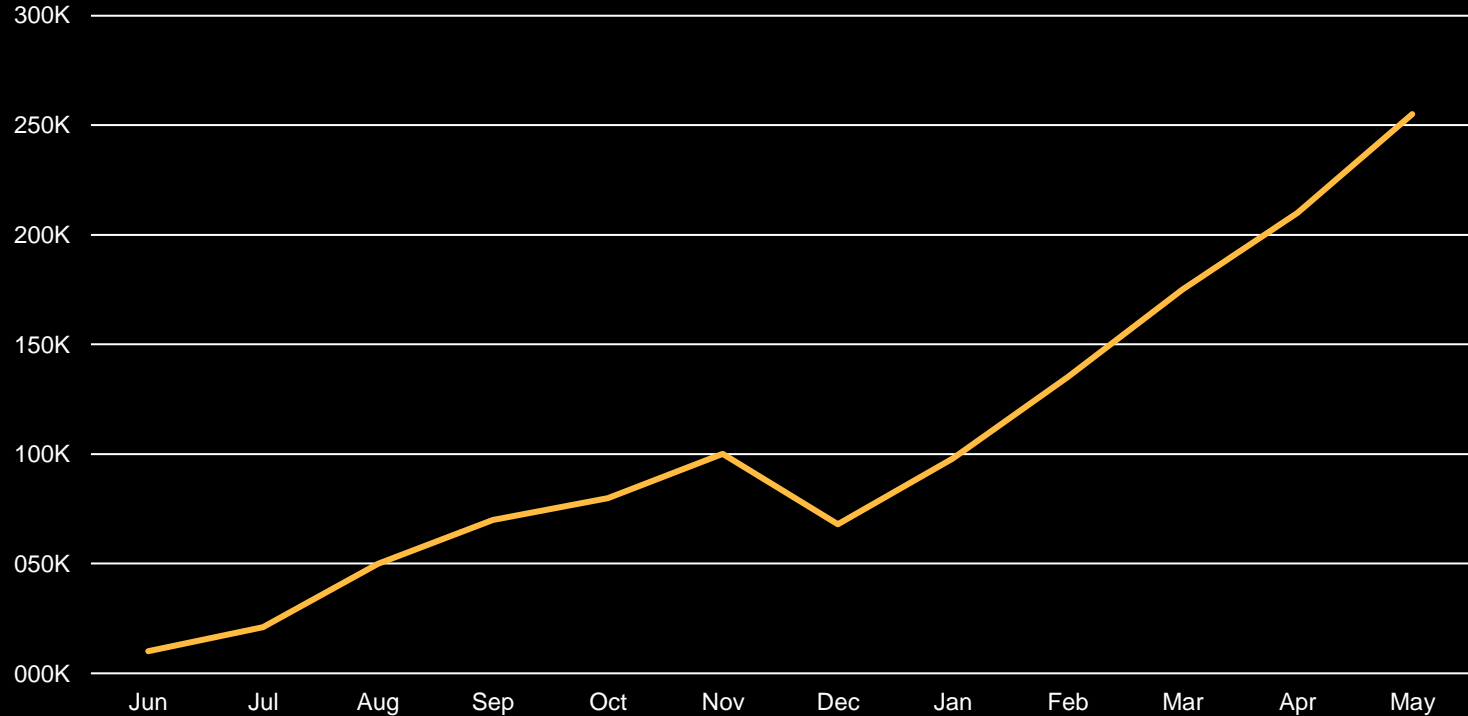
Hussein Almahroos
Partner

User Reviews



Financial Projection

Financial Projection (Estimated)





Milestones

- Product development 2k (Done) 2021
- Machines 5k (Done) 2022/1
- Testing the product 100 SAR (Done) 2022/2
- Creating e-store 600 SAR (Done) 2022/2
- Increase Marketing 8k (Working) 2024/6
- Up-scale production 32k SAR (working) 2024/12
- Devolve costume e-store 20k (working) 2025
- Makes 300k of revenue 2025



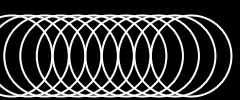
Funds



Total funds : 50K SAR

- Online store platform (700)
- Machines (32k)
- Packaging (1.5k)
- Marketing (8k)
- Clothing (6k)
- Material (2K)





THANKS!



+966 57 870 1058



muskestore@gmail.com



Musk.ES



THANKS!

Soon...