

E-commerce proposal

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IndiChic Threads

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Executive Summary

1.1 Objectives

IndiChic Threads aims to revolutionize the traditional Indian clothing market in Winnipeg by offering a modern twist to classic Indian attire. Our primary objective is to provide a curated selection of trendy and fashionable Indian clothing options to cater to the diverse tastes of immigrants, citizens, permanent residents, and students from India residing in Winnipeg. As we establish profitability, our goal is to expand our brand presence to other cities across Canada.

1.2 Products and Services

IndiChic Threads will offer a contemporary range of Indian traditional clothing, blending traditional craftsmanship with modern designs and styles. Our product lineup will include a variety of sarees, salwar suits, kurtas, lehengas, and fusion wear for both men and women. We will source our products from reputed manufacturers and designers in India, ensuring authenticity and quality. Additionally, we will provide a seamless online shopping experience through our e-commerce platform, offering personalized styling recommendations and secure payment options.

1.3 Key to Success

Key factors contributing to the success of IndiChic Threads include:

- Offering a curated selection of trendy and fashionable Indian clothing options to appeal to modern consumers while preserving Indian cultural heritage.
- Providing exceptional customer service, including personalized styling advice, efficient order processing, and hassle-free returns.
- Leveraging digital marketing channels, social media platforms, and influencer collaborations to build brand awareness and engage with our target audience effectively.
- Establishing strategic partnerships with reputed designers, manufacturers, and suppliers to ensure a consistent supply of high-quality products.
- Implementing competitive pricing strategies and promotional offers to attract customers and drive sales growth.

1.4 Financial

IndiChic Threads intends to secure \$30,000 through the Canada Small Business Financing Program (CSBFP) via CIBC Bank at a 3% interest rate. Additionally, we will raise \$20,000 from friends and family, offering them ownership stakes in the company. To supplement this, we will contribute \$20,000 ourselves, with each founder contributing \$10,000. These funds will be strategically allocated towards inventory procurement, website development, marketing initiatives, and operational costs, fostering the growth and success of our venture. We intend to reinvest profits to support further expansion and enhance the overall customer experience.

Company Description

Business Type: IndiChic Threads will operate as an e-commerce platform specializing in the retail of modernized Indian traditional clothing.

What We Do: We offer a curated selection of trendy and fashionable Indian attire for men and women, sourced directly from reputable manufacturers and designers in India. Through our e-commerce platform, we provide customers with a seamless online shopping experience, personalized assistance, and secure transactions.

2.1 Mission Statement

"IndiChic Threads aims to modernize Indian traditional clothing while preserving cultural heritage, providing customers with trendy and authentic attire through a seamless online shopping experience."

2.2 Company Goals and Objectives

IndiChic Threads aims to establish itself as the premier destination for contemporary Indian traditional clothing in Winnipeg, with a vision to expand into other cities across Canada. Our primary goals and objectives include:

- **Build Brand Recognition:** Develop a strong brand identity and establish IndiChic Threads as the go-to source for high-quality Indian traditional attire, known for its authenticity, modern designs, and exceptional customer service.
- **Expand Market Presence:** Penetrate the local market in Winnipeg by capturing a significant share of the Indian ethnic wear segment. Gradually expand our reach to other Canadian cities with sizable South Asian communities.
- **Enhance Customer Experience:** Provide a seamless and enjoyable shopping experience through our e-commerce platform, offering a wide selection of products, personalized recommendations, easy navigation, and secure payment options.
- **Ensure Product Quality and Authenticity:** Source products directly from reputed manufacturers and designers in India, ensuring authenticity, craftsmanship, and adherence to quality standards. Continuously monitor and improve product offerings based on customer feedback.

2.3 Business Philosophy.

IndiChic Threads is founded on three key principles:

1. **Cultural Celebration:** We honour and showcase the beauty of Indian fashion in modern designs, fostering appreciation for cultural diversity.
2. **Customer Focus:** Our priority is providing exceptional service and top-quality products to build lasting relationships with our customers.
3. **Innovation:** We embrace change and strive for continuous improvement to stay ahead of trends and meet evolving customer needs.

2.4 Target Market:

Our primary target market includes immigrants, citizens, permanent residents, and students from India residing in Winnipeg. Additionally, we aim to appeal to individuals with an appreciation for Indian culture and fashion trends across Canada who prefer the convenience of shopping in-store.

2.5 Market Analysis:

Canada boasts a significant Indo-Canadian population, estimated at approximately 1.86 million individuals according to wikipedia in 2021, presenting a substantial market for Indian traditional clothing retailers like IndiChic Threads. Notably, around 37% of study permits(roughly 215,00) issued in Canada are allocated to Indian international students every year, contributing to the cultural diversity of Canadian society and representing a niche market with a distinct demand for ethnic fashion, including traditional Indian attire. Indo-Canadian communities are renowned for their cultural diversity and vibrant celebrations of festivals throughout the year, such as Diwali, Holi, and Navratri, which contribute to heightened demand for traditional dresses and attire. This demand extends beyond the Indian community to include Canadians of non-Indian descent who appreciate the beauty and craftsmanship of Indian attire, providing an opportunity for IndiChic Threads to attract a broader audience and diversify our customer base. In Winnipeg alone, the Indian population has been steadily increasing, with over 30,000 individuals of Indian descent residing in the city, further enhancing the potential customer base for our business with projection of around 140,000 south asian community by 2041. Additionally, the city's diverse population, including immigrants, citizens, permanent residents, and students from India, presents an opportunity for IndiChic Threads to capture a portion of the local market share. Looking ahead, we anticipate continued growth in the Indian traditional clothing industry as Canada's population becomes increasingly diverse, and cultural exchange continues to flourish. IndiChic Threads is well-positioned to capitalize on these trends by offering a curated selection of modernized Indian clothing options through our e-commerce model, expanding our brand presence across Canada.

2.6 Company Strengths and Core Competencies:

IndiChic Threads distinguishes itself through a meticulously curated selection of modernised Indian traditional clothing, seamlessly blending authenticity with contemporary fashion trends. Our commitment to providing a seamless shopping experience online, ensures customer satisfaction and loyalty. Cultural sensitivity is at the heart of our brand, as we celebrate diverse cultural heritage through our offerings. Leveraging innovative marketing strategies and digital channels, we aim to build brand awareness and engage with our target audience effectively.

Factors for Success & Personal Background:

Our success hinges on a customer-centric approach, prioritising quality, authenticity, and agility in adapting to market trends. By differentiating ourselves through unique offerings and exceptional service, we aim to carve out a distinct position in the market and attract loyal customers. As the founder, my background in the fashion industry, coupled with business acumen, cultural insight, and leadership skills, equips me to lead IndiChic Threads to success, driving growth and establishing our brand as a leading force in the Indian clothing market in Canada. Additionally, originating from Surat, known as the textile hub of India, and having grown up assisting my father in his textile business during my free time, I have developed direct contacts with suppliers in the industry. This hands-on experience has provided me with invaluable insights and a strong network, facilitating streamlined operations and strategic sourcing for IndiChic Threads. Moreover, our commitment to inclusivity ensures that our clothing is available for all age groups, sexes, and cultures, further differentiating us in the market and appealing to a diverse customer base.

Products and Services

IndiChic Threads prides itself on offering an expansive selection of Indian traditional attire, thoughtfully curated to cater to the diverse tastes and preferences of our esteemed clientele. Our extensive collection encompasses an array of exquisite garments, including sarees, salwar suits, lehengas, kurtis, sherwanis, kurta pyjamas, chaniya-cholis, and an assortment of accessories such as intricately adorned dupattas and elegant jewellery pieces. Each meticulously crafted garment undergoes a rigorous process, utilising premium-quality fabrics, intricate embroidery techniques, and traditional craftsmanship to ensure unparalleled quality and meticulous attention to detail. Whether it's adorning oneself for weddings, celebrating festivals, or simply embracing everyday elegance, our versatile range seamlessly blends timeless charm with contemporary sophistication.

3.1 Competition Analysis

Competitive advantage:

- **Broad Range of Offerings:** IndiChic Threads ensures that customers have access to authentic Indian attire for all major festivals celebrated in India which will keep us ahead of our competitors as most of them carry cultural specific collection. For example) Whether one desires a kurta pyjama for Lohri (North Indian festival) or a chaniya-choli for Navratri (west Indian festival), our collection caters to diverse cultural celebrations and occasions, ensuring that customers find the perfect outfit for every festival.
- **Strong Supplier Network:** Leveraging my background in Surat's textile industry and established connections with suppliers, we can secure high-quality materials at competitive prices, ensuring cost-efficiency and a steady supply chain.
- **Strong market understanding and adaptability to changing consumer preferences.**

Competitive Disadvantage:

Lack of Physical Presence: Unlike local shops, we lack a physical storefront where customers can see and try on products before purchasing, potentially deterring some customers who prefer in-store shopping experiences.

3.2 Pricing Structure

For IndiChic Threads, the pricing structure will be competitive yet reflective of the value offered by our products. We aim to offer affordable pricing to appeal to our target market while ensuring profitability. Our pricing strategy will involve a combination of factors such as the cost of materials, manufacturing, overhead expenses, and desired profit margins.

Additionally, we may offer tiered pricing options for bulk purchases or loyalty programs to incentivize repeat business and customer loyalty. This could involve offering discounts or special promotions for larger orders or frequent buyers. Additionally, there may be transaction fees associated with payment processing services used on our platform. We will carefully consider these fees and factor them into our overall pricing strategy to ensure they do not unduly impact our profitability or pricing competitiveness.

Marketing

Market Segmentation

The market of interest for IndiChic Threads revolves around the Indian traditional clothing industry in Winnipeg, Canada. Currently, this market is segmented based on the diverse cultural backgrounds of the city's residents, with specific stores catering to individual Indian cultural groups or occasions such as weddings. However, there is a gap in the market for a store that offers a wide range of Indian traditional clothing options for all cultural backgrounds and festivals.

Our target market encompasses all individuals in Winnipeg who have an interest in Indian traditional clothing, regardless of their cultural background. With over 20,000 individuals of Indian descent residing in Winnipeg and approximately 1.8 million Indo-Canadians nationwide, there is a substantial market size to tap into. Furthermore, the growing interest among Canadians of non-Indian descent in ethnic fashion presents an additional opportunity for market expansion.

Current demand in the target market is evident from the increasing diversity of Winnipeg's population and the cultural significance of Indian festivals celebrated throughout the year. Trends in consumer preferences indicate a shift towards more inclusive and diverse fashion options, aligning with our approach of offering clothing for all cultural backgrounds and occasions. Additionally, the growing popularity of Indian culture globally contributes to the demand for Indian traditional clothing, further enhancing the growth potential for our business.

A report from KBV Research suggests that The North America Ethnic Wear Market would witness market growth of 9.82% CAGR during the forecast period (2021-2027). According to the US Census Bureau 2018, the Indian diaspora in the US was approximately 4.8 million, which is estimated to rise across the region in the coming years. Due to this rising population of Indians along with the consistently changing fashion trends, the demand for ethnic wear, especially Indian ethnic wear would escalate the growth of the regional ethnic wear market over the forecast period, which can also be seen in Canada.

Product

Features:

- Authenticity and variety: sourced directly from reputable manufacturers in India.
- High-quality craftsmanship: showcasing genuine materials and intricate designs.
- Blend of tradition and modernity: incorporating traditional Indian designs with contemporary trends.

Benefits:

- Convenience: access to exclusive Indian traditional clothing without extensive searching or travel.
- Time-saving: curated selection for various occasions, from weddings to festivals.
- Confidence and elegance: enhancing the wearer's beauty and style.
- Cultural preservation: supporting the preservation of Indian heritage and craftsmanship.

After-sale services:

- Same-day delivery: prioritizing prompt and convenient delivery.
- Warranty: offering assurance against manufacturing defects.
- Future enhancement:
- Partnership with Zugara for virtual try-on services, enhancing the personalized shopping experience once we attain profitability after 3 months that will cost USD 500 monthly.

Customers

Geographic Variables:

- Urban and suburban areas, primarily focusing on Winnipeg, initially, with plans to expand to other Canadian cities with significant Indian diaspora populations.

Demographic Variables:

- Age: Primarily adults aged 18-60, encompassing young professionals, families, and older individuals interested in Indian traditional clothing.
- Gender: Both men and women, with a slight emphasis on females due to their higher engagement with ethnic wear.
- Income: Middle to high-income individuals and families capable of discretionary spending on cultural attire.
- Education: Varied educational backgrounds, including high school graduates, college students, and university graduates.

Psychographic Variables:

- Lifestyle: Individuals interested in cultural heritage, fashion enthusiasts, and those seeking unique clothing options for special occasions.
- Values: Appreciation for cultural diversity, craftsmanship, and authenticity in clothing.
- Personality Traits: Fashion-conscious, trendsetters, and individuals with a penchant for elegance and sophistication.

Behavioral Variables:

- Purchasing Behavior: Regular buyers of Indian traditional clothing for events like weddings, festivals, and cultural celebrations.
- Usage Rate: Occasional to frequent buyers, depending on the frequency of cultural events and personal preferences.
- Brand Loyalty: Open to exploring new brands that offer quality, variety, and authenticity in Indian attire.
- Online Behavior: Comfortable with online shopping platforms, active on social media for fashion inspiration, and seeking convenience in the shopping experience.

Competition

Competitors Overview:

- IndiChic Threads faces competition primarily from Appelle Fashion and Houseofindya.
- Appelle Fashion offers similar ethnic wear but at a higher price point.
- Houseofindya specializes in women's ethnic wear and has longer delivery times, shipping from India.

Competitive Landscape:

- IndiChic Threads competes across product range, pricing, and delivery efficiency.
- While competitors have broader geographical reach, IndiChic Threads focuses on localized customer service and quicker delivery within Winnipeg.

Indirect Competitors:

- Local brick-and-mortar stores offering ethnic wear pose indirect competition.
- These stores may attract customers seeking a physical shopping experience.

Competitive Advantages and Disadvantages:

- Advantages include competitive pricing, localized inventory, and quicker delivery.
- A key disadvantage is building brand trust as a new entrant.
- Limited geographic focus on Winnipeg may restrict initial market reach.

Factor	Me	Strength – Weakness – Opportunity – Threat?	Competitor A	Competitor B

Products	<i>Diverse range for all</i>	S	<i>Diverse range for all</i>	<i>Primarily women's ethnic wear</i>
Price	Competitive pricing	S	<i>Higher price point</i>	<i>Competitive, but slightly higher</i>
Quality	Comparable quality	O	<i>High-quality products</i>	<i>Comparable quality</i>
Selection	Limited range	O	<i>Extensive variety</i>	<i>Limited to women's ethnic wear</i>
Stability	New to the market	W	Established market presence	Established market presence
Expertise				
Company Reputation	Growing reputation	W	Established brand reputation	Established brand reputation
Location	Online presence	T	Online presence	Online presence

Appearance	Visually appealing website	W	Clean and modern website	Stylish and polished website
Sales Method	Online retail platform	T	Online retail platform	Online retail platform
Advertising	Targeted marketing efforts	S	Extensive advertising	Extensive advertising
Image	Up-and-coming brand image	W	Stylish and fashionable brand	Modern and trendy brand

Marketing Strategy

Niche: IndiChic Threads occupies a unique niche in the market by offering a diverse range of Indian traditional clothing options while focusing on the Winnipeg region. Unlike competitors like Appelle Fashion and Houseofindya, which cater to broader Canadian markets, IndiChic Threads aims to capture the local demand for authentic Indian attire in Winnipeg, leveraging its understanding of the cultural nuances and preferences of the diverse population in the city.

Strategy: To start with we will allocate a budget of \$15000 for marketing and promotion and will make necessary changes based on the sales we receive from the campaigns.

Targeting International Students: With a significant population of international students in Winnipeg, particularly from India, we will focus on this demographic. We will allocate 30% of our marketing budget to sponsor cultural events like Navratri and Diwali celebrations in universities and colleges frequented by international students. This will enhance brand visibility and create a positive association with our ethnic wear offerings.

Social Media Influencer Collaboration: Collaborating with social media influencers who are international students from India will be a key strategy. We will allocate 20% of our budget to partner with influencers who have a significant following among the target audience. These influencers will share their experiences wearing our traditional clothing and promote our brand to their followers, driving engagement and conversions.

Digital Advertising: Utilizing digital advertising channels, including social media ads and Google Ads, will help reach a wider audience. We will allocate 25% of our budget to targeted online ads, focusing on demographics such as age, location, and interests relevant to our target market. This will ensure that our brand message reaches potential customers effectively.

Search Engine Optimization (SEO): Investing in SEO strategies will improve our online visibility and organic search rankings. We will allocate 5% of our budget to optimize our website content, including product descriptions, blog posts, and meta tags. In our marketing messages, we will strategically leverage language that resonates with our target audience and evokes emotions related to cultural pride, style, authenticity, exclusivity, and personalization. Emphasizing the authenticity and craftsmanship of our traditional Indian clothing, we will use words like "authentic," "handcrafted," and "heritage" to highlight the quality and uniqueness of our products. By celebrating the rich cultural heritage of India and using words like "celebrate," "embrace," and "tradition," we aim to evoke feelings of cultural pride and connection among our audience.

Price Structure:

For an average article (saree in this case) that I will buy at INR 1500 (25 CAD), the break even analysis would be as following:

- Fixed Costs:
 - Duty fees: Assuming a duty rate of 17%-18% on the cost price of \$25 per article:
 - Duty fees = $0.17 * \$25 = \4.25 (minimum) to $0.18 * \$25 = \4.50 (maximum) per article.
 - Storage and handling charges: \$5 per article.
- Variable Costs:
 - Shipping costs: \$4 per article. (lesser when ordered in bulk)
 - Delivery fees: \$5 per order for same-day delivery through Trexity.com.

- Website maintenance and miscellaneous: \$3

Selling price: To begin with, we will set the profit for about 26-28% which turns out \$47 + 28%=\$60

Apelle fashion and housofindyas has set the price for \$80 and \$69

Sales Forecast

Unit Sales	Jan 2024	Feb 2024	Mar 2024
Product	200	260	325
Service Package	0	0	60
Training	0	0	0
Other(Bulk)	15	20	25
Total Unit Sales	215	280	350

Unit Prices	Jan 2024	Feb 2024	Mar 2024
Product	40	39	38
Service Package	0	0	0
Training	0	0	0
Other(Bulk)	40	37	36

Sales	Jan 2024	Feb 2024	Mar 2024
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Product	\$8,000	\$10,140	\$12,350
Service Package			
Training			
Other(Bulk)	\$600	\$740	\$900
Total Sales	\$8,600	\$10,880	\$13,250

Operational Plan

Production:

Our production process involves sourcing our products in bulk from manufacturers like Textileexport.in, a Surat-based company specialising in ethnic clothing that deals with low moqs(minimum order quantity). Leveraging personal connections, we ensure quality and reliability in our supply chain. Once imported, our inventory will be stored in a mini warehouse in Winnipeg, incurring a monthly cost of approximately \$1000 dollars. This strategic location facilitates efficient distribution and same-day delivery services, which will be managed through our partnership with Trexity. Our focus on streamlining production and delivery processes ensures timely and reliable customer service.

Customer Service:

At IndiChic Threads, customer service is paramount. We prioritize responsiveness, professionalism, and personalized assistance to ensure customer satisfaction at every touchpoint. Our team will be trained to address inquiries promptly and efficiently, whether it's regarding product information, order tracking, or post-purchase assistance. By offering clear communication channels and responsive support, we aim to build trust and loyalty with our customers.

Product Development:

Continuous improvement and innovation drive our product development strategy. We closely monitor market trends, customer feedback, and emerging preferences to inform our product selection and offerings. Additionally, we maintain close relationships with our suppliers to explore new designs, materials, and styles that resonate with our target audience. Through agile product development processes, we strive to stay ahead of the curve and provide customers with fresh and desirable options in ethnic fashion.

Web plan

We will register the domain "indichicthreads.ca" on GoDaddy. The initial cost for the first year is just 1 penny, and thereafter, it will be \$29 annually.

To power my website's backend, I'll be utilizing the services provided by VIX, a versatile website building platform known for its user-friendly interface and flexible features. With VIX, I aim to create a dynamic and engaging online presence that resonates with my target audience. Additionally, to ensure efficient data management and scalability, I'll integrate MongoDB as the backend database solution.

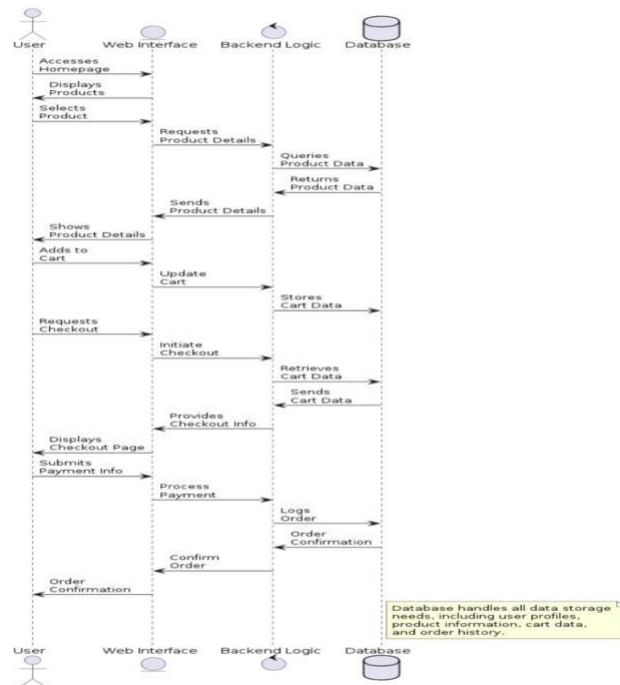
Regarding costs, VIX offers various pricing plans tailored to different business needs. For example, their Basic Plan starts at \$29 per month, while the Premium Plan is priced at \$59 per month. As for MongoDB, their pricing structure typically involves subscription-based plans based on factors such as data storage capacity, bandwidth, and additional features. We will consider the plan for \$57 monthly that will provide space upto 4TB.

The relevant user groups include:

- Customers: Individuals who visit the e-commerce website to browse and purchase ethnic clothing and accessories.
- Administrators: Staff members responsible for managing the website content, inventory, orders, and customer interactions.

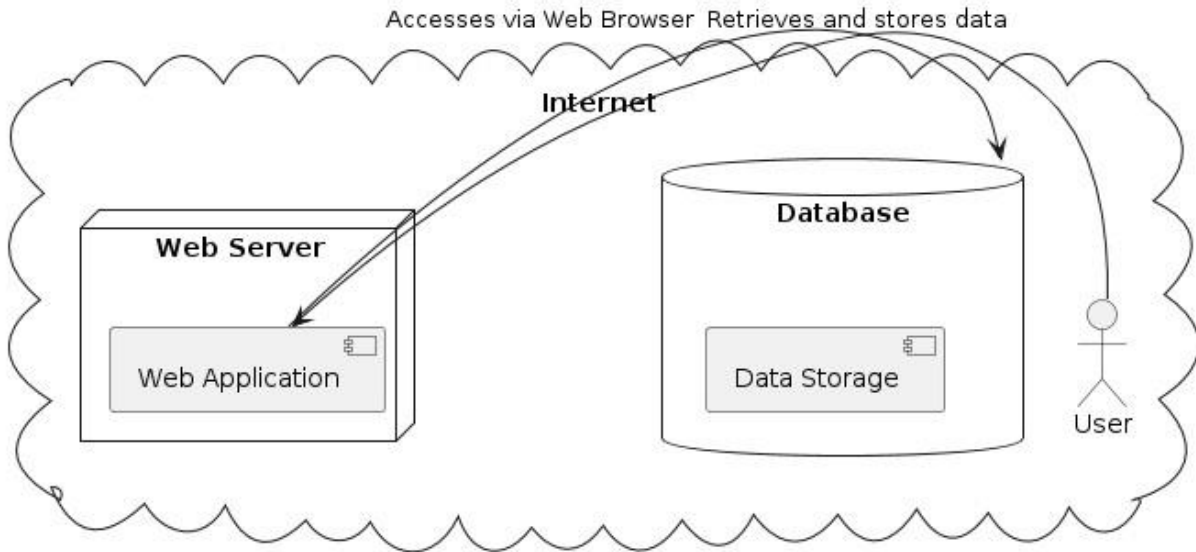
- Marketing Team: Staff members responsible for promoting the website through various channels and campaigns.
- Customer Support Team: Staff members who handle customer inquiries, complaints, and support requests.
- Financial Team: Staff members responsible for managing financial transactions, accounting, and budgeting for the business.

Logical Diagram:

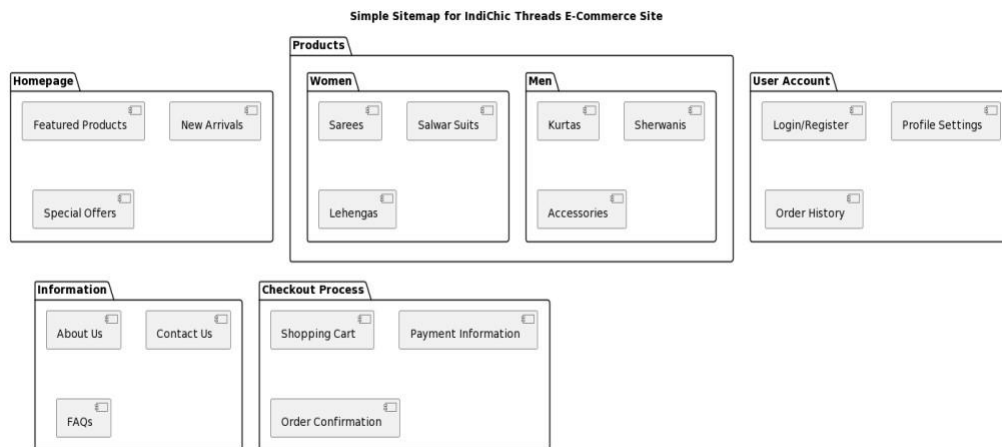


Physical Diagram

Simplified Physical Architecture Diagram for IndiChic Threads



Sitemap:



Functionalities:

User Interface (UI):

- Provides a visually appealing and user-friendly platform for customers to browse and shop.

- Ensures easy navigation and intuitive design, enhancing the overall shopping experience.
- Captivates customers with attractive visuals and organized product displays.

Product Management System:

- Manages inventory, ensuring products are well-stocked and accurately displayed.
- Enables efficient categorization and organization of products for easy browsing.
- Facilitates seamless updates and additions to the product catalog.

Shopping Cart and Checkout:

- Allows customers to add items to their cart, review selections, and proceed to checkout effortlessly.
- Simplifies the payment process with secure transactions and multiple payment options.
- Ensures a smooth and hassle-free checkout experience, minimizing cart abandonment.

User Authentication and Account Management:

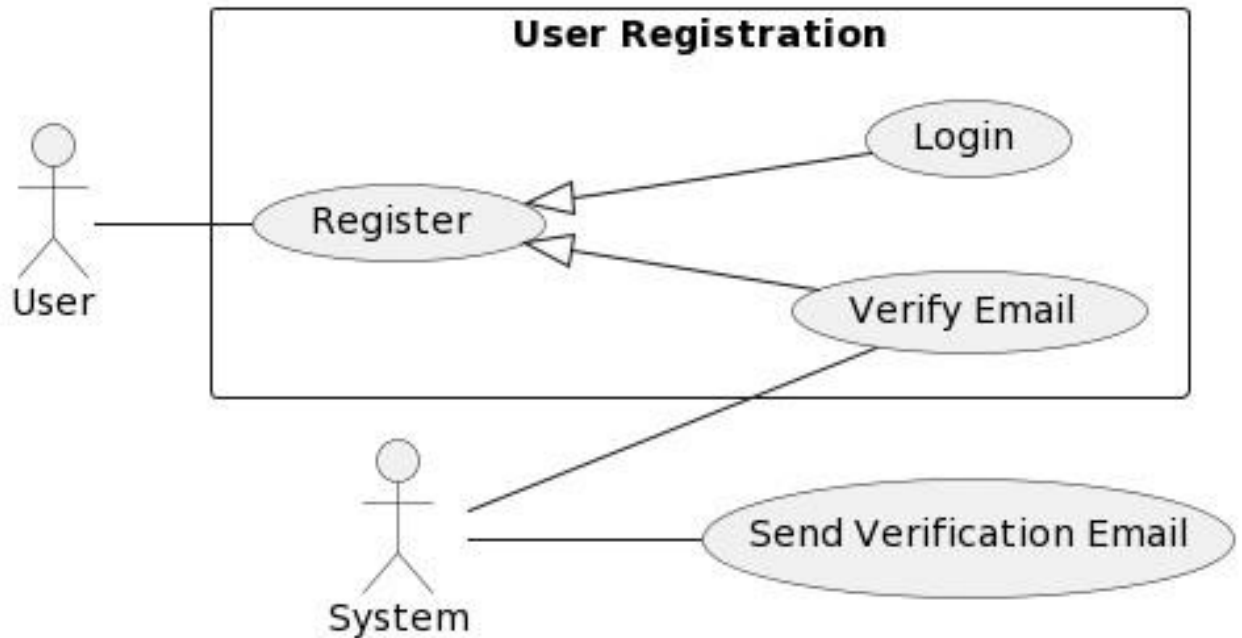
- Enables customers to create accounts, log in securely, and manage their profiles.
- Personalizes the shopping experience by remembering preferences and past purchases.
- Enhances security and convenience, fostering trust and loyalty among users.

Order Management and Fulfillment:

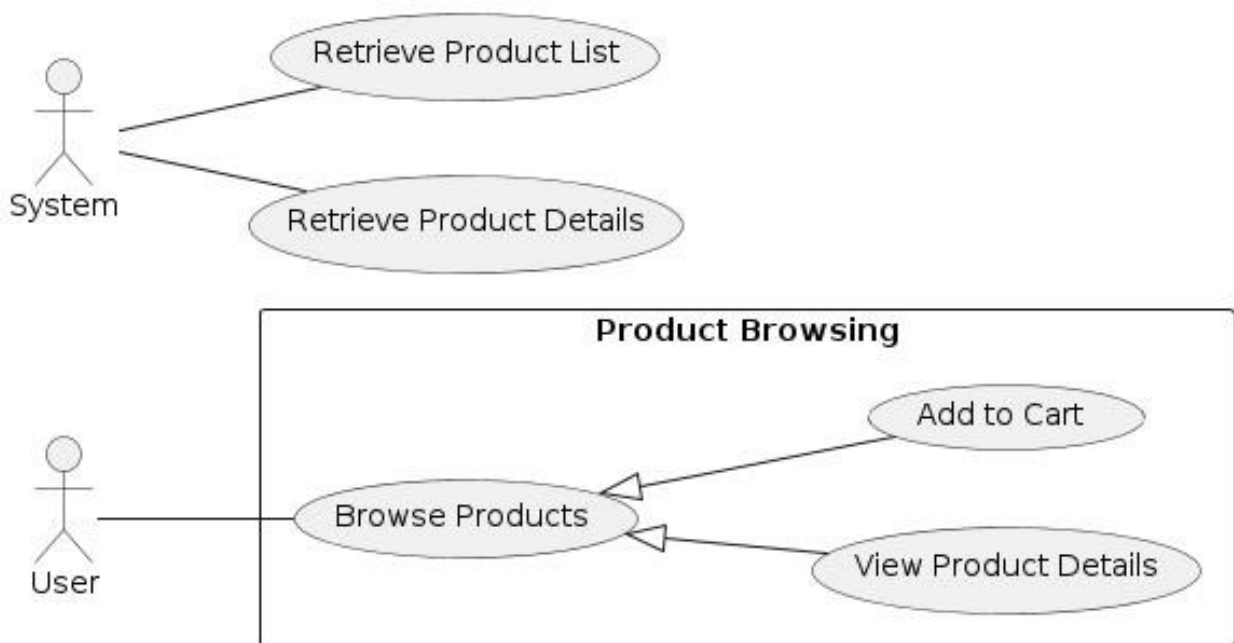
- Streamlines the order processing workflow, from placement to fulfillment and delivery.
- Tracks orders in real-time, ensuring timely processing and shipment.
- Manages inventory levels and updates order status to keep customers informed.

Use Case:

- User Registration: Allows users to create accounts on the platform, providing personal information and login credentials.



- Product Browsing: Enables users to search and browse through various categories of ethnic clothing and accessories.



Order Placement:

- Customers can browse the website, select desired products, and add them to their shopping cart.
- Upon completing their selections, customers proceed to the checkout process.
- They review their cart, confirm quantities, and provide shipping details, including address and preferred delivery method.
- After confirming the order, customers receive an order confirmation email with details of their purchase.

Payment Methods:

- IndiChic Threads offers various secure payment options to accommodate customer preferences.
- Customers can choose from credit/debit card payments, digital wallets, or other online payment gateways.
- The checkout process is encrypted and secure, ensuring the safety of customers' financial information.
- Once payment is successfully processed, customers receive a payment confirmation and their order is processed for shipping.

Inventory Management

For inventory management, IndiChic Threads will maintain a stock of finished goods, including a diverse range of ethnic wear and traditional clothing items. This inventory will consist of ready-to-sell products such as sarees, kurtis, salwar suits, lehengas, and accessories like jewelry and handbags. The inventory will be carefully curated to reflect current fashion trends and cater to the preferences of our target market. Additionally, we will periodically assess sales data and customer feedback to adjust inventory levels and introduce new products as needed. This approach ensures that we can efficiently fulfill customer orders while minimizing excess inventory and storage costs.

Management Summary

IndiChic Threads Organizational Team:

1. *Founder/CEO(Me,Bhavy):* As the visionary leader, the Founder/CEO sets the company's strategic direction, defines its goals, and makes key decisions. I am responsible for building partnerships, securing funding, and ensuring the overall success of the business.

2. *Operations Manager:* This role oversees the day-to-day operations of the business, including production, inventory management, and logistics. They ensure that products are manufactured efficiently, inventory levels are optimized, and orders are fulfilled promptly. Additionally, they may be involved in sourcing suppliers and negotiating contracts to support operational needs.

3. *Marketing & Sales Manager:* The Marketing & Sales Manager is responsible for developing and executing marketing strategies to promote the brand and drive sales. They manage the company's online and offline marketing channels, engage with customers on social media, and coordinate advertising campaigns. Additionally, they lead sales efforts by identifying opportunities, nurturing leads, and converting prospects into customers. Their role is crucial in building brand awareness, attracting customers, and driving revenue growth.

Financial Plan

Startup Expenses

	Item	Cost
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Current Assets	Starting cash	\$10,000
	Starting inventory	\$25,000
	Prepaid insurance	\$1000
	Other prepaid expenses	
Capital Assets	Web Design	\$2,000
	Office Furniture	
	Automobiles	
	Computers and data processing equipment	\$150
	Warehouse deposit	\$1,600
	Tools and other assets	\$300
Startup Expenses	Office supplies	\$200
	Advertising	\$1,500
	Fees and licenses	\$250
	Utility hook-ups	\$170
	Miscellaneous	\$1,000

Subtotal		\$43,170
Contingencies		20%
Total		\$51,804

Twelve-Month Profit and Loss Projection

Please see excel template.

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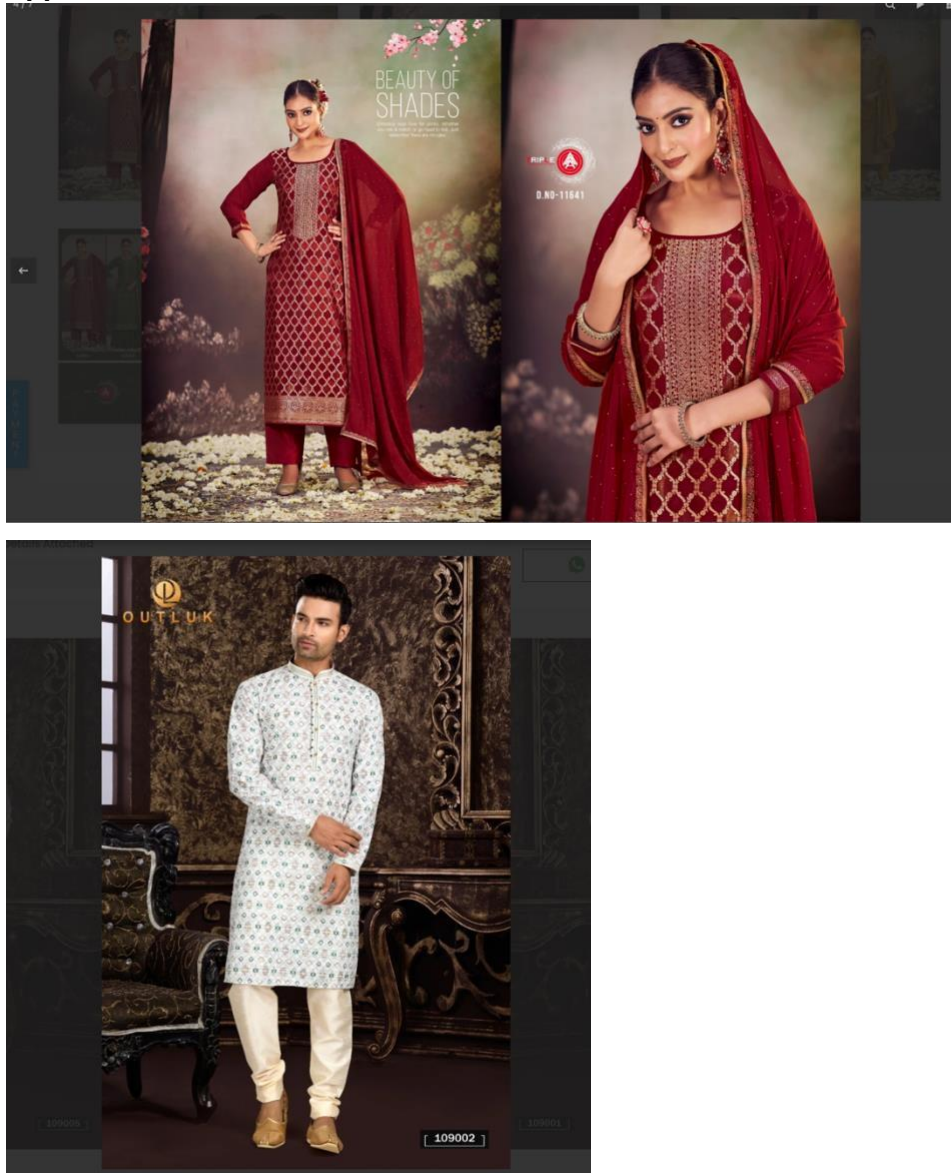
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[Appelle Fashion: Shop Indian Ethnic Wear Online - Indian ...Appelle Fashionhttps://www.appellefashion.com](https://www.appellefashion.com)

Appendices



These are 2 of our many SKUs. Along with picture will be detailed description of the article on the website.