

# BUSINESS IDEA

## **\*Introduction:\***

My goal is to start a unique business that offers high quality dresses on rent for various events. The business will include wedding wear, children's wear, and modern and traditional wear for both men and women.

## **\*Market Research:\***

People in Pakistan often prefer to rent rather than buy expensive clothes for weddings, Eid, birthdays and other events. Keeping this growing demand in mind, a clothing rental business can be very successful. Clothes are often very expensive, making it difficult for people to afford them. By renting, they can fulfill their desires at a fraction of the cost.

## **\*Objectives:\***

1. Providing high quality clothing for all types of events.
2. To offer beautiful clothes to customers at reasonable prices.
3. Ensuring excellent customer service and satisfaction.

## **\*Product List:\***

1. Wedding clothes (including groom's and bride's clothes)
  2. Engagement, Mehendi, and Reception Dresses
  3. Kids and adults clothes for birthdays and other events
  4. Party and event wear
  5. All kinds of clothes in all sizes

## **\* Services\***

1. Thorough cleaning and disinfection of each garment.
2. Timely delivery and pick-up service.
3. Discounts for special occasions.

## **\*Unique Features:\***

1. A great text on modern and traditional dress.
2. Easy rental terms for customer convenience

## **\*Extension:\***

Gradually, we will also bring this business to social media platforms to reach a wider audience and provide online rental services.

## **\*Abstract:\***

This business will not only be profitable but also provide people with the best clothes for their events. Our focus will be on customer satisfaction and excellent service. Inshallah it will prove to be a successful and profitable business.

# **ESTIMATED BUSINESS STARTUP \*EXPENSES\***

## **1. \*Initial rent\*:**

(including 4 months rent as business takes time to run)

## **2. \*Interior decoration and setup\*:**

Essential to create an attractive environment for customers.

## **3. \*Furniture and Fixtures\*:**

Display racks, counters, seating and storage are essential.

## **4. \*Utility Bill\*:**

Including electricity, water and other utilities for the first few months.

## **5. \*Purchase Of Inventory\*:**

A stock of different types of clothes is required, with a minimum cost of 5 to 7 lakhs, so that clothes are available as per the customer's preferences.

## **6. \*Marketing and Advertising\*:**

Important to educate consumers through various promotional activities.

Marketing through posters and banners

## **7\*Delivery Services\*\*:**

Initially, it is important to establish a delivery service to manage deliveries effectively. (Initially a delivery boy will be required)

## **8. \*Miscellaneous Expenses\*:**

For unexpected expenses, regular maintenance and extras.

## **9. \*LICENSE AND REGISTRATION FEES\*:**

Expenses necessary to ensure legal compliance and business operations.

## **Total Estimated Cost:**

At least 15 lakhs will be required to meet all these expenses and start the business successfully.



# EXPERIENCE

**My mother has three years of experience in dress rental business. She used to run this business before marriage but after marriage she did not get an opportunity to start this business again. So my sister, my mom, and I are keen to start this business again.**

