

# Daily Market Clothing Business Proposal: Investor Document

**Location: Lahore, Pakistan**

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## I. Executive Summary

This proposal outlines an investment opportunity in a highly scalable children's clothing retail operation focused on Lahore's daily and Sunday local markets. The core strength of the business is its exceptional **100% gross profit markup** and its low, flexible operational costs. The initial target is to scale from one stall to five active stalls, driving weekly profit potential to over **₹1,70,000** within six months.

The model is designed for rapid reinvestment: 70% of profit is immediately reinvested into expanding stock and additional stalls, while 30% is maintained as savings/owner's profit.

## II. Business Model & Unit Economics

The success of this venture is built on maintaining strict cost control and a high turnover rate in high-footfall market areas.

### A. Product Snapshot (Children's 2-Piece Suits - B-Class Quality)

Metric	Amount (₹)	Details
Product Cost (COG)	₹100	Cost to source one suit from the wholesaler.
Selling Price	₹200	Price sold per suit to the customer.
Gross Profit	₹100	Profit per suit.
Gross Markup	100%	The percentage markup on the cost of goods.

### B. Daily Operational Cost (Per Single Stall)

The operational structure is designed for minimum fixed overhead, maximizing net profit.

Expense Category	Daily Cost (₹)	Rationale
Stall Rent/Setup	₹500	Daily rental and minimal setup fees.
Food/Misc. Expenses	₹600	Seller's food, packaging, and small contingencies.
Total Daily Overhead	₹1,100	Fixed cost to operate the stall for one day.

### III. Financial Snapshot & Key Performance Indicators (KPIs)

Based on a conservative sales goal of 60 suits sold per day (Mon-Sun).

Metric	Calculation	Amount (₹)
Daily Sales Goal		60 suits
Daily Revenue		₹12,000
Total Daily Cost	(60 suits ₹100) + ₹1,100 Overhead	₹7,100
Daily Net Profit	Revenue - Total Daily Cost	₹4,900
Weekly Net Profit (1 Stall)	days	₹34,300
Weekly Net Profit (5 Stalls Target)	stalls	₹1,71,500
6-Month Profit Target	Monthly profit goal after full scaling	₹1,00,000+

### IV. Investment Utilization (₹10,000 Starter Plan)

The investment is used strategically to launch the operation immediately with sufficient stock

and backup liquidity.

Use of Funds	Amount (₹)	Purpose
Stock Purchase	₹7,000	Buy 70 suits (covers the first day's sales goal plus 10 backup units).
Stall Setup	₹2,000	Secure the initial rent and basic setup materials.
Backup Cash	₹1,000	Emergency fund, change, and packaging costs.
<b>TOTAL INITIAL CAPITAL</b>	<b>₹10,000</b>	Fully operational seed funding.

## V. Faster Growth Plan (6-Month Strategy)

The strategy focuses on rapid, reinvestment-driven scaling to achieve the monthly profit target.

Month	Focus Area	Goal
1	Stable Daily Sales	Achieve consistent revenue/day.
2	Buy More Stock	Increase daily stock holding to 70 suits/day minimum.
3	Add Another Stall	<b>Expand market reach</b> by establishing a second location.
4	Introduce New Styles	Diversify the product range to attract repeat customers.
5	Hire 1 Helper	Improve service quality and increase operational time.
6	Reach Profit	Plan initial expansion into a

		small, fixed shop space.
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## VI. Investor Commitment & Risk Disclosure

We certify and state our strong commitment to transparency, ethical operations, and diligent execution of the business plan outlined above.

### A. Core Commitment

We certify that the business model, with its **100% gross profit margin** (cost ₹100, sell ₹200), is verifiable and forms the cornerstone of the high-return strategy. Our commitment is to:

1. **Transparency:** Provide monthly, detailed sales and expense reports to all investors.
2. **Diligent Reinvestment:** Faithfully execute the 70% reinvestment plan to ensure consistent scaling.
3. **Low Overhead Focus:** Maintain the market stall model to keep fixed costs minimal and profits high.

### B. Risk Disclosure (Important Safeguard)

While the business model is low risk due to high margins and low fixed costs, **no investment is 100% guaranteed.**

- **Market Risk:** Sales can fluctuate due to weather, local events, or public holidays.
- **Operational Risk:** Supply chain issues could temporarily increase COG.
- **Mitigation:** The 30% savings allocation and ₹1,000 backup cash are specifically designed to absorb minor market and operational shocks without jeopardizing the core investment.

**This document serves as a detailed proposal and a commitment to rigorous, transparent management.**