

Rakht Online Shopping

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Executive Summary

- Rakht is a Kabul-based online clothing marketplace that specializes in reasonably priced, fashionable, and culturally relevant clothing. The company provides both ready-made and customizable clothing that combines contemporary styles with traditional Afghan clothing.
- Uses a lean, founder-led business strategy with effective logistics and little overhead.
- Startup capital: 50,000 USD carefully distributed among reserves, technology, logistics, and inventory.
- Year 1 net profit: 6,933 USD (17.1% margin), full recovery in 14.8 months, and break-even by Month 2.



The Problems



Women and young people have little access to reasonably priced and varied fashion options



the retail clothing business in Afghanistan is divided, unstable, and lacking in variety.



Current online retailers lack flexibility, professionalism, and reliable delivery services.



Why It is difficult for customers to find both traditional and modern styles at one location.



Market Opportunity



- ✓ The greatest online retail category in Afghanistan is clothing
- ✓ The country's youth population is expanding quickly, and e-commerce is becoming more popular (AfterShip, 2025).
- ✓ Online purchasing is made possible by the ongoing expansion for handheld broadband access.
- ✓ The 15–45 age group has a high need for current, culturally suitable apparel.



Target Market

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Primary Customers:

- Young people between the ages of 15 and 45
- college students and young professionals
- and women looking for modest, adaptable, and trendy clothes

Key Needs:

- Stylish, reasonably priced options;
- Dependable delivery
- Reputable online retailers with secure and efficient payment options



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Industry & Competitor Overview

- Local businesses and tiny online retailers like Sale.af are competitors.
- Current competitors' weaknesses:
- Inadequate logistics capabilities;
- Limited inventory
- Unreliable service and quality
- Afghan clothing Rakht covers the gap left by SMEs' weak distribution networks.





Afghanistan's Strategic Viability



More than 60% of people are under 25, a demographic that is heavily influenced by fashion.

As digital literacy rises, e-commerce is growing.

There is a strong demand for blended cultural and modern styles.

Encouraging local SMEs, particularly those run by women, improves the economy of the country





Value Proposition



Rakht provides ready-made and customizable alternatives in addition to stylish, reasonably priced, and culturally sensitive apparel

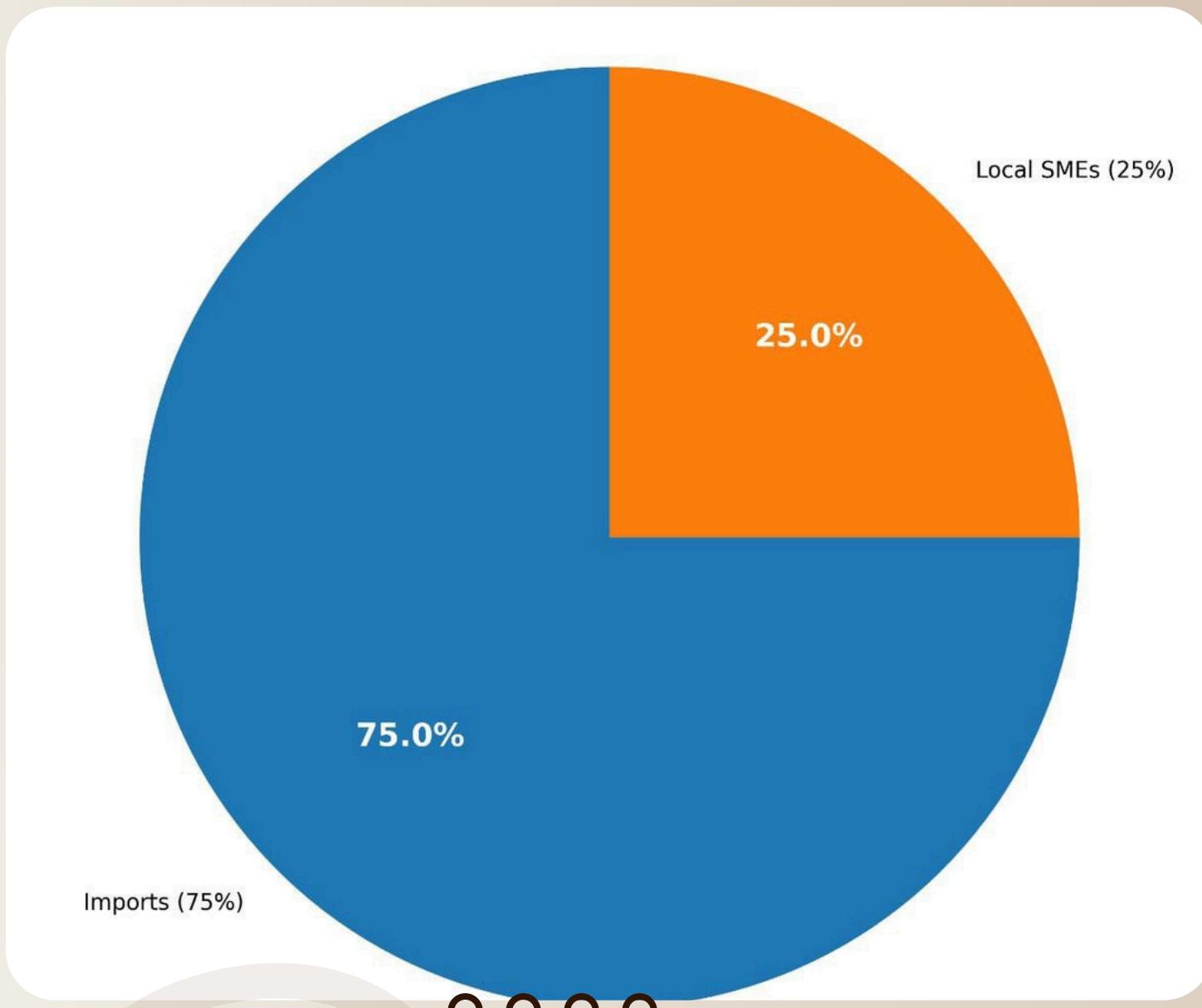
COD-based payments and dependable delivery.

More professionalism and choice than current tiny web retailers.

Ethical sourcing that supports regional women-owned clothing manufacturers.



Business Model Overview



Product Mix: 25% locally made apparel and 75% imported.

Sales Channel: WordPress + AppPresser hybrid app + mobile-first website.

The most common method of payment is cash on delivery; digital gateways are not required.

Income: Delivery fees, direct sales, and data-driven enhancements.



Key Activities



- Delivery and shipping operations
- digital marketing and consumer engagement;
- website and app management
- inventory sourcing and quality control
- weekly analytics optimization using Python/R
- supplier connections and workshop coordination





Key Resources



- Four equity-based founders with expertise in technology, sourcing, analytics, and branding
- 50,000 USD in startup capital
- a secure storage facility with backup power
- a dedicated motorbike driver
- an adaptive scaling platform hosted by DigitalOcean
- and an established supplier network spanning Kabul workshops and import channels





Strategic Partnership



- Local Afghan garment SMEs, especially women-led producers
- Import connections via China, Pakistan, and Iran
- Payment service partners
- University communities for pop-up sales during outages
- Retail advisor with significant workshop contacts in Kabul





pricing and marketing strategy



Cost:

- 13 USD is the average order value (AOV).
- Orders over \$65 qualify for free shipping. 35% is the profit margin.

Marketing:

- Social media advertising (WhatsApp, Instagram, and services similar to TikTok)
- An annual marketing budget of \$3,000 USD
- Evaluations, SME collaboration reports, and unboxing videos;
- Data analytics for focused promotions (6.5% anticipated uplift)



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Operations Plan



Location: Storage in Kabul with solar and generator power backup



Infrastructure: daily backups, SSL security, and cloud hosting from DigitalOcean.



Logistics: About 25 items are delivered daily by a motorcycle transport; a second driver is added after 600 orders per month



Founders: They reduce fixed expenses by managing full-time without receiving a compensation.

Requirements for Technology

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The structure of staffing

- Future custom app reserve (5,000 USD)
- WordPress + AppPresser setup (2,000 USD) Cloud web hosting: 10–20 USD per month;
- Python/R inventory analytics;
- power outage backup systems;
- SSL and cybersecurity monitoring

Paid Positions:

- 300 USD per month for retail advisors and 350 USD per month for shippers

Founders (unpaid):

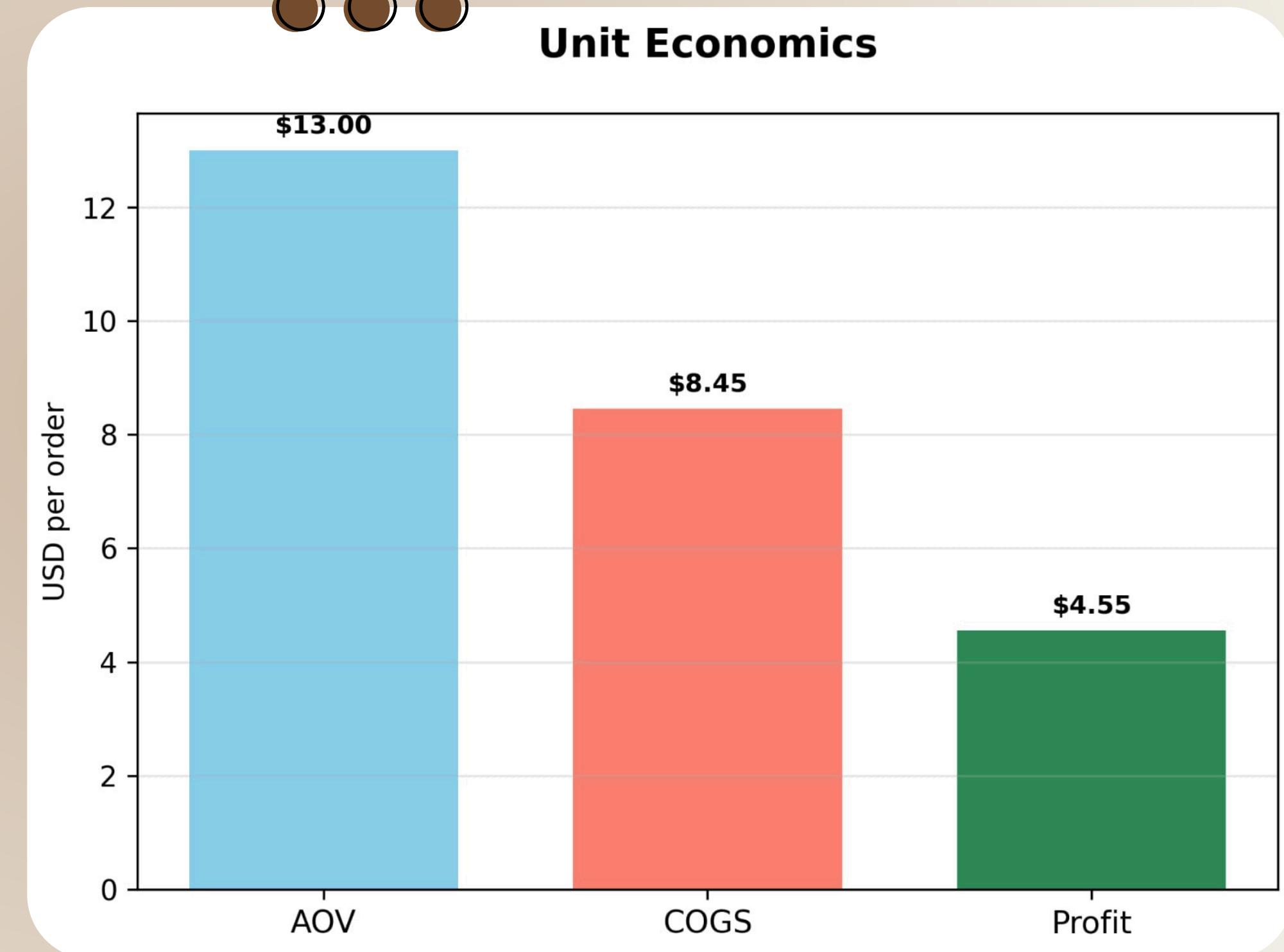
- Security and technology Data analytics and finance; marketing and branding; inventory and supplier management The total yearly cost of personnel is 7,800 USD.



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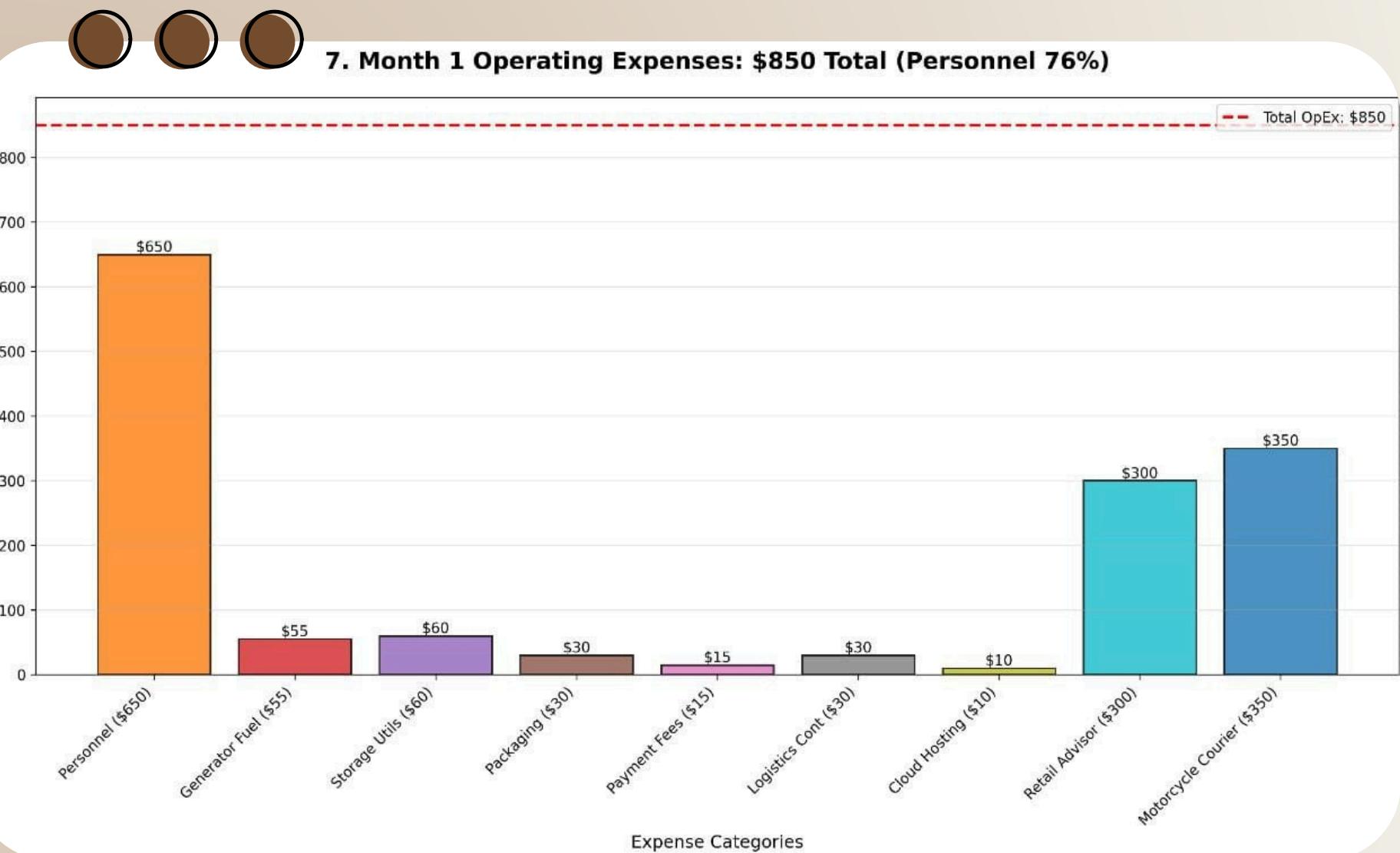
Financial Plan: Key Assumptions

- 2,000–10,000 monthly website visitors
- 1.8% conversion rate
- 25% repeat customer rate
- AOV: 13 USD
- Inventory COGS: ~10.50 USD average
- 50,000 USD initial investment



Startup Budget (50,000 USD)

- Inventory: 20,500
- App & platform: 7,000
- Marketing: 3,000
- Delivery setup: 4,000
- Utilities & hosting: 1,620
- Advisor onboarding: 1,000
- Emergency reserve: 5,000
- Contingency: 7,380
- Total: 50,000 USD



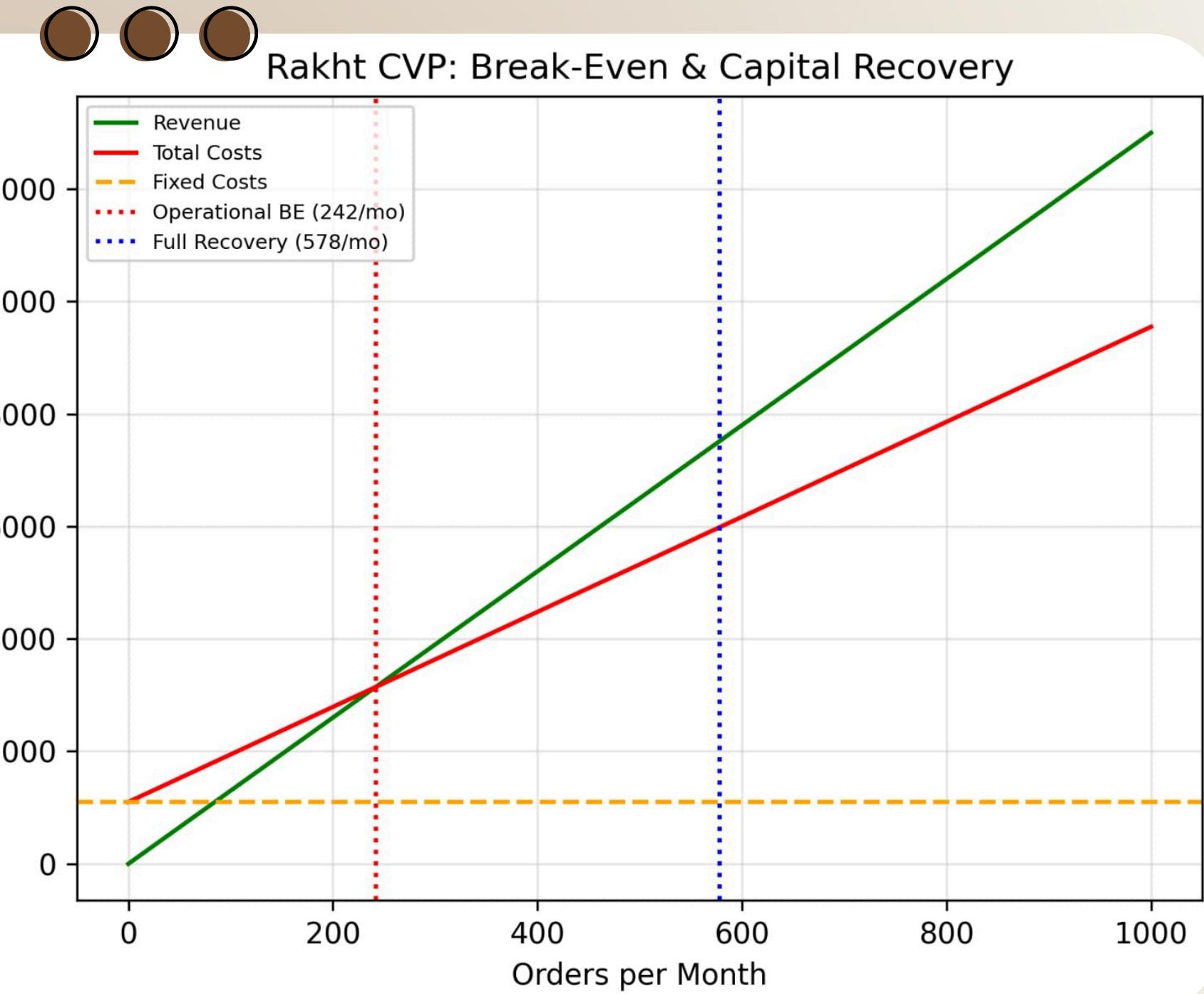
Year 1 Financials

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Delivery Economics

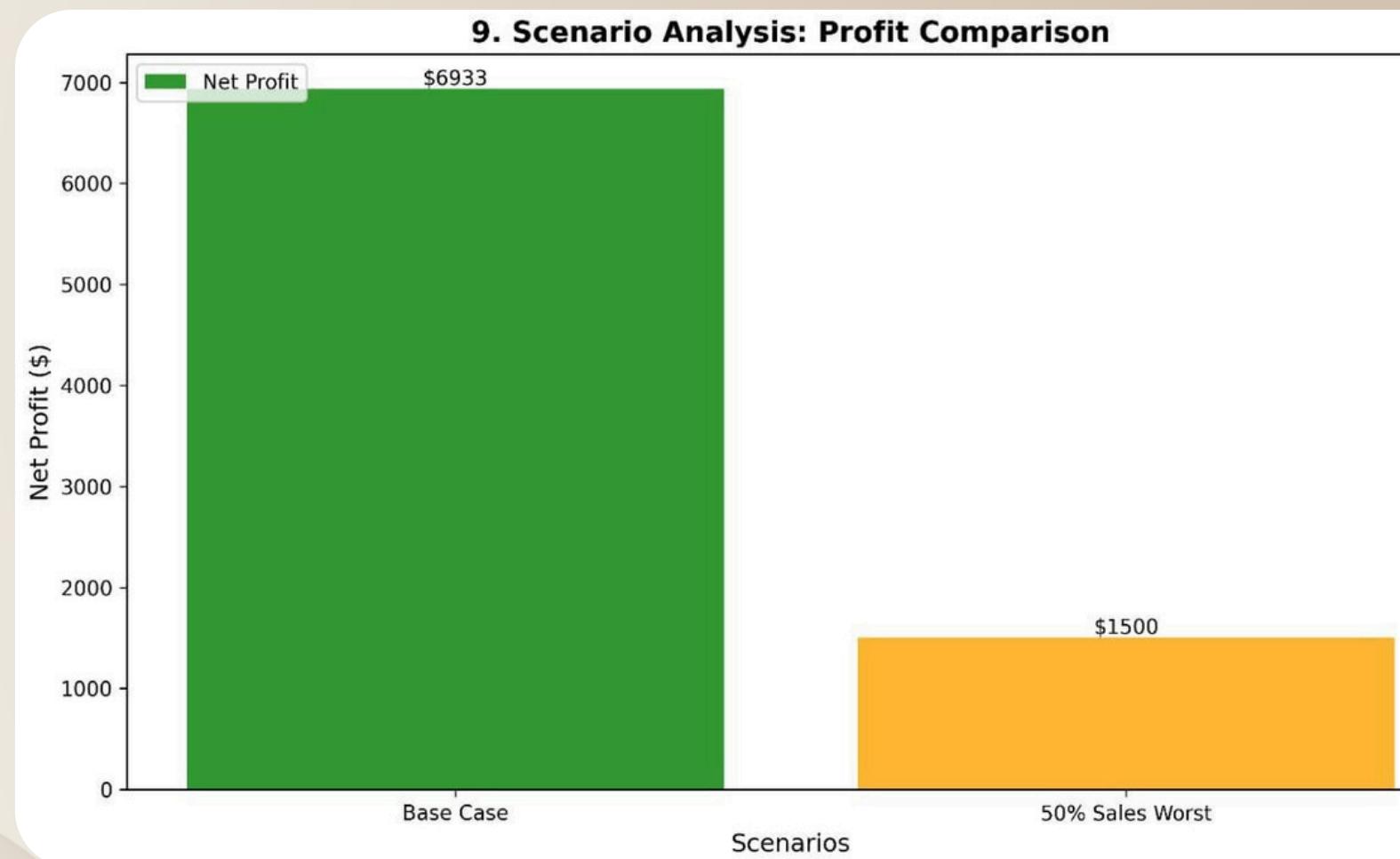
- Revenue: 40,420 USD
- Expenses: 32,487 USD
- Net Profit: 6,933 USD (17.1% margin)
- Break-even: Month 2
- Full capital recovery: 14.8 months
- Analytics-driven revenue boost: 2,680 USD

- 5,700 orders/year
- Paid delivery: +1,710 USD
- Free shipping cost: -570 USD
- Net delivery profit: 1,140 USD/year





Risk Analysis



- Risk analysis includes threats from ISIS-K, Sharia restrictions, and Taliban control;
- border closures that delay imports; and internet outages. Mitigation strategies include:
 - COD orders and minimal reliance on banks;
 - local SME reserves to sustain operations;
 - backup communication via SMS and WhatsApp; and
 - an emergency reserve that continues for about six months.





Economic risks



- fuel volatility, and widespread poverty that restricts demand Mitigation strategies include:
 - fixed fuel compensation
 - efficient motorbikes (45 km/L)
 - solar and generator systems
 - and adjustable shipping and pricing criteria.



Cultural and sales risks.

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Operational and Supply Chain Risks

- Low conversion or AOV are sales risks. Mitigation strategies include cheap overhead, flexible promotions, and weekly analytics changes.

Cultural Risks:

- Women's limitations
Mitigation strategies include modest apparel lines, men founders in public positions, and female founders in distant roles.

Operational Hazards:

- Shipping overload and power outages
Mitigation: generator and solar power;
- additional shipment as required

Supply Chain Risks:

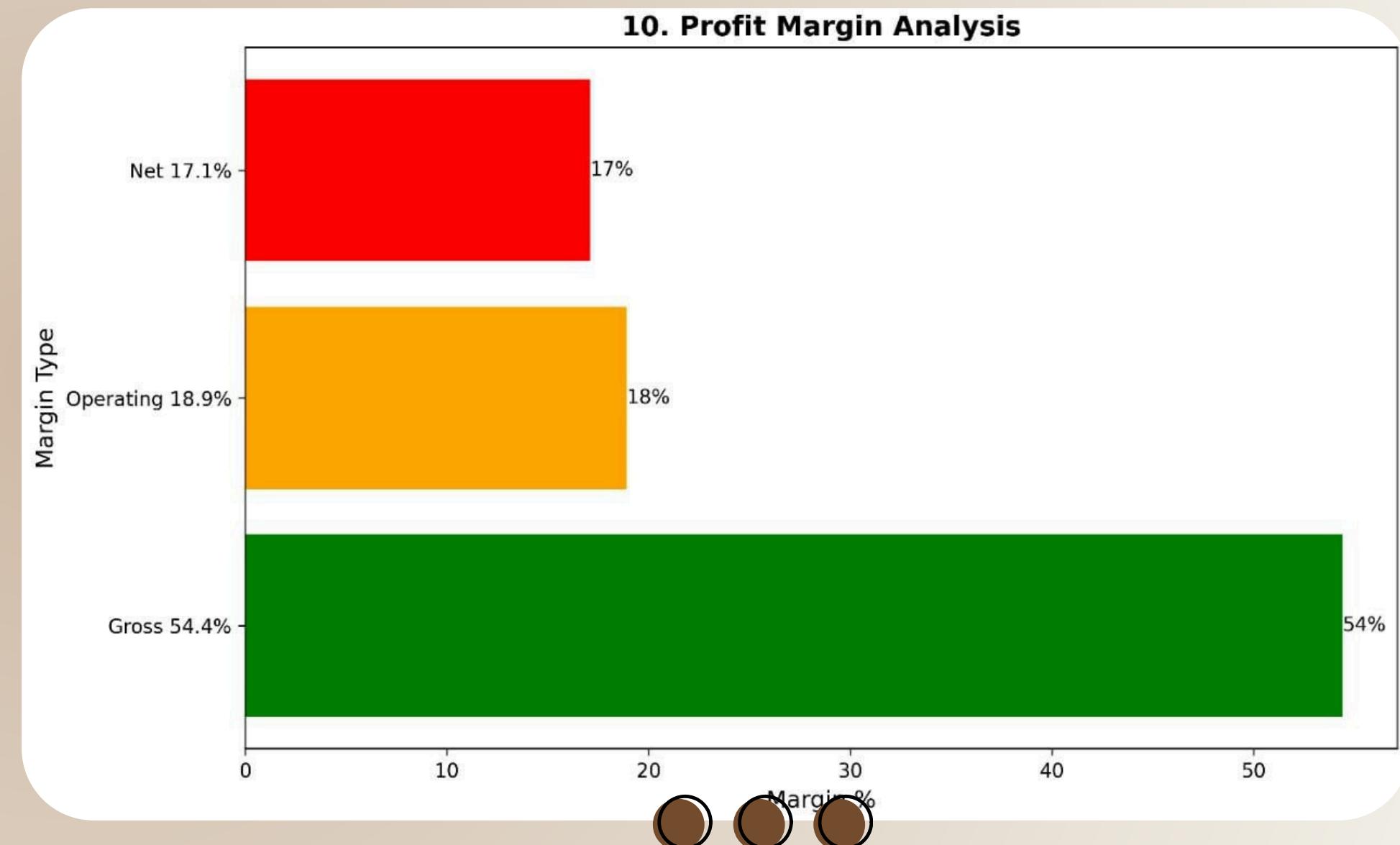
- SME restrictions; import delays
Mitigation strategies include a 48-hour turnaround capability, a varied workshop network, and a 25% local sourcing gap.



Conclusion



Rakht is a high-potential investment opportunity with a 17.1% net profit margin and a clear recovery timeline. Rakht provides a modern, financially viable solution to Afghanistan's divided clothing market. Strong margins, lean operations, and realistic analytics-based projections support stable growth. The company benefits Afghan SMEs, particularly women-led producers, as well as the economy.



THANK YOU



Q&A

Please feel free to ask us if
you have any question



THANK YOU



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