

Jafi Shoes Collection

Owner: Huzaifa Tahir

Location: Lahore Cantt

Phone: 03044487024

Email: huzaifachaduhary@gmail.com

1. Business Overview

Jafi Shoes Collection is a premium footwear business dedicated to providing high-quality, stylish, and comfortable shoes for all occasions. Our mission is to combine fashion, comfort, and affordability to meet the needs of our diverse clientele.

2. Mission & Vision

Mission: To offer top-quality shoes that blend style and comfort for everyone.

Vision: To become a leading footwear brand recognized for quality, trendiness, and customer satisfaction.

3. Products & Services

We offer a wide range of footwear for men, women, and children, including:

- Men's Shoes: Formal, casual, sports, sandals
- Women's Shoes: Heels, flats, sneakers, sandals
- Children's Shoes: Comfortable and durable everyday wear
- Custom Orders: Personalized shoes based on customer preference

4. Target Market

- Age group: 15-50 years
- Fashion-conscious individuals
- Families looking for quality and durable shoes
- Online shoppers and local store customers

5. Marketing & Sales Strategy

- Social Media Marketing: Instagram, Facebook, TikTok campaigns
- Local Promotions: Pop-up stores, flyers, and collaborations with local shops
- Online Presence: E-commerce platform and delivery service

- Customer Engagement: Loyalty programs and seasonal discounts

6. Business Operations

- Location: Lahore Cantt
- Working Hours: 10:00 AM - 8:00 PM (Mon-Sat)
- Inventory Management: Regular updates to meet demand
- Supplier Network: Trusted suppliers ensuring quality materials

7. Financial Overview (Optional)

- Startup Costs: Shoes inventory, store setup, marketing
- Pricing Strategy: Competitive pricing for all segments
- Revenue Streams: In-store sales, online sales, custom orders

8. Contact Information

- Owner: Huzaifa Tahir
- Business Name: Jafi Shoes Collection
- Phone: 03044487024
- Email: huzaifachaduhary@gmail.com
- Social Media: Instagram/Facebook/TikTok handles