

# Perfume Brand Launch Guide – Dera Ismail Khan

## Fragrance Notes

- **Top:** Mandarin, Verbena, Coriander, Sage
- **Heart:** Geranium, Water Lily, Cinnamon, Nutmeg
- **Base:** Sandalwood, Vetiver, Musk, Amber

## Step-by-Step Guide to Launch a Perfume Brand (Single Outlet)

### 1. Concept & Brand Development

- Define your **brand name**, **tagline**, and **ideal customer**.
- Craft a **scent story** based on your fragrance notes.
- Design **elegant packaging** and plan limited production.

### 2. Business Registration & Legal Setup

- Register as a **Sole Proprietor** or **SMC (Single Member Company)**.
- Apply for **trademark registration** (name/logo).
- Ensure compliance with **product labeling and health regulations**.

### 3. Product Development

- Partner with a **local perfumer** or fragrance chemist.
- Design and order **custom glass bottles, caps, and boxes**.
- Produce small batches (start with 500–1000 units for market testing).

### 4. Store Setup (Single Outlet in DI Khan)

- Choose a **prime location** (near shopping areas or malls).

- Design the **interior** to reflect luxury and brand theme.
- Hire and train staff on **fragrance storytelling and selling techniques**.

## 5. Marketing & Brand Awareness

- Build a **website** with eCommerce capabilities.
- Launch on **social media** (Instagram, Facebook, TikTok).
- Work with **influencers** and local fashion/lifestyle bloggers.

## 6. Retail & Selling Strategy

- Develop a **competitive pricing strategy**.
- Offer **launch promotions, samples, and loyalty programs**.

## 7. Scale-Up Plan

- Add new **fragrance variants**.
- Expand into **local cosmetic stores**, online marketplaces, or export.

# Estimated Budget & Cost Breakdown (Dera Ismail Khan)

## Estimated Total Budget Range:

**PKR 2,500,000 to PKR 4,500,000**

### 1. Business Registration & Legal Setup

- Government and trademark fees: **PKR 60,000 – 80,000**

### 2. Product Development

- Fragrance formulation, packaging, testing: **PKR 800,000 – 1,100,000**

### 3. Retail Shop Setup (DI Khan)

- **Rent (6 months advance):** PKR 180,000 – 300,000

- **Interior & Display Design:** PKR 300,000 – 400,000
- **Furniture, Signboards, Branding:** PKR 130,000
- **Subtotal:** PKR 640,000 – 860,000

#### **4. Staffing (6 months)**

- 1 Shop Manager + 1 Salesperson: **PKR 360,000**

#### **5. Marketing & Launch Campaign**

- Branding, influencer collaboration, ads: **PKR 300,000 – 400,000**

#### **6. Miscellaneous & Working Capital**

- Utilities, insurance, backup inventory: **PKR 270,000**

**Total: PKR 2,430,000 – 3,800,000**