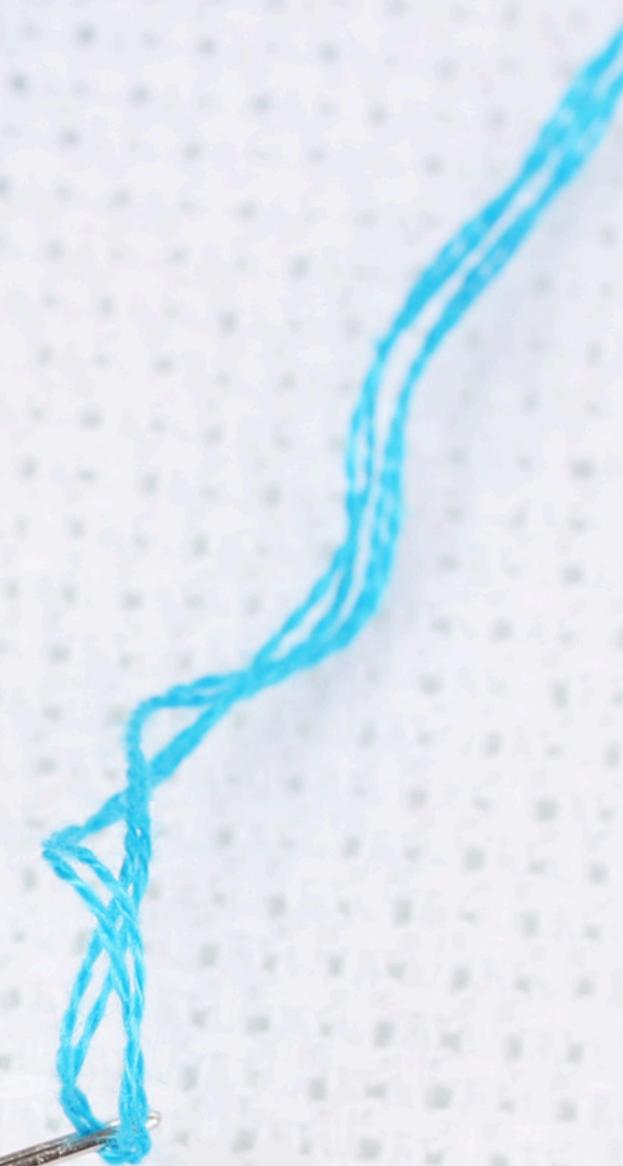




Qtex

Don't Throw It Out. ReTex It



Problems Identified



Fast Fashion

Fast fashion promotes overconsumption and rapid turnover of clothing trends, leading to significant environmental and social impact, including waste, pollution, and labor exploitation.



Lack of Job Opportunities for rural Women

BIG IDEA



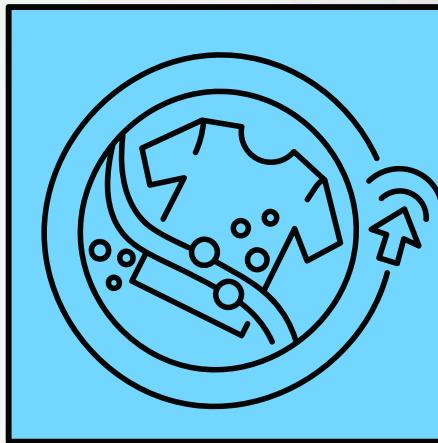
We will collect unused clothes from households by reaching them through online laundry service and regular weekly moves. We will give them monetary incentives. Meanwhile, we will partner up with local NGOs to offer free handcraft manufacturing trainings to unemployed rural women who are our manufacturer.



Mission

We are on a mission to uphold the cultural heritage, discouraging fast fashion, empowering women, reducing fashion waste, and creating a sustainable fashion industry.

Business Model



Online Laundry

We will reach to the households through our laundry service



Partnership with local NGOs

Partnering-up with NGOs, we will reach rural women and offer free trainings



Clothes Collection

Incentivizing them will collect old clothes

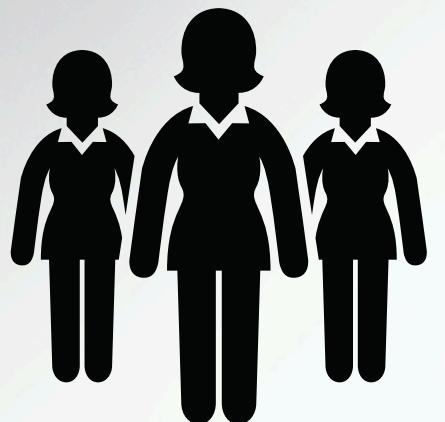
Monetary Incentive

- Per Kilo Package
- Value-Based
- Donation
- Exchange-Based



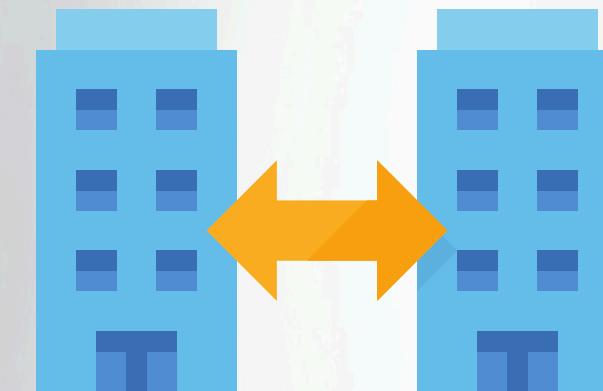
Store house

Collected clothes will go to our warehouse & will be cleaned there



Hand Manufacturing by women

Women will manufacture our products and give back to the NGOs



Sales in B2C Model

We will sell our products in B2C model through our website, social media platforms

Supply Chain



Innovation and Inclusion



Organizing virtual workshop

ReTex's virtual workshops will provide valuable upcycling skills, fostering economic independence and empowering women for a brighter future."



Customers Personal dashboard

Empowering customers with real-time insights, personalized recommendations, and seamless tracking for a delightful and customized upcycling experience at ReTex."

Products

Overview

FEATURES OF OUR PRODUCT RANGES

- Promoting sustainable fashion
- Carrying Heritage
- Eco-Friendly Packaging
- Hybridization of gender-based products



Sharee



Pillow Cover



Nakshi Katha



Wall cloth



Nakshi Katha



Curtain

Impact



Reducing Waste

Giving old unused clothes back to life

Empowering Women

Developing skills of women and creating job for them

Promoting Sustainability

Discouraging Fast Fashion and encouraging using upcycled products

Encouraging Community Involvement

Creating an environmentally concerned community

Creating Unique Products

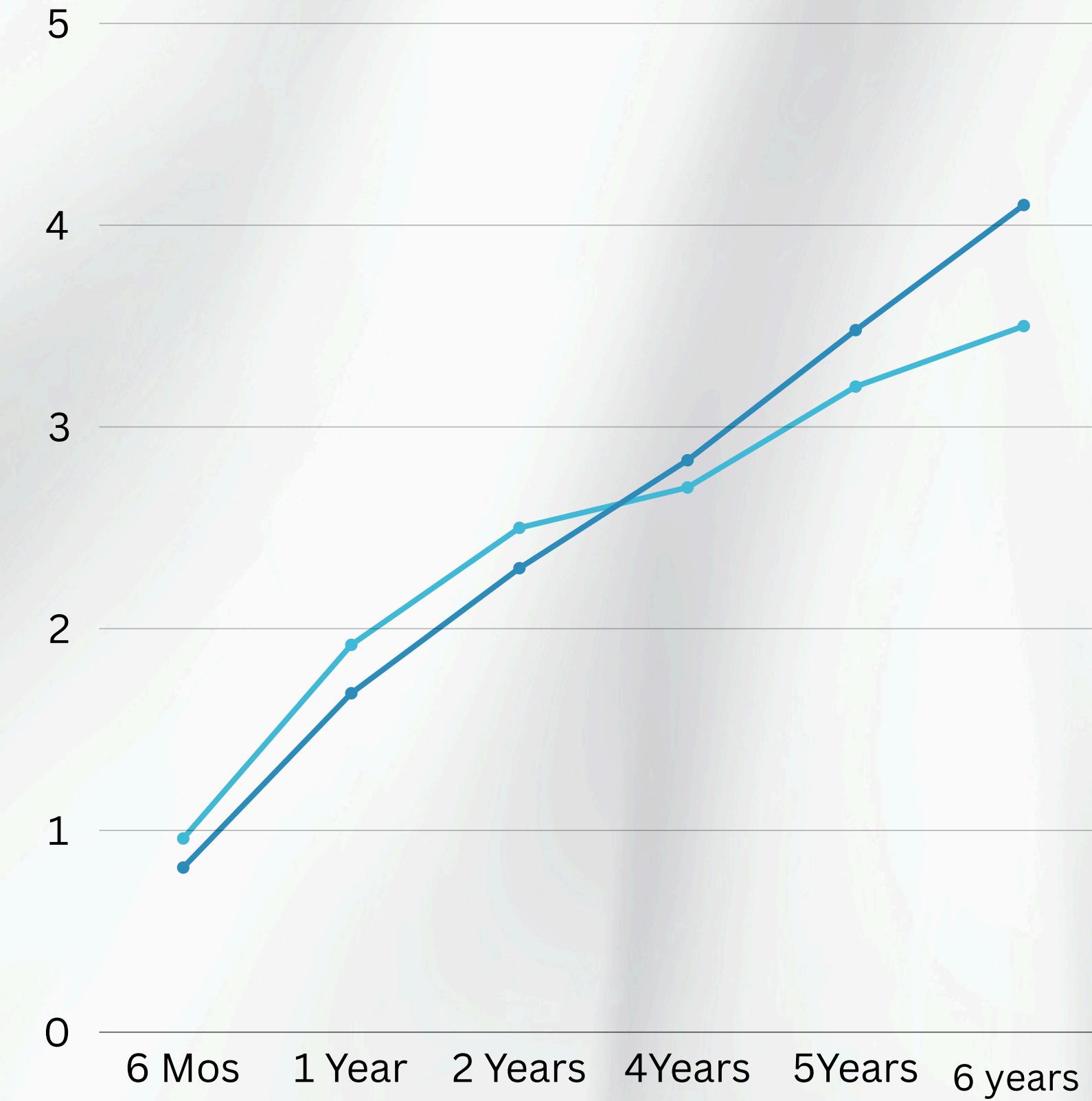
Creating a vast collection of unique products

SDG Meetup

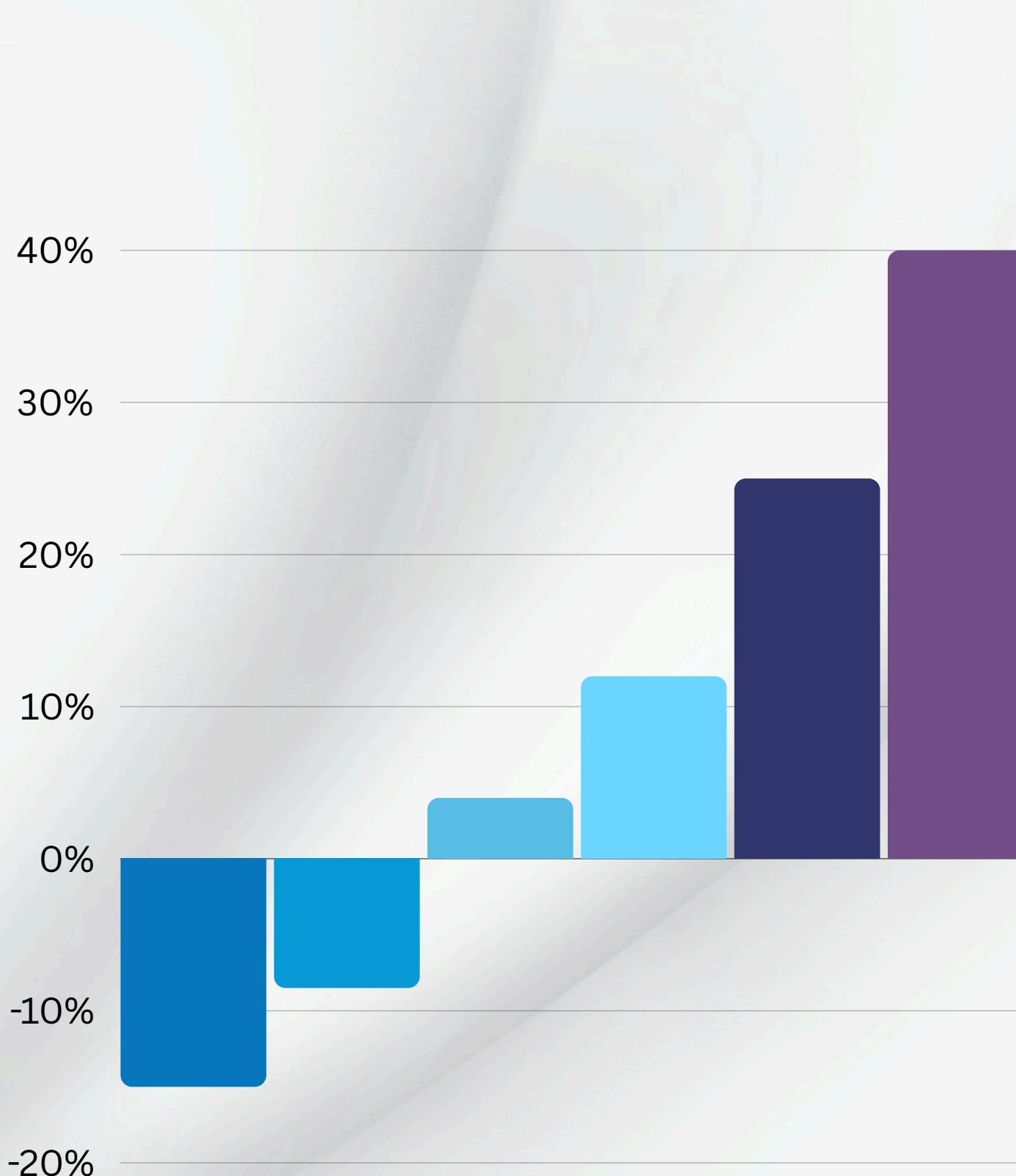


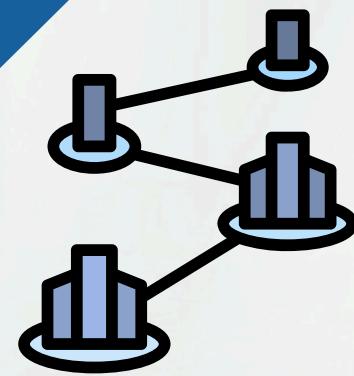
Finance

Duration	Cost	Revenue
6 Months	.96M	.816M
1 year	1.92M	1.68M
2 Years	2.5M	2.3M
4 Years	2.7M	2.835M
5 Years	3.2M	3.48M
6 Year	3.5M	4.1M

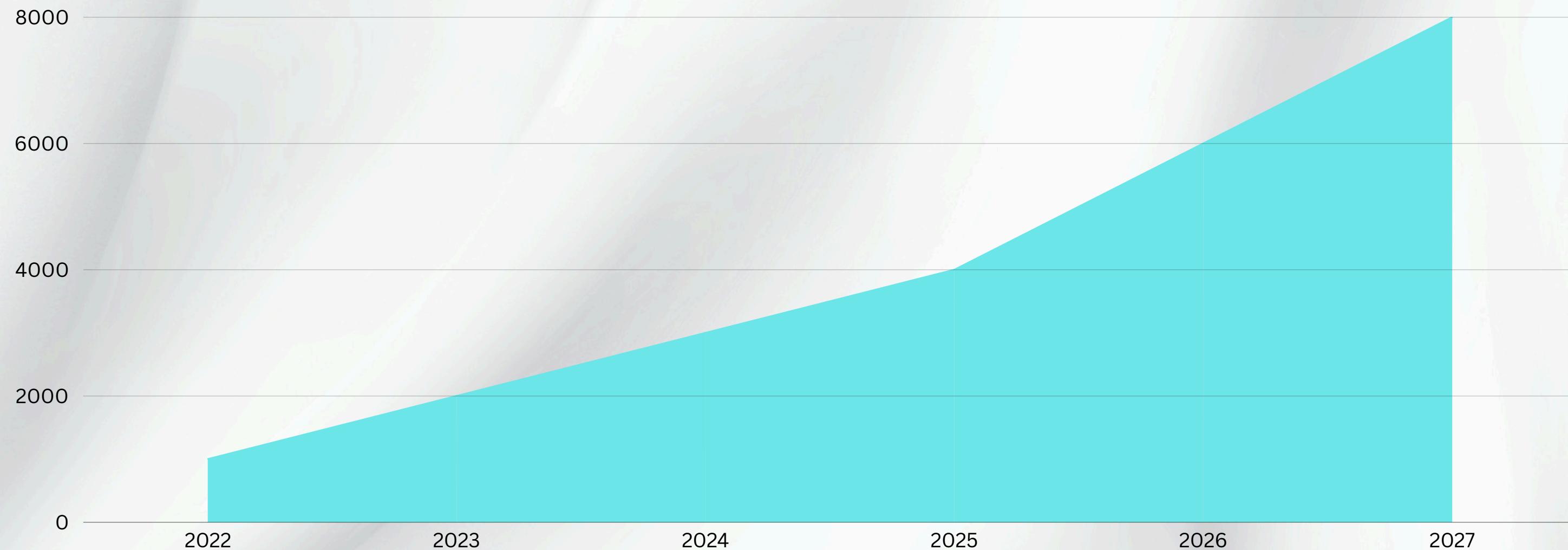


Return On Investment





Scalability



Outline

Milestone	ReTex Established	Collaborate with NGO	Buy Transport Digital Equipment	Expanding Product Range	Launching App service	Expand training program
		2 NGOs	3 type of sorting & printing machine	10+ design & 5+ different type products	ReTex app	10k+ women trained

Pilot Result



Positive

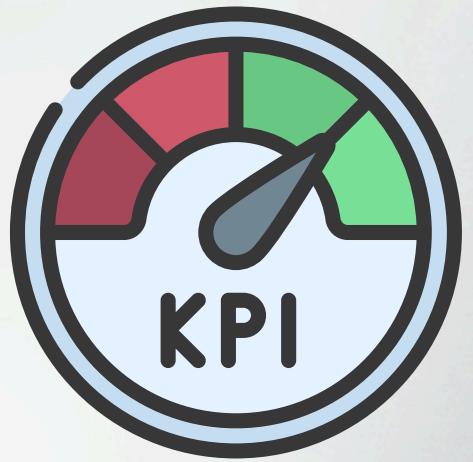
The products are very comfortable with creative designs

78%

Product range should be wider

22%

Negative



Key Performance Indicator

- **Raw material collection rate:** We have collected around **50+** used old clothes as raw materials.
- **Upcycling Efficiency:** Upcycled **30 products**. For more efficiency, the process needs funding.
- **Sales volume:** We have already sold **20 upcycled products**.
- **Customer satisfaction:** Received huge positive reviews from consumers.
- **Social and environmental impact:** Employed 6 women who work from their homes.

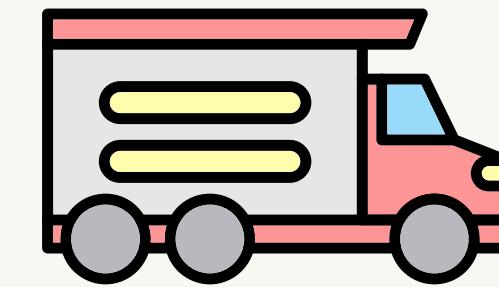


Product Market Fit

CHALLENGES IN CURRENT HANDCRAFT SECTOR



Lack of designers



Raw Material Crisis



Policy Support

Source: The Business Post, 2021

POTENTIAL IN THE SECOND-HAND APPAREL INDUSTRY

- According to ThredUp Resale Report 2019, Second-hand will surpass Fast Fashion globally **within the next 10 Years**.
- In 2020, Bangladesh **exported \$309k** (being 93rd largest exporter) and **imported \$7.12M** (being 80th largest importer) in Used Clothing. (*Source: oec.world, 2023*)

Competitors Analysis

 Local Artisan	 Fashion Brands	 ReText Don't Throw It Out. ReText It
Don't have any concerns about social impact	Negative impact on environment & labour rights	Stronger focus on women empowerment & environmental impact
Personalized production process	Rely on mass production & outsourcing	Sustainable & eco friendly production process
No price scale	Higher price scale	Affordable price range
Packaging: Not Eco-Friendly	Packaging: Not Eco-Friendly	Eco-Friendly Packaging



Business Model Canvas

Key Partners

- NGO
- Manufacturers
- Advisors

Key Activities

- Women Skill Development
- Waste Reduction
- Branding & Promotion
- Product Sale

Value Proposition

- Products
- Laundry & Repairing Service

Key Resources

- Used Clothes as raw materials
- Transport
- Equipment
- Storehouse

Cost Structure

Channels

- Website
- Mobile App

Training Cost
Equipment Cost
Transportation Cost
Raw Materials Cost

- Per Kilo Package
- Value-Based
- Donation
- Exchange-Based

Revenue Stream

- Selling upcycled products
- Online Laundry Service

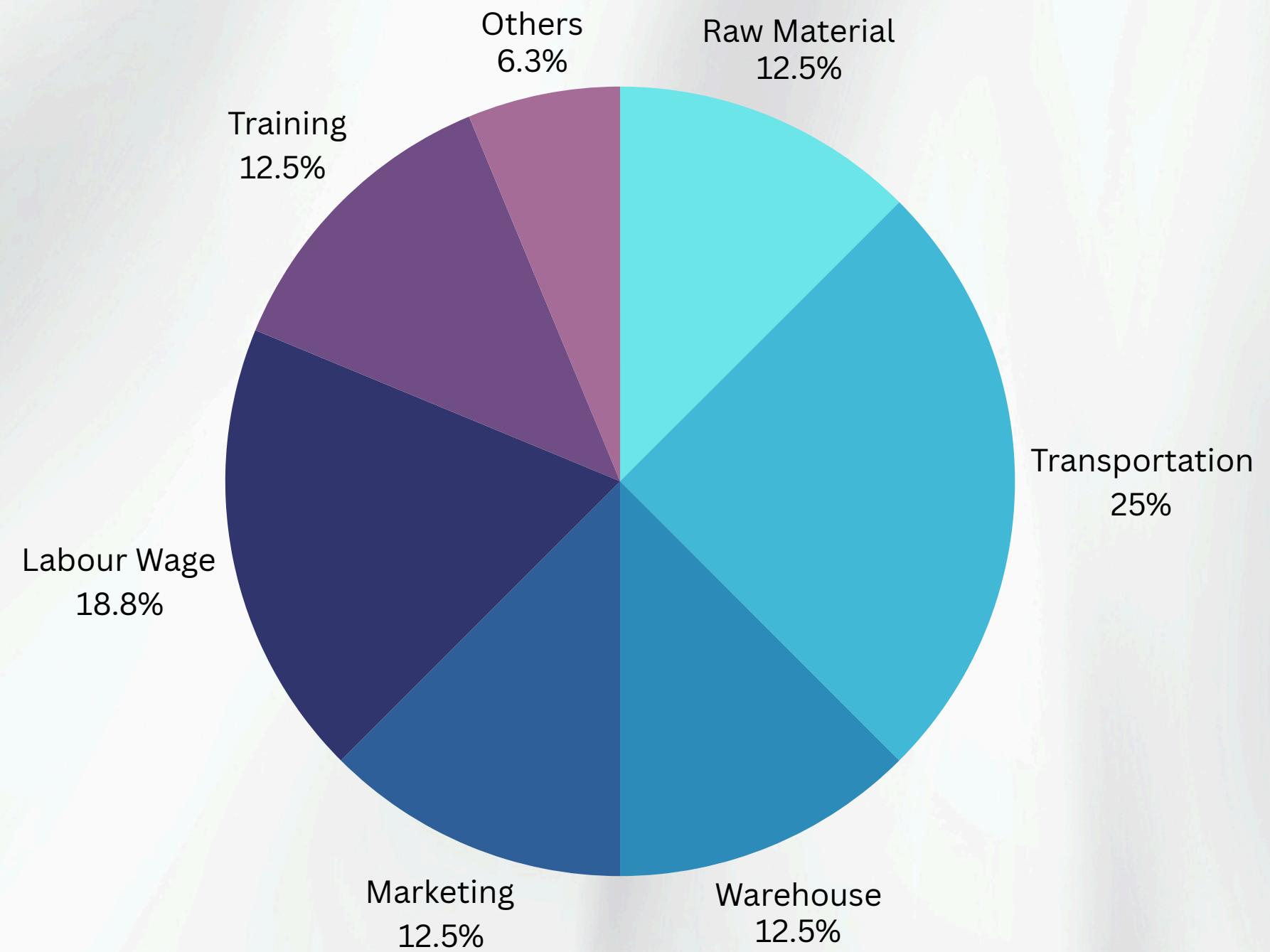
Feasibility



- **Strong Demand:** Growing demand for sustainable fashion products makes our business viable.
- **Low Barriers Entry:** Low capital investment and minimal equipment needed for upcycling makes it feasible to pursue.
- **Social & Environmental Impact:** focus on social and environmental impact can attract customers and investors interested in socially responsible businesses.
- **Scalability:** Scalable business model allows to expand with growing demand.
- **Collaborative Partnership:** Collaborative partnerships with local stakeholders can support and grow business

Financial Breakdown (Estimsted)

Category	Monthly (BDT)	Yearly (BDT)
Raw Material (Unused Clothes)	20k	240k
Transportation	40k	480k
Warehouse Maintanence	20k	240k
Marketing	20k	240k
Training Sessions	20k	240k
Labor Wage	30k	360k
Others	10k	120k
Total	160k	1.92M



Thank you!