

# Maya Business Plan

Bohemian Maternity Wear | Bangalore, India

# MAYA - Bohemian Maternity Wear Brand

## Comprehensive Business Plan

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Brand: Maya

### # 1. MARKET ANALYSIS

#### 1.1 Indian Maternity Wear Market

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Metric | Value

Key growth drivers:

- Rising disposable incomes in Tier 1 & 2 cities
- Social media influence - pregnant women want Instagram-worthy maternity looks
- Shift from "adjusting with loose clothes" to purpose-built maternity wear
- Nuclear families = more personal spending on self
- Work-from-home culture increasing demand for comfortable yet presentable clothing

#### 1.2 Target Customer Persona

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Name: "Priya" - The Conscious Urban Mom

Attribute | Detail

#### 1.3 Competitor Analysis

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Brand | Location | Price Range | Aesthetic | Strengths | Weaknesses

#### 1.4 Market Gap - Maya's Opportunity

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No Indian brand currently occupies the "bohemian artisan maternity" space.

The gap:

- Morph/Momzjoy/Wobbly Walk = functional & affordable but aesthetically basic
- PinkBlush/Western brands = boho but not accessible in India, no artisan craftsmanship
- Boutique Indian brands = beautiful fabrics but NOT maternity-specific (no bump-friendly cuts)

Maya fills the whitespace: Indian artisan craftsmanship (chikankari, block print, hand embroidery) + maternity-specific cuts + bohemian aesthetic + natural fabrics.

### # 2. PRODUCT STRATEGY

## 2.1 Product Categories & SKU Plan

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### Launch Collection (Season 1) - 8 Styles x 3-4 Colors = ~28 SKUs

Category | Styles | Price Range (MRP) | Description

### Season 2 Expansion (Month 6+)

- Maternity jeans/palazzos (Rs.1,999-Rs.2,499)
- Occasion wear - Chanderi silk dresses for baby showers (Rs.3,999-Rs.5,999)
- Maternity photoshoot collection (Rs.2,999-Rs.4,999)
- Postpartum/nursing collection

## 2.2 Fabric Recommendations

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Fabric | Why It Works | Source | Est. Cost/Meter

### Key Fabric Requirements for Maternity:

- Must have: Breathability, softness, no skin irritation
- Preferred: Natural stretch OR generous cut with drawstrings/ties
- Avoid: Stiff fabrics, heavy embellishment over belly area, synthetic blends
- Wash test: All fabrics must be pre-washed/pre-shrunk before cutting

## 2.3 Embroidery & Embellishment Styles

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Style | Origin | Best For | Cost Range | Visual Character

## 2.4 Size Range Strategy

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Size | Bust (inches) | Pre-pregnancy Equiv.

Design principles for bump-friendly cuts:

- Empire waist (gathers under bust, flows over bump)
- Wrap-style closures (adjustable through trimesters)
- Drawstring waists
- Side ruching
- A-line and tent silhouettes
- Elasticated waistbands (hidden)
- Front button plackets (nursing-friendly)

Sizing tip: Guide customers to order their pre-pregnancy size; Maya designs accommodate bump growth.

## # 3. MANUFACTURING & SUPPLY CHAIN

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### 3.1 Fabric Sourcing

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## Bangalore Local Markets

Market | What to Source | Notes

### Out-of-Bangalore Sourcing

Source | Location | What | Est. Cost | Lead Time

### Fabric Cost Summary (Per Meter)

Fabric Type | Budget Grade | Mid Grade | Premium Grade

## 3.2 Tailoring / Manufacturing

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### Bangalore Garment Manufacturing Clusters

Area | Speciality | Notes

### CMT (Cut-Make-Trim) Rates - Bangalore 2025-26

Garment Type | Simple (no embellishment) | With Embroidery/Details | Notes

Tip: For initial runs (50-100 pcs), expect to pay 20-30% premium over bulk rates. Negotiate step-down pricing at 200+ and 500+ quantities.

### Finding Manufacturing Partners

- IndiaMART - Search "garment manufacturing unit Bangalore" for leads
- Just Dial - Local tailoring masters in Rajajinagar, Bommanahalli
- Word of mouth - Bangalore has a strong D2C founder community; ask in WhatsApp groups
- CMAI (Clothing Manufacturers Association of India) - Directory available
- Visit Peenya/Bommanahalli physically - walk the clusters, see quality, negotiate in person

## 3.3 Embroidery Sourcing

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### Chikankari (Lucknow)

Type | Rate/Piece | Turnaround | Quality

How to source: Visit Chowk area in Lucknow or connect through IndiaMART. Many artisan clusters accept orders via WhatsApp. Send cut panels, they embroider and return. MOQ typically 20-50 pieces.

### Machine Embroidery (Bangalore)

Type | Rate/Piece | Notes

### Cost Comparison: Machine vs Hand

Factor | Machine Embroidery | Hand Embroidery

Recommendation for Maya: Use a MIX - machine embroidery for volume pieces (entry-level tops), hand chikankari/mirror work for hero pieces (dresses, occasion wear). This keeps costs manageable while maintaining the

artisan story.

## # 4. COSTING & PRICING

### 4.1 Detailed Cost Breakdown Per Garment

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#### Example 1: Chikankari Cotton Maxi Dress (Hero Product)

Component | Cost

#### Example 2: Block-Printed Cotton Tunic Top

Component | Cost

#### Example 3: Linen Kaftan with Mirror Work

Component | Cost

#### Example 4: Co-ord Set (Top + Palazzo)

Component | Cost

#### Example 5: Chanderi Silk Occasion Dress (Baby Shower Special)

Component | Cost

### 4.2 Pricing Summary & Competitor Comparison

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Category | Maya MRP | Morph Maternity | Momzjoy | PinkBlush (equiv.)

Positioning: Maya sits at a 10-30% premium over Morph/Momzjoy - justified by artisan craftsmanship, natural fabrics, and bohemian design. Still 40-50% below Western boho brands. Sweet spot for the target customer.

## # 5. SUPPLIER DIRECTORY

### 5.1 Fabric Suppliers

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# | Name / Type | Location | Supplies | Est. Rate | MOQ | How to Reach

### 5.2 Tailoring / Manufacturing Units

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# | Name / Type | Location | Service | Est. Rate | MOQ | How to Reach

### 5.3 Embroidery Artisans

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# | Name / Type | Location | Service | Est. Rate | MOQ | How to Reach

## 5.4 Packaging & Labels

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# | Name / Type | Location | Service | Est. Rate | MOQ | How to Reach

### # 6. OPERATIONS PLAN

#### 6.1 Production Workflow

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Total cycle from design to live: ~12-14 weeks for new collection.

#### 6.2 Initial Inventory Strategy

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Start LEAN:

Phase | Quantity Per Style | Total SKUs | Total Pieces

Size ratio per 50 pieces: XS: 4 | S: 10 | M: 15 | L: 12 | XL: 6 | XXL: 3

Dead stock strategy: Offer "Last Few" section at 20% off. If still unsold after 3 months, run flash sale at 40% off. Never go beyond 40% - protects brand.

#### 6.3 Warehouse & Storage

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Phase 1 (Month 1-6): Home / Small Room

- A spare room or portion of the founder's home
- Cost: Rs.0-Rs.5,000/month
- Need: garment racks, shelving, packing table, good lighting for photos
- 250-700 pieces easily fits in a 10x10 room

Phase 2 (Month 6-12): Shared Warehouse

- Co-warehousing in Bommanahalli / Electronic City area
- Cost: Rs.8,000-Rs.15,000/month for 200-400 sq ft
- Or use a 3PL (Shiprocket Fulfillment, Delhivery Direct)

#### 6.4 Shipping Partners

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Partner | Service | Rates (approx.) | Best For

Recommendation: Start with Shiprocket - auto-selects cheapest courier per pincode. Free plan available. Integrates with Shopify in 10 minutes.

Shipping policy:

- Free shipping above Rs.1,999 (encourages higher AOV)
- Flat Rs.99 shipping below Rs.1,999
- Prepaid discount of Rs.50 (reduces COD risk)

#### 6.5 Returns Handling

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- Return window: 7 days (maternity wear is intimate; keep it tight)
- Exchange encouraged over refund - offer free exchange shipping
- No returns on: Sale items, items with tags removed
- Expected return rate: 8-15% (industry standard for online fashion)
- Process: Customer initiates -> pickup scheduled via Shiprocket -> QC on return -> restock or damage write-off
- Budget 5% of revenue for returns/damages

## # 7. GO-TO-MARKET STRATEGY

### 7.1 D2C Website - mayamama.com

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Platform: Shopify (recommended for Indian D2C)

- Plan: Basic Shopify (Rs.1,994/month or ~\$24)
- Payment: Razorpay integration (2% fee)
- Essential apps: Shiprocket, WhatsApp chat (Zoko/Wati), Reviews (Judge.me), Email (Klaviyo)

Website must-haves:

- Beautiful lifestyle photography (maternity models in nature/boho settings)
- Size guide with bump measurement instructions
- "Shop by trimester" navigation
- "The Maya Story" - founder story, artisan connections
- Blog: pregnancy style tips, artisan spotlights

### 7.2 Instagram Strategy

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Handle: @mayamama.in (or @shopmaya.in)

Content pillars:

Posting cadence: 4-5 feed posts/week + daily stories + 3 reels/week

Hashtag strategy: #maternityfashion #bohomaternity #pregnancystyle #maternitywear #indianmaternitywear #bumpstyle #maternityindia #bohopregnancy #handcraftedmaternity

Growth tactics:

- Collab posts with maternity influencers
- "Tag a mom-to-be" giveaways
- Pregnancy announcement styling guides (shareable content)
- Pinterest cross-posting (high intent for maternity shopping)

### 7.3 Influencer Marketing

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Tier strategy:

Tier | Followers | Cost | Expected ROI | Qty/Month

Target influencers (types):

- Maternity & parenting: pregnancy journey creators
- Sustainable fashion: eco-conscious style creators
- Bangalore lifestyle: local city influencers
- Boho/indie fashion: general boho aesthetic creators

Budget: Rs.30,000-Rs.50,000/month for first 3 months (mostly nano + micro)

## 7.4 Marketplace Strategy

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Phase 1 (Month 1-3): D2C only (mayamama.com). Build brand, collect reviews, iterate on product.

Phase 2 (Month 4-6): Add Myntra (best for fashion discovery in India)

- Myntra commission: 25-35% (high, but massive reach)
- List bestsellers only; keep exclusive designs for D2C

Phase 3 (Month 6-12): Add Ajio (boho/indie audience fits well) and Amazon (volume play)

- Amazon commission: 17-22%
- Ajio: 25-30%

Rule: Always price 10% higher on marketplaces vs D2C site to protect direct margins and incentivize website purchases.

## 7.5 Initial Launch Budget

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Item | One-time | Monthly | Notes

## 7.6 First 90 Days Plan

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### Days 1-30: Pre-Launch

- [ ] Finalize 8 hero designs with tech packs
- [ ] Source fabrics from 2-3 suppliers (Chickpet + Tirupur + Jaipur)
- [ ] Find and onboard manufacturing partner (Bommanahalli or Rajajinagar)
- [ ] Order first samples (1 pc per style)
- [ ] Order labels and packaging
- [ ] Set up Shopify store with placeholder content
- [ ] Start Instagram account; post 3x/week (behind-the-scenes of brand creation)
- [ ] Build pre-launch waitlist via Instagram + landing page

### Days 31-60: Production & Content

- [ ] Approve samples; begin production run (250 pieces)
- [ ] Conduct photoshoot with pregnant model
- [ ] Build out full website (product pages, about, size guide)
- [ ] Identify and reach out to 20 nano-influencers
- [ ] Set up Shiprocket + Razorpay
- [ ] Create email welcome sequence (Klaviyo)
- [ ] Ramp up Instagram to 5x/week + daily stories
- [ ] Soft launch to friends, family, waitlist (feedback loop)

### Days 61-90: Launch & Learn

- [ ] HARD LAUNCH - announce on Instagram, send to influencers, activate ads
- [ ] Launch week: daily Instagram lives, stories, countdowns
- [ ] Send product to 10-15 nano-influencers
- [ ] Run Rs.20,000 Instagram ad campaign (traffic + conversions)

- [ ] Monitor: what styles sell, what sizes move, customer feedback
- [ ] Reorder bestsellers immediately (don't wait until stockout)
- [ ] Collect and showcase customer reviews/photos
- [ ] Begin planning Season 2 collection based on learnings

Target: 50-100 orders in first 30 days of launch (Month 3 overall)

## # 8. FINANCIAL PROJECTIONS

### 8.1 Startup Costs (First 6 Months)

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Category | Amount

### 8.2 Monthly Operating Costs (Steady State, Month 4+)

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Category | Monthly Cost

### 8.3 Revenue Projections (Month 1-12)

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Assumptions:

- Average order value (AOV): Rs.2,800
- Average COGS per order: Rs.1,200 (including packaging/shipping)
- Gross margin: ~57%
- Monthly growth rate: 25-30% (aggressive but achievable for D2C launch)

Month | Orders | Revenue | COGS | Gross Profit | Fixed Opex | Net Profit

Year 1 Revenue: ~Rs.87 Lakhs (~\$10,400 USD/month by Month 12)

### 8.4 Break-Even Analysis

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Metric | Value

### 8.5 Key Metrics to Track

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Metric | Target (Month 6) | Target (Month 12)

## # 9. RISK FACTORS & MITIGATION

Risk | Likelihood | Impact | Mitigation

## # 10. SUMMARY & NEXT STEPS

### The Maya Opportunity

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India has 24 million births/year. Urban, style-conscious mothers are an underserved segment - existing maternity brands

are functional but aesthetically uninspiring. No Indian brand owns the "bohemian artisan maternity" space. Maya can be the PinkBlush of India, but with an authentic Indian artisan story.

## Immediate Action Items (This Month)

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1. Register business - Sole proprietorship or LLP; get GST registration

## Capital Required

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Scenario | Amount | Notes

Recommendation: Start with Rs.12-15 Lakhs. This gives you enough runway for 2 production cycles and 6 months of marketing while you find product-market fit.

This business plan was prepared in February 2026. Market rates and supplier information should be verified with current quotes before placing orders. All financial projections are estimates based on industry benchmarks and should be treated as directional, not guaranteed.

Maya - Earth. Body. Bloom. ?