



# GAMUSA

BRINGING THE TRADITION ONLINE

[www.gamusagogamukh.in](http://www.gamusagogamukh.in)



# What is Gamosa?



- A Gamosa is a cherished **traditional textile** pattern hailing from **Assam**, India. Typically a rectangular piece of fabric, it boasts a pristine white canvas adorned with a vibrant red border on three sides and intricate red woven motifs on the fourth. Beyond being a mere cloth, the Gamosa serves as a poignant symbol, encapsulating the **cultural richness** of Assam. Often paired with traditional attire crafted from exquisite materials like **Muga**, **Paat**, and **Silk**—produced organically in the rural landscapes of Assam—this textile tradition adds a touch of **heritage** to everyday wear. While the offline market for Assamese traditional attire flourishes, there exists a **notable gap in the online domain**. Recognizing this void, I see a promising opportunity to bring this cultural legacy to a broader audience through the online platform.



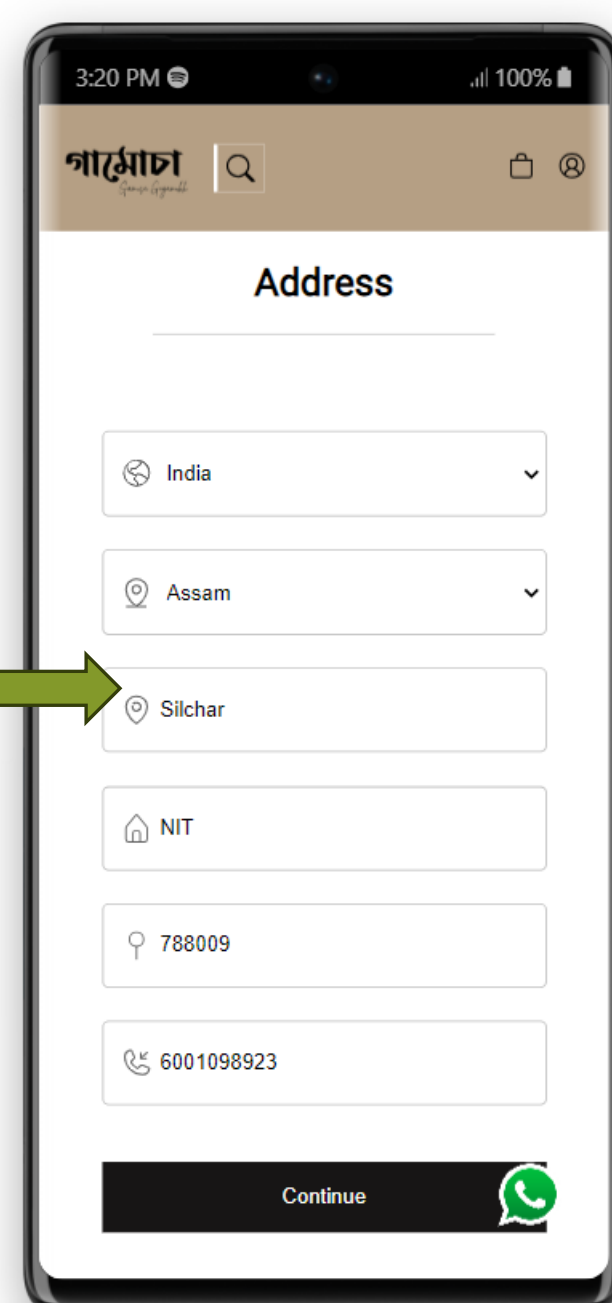
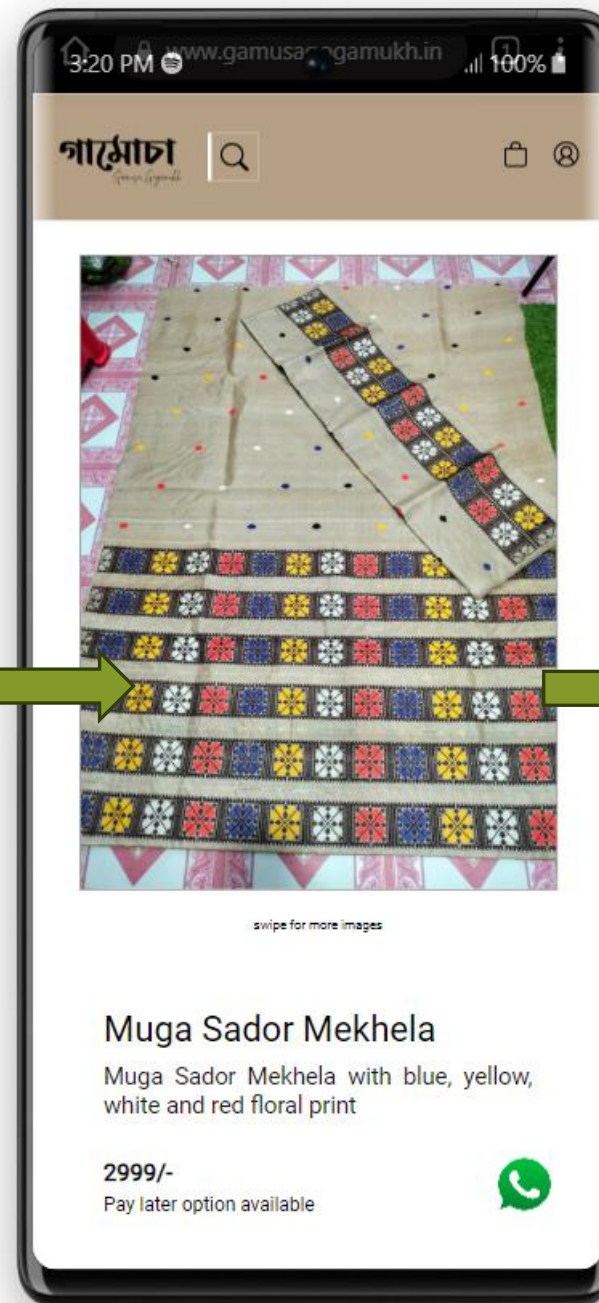
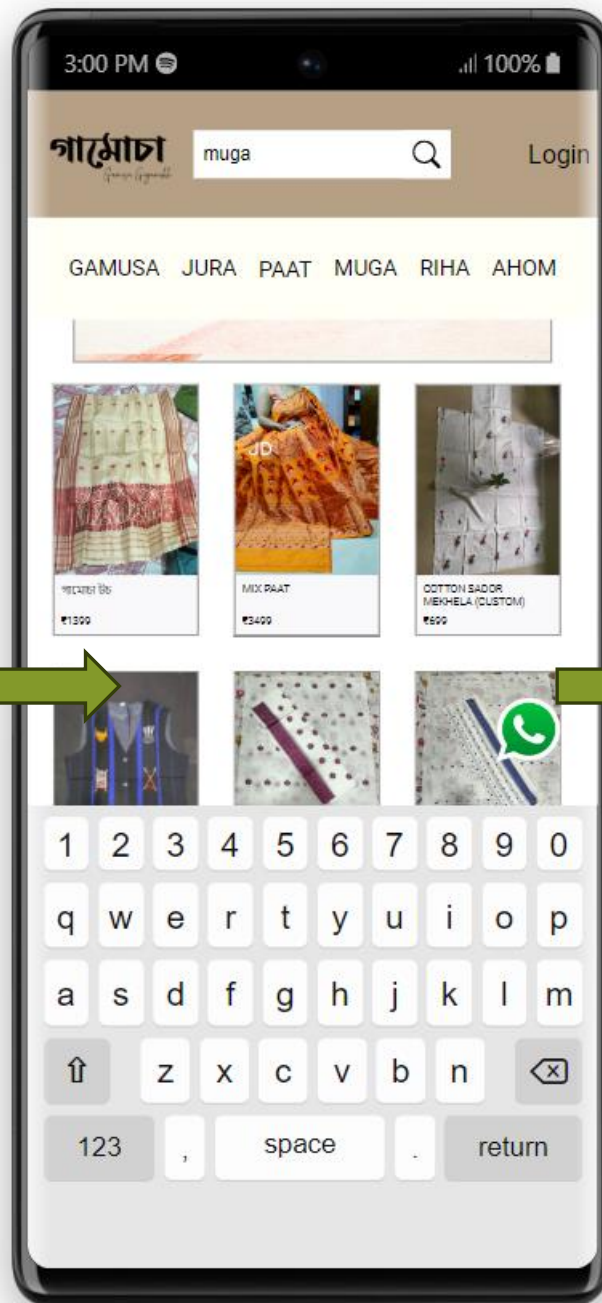
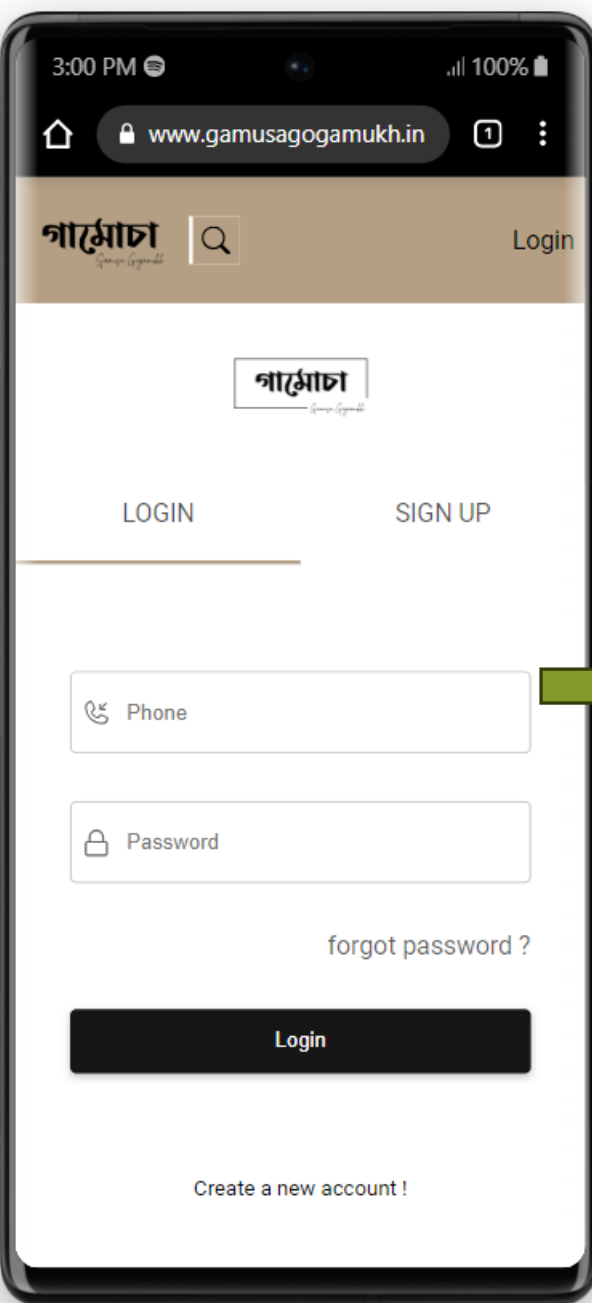
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Introducing Gamusa, a unique **e-commerce platform** poised to revolutionize the market for **authentic Assamese traditional attire**. Our online marketplace is dedicated to showcasing the timeless beauty of Assamese traditional clothes. At Gamusa, we go beyond offering a mere product; we present a cultural experience, allowing customers to immerse themselves in the rich heritage of Assam through our curated collection of traditional attire. The garments, meticulously crafted from **premium materials** like **Muga, Paat, and Silk**, sourced organically from rural Assam, exude both elegance and sustainability.

With a significant **gap in the online market** for Assamese traditional attire, Gamusa seizes a **lucrative opportunity for investment**. Our platform stands as a testament to the fusion of **tradition and technology**, making cultural richness accessible to a global audience. By investing in Gamusa, you're not just supporting a business; you're becoming a key player in preserving and promoting the cultural legacy of Assam. Join us on this journey as we redefine the online retail landscape for authentic Assamese traditional attire

Image: homepage of our website





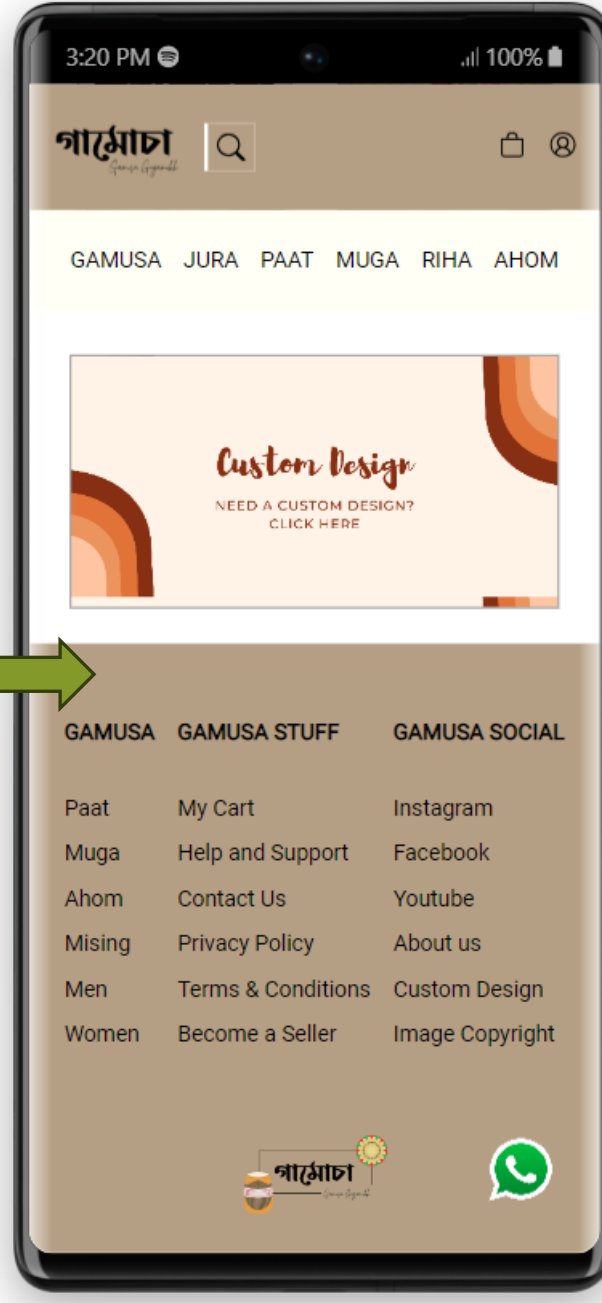
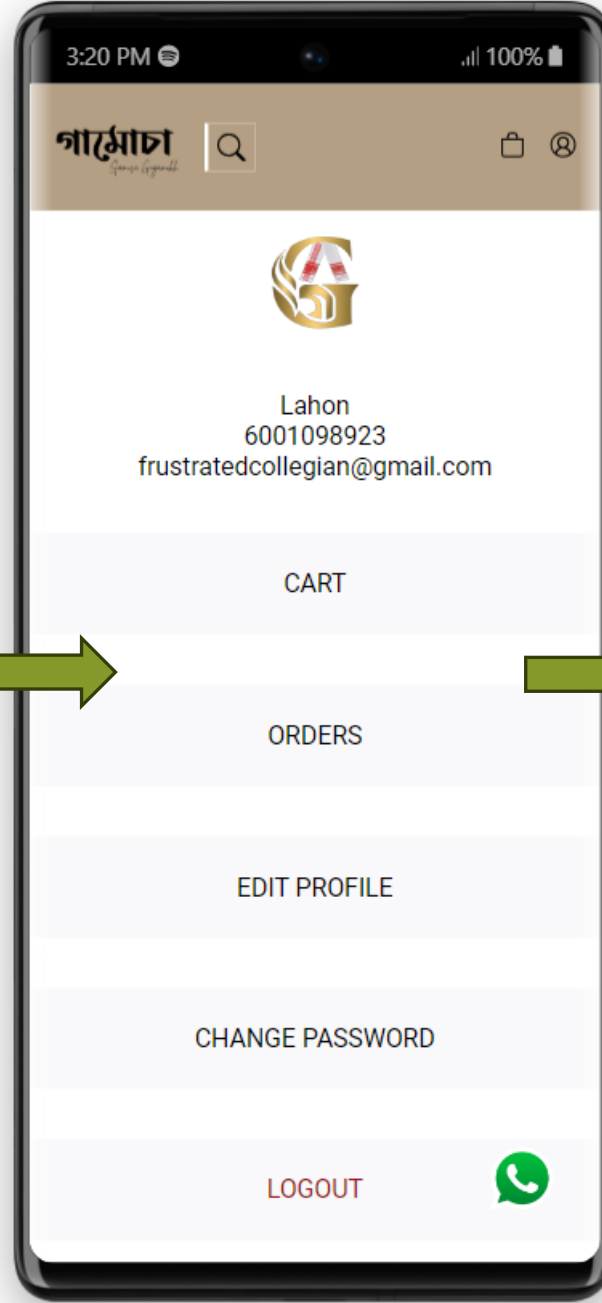
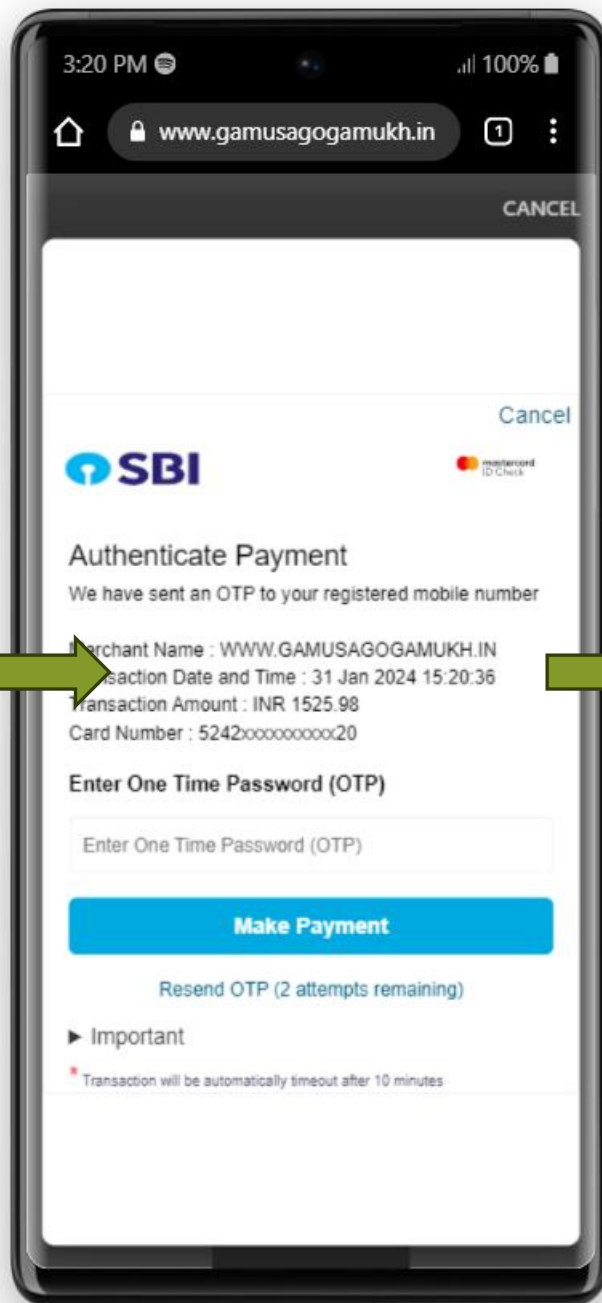
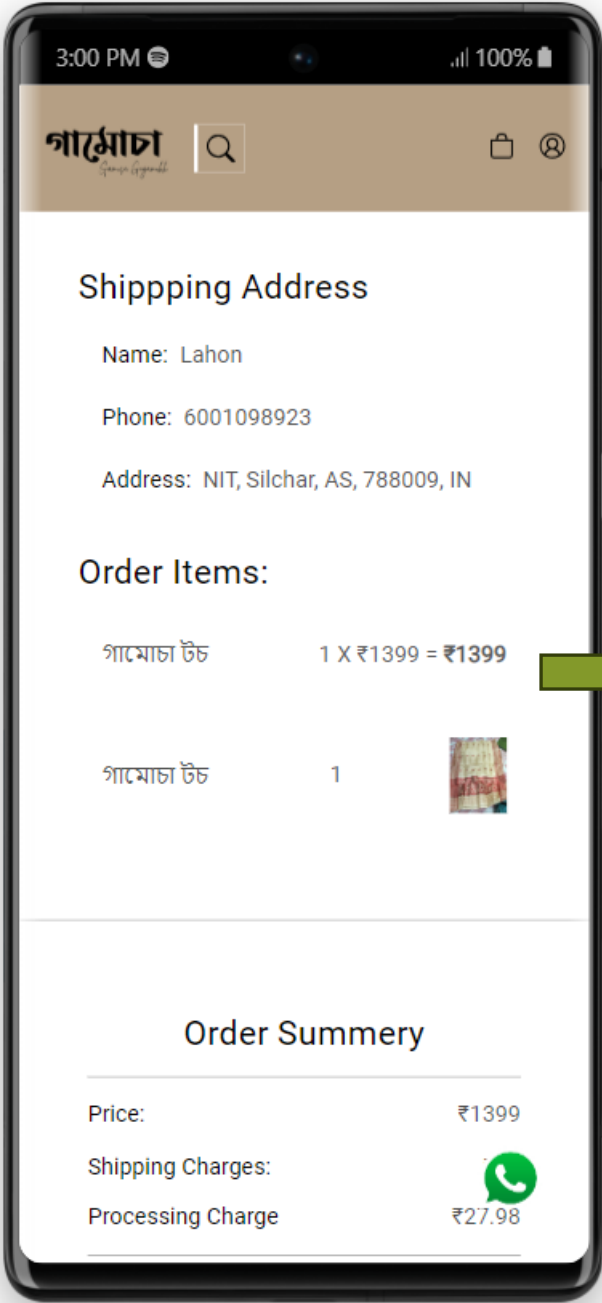
Easy sign-up/sign In

Search your attire

Check images and desc

Add your shipping addr.





Review your purchase

Pay securely

Manage your account

Explore more

### Key Partners

Gamusa gogamukh production house and other production houses

amateur producers and individual sellers and third party vendors

courier services and supply chain partners

Digital Marketing agencies and social media influencers and models

### Key Resources

Product Sourcing

Inventory Management

Supplier Relationship management

Website Management

Quality Control

Marketing and Customer acquisition

Logistic and Fulfilment

Payment Processing

Customer Support

Legal and Compliance

### Value Propositions

Authenticity and Cultural Heritage

Wide variety of Traditional Attire

Quality assurance

Sustainable and Organic Sourcing

Exclusive and Unique Products

Convenience of Online Shopping

Supporting Local Communities

Customisation and Personalisation

Efficient Product Delivery

### Customer Relationships

Personalised customer support

User Friendly platform and Seamless UI

Communication Channels

Feedback and Rating

Community Engagement

Post Purchase Engagement

### Channels

website, Progressive web app, social media, SEO, Referrals, customers

### Customer Segments

Assamese Diaspora

Global enthusiast of Cultural apparel

Local customers in Assam

Fashion enthusiasts

Gift Shoppers

Cultural and Artistic Communities

Educational and Cultural Institutions

Wedding planners and Event organisers

### Cost Structure

**Sourcing cost** is minimised as we purchase from the production houses directly, without involving any middleman

1000/-

**Operational cost** includes website maintenance, customer acquisition cost and partnership costs

200/-

**Logistic and Shipping cost** includes cost of packaging and delivering products from production house to customers

100/-

### Revenue Streams

Main revenue comes from **Product Sales**. The net profit for a product sale is 27.28% on average

1800/-

**Commissions** from individual producers who features their products on the website, 3% per order

### **Competitors:**

In the current landscape of the online Assamese traditional attire market, there is a notable scarcity of competitors. Some **existing platforms lack an elegant design**, compromising the overall user experience and **casting doubt on the authenticity** of their products. On the flip side, certain websites exude sophistication but come with **exorbitant price tags**. Gamusa strategically positions itself as the bridge between these two extremes. ***Our platform not only boasts an aesthetically pleasing website for a superior user experience but also ensures competitive pricing,*** thereby fulfilling the dual promise of elegance and affordability for utmost customer satisfaction.

### **Opportunities:**

**Branding Products:** Procuring authentic Assamese traditional attire directly from production houses and marketing them under our brand name enhances product identity and customer trust.

**Retail Expansion:** Creating an exclusive brand identity allows for potential expansion into related product lines or collaborations.

**Collaborating with Production Houses:** Offering a platform for production houses to showcase and sell their products broadens the scope of available traditional attire, fostering partnerships within the industry.

**Diverse Product Range:** By facilitating the sale of products from various production houses, Gamusa becomes a comprehensive hub for diverse and authentic Assamese attire.

Empowering Individual Producers:

**Inclusion of Village Producers:** Providing a space for individual producers from villages to feature and sell their creations not only supports local artisans but also adds a unique and diverse selection to the platform.

**Community Empowerment:** Empowering individual producers contributes to the socio-economic development of rural communities, aligning with sustainable and inclusive business practices.

**District-Level Agents:** Recruiting agents from each district to manage products from local sellers establishes a regional presence, ensuring a more personalized approach.

**Cultural Sensitivity:** Local agents can offer insights into regional preferences, enabling the platform to cater to diverse tastes across different districts.



Thank you sincerely for dedicating your time and attention to our presentation. We are on the lookout for **strategic investment partners** who can propel our expansion into the thriving online market of Assamese Traditional Attire. This investment will not only support our technological infrastructure enhancement but also contribute to the heightened promotion of the Gamusa brand. In line with our mission of preserving Assamese traditional attire, we are enthusiastic about exploring strategic partnerships and establishing district agents.

Furthermore, our platform is open to collaboration with individual sellers who share our commitment to showcasing authentic Assamese traditional attire. Whether you are an **investor, potential partner, district agent, or seller**, if you resonate with our vision, we are eager to engage in further discussions.

We extend a warm invitation for you to connect with us as we embark on this journey. Your valuable insights and potential collaboration are integral to our mission's success. For additional information, discussions, or due diligence, please do not hesitate to contact us via email at [gamusagogamukh@gmail.com](mailto:gamusagogamukh@gmail.com) or by phone at [6001098923](tel:6001098923). We anticipate the prospect of working together to position Gamusa as a premier platform for authentic Assamese traditional attire.



Business: Gamusa Gogamukh (online)

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