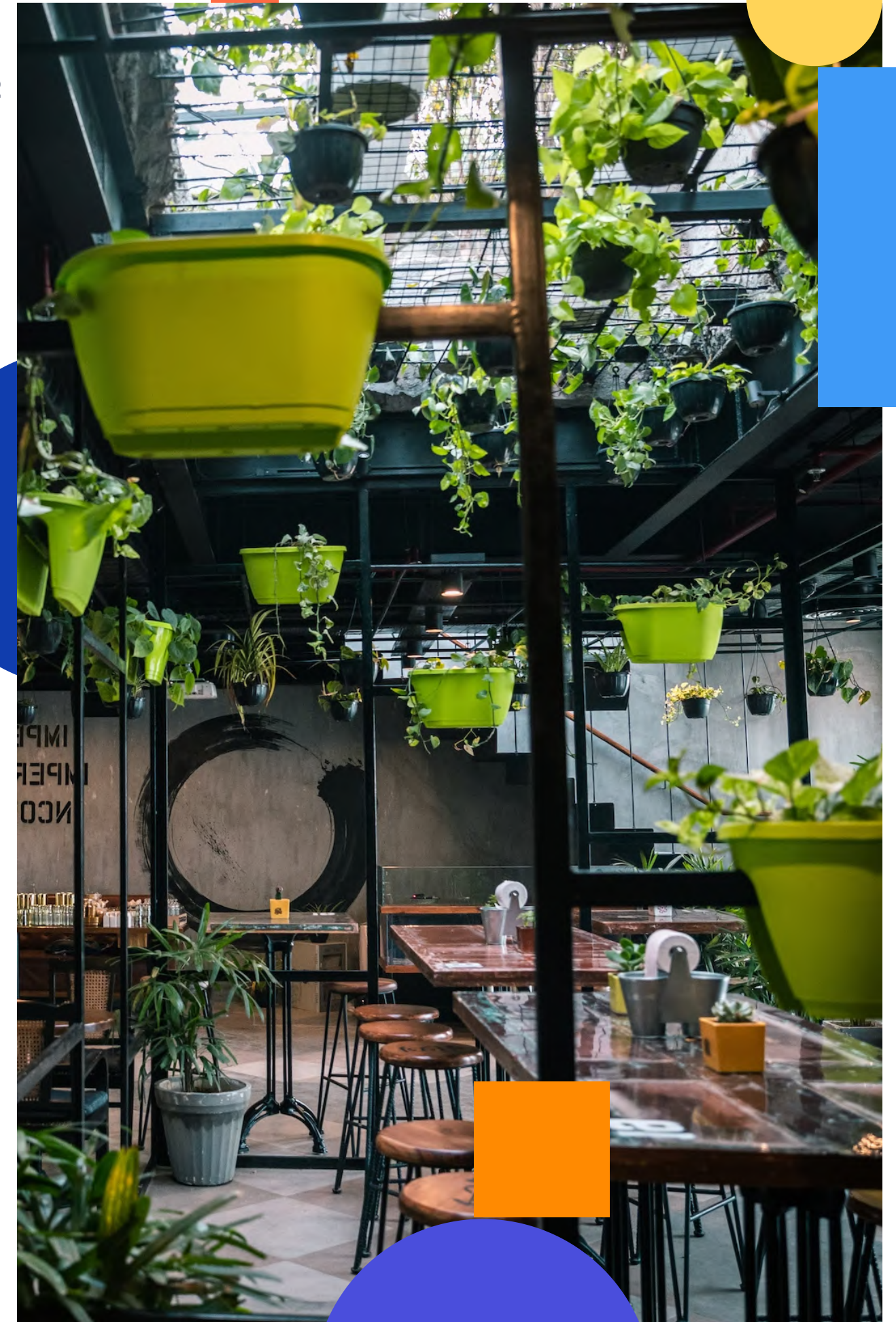


COS' HM

DECEMBER 2022

COS' HM Business Pitch



COS' HM



Fact sheet

– we believe in hard work which improves our products, empowers our customers, and expands our reach.

But this is only the beginning. It is our goal to use platforms not only to grow as a business, but also to shine a light on important humanitarian issues like climate change and equality.

A	Founded	June 2022
B	Brand Owned By	Yhimito National
C	Headquarters	Sagar(M.P), India
D	Employees	6
E	Outlet store count	1 & more to open
F	Revenue in 2.5 Months of launch	₹ 1 lac+
G	Brands Partner	15+
H	Median customer spend	₹1.5k



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VISION AND VALUE PROPOSITION

COS'HM is an Indian-based online marketplace for handmade and organic cosmetics. We are your source for pure organic handmade cosmetics that nourish and nurture your body.

COS'HM





The Problem

TIME TO SHOW WHAT THE PROBLEM IS IN THE MARKET



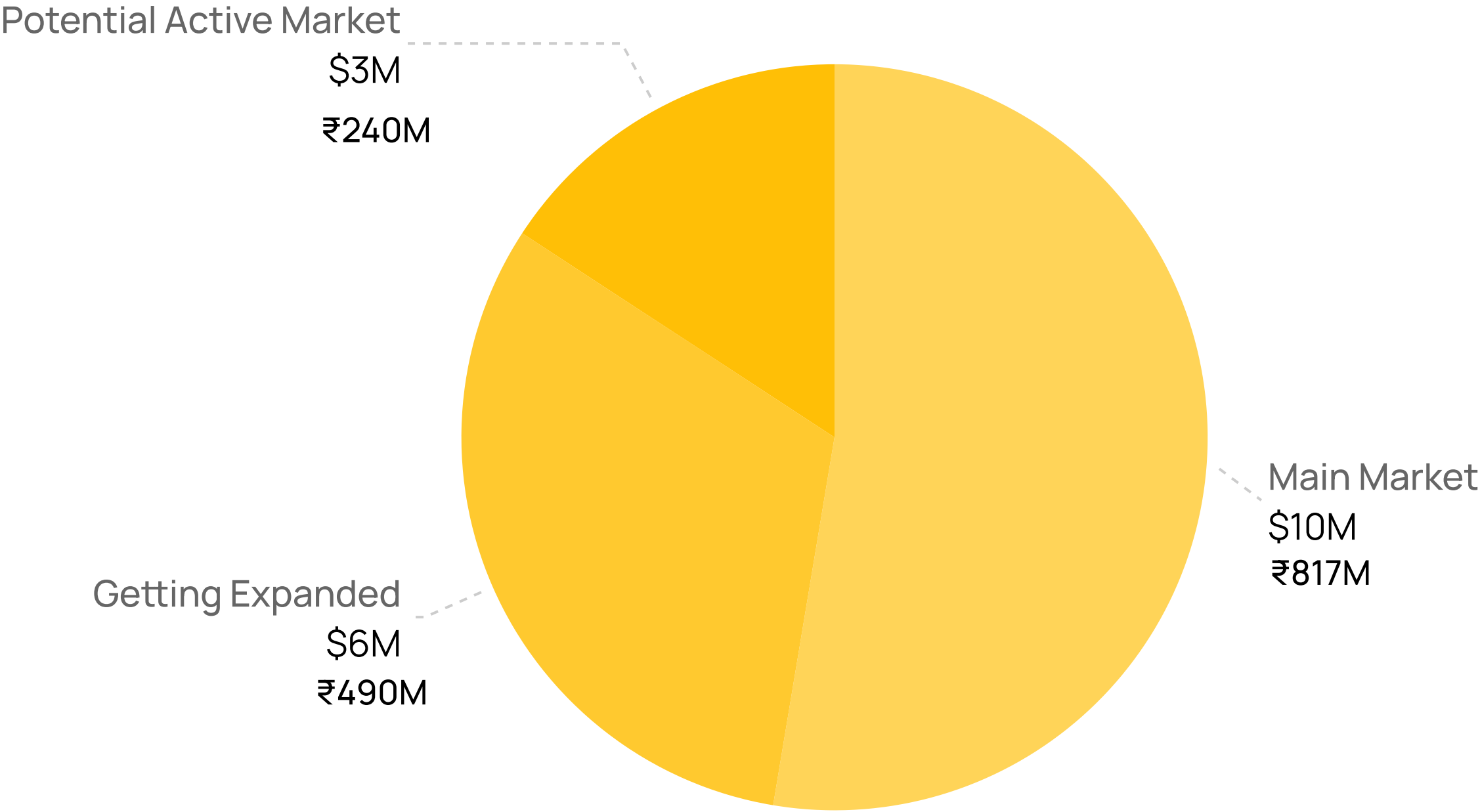
Authentic, Organic, Favorite.

The problem faced and the impact it is having on people's lives is the customer's valuable time being wasted...! They can't trust and find the product they want.



The current market

The market share with right now. Demonstrate your understanding of the broader landscape and where we could take a piece of the pie.

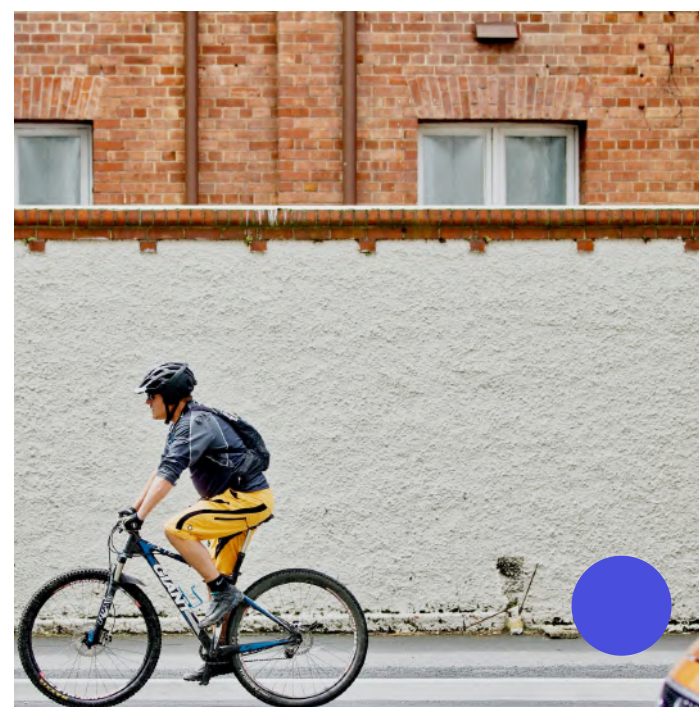


Target market



AGE

Millennials! Are more partial to avocado toast.



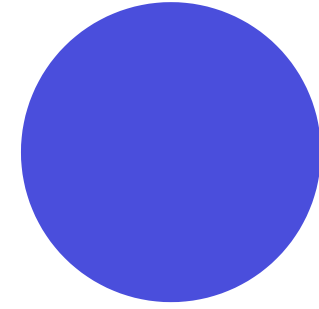
INTERESTS

Our target is those who know the value on organic products



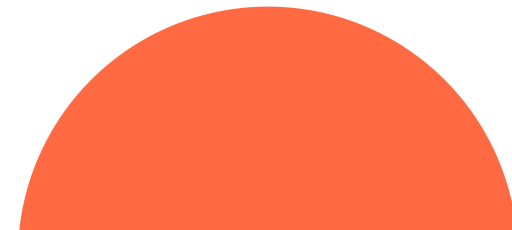
LOCATION

They city-based and mostly online? Or suburbanites on the hunt for the perfect couch?



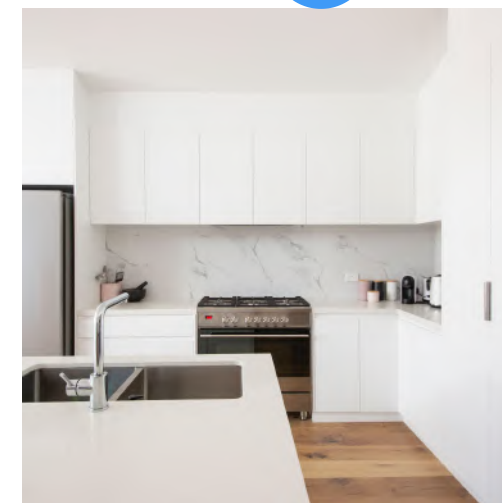
The Solution

TIME TO SHOW WHY YOUR PRODUCT OR SERVICE IS THE ANSWER



IDENTIFY THE SOLUTION

Let's get into the nitty-gritty details of our product and service. What we are offering, and why is it going to be the next big thing?



Features and Benefits

GROUND-BREAKING FEATURE NO.1

We are the one stop place for their all
cosmetic needs


EARTH-SHATTERING FEATURE NO.2

We are focussed only in cosmetics

LIFE-CHANGING
FEATURE NO.3

Trying to give eco-friendly life

Offers




Bare Necessities
Handmade Products

Shipping Now

Zero waste
100% natural

Up to 30% off
On Bare Necessities




BlushBee™
ORGANIC BEAUTY
PREMIUM MAKE UP SERIES

50% OFF

BUY NOW WWW.COSHM.COM

Up to 50% off
On Organic Makeup



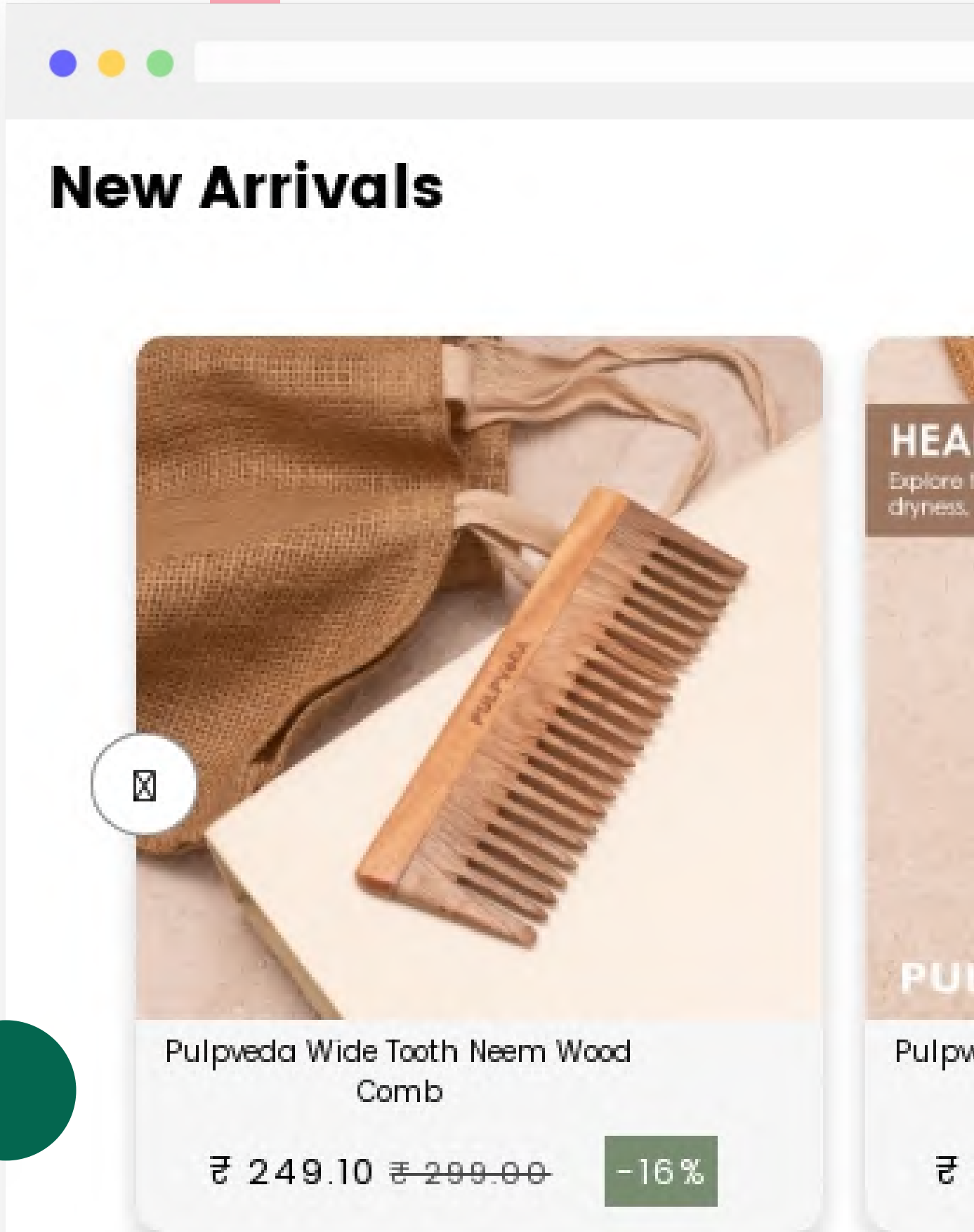
Latitude 24
Flash Sale

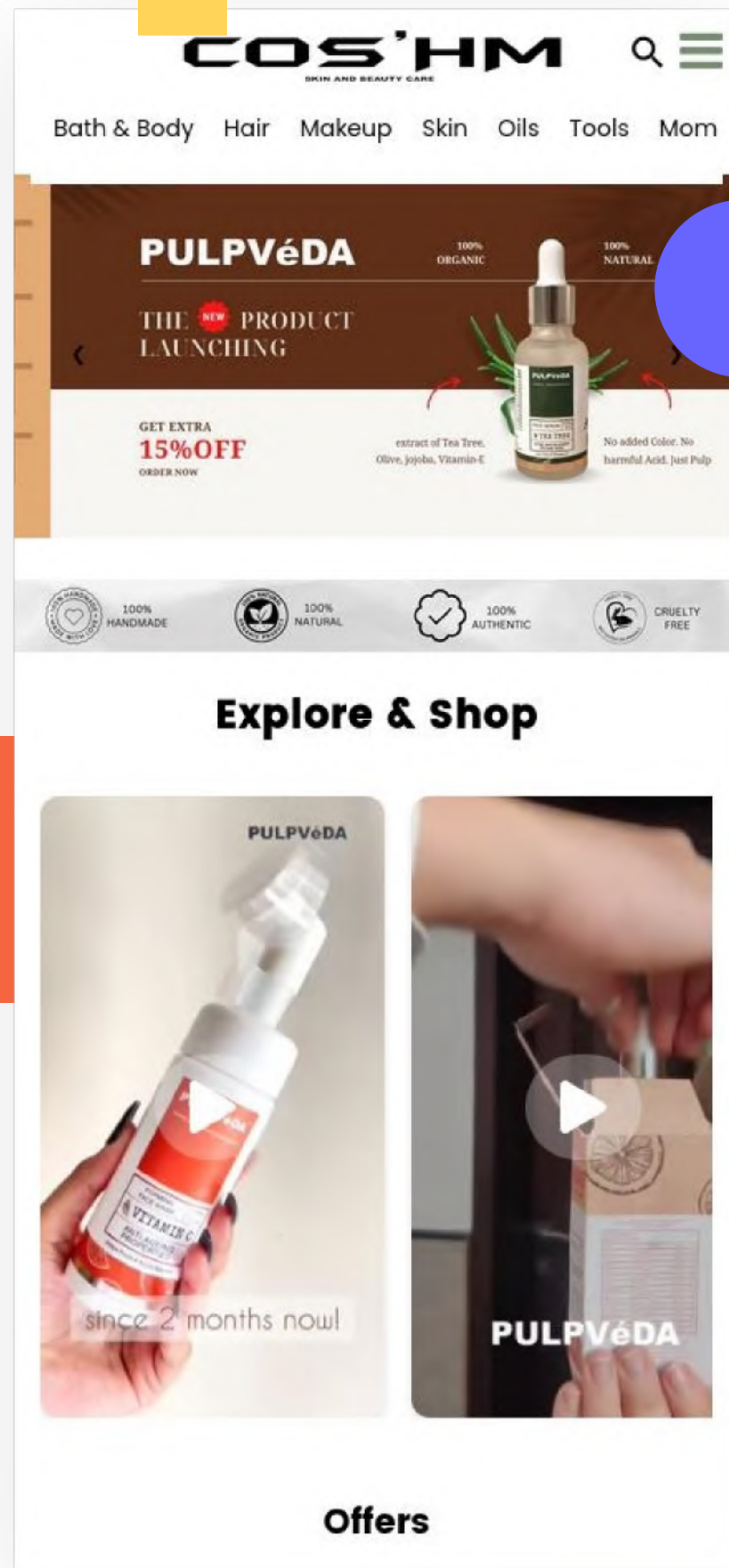
Get discount up to
30% OFF
All item | Free Shipping
USE CODE : LATITUDE30

Get 30% off
On Latitude 27.

Features and Benefits

GROUND-BREAKING FEATURE NO.1	Try to connect the best brands with buyer
EARTH-SHATTERING FEATURE NO.2	Offers best prices to the buyer
LIFE-CHANGING FEATURE NO.3	Give option for try & buy





Customer Case Study

Customer

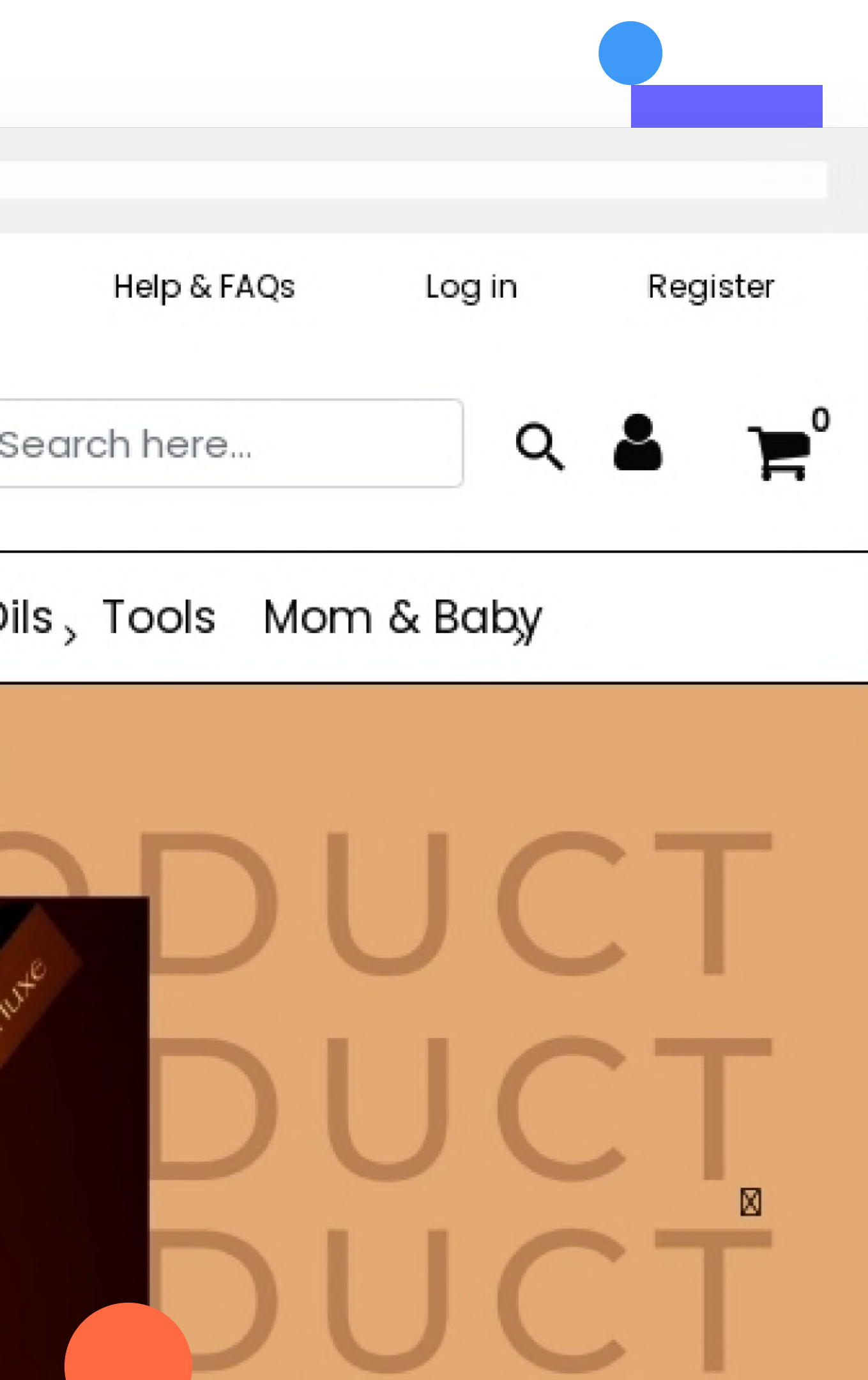
Kriti , Valuable customer at COS' HM retail store.

Problem

With Kriti's busy schedule, she was not able to find the best product for her skin. She got many options online but doesn't trust how the product is actually in reality

Solution

At COS' HM,She got all those options to feel & try out the product live, and got more new options. The main advantage was she got all products in one place with better offerings.



Competitive Advantages

LIST THE REASONS

01

Five-star customer service

02

An innovative interface for user

03

Never-before-seen product with better offerings

04

The best part is free from harmful chemicals and authentic.

05

Especially focussed in cosmetics.

The building pillars.

01

BE SUSTAINABLE

Partnering with brands who work towards a sustainable and eco-friendly life.

02

BE ORGANIC

This one's been around forever. Yes, they're trustworthy.

03

BE CRUELTY-FREE

Cruelty-free is a label for products that do not harm or kill animals anywhere in the world, not tested on animals.

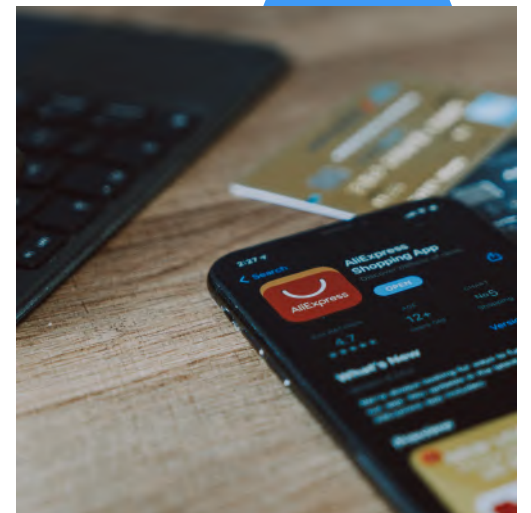
04

BE VEGAN

Vegan refers to any cosmetics formulated without ingredients produced by or derived from animals

Revenue Model

At COS' HM we work on 3 different modes with brands. We are focused on both Online as well as Offline Retail Store chains pan-India, setting up a sustainable business model, and meeting those ambitious future targets.



Steps of Your Revenue Model

01



MAIN REVENUE SOURCE

Wr are focused in both online as well as offline market

02



PRICING STRUCTURE

We try to offer best products at best price with try & buy option.

03



LONG-TERM SUSTAINABILITY

In this revolving industry, we are trying to find a sustainable and eco-friendly way to live.

* FINDING THE BALANCE

FULFILLMENT HOUSE/ RETAIL
STORES



Going forward, we intend to grow our product and location range to allow us to foster new sustainability initiatives though our idea, a newly created not-only-for-business brand.

Milestones

JULY 2022

On your marks... we found this startup on border few brands, and launched the website.

OCT 2022

This incredible business is gaining traction and quickly launched our first retail outlet.

SEP 2022

Hello, world! Launch day. Got more brands onboarded and made changes to the website.

NOV 2022

10+ brands onboard! Start making sales and planing our five-year milestone because the party is going to be huge.

Contact



E - MAIL

support@coshm.com
trycoshm@gmail.com

ADDRESS

Yhimito National
Medical Collage Road
Sagar (M.P)
INDIA

PHONE

+91 7582001888
+91 9770923032
+91 8277998896