

ROOH

JOURNEY TO
ETERNITY



WORDS WE LIVE BY



'There is no such thing as 'AWAY'. When we throw anything away, it must go somewhere'





Rooh- A journey to Eternity



Donate what you dont want and let us do the magic

Contact us to donate or give away what you dont want anymore- your clothes,furniture,tiles,bottles or anything come what may and we will do the magic. How? By upcycling them. Refurbishing and repurposing them. Customisations are also possible.

A chance to be the new 'SUSTAINABLE HERO

Buy an upcycled garment or any item and win a chance to be visible and known as the new 'Sustainability hero'. We give you all recognition and love you deserve for doing good to the world, environment and everything around you. DM us NOW!



Why ROOH?

With ROOH you can be trendy while being sustainable for pockets as well as the environment and embark yourself on the journey towards eternity of the things and the environment



Inclusive sizing

Transparent production

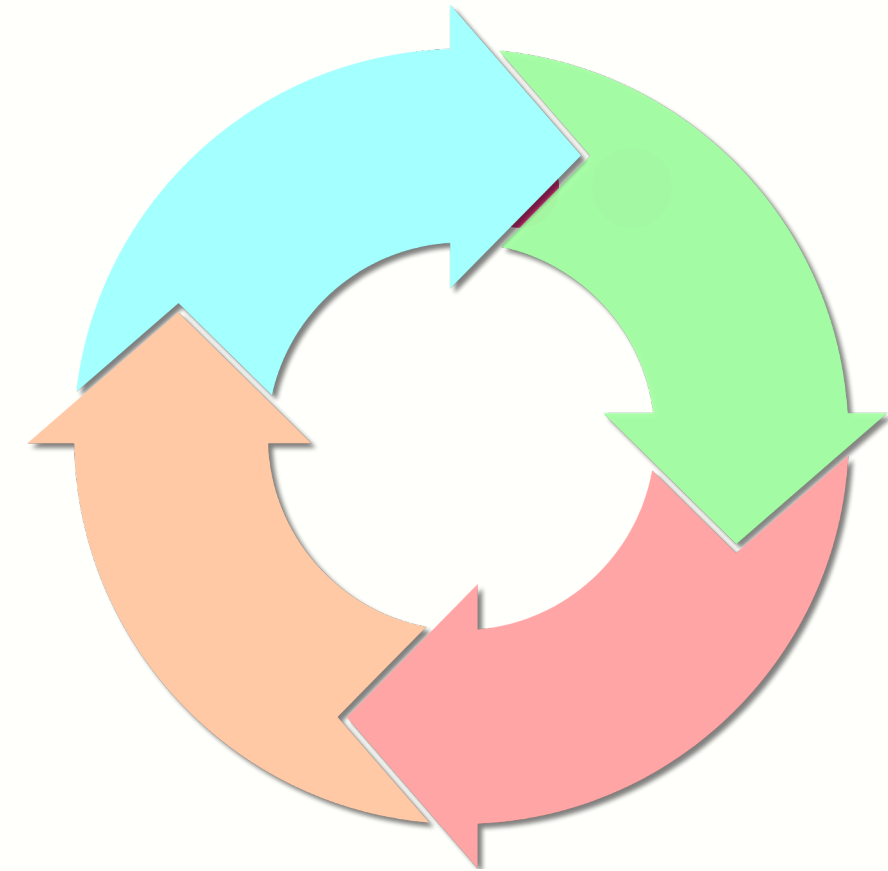


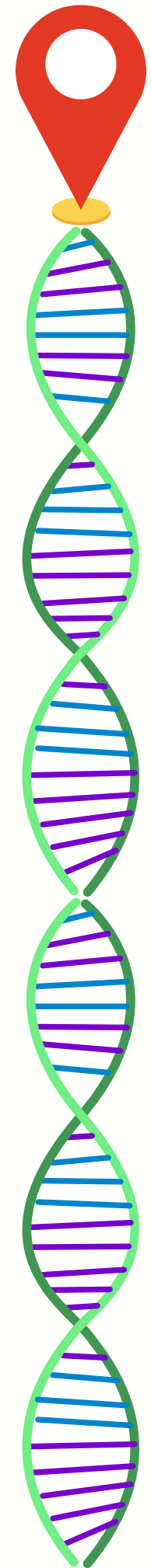
Sustainable fabrics

100% ethically made



Fair wages





Phtography and upload to sell

Finishing touches and
Inspection

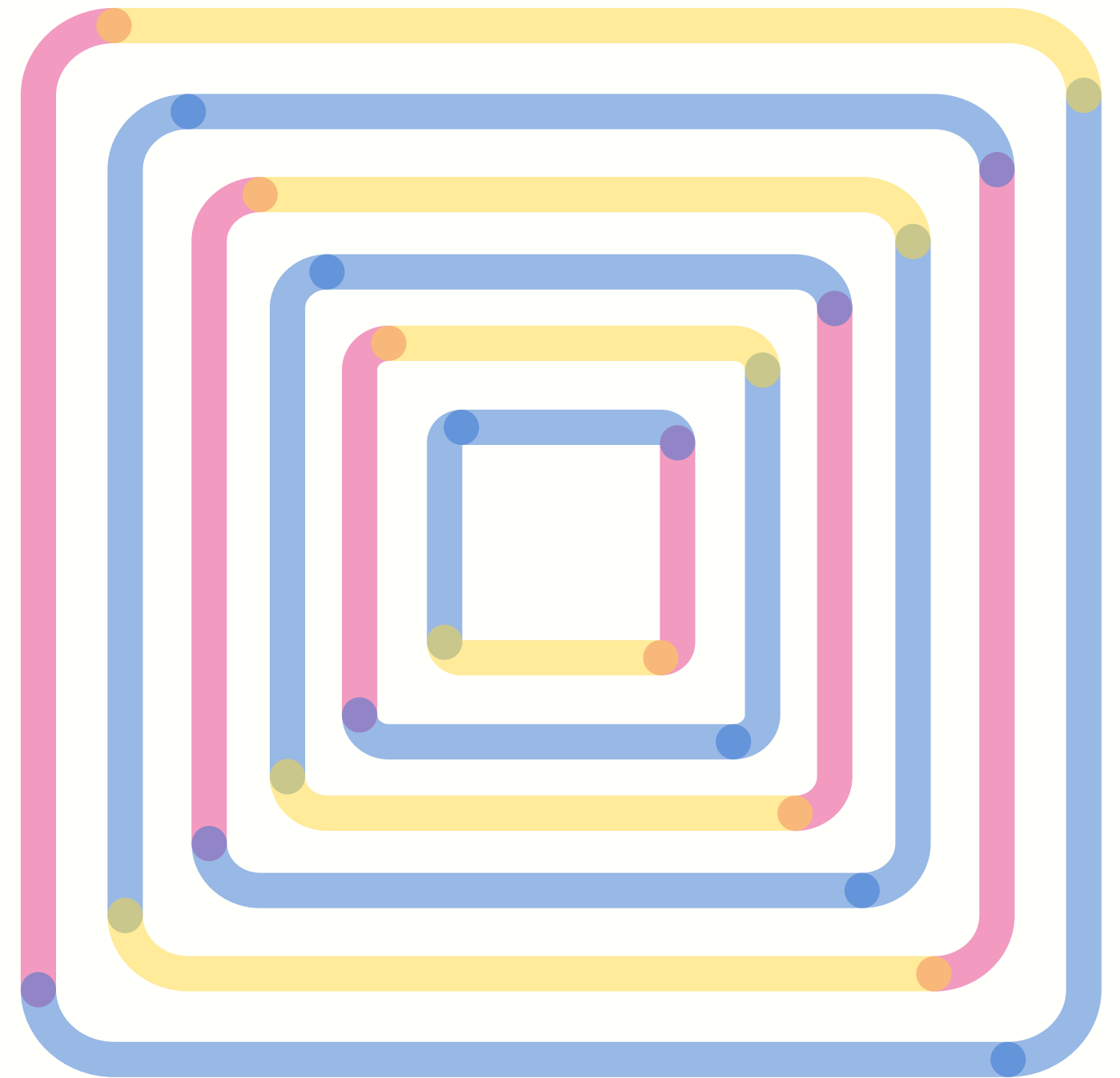
Stitching

Designing

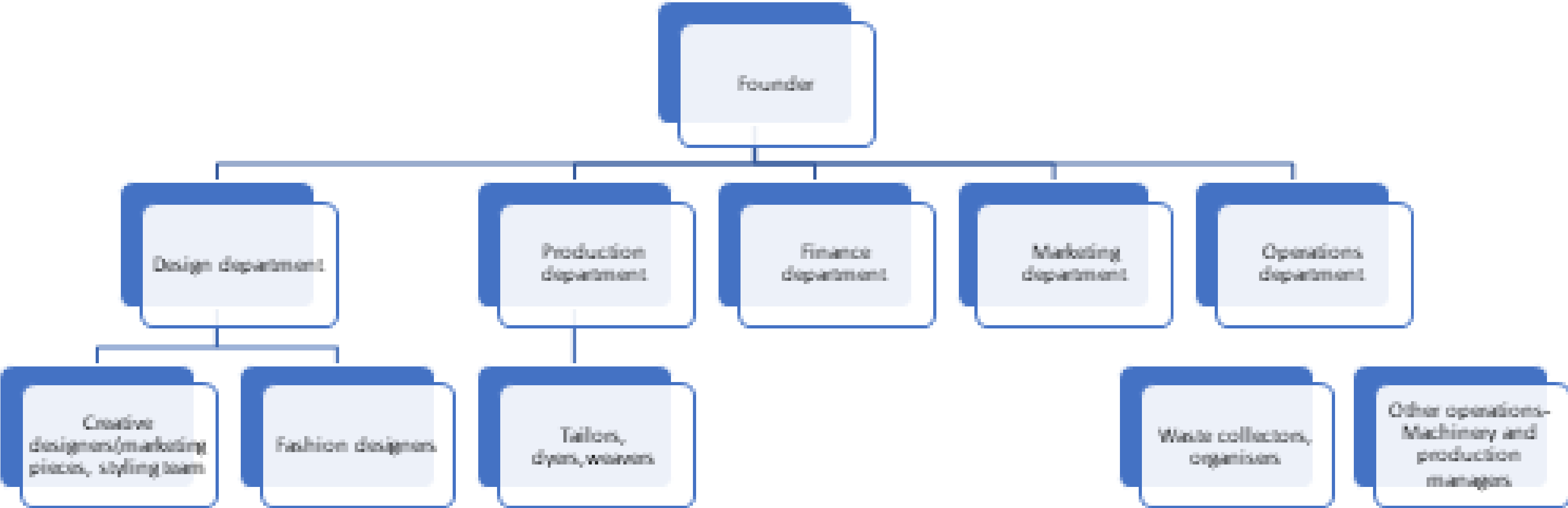
Sorting- sizes, material and
designs

Waste collection by the
team through transport

THE PROCESS



MAP OF INTERNAL ORGANISATION



COST STRUCTURE

A price that customer would pay will typically include the cost of::

- *Cost paid for getting the raw materials(transportation, prices for materials, loading, unloading, sorting)*
- *Cost paid to designer per piece*
- *Cost of stitching*
- *Cost of delivery*
- *Margins(50-100%)*

Customer Segments <ul style="list-style-type: none"> • 22-35 year olds. Pan India looking for sustainable lifestyle options. • Looking for <u>substitutes</u> of plastic bags and to store things. • Individual <u>Upcyclers</u> and NGOs who upcycle. 	Value proposition <ul style="list-style-type: none"> • A one-stop solution for the environmentally conscious and organic lovers. • Customisations available. Circular flow of goods – Donate and get back customised products 	Channels <ul style="list-style-type: none"> • Social media channels, website, offline stores, Blogs, Exhibitions • Newsletter subscriptions, feedbacks, magazine subscriptions.
Customer Relationships <ul style="list-style-type: none"> • Loyalty club: Free magazine subscriptions(trends, new brands, DIY) • Rewards and recognition: Points earned on each purchase, can be converted to money, RECOGNITION on Insta pages and stories as ‘ SUSTAINABILITY HERO’- regular and highest purchasing customers-monthly basis 	Key Activities <ul style="list-style-type: none"> • Social media and website handling • Coordinating with all verticals across the organisations • Tracking customer behaviour, updating database, Marketing, Blogging, Magazine subscriptions management(drafting, printing and circulating) • Order dispatching 	Key resources <ul style="list-style-type: none"> • Platforms- Digital • People- NGOs, Social media team, <u>upcyclers</u> • Customer database
Key partners <ul style="list-style-type: none"> • NGOs • Individual <u>upcyclers</u> • Small businesses • Sustainability Experts • Delivery partners • Bloggers • Craftsmen • Waste providers • BOUTIQUE OWNERS • SALONS 	Cost structure <p>Cost of : Website building, Platform Management, Designers, Marketing costs, Customer care, delivery charges, Cost of tailoring, Material procurement</p>	Revenue streams <ul style="list-style-type: none"> • Loyalty premium fees • Magazine subscription fees • Sale of finished goods • Vendor registration fees • Ads

PILOT RUN

UPCYCLED BAGS

- Bags on the display of boutiques and salons
- A brand tag and price tag
- A visible well-designed display



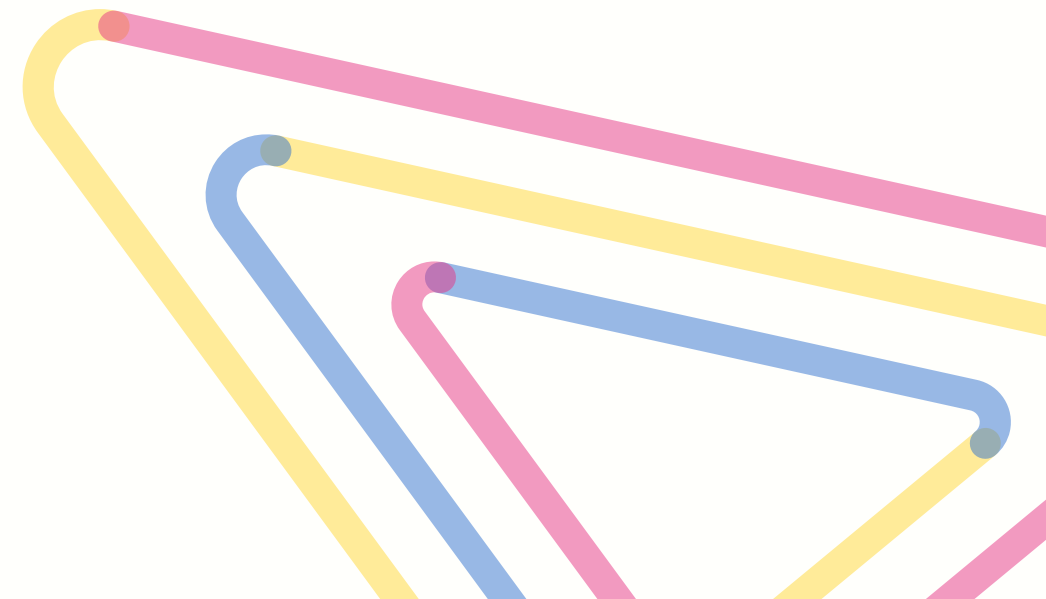
- **Get tailors, identify retail points, negotiate terms and get the bags ready**
- **Display on the shelves of Boutiques or Salons**
- List the products on social media and website
- Sell
- Get feedback
- List the customers on the Sustainability heroes wall
- Make more products and find more retail points

PLANNED
VS.
CURRENT



THE PROGRESS SO FAR

- Bags Ready
- Got the corner at a Boutique- The Barakah Designhouse
- The products are ready to display. Going live soon



LEARNINGS FROM THE INITIATIVE

- Negotiations required
- Coordination between all players
- Requirements for listing
- Display necessities



The image features decorative geometric patterns in the corners, consisting of concentric, slightly offset hexagonal outlines in yellow, pink, and blue. These patterns are located in the top-left, bottom-left, and bottom-right corners of the slide.

Follow ROOH now!

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Let's Talk

WE WANT TO HEAR FROM YOU!

Email

hello@roohstudio.com

Website

www.rooh.studio

Phone number

123-456-7890

