

ROOK

JOURNEY TO
ETERNITY

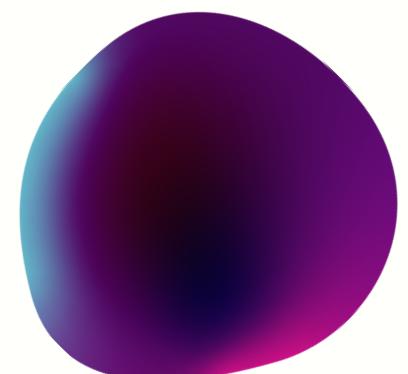
Rooh- A journey to Eternity?

**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!



Business Model/ Process

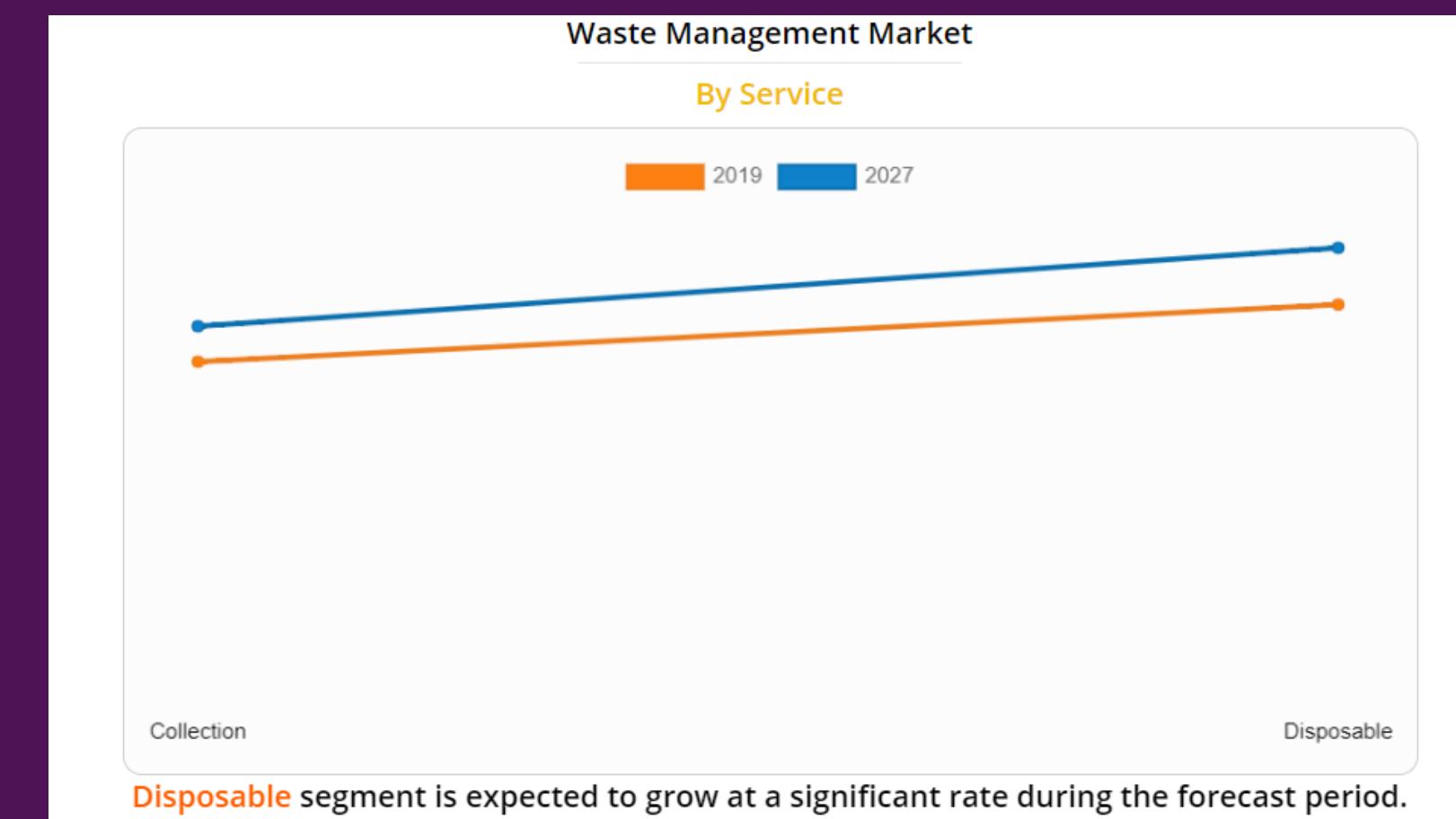
Contribute to circular Economy

Collaborate with NGOs who upcycle, upcyclers, tailors as well as produce products in-house to build network and provide wide variety of products

Sell online and later on expand to offline through stores, exhibition, fleas etc.

Receive older items, refurbish and repurpose and then sell back to the same people or give them monetizable points for later purchase to promote donations.

Market Analysis



GO TO MARKET STRATEGY

B2B Strategy

Collaborate by giving incentive of promotion, recognition and profit sharing

Advertisements on channels like: Linkedin, Reddit, Pinterest, LBB and Emailing for collaborations and partnering

Sharing or leasing resources like designers tailors among others as per the need.

B2C Strategy

Conversations and interviews on Sustainability forums and groups

Advertisements on social media channels like Instagram, Reddit, Facebook, LBB etc.

Exhibitions and participation in flea markets

Influencer marketing

Collaborating

with recycling companies for those that cant be upcycled to build credibility

PRICING STRATEGY

Profit-sharing or giving a percentage of the proceeds from the items sold to the company (company from the network) supplying it.

Customers pay depending upon the items and the cost that comes with it. Mostly reasonable but sometimes might cost higher as sustainability comes at a higher cost.

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

Sales Strategy

- Online sales through Instagram, Facebook, Website, online sustainability platforms
- Sales through Offline stores, exhibitions
- Collaboration with other stores, upcyclers, nurseries, etc.

Thank
you