# **Business Plan: Hawlton & Ranée Rouge**

## **1. Executive Summary**

### **1.1. The Hawlton Vision**

Hawlton is a holding company established to build a portfolio of diverse, niche-specific, and value-driven e-commerce brands in Pakistan. The core value proposition is "Value-Driven Authenticity," aiming to bridge the e-commerce trust deficit by offering high-quality, curated products with exceptional customer service. The long-term goal is to become a leading consumer goods holding company in the digital space, launching and scaling multiple distinct brands under a single, efficient operational and technological umbrella.

### **1.2. The Ranée Rouge Launch**

Ranée Rouge ("Red Queen" in French) is the inaugural brand under the Hawlton umbrella. It is an e-commerce platform specializing in a curated collection of artificial jewelry for the Pakistani market. The slogan "Elegance within Reach" encapsulates its mission to provide high-quality, stylish, and affordable jewelry to a broad consumer base, addressing a significant market gap for reliable and trustworthy online options.

### **1.3. Key Highlights**

* **Market Opportunity:** A significant and growing market for quality artificial jewelry in Pakistan, ripe for a high-trust, authentic brand.
* **Business Model:** A lean, dropshipping-like marketplace model where we partner with local business owners, providing them a platform to sell their curated products directly to customers. This eliminates the need for us to purchase or manage inventory.
* **Financial Plan:** Seeking PKR 750,000 in initial funding to cover startup costs and provide a 9.3-month operational runway.
* **Funding Strategy:** Targeting local, non-professional investors with a transparent revenue share model, capping their return at 1.5x-2x their initial investment.
* **Management Team:** A founding team of two partners, Jahangir and Muhammad Ismail, with a complementary expertise in digital strategy, financial management, operations, and project management.

## **2. Company Overview**

### **2.1. Parent Company: Hawlton Holdings**

* **Legal Name:** Hawlton Holdings (Pvt.) Ltd. (to be incorporated)
* **Mission:** To create and scale niche-specific e-commerce brands that provide a trustworthy, value-driven online shopping experience in Pakistan.
* **Core Values:** Authenticity, Quality, Customer-Centricity, and Innovation.

### **2.2. First Brand: Ranée Rouge**

* **Business Name:** Ranée Rouge
* **Website:** (To be developed on Shopify)
* **Product Focus:** High-quality artificial jewelry, including necklaces, earrings, bracelets, and rings, curated to appeal to Pakistani cultural aesthetics and modern trends.
* **Slogan:** Elegance within Reach.

## **3. Problem & Solution**

### **3.1. The Problem**

The Pakistani e-commerce market for artificial jewelry is fragmented and suffers from a significant trust deficit. Customers face issues with:

* **Inconsistent Quality:** Products often do not match the photos, leading to high return rates and customer frustration.
* **Deceptive Pricing:** A lack of transparency and frequent overpricing from unorganized sellers.
* **Limited Curation:** A vast, unorganized selection on generic platforms makes it difficult to find quality items that match specific tastes.
* **Poor Customer Service:** Slow responses, difficult return/exchange policies, and a general lack of post-purchase support.

### **3.2. The Solution**

Ranée Rouge addresses these issues with a four-pronged solution:

* **Quality First:** We will implement a strict initial vetting process for all partner sellers. We will personally visit them to inspect products, set quality KPIs, and create a detailed product list. This ensures every item on our site meets our standards without us having to physically inspect every piece.
* **Transparent Pricing:** We collaborate with sellers to establish a fair pricing model, ensuring consistent and competitive prices for our customers.
* **Curated Collection:** Our product catalog is meticulously curated to reflect Pakistani cultural aesthetics and modern trends, providing a focused, aesthetically pleasing shopping experience.
* **Exceptional Service:** We will offer a clear, simple, and customer-friendly return/exchange policy, backed by responsive and proactive customer support. Partner sellers are contractually bound to this policy.

## **4. Market Analysis**

### **4.1. Target Market**

* **Primary Demographic:** Women aged 18-35 in Pakistan, with a focus on urban centers like Karachi, Lahore, and Islamabad, who are active on social media.
* **Psychographics:** Fashion-conscious, budget-aware, and seeking elegant yet affordable accessories for daily wear, festive events, and special occasions. This segment values a brand that is both trendy and trustworthy.

### **4.2. Market Trends**

* **Shift to E-commerce:** The COVID-19 pandemic accelerated the adoption of online shopping in Pakistan, creating a lasting habit.
* **Social Commerce:** A significant portion of sales are driven by social media platforms like Instagram and Facebook, highlighting the need for a strong digital presence.
* **"Buy Now, Pay Later" (COD):** Cash on Delivery remains the dominant payment method, driven by a lack of trust in online payments. This is a key operational factor we will address.
* **Growth of Gifting Culture:** The trend of online gifting for special occasions like Eid and weddings is increasing, offering a sales opportunity.

### **4.3. Competition**

* **Direct Competitors:** Small online boutiques and Instagram-based sellers. They lack scale, professional branding, consistent quality control, and a robust platform.
* **Indirect Competitors:** Large marketplaces like Daraz. While they offer variety, they suffer from inconsistent quality, a lack of trust, and a poor user experience for niche products, which we will exploit.

## **5. Products & Services**

### **5.1. Product Offering**

A meticulously curated catalog of artificial jewelry, including:

* **Earrings:** Studs, hoops, jhumkas, and drops.
* **Necklaces:** Chokers, pendants, and statement pieces.
* **Bracelets:** Bangles, cuffs, and delicate chains.
* **Rings:** Fashion rings and occasional pieces.

### **5.2. Sourcing Model**

* **Seller Partnership:** We will partner with a select few trusted local business owners in Karachi. These partners are our "sellers" who manage their own inventory.
* **Onboarding & Vetting:** We will visit each potential seller to inspect their products, discuss quality expectations, and document their inventory. We will create a detailed product list with IDs, fixed prices, and quality KPIs.
* **No Inventory Holding:** Ranée Rouge will not purchase or hold any inventory. Our business is based on a commission model for sales generated through our platform.
* **Photography & AI:** We will perform professional photography of each approved item against a plain background. These images will be used as a base for AI-generated marketing creatives.

### **5.3. Customer Experience**

* **Branding:** We will provide our partner sellers with Ranée Rouge branded packaging to ensure a premium "unboxing" experience for the customer.
* **Photography:** All products will be professionally photographed to ensure visual accuracy and brand consistency.
* **Customer Support:** We will provide proactive and responsive customer support via social media DMs, WhatsApp, and email, acting as the primary point of contact for the customer.

## **6. Marketing & Sales Strategy**

### **6.1. Branding & Messaging**

* **Ranée Rouge:** Positioned as an affordable luxury brand, blending modern style with cultural aesthetics.
* **Slogan:** "Elegance within Reach."
* **Visual Identity:** A sophisticated aesthetic with a rich color palette (e.g., maroon, gold, crimson) and elegant typography.

### **6.2. Digital Marketing (Initial Phase)**

* **Strategy:** Jahangir will lead the Digital Strategy and Oversight. We will leverage AI tools to streamline creative generation and focus on data-driven campaign management.
* **Channels:**
  + **Social Media Ads (Primary):** Targeted campaigns on Facebook and Instagram using high-quality visuals and compelling ad copy to drive traffic and conversions.
  + **Influencer Marketing:** Partner with micro-influencers who align with the brand's aesthetic to build trust and drive traffic.
  + **Content Marketing:** A social media intern will create and post engaging content (photos, videos, reels) to build community, showcase products, and drive organic engagement.
  + **Corporate & Cross-Brand Partnerships:** We will collaborate with corporate BPOs and companies that have a high percentage of female employees to market our brand directly to them. Additionally, we will partner with relevant digital platforms (e.g., perfume or apparel brands) to offer exclusive discounts and cross-promotions to their customer base.

### **6.3. Sales Plan**

* **Platform:** An e-commerce website built on Shopify for its robust features and scalability.
* **Payment:** Integration with local payment gateways for credit cards, debit cards, and bank transfers. Cash on Delivery (COD) will be the primary payment method to build initial customer trust.
* **Pricing Strategy:** A robust pricing model will ensure a healthy gross margin. The Average Order Value (AOV) is projected at PKR 1200, resulting in a strong contribution margin of PKR 595 per order after direct costs.

## **7. Operational Plan**

### **7.1. Technology Stack**

* **E-commerce Platform:** Shopify for its user-friendly interface and scalability.
* **Payment Gateway:** Integration with a local provider like Payoneer or EasyPaisa.
* **Logistics Partner:** A reliable third-party logistics company for nation-wide delivery and COD collection.

### **7.2. Order Fulfillment Workflow**

1. Customer places an order on the Ranée Rouge website.
2. An automated order alert is sent to the Ranée Rouge team.
3. The relevant seller is notified and given the customer's details.
4. The seller packs the item, using our provided branded packaging, and hands it over to our logistics partner.
5. The logistics partner delivers the product to the customer, collects payment (if COD), and remits the funds.
6. The seller is paid for the sale, less our commission and fees.

### **7.3. Quality Control & Onboarding Process**

* **Initial Vetting:** We will physically inspect all products from a potential seller to ensure they meet our standards for quality and aesthetics.
* **Documentation:** We will create a detailed product list with specific IDs, prices, and quality KPIs (e.g., material, plating type, stone setting) to be used as a reference point for all future orders.
* **Seller Accountability:** The seller is responsible for ensuring the quality of each item they ship. Any returns due to quality issues will be at the seller's expense, which is a key enforcement mechanism.

### **7.4. Return & Exchange Policy**

A transparent and customer-friendly policy will be implemented, offering exchanges for damaged or incorrect items within a specified period (e.g., 7 days). This will be clearly communicated on the website and in the order packaging.

## **8. Management Team**

### **8.1. Founders & Key Personnel**

* **Jahangir, Co-Founder & CEO:**
  + **Responsibilities:** Overall strategic vision, investor relations and fundraising, brand development (Hawlton & Ranée Rouge), digital strategy and oversight (ad campaigns, analytics), and technology management.
  + **Strengths:** Visionary leadership, analytical skills, tech proficiency, and entrepreneurial drive.
* **Muhammad Ismail, Co-Founder & COO:**
  + **Responsibilities:** Day-to-day operations, seller relationship management, quality assurance, logistics coordination, and financial oversight.
  + **Strengths:** Disciplined execution, project management, and a strong financial background (ACCA).

### **8.2. Future Hiring Plan**

* **Initial:** One Social Media Content Intern (PKR 8k/month) to handle daily content posting and engagement.
* **Post-Investment:** A dedicated Digital Marketing Manager to scale ad campaigns and a Part-time Packer/QC Assistant as order volumes grow.

## **9. Financial Plan & Projections**

### **9.1. Funding Request**

* **Amount:** PKR 750,000
* **Use of Funds:**
  + **Website Development & Branding:** PKR 200,000 (Shopify subscription, theme, logo, professional photography).
  + **Initial Seller Vetting & Onboarding:** PKR 50,000 (Cost of initial visits, product documentation, and branded packaging samples).
  + **Marketing & Advertising:** PKR 250,000 (Initial ad spend and influencer fees to rapidly acquire initial customers).
  + **Operational Expenses:** PKR 150,000 (3 months of fixed costs like salaries, software, and other expenses).
  + **Contingency:** PKR 100,000 (Buffer for unexpected costs).

### **9.2. Financial Projections**

| Category | Month 1 | Month 2 | Month 3 | Month 6 | Month 9 |

| Orders per Month | 50 | 75 | 113 | 248 | 430 |

| Average Order Value (AOV) | PKR 1,200 | PKR 1,200 | PKR 1,200 | PKR 1,200 | PKR 1,200 |

| Total Revenue | PKR 60,000 | PKR 90,000 | PKR 135,600 | PKR 297,600 | PKR 516,000 |

| Variable Costs | PKR 30,250 | PKR 45,375 | PKR 68,138 | PKR 149,150 | PKR 258,750 |

| Contribution Margin | PKR 29,750 | PKR 44,625 | PKR 67,462 | PKR 148,450 | PKR 257,250 |

| Fixed Costs (Burn) | PKR 80,000 | PKR 80,000 | PKR 80,000 | PKR 85,000 | PKR 90,000 |

| Net Profit / (Loss) | (PKR 50,250) | (PKR 35,375) | (PKR 12,538) | PKR 63,450 | PKR 167,250 |

### **9.3. Assumptions**

* **Growth:** Orders are projected to grow by roughly 50% month-over-month in the early stages, slowing down to a more sustainable rate after initial traction.
* **Costs:** Fixed costs (burn rate) are assumed to remain stable initially, with a slight increase later due to potential part-time hires.
* **Break-Even Point:** We project reaching the break-even point in month 6, where the contribution margin covers fixed costs.
* **Runway:** The PKR 750,000 investment provides an approximately 9.3-month runway before cash runs out, giving us ample time to prove the model.

### **9.4. Investment Return**

* **Model:** Revenue Share
* **Terms:** Investors will receive a percentage of monthly revenue until they have received a total return of 1.5x-2x their initial investment. This model is clear, transparent, and attractive to local, non-professional investors who prioritize a clear, rapid return on investment over complex equity valuation.