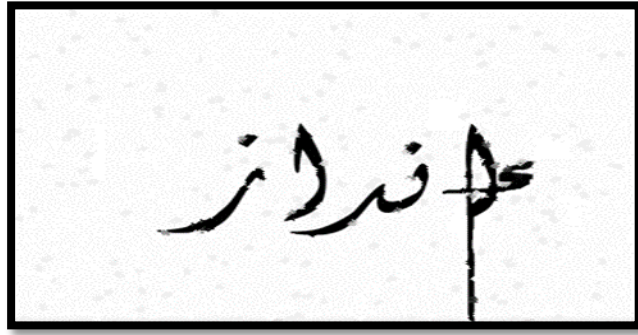

ENTREPRENEURSHIP ASSIGNMENT



Business Name: **Andaaz**

Explanation

Formal clothing is an integral part of Pakistani festivals and overall general meetings as they give a good impression of professionalism and class. However, finding time for tailoring and finding the right clothing by scouring through Shops is highly not ideal by the masses. Andaaz is an online catalogue and service place where you can order a handstitched formal suit according to your needs.

Key Features

Major features of the website include:

- Online selection of old and new Kurta and Formal Wear Styles
- Wide variety of premium fabrics
- Easy Order placement and Shipment
- Reasonable charges
- Fast Shipment

Business Category and Industry

This business idea falls into the industry of **E-Commerce** and **Tailorship Services** along with delivery of goods.

Target Market

Our target market for this endeavor are:

- Working Individuals with need for formal dressing for occasions.
- Young adults.
- Older Women and Men with neat dressing sense

Why this Business

The idea for this business came into existence as we saw that nearing Eid shopping malls and tailor shops saturated with orders and people making it difficult for the working class and busy people to make time, moreover for first time individuals find it hard to order suits and kurtas according to their liking we provide a useful and easy interface for people to order suits of their liking.

Competitors

Other clothing brands with the likes of Outré, Jdot, BashirSons, But the competitive that we boast over them is the lower prices and reliable tailor ship along with catalogue and archives of various style options to choose of your liking.

Location

Since this is a wholly online service the location specified is not necessary but our area of interest and delivery radius is within Lahore City.

Need and Demand

Pakistan is a fast growing country with that comes the need of buying new clothing. This paired with the increase demand for handstitched clothes provides a large market for such Brands.

Finance Required

<i>Expenses</i>	<i>Amounts for a year</i>
IT	200,000
Security (CCTV)	30,000
Cloth	300,000
Tailors (2×12×18500)	450,000
Total	980,000

So the total required Amount for the year will be **Rs 980000 +/- Rs 20000**

Finance Acquisition

Finance shall be collected through Equity based financing as a Registered Public limited company. But with major shares belonging to the Founders.

Break Even Analysis

$$\text{Expenses} = \text{Revenue}$$

980,000 = If we manage to sell *125 male kurta shalwar & 100 female, 10 Ghagra Cholis/ Lehengas*, we would reach our breakeven point

Sales per month for breakeven in a year,

Average 12 male shalwar kameez & 10 female shalwar kameez

Ghagra choli/ Lehenga, 1 in every 2 months

Cost of product (IN PAK RUPEES)

- Gents Kurta Shalwar: 3500
- Waistcoat: 4000
- Ladies Kurta Shalwar: 4000
- Ghaghra Choli: 5000
- Lehenga: 5000

Total Raw Material Required

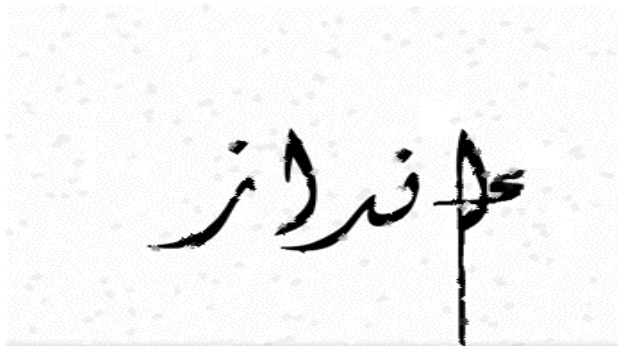
For Men,

Kurta Shalwar **75x2000**

For Women,

Kurta Shalwar (On Demand and Season) **25000x4**

Lehenga and Ghagra Choli are on order to be specially stitched.



A GROUP PROJECT BY STUDENTS OF CLASS BS COMMERCE-D

4TH SEMESTER

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