

STRATEGIC BUSINESS
PROPOSAL

FOR A
SUSTAINABLE COSMETIC
STORE

Initiative by



SHIVANSH
VENTURES
— ESTD. 2015 —

❖ *Introduction to Our Venture*

This presentation outlines a strategic business proposal for a sustainable cosmetic store. Our aim is to provide self-employment to the youth with minimum resources while promoting ethical practices within the beauty industry. We believe in creating a positive impact on both consumers and the environment. Lets create a better tomorrow.

❖ INDEX

- i. *Introduction about cosmetics*
- ii. *Business v/s salaried life*
- iii. *Things we must have : Man, **Money** and Mindset*
- iv. *Trainings*
- v. *Store Location*
- vi. *Store Inputs*
- vii. *Product Range*
- viii. *Key Person*
- ix. *Technology*
- x. *Movement Analysis*
- xi. *Contract*
- xii. *Payment Plans*
- xiii. *Contract includes*
- xiv. *Renewals*
- xv. *Business financials*
- xvi. *Happy Journey*

❖ INTRODUCTION ABOUT COSMETICS

Cosmetics are substances or mixtures applied to the human body to improve appearance, maintain hygiene, or alter the look of the skin, hair, nails, lips, eyes, or teeth. They can be natural or synthetic and include a wide range of products, such as:

- ✓ ***Bath supplies:*** body washes, bubble baths, and bath beads
- ✓ ***Dental products***
- ✓ ***Hair coloring and waving products***
- ✓ ***Lipsticks***
- ✓ ***Lotions***
- ✓ ***Perfumes***
- ✓ ***Powders***
- ✓ ***Shampoos***

There are various types of cosmetics, that can be classified in different ways:

According to the region where they are used:

- **Skin:** Powder, lipstick, rouge, creams, lotions, and solutions, etc.
- **Hair:** Shampoo, conditioners, creams, bleach, hair colouring preparations, etc.
- **Nails:** Nail lacquers, lacquer removers, etc.
- **Teeth:** Powder, paste, gel, and dentifrices, etc.
- **Eyes:** Eyeliner, mascara, eyeshadow, and eyebrow pencil, etc.

According to the function of cosmetic preparation:

- **Emollient Preparations:** Cold creams, vanishing creams, foundation creams, lotions, solutions, etc.
- **Cleansing Preparations:** Creams, shampoos, rinses, etc.
- **Decorative Preparations:** Lipsticks, rouges, eyeliners, lacquers, and dressing preparations.
- **Deodorants / Antiperspirants:** Sprays, sticks, and mouthwashes.
- **Protective Preparations:** Creams and powders.
- **Preparations for Enjoyment:** Salts, powders, oils, and milks.

According to composition of cosmetics :

- Powder
- Lotions
- Emulsions
- Solutions
- Suspensions
- Creams
- Paste
- Gels
- Aerosol
- Sticks
- Pencils

❖ *BUSINESS V/S SALARIED LIFE*

- **Objective**

The main objective of a business is to make a profit, while the main objective of a profession is to provide a service, and the main objective of employment is to earn a salary.

- **Risk**

Business involves high risk and investment, while a profession involves moderate risk, and employment involves little to no financial risk.

- **Skills**

A professional needs to have specific skills, knowledge, and competence in a particular sector, while an employee needs to have job-related abilities, knowledge, and sometimes experience.

- **Commencement**

A business can be started by an entrepreneur after fulfilling certain legal formalities, while a profession can only be started after completing a professional degree or certificate course, and employment starts when an employee signs an appointment letter and service agreement with an employer.

- **Ownership**

Ownership of a business can be transferred with some legal formalities, while ownership of a profession cannot be transferred because the professional has acquired the required skills and degree solely for themselves.

- **Code of Conduct**

A business owner can create their own code of conduct, a professional follows a specific code of conduct set by their professional association, and an employee must adhere to the rules and regulations of their organization.

- **Income**

Business owners can earn a salary as well as the profits of their business, while employees earn a salary. However, income from a job is more reliable than income from a business.

❖ **THINGS WE MUST HAVE : MAN,**
MONEY AND MINDSET.

All we need are 2 or 3 enthusiastic people with positive mindsets.
Negative and narrow-minded people can't fly high.

Money is not the issue. as we offer consultancy with a contract, we can help you secure funds from banks, NBFCs, MSMES, and government schemes.

❖ TRAININGS

- We offer sales training at our successfully running store, where we share our sales knowledge with you or your sales professionals.
- We train a maximum of 2 people per store.
- The training session ends once you gain satisfactory knowledge about running the store. It hardly takes 1 or 2 months.

❖ *STORE LOCATION*

- We help you find the best locations for your store within your budget.
- Rent plays a vital role in choosing a good location.
- We can't offer another store within a 3 km range.

❖ *STORE INPUTS*

- We share our expertise to set up your store from day one.
- We provide the right quality and budget-friendly furniture, displays, and racks, making your store streamlined for sales.
- We help find the best manpower to set up your store professionally, just like other branded stores in the city.

❖ *PRODUCT RANGE*

- While purchasing the right materials/products at the right season and, most importantly, at the right price, is the key to securing your maximum profits.
- We share our expertise in purchasing store materials and seasonal inputs at competitive market prices.
- Our delivery partner sends the goods directly to your store without any hassle.

❖ *KEY PERSON*

- All you need to operate a successful store is 2 or 3 people only (2 females, 1 male).
- The key person should be a full-time employee of the store, as he/she can observe the minute details of the business during day-to-day operations.
- Far-fishing is not possible in this business.

❖ TECHNOLOGY

- We provide good software and apps to manage your business.
- We suggest the best budget-friendly technologies to operate a hassle-free store.
- Software, machines, printers, and other equipment are crucial factors in monitoring and achieving desired results.
- We set up your store in a way where you won't be 100% dependent on technology.
- **Myth:** You can run a store without technology.

❖ *MOVEMENT ANALYSIS*

- We analyze the core movements of your store:
- Top-selling products, top profit-making articles, least-selling items, seasonal articles, and many other factors need your focus.
- We help you find the optimum use of your resources.

❖ *CONTRACT*

- Yes, we offer a one-year consultancy contract only, where you must follow certain rules and conditions within the contract.
- During the contract period, we assure you zero expiries of the products.
- We provide marketing materials and tools to help you gain more profits.

❖ *PAYMENT PLAN*

- TOTAL CONSULTANCY OFFER : 1,50,000/- for 1 year
(with software and apps)
- AT THE TIME OF TRAINING SESSION: 25000/-
- COMPLETION OF TRAINING SESSION: 25000/-
- AT COMMENCEMENT OF STORE MAKING: 25000/-
- AFTER 1 MONTH OF STORE INAUGURATION: 25000/-
- AFTER 3 MONTHS OF STORE INAUGURATION: 25000/-
- AFTER 6 MONTHS OF STORE INAUGURATION: 25000/-

❖ *CONTRACT INCLUDES :*

- 24X7 ASSISTANCE.
- TECH SUPPORT.
- SALES ASSURANCE.
- 1ST DAY PROFIT MAKING STORE.
- SALES CAPTAIN (FULL TIME / PART TIME).
- IN HOUSE PURCHASING.
- NO PRODUCTS EXPIRY.
- BUY BACK GUARANTEE.
- MAXIMUM PROFITS WITH MINIMUM INVESTMENT.

❖ RENEWAL

- After 1 year, you can renew the contract at discounted prices,
- Or you can run your store your own way. Software and apps will be chargeable only.

BUSINESS FINANCIALS FOR A DUMY STORE : INITIAL FUND REQUIREMENTS

***USED MATERIAL

SR NO	DISCRIPTIONS	QTY	RATE	AMOUNT		AMOUNT
1	FRANCHISE FEES 1ST	1	50000	50000		50000
2	SHOP RENT DEPOSITE	1	20000	20000	APROX.	20000
3	SHOP RENT ADVANCE	1	20000	20000	APROX.	20000
4	FURNITURE SHOP SIZE 400SQFT	1	200000	200000		100000
5	SIGNAGES AND BOARDS	1	50000	50000		50000
6	SUN SHED AND GLASS FACADES	1	30000	30000		25000
7	CPU+ MONITER + ASSECESORIES	1	35000	35000		15000
8	THERMAL PRINTER + CARTRAGE	1	10000	10000		5000
9	SCANER GUN	1	2000	2000		1000
10	INVERTER	1	30000	30000		10000
11	LIGHTS FIXURES	1	20000	20000		20000
12	COLOR AND WALLPAPERS	1	20000	20000		20000
	TOTAL			487000		336000
SR NO	DISCRIPTIONS	QTY	RATE	AMOUNT		AMOUNT
1	STOCK MATERIAL	1	150000	150000		150000
2	FRANCHISE FEES 2ND	1	25000	25000		25000
3	OPERATIONAL CAPITAL	1	100000	100000		100000
	TOTAL			275000		275000
	GRAND TOTAL			762000		611000
	BEP	8-10 MONTHS				
	ROI	15-20% MINIMUM				
	BUYBACK GUARANTEE	AFTER 12MONTHS				

BUSINESS FINANCIAL

(A) 1ST INVESTMENT	417000	ONE TIME	417000
FRENCHISE FEES	150000	ONE TIME	150000
TOTAL (A)			567000
(B) MONTHLY EXP			
RENT	20000	12 MONTHS	220000
SALARY	10000	12 MONTHS	120000
ELECTRICITY EXP	5000	12 MONTHS	60000
OPERATINAL EXP	3000	12 MONTHS	36000
TOTAL (B)			436000
TOTAL EXPENSES (A+B)			1003000

SALES CHART	SALES	COST	GROSS PROFIT
PER DAY	2000	1200	800
1ST MONTH	60000	36000	24000
2ND MONTH	78000	46800	31200
3RD MONTH	89700	53820	35880
4TH MONTH	103155	61893	41262
5TH MONTH	118628	71177	47451
6TH MONTH	136422	81853	54569
7TH MONTH	156886	94132	62754
8TH MONTH	180419	108251	72167
9TH MONTH	207482	124489	82993
10TH MONTH	238604	143162	95442
11TH MONTH	274394	164637	109758
12TH MONTH	315554	189332	126221
TOTAL	1959244	1175546	783697

• GROSS PROFIT		• 783697
• LESS : EXPENSES		• 436000
• NET PROFIT 1ST YEAR		• 347697
• BEP		• 8-10 MONTH
• BUYBACK GUARANTEE		• 219303

HAPPY JOURNEY

- With this business proposal, we mainly help people start their businesses with minimum resources.
- We aim to raise 20+ stores in the city.
- We promote, we grow. Let's create a better tomorrow for everyone.

CONTACT FOR MORE DETAILS:

YOGESH PATIL +91 9770091313,

WWW.SHIVANSHVENTURES.COM

THANK YOU