

ROLES & RESPONSIBILITIES



Designation: CEO

Name : Krisha shah

No: BI -25



Designation: CMO

Name :Dhwani raja

No: BI -22



Designation: COO

Name : Jiya Dhanak

No: BI -06



Designation: CFO

Name :Riya dhanak

No: BI -07



Designation: CDO

Name : Janvi maru

No: BI -11



A man and a woman are standing side-by-side in traditional Indian attire. The man is wearing a light-colored, intricately patterned kurta. The woman is wearing a red and gold sari with a matching blouse. They are both looking directly at the camera with neutral expressions. The background is a dark, textured wall with vertical panels and subtle carvings. The overall lighting is soft and focused on the couple.

AMORA

YOUR STYLR, YOUR LOVE



"Despite the growing demand for fashion and beauty solutions, Men and women are seeking unique, high-quality, and personalized experiences at one stop : here are some key points of reasons for starting business

1. Limited options for customized clothing
2. Lack of personalized service & consultation
3. Inadequate availability of trendy rental services
4. Insufficient expertise in makeup and jewelry styling
5. Difficulty finding a one-stop solution for all



TARGET AUDIENCE PAIN POINTS:

1. Men and women seeking exclusive fashion experiences and who want a solution for their special occasions
2. Brides and grooms seeking customized wedding attire or a Budget friendly wedding rental services package for there special celebration.
3. Individuals who want to experience trendy fashion style but can't afford it
4. When individuals have not enough time to explore a lot things for their style .

@amora fashion .com

MISSION STATEMENT

"Elevate Your Style. Elevate Your Story."
Because Your Style, Crafted with Love."

"At Amora, our mission is to provide one stop solution to both men and women for their fashion style with our love . We empower individuals to express their unique style and love story through our clothing and beauty experiences. We strive to deliver exceptional quality, personalized service, and unforgettable moments."

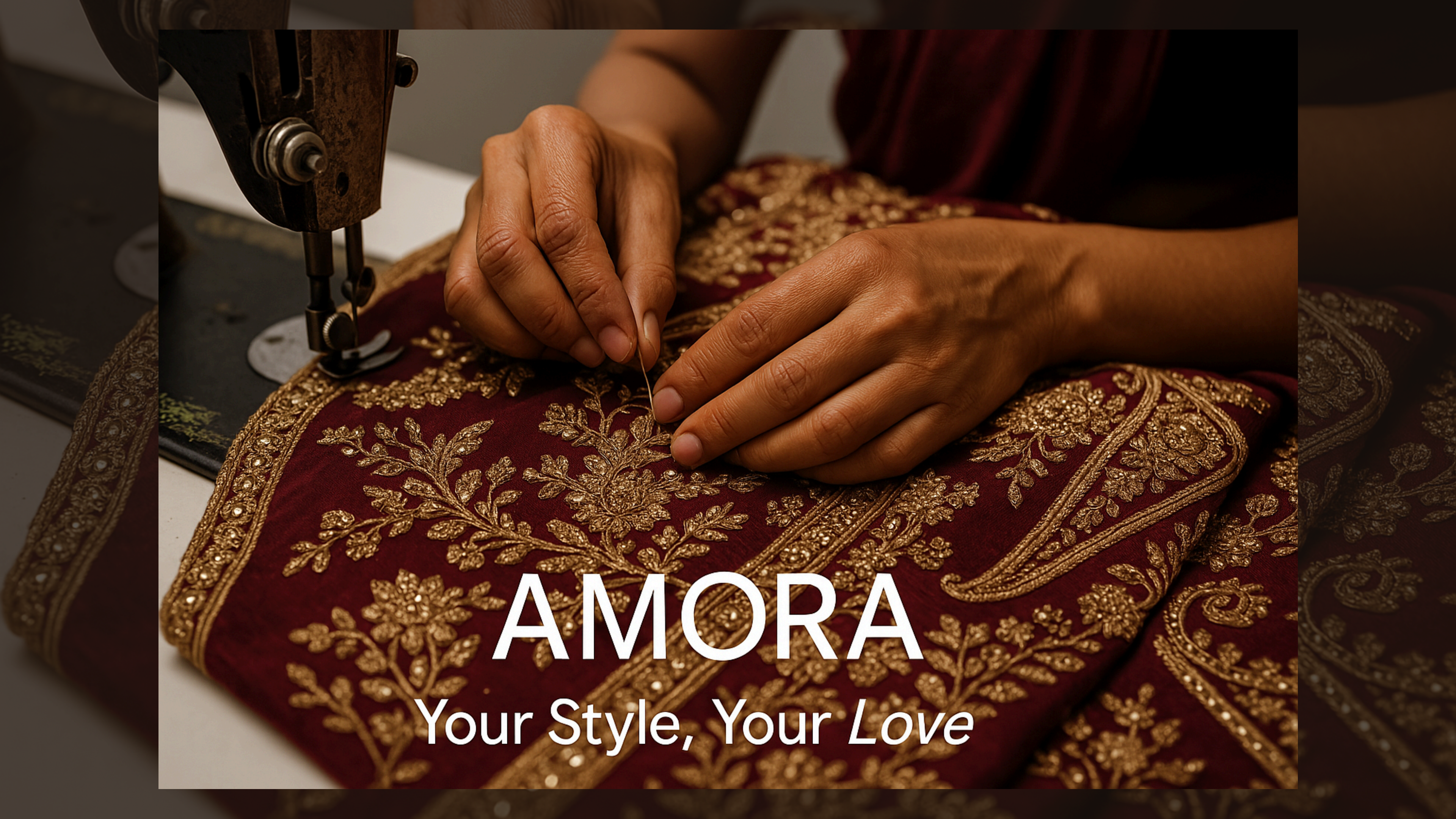


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VISION STATEMENT

"Amora's vision is to be the go-to place for people who want high-end, personalized fashion and beauty. We want to help everyone feel confident, stylish, and beautiful, making every special moment unforgettable.





AMORA

Your Style, Your *Love*



SERVICES WE OFFER

1. Customized Clothing
2. Occasion Wear Rental
3. Personalized Styling with Expert consultation
4. Alteration Services

ETHNIC WEAR





WEDDING PACKAGE

Package Price: ₹50,000 - ₹2,50,000

Clothing and Accessories:

- Wedding Day Outfits for Couple (Bride and Groom)
- Sangeet Day Outfits for Couple
- Ganesh Puja Outfits for Couple
- 2 Additional Outfits for Pre-Wedding Events (Choose from Engagement, Mehendi, or Reception)

Total: 5 Exquisite Couple Outfits

Matching Jewelry and Makeup Services:

- Jewelry for Bride and Groom for any 3 Functions
- Professional Makeup Services for Bride for any 2 Functions



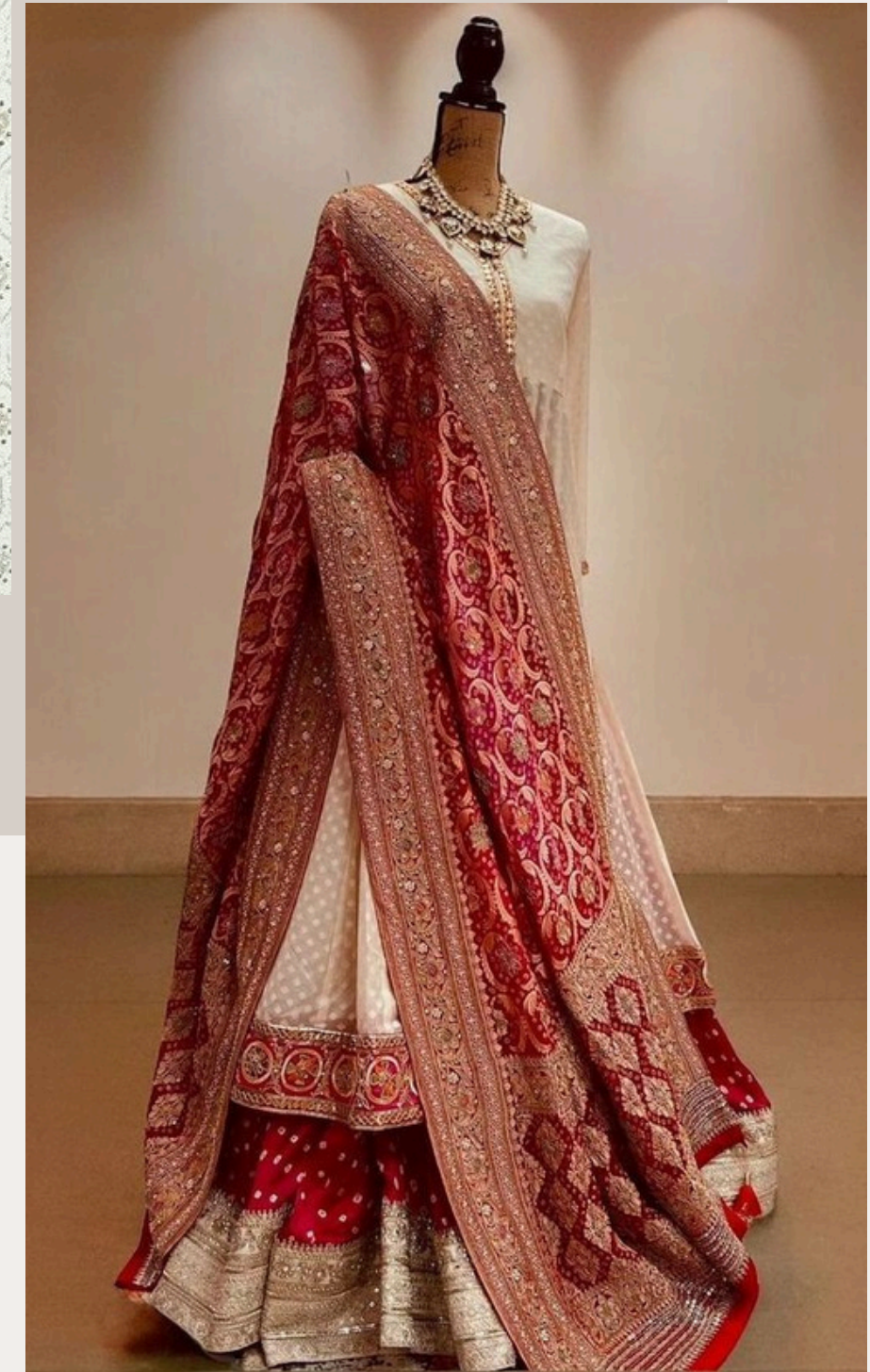
FRUSTRATION IN SEARCH OF STYLE

BUSINESS MODEL

Omnichannel Retailing

Omnichannel retailing is a business model that integrates online and offline channels to provide a seamless customer experience. This approach allows customers to shop across multiple channels, including:

1. Offline Store: (Physical store)
2. Website (Ecommerce platform)



Revenue Stream

1. Clothing Rental
2. Clothing Sales
3. Customization Services
4. Full-Package Services



Cost Structure

FIXED COST

1. Designer salaries
2. Rental and Maintenance Costs
3. Marketing and Advertising Expenses
4. Staffing and Training Costs
5. Partnership and Commission Fees

VARIABLE COST

1. Fabric and materials
2. Tailoring and garment production
3. Logistics and shipping
4. Packaging
5. Customer service



Management Team

1. CEO: Strategy & direction
2. COO: Day-to-day operations
3. CMO: Marketing & promotion
4. CFO: Finances & accounting
5. CDO: Design & customization

Employee Requirements:

1. Designers: 2
2. Sewing Masters: 2
3. Embroidery Specialist: 1
4. Sales and Marketing Executive: 5-7
5. Accountant: 1
6. Customer Service Representative: 2
7. operation and supply chain : 1-2

Total Employee Count: 14 to 20 employees



Sourcing

Fabric and Material Sourcing:

Sourcing.

Surat, Gujarat (India's Fabric Hub)

Best for: Georgette, crepe, chiffon, net, embroidered & sequenced work fabrics.

Varanasi (Banaras), Uttar Pradesh

Best for: Banarasi silk, brocade, zari fabrics.

Bangalore / Mysore, Karnataka

Best for: Pure silk, Mysore silk

Jaipur, Rajasthan

Best for: Hand-block prints, gota-patti work, cotton-silk blends.

Kolkata, West Bengal

Best for: Bengal cottons, muslin, silk-blend fabrics



Amora

CRAFTED FOR YOUR MOMENTS

PREMIUM FABRICS,
HANDIICED FOR
PERFECTION

DETAILS THAT
DEFINE ELEGANCE

CUSTOM DESIGNS
TAILORED TO YOU

Amora

YOUR STYLE, YOUR LOVE

Step 1: Custom designs created for story
आपकी कहानी के लिए डिज़ाइन तैयार किए जाते

Step 2: Handpicked fabrics for every occas
हर मौके के लिए चुने हुए कपड़े

Step 3: Detailed craftsmanship by skilled han
कारिगरी के हाथी से तैयार की गई कारिगरी



Logistics

Transportation:

Integrate your e-commerce store with 3PL for real-time tracking, automated shipping labels, and cash-on-delivery (COD) options. Specific logistics companies :

- Delhivery
- Pickrr
- Blue Dart
- Ecom Express.



LAYOUT DESIGN



SWOT ANALYSIS

Strengths

- . Unique designs and personalized services
- . High-quality products
- . Experienced team of designers and makeup artists
- . strong online presence

Weaknesses

- . Limited brand recognition
- . High operational cost
- . Dependence on seasonal demand



Opportunities

- . Growing demand of customized clothing
- . Expanding online presence
- . Partnering with influencers and celebrities
- . Entering new markets and geographic locations

Threats

- . Intense competition
- . Economic downturn
- . Changing fashion trends and styles

Market Analysis

Total Addressable Market (TAM) - India

Segment	Estimated Market Size (2024)	Growth Rate
Wedding & Occasion Clothing	₹1,00,000 - ₹1,25,000 crore	8-10%
Outfit Rentals (Wedding/Festive)	₹3,000 - ₹4,000 crore	15-20%
Styling & Beauty Services	₹30,000 - ₹40,000 crore	12-15%
Jewelry for Weddings (Rent/Sale)	₹50,000 - ₹60,000 crore	6-8%
Total TAM (Combined)	₹1,80,000 - ₹2,25,000 crore	~10-12% overall



1. Direct Competitors (High-End Bridalwear Brands)

Brand	Strengths	Weakness
Sabyasachi	Iconic luxury brand, elite bridal fashion, strong brand value	Extremely expensive, limited accessibility
Manish Malhotra	Celebrity appeal, trend-setting	Premium pricing, no customization for regular buyers
Falguni Shane Peacock	Fashion-forward bridal looks	Niche luxury clientele, limited to top metros

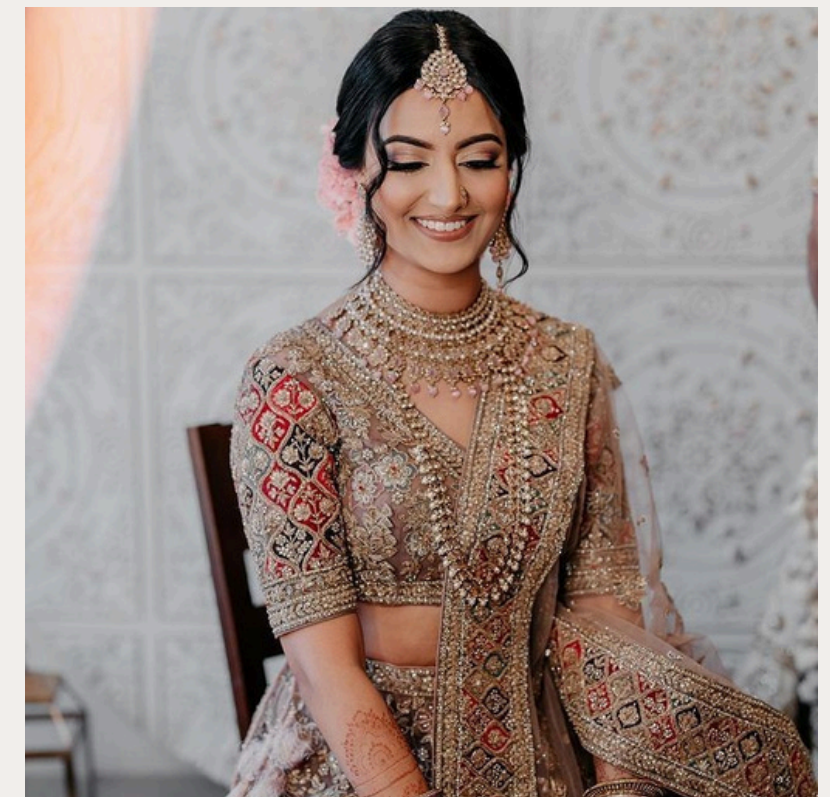


2. Mid-Tier D2C Weddingwear Brands



Brand	Strengths	Weakness
Kalki Fashion	Large online collection, affordable bridalwear	Limited personalization, quality consistency
Koskii	Good regional presence, stylish designs	Limited couple-wear options, no full styling service
House of Indya	Trendy indo-western fusion, affordable	Not focused on bridal lehengas, low luxury feel

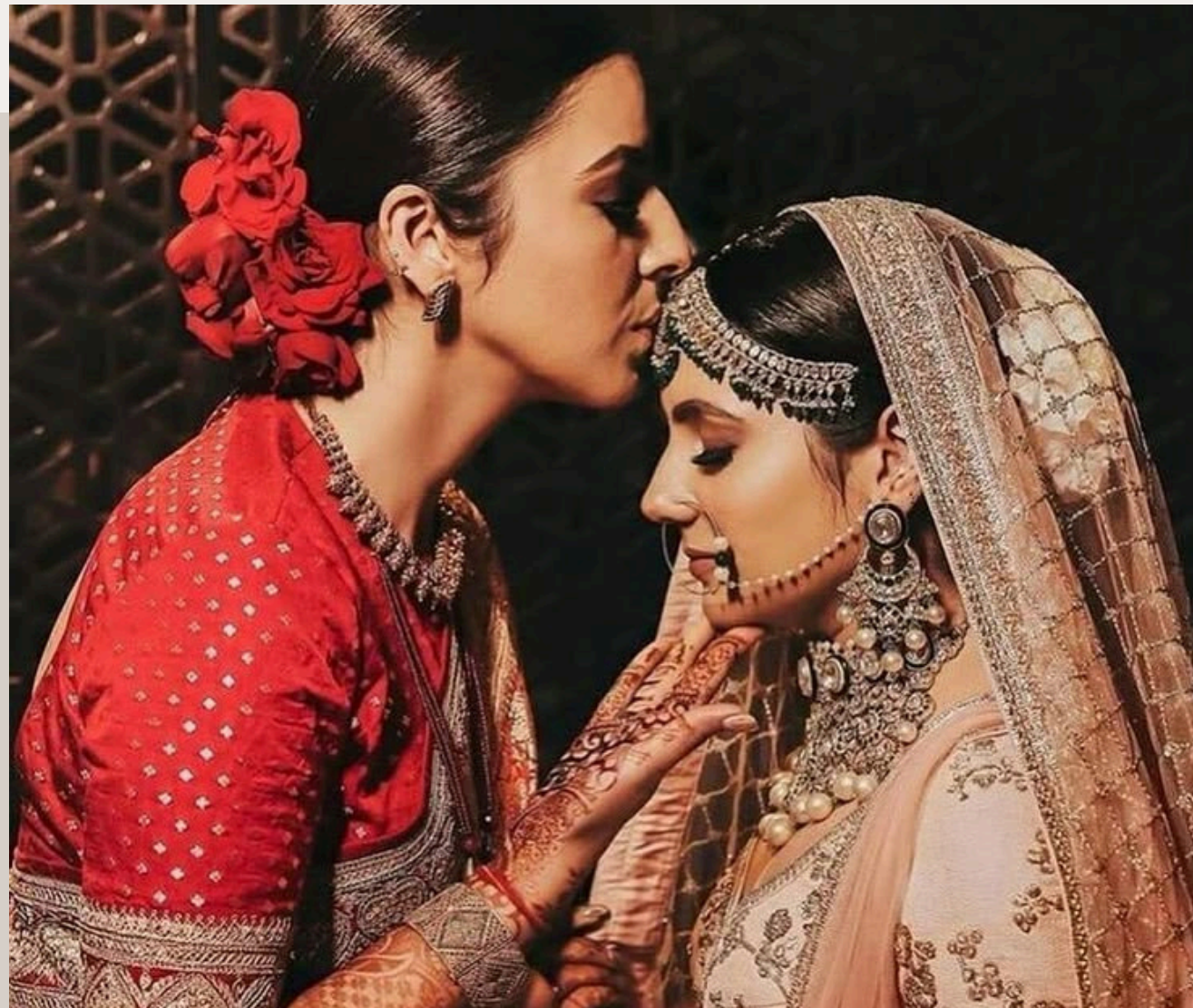
3. Rental-Based Fashion Platforms



Brand	Strengths	Weakness
Flyrobe	Affordable designer rentals	Limited availability outside metros, fewer new collections
Rent It Bae	Accessories + clothing rental	Basic styling, lesser focus on couples
Stage3	Fashion-forward, celeb-inspired outfits	High security deposits, delivery/pickup delays reported

Market Gaps

1. Lack of one-stop-shops
2. Limited personalized services
3. Limited accessibility



Market trends

1. Growing demand for experiential services
2. Rise of online booking and e-commerce
3. Increased focus on sustainability
4. Growing importance of social media influence
5. Expansion of services to include wellness and self-care



MARKETING STRATEGIES

I. Digital Marketing

- Social Media
- Influencer Marketing
- Email Marketing
- Content Marketing
- Search Engine Optimization



II. Traditional Marketing

- Print Advertising
- Event Marketing
- Referral Marketing



III. Experiential Marketing

- Personalized Services
- Immersive Experiences
- Workshops and Classes



IV. Loyalty and Retention

- Loyalty Program
- Customer Referral Program
- Exclusive Events



V. Public Relations

- Media Outreach
- Crisis Communications



VI. Measurement and Evaluation

- Track Website Analytics
- Social Media Metrics
- Customer Feedback



<https://amora-fashions-m8l6f1q.gamma.site/>

[here](#) [Click here](#)

Your Style, Your Love - Amora

Elevate your look and express your personal style with Amora's carefully curated collection of occasional, wedding, and customized clothing for men and women. Discover your perfect fit with our rental service and professional styling.

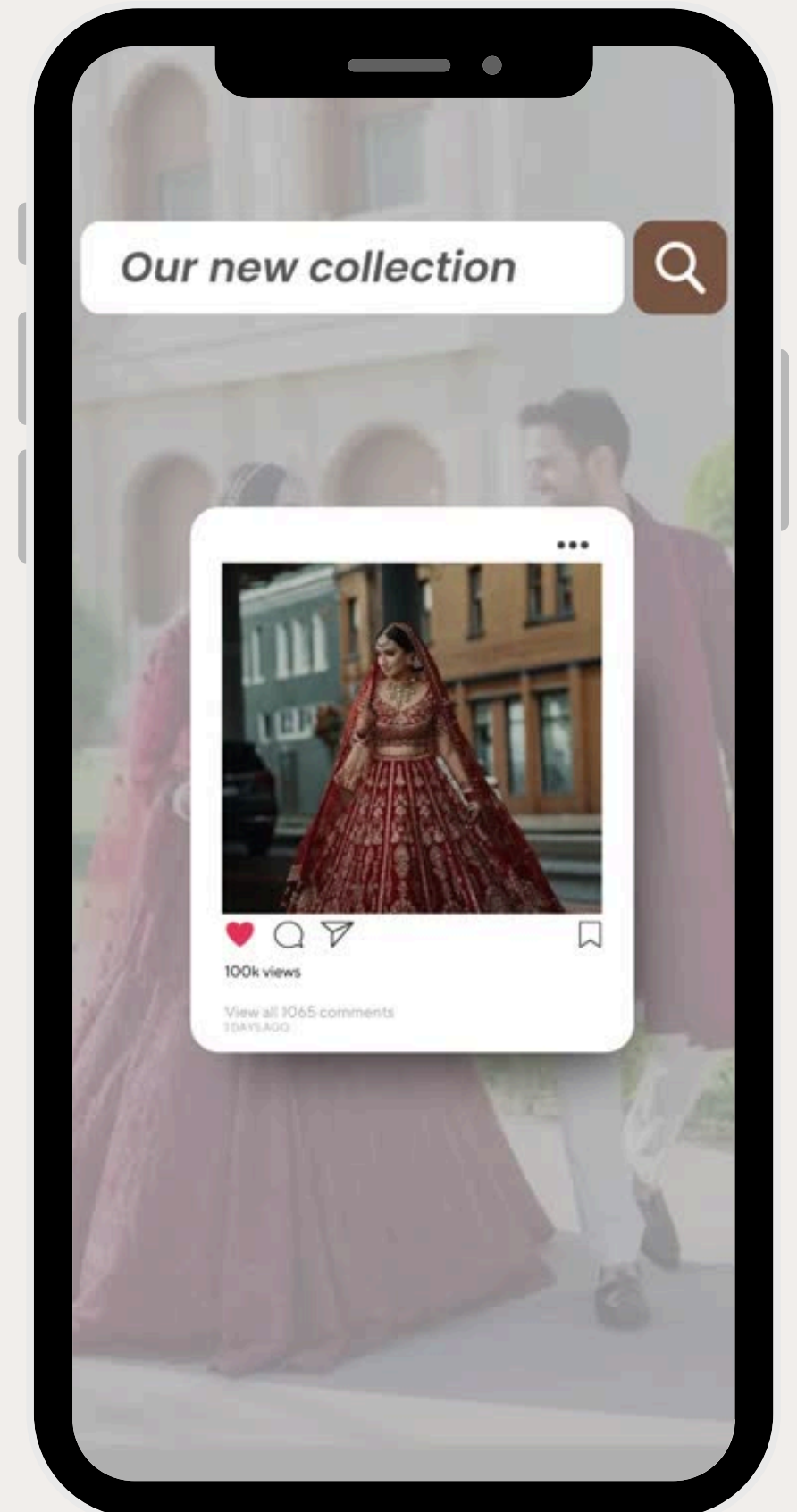
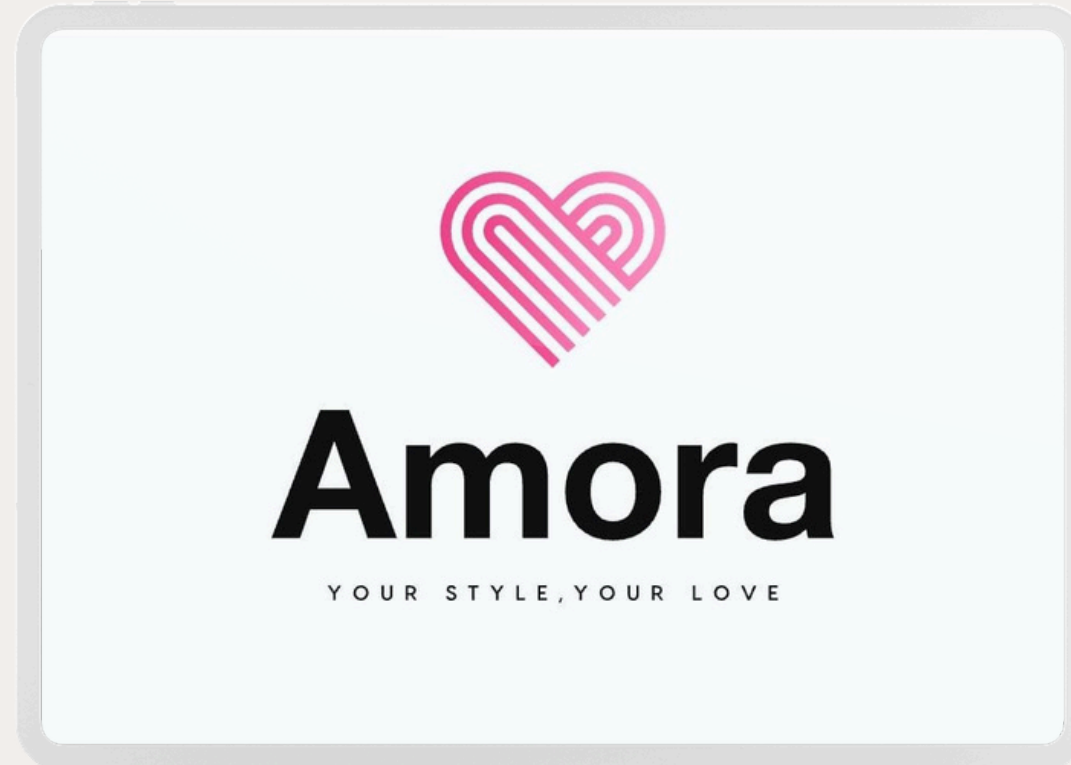
[Shop Now](#)

[Learn More](#)

BRANDING AND POSITIONING

I. Brand Identity

- Brand Name: Amora
- Tagline: "Your Style, Your Love"
- Logo:





II. Brand Positioning

- USP: Customized, high-quality clothing one stop solution for all and exceptional customer service
- Brand Personality: Elegant, sophisticated, and romantic
- Target Audience: Fashion-conscious individuals, youth , brides, and grooms
- Competitive Advantage: Personalized service, attention to detail, and commitment to quality

III. Brand Messaging

- Brand Promise: Delivering exceptional, customized clothing and unforgettable experiences
- Brand Values: Quality, craftsmanship, attention to detail, and customer satisfaction
- Key Messages: – "Amora: Where fashion meets love and commitment."

IV. Brand Positioning Statement

- "Experience the art of customized clothing with Amora."



FINANCE FEASIBILITY



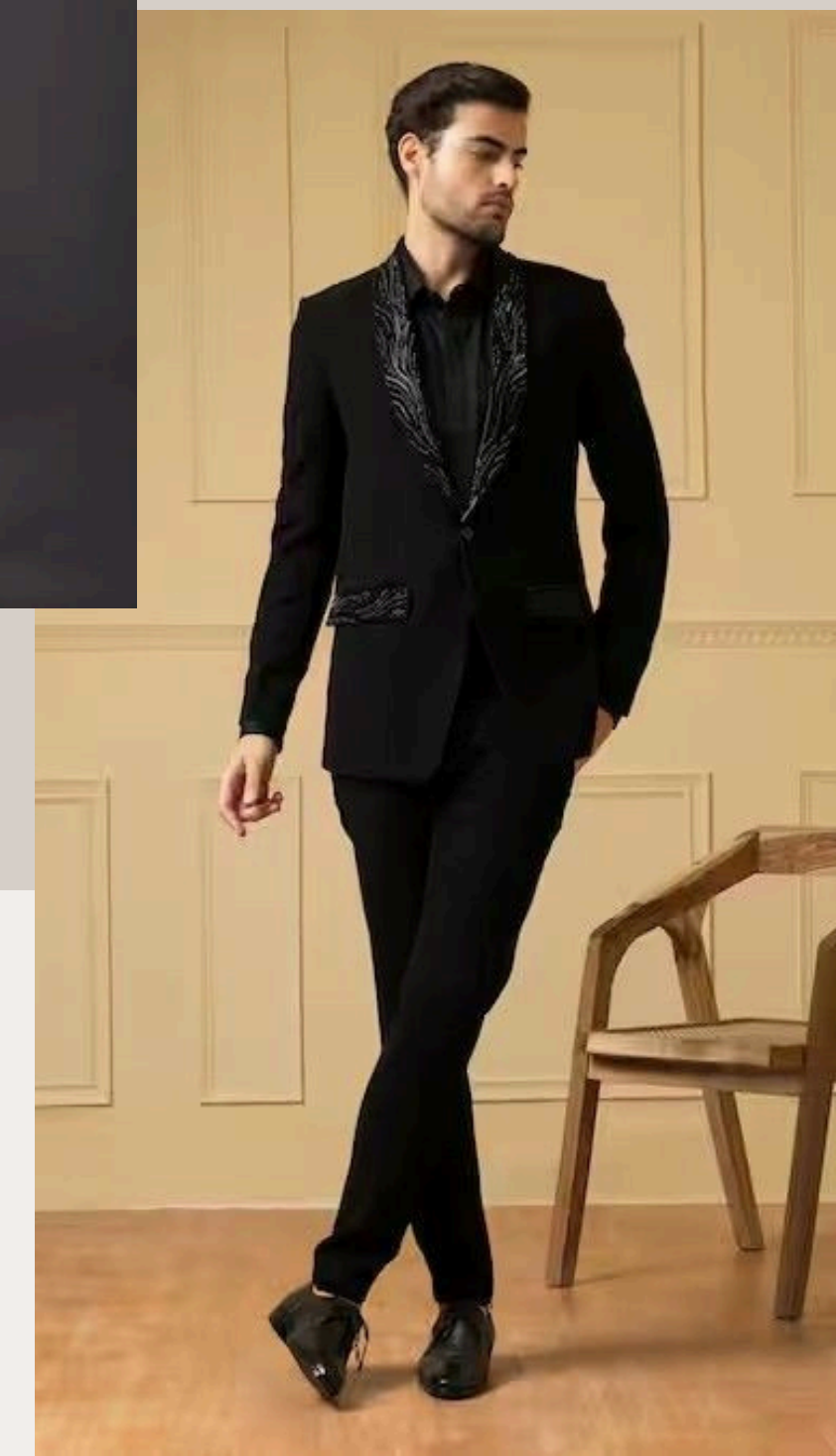
Fixed asset

Initial investment	₹40,00,000
Computer	₹1,00,000
Sewing machine	₹77,600
steam press	₹18000
Interior	₹3,00,000

Expenses projection

Total expenses	₹2,560,000
Business expenses	₹23,00,000
Other expenses	₹2,60,000

Men's wear		Production cost
Basic items	150 units	₹1,87,500
Mid- items	100 units	₹4,00,000
Premium items	50 units	₹4,12,500
Total production cost		₹10,00,000



Rental and Sales

- Men's wear: 10% rental (30 units), 90% sales (270 units)

Women's wear		Production cost
Basic item	200 units	₹3,25,000
Mid item	120 units	₹6,00,000
Premium item	80 units	₹5,75,000
Total production cost		₹15,00,000



Rental and Sales

Women's wear: 20% rental (80 units), 80% sales (320 units)

Revenue projection

1) Men 300 units (270 for sales and 30 for rent)

Total units sold : 100

Total units rent : 15

Revenue

Sales: 9,95,000

Rent:33,800

Total revenue: 10,28,800

2) Women 400 units (320 for sales and 80 for rent)

Total units sold: 100

Total rental units: 40

Revenue:

sales: 12,25,000

Rental: 98,000

Total revenue from female: 13,23,000



Cost benefit analysis

Costs

1. Initial Investment: ₹40,00,000
2. Total Expenses: ₹33,16,561

Benefits

1. Revenue (Women's Wear): ₹13,23,000
2. Revenue (Men's Wear): ₹10,28,800
3. Total Revenue: ₹23,51,800

Net Benefit

$$\begin{aligned} \text{Net Benefit} &= \text{Total Revenue} - \text{Total Monthly Expenses} \\ &= ₹23,51,800 - ₹33,16,561 \\ &= (₹9,64,761) \end{aligned}$$

The business generates a loss of (₹9,64,761).in the first month.



Break even analysis



- Break-Even Point (BEP): 850 units (Women's Wear)
566 units (Men's Wear)
- Break-Even Time : Approximately 5-7 months

Conclusion

Based on the comprehensive analysis conducted in this report, it is evident that the proposed business venture, Amora, is feasible and has the potential to be a profitable and sustainable business.

FASHION COLLECTION

THANK YOU

Your Style, your love : Amora



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