



# BIZASTRA

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MULTI STORY SAREE SHOWROOM

## Contents

• About the Project .....	3
• About the Promoter.....	3
• Introduction .....	4
• The Product .....	4
• Market Potential of Business.....	5
• Saree Purchase Procedure.....	6
• Sarees to be purchased from.....	7
• Manpower Requirement.....	8
• Project cost and Means of Finance.....	9
• List of Variety of Sarees.....	10
• S.W.O.T Analysis.....	11
• Risk Analysis .....	12
• Future Outlook .....	13

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## ABOUT THE PROJECT:

Name of the company:	
Registered Address:	
Constitution:	
GST Registration Number	
Names of the Proprietor / Directors:	
Date of Commencement:	
Products:	
Existing Banker:	

## ABOUT THE PROMOTER:

Name of the promoter	
Address of the promoter	
Designation	

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## 1. INTRODUCTION & THE PRODUCT

### Introduction

Saree is one of the traditional outfits worn by women in India. Saree in India have been worn for ages. It is the most preferred costume during weddings and traditional functions. Saree is not just a 6 yards of cloth to be draped over the body but gives a women modest and elegant look. Being in a country with varied regions each and every region has its own style of wearing sarees which have been carried forward for years No attire is as simple yet attractive as a saree. Saree has explored internationally too with time. Saree has become fashion statement worldwide.

### The Product

There are huge variety of sarees say bridal sarees, heavy work and hand work sarees etc. Different variety of sarees according to the regions is also available. Some of the few varieties are Banarasi sarees, Kanjivaram sarees, Paithani Sarees, etc. Sarees differ in material as well such s Silk sarees, Cotton, polyester, Chiffon etc. The age-old, nine-yard material is tying up its modern counterparts in knots. In Indian market, wide variety of Sarees ranging from INR 100 to INR 1,00,000, having more than 100 damping styles, range of colors, designs and types of fabric is available.

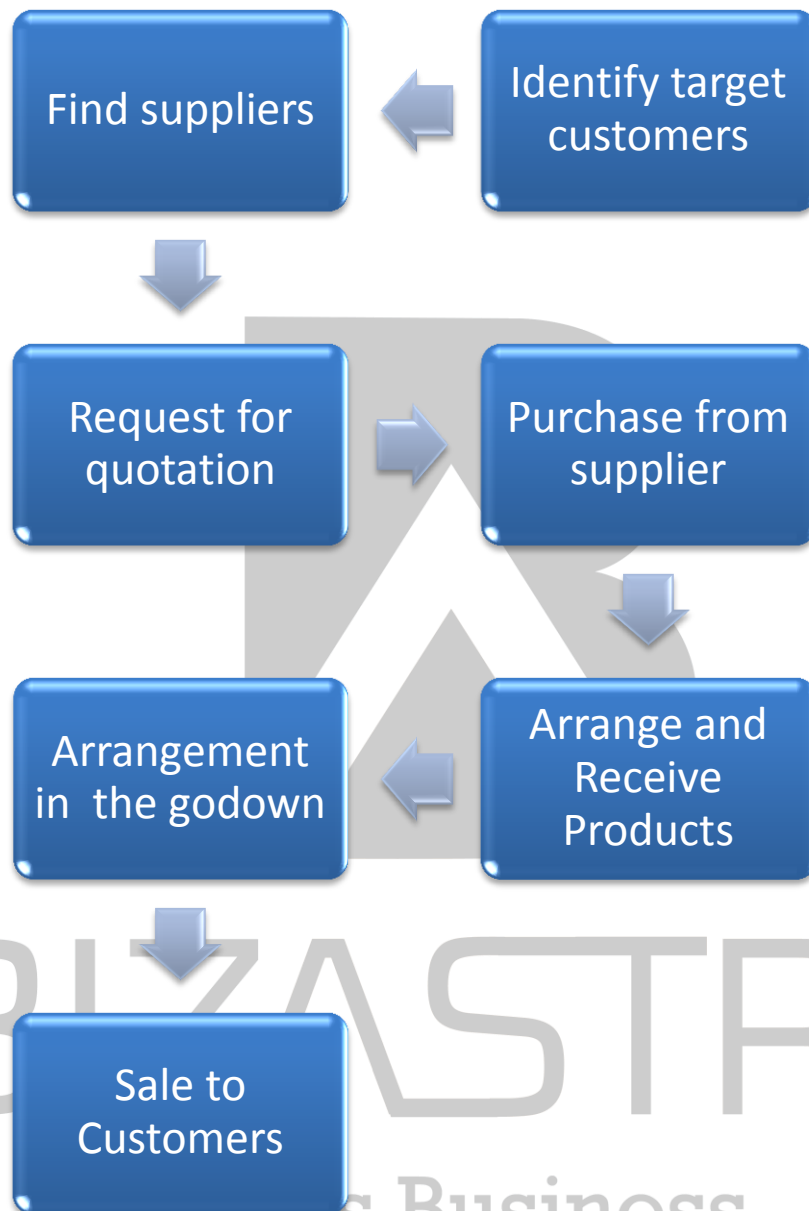
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## 2. MARKET POTENTIAL

- In the women's wear market saree is by large the most popular outfit in the nation.
- Retail value of women's wear market in India is estimated be around INR 122,600 Crore (US\$ 19.2 billion) in 2017, of which saree alone contributed nearly 33% amounting to nearly INR 38,000 Crore, this segment is expected to grow at a CAGR of 5%-6% between 2018 to 2023 owing to increasing demand for the saree from various segments across the nation.
- Cotton sarees is expected to witness a growth of ~6% while demand for viscose fibers in sarees is expected to grow by nearly 8% between 2018 to 2023.
- The overall demand is expected to remain significant despite of expected shift from saree to salwar kameez or western wear in urban and semi-urban markets, but saree is expected to still remain as the predominant category among elderly and middle-aged women across urban and rural India
- Demand for silk and designer sarees is expected to witness strong growth owing to increasing spending on these types of sarees by women's in the urban regions.

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### 3. SAREE PURCHASE PROCEDURE



#### 4. SAREES TO BE PURCHASED FROM

❖ Kolkata	❖ Banaras
❖ Mumbai	❖ Kanchipuram
❖ Surat	❖ Ahmadabad



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## 5. MANPOWER / STAFF REQUIREMENT

Sr no	Particulars	No's
1	Skilled	
2	Unskilled	
3	Semi-Skilled	



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## 6. PROJECT COST AND MEANS OF FINANCE

### Project cost

Sr. no	Costing heads	Amount (Rs. In lakhs)
1	Land & Development	
2	Factory Building	
3	Plant and Machinery	
4	Furniture & fixtures	
5	Electrical Installation	
6	Computer , IP assets & Software	
7	Tools & equipment	
	<b>Total</b>	

### Means of Finance

Sr. no	Particulars	Amount (Rs. In lakhs)
1	Own capital	
2	Working capital loan	
3	Term Loan from Bank	
4	Internal accrual & reserves	
5	Unsecured loans	
	<b>Total</b>	

## 7. VARIETY OF SAREES TO BE SOLD AT PROPOSED SHOWROOM

<u>Banarasi Sarees</u>	
<u>Silk Sarees</u>	
<u>Tant Saree</u>	
<u>Chanderi Sarees</u>	
<u>Sambalpuri Sarees</u>	
<u>Paithani :</u>	
<u>Bandhani Sarees:</u>	

## 8. S.W.O.T ANALYSIS

<p style="text-align: center;"><b><u>STRENGTHS</u></b></p> <ul style="list-style-type: none"><li>▪ Well business sense and knowledge</li><li>▪ Site location - Within the heart of the City at Main Road.</li><li>▪ Showroom is full of facilities like CCTV cameras, elevator, power backups, clean water and Ventilated environment with amenities.</li></ul>	<p style="text-align: center;"><b><u>WEAKNESS</u></b></p> <ul style="list-style-type: none"><li>▪ Sometime, economy market effect on sales of the sarees market.</li><li>▪ Modest advertising budget</li><li>▪ Single Location.</li></ul>
<p style="text-align: center;"><b><u>OPPORTUNITIES</u></b></p> <ul style="list-style-type: none"><li>▪ Location of showroom in large population, more available connections, and resources</li><li>▪ Ease of the public transportation to the showroom</li><li>▪ Well known garments businessmen in surrounding area.</li></ul>	<p style="text-align: center;"><b><u>THREATS</u></b></p> <ul style="list-style-type: none"><li>▪ Competition- Presence of other showrooms in the city.</li><li>▪ New Entrants – The new entrants in the vicinity can be threat.</li></ul>

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## 9. RISK ANALYSIS

BUSINESS RISK	The risk involved here is low. Since there is good availability of Raw materials and also the demand being on rise the business risk is very low.
ENVIRONMENTAL RISK	Since only trading is involved in the said project there is no environmental risk involved in this project.
FINANCIAL RISK	Since the investment to be done in the project is comparatively low, the financial risk associated to the project is low. Also financial assistance from the bank hereby reduces the risk.

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## 10. FUTURE OUTLOOK

- India may be modernizing, and a global revolution may be gripping the country, but as people, Indians are still traditionalists at heart, preferring to don ethnic wear on occasions, festivals and weddings.
- During the past times in India, the Indian sarees used to be just an ordinary and plain cloth, hardly with designs. However, recently, the Indian sarees have been modified into a cloth with delicate designs and embroidery.
- According to a study by Technopak, India's ethnic wear industry is currently pegged at over Rs 82,200 crore and is expected to grow to Rs 1, 26,210 crore by 2019, according to consultancy firm Technopak. This market is dominated by the women's ethnic wear segment, at 83 percent.
- There are also Indian sarees that are decorated with beads and simple embroidery. While there have been modifications in Indian sarees, there are still women in India who wear plain sarees.
- Within the ethnic wear segment, the saree is perhaps the most popular with an estimated market value of Rs 39,350 crore – a 33 percent share in the women's wear market – and is expected to grow at a CAGR of 2.8 percent to reach Rs 51,866 crore by 2027.

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