



CONSHUS
CLOTHING

Be conscious of what you wear

MISSION & VISION

Conshus Clothing is a sustainable fair trade fashion brand aiming to financially empower underprivileged women. We want to create a unisex fashion brand with clothing items such as polo shirts, slacks, t-shirts, and other forms of casual wear. *For each item we sell, a portion of our revenue goes directly to the disenfranchised female garment worker who makes the item.* Our goal is to ensure women who work in sweatshops live a decent life without the anxiety of not being able to afford three meals a day or send their children to school.

PROBLEMS

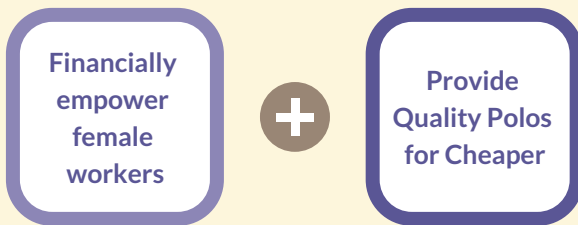
Female Garments Workers in Bangladesh - Victims of Capitalism

There are OVER 40 Million Underprivileged garments workers in the world. 85% are female. Over **4 million women** work in garments in Bangladesh. Western brands pay these disenfranchised women **only \$110 a month**. That is **not enough for even three meals a day**, let alone enough to send their children to school, or afford a decent lifestyle.

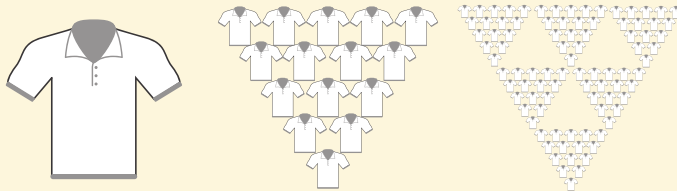
Expensive Polo Shirts

Currently the average price of a polo shirt is **\$65** at retail. Most luxury brands **charge over \$100** for a single shirt, including the most popular brands like Lacoste and Ralph Lauren.

OUR AIM



THE POWER OF \$3



If she makes

If she makes

If she makes



she can:

buy **A TICKET HOME** to see family

she can:

afford **3 MEALS A DAY** for one month

she can:

TRIPLE her **MONTHLY INCOME**

WORTH NOTING: If a female garments worker can triple her monthly income she can sustain up to 3 of her children's school fees and have enough money leftover to send to her retired parents, in-laws, and even save for a rainy day. Let's give these women a privilege we already enjoy.

THE SOLUTION

SUSTAINABLE E-COMMERCE

STEP 1: CUSTOMER ORDERS \$35 POLO SHIRTS ONLINE.



STEP 2: WOMAN IN FACTORY MAKES QUALITY POLO SHIRT



STEP 3: POLO SHIRT + CARD OF WOMAN DELIVERED TO CUSTOMER



STEP 4: GIVE \$3 TO THE WOMAN WHO MADE THE POLO



WHY POLO SHIRTS?

Polo shirts are trendy and can be worn for multiple occasions. We have chosen to sell polo shirts as our first product because A. *millennials love them*, and B. *they haven't been used yet as an item for sustainable fashion*, giving us a unique way to brand ourselves.



CARD GIVEN TO CUSTOMER

Lija, 25

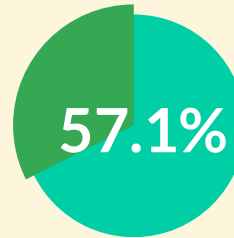
With a five-year old daughter that lives with her grandparents in Netrakona, Lija works overtime and earns \$120 a month to ensure her daughter can go to school. She only gets to see her daughter once a year. She hopes to one day bring her daughter to Dhaka and rent out a bigger room so that they can stay together. Thank you for making an impact on Lija's life.

CONSHUS CLOTHING

MARKET SIZE



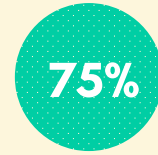
Global Polo Shirt Market



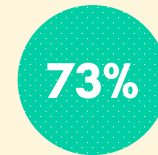
of millennials are willing to pay more than \$40 for a polo shirt

TARGET MARKET

MILLENNIALS (AGED 18-38)



of millennials consider themselves socially conscious



of millennials care about purchasing apparel from socially responsible brands

COMPETITION

Average Polo Shirt Prices Across Major Players

Our Price



\$100



\$150



\$45



\$35

COMPETITIVE ADVANTAGE

Established polo shirt retailers *take advantage of cheap overseas labor*. To them, these women are simply cheap human capital. Unlike other companies we are not just donating to charities unrelated to what we do. We are different because our brand essentially gives these women a \$3 tip for each shirt they make.

Value Proposition: By doing this, *we give back to the most important people in our value chain and financially empower female garments workers* to alleviate them from poverty.

FAIR TRADE MODEL ALREADY WORKS



Mkt. Cap
\$1.2B



Mkt. Cap
\$650M



High Value Sustainable Fashion Brands

PRODUCT QUALITY

Same combinations of cotton and elastane as major brands

MARKETING STRATEGY

Promotional Video for Ad Campaigns and Website



- Will highlight the daily struggles of women
- Will describe our business process
- **Aim: Captivate early buyers of Conshus**

Facebook/Google Ads



- Targeting online shoppers
- Keywords targeting: sustainable fashion, polo shirts, toms, ralph lauren, lacoste
- Will feature video campaign



- Estimated market size: 23,000,000
- Customer acquisition cost: \$6.5 per sale!
- **Aim: Market Penetration Through Viral Social Media Engagement**

Influencer Campaigns

- Free Shirts to Goodwill Ambassadors of Poverty
- Targets Include: Orlando Bloom, Cate Blanchett, Antonio Banderas
- **Aim: High Awareness, Increased Online Traffic, and Sales**



ACTION ITEMS TO EXECUTE SUCCESSFUL LAUNCH OF THIS PROJECT

- | | |
|--|---|
| 1. SOURCING POLO MANUFACTURER IN BANGLADESH | DONE - Sourced from Arneeb's family factory in Bangladesh |
| 2. CONVINCING WORKERS ABOUT EXTRA INCOME | DONE - 18 female workers have agreed to make polos |
| 3. CONSHUS CLOTHING WEBSITE WITH PROMO VIDEO | DONE - www.conshusclothing.com |
| 4. MANUFACTURING SAMPLE POLO SHIRTS | DONE - 20 polo samples in all sizes already available in USA |
| 5. SOURCING PACKAGING AND CARD PRINTING | DONE - Will use packlane.com and 48hourprint.com |
| 6. TESTING SOCIAL MEDIA CAMPAIGNS | STILL LEARNING - Early tests show Cust. Acquisition at \$6.5 |
| 7. HIRING HELP TO HANDLE BANGLADESH OPERATIONS | UNDER PROCESS - Interviewed ex-garments employees.
Main responsibility: ensure money goes to the right woman. |
| 8. MEASURING IMPACT OF CONSHUS CLOTHING SALES | IN FUTURE - After we sell our first 5,000 units we plan to film the impact this has had on each female garment worker's life. |

5 YEAR FORECAST

Year	1	2	3	4*	5
Units Sold	10,000	25,000	55,000	175,000	500,000
Revenue	\$350,000	\$875,000	\$1,925,000	\$6,125,000	\$17,500,000
Costs	\$240,000	\$600,000	\$1,820,000	\$4,200,000	\$12,000,000
Profit	\$110,000	\$275,000	\$105,000	\$1,925,000	\$5,500,000
Contribution to Women	\$30,000	\$75,000	\$165,000	\$525,000	\$1,200,000
Lives Changed	10	25	55	175	500

*In Year 3, we plan on enlisting goodwill ambassadors to our cause, which should exponentially increase our exposure, this is why we expect a large jump for units sold in year 4 and 5. Up to year 3 we only plan on using Social Media advertisements to reach our target market.

COST ASSUMPTIONS

Sale Price	\$35.00
Cost of Goods Sold	
o Manufacturing	\$7.50
o Packaging	\$1.50
o Shipping	\$5.50
Contribution to Garments Workers	\$3.00
Customer Acquisition Cost*	\$6.50
Profit before taxes	\$9.00

* Customer acquisition cost has been estimated through extensive test research on Facebook/Google Ads.
*All costs are accurate to 2019 fiscal year.

IN 5 YEARS WE AIM TO:



TEAM



Arneeb Mahbub CEO and Founder

The passion and drive behind this operation, Arneeb's family has been involved in garments since the 1980s. *Arneeb knows A-Z about garments production and distribution.* He was also a former startup CEO and ran an online ticketing startup.



Parth Srivastav Chief Marketing Officer

Parth is a mastermind designer. Having worked as a front end designer for a startup, *Parth knows what appeals graphically to millennials and knows how to create a captivating brand.* He designed the Conshus website and storyboarded the video.