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

- Financially empower female workers
- Provide Quality Polos for Cheaper

THE POWER OF $3

If she makes 1 shirt a month she can: buy A TICKET HOME to see family

If she makes 15 shirts a month she can: afford 3 MEALS A DAY for one month

If she makes 90 shirts a 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

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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. **millenials love them**, and B. **they haven’t been used yet as an item for sustainable fashion**, giving us a unique way to brand ourselves.

MARKET SIZE

- **Global Polo Shirt Market**
  - **$4.4B**
  - **57.1%**
  - **75%**

- **Target Market**
  - **Millenials (aged 18-38)**
  - **73%**
  - **of millenials care about purchasing apparel from socially responsible brands**
  - **of millenials consider themselves socially conscious**
  - **of millenials are willing to pay more than $40 for a polo shirt**

CARD GIVEN TO CUSTOMER

**Lija, 25**

With a five year old daughter that lives with her grandparents in Harare, 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 Pilika and rent out a bigger room so that they can stay together. Thank you for making an impact on Lija’s life.

COMPETITION

- **Average Polo Shirt Prices Across Major Players**
  - **LACOSTE**
    - **$100**
  - **ABERCROMBIE & FITCH**
    - **$150**
  - **CONSHUS**
    - **$45**
  - **TOMS**
    - **$35**

PRODUCT QUALITY

- **Same combinations of cotton and elastane as major brands**

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

- **Warby Parker**: Mkt. Cap $1.2B
- **Toms**: Mkt. Cap $650M

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**

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5 YEAR FORECAST

<table>
<thead>
<tr>
<th>Year</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4*</th>
<th>5</th>
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<tr>
<td>Units Sold</td>
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<td>25,000</td>
<td>55,000</td>
<td>175,000</td>
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<td>Revenue</td>
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<td>Profit</td>
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<td>$275,000</td>
<td>$105,000</td>
<td>$1,925,000</td>
<td>$5,500,000</td>
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<tr>
<td>Contribution to Women</td>
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<td>$75,000</td>
<td>$165,000</td>
<td>$525,000</td>
<td>$1,200,000</td>
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<tr>
<td>Lives Changed</td>
<td>10</td>
<td>25</td>
<td>55</td>
<td>175</td>
<td>500</td>
</tr>
</tbody>
</table>

COST ASSUMPTIONS

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

*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.

IN 5 YEARS WE AIM TO:

**SELL**
- **500K** polo shirts

**MAKE**
- **$17.5M** in revenue
- **$5.5M** in profit

**GIVE**
- **$1.2M** to female workers

**CHANGE**
- **765** lives

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.

www.conshusclothing.com