

B-S2 NETWORK SERVICE PRIVATE LIMITED

STARTUP PITCH DECK



TABLE OF CONTENTS

01

COMPANY PROFILE

02

PROBLEM STATEMENT

03

MARKET ANALYSIS

04

UNIQUENESS IN
STARTUP IDEA

05

REVENUE MODEL AND
FINANCIAL STATUS



ABOUT COMPANY PROFILE

COMPANY BASIC INFORMATION

<u>COMPANY NAME</u>	B-S2 NETWORK SERVICE PRIVATE LIMITED
<u>CIN</u>	U14101BR2023PTC064311
<u>DATE OF INCORPORATION</u>	25/07/2023
<u>EMAIL ID</u>	Sum1987it@gmail.com
<u>COMPANY ADDRESS</u>	C/O MIRA DEVI, SHIUDIHPANCHMIRCHA-PATHAK CHAK, JAMUI, JAMUI, JAMUI, BIHAR, INDIA, 811307
<u>PAN NUMBER</u>	AALCB7962Q

COMPANY VISION AND MISSION STATEMENT



VISION

To democratize access to branded goods for all individuals, regardless of their financial means, by revolutionizing the way surplus inventory is sourced and distributed across India.



MISSION

Our mission is to empower every person, especially those from middle-income families, to confidently express their style and identity through affordable, high-quality branded products. We achieve this by leveraging innovative sourcing strategies and a commitment to providing exceptional value, thereby enriching lives and fostering a culture of accessibility and inclusivity in the retail industry.

COMPANY CORE VALUES

Innovation: We embrace creativity and continuous improvement, fostering a culture that values and drives innovative solutions in education.

Integrity: We uphold the highest standards of honesty, transparency, and ethical behavior in all our interactions, ensuring trust and credibility in our relationships.

Empowerment: We are dedicated to empowering individuals with the knowledge, skills, and resources needed to thrive in a rapidly evolving world.

Excellence: We are committed to delivering excellence in everything we do, setting high standards for quality, efficiency, and impact.





Company Introduction: Affordable Branded Goods Solutions

At Affordable Branded Goods Solutions, we believe that everyone deserves to experience the luxury and quality of branded merchandise, regardless of their budget constraints. Founded with the vision of making branded goods accessible to all, our startup specializes in sourcing surplus, open box, and online return inventory from various regions across India.

What sets us apart is our commitment to innovation and inclusivity. By leveraging cutting-edge sourcing techniques and technology, we've created a platform where customers can access a diverse selection of branded goods conveniently and affordably. Our dedication to customer satisfaction and value ensures that every purchase with us is not only a bargain but also a delightful experience.

As we embark on this journey, our goal is clear: to become the go-to destination for budget-conscious consumers seeking quality branded products. With a vision to revolutionize the retail industry and a mission to enrich lives through accessibility and affordability, Affordable Branded Goods Solutions is poised to redefine the way people shop for luxury in India.

Join us as we make luxury a reality for all, one discounted product at a time.

Key Business Activities: Affordable Branded Goods Solutions

MANUFACTURING, IMPORT, EXPORT, AND DISTRIBUTION: Manufacture, import, export, buy, sell, and distribute a wide range of readymade garments, textiles, hosiery, silk, coated fabrics, and other merchandise made from various fibers including cotton, nylon, silk, polyester, acrylics, wool, and jute. Act as agents, stockists, distributors, and suppliers for these products, catering to both domestic and international markets.

FASHION & LIFESTYLE PRODUCTS: Engage in the manufacturing, trading, fabrication, exporting, and importing of clothing, readymade garments, jewelry, footwear, handbags, and all fashion & lifestyle accessories. Serve as representatives, commission agents, wholesalers, retailers, franchisers, and dealers for textile clothing, wearing apparel, cosmetics, jute products, linens, and furnishing fabrics.

ONLINE RETAIL OPERATIONS: Own, create, operate, and manage online shopping websites, e-commerce marketplaces, portals, and mobile applications. Establish a virtual shopping mall with an extensive online catalogue, offering a convenient shopping experience for a diverse range of products including clothing, jewelry, footwear, luggage, handbags, kitchen appliances, mobile accessories, and various fashion & lifestyle accessories.



02

PROBLEM STATEMENT

Problem Statement in the Current Electrical and Industrial Industry:



Problem Statement in the Current Industry:

AFFORDABILITY BARRIER: Many individuals aspire to own branded goods but face affordability barriers due to the high retail prices associated with these products. Limited access to discounts and sales channels often prevents consumers, particularly those from middle-income families, from purchasing branded merchandise within their budget constraints.

LIMITED VARIETY AND AVAILABILITY: Traditional retail outlets often offer a limited variety of branded goods, restricting consumer choice and leaving them with fewer options to explore. Availability issues further exacerbate the problem, as certain regions may have limited access to branded products, leading to disparities in consumer access and satisfaction.

INCONVENIENT SHOPPING EXPERIENCE: Brick-and-mortar stores may not always provide a convenient shopping experience, requiring consumers to travel long distances or navigate through crowded spaces to access branded merchandise. Limited store hours and inventory management challenges contribute to an overall inconvenient shopping experience for consumers seeking branded goods.



Problem Statement in the Current Industry:

ENVIRONMENTAL IMPACT AND SUSTAINABILITY CONCERNS:

The fashion and retail industry's reliance on fast fashion and mass production contributes to environmental degradation and sustainability concerns.

Excessive waste generation, overconsumption, and the use of non-renewable resources raise ethical and environmental questions, prompting consumers to seek more sustainable and eco-friendly alternatives.

In summary, the current industry faces challenges related to affordability barriers, limited variety and availability, inconvenient shopping experiences, and environmental sustainability concerns. These issues underscore the need for innovative solutions that prioritize accessibility, diversity, convenience, and sustainability in the retail landscape. By addressing these challenges head-on, there is an opportunity to revolutionize the way consumers access and interact with branded goods, creating a more inclusive, convenient, and environmentally responsible shopping experience for all.



03

MARKET ANALYSIS



THE SURPASSING SURPLUS BUSINESS

INTRODUCTION:

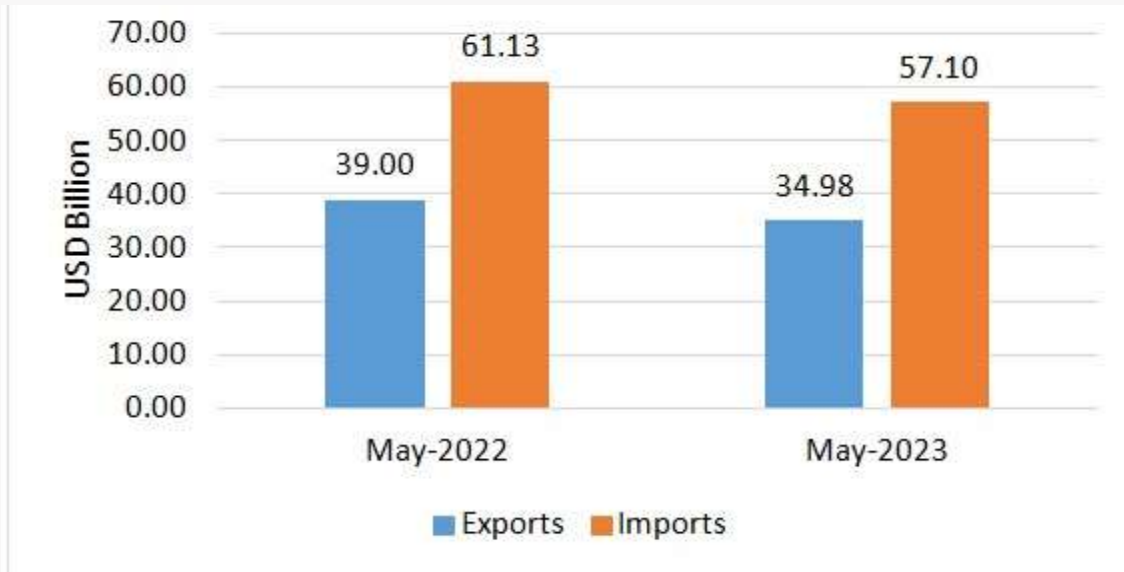
Garment surplus comes from three major segments: first, the extra garments manufactured (for exports as well as domestic) to cover up for quality issue; secondly, garments or shipments rejected by the buyers due to quality, timely delivery or any other issues; and third, leftover (unsold) garments of various retailers, brands etc. Rather than sending these remaining garments to landfill, these are picked by the specified firm dealing in surplus garments. It is also being observed that in the name of surplus, few of the manufacturers sell fresh garments similar to styles already selling as hot items in market.

From top brands to high-quality unbranded garments, innerwear to blazers and fashion accessories, nearly all products come under this surplus range. Value for money, good quality products and aspirations of brands are a few of the main reasons ensuring the growth of this market segment, which according to industry survey conducted by Apparel Resources and views shared by various stakeholders, can have a market size of US \$ 3 billion or even more.



MERCHANDISE TRADE

- Merchandise exports in May 2023 were USD 34.98 Billion, as compared to USD 39.00 Billion in May 2022.
- Merchandise imports in May 2023 were USD 57.10 Billion, as compared to USD 61.13 Billion in May 2022.

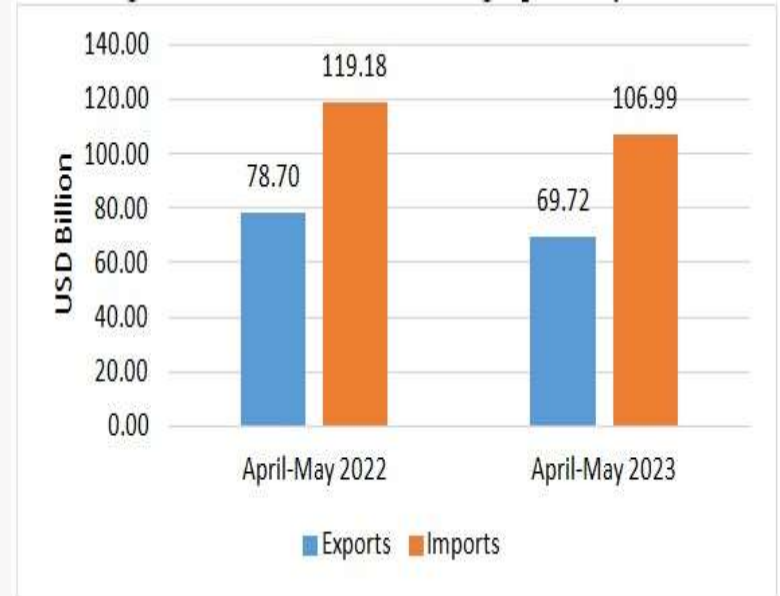


**Merchandise Trade during
May 2023**

MERCHANDISE TRADE

- Merchandise exports for the period April-May 2023 were USD 69.72 Billion as against USD 78.70 Billion during April-May 2022.
- Merchandise imports for the period April-May 2023 were USD 106.99 Billion as against USD 119.18 Billion during April-May 2022.
- The merchandise trade deficit for April-May 2023 was estimated at USD 37.26 Billion as against USD 40.48 Billion during April-May 2022., as compared to USD 61.13 Billion in May 2022.

Merchandise Trade during April-May 2023



INVESTMENTS/ RECENT DEVELOPMENTS

From April 2000-March 2023, Foreign Direct Investment (FDI) equity inflow in the education sector stood at US\$ 9.2 billion, according to the data released by Department for Promotion of Industry and Internal Trade (DPIIT) The education and training sector in India has witnessed some major investments and developments in the recent past. Some of them are:

- In September 2023, a three-year partnership called "Education to Entrepreneurship: Empowering a Generation of Students, Educators, and Entrepreneurs" was launched by the Ministry of Education and the Ministry of Skill Development and Entrepreneurship, and Meta in New Delhi.
- In August 2023, Union Minister of Education Mr. Dharmendra Pradhan unveiled the National Curriculum Framework for School Education (NCF), which has been developed based on the National Education Policy (NEP), 2020 vision. As per that, in order to guarantee that students have adequate time and opportunity to perform successfully, board exams will be offered at least twice a year.
- In August 2023, Amazon India launched the third edition of Machine Learning (ML) Summer School. This program aims to provide students with the opportunity to learn key ML technologies from Scientists at Amazon.

ROAD AHEAD OF OUR STARTUP INDUSTRY

The road ahead for the affordable branded goods industry presents both challenges and opportunities. Here's a glimpse of what lies ahead:

Expansion of Online Retail: The shift towards online shopping is expected to accelerate, driven by convenience and accessibility. Retailers in the affordable branded goods segment need to invest in robust e-commerce platforms and digital marketing strategies to capture a larger share of the online market.

Enhanced Customer Experience: Personalization and customer engagement will be key differentiators in a competitive market. Implementing AI-driven recommendation engines, virtual try-on technologies, and seamless omnichannel experiences will be essential for retaining customers and driving loyalty.

Sustainability Initiatives: With increasing awareness of environmental issues, consumers are demanding more sustainable and ethically sourced products. Retailers need to prioritize sustainability throughout their supply chains, offering eco-friendly options and transparent sourcing practices to meet consumer expectations.

Supply Chain Resilience: The COVID-19 pandemic exposed vulnerabilities in global supply chains, emphasizing the need for resilience and agility. Retailers should diversify sourcing channels, invest in inventory optimization tools, and adopt flexible logistics solutions to mitigate supply chain disruptions and ensure product availability.

ROAD AHEAD OF OUR STARTUP INDUSTRY

Market Expansion: There is significant growth potential beyond urban centers, particularly in tier 2 and tier 3 cities. Retailers can capitalize on this opportunity by expanding their presence in untapped markets, leveraging localized marketing strategies, and adapting product offerings to cater to diverse consumer preferences.

Digital Transformation: Embracing digital technologies such as data analytics, AI, and IoT will be critical for driving operational efficiency and innovation. From demand forecasting and inventory management to targeted marketing campaigns and customer engagement, retailers need to harness the power of data to make informed decisions and stay ahead of the curve.

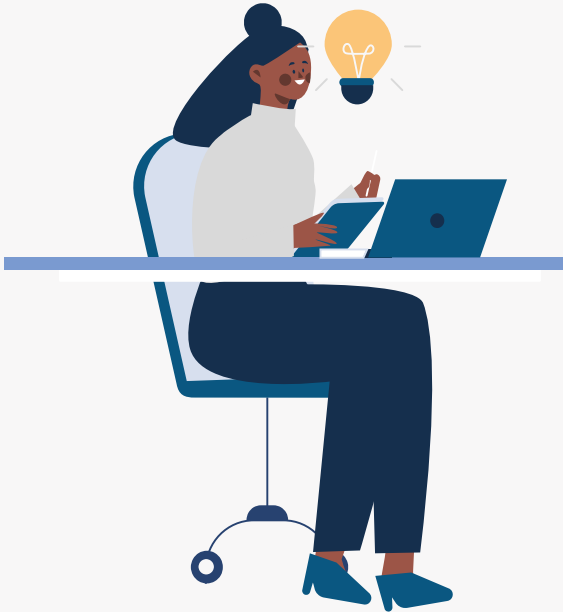
Partnerships and Collaborations: Collaboration with other stakeholders, such as suppliers, manufacturers, and technology providers, can unlock new opportunities for growth and innovation. Strategic partnerships can facilitate access to new markets, enhance product offerings, and drive cost efficiencies through shared resources and expertise.

In navigating the road ahead, agility, innovation, and a customer-centric approach will be paramount for success in the dynamic landscape of the affordable branded goods industry.



04

**UNIQUE
PROPOSITION OF OUR
STARTUP:**



FOUR MAJOR UNIQUE IDEAS OF OUR STARTUP:

**DYNAMIC
SOURCING
MODEL**

**COMPREHENSIV
E PRODUCT
RANGE**

**PERSONALIZED
SHOPPING
EXPERIENCE:**

**COMMUNITY
ENGAGEMENT
AND
TRANSPARENCY**

UNIQUE PROPOSITION OF OUR STARTUP:

Unique Proposition: Affordable Branded Goods Solutions

At Affordable Branded Goods Solutions, we stand out from traditional retailers by offering a unique proposition that addresses the affordability barrier faced by consumers aspiring to own branded merchandise. Our startup differentiates itself in the following ways:

INNOVATIVE SOURCING: We utilize innovative sourcing strategies to acquire surplus, open box, and online return inventory from various regions across India. By tapping into this supply chain, we can offer branded goods at significantly discounted prices, ranging from 30% to 80% off retail prices.

WIDE RANGE OF PRODUCTS: Our platform provides a one-stop destination for a diverse range of branded products, including men's wear, ladies wear, kid's wear, footwear, accessories, kitchen appliances, mobiles, and more. With such a comprehensive selection, customers can fulfill all their branded goods needs conveniently and affordably.



Unbeatable Value: We are committed to providing unbeatable value to our customers by offering high-quality branded merchandise at prices that fit within their budget constraints. Our discounts ensure that customers can enjoy the luxury and prestige of owning branded goods without breaking **the bank**.

Convenient Shopping Experience: Through our online platform, we offer a convenient shopping experience that allows customers to browse, select, and purchase branded goods from the comfort of their own homes. With easy payment options and doorstep delivery, we prioritize convenience and accessibility for our customers.

Ethical and Sustainable Practices: We are dedicated to ethical and sustainable practices throughout our operations, ensuring that our sourcing and business practices align with environmental and social responsibility. By offering sustainable and eco-friendly options, we cater to the growing demand for ethically sourced products among conscious consumers.

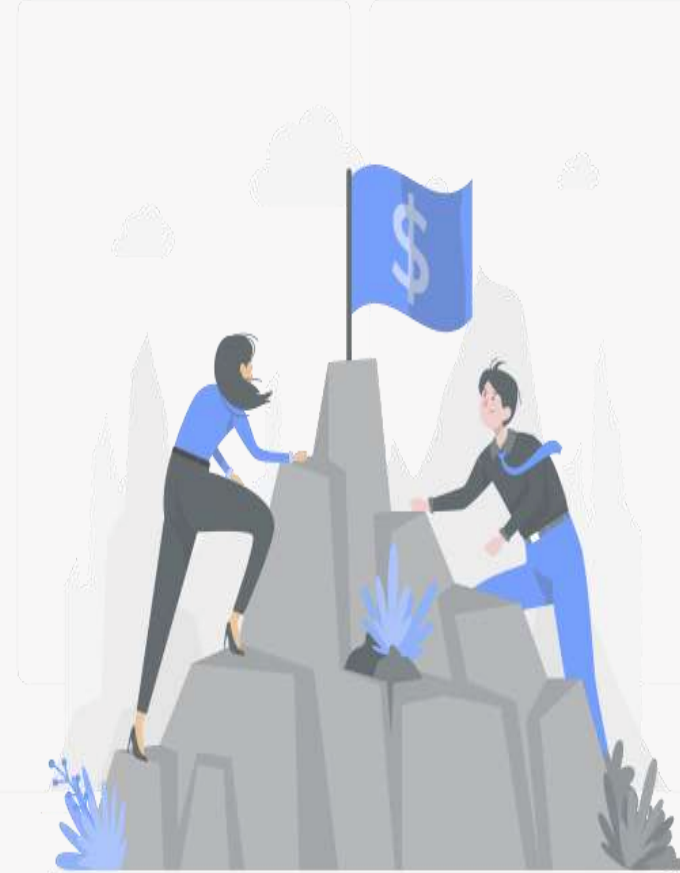
In essence, our unique proposition lies in our ability to democratize access to branded goods by making them affordable and accessible to all. With our innovative approach to sourcing, wide range of products, unbeatable value, convenient shopping experience, and commitment to ethical and sustainable practices, Affordable Branded Goods Solutions is revolutionizing the retail landscape in India.





05

REVENUE MODEL & FINANCIAL STATUS



REVENUE MODEL FOR RMPOWER TECH PRIVATE LIMITED:

REVENUE MODEL: AFFORDABLE BRANDED GOODS SOLUTIONS

Product Sales: The primary source of revenue is through the sale of branded goods sourced from surplus, open box, and online return inventory. Revenue is generated from the markup applied to the discounted prices of these products. The margin between the purchase price and the selling price contributes to the gross profit.

Membership Programs: Offer subscription-based membership programs that provide exclusive access to special discounts, early access to new arrivals, and personalized shopping experiences. Memberships can be offered on a monthly or annual basis, providing a recurring revenue stream for the business.

Commission-Based Partnerships: Collaborate with brands, suppliers, and manufacturers to feature their products on your platform. Earn commissions on sales generated through these partnerships, providing an additional revenue stream while expanding the product range and enhancing customer choices.



Advertising and Sponsorships: Monetize your platform through targeted advertising and sponsorships. Partner with brands and advertisers seeking to reach your customer base and promote their products or services through banners, sponsored content, and targeted email campaigns. Revenue is generated through pay-per-click or pay-per-impression models.

Value-Added Services: Offer value-added services such as express shipping, gift wrapping, extended warranties, and personalized styling consultations for an additional fee. These premium services enhance the shopping experience and provide an additional revenue stream while catering to the diverse needs and preferences of customers.

Affiliate Marketing: Partner with affiliate networks and influencers to promote your products and drive traffic to your platform. Earn commissions on sales generated through affiliate links and promotional campaigns, leveraging the reach and influence of affiliates to expand your customer base and increase sales.

This revenue model integrates multiple streams of income, including product sales, membership programs, partnerships, advertising, data monetization, value-added services, and affiliate marketing, to create a diversified and sustainable revenue stream for your startup.



Current Equity Structure, Fundraising History and Investors

There is no fundraising history and all the funds of the startup are bootstrapped. Currently the Equity structure of the Company is owned by the Directors itself and there are no public investors.

Total Equity Structure of the company is Rs. 200,000 Authorized share and Rs. 50,000 Paid-up capital which is owned by:-

- KUNAL KUMAR (750 Shares)
- SUMIT KUMAR (4250 Shares)





We appreciate your time and attention.
Feel free to contact on specific contact details and any additional information you'd like to include.



Thanks!