



F&S

FASHION & STYLE



The Essence

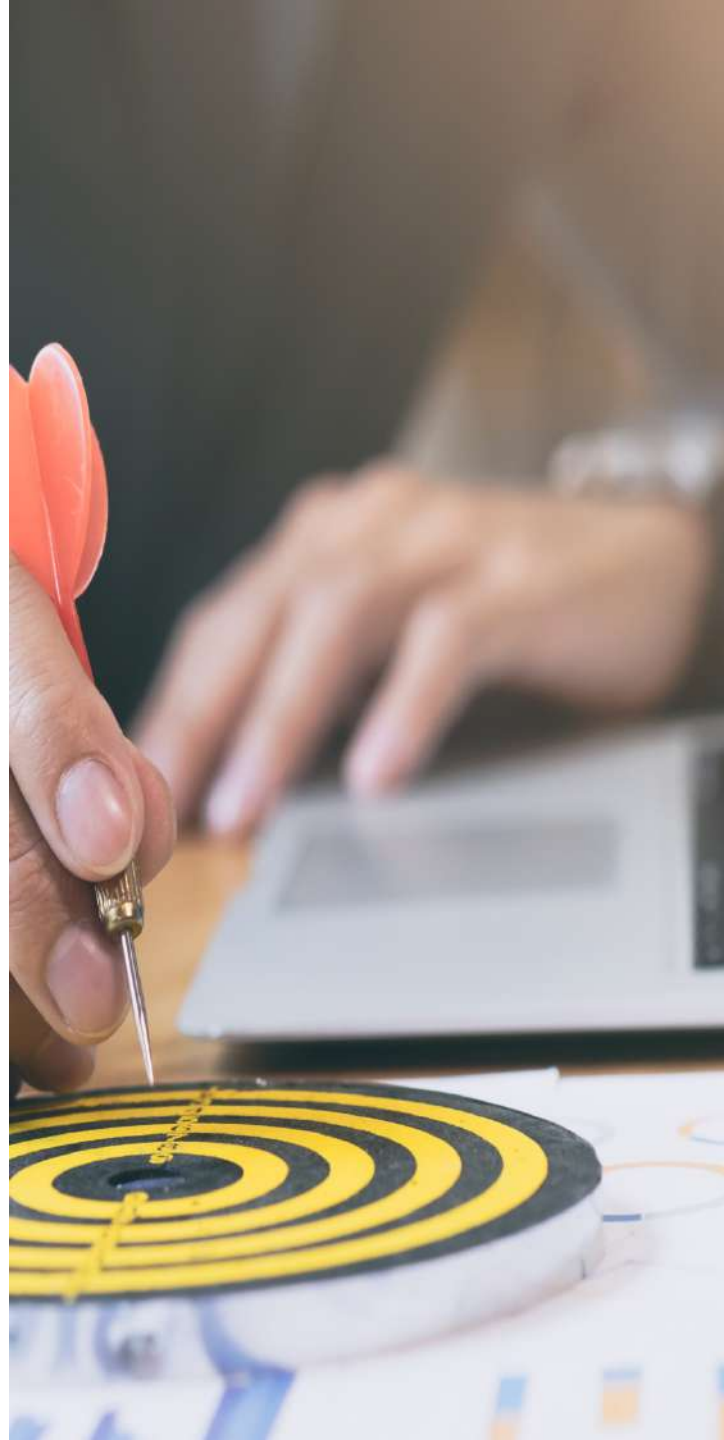


- Founded in 2014 by a dynamic group of skilled professionals with several years of work experience in Multi National Corporations.
- Marked its presence in retail market with its first multi storied store in July 2017, Jalandhar.
- Our approach is simple, deliver superior quality products to consumers at affordable prices.
- Our Consumer centric ethos drives us to innovate and provide a huge variety of styles for customers from all walks of life.
- Our products are drenched in fashion & style, which is our mantra.
- With our ambitious expansion plans and adaptability to the dynamic fashion industry model, we are set to disrupt the retail market for years to come.



Mission

Enabling a satisfying and rewarding shopping experience for our customers by creating a bond that compels them to form a long term association with our wide range of services.



To be the most customer-oriented apparel and clothing brand in India celebrating individuality and enable each person's sense of style to thrive. F&S creates products & marketing programs that reflects the brand's unlimited creative potential.



Vision

Why This business



The Indian retail market is expected to demonstrate a promising year-on-year growth of 6% to reach USD 865 billion, by 2023, from the current USD 490 billion. The share of apparel in India's retail market is 8%, corresponding to a value of USD 40 billion. In addition to fashion apparel, the growing demand for fashion accessories makes the Indian fashion market both interesting and lucrative.



Why F&S

Engaging Consumers : Store décor, product bundling and product displays has garnered us more attention of customers

Contemporary Price Points : Offers products for both masses and classes with good range of price band

Quick response : Faster fashion, closer relationship with design and consumer, narrow design to consumer window

Indian-ised Global Aesthetics : Same looks as global brands enhanced with an Indian flavour

Fresh Stock : Lucrative purchase return policy to avoid any stock getting dead. Latest and fresh collection at store always

Business Efficiency : Corporatized retail with implementation of scientific management system and the application of Information Technology tools heading towards efficiency driven ecosystem with consumers at the core

Customization of Product Portfolios : Have customized, discounted offerings and promotions based on the specific requirements of each consumer segment

Proliferation of Private Labels : It helps in managing the supply chains and pricing and thus impacts the bottom line

Consumer profile

F&S target market is composed of men and women, 18-40 years of age, with mid-range incomes. The target customer is very fashion forward and trend conscious, residing in an urban and sub-urban markets of Tier II and Tier III cities. They are either shopping for themselves or for their children. F&S's customers are definitely sensitive towards having the most up to date and fashionable clothing and accessories but at an affordable price.

With its ambitious expansion plans, constant product innovation, deep understanding of the consumer psyche and customer centric brand strategy, F&S is all set to uphold its cult status in times to come.



Investment Breakup

| Investment Required | |
|---------------------|---------------------|
| Expense Type | Amount/Sq feet (Rs) |
| Stock Security | 1500 |
| Rent Security | 210 |
| Wall Fixtures | 240 |
| Gondola | 60 |
| Visual and graphic | 100 |
| Electronics* | 100 |
| Consumables** | 50 |
| Front Façade | 100 |
| Flooring | 100 |
| Ceiling with light | 200 |
| AC and Power backup | 200 |

Assumptions:

1. These costing per square feet is for reference purpose only and is not fixed in nature.
2. The value will change as per the location of store, total store area and category selected.

*Computer/ Printer/ Scanner/ Sensor Machine

**Hard Tags/ Hangers/Stationary/Printing Material

Return On Investment (Case Study)

| Investment (10,000 Sq ft Area) | | |
|--------------------------------|-------------------|--------------------|
| Type | Amount/Sq ft (Rs) | Total |
| Stock Security | 1500 | 1,50,00,000 |
| Rent security | 210 | 21,00,000 |
| Store Interior | 1150 | 1,15,00,000 |
| Total | 2860 | 2,86,00,000 |

| Fixed Expense (10,000 Sq ft Area) | | |
|-----------------------------------|-------------------|-----------------|
| Type | Amount/Sq ft (Rs) | Total |
| Salary | 25 | 2,50,000 |
| Electricity | 15 | 1,50,000 |
| Marketing | 10 | 1,00,000 |
| Total | 50 | 5,00,000 |

| Variable Expense (Rs 1 Cr* Monthly Sale) | | |
|--|-------------|------------------|
| Type | % over sale | Total |
| Rent | 8% | 8,00,000 |
| Tax | 8% | 8,00,000 |
| F&S Margin | 70% | 70,00,000 |
| Total | 46% | 86,00,000 |

| Summary (Rs) | |
|---------------------|---------------|
| Sale | 1,00,00,000 |
| Fixed Expense | (5,00,000) |
| Variable Expense | (86,00,000) |
| Earning | 9,00,000 |
| Investment | 2,86,00,000 |
| ROI (Monthly) | 3.15% |
| ROI (Yearly) | 37.76% |

***Assumption:**

1. Assuming store area to be 10,000 sq ft
2. Expected sale is Rs 1,000/- per square feet

[ROI Calculation Sheet](#)

Store Property preference

- Area required is between 5,000 to 20,000 Square feet.
- High footfall locations like malls, high streets or regional markets.
- Preferably situated on the ground floor with lift access to higher floors.
- Convenient locations in residential layouts promising high visibility.
- Location can be rented or owned by the investor.



Our Support



- Complete set up of Store between 30-45 days before it's opening.
- Complete sales and product training to the sales staff of the store.
- Effective marketing activity at the opening of the store.
- POS software and it's training of leading technology company at ZERO cost.
- Supply of carry bags with location name at ZERO Cost.
- Regular monthly/quarterly marketing activity of the store to increase the footfall.
- Excellent stock correction policy in apparels on regular basis.

Product CATEGORY

General Merchandise

We also cater to all the household needs and kitchen ware, home furnishings, toys and luggage



Fashion

Trendy and latest fashion including apparel and footwear products for men, women and kids available at the most affordable price



Accessories

Get the best of latest and fashionable accessories for men, women and kids in a variety of colours and materials.



Brand Partners



In-house brands

Stance
DIDO
DAY IN DAY OUT
Sanida
stylish diva


GLAM AND GIRLY

FRENCH  FASHION

 **aahitri**

 **RAMSAA**

VRIESRISE

cultural heritage

JazSY

belle


UNAPOLOGETIC

CURVESERO

AAKAR
affair

शTABD

Nirakar

elixir

 REAL MEN STITCH™

ROCKSHOX™

 defranchis

 **BBT™**
BELT BOW TIE

STYLIC

TAMATO  ENVY

Press™
Play

MareLuna™
essentials

 *Lupindita™*

Buti™

MOBCANDY™

 La Parisienne

LITTLE MACBETH™

Fortunate™
Nora



Men's Casual Wear



Men's
Formal Wear



Men's Party Wear





Women's Casual Wear



Women's Ethnic Wear

Women's Party Wear





Night wear & Lingerie





Kid's Ethnic Wear





Kid's
Casual
Wear

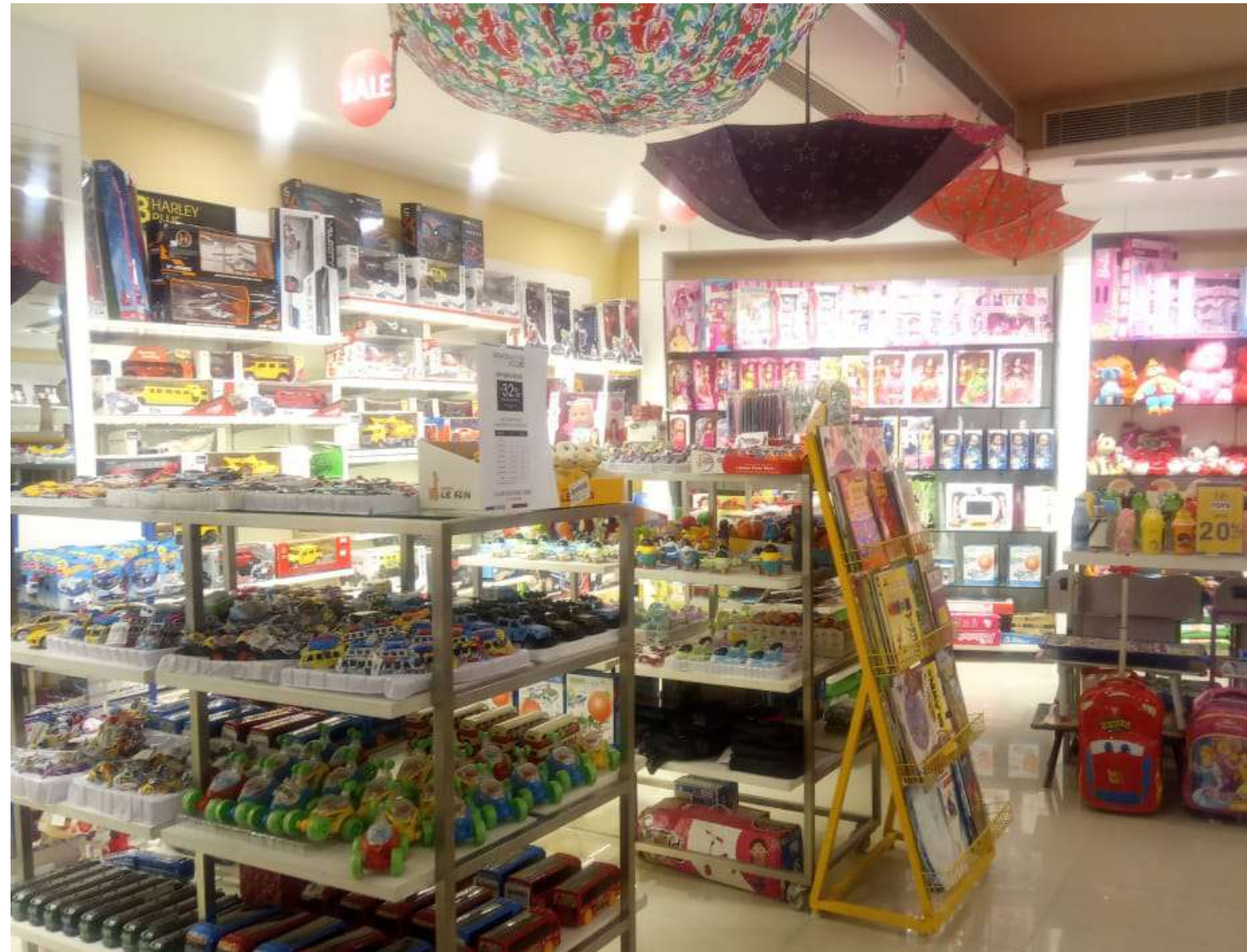


Kid's
Party
Wear

Infant & Toys



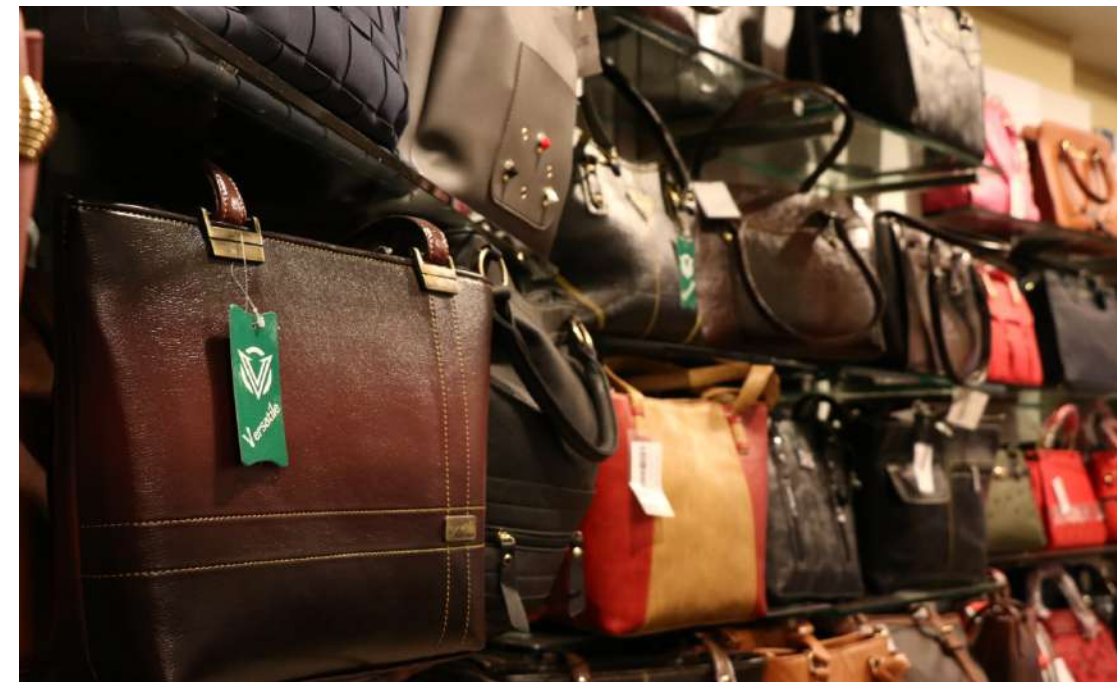
Kids Accessories



Home & Decor



Bags & luggage



Men's & Women's Footwear



Thank you!

**To open shop is easy, to keep it open
is an art.**

ADDRESS

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[Store Video Non-apparel](#)