



by Mahdiya Ahmed

Paati

BUSINESS PITCH



Overview

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THE INDUSTRY'S HIDDEN TRUTH

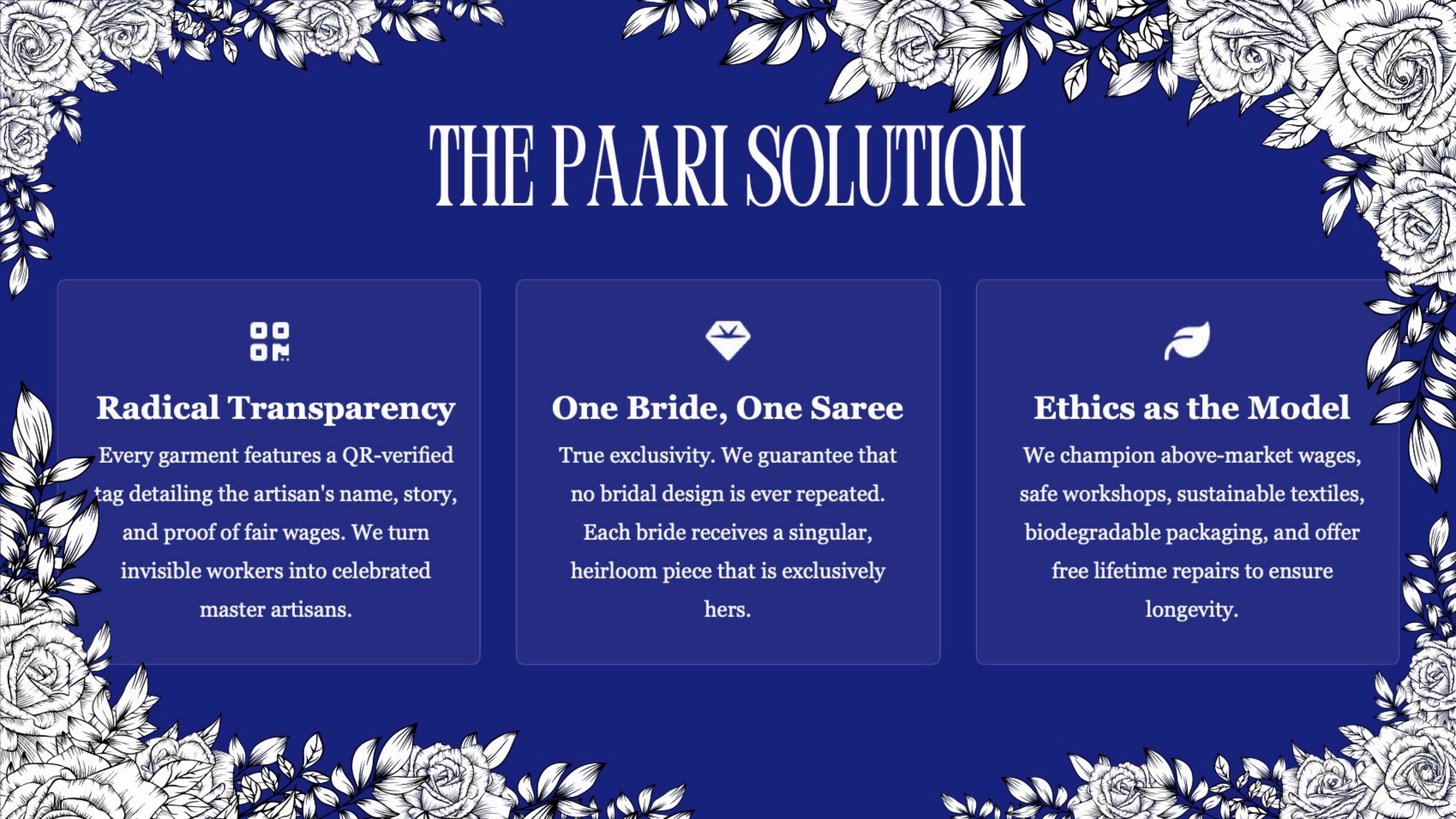
EXPLOITATION IN MASS PRODUCTION

The global shift to fast fashion has severely marginalized the artisans who clothe the world. In the South Asian garment industry, roughly **98% of artisan businesses remain unregulated.**

Rural artisans often earn just **US\$0.89 a day.** Furthermore, while women make up 60-80% of the garment workforce, they hold fewer than 5% of senior or managerial roles.

Consumers are frustrated by this opacity and the lack of exclusive, ethically-made heritage wear that justifies a premium price tag.





THE PAARI SOLUTION



Radical Transparency

Every garment features a QR-verified tag detailing the artisan's name, story, and proof of fair wages. We turn invisible workers into celebrated master artisans.



One Bride, One Saree

True exclusivity. We guarantee that no bridal design is ever repeated. Each bride receives a singular, heirloom piece that is exclusively hers.



Ethics as the Model

We champion above-market wages, safe workshops, sustainable textiles, biodegradable packaging, and offer free lifetime repairs to ensure longevity.

OUR COLLECTIONS



Bridal & Occasion Wear

Made-to-order, custom-sized complete sets utilizing premium regional textiles like Rajshahi silk and Dhakai muslin.



Master Craftsmanship

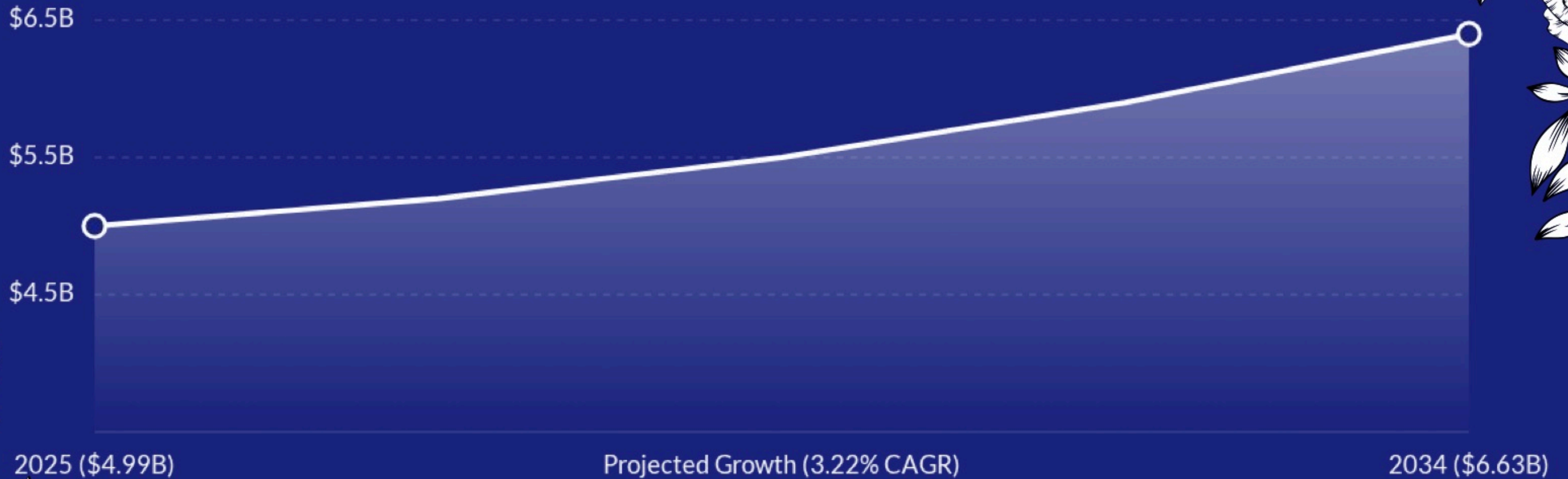
Detailed hand-embroidery including Zardosi, Nakshi Kantha, and pearl embellishments created by empowered female artisans.



Sustainable Accessories

Zero-waste Potli bags crafted from surplus premium silks and crystals, providing an accessible entry point to the brand.

THE MARKET OPPORTUNITY



The SE Asian luxury fashion market is expanding rapidly, fueled by rising expenditures on cultural events and a decisive consumer shift toward ethical, meaningful slow fashion.

THE PAARI WOMAN



AFFLUENT & ETHICALLY MINDED

Our core demographic consists of educated South Asian women aged 21-50 with high disposable incomes. They reside in major hubs like Dhaka, as well as diaspora markets (UK, Canada, US, Australia, Middle East).

She purchases intentionally and infrequently, seeking heirloom quality for weddings and festivals. She values heritage and wishes to align her spending with her ethics—demanding proof of craftsmanship and fair labor practices.

COMPETITIVE LANDSCAPE

Competitor	Position	Strengths	Vulnerabilities
Aarong	Nationwide, Low-Mid	Scale, rural artisan income network	Seen as overpriced for quality, weak pricing transparency
Studio Mayasir	Dhaka Slow-Fashion, Mid-High	Authentic, artisan-centered model	Dated branding, struggles with scalability and youth appeal
Rina Latif	Luxury Heritage, High Price	Strong luxury positioning globally	Low visibility, high prices restrict local accessibility
Indian Houses (Sabyasachi, A. Dongre)	Global Prestige, Premium	Massive marketing, high status	Opaque about artisans, lacks distinct Bangladeshi heritage

OUR COMPETITIVE ADVANTAGE



Radical Proven Transparency

We do not just claim to be ethical. Our QR codes link each specific piece to the exact artisan who made it, detailing her story and fair wage.



"One Bride, One Saree"

We offer genuine exclusivity. Bridal designs are never duplicated, providing true one-of-a-kind value in a market saturated with replicas.



Ethics Built into the Margin

Above-market wages, safe workshops, and artisan training are not a CSR afterthought; they are the foundational mathematics of our business.



Modern Bangladeshi Storytelling

A polished, social-first identity that resonates with younger, global diaspora buyers looking to authentically reconnect with their roots.



47%

MAXIMUM PROFIT MARGIN

BUSINESS & REVENUE MODEL

Profitable & Sustainable

We operate as a direct-to-consumer (D2C) made-to-order business, eliminating deadstock waste. Our premium pricing (A\$600 to A\$1000+) reflects the true cost of luxury craftsmanship.

Taking our hero product (Lilypad Saree) as a benchmark:

Production costs sit at A\$447.70 (including fair artisan labor).

Retailing at realistic to premium brackets yields a robust 31% to 47% margin, ensuring ethical commitments never compromise financial viability.



GO-TO-MARKET STRATEGY



Social & Story-Led

Utilizing educational content via social media to highlight heritage techniques and the artisans behind them. Driving engagement through the #Paari challenge.



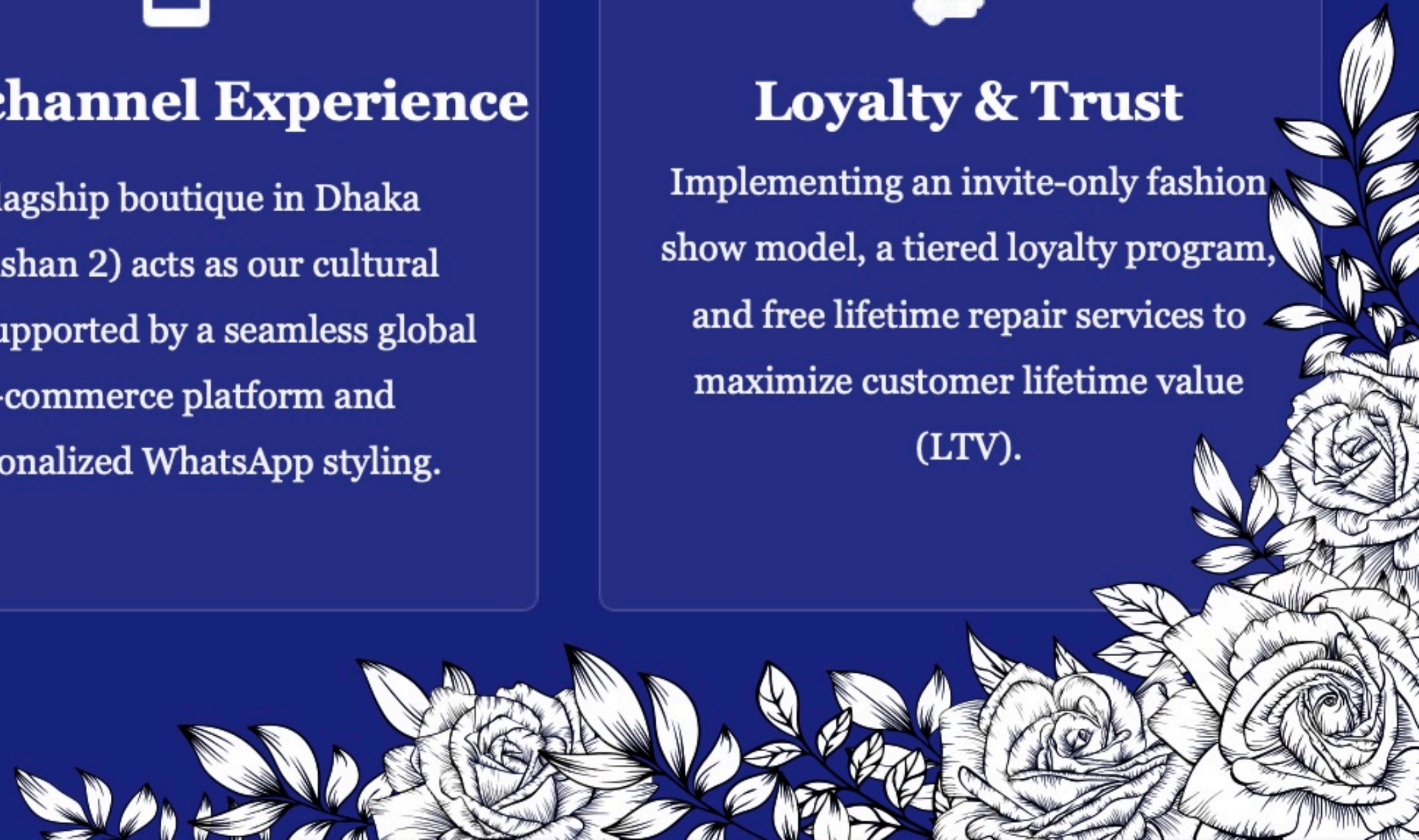
Omnichannel Experience

A flagship boutique in Dhaka (Gulshan 2) acts as our cultural hub, supported by a seamless global e-commerce platform and personalized WhatsApp styling.



Loyalty & Trust

Implementing an invite-only fashion show model, a tiered loyalty program, and free lifetime repair services to maximize customer lifetime value (LTV).





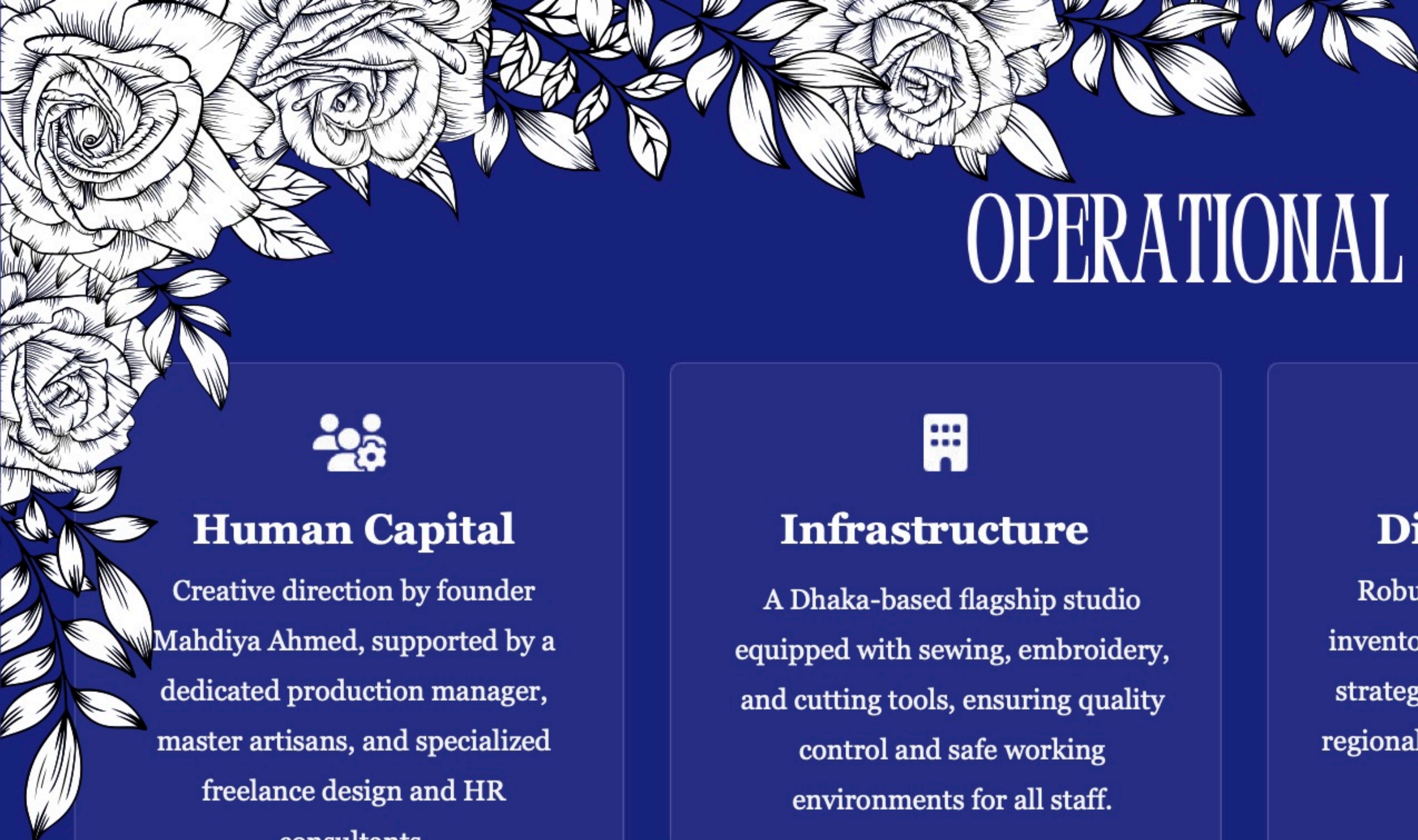
CORPORATE SOCIAL RESPONSIBILITY

Women's Sovereignty

Empowerment is our foundation. We ensure the women driving our economy are financially independent and safe. By Year 5, we will launch the "Paari Women Network" to support 50+ artisans, and by Year 10, the Paari Foundation will fund scholarships and micro-grants.

Intentional Fashion

We are the antidote to fast fashion. We champion master artistry and slow design. Our practices include zero-waste accessory lines (Potlis), biodegradable packaging, and a commitment to preserving ancient textile techniques for future generations.



OPERATIONAL RESOURCES



Human Capital

Creative direction by founder Mahdiya Ahmed, supported by a dedicated production manager, master artisans, and specialized freelance design and HR consultants.



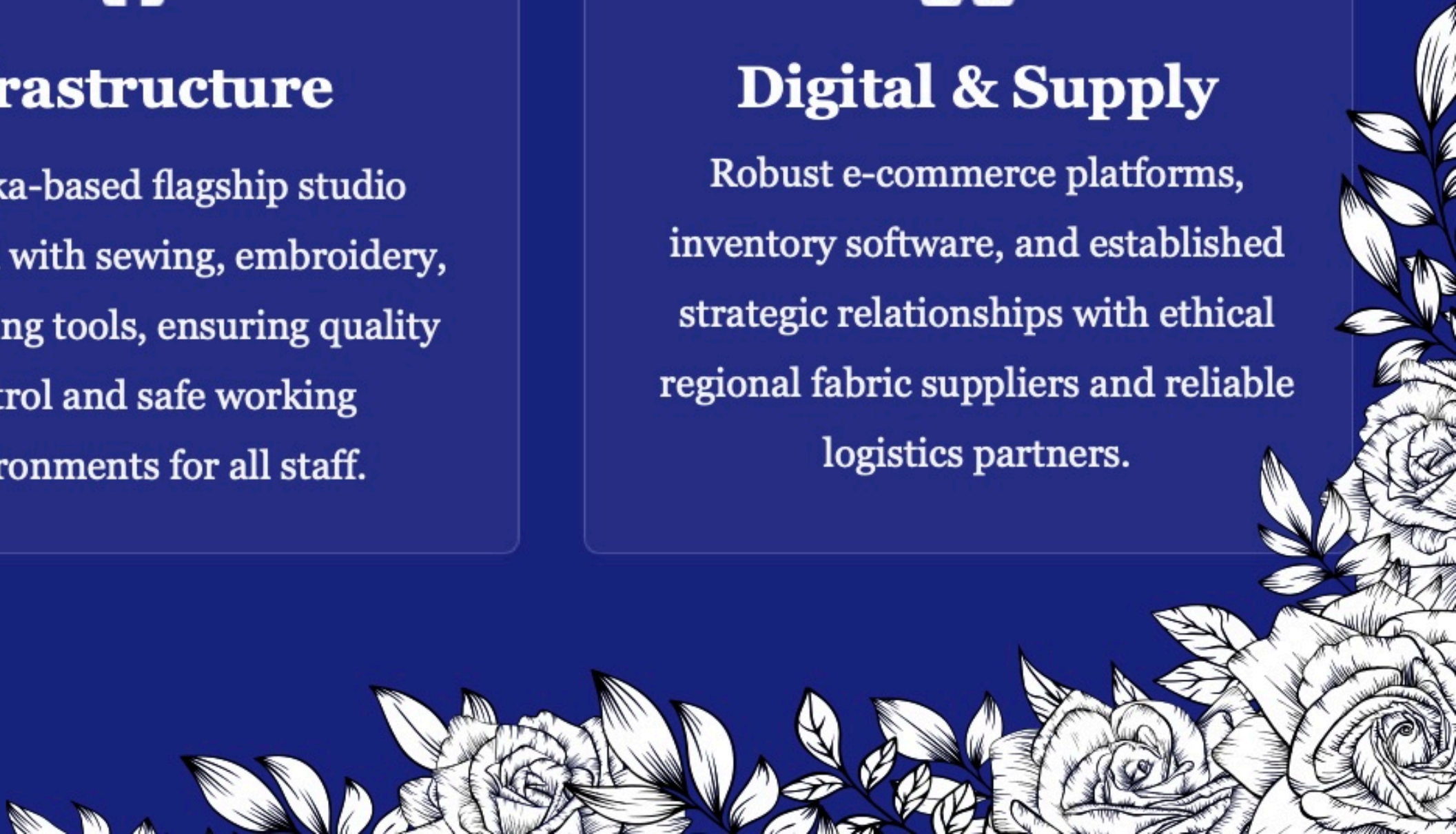
Infrastructure

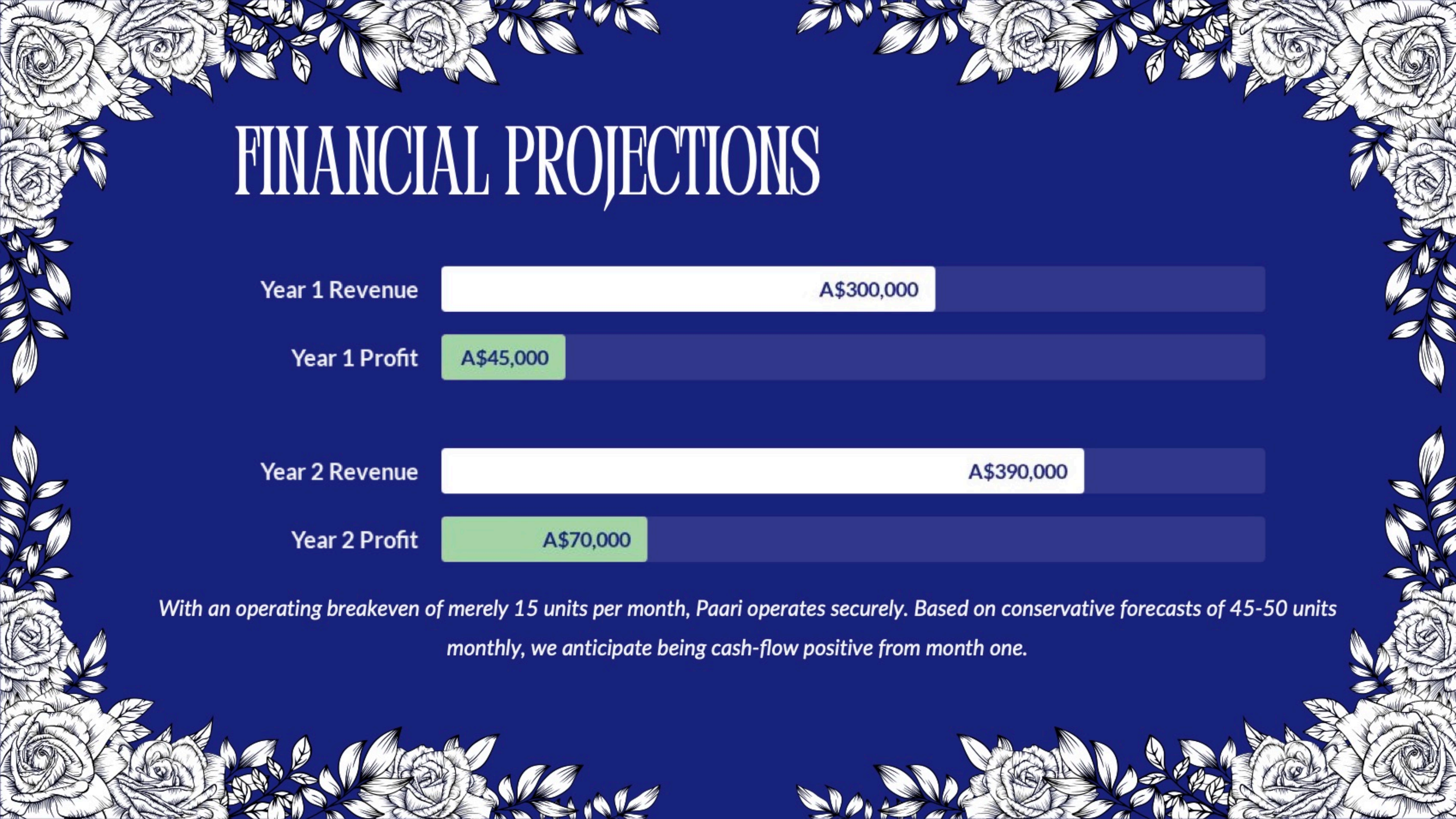
A Dhaka-based flagship studio equipped with sewing, embroidery, and cutting tools, ensuring quality control and safe working environments for all staff.



Digital & Supply

Robust e-commerce platforms, inventory software, and established strategic relationships with ethical regional fabric suppliers and reliable logistics partners.





FINANCIAL PROJECTIONS

Year 1 Revenue

A\$300,000

Year 1 Profit

A\$45,000

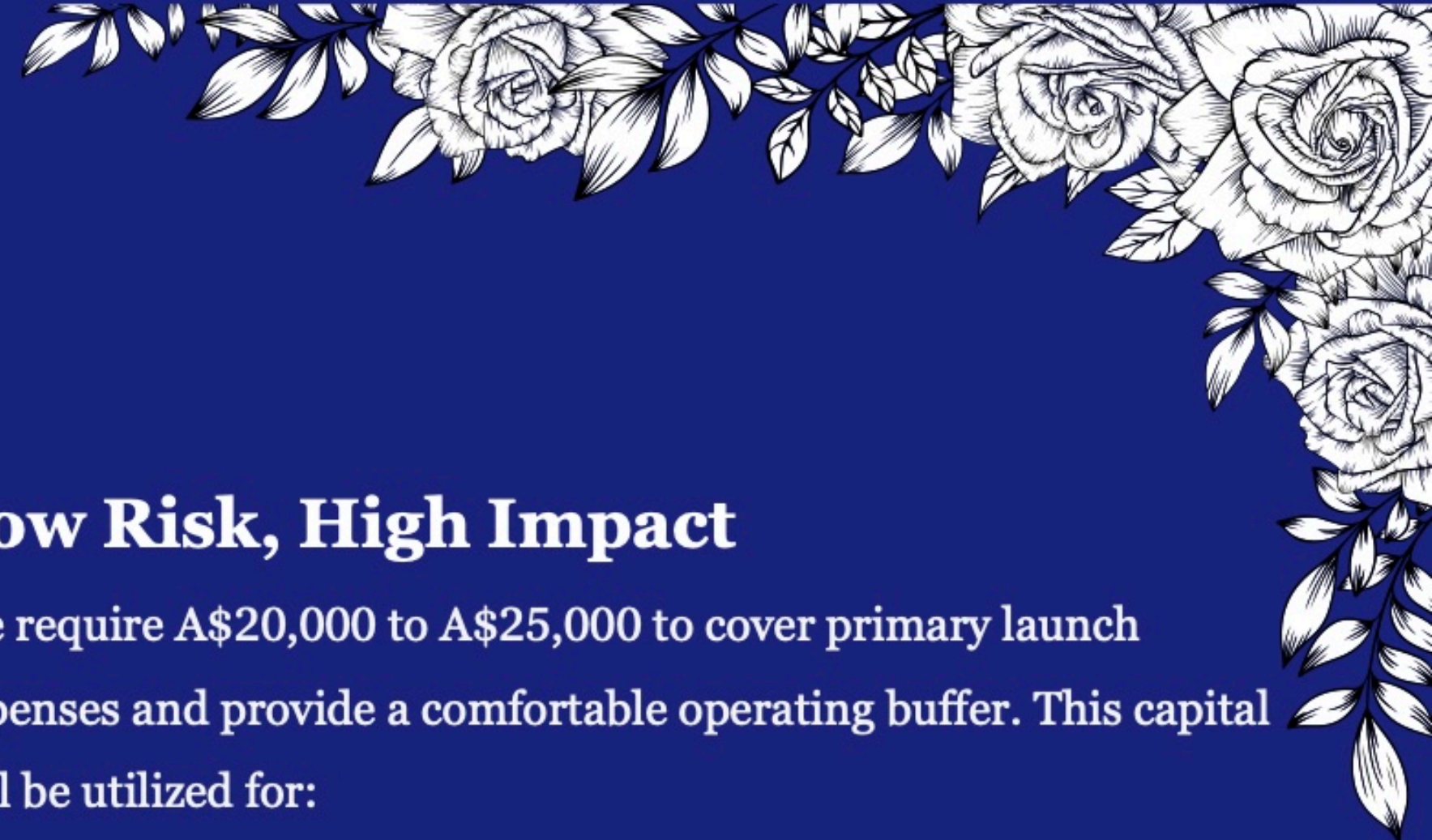
Year 2 Revenue

A\$390,000

Year 2 Profit

A\$70,000

With an operating breakeven of merely 15 units per month, Paari operates securely. Based on conservative forecasts of 45-50 units monthly, we anticipate being cash-flow positive from month one.



FUNDING ASK & ALLOCATION



A\$25K

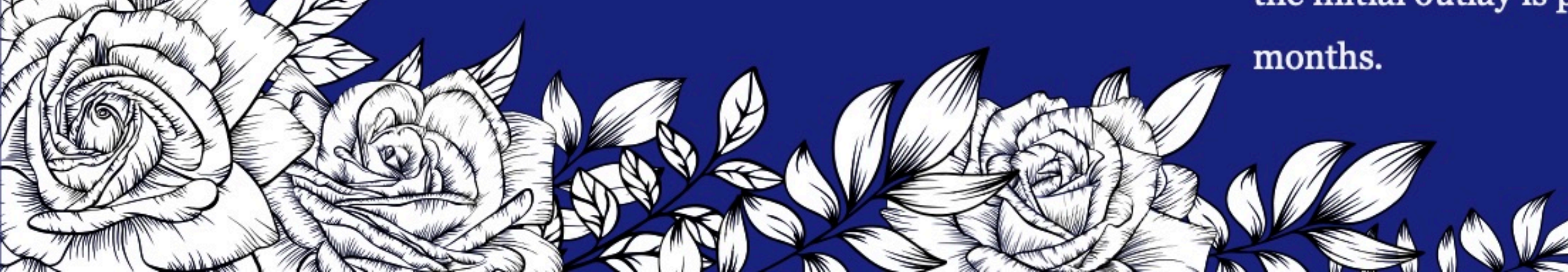
TOTAL CAPITAL REQUIRED

Low Risk, High Impact

We require A\$20,000 to A\$25,000 to cover primary launch expenses and provide a comfortable operating buffer. This capital will be utilized for:

- High-impact storytelling launch event (A\$8,000)
- Initial sampling & artisan advances (A\$5,500)
- Digital infrastructure & E-commerce (A\$1,725)
- Studio setup, branding, and marketing (A\$4,000)

Funded via personal investment and potential small business loans, the initial outlay is projected to be recovered within 2-3 peak trading months.





by Mahdiya Ahmed •
Paari

Join Our Mission

Help us prove that luxury, dignity, and heritage can beautifully coexist.
We invite you to partner with us in redefining South Asian fashion.

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