



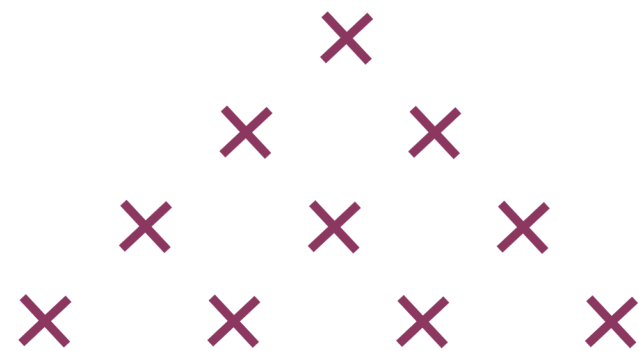
LINGERIE | NIGHTWEAR | UNDERGARMENTS

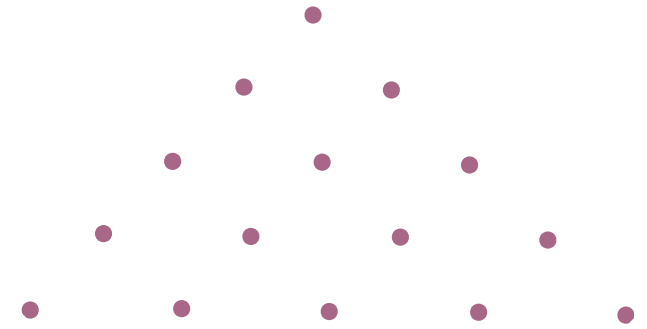
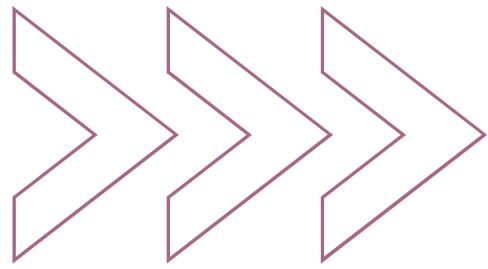
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VISION:

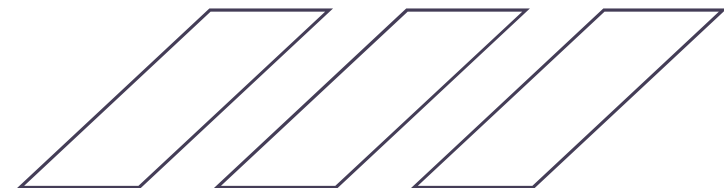
To be the biggest lingerie brand of Pakistan by providing the biggest variety in the category at an affordable price, catering every size and providing comfort and confidence to all.





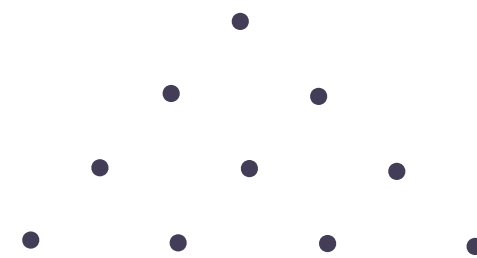
Problem:

In Pakistan, a lot of brands deal in outfits literally for every occasion, but what about our inner comfort and confidence? Options are limited, and the price point of those options is way too high.



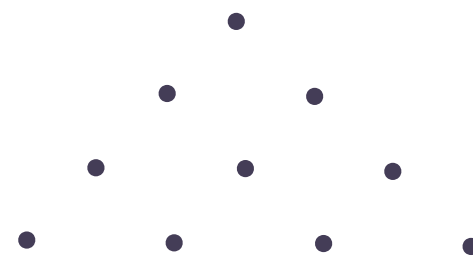
Solution:

Here comes Sajiero, providing intimates with a huge variety of vibrant designs and at the most affordable prices and the products are available for all sizes.



Progress to date:

Started in 2020 in a little room. Today, we are a team of 16, with over 60,000+ satisfied customers, and have launched over 250+ products. and generated a revenue of over 17 crores till date.



Tech Stack:

Tech has been the most important pillar in our business.

Social media:

Our customers come from social media and search engines.

Shopify:

Our website is developed on Shopify, being our one-stop operational platform.

OMS

We use Trade Unleashed, which helps in our finance, inventory management, and order fulfillment.

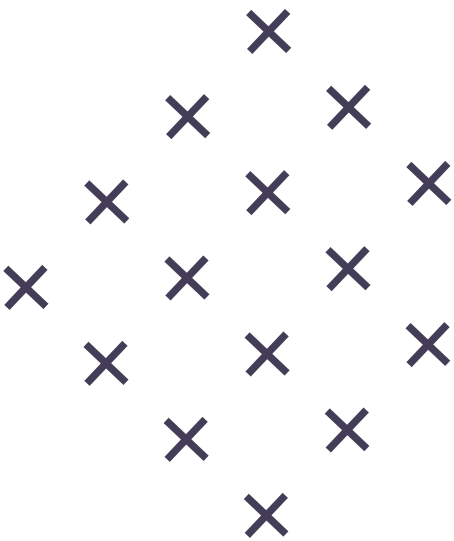
Other than that, every marketing campaign till date is running digitally via email & SMS. affiliate, Meta ads, Google ads, etc. LinkedIn has also played a vital role for us as an individuals and for brand in corporate world

Customers:

Our customers are females.

Our customers belong to every age group, from teenagers to adults, and sometimes males buying for their partners and for special events like Valentine's and weddings.

Right now, our customers belong to urban & semi-urban areas of Pakistan.



Market size:

Total Addressable Market (TAM):

It is around 400M\$ annually, mostly females.

Serviceable Available Market (SAM):

40-50% of TAM

Women in urban and semi-urban areas – around 200M\$

Serviceable Obtainable Market (SOM):

As competition relies on 100% digital consumers,

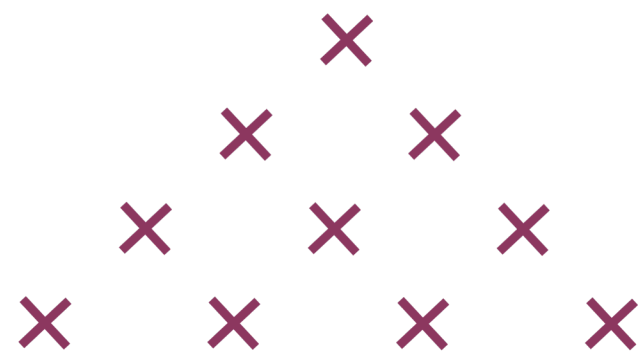
Women who buy online and from local brands.

So, it's around 5-10% of SAM, around 20M\$.



Unique Value Proposition (UVP):

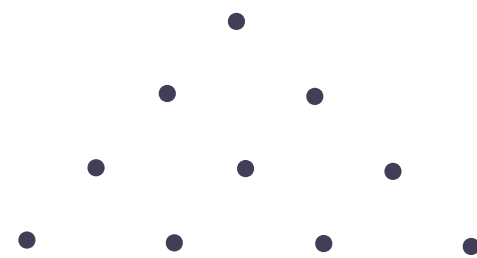
Our UVP is we provide the biggest range in the category with the most affordable prices and top-notch quality.

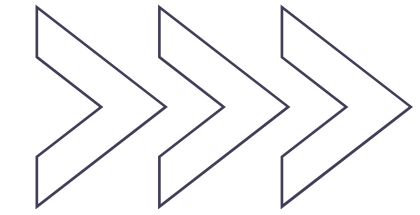




Competitor Analysis:

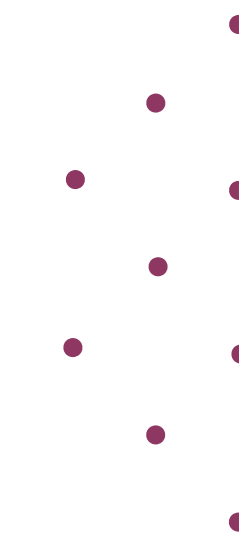
- IFG
- BLS
- Comfy Pajama
- Losha
- Espico Pink





Channels:

Our customers are mostly online buyers, so they come from Instagram, Facebook, and Google. Reel marketing, collaborations, affiliates, email, and SMS are the main ways we redirect them to our website.





Revenue Streams:

Our revenue streams are focused on website sales, and our sales streams are:

- Website sales
- Marketplace sales
- B2B sales





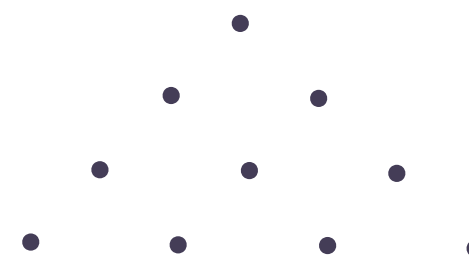
Cost Structure:

Our capital expenditures include:

- Inventory
- Rent
- ERP system
- Photoshoots

Our operational expenses include:

- Marketing ads
- Salaries
- Shipping charges
- Refunds
- Utilities



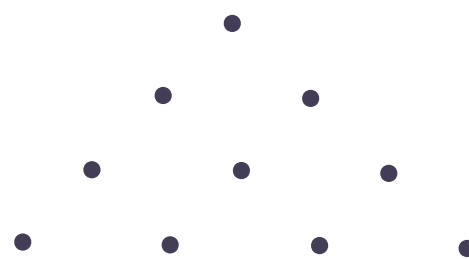


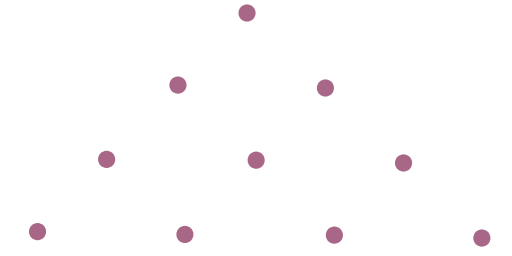
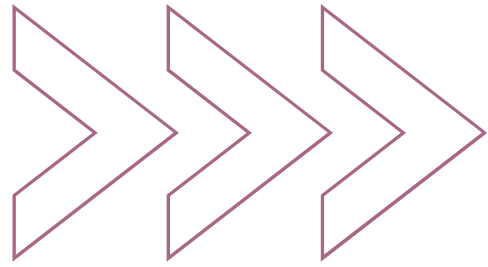
Financials:

- Last month's gross sales:
12 million PKR
- Returns and cancellations: 22%

Cost distribution:

- 60%: COGS (Cost of Goods Sold)
- 20%: Marketing expenses
- 4%: Shipping
- 3%: Salaries
- 2%: Affiliates
- 1%: Photoshoot
- 10%: Net profit



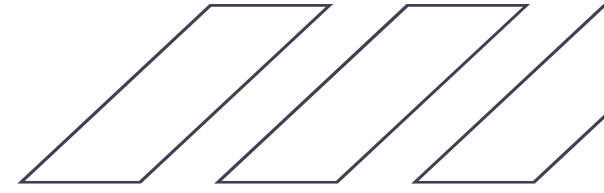


Exit :

Our ask will be Rs 2 crore for 10% of the company.



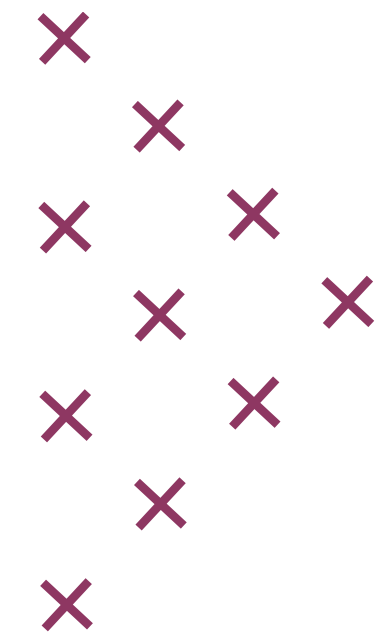
Founders:

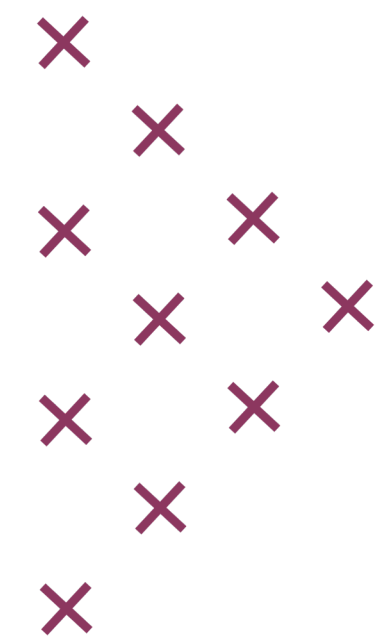


SOHAIB RUMI



MAAZ SOHAIL





Thank You

For Your Attention



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