

# TAOCHICHI FASHION HUB

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## **DESCRIBE YOUR BUSINESS:**

Taochichi Fashion Hub is a growing cosmetics and beauty supply business that offers high-quality beauty products tailored for our local market. With a customer base of 20 and growing, the business has built a reputation for affordability, reliability, and excellent customer care.

If given a loan, we would invest in expanding product inventory by ordering watches \$200, Perfume \$200, Foundation \$150, Body lotion & 150, Body wash

\$100, Body scrub \$100 and improving packaging, marketing on social media, and possibly renting a small physical shop to increase visibility. This will attract more customers, boost sales, and increase income significantly.

Our commitment to quality, affordability, and personalized service makes Taochichi Fashion Hub stand out. This loan will help us scale and reach more customers while maintaining excellent service. At Taochichi Fashion Hub, we currently have 20 loyal and recurring customers

### **EXPLAIN THE PROBLEM.**

People in our locality do not have a reliable cosmetic shop to get quality and affordable products.

### **EXPLAIN YOUR SOLUTION.**

We guarantee quality and affordable cosmetic products to our customers.

### **BUSINESS MISSION STATEMENT:**

To provide high-quality, affordable cosmetics that enhance beauty and confidence, while offering exceptional customer service to our growing client base.

### **HOW LONG HAVE YOU BEEN IN BUSINESS?**

3 years.

### **YOUR NET INCOME**

Explain how much your revenue is, what your expenses are, including salaries, and what your profit is.

Income - expenses = Net profit

1. Monthly Revenue: \$1058.61
2. Expenses (Products, transport, packaging, etc.): \$603.42
3. Net Profit: \$455.19

### **SERVICE OR PRODUCT DELIVERABLE:**

We sell cosmetics such as Watches, foundation, perfumes, skincare products, and beauty accessories. Products are sourced from trusted suppliers, repackaged where needed, and delivered directly to customers through local delivery services or pickups.

### **DESCRIBE YOUR BEST CUSTOMER:**

Our best customers are young women aged 18–35, fashion-conscious, and interested in self-care. They prefer affordable but good-quality cosmetics and value convenience and friendly service.

### **WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS:**

1. We offer personalized service and beauty advice
2. Our prices are competitive
3. We stock trendy and high-demand products
4. We are reliable and responsive

**WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS TO FAIL?**

1. Poor financial management
2. Lack of marketing
3. Limited product range
4. Inconsistent supply

**HOW CAN YOU AVOID THIS PROBLEM?**

1. Keep clear financial records
2. Invest in marketing and customer feedback
3. Diversify product range
4. Build strong relationships with reliable suppliers

**LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:**

<b>PRODUCTS</b>	<b>PRICES</b>
1. Watches	\$33.17
2. Foundation	\$2.8
3. Body lotion	\$2.1
4. Face wash	\$1.7
5. Perfumes	\$31.17

6. Facial masks	\$1.4
7. Makeup kits	\$6.9

## **HOW DO CUSTOMERS KNOW THAT YOU EXIST?**

1. Word of mouth
2. WhatsApp status updates
3. Facebook and Instagram posts
4. Referrals from happy customers

## **WHY DID YOU CHOOSE THIS BUSINESS?**

I have a passion for beauty and fashion. I noticed a gap in affordable, quality cosmetics in our area and wanted to empower women to feel beautiful and confident without spending too much.

## LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

1. Social media marketing
2. Customer referrals
3. Promotions and giveaways
4. Participating in local events and markets

**Insert pictures of your business activities here and give a brief explanation of each:**





Product Display Table –



1. Customer Order Delivery –



2. Social Media Ads –

**HOW WILL YOU USE THE MONEY?**





Perfumes \$200



watches \$200



Foundation \$150



1pc - 25000mmk

Body lotion \$150



Body wash \$100



Body scrub \$100

## Income Statement:

Month	9 Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	390	390	395.50	398	400	420	440	460	579	1,000	1,200	1,500	7,572
Total transactions or units sold	8	10	13	15	17	19	20	23	15	25	28	30	223
Revenue per transaction or unit	49	39	30	27	24	30	22	32	39	40	43	50	34
<b>Expenses</b>													
Self salary	50	50	50	50	50	50	50	50	100	100	100	100	800
Employee salaries	0	0	0	0	0	0	0	0	0	50	50	50	150
Raw materials	97	100	113	150	118	119	200	222	222	222	222	222	2,007
Store Rent	0	0	0	0	0	0	0	0	0	40	40	40	120
Technology	10	10	10	10	10	10	10	10	10	10	10	10	120
Advertising	0	0	0	0	0	0	0	5	5	6	7	8	31
Transportation	50	50	50	50	50	50	50	50	50	50	50	50	600
Loan repayment	0	0	0	0	0	0	0	0	0	42	42	42	126
Taxes/Fees	0	0	0	0	0	0	0	0	0	5	5	5	15
Other	6	6	6	6	6	6	6	6	6	6	6	6	72
Total Expenses	213	216	229	230	234	235	316	343	393	531	532	533	4,005
Expense per transaction or unit	27	22	18	15	14	12	16	15	26	21	19	18	^
Net Income to reinvest	177	174	167	168	166	185	124	117	186	469	668	967	3,566
Net Profit Margin	45%	45%	42%	42%	42%	44%	28%	25%	32%	47%	56%	64%	

## Cash Flow Statement:

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	460	579.36	415.28	425	500	520	540
- Fixed expenses	-272.25	-307.22	-300.25	-272.25	-315	-230	-245
- Loan payment	0	0	0	0	-50	-50	-50
- Variable expenses	-150	-50	-150	-150	-200	-200	-200
= Profit (or loss)	37.75	222.14	-34.97	2.75	-65	40	45
Starting cash	1286.58	50	272.14	237.17	239.92	174.92	214.92
Available cash	1324.33	272.14	237.17	239.92	174.92	214.92	259.92

## Share about your family and picture here:

I am a proud single mother of three wonderful children, two girls and one boy. Each of them brings so much joy, energy, and love into my life. Being their mother has taught me patience, resilience, and the true meaning of unconditional love. Our home is always full of laughter, learning, and a little bit of chaos, but I wouldn't

trade it for anything. They inspire me to be better every day and are my biggest motivation in everything I do.



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## **Course Facilitator Details**

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