



## Pre-Feasibility Study (Boutique – Women Designer Wear)



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*Note: All SMEDA Services / information related to PM's Youth Business Loan are Free of Cost*

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## 1. DISCLAIMER

This information memorandum is to introduce the subject matter and provide a general idea and information on the said subject. Although, the material included in this document is based on data / information gathered from various reliable sources; however, it is based upon certain assumptions which may differ from case to case. The information has been provided on 'as is where is' basis without any warranties or assertions as to the correctness or soundness thereof. Although, due care and diligence has been taken to compile this document, the contained information may vary due to any change in any of the concerned factors, and the actual results may differ substantially from the presented information. SMEDA, its employees or agents do not assume any liability for any financial or other loss resulting from this memorandum in consequence of undertaking this activity. The contained information does not preclude any further professional advice. The prospective user of this memorandum is encouraged to carry out additional diligence and gather any information which is necessary for making an informed decision; including taking professional advice from a qualified consultant / technical expert before taking any decision to act upon the information.

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## 2. PURPOSE OF THE DOCUMENT

The objective of the pre-feasibility study is primarily to facilitate potential entrepreneurs in project identification for investment. The project pre-feasibility may form the basis of an important investment decision and in order to serve this objective, the document / study covers various aspects of project concept development, start-up, production, marketing, finance and business management.

The purpose of this document is to facilitate potential investors in Boutique Women Designer Wear business by providing them a general understanding of the business with intention of supporting potential investors in crucial investment decisions.

The need to come up with pre-feasibility reports for undocumented or minimally documented sectors attains greater imminence as the research that precedes such reports reveal certain thumb rules; best practices developed by existing enterprises by trial and error and certain industrial norms that become a guiding source regarding various aspects of business set-up and it's successful management.

Apart from carefully studying the whole document, one must consider critical aspects provided later on, which shall form the basis of any investment decision.

## 3. INTRODUCTION TO SMEDA

The Small and Medium Enterprises Development Authority (SMEDA) was established in October 1998 with an objective to provide fresh impetus to the economy through development of Small and Medium Enterprises (SMEs).

With a mission "to assist in employment generation and value addition to the national income, through development of the SME sector, by helping increase the number, scale and competitiveness of SMEs" , SMEDA has carried out 'sectoral research' to identify policy, access to finance, business development services, strategic initiatives and institutional collaboration and networking initiatives.

Preparation and dissemination of prefeasibility studies in key areas of investment has been a hallmark of SME facilitation by SMEDA.

Concurrent to the prefeasibility studies, a broad spectrum of business development services is also offered to the SMEs by SMEDA. These services include identification of experts and consultants and delivery of need based capacity building programs of different types in addition to business guidance through help desk services.

## 4. INTRODUCTION TO SCHEME

‘Prime Minister’s Youth Business Loan’ program, for young entrepreneurs, with an allocated budget of Rs. 5.0 Billion for the year 2013-14, is designed to provide subsidised financing at 8% mark-up per annum for one hundred thousand (100,000) beneficiaries, through designated financial institutions, initially by the National Bank of Pakistan (NBP) and the First Women Bank Ltd. (FWBL).

Small business loans from Rs. 0.1 million to Rs. 2.0 million with tenure up to 8 years inclusive of 1 year grace period, and a debt : equity of 90 : 10 will be disbursed to SME beneficiaries across Pakistan, covering; Punjab, Sindh, Khyber Pakhtunkhwa, Balochistan, Gilgit Baltistan, Azad Jammu & Kashmir and Federally Administered Tribal Areas (FATA).

## 5. EXECUTIVE SUMMARY

This pre-feasibility study provides information on key facets of starting a Boutique business for Women Designer Wear. Growing number of boutiques have become an emblem of successful clothes business in Pakistan. Most people especially women prefer them over ordinary garment brands. There has been a mushroom growth in women designer wear boutiques since the last decade as they offer versatility and sophistication. This trend is not confined to metropolis alone but has also spread to small cities and towns. The rise is attributed to a growing middle class, exposure to media, entertainment, movies, internet and also to a fleet of qualified fashion designers graduating from fashion schools every year. Aspiring fashion graduates or potential entrepreneurs may find this growing sector a good prospect to capitalize on their potential, talent and market opportunity.

The boutique business venture entails a total investment of about Rs. 2.19 million. This includes a capital investment of Rs.1.38 million and a sum of Rs. 0.81 million as working capital. The project is financed through 90% debt and 10% equity. The Net Present Value (NPV) of the project is around Rs. 8.31 million with an Internal Rate of Return (IRR) of 53% and a payback period of 2.23 years. The project will generate direct employment opportunity for 20 persons. Higher return on investment and a steady growth of business is expected with the entrepreneur having some prior experience in the related field of business. This pre-feasibility encompasses essential information regarding various aspects of starting a Boutique Women Designer Wear business in Pakistan.

## 6. BRIEF DESCRIPTION OF PROJECT & PRODUCT

Boutique sector (women design wear) has mushroomed over the last few years, mostly in posh areas of big cities of Pakistan such as Lahore, Islamabad, Karachi, Peshawar, Quetta, Faisalabad, Sialkot, Multan, etc. This pre-feasibility study focuses on establishing a women designer wear boutique in any metropolis of Pakistan. The boutique business venture entails a total investment of about Rs. 2.19 million. This includes a capital investment of Rs.1.37 million and a sum of Rs.0.81 million as working capital.

The boutique will offer a wide choice of clothes to its clientele ranging from traditional dresses, prêt a porter casual, semi casual to formal / bridal wear. Both traditional and western dresses tailored to local needs will be offered to the customers. There is also a good potential for exports of Pakistani dresses abroad also as there is a large population of Pakistani expatriates in Canada, KSA, EU, UAE, USA and UK.

## 7. CRITICAL FACTORS

Following are the factors critical for the success of this business venture;

- Selection of a good location for the outlet.
- Ability to produce / acquire unique designs and safe guarding such design from piracy.
- Selection of affordable and quality raw materials i.e. fabric, accessories, etc.
- Emphasis on quality i.e. stitching and finishing, appropriate labelling, display and packaging.
- Marketing and promotion through various channels i.e. catalogues / pamphlets, outdoor advertisement, hoardings / flex signs, TV & cable ads, fashion shows, participation in exhibitions, promotion through social media (facebook etc.).
- Right product mix, proper inventory management, emphasis on customer services.
- Employing and retaining skilled labor.
- Higher return on investment and a steady growth of business is expected with the entrepreneur having some prior experience in the related field of business.

## 8. INSTALLED & OPERATIONAL CAPACITIES

The boutique business's installed capacity will largely depend on the market size it will operate in and the potential clientele. The said women designer wear boutique will have one (01) in-house designer / owner, 1 production manager and 1 design assistant / purchaser (detailed human resource requirement i.e. master tailors, embroidery workers, sales persons etc. is provided in the human resource section of the document). The project will require installing 4 machines (single needle), one over-lock machine, one embroidery machine and 2 generators (1 for the outlet and 1 for the workshop). The unit will be able to produce 2,240 dresses. On average, a designer can draw / design 300 designs per annum from which around 100 designs are selected on average.

Breakup of the total number of dresses will be as follows:

**Table 1: Installed Capacity of the Boutique**

Total designs selected by designer	100
Number of sizes in each design	4
Number of dresses in each size	4
Total Number of Ready Made Dresses	1,600
Made to order as percentage of Ready Made Dresses @ 40%.	640
<b>Total No. of Dresses</b>	<b>2,240</b>

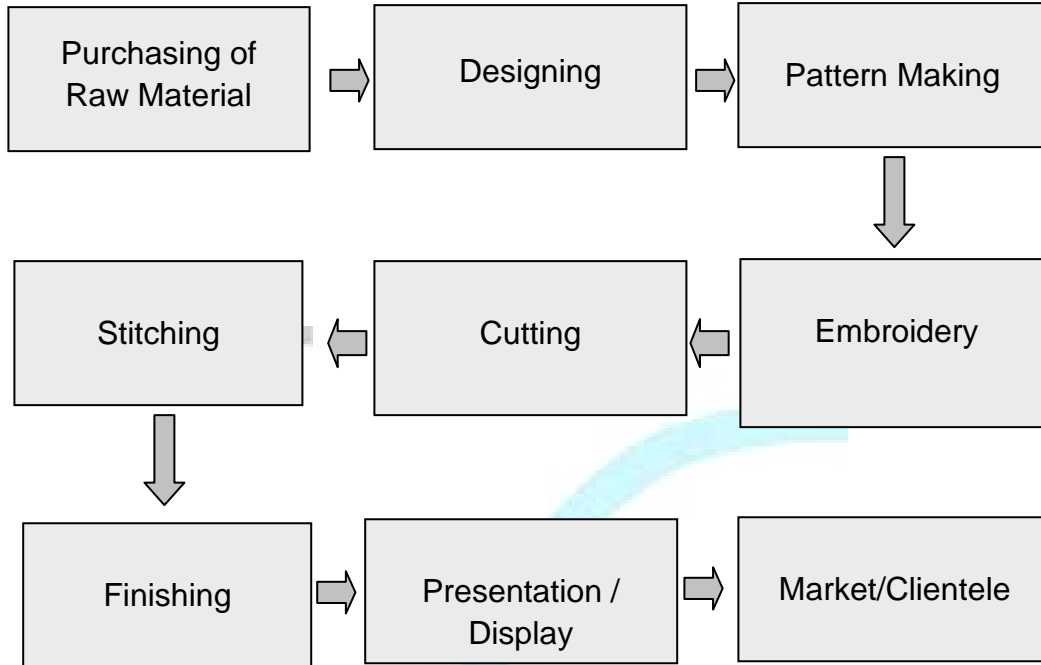
## 9. GEOGRAPHICAL POTENTIAL FOR INVESTMENT AND POTENTIAL TARGET MARKETS

The recommended location for setting up a boutique business will be a posh or semi-posh area of a metropolitan city that can offer easy access of customers to the outlet. It is further recommended that the proposed location should be taken on rent.

The target market will be the city in which the sales outlet shall be opened, however, there is a good potential for exports of Pakistani dresses as there is a large population of Pakistani expatriates in UAE, USA, Canada and UK.

### 10. PRODUCTION PROCESS FLOW

The process of converting fabric into designer wear garments mainly follows the below mentioned sequence:





## 11. PROJECT COST SUMMARY

A detailed financial model has been developed to analyze the commercial viability of Boutique (Women Designer Wear) under the 'Prime Minister's Youth Business Loan' program. Various costs and revenue related assumptions along with results of the analysis are outlined in this section.

The projected Income Statement, Cash Flow Statement and Balance Sheet are attached as annexures.

### 11.1. Project Economics

All the assumptions in this financial model are based upon maximum production of 2,240 dresses. Whereas, the production target at 75% capacity utilization is 1,680 dresses.

The following table shows internal rate of return, payback period and Net Present Value.

**Table 2: Project Economics**

Description	Details
Internal Rate of Return (IRR)	53%
Payback Period (yrs)	2.23
Net Present Value (NPV)	Rs. 8,312,701

Returns on the project and its profitability are highly dependent on the unique designs and quality of purchased raw material.

### 11.2. Project Financing

Following table provides the details of required equity and variables related to bank loan;

**Table 3: Project Financing**

Description	Details
Total Equity (10%)	Rs. 219,096
Bank Loan (90%)	Rs.1,971,866
Markup to the Borrower (%age/annum)	8%
Tenure of the Loan (Years)	8
Grace Period (Year)	1

### 11.3. Project Cost

Following fixed and working capital requirements have been identified for operations of the proposed business.

**Table 4: Capital Investment**

Capital Investment	Amount (Rs.)
Machinery & Equipment	300,500
Furniture & fixtures	482,120
Office equipment	232,000
Pre-operating Cost	363,959
<b>Total Capital Cost</b>	<b>1,378,579</b>
Initial Working Capital	812,383
<b>Total Project Cost</b>	<b>2,190,962</b>

### 11.4. Space Requirement

The area has been calculated on the basis of space requirement for stitching unit and outlet which has to be taken on rent.

**Table 5: Space Requirement**

Space Requirement	Sq. ft	Rent / Sq. ft	Rent per month (Rs.)
Stitching Unit Area	2,250	6	13,500
Outlet	350	110	38,500
<b>Total Area</b>	<b>2,600</b>		<b>52,000</b>

Stitching Unit will be rented in the outskirts of big cities where skilled workers are available.

### 11.5. Machinery, Equipment and Furniture for Stitching Unit

Following table provides list of machinery, equipment and furniture required for an average stitching workshop for Boutique.

**Table 6: List of Machinery, Equipment and Furniture for Workshop**

Description	Quantity	Cost Rs/unit	Total Rs.
Single Needle Lock Stitching Machine with Servomotor	4	26,000	104,000
Over lock Machine with Servomotor	1	33,500	33,500
Embroidery Machine (50 Pattern) with Servomotor	1	53,000	53,000
Generator for Stitching Unit (6KW)	1	70,000	70,000
Furniture (Iron & Cutting Tables, Chairs, Cabinet, etc)			63,200
Workshop Accessories (Embroidery Frame sets, Scissors, Cutting & Measuring Scale, etc)			15,800
Air Conditioner	1	55,000	55,000
Lightening and Iron			25,740
<b>Total</b>			<b>420,240</b>

### 11.6. Furniture and Equipment for Outlet

Following table provides details of office furniture and equipment required for this project.

**Table 7: List of Office Furniture and Equipment**

	Quantity	Cost	Amount
Laptop (Used / New)	5	40,000	200,000
Printers	2	15,000	30,000

Telephone Sets	2	1,000	2,000
Furniture including Mannequin, Hanging & Storage Units, etc			98,600
Interior Designing for Shop (including Try Room)			160,000
Air conditioners	1	55,000	55,000
Energy savers, fans, etc			8,780
Generator (2.5 KVA)	1	1	40,000
<b>Total</b>			<b>594,380</b>

### 11.7. Raw Material Requirements

Normally raw material cost of the dress varies between 15% to 30% of its sales price, but in this pre-feasibility study, it is assumed that cost of a dress will be 24% of its sales price.

### 11.8. Human Resource Requirement

Following table provides details of human resource required for the project along with monthly salaries;

**Table 8: Human Resource Requirement**

Description	No. of Employees	Salary per employee per month (Rs)
Owner / Manager	1	38,000
Production Manager	1	35,000
Design Assistant and Purchaser	1	25,000
Master Tailor	2	13,000
Tailor / Stitching Master	5	11,000
Embroidery Worker	1	10,000
Press / Iron Man	1	10,000
Dyer	1	10,000

Cashier / Head Sales Girl	1	15,500
Sales Girls	2	12,500
Accountant	1	17,000
Office Boy	1	10,000
Guard	2	11,000
<b>Total</b>	<b>20</b>	

It is assumed that the owner would have prior experience or knowledge about Boutique business. Designer will design all the dresses with his team and seek approval from owner before the stitching process. Other staff stated above will perform as per their assigned job description. Salaries of all employees are estimated to increase at 10% annually.

### 11.9. Revenue Generation

Following tables provide assumption for revenues and costs;

**Table 9: Revenue in First Year**

Product	Dresses	Sales Price (Rs./Unit)	First Year Production at 75% capacity	First Year Sales Revenue (Rs)
Casual	1,344	3,000	1,008	3,024,000
Semi Formal	672	6,600	504	3,326,400
Formal	224	15,000	168	2,520,000
<b>Total Sales</b>	<b>2,240</b>		<b>1,680</b>	<b>8,870,400</b>
Finished Goods Inventory Minus			(70)	(369,600)
<b>Total Sales Revenue</b>				<b>8,500,800</b>

**Table 10: Product Mix**

Category	% Of Total Outfits
Casual Wear	60%
Semi Formal Wear	30%
Formal Wear	10%

**Table 11: Average Sales**

Category	Avg. Price per outfit
Casual Wear	3,000
Semi Formal Wear	6,600
Formal Wear	15,000

**Table 12: Percentage of Costs**

Category	Cost (percentage of sales)
Casual Wear	24%
Semi Formal Wear	24%
Formal Wear	24%

### 11.10. Other Costs

An essential cost to be borne by the Boutique is rent of the outlet and workshop. A promotional expense in this pre-feasibility study is taken @10% of sales which is essential for this business as marketing plays an important role in the growth of this business.



## 12. CONTACT DETAILS OF EXPERTS & CONSULTANTS

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<ul style="list-style-type: none"> <li>Pakistan Readymade Garments Technical Training Institute 71-L, Gulberg-III, Lahore Ph: 042-9230756, 9230757</li> </ul>	<ul style="list-style-type: none"> <li>Pakistan Design Council 17 Aziz Avenue, Canal Bank, Gulberg V, Lahore, Phone: (042) 3576 4592 <a href="http://www.pfdc.org/">http://www.pfdc.org/</a></li> </ul>

- DG, Textile & Clothing, Trade Development Authority (TDAP), 3rd Floor, Block A, Finance & Trade Centre, Shahrah-e-Faisal, Karachi, Phone: 021-111-444-111

- Fashion Apparel Design & Training Institute  
24-D Block-6,P.E.C.H.S,  
Karachi -74500  
Tel:4549485-4547607



## 13. ANNEXURES

### 13.1. Income Statement

Income Statement										
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Revenue	8,500,800	10,380,832	11,448,730	12,593,603	13,852,963	15,238,259	16,762,085	18,438,294	20,282,123	22,310,335
<i>Cost of sales</i>										
Cost of goods sold 1	2,040,192	2,491,400	2,747,695	3,022,465	3,324,711	3,657,182	4,022,900	4,425,190	4,867,709	5,354,480
Operation costs 1 (direct labor)	1,966,500	2,251,322	2,482,920	2,731,212	3,004,333	3,304,767	3,635,243	3,998,767	4,398,644	4,838,509
Operating costs 2 (machinery maintenance)	32,200	39,321	43,366	47,703	52,473	57,721	63,493	69,842	76,826	84,509
Operating costs 3 (direct electricity)	139,801	170,720	188,282	207,110	227,821	250,603	275,664	303,230	333,553	366,909
Total cost of sales	4,178,693	4,952,763	5,462,264	6,008,490	6,609,339	7,270,273	7,997,300	8,797,030	9,676,733	10,644,406
Gross Profit	4,322,107	5,428,069	5,986,466	6,585,113	7,243,624	7,967,986	8,764,785	9,641,263	10,605,390	11,665,929
<i>General administration &amp; selling expenses</i>										
Administration expense	1,530,000	1,683,000	1,851,300	2,036,430	2,240,073	2,464,080	2,710,488	2,981,537	3,279,691	3,607,660
Administration benefits expense	45,900	50,490	55,539	61,093	67,202	73,922	81,315	89,446	98,391	108,230
Building rental expense	624,000	686,400	755,040	830,544	913,598	1,004,958	1,105,454	1,215,999	1,337,599	1,471,359
Electricity expense	171,496	188,645	207,510	228,261	251,087	276,195	303,815	334,197	367,616	404,378
Travelling expense	212,520	259,521	286,218	314,840	346,324	380,956	419,052	460,957	507,053	557,758
Communications expense (phone, fax, mail, internet, etc.)	22,950	25,245	27,770	30,546	33,601	36,961	40,657	44,723	49,195	54,115
Office expenses (stationary, entertainment, janitorial services, etc.)	15,300	16,830	18,513	20,364	22,401	24,641	27,105	29,815	32,797	36,077
Promotional expense	850,080	1,038,083	1,144,873	1,259,360	1,385,296	1,523,826	1,676,209	1,843,829	2,028,212	2,231,034
Depreciation expense	155,595	155,595	155,595	181,193	181,193	258,839	292,909	292,909	292,909	338,256
Amortization of pre-operating costs	36,396	36,396	36,396	36,396	36,396	36,396	36,396	36,396	36,396	36,396
Subtotal	3,664,237	4,140,206	4,538,754	4,999,027	5,477,171	6,080,775	6,693,399	7,329,809	8,029,859	8,845,262
Operating Income	657,870	1,287,864	1,447,712	1,586,085	1,766,453	1,887,211	2,071,385	2,311,454	2,575,530	2,820,667
Gain / (loss) on sale of office equipment	-	-	139,200	-	168,742	254,875	-	-	374,039	-
Earnings Before Interest & Taxes	657,870	1,287,864	1,586,912	1,586,085	1,935,195	2,142,086	2,071,385	2,311,454	2,949,569	2,820,667
Interest expense on long term debt (Project Loan)	163,664	149,836	131,661	111,978	90,662	67,576	42,574	15,497	-	-
Subtotal	163,664	149,836	131,661	111,978	90,662	67,576	42,574	15,497	-	-
Earnings Before Tax	494,206	1,138,028	1,455,251	1,474,107	1,844,533	2,074,510	2,028,812	2,295,958	2,949,569	2,820,667
Tax	9,421	93,204	140,787	143,616	216,406	262,402	253,262	306,691	459,892	427,666
<b>NET PROFIT/(LOSS) AFTER TAX</b>	<b>484,785</b>	<b>1,044,824</b>	<b>1,314,463</b>	<b>1,330,491</b>	<b>1,628,127</b>	<b>1,812,108</b>	<b>1,775,549</b>	<b>1,989,266</b>	<b>2,489,677</b>	<b>2,393,000</b>



### 13.2. Cash Flow Statement

Cash Flow Statement											
	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
<i>Operating activities</i>											
Net profit		484,785	1,044,824	1,314,463	1,330,491	1,628,127	1,812,108	1,775,549	1,989,266	2,489,677	2,393,000
Add: depreciation expense		155,595	155,595	155,595	181,193	181,193	258,839	292,909	292,909	292,909	338,256
amortization of pre-operating costs		36,396	36,396	36,396	36,396	36,396	36,396	36,396	36,396	36,396	36,396
Deferred income tax		9,421	93,204	140,787	143,616	216,406	262,402	253,262	306,691	459,892	427,666
Accounts receivable		(163,029)	(18,028)	(28,268)	(21,218)	(23,054)	(25,360)	(27,896)	(30,685)	(33,754)	(37,129)
Finished goods inventory		(181,682)	(25,222)	(20,690)	(22,759)	(25,035)	(27,539)	(30,293)	(33,322)	(36,654)	(40,320)
Equipment inventory	(5,367)	(1,842)	(1,537)	(1,837)	(2,222)	(2,689)	(3,254)	(3,937)	(4,764)	(5,764)	33,211
Raw material inventory	(170,016)	(58,362)	(48,681)	(58,182)	(70,401)	(85,185)	(103,074)	(124,719)	(150,910)	(182,601)	1,052,132
Pre-paid building rent	(312,000)	(31,200)	(34,320)	(37,752)	(41,527)	(45,680)	(50,248)	(55,273)	(60,800)	(66,880)	735,680
Accounts payable		94,848	20,899	13,165	14,455	16,228	18,248	20,554	23,191	26,214	(24,283)
Cash provided by operations	(487,383)	344,930	1,223,131	1,513,678	1,548,022	1,896,706	2,178,519	2,136,553	2,367,972	2,979,434	4,914,609
<i>Financing activities</i>											
Project Loan - principal repayment		-	(218,971)	(237,146)	(256,829)	(278,145)	(301,231)	(326,233)	(353,310)	-	-
Additions to Project Loan	1,971,866	-	-	-	-	-	-	-	-	-	-
Issuance of shares	219,096	-	-	-	-	776,459	-	-	-	-	-
Purchase of (treasury) shares											
Cash provided by / (used for) financing activities	2,190,962	-	(218,971)	(237,146)	(256,829)	498,314	(301,231)	(326,233)	(353,310)	-	-
<i>Investing activities</i>											
Capital expenditure	(1,378,579)	-	-	(308,792)	-	(776,459)	(411,002)	-	-	(547,044)	-
Acquisitions											
Cash (used for) / provided by investing activities	(1,378,579)	-	-	(308,792)	-	(776,459)	(411,002)	-	-	(547,044)	-
<b>NET CASH</b>	<b>325,000</b>	<b>344,930</b>	<b>1,004,160</b>	<b>967,741</b>	<b>1,291,193</b>	<b>1,618,561</b>	<b>1,466,286</b>	<b>1,810,320</b>	<b>2,014,662</b>	<b>2,432,390</b>	<b>4,914,609</b>



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### 13.3. Balance Sheet

<b>Balance Sheet</b>											
	<b>Year 0</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Year 6</b>	<b>Year 7</b>	<b>Year 8</b>	<b>Year 9</b>	<b>Year 10</b>
<b>Assets</b>											
<i>Current assets</i>											
Cash & Bank	325,000	669,930	1,674,090	2,641,831	3,933,024	5,551,585	7,017,871	8,828,191	10,842,852	13,275,242	18,189,852
Accounts receivable		163,029	181,057	209,325	230,543	253,597	278,957	306,853	337,538	371,292	408,421
Finished goods inventory		181,682	206,904	227,594	250,354	275,389	302,928	333,221	366,543	403,197	443,517
Equipment spare part inventory	5,367	7,209	8,746	10,582	12,804	15,493	18,747	22,684	27,447	33,211	-
Raw material inventory	170,016	228,378	277,059	335,242	405,642	490,827	593,901	718,620	869,531	1,052,132	-
Pre-paid building rent	312,000	343,200	377,520	415,272	456,799	502,479	552,727	608,000	668,800	735,680	-
<b>Total Current Assets</b>	<b>812,383</b>	<b>1,593,428</b>	<b>2,725,375</b>	<b>3,839,845</b>	<b>5,289,167</b>	<b>7,089,371</b>	<b>8,765,131</b>	<b>10,817,568</b>	<b>13,112,711</b>	<b>15,870,754</b>	<b>19,041,790</b>
<i>Fixed assets</i>											
Machinery & equipment	300,500	270,450	240,400	210,350	180,300	150,250	120,200	90,150	60,100	30,050	-
Furniture & fixtures	482,120	433,908	385,696	337,484	289,272	1,017,519	891,661	765,803	639,945	514,087	388,230
Office equipment	232,000	154,667	77,333	308,792	205,861	102,931	411,002	274,001	137,001	547,044	364,696
<b>Total Fixed Assets</b>	<b>1,014,620</b>	<b>859,025</b>	<b>703,429</b>	<b>856,626</b>	<b>675,433</b>	<b>1,270,700</b>	<b>1,422,863</b>	<b>1,129,955</b>	<b>837,046</b>	<b>1,091,181</b>	<b>752,925</b>
<i>Intangible assets</i>											
Pre-operation costs	363,959	327,563	291,167	254,772	218,376	181,980	145,584	109,188	72,792	36,396	-
<b>Total Intangible Assets</b>	<b>363,959</b>	<b>327,563</b>	<b>291,167</b>	<b>254,772</b>	<b>218,376</b>	<b>181,980</b>	<b>145,584</b>	<b>109,188</b>	<b>72,792</b>	<b>36,396</b>	<b>-</b>
<b>TOTAL ASSETS</b>	<b>2,190,962</b>	<b>2,780,016</b>	<b>3,719,972</b>	<b>4,951,243</b>	<b>6,182,976</b>	<b>8,542,051</b>	<b>10,333,578</b>	<b>12,056,710</b>	<b>14,022,549</b>	<b>16,998,332</b>	<b>19,794,715</b>
<b>Liabilities &amp; Shareholders' Equity</b>											
<i>Current liabilities</i>											
Accounts payable		94,848	115,748	128,913	143,368	159,596	177,845	198,399	221,589	247,803	223,520
<b>Total Current Liabilities</b>	<b>-</b>	<b>94,848</b>	<b>115,748</b>	<b>128,913</b>	<b>143,368</b>	<b>159,596</b>	<b>177,845</b>	<b>198,399</b>	<b>221,589</b>	<b>247,803</b>	<b>223,520</b>
<i>Other liabilities</i>											
Deferred tax		9,421	102,625	243,412	387,028	603,434	865,836	1,119,098	1,425,790	1,885,682	2,313,348
Long term debt (Project Loan)	1,971,866	1,971,866	1,752,895	1,515,749	1,258,920	980,775	679,544	353,310	-	-	-
Long term debt (Working Capital Loan)	-	-	-	-	-	-	-	-	-	-	-
<b>Total Long Term Liabilities</b>	<b>1,971,866</b>	<b>1,981,286</b>	<b>1,855,519</b>	<b>1,759,161</b>	<b>1,645,948</b>	<b>1,584,209</b>	<b>1,545,380</b>	<b>1,472,409</b>	<b>1,425,790</b>	<b>1,885,682</b>	<b>2,313,348</b>
<i>Shareholders' equity</i>											
Paid-up capital	219,096	219,096	219,096	219,096	219,096	995,555	995,555	995,555	995,555	995,555	995,555
Retained earnings		484,785	1,529,609	2,844,072	4,174,563	5,802,690	7,614,798	9,390,348	11,379,614	13,869,291	16,262,291
<b>Total Equity</b>	<b>219,096</b>	<b>703,881</b>	<b>1,748,705</b>	<b>3,063,169</b>	<b>4,393,660</b>	<b>6,798,245</b>	<b>8,610,354</b>	<b>10,385,903</b>	<b>12,375,170</b>	<b>14,864,847</b>	<b>17,257,847</b>
<b>TOTAL CAPITAL AND LIABILITIES</b>	<b>2,190,962</b>	<b>2,780,016</b>	<b>3,719,972</b>	<b>4,951,243</b>	<b>6,182,976</b>	<b>8,542,051</b>	<b>10,333,578</b>	<b>12,056,710</b>	<b>14,022,549</b>	<b>16,998,332</b>	<b>19,794,715</b>

### 13.4. Useful Project Management Tips

#### Marketing

- **Product Development & Packaging:** Expert help may be engaged for product/service and packaging design & development.
- **Ads & Point of Sale Promotion:** Business promotion and dissemination through banners and launch events is highly recommended coupled with utilizing marketing through social media.

### 13.5. Useful Links

- Prime Minister's Office, [www.pmo.gov.pk](http://www.pmo.gov.pk)
- Small and Medium Enterprises Development Authority, [www.smeda.org.pk](http://www.smeda.org.pk)
- National Bank of Pakistan (NBP), [www.nbp.com.pk](http://www.nbp.com.pk)
- First Women Bank Limited (FWBL), [www.fwbl.com.pk](http://www.fwbl.com.pk)
- Government of Pakistan, [www.pakistan.gov.pk](http://www.pakistan.gov.pk)
- Ministry of Industries & Production, [www.moip.gov.pk](http://www.moip.gov.pk)
- Government of Punjab, [www.punjab.gov.pk](http://www.punjab.gov.pk)
- Government of Sindh, [www.sindh.gov.pk](http://www.sindh.gov.pk)
- Government of Khyber Pakhtunkhwa, [www.khyberpakhtunkhwa.gov.pk](http://www.khyberpakhtunkhwa.gov.pk)
- Government of Balochistan, [www.balochistan.gov.pk](http://www.balochistan.gov.pk)
- Government of GilgitBaltistan, [www.gilgitbaltistan.gov.pk](http://www.gilgitbaltistan.gov.pk)
- Government of Azad Jamu Kashmir, [www.ajk.gov.pk](http://www.ajk.gov.pk)
- Trade Development Authority of Pakistan (TDAP), [www.tdap.gov.pk](http://www.tdap.gov.pk)
- Federation of Pakistan Chambers of Commerce and Industry (FPCCI), [www.fpcci.com.pk](http://www.fpcci.com.pk)
- Pakistan Institute of Fashion Design (PIFD), [www.pifd.edu.pk](http://www.pifd.edu.pk)
- Pakistan Fashion Design Council (PFDC), [www.pfdc.org](http://www.pfdc.org)
- Securities and Exchange Commission of Pakistan, [www.secp.gov.pk](http://www.secp.gov.pk)
- Ministry of Textile Industry, [www.textile.gov.pk](http://www.textile.gov.pk)
- PREGMEA (Pakistan Readymade Garment Manufacturers and Exporters Association), [www.prgmea.org](http://www.prgmea.org)

## 14. KEY ASSUMPTION

**Table 13: Operating Assumptions**

Days operational per month (Workshop)	25
Days operational per month (Outlet)	30

**Table 14: Cash Flow Assumptions**

Accounts Payable (Days)	15
Accounts Receivable (Days)	7
Raw Material Inventory (Days)	30
Finished Goods Inventory (Days)	15

**Table 15: Expense Assumptions**

Promotional and Marketing Expense <sup>1</sup>	10% of sales
Administration benefit expenses	3% on administration expense
Travelling Expense	2.5% of sales

**S M E D A**

<sup>1</sup> This also includes Labeling, Tags, Branding and Shopping bags.