

Date
12th February 2025

Outfitto

Franchisee Proposal



Your Story, Your Style, Outfitto



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About Us

Outfitto, your premier destination for curated fashion and personalized outfitting services in the heart of Salem. At Outfitto, we believe that style is more than just clothing—it's a reflection of your unique personality and lifestyle.

What sets us apart is our commitment to personalized service. Our expert stylists are here to guide you in creating outfits that perfectly match your taste, body type, and needs. From casual wear to formal attire, we've got you covered.

At Outfitto, we're more than just a clothing store—we're your style partner. Step into the world of Possibility by providing the Corporate Uniforms ,Customised T Shirts , Shirts & Other Apparels irrespective of the numbers.

Vision

We envision a future where Outfitto is synonymous with innovation, inclusivity, and timeless elegance, setting the standard for exceptional outfitting experiences in our community and beyond

Mission

To empower you to look and feel your best, whether you're dressing for everyday moments, special occasions, or professional milestones. With a carefully selected collection of trendy and timeless pieces, we bring you the latest in fashion while staying true to quality and comfort.





Franchisee Overview

We Outfitto offer a partnership opportunity for a premium customised clothing brand. Our brand specializes in tailoring bespoke fashion solutions for individuals and businesses, offering a blend of quality craftsmanship, innovative designs, and cutting-edge technology like 3D fitting tools and fabric personalization.



ROI of

50%

within the next
Eight months.





Franchise Highlights



- **Brand Strength:** Established reputation in the market with a loyal customer base.
- **Unique Selling Point (USP):** Personalized clothing for individuals and bulk orders for businesses with flexible customization options.
- **Support Provided:** Marketing support, staff training, technology setup, and supply chain management.



Investment Details



Initial Investment :

- Minimum Investment : ₹ 7–10 lakhs.

Breakdown :

- Store setup : ₹ 3 lakhs
- Machinery & equipment : ₹ 2 lakh
- Initial inventory : ₹ 1 lakh
- Deposit (Non Refundable) : ₹ 1 lakh
- Branding and promotional activities : ₹ 1 lakh

Ongoing Costs

- Royalty Fee: 8–10% of monthly sales.
- Average monthly revenue: ₹ 1–5 lakhs, depending on location.



Franchisee Roles & Benefits



Franchise Roles

- Ensure smooth daily operations and customer satisfaction.
- Maintain stock levels and order supplies timely.
- Adhere to the brand's quality and service standards.
- Engage in local marketing efforts.

Franchise Benefits

- Complete Training: Staff and franchisee training in fabric knowledge, customer handling, and operations.
- Tech Integration: Software for virtual fitting, order tracking, and customer design selection.
- Marketing Support: Digital and offline marketing campaigns for local and national reach.
- Exclusive Territory Rights: Guaranteed territory exclusivity for franchisees.



The Store

Location

High footfall areas such as malls, high streets, or premium residential localities.

Interior and Setup

Modern, minimalistic interiors showcasing fabric options, design samples, and digital design consultation tools.

Model Store Setup





Thank You

We look forward to potential collaboration.



Lets Redefine Fashion Industry

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