

GREEN SHOPPE

Nature Inspired Lifestyle

CLIMATE
CLEAN
Zero Carbon Lifestyle

Franchisee Proposal

Unlocking the Opportunities in Global Green Lifestyle Market





Green Mentoring & Solutions Pvt Ltd. is an Indian nature driven Company, promoting spirit of sustainability through Education in India, UAE, USA, Argentina and Bangladesh. Company has various other businesses which are nature centered i.e. clothing, life style, energy, water, technology and transport. Company is founder of Zero Carbon Clothing Brand CLIMATE CLEAN.



Mr Virendra Rawat - A Green Schooling crusader is leading the company as its Founder Director. He has received many international awards for his contribution in the area of education specially gifting – Global Green School concept -Most Affordable & Sustainable Model of Schooling.

Mr. Rawat is the Founder of the Green School Concept, exploring the green curriculum, creating a community of nature champions. Members of this community are expected to follow a nature centered lifestyle; it will inspire others, this will make the planet sustainable and livable for the next generations.

He is the brain behind bringing transformation in more than 150 conventional schools and universities into Global Green Schools and Green Universities in India, UAE and USA.

He is a member of United Nations Association of USA. He has addressed the Harvard University and the United Nations on 'Sustainable Practices in Education & Green Schooling Concept.' He is also a member of Harvard Extension Environmental Club of Harvard University.

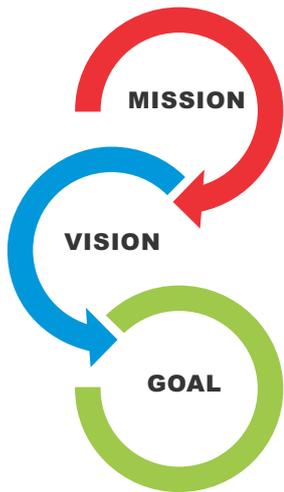
Mr. Rawat is a mentor of Climate Reality Leadership Corps, headed by Al Gore – former Vice President of United States of America.

He is mentoring many individuals, schools and universities on sustainable practices and hosting Model United Nations Worldwide.

He is the first person who has introduced Green Uniform in schools and universities; he has also presented Zero Carbon Lifestyle Clothing in India, UAE and USA.

He is the only person who has introduced- nature connected global green curriculum, green teacher diploma, green games and green incubation centre as alternative concept of global education.

New Generation Entrepreneurs Gopal Goswami, Ambrish Parajiya & Bhavesh Hakani have joined Virendra Rawat as Co-founders of Green Mentoring & Solutions Pvt. Ltd. to take his initiative to the next level that is, across the world.



Our Mission is to inspire and implement solutions to the Climate Crisis by providing 100% Natural and biodegradable healthy lifestyle products to the society produced through ethical and sustainable manufacturing and trading process.

We wish to reduce at least 10 million metric tons of carbon emission every year from clothing and fashion sector, by providing Green products made from 100% natural and biodegradable materials and net zero carbon emission process.

We are trendsetter in the world of green, healthy & sustainable clothing and accessories sector; we are aiming to specialize in fashion, education, corporate, medical, hospitality and services by 2020.



CLIMATE CLEAN is a green clothing brand of Green Mentoring & Solutions Pvt Ltd, demonstrating the highest possible environmental, social and ethical standards, in sourcing, processing, manufacturing, transporting and selling its Green products.

Company is known for introducing sustainable solutions in the areas of education, energy, transport, technologies and lifestyle sector. Company is headed by renowned Green School crusader Virendra

Rawat along with Bhavesh Hakani, Gopal Goswami and Ambrish Parajia.

All products are designed and manufactured at low carbon facilities under the supervision of Delhi based renowned global clothing trendsetter and designer Vimla Pant.

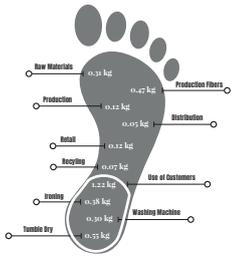


All Climate Clean products are 100% Sustainable because these are made from 100% Cotton, Jute, Silk, Biodegradable Rubber, Lycra and Canvas. Every product is manufactured in net zero carbon emission manufacturing facilities. Our jewellery is made from stone, metal, wood and shell. Our products are mindfully crafted and have a positive story to tell in how and where they were made.



What exactly is a Carbon Footprint?

Every single person on earth is knowingly or unknowingly contributing to carbon footprint. Our impact and influence varies from person to person because of our lifestyle and habits. Sometimes you notice and many times it goes unnoticed. From the moment you wake up from your bed and throughout your day to day activities to the time you go to bed; you are contributing to carbon footprint.



The Carbon Footprint of Clothing

According to The Carbon Trust, clothing accounts for around 3% of the global production (or 850 million metric tons) of CO2 emissions per year. This figure includes emission at both the levels, first at the production and processing of the clothing and second when it is used for washing, drying and ironing. Carbon Emission from one Non-Green T-shirt emits 2.35kg.



What is the Zero Carbon products ?

Zero Carbon products means, the carbon emissions associated with it have been reduced to net zero right from sourcing to selling.



Can Carbon Neutral products solve the Challenges of Climate Change?

We're not making any tall claims that climate change problem can be addressed just by wearing a pair of carbon neutral cloths or using such products, our only aim is how we can reduce the carbon emission by the clothing industry. If an attempt is made to slowly and steadily switching over to carbon neutral products, we will be playing role of catalyst in bringing sea change in the coming years. It will have

a huge impact in the long run on the environment.



PRODUCT DESCRIPTION

Climate Clean sells its exclusively designed Zero Carbon apparels, Jewelry and Accessories. We closely follows generational fashion trends as well as our own customers' purchasing preferences. Moreover, we tailor our inventory to meet the needs of our “Green” Clientele. We will be exclusively focusing on the styles, colors and fits to flatter, while apparel, such as Business wear, casual wear, jeans and formal wear will be our main staple, we will also offer series of accessories such as Belts, Bags, Scarves and hats.

We will earn profits by selling our merchandise. Our pricing structure will remain flexible, as we will implement suggested retail pricing on common brands as well as the standard practice of key stoning prices. Additionally, we will use a value-based pricing structure, which measures the value of our products to our customers such as easy access, quality, customer service and styles flattering to our target consumer. We will implement end of season sales, holiday and overstock sales, multi-buy savings and promotional coupons at strategic intervals.



Product Life Cycle





How our Green products comes to you?



The Global Apparel Market is valued at 3 trillion dollars, 3,000 billion, and accounts for 2 percent of the world's Gross Domestic Product (GDP). The fashion industry includes many sub industries, such as menswear, women's wear and sportswear.

- The Women's wear industry is valued at **621** billion dollars.
- The Menswear industry is valued at **402** billion dollars.
- The retail value of the luxury goods market is **339.4** billion dollars.
- Children's wear had a Global retail value of **186** billion dollars.
- Sports foot wear is valued at **90.4** billion dollars.
- The bridal wear industry is valued at **57** billion dollars.
- This market size is growing approximately **20%** every year.

Green Clothing including Uniforms, Jewelry and Accessories accounts for **30%** of total Global apparel market size.



CLIMATE CLEAN recognizes the importance of marketing. We plan to promote our retail business with an ambitious, targeted marketing campaign, which will include a grand opening event, local media coverage, print advertising and a direct-mail campaign. Our goal is to keep our marketing budget not more than 10% of our gross annual sales, and we will partner with local organizations such as the Chamber of Commerce and other institutional partners through opening of a Green Corner- a selling kiosk at the site of large Institutions, hotels and clubs.

A sustainable marketing strategy works best when it adapts and complements the overall corporate sustainability vision of the company, personifies the brand image, and is clearly and transparently executed throughout all marketing elements.

For an effective sustainable marketing approach, the four Ps: Product, Price, Place, and Promotion should be based on sustainability principles and should align with overall marketing strategy.

Consumer target market segmentation is effective to tailor better marketing efforts to those consumers that align best as potential buyers or customers of a given product or service.

Physical products can be made more sustainable through considering ways to minimize material's use, minimize the negative impact of the production process, and maximizing the efficiency of the distribution process.

Packaging changes, such as encouraging reusable bags, a tighter packaging-to-product ratio, or cube optimization, can be effective ways to reduce the environmental impact of a product while increasing profitability.

Sustainable goods can be more expensive to produce than conventional alternatives as a result of potentially higher-cost raw materials, methods of production, and usage of renewable resources. This should be taken into consideration when developing the branding, the marketing mix, and focusing on market segment.



Key Features

- Green Lifestyle unlocking the opportunities in Global Clothing Market.
- Green lifestyle addressing the social, environmental and economical needs of customers.
- Sustainable lifestyle is inspiring, enabling and persuading customer's interests to opt for Green products.
- Presently Consumer behavior is driven by risk and reputation.
- Green Clothing reduces the risk and enhances the reputation of every customer.
- 90% Customer are interested to buy green clothing if options are available while 10 % customers are only interested to buy green clothing.



Key Features

One key feature that separates Climate Clean from all other green clothing store is 'Zero Carbon Tag'. Because our primary concern will be ensuring our consumers are happy with the fit and style of their purchase and proud with contribution to reduce carbon emission, we will provide products tailored to all shapes and sizes of men & women.

In addition, we will make all efforts to have petite and plus size versions of our merchandise in stock. If they are not in stock, ordering them will be easy, cheap and efficient.

Further, Green Shoppe is not just a store that sells clothes. Our clientele gets benefit from our experienced, knowledgeable sales staff. Out of the gate, our goal is to implement a superior customer service system.

Beyond our friendly reception and an inviting atmosphere, Climate Clean will also offer customers fashion information and advice. Our trained personnel will provide counsel that men and women simply cannot find at other clothing stores.

The service is like a beautician who offers advice on what hair styles best complement his/her client's face.

Our trendy and qualified fashion-industry expertise will ensure that our customers walk away with the perfect outfit.



As our company grows and earns a positive reputation, several opportunities will open to us. We will develop and grow our company by increasing existing clothing lines and expanding our selection to include additional products such as swim wear, lingerie, or sportswear. Within five years, we will assess the potential for franchising our stores in select locations.

Our online clothing store will help to spread awareness of our product line and brand to a wider community.



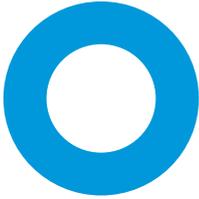
The retail fashion industry is a solid business with ever-changing styles and ever-present consumer demand. Rule of malls are now over, more and more consumers are looking for change. They're searching for a more serene and customer-friendly shopping experience.

However, this market decrease will not occur for at least for the next twenty years. Even then, clothing will always be in high demand. The fashion industry across the world has been thriving since the advent of motion pictures.



Climate Clean is a business-to-consumer retail company. All upper class and upper middle fashion driven men & women are our clear target customers.

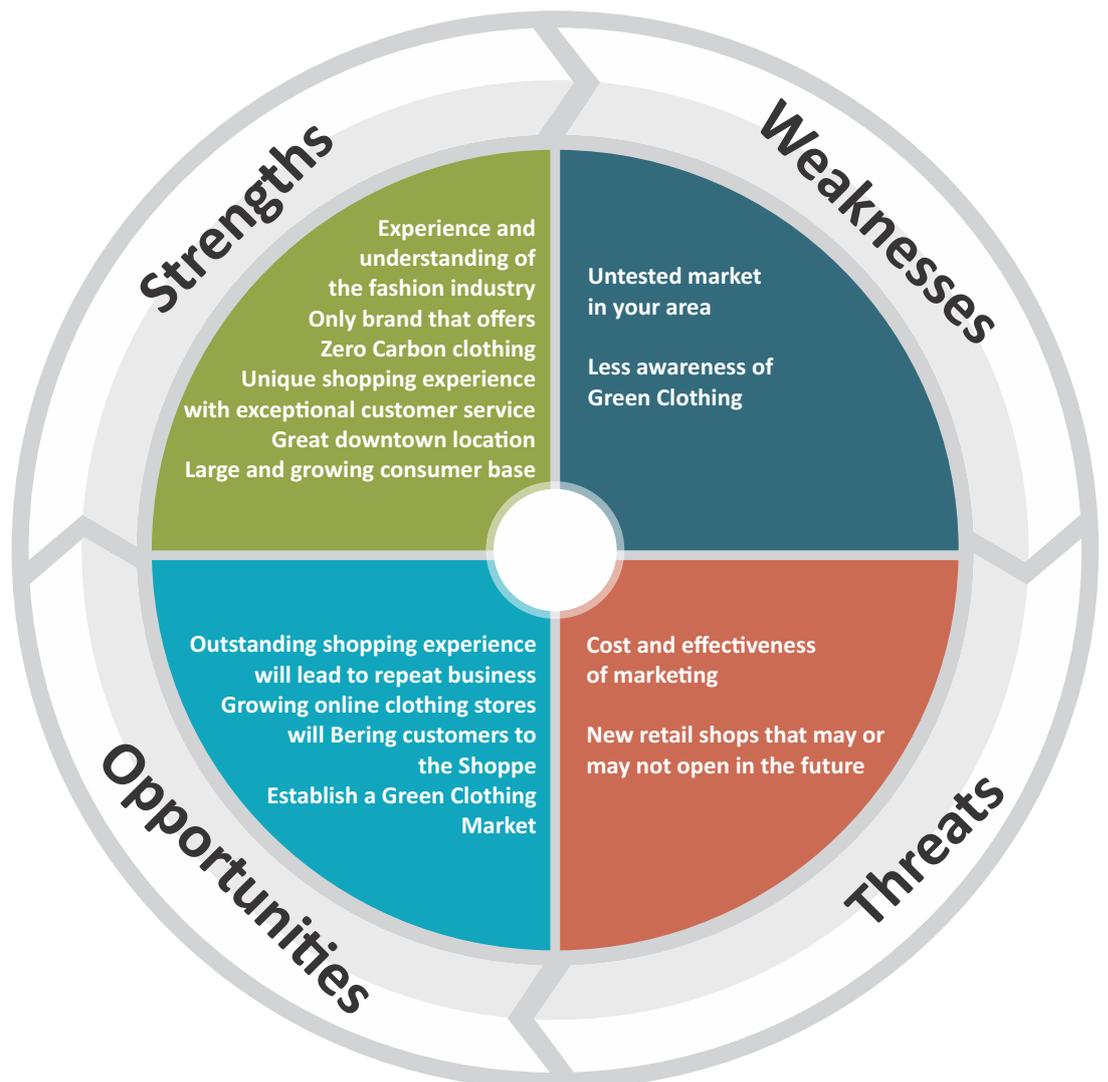
However, we do realize that we need to attract some middle class customers also.



COMPETITION

Presently there are no direct competitors offering our unique Zero Carbon Products.

However number of local and global competitors may come in this sector in the future.





Who can become Franchisee...?

- Person should be well educated with goodwill in the society.
- She/he should have a good business sense.
- She/he must possess willingness to join the green clothing sector.
- She/he must have the ability to invest one time.
- Space : 600 -2000 Sq. ft.
- One time Investment: 20 to 50 lakhs.
- One time investment would be directed to the cost of interiors, equipments, furniture, fixture and accessories.

Estimated Investment

Business Plan for Green Shoppe		
Franchise Fee (Non Refundable)	2.00 Lakhs	12 Lakhs Excluding Working Capital
Interior of Shoppe	5.00 Lakhs	
Accessories (computer, printer etc)	1.00 Lakhs	
Marketing expense	3.00 Lakh	
Launching expenses	0.50 Lakh	
Other expenses	0.50 Lakh	
Working Capital (STOCK)	5.00 Lakhs	

Monthly Operating Expenses		
Rent of Shoppe	40,000.00	Annual Expenditure 60,000 x 12 = 7 lakhs approx
Maintenance	10,000.00	
Support staff	10,000.00	
Total Annual Expense	60,000.00	

Annual Business Turnover		
Average Monthly Sale	7 Lakhs	7 x 12 = 84 Lakhs + Seasonal 10 Lakhs = 94 Lakhs
Average annual additional seasonal Sale	10 Lakhs	

Annual Profit		
Profit -net Monthly Margin @ 30 % of sale	28 Lakhs	31 Lakhs
Seasonal additional Margin on additional sale	3 Lakhs	

First Year one time Investment (12 lakhs) + Annuals expenditure (7 lakhs) = 19 Lakhs
Annual Profit (31 lakhs) - Investment (12 lakhs) + Annual Expenditure (7 lakhs) = 12 Lakhs



Additional Source of Revenue



GREEN CORNER

Annual Sale	Profit (%)	Net Amount
10 Lakhs	10%	1 Lakhs

SCHOOL UNIFORM

Annual Sale	Profit (%)	Net Amount
50 Lakhs	10%	5 Lakhs

CORPORATE UNIFORM

Annual Sale	Profit (%)	Net Amount
20 Lakhs	10%	2 Lakhs

HOTEL UNIFORM

Annual Sale	Profit (%)	Net Amount
10 Lakhs	10%	1 Lakhs

HOSPITAL UNIFORM

Annual Sale	Profit (%)	Net Amount
10 Lakhs	10%	1 Lakhs

TRAVEL KIT

Annual Sale	Profit (%)	Net Amount
10 Lakhs	10%	1 Lakhs

HOME DECOR

Annual Sale	Profit (%)	Net Amount
10 Lakhs	10%	1 Lakhs

CORPORATE GIFT

Annual Sale	Profit (%)	Net Amount
10 Lakhs	10%	1 Lakhs

TOTAL

130 Lakhs	10%	13 Lakhs
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Sustainable lifestyles will be transformative for Business



Only 10% of consumers today are very interested in sustainable lifestyles



90% of future consumers will be interested in sustainable lifestyles in next 5 YEARS.



GREEN MENTORING & SOLUTIONS PVT. LTD.

Powered by Law of Nature

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