

BEIGE & CO.

**Strategic Business Profile &
Growth Roadmap**

Quality, Ethics, and Timeless Design

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Overview

Beige & Co. is a contemporary apparel brand focused on timeless, neutral-toned fashion

Mission &
Commitment

:

- Quality over Quantity
- Ethical and responsible sourcing
- Consistent fit and comfort
- Scalable production and craftsmanship

Product Categories



Seasonal Capsules

Limited collections following fabric quality benchmarks and standardized measurements.



Party Outfits

Glamorous and statement-making ensembles for celebrations and events.



Winterwear

Premium, cozy layers crafted to provide warmth without compromising on style.



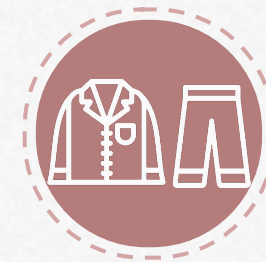
Co-Ord Sets

Signature lifestyle pieces providing effortless, coordinated style.



Pants (Formal & Casual)

Versatile bottom-wear designed for both professional settings and relaxed outings.



Nightwear

Essential comfort pieces designed for a restful and stylish night's sleep.

Each category follows standardized measurements and fabric quality benchmarks to ensure consistency

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Sourcing



Fabrics

- Imported Cottons, Linens and Blends
- Neutral, skin-friendly dyes
- Pre-washed and shrinkage-tested fabrics



Trims & Accessories

- Buttons, zippers, labels sourced from verified local suppliers

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Suppliers



Vision Group

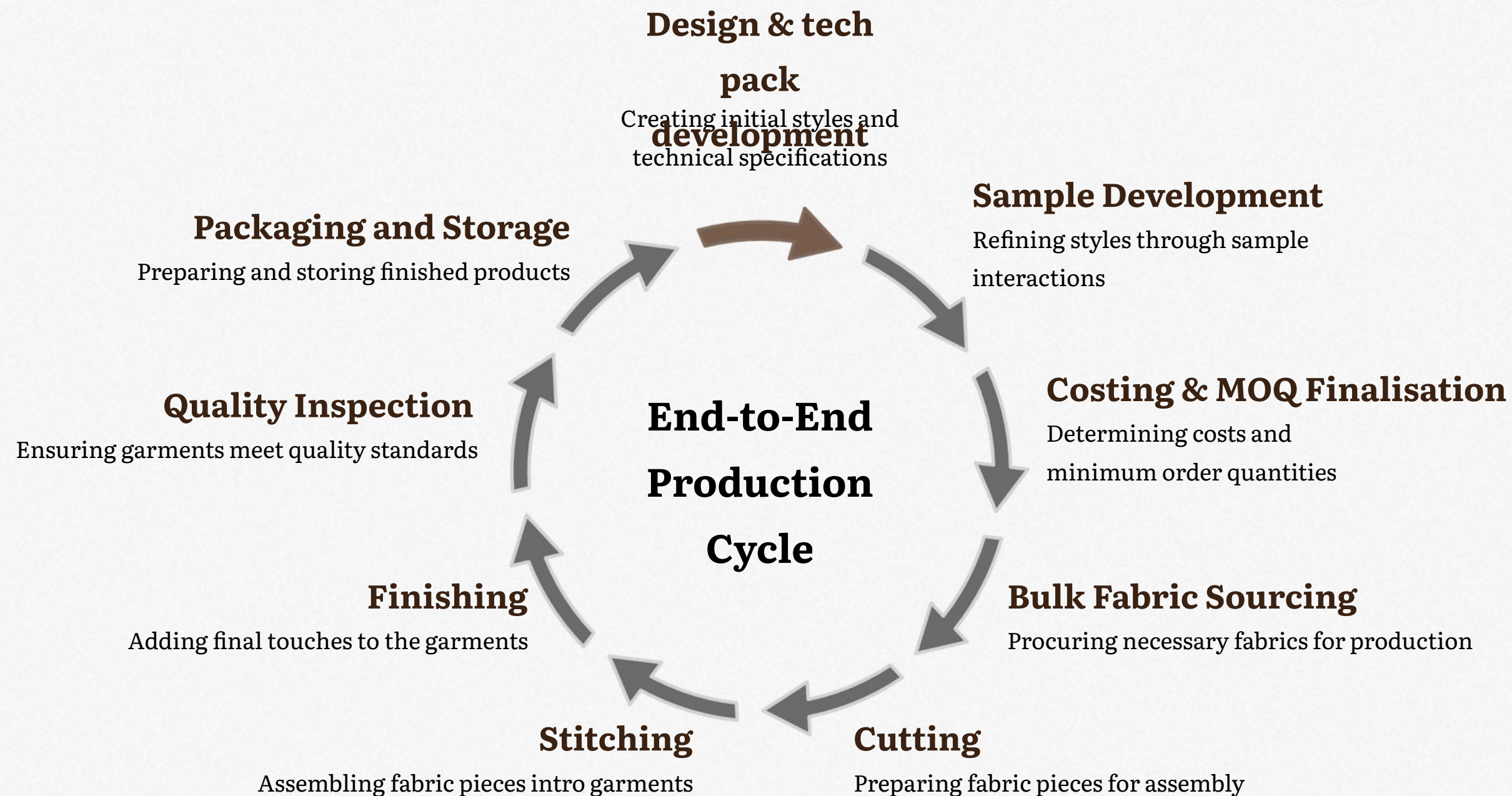


Aps Group

To ensure scalability and export-standard quality, Beige & Co. leverages partnerships with industry-leading manufacturers in Bangladesh.

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Manufacturing Model



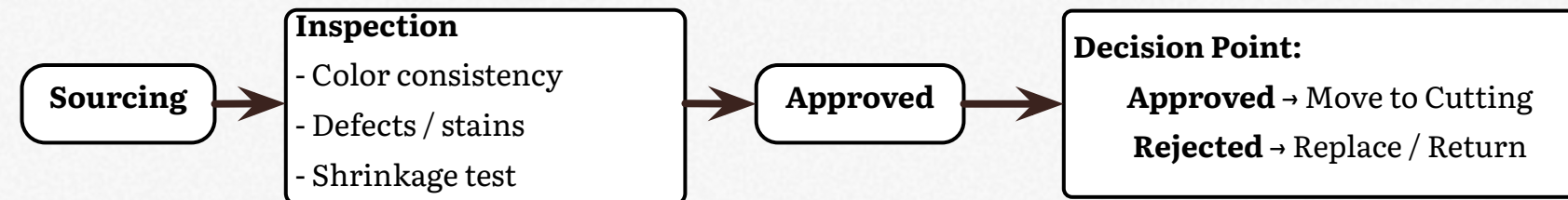
Production Approach

- Semi-outsourced manufacturing with vetted local factories
- Small-batch production (30–100 units/style) to manage risk and control quality

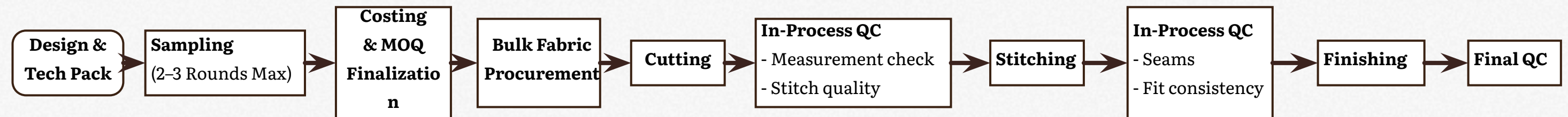
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Quality Control (QC) & Workflow

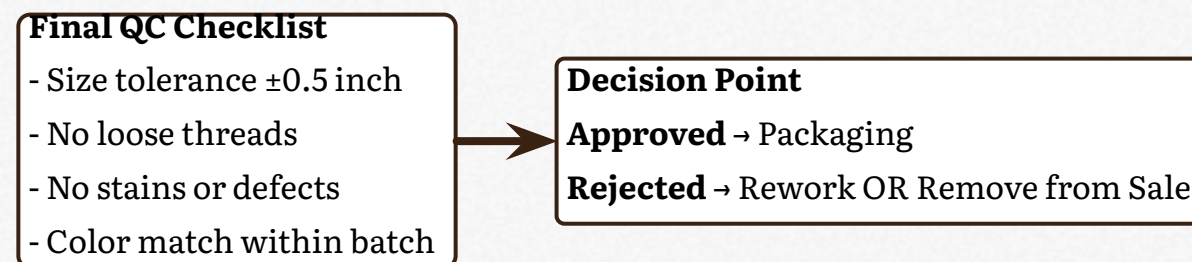
1 Fabrics



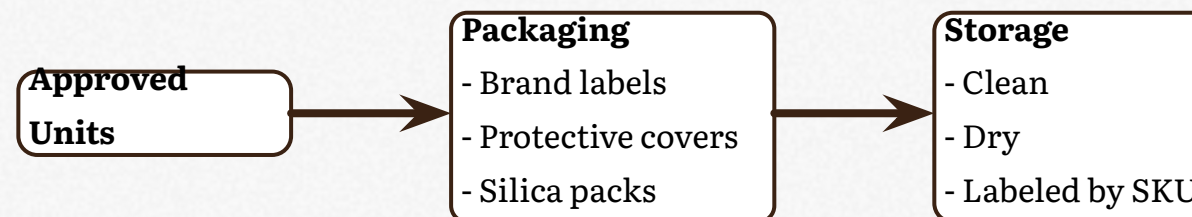
2 Production Workflow with QC Gates



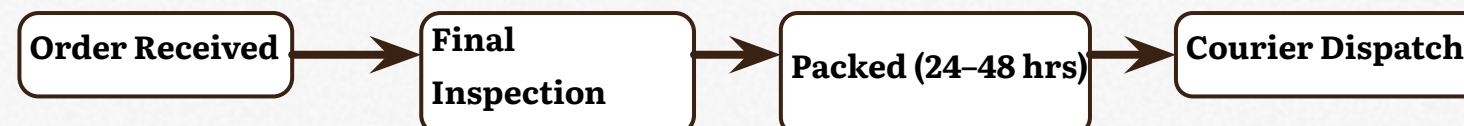
3 Final Quality Control



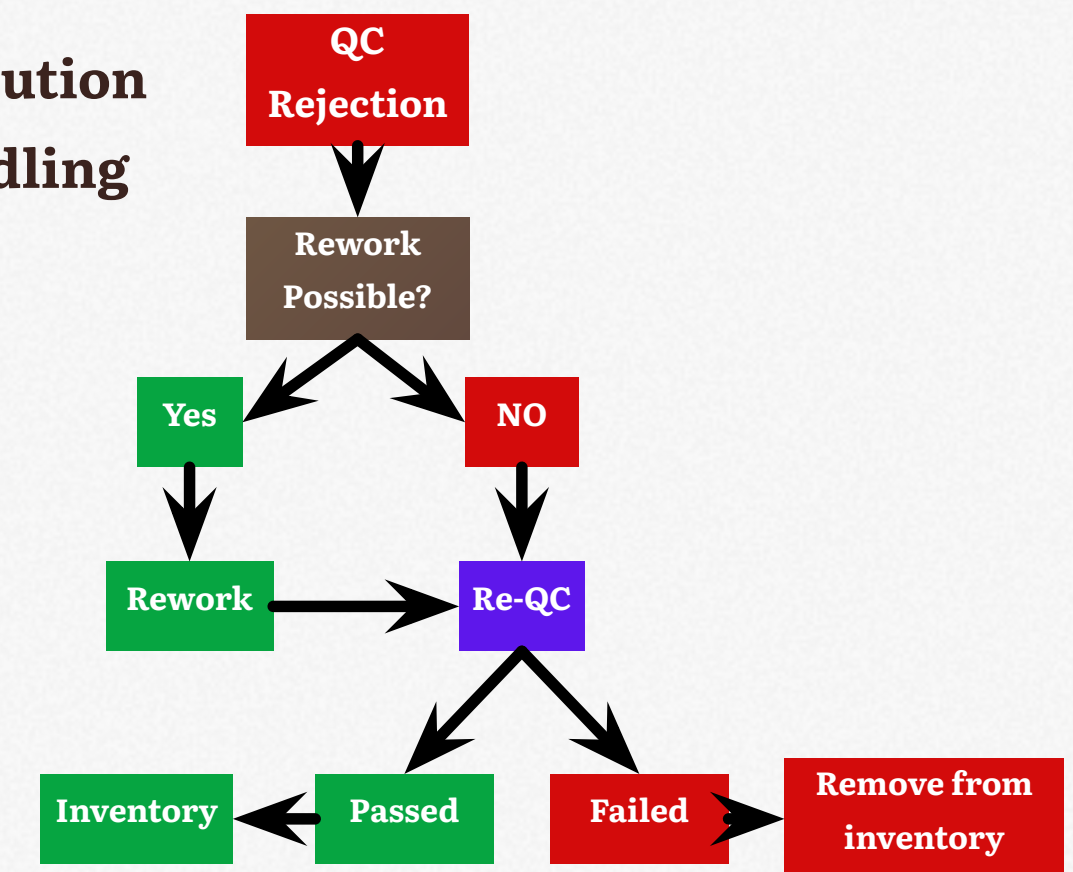
4 Packaging and Storage



5 Dispatch



6 Execution Handling



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Organizational & Operating Structure

Internal Management

- **Founding Partner, Executive Partner, Shareholders**
- **Operations Coordinator /Manager**
- **QC Supervisor (part-time or outsourced)**
- **Packaging & Dispatch Staff**
- **Marketing Associates**
- **Sales Associates**

External Partners

- **Fabric suppliers**
- **Stitching units**
- **Logistics providers**

Marketing & Sales



Trade Shows



Exhibitions



Online Sales



Store Sales

- **Target gross margin: 55–65%**
- **Seasonal discounts only on limited inventory**
- **Core styles kept at stable pricing**

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Marketing & Sales

1 Marketing Focus

- Brand-led storytelling around quality, fabric, and fit.
- Consistent visual identity across all touchpoints.
- Trust-building through customer experience and education.

3 Sales Channels

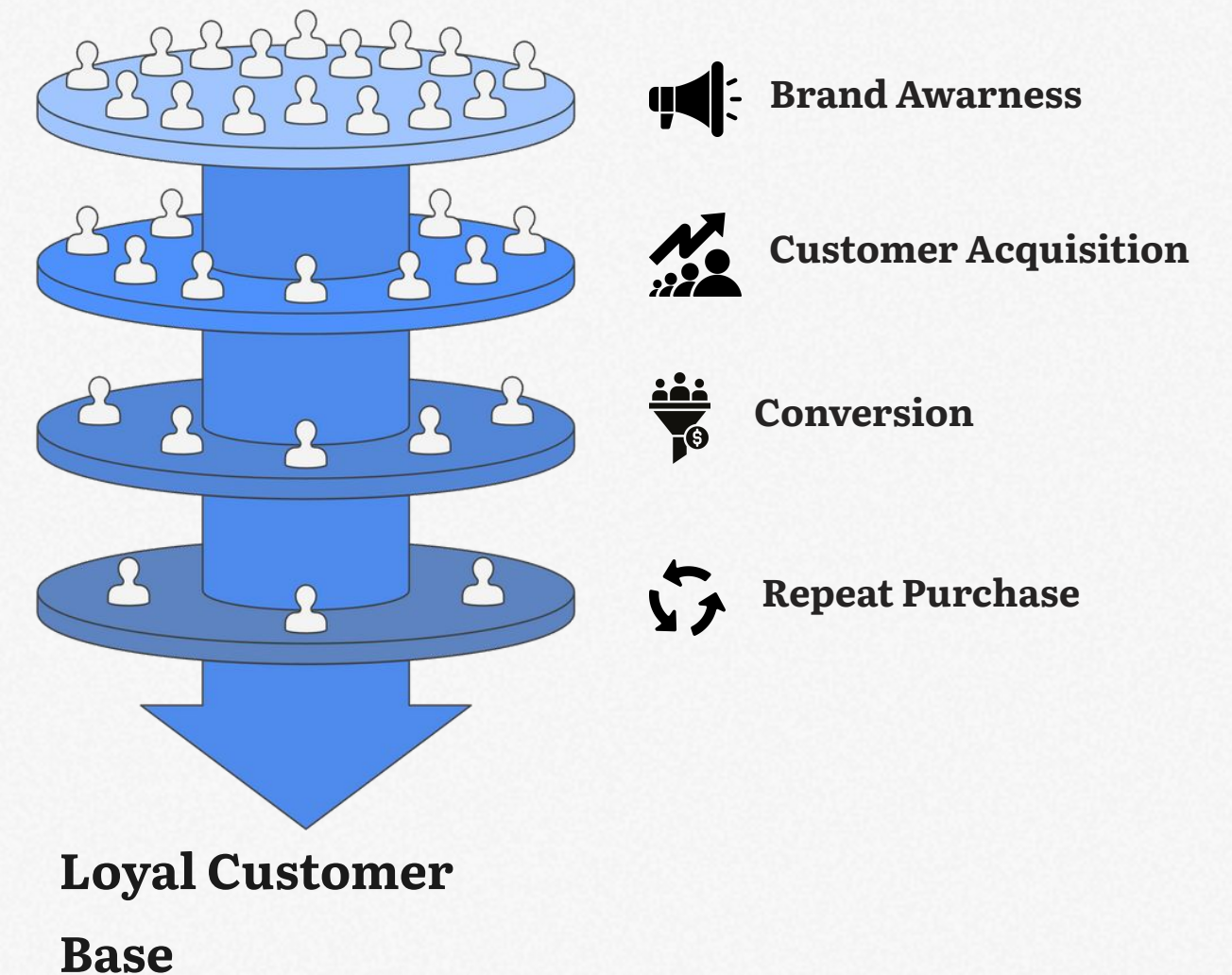
- Online store (primary growth engine)
- Physical Retail Store
- Pop-ups /Trade shows
- Bulk & corporate orders

2 Key Marketing Channels

- Instagram & Facebook
- Micro-influencer collaborations
- Pop-ups & exhibitions
- In-store experience

4 Conversion Drivers

- Clear product positioning and pricing
- Limited collections to create urgency
- Strong visuals and fit consistency
- Customer testimonials and repeat buyers



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Financial Foundation

Cost Structure

- Cost of Goods Sold (COGS): **45–50%**
- Rent & Utilities: **8–10%**
- Staff Salaries: **8–9%**
- Marketing: **4–5%**
- Logistics & Packaging: **3–4%**
- Misc. & Buffer: **2–3%**

Revenue Mix

- Online sales (**50%**)
- Retail store sales (**40%**)
- Strategic Channels (**10%**)

Financial Discipline:

- **Emergency Reserve:** Cash reserve equal to 5 months of fixed costs.
- **Inventory Control:** Small-batch replenishment (30–100 units) to minimize capital lock-in.
- **Weekly cash flow tracking and Tight Inventory Planning**

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Scalability Roadmap

Short-term (0–6 months)

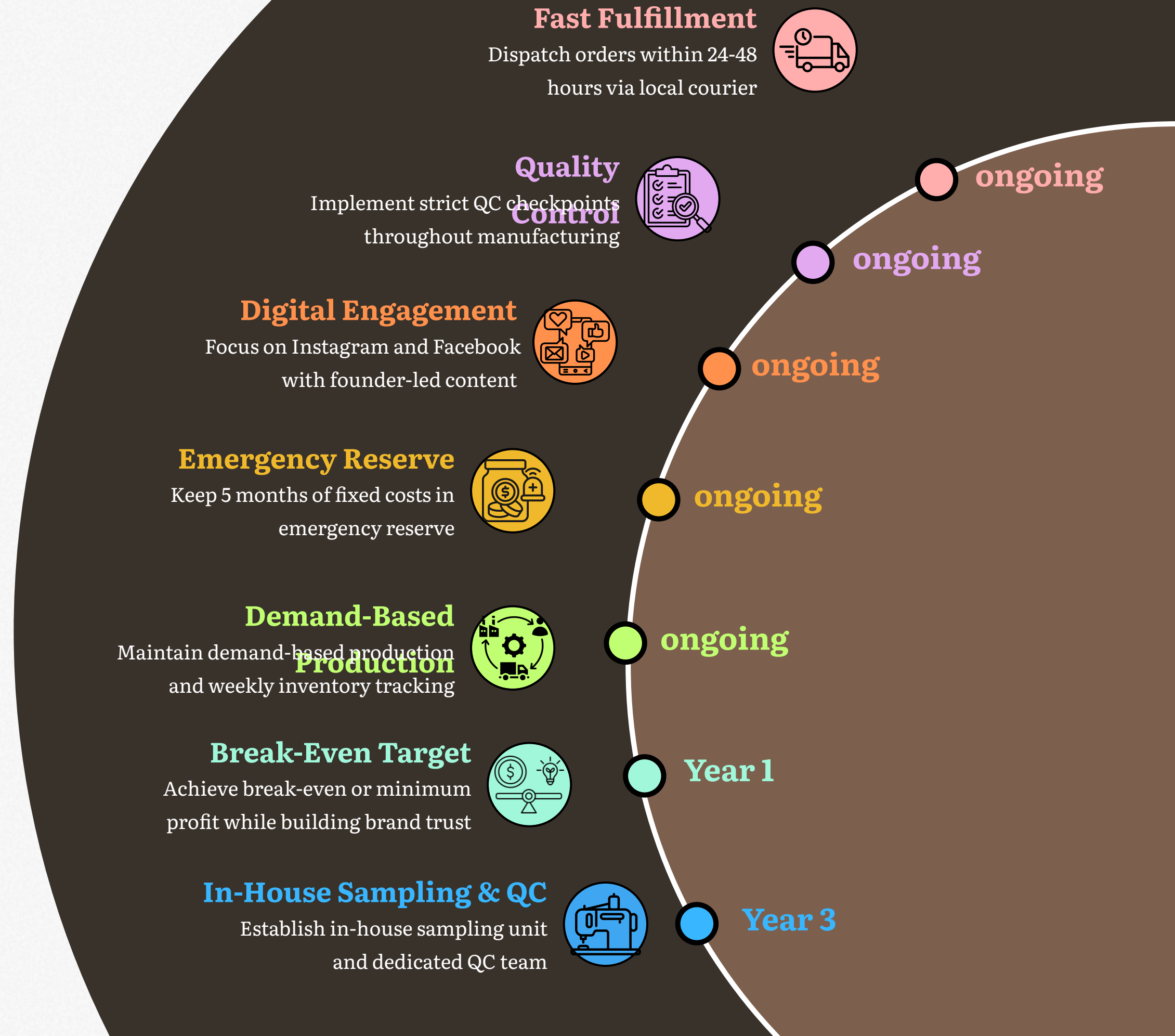
- Formalize 2–3 reliable supplier partnerships
- Finalize size, fit, and quality standards
- Reduce production lead times

Mid-term (6–18 months)

- Scale batch sizes for top-selling styles
- Launch a pre-order model
- Onboard one export-ready supplier

Long-term (2–3 years)

- Set up an in-house sampling unit
- Establish a dedicated QC team
- Expand into private-label or collaborative manufacturing



Thank
you 

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