



Blended with Trends and Tradition

Welcome to Noyli

- ▶ Noyli is personal designer based clothing and life style brand which was founded and starting their activities from November 2019.
- ▶ The person behind Noyli is Nadia Afrin, who started her journey as an entrepreneur from her residential from Jashor.
- ▶ At early stage Nadia with one or two employee starts this venture via Social Media Platform, Facebook.
- ▶ At the end of September 2021 Noyli launched their own E-Commerce Platform Noylimart.com



Our Vision

- ▶ 2023- In this year, Noyli wants to establish their online platform. So that we can introduce our trendy products all over the world.
- ▶ 2024 - Promote the product of Noyli all over the world specially in Latin America and Europe market. Latin America , USA and Mexican market will be our prime target. And at Europe Italy, England and Germany we will select for marketing.
- ▶ 2025 - In the next year we want to make a grand opening of a outlet of Noyli and try to make it four inside Dhaka.
- ▶ 2026 - The vision of the year 2026 is spread the outlets of Noyli all over the BD, and the target is 15-20 showrooms.

Who we are and what is our Mission

- ▶ In the current digital era, due to the popularity of the foreign brands, we are gradually losing our culture and heritage, where as there was once a time, when the classic textile produced in our country was celebrated all over the world.
- ▶ However, we also want to keep the tradition of hand embroidery and to achieve that, Noyli is constantly working on products with various combinations of different fabrics including khadi, silk, tant and needle yarn.
- ▶ At a same time, along with textile, Noyli would also try to incorporate various indigenous products made from soil ,jute, leather ,cane, bamboo, coconut flakes, betel nut shell, banana fiber etc. in the near future.
- ▶ Noyil's goal to revive all those dying heritage, that are in tune with our history and present them as a fusion with modern fashion.
- ▶ The dream of founders of Noyli is to give a new identity of Bangladesh in the world court by making various useful products for women, men, and children's attires, home decoration tools by using all the local materials.

NOYLI - at a glance

Our Man Power

- ▶ Permanent Employee -5
- ▶ Field Supervisor -2
- ▶ Worker - 21
- ▶ Part time worker -20

Product List(at present)

- ▶ Sharee
- ▶ Female kurti
- ▶ Male kurti
- ▶ Punjabi
- ▶ Salwar kamiz
- ▶ Hand made ornaments
- ▶ Home Decors

NOYLI - at a glance

Production capacity

- ▶ Sharee-40 piece/month

Hand stitch ,Block/screen print, Hand paint

- ▶ Punjabi-500 piece/year

Karchupi work, Block/screen print, Hand paint/hand stitch

- ▶ Male/female kurta-80 piece/month

Hand stitch ,Block/screen print, Hand paint

- ▶ Salwar Kamiz-30 piece/month

Hand stitch ,Block/screen print, Hand paint

- ▶ Ornaments- 300 piece/month

Major Working Area

- ▶ Jashor
- ▶ Benapole
- ▶ Manikgonj
- ▶ Comilla
- ▶ Mirpur
- ▶ Shahinbag
- ▶ Savar

Branding and Marketing policy

- ▶ Attend on Fair- 1 or 2 per month(8,000 to 10,000tk)
- ▶ Digital Marketing via Facebook Page boost and promote, YouTube Marketing, Website maintain(5,000tk)
- ▶ Target lead generation(10,000tk)
- ▶ Smart Photography (5,000tk)

Branding assets of NOYLI

Shopping bag



Visiting Card



Care

Level



Price Tag



Lucky Coupon Slip



Cash Memo



Main Level



Recent products of NOYLI

Noyli Currently showcase 12 category of Products

1. Sharee
2. Female Kurti
3. Male Kurti
4. Punjabi
5. Salwar Kamiz
6. Painting on betel nut shell
7. Wooden and metal ornaments
8. Jute Accessories
9. Leather purse
10. Painted canvas
11. Hoop arts
12. Bed Sheet

Upcoming products of NOYLI

Noyli wants to showcase more various Products

- ▶ Soil home decors
- ▶ Various jute products
- ▶ Leather items
- ▶ Cane products
- ▶ Bamboo home decors
- ▶ Sandal made from coconut flakes,
- ▶ Craft item on betel nut shell,
- ▶ Home accessories made from banana fiber etc

Our Product Gallery



NOYLI Financial Projection

Sales Price & Average Cost of goods Sold and Gross Profit per unit

Products	Avg. Sales per unit	Avg, COGS per unit	Gross profit per unit	GP Margin
Sharee	4,700	3,500	1,200	25%
Female Kurti	1,500	900	600	40%
Male Kurti	1,400	1,000	400	23.5%
Punjabi	1,800	1,100	700	38.8%
Ornaments	250	120	130	52%
Salwar Kamiz	2,200	1,400	800	36%
Jute accessories	500	230	270	54%
Leather Purse	2,500	1,800	700	28%
Bed Sheet	1,500	1,200	300	45%
Canvas & Hoop Art	500	250	250	50%
Betel nut shell paintings	200	50	170	85%

Product Detail

Hand Stitch Sharee

Hand Stitch share on Andy silk, we're confident that this will be our most premium products for those who are culturally enriched and have a passion for the classical. We expect a volume of at least 12-15 pieces in a month. From the customer perspective the most attractive feature of the product would be that it can be made in any color and in any native fabric. The cost breakdown of each unit is given below

DESCRIPTION	Amount in BDT	%of sale price
Fabric and other material	3,800	42%
Designing & stitching	2,500	27%
Packaging	250	2.7%
Delivery & Transportation	200	2.22%
Total cost	6,750	75%
Sales Price	9,000	100%
Gross profit	2,150	23.88%



Sharee

Hand stitch



Block print



Hand Paint



Karchupi work Punjabi

Karchupi worked toso silk Punjabi, we're confident this could be our most premium male product for those who want to present themselves as smarter than others. Our expectation of volume is at least 500-800 pieces in a year. From the customer perspective the most attractive feature of the product would be that it can be made in any color and in any native fabric. The cost breakdown of a single unit is given below

DESCRIPTION	Amount in BDT	%of sale price
Fabric and other material	700	28%
Designing & stitching	450	18%
Packaging	50	2%
Delivery & Transportation	170	6.8%
Total cost	1,370	54.8%
Sales Price	2500	100%
Gross profit	1,130	45.2%



Punjabi

Karchupi Work



Screen Print



Hand Stitch



Kids Punjabi



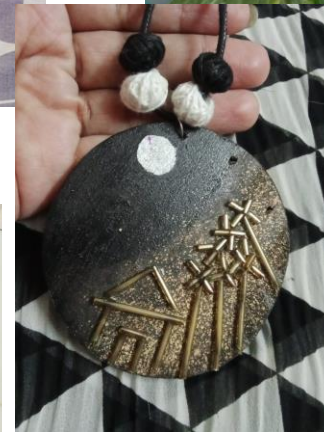
Kori Neckpiece

Neck piece made by Kori and various kind of beads. A beautiful and attractive ornament that anybody can use with any kind of fashion wear. It can be customized in any color and presented in different ways. The cost breakdown of single unit is given below

DESCRIPTION	Amount in BDT	%of sale price
Raw material	380	47.5%
Worker payment	80	10%
Packaging	30	3.75%
Delivery & Transportation	70	8.75%
Total cost	560	70%
Sales Price	800	100%
Gross profit	240	30%



Ornaments Gallery



Female Kurti

Female Kurti on khadi fabric, decorated with hand stitch and sequence work. A very fashionable wear for the ladies who wants to present herself with fashion and fusion. It can be customized in any color and size. The cost breakdown of single unit is given below

Description	Amount in BDt	% of sale per unit
Fabric & other material	550	33%
Designing & stitching	500	30.3%
Packaging	90	545%
Delivery & transportation	120	7.2%
Total Cost	1,260	76.3%
Sales Price	1,650	100%
Gross Profit	390	23.6%



Female Kurti



Salwar Kamiz

Salwar Kamiz on Silk fabric, decorated with hand stitch and sequence work. A very fashionable wear for the ladies who wants to present herself with modern fashion with traditional look. It can be customized in any color and size and with any native fabric. The cost breakdown of single unit is given below

Description	Amount in BDT	% of sales price
Fabric & Other material	650	29.5%
Designing & Stitching	600	27.25%
Packaging	200	9.25%
Delivery & Transportation	150	7%
Total Cost	1,600	73%
Sales Price	2,200	100%
Gross Profit	600	27%



Salwar Kamiz



Male Kurti

Male Kurti on khadi fabric, decorated with hand stitch. A Very fashionable and comfortable wear for men. Khadi is a total cotton fabric. So its reliable for every season. It can be customized in any color and size. The cost breakdown of single unit is given below

Description	Amount in BDT	% of sales price
Fabric & Other material	350	23.3%
Designing & Stitching	500	33.3%
Packaging	150	10%
Delivery & Transportation	150	10%
Total Cost	1,150	76.6%
Sales Price	1,500	100%
Gross profit	350	23.3%



Other Products Gallery that we made as a sample



BED SHEET



JUTE ACCESSORIES



LEATHER ITEM



BETEL NUT SHELL



PAINTED CANVAS



HAPPY DATE

REMEMBER 24 2020



HOOP ART



Approximately Yearly Sales Target

Products	Sales Quantity (pcs)/ year	Avg. Sales/ year	Avg, COGS/ year	Gross profit/ year
Sharee	360	1,692,000	1,260,000	432,000
Female Kurti	420	630,000	378,000	252,000
Male Kurti	240	336,000	240,000	96,000
Punjabi	350	630,000	385,000	245,000
Ornaments	3,000	750,000	360,000	390,000
Salwar Kamiz	200	440,000	280,000	160,000
Jute accessories	200	100,000	46,000	54,000
Leather Purse	250	375,000	280,000	95,000
Bed Sheet	120	160,000	144,000	36,000
Canvas & Hoop Art	60	30,000	15,000	7,200
Betel nut shell paintings	96	19,200	7,680	11,520

Approximately 1st Year Sales Target and Revenue

Total Sales	= 5162200
Total Production Cost	= 3395680
Total Revenue	= 1778720

Total Office Rent	= 180,000
Employee Salary & Benefit	= 845,000
Others Expenditure	= 120,000

Total Revenue	= 1,778,720
<u>Total Cost</u>	<u>= 1,037,000</u>
Actual Revenue	= 741,720 (±)

Approximately 2nd and 3rd Year Sales Target and Revenue

We will try to increase it (\pm)25% in the 2nd Year
And (\pm)35-40% in the 3rd year

And then the actual revenue will be
927,150(\pm) in the 2nd year
1,001,322(\pm) if it will be 35%
And 1,038,408(\pm) if it will be 40%

NEXUS television

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**মহিলাদের
কেন্দ্রিক আইন সমাজ**

আধুনিকিত নারী

নিম্নে

‘কেন্দ্রীয় আদালত পূর্বসূরী লিঙ্গ সমতা’



ভোয়ের আকাশ

অনলাইন প্লাটফর্মে নারীর স্বনির্ভরতা

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Contact Summary

- ▶ Here we present our project. Hope you will like it and it will be pleasure of us if you give us a chance to make a journey together. We will always feel grateful and thanks in advance for listening us.
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