

OBJECTIVE

- The team will work efficiently to deliver high-quality **design solutions**, aiming to contribute meaningfully to Navjyoti's mission.
- We will keep in mind the **budget and also prioritise sustainability** in our designs.

VISIT TO RITIKA BEAUTY PARLOUR

- On February 28, 2024, we visited a nearby village close to the Navjyoti foundation and engaged with **the shop owner- Mrs. Ritika**, a middle-aged woman who owns a modest salon and cosmetic store.
- Offers **beauty services** and **sells cosmetics** and skincare products; nick nacks like **clips, bangles**, etc.
- Ritika spoke passionately about the initial challenges she faced, including financial constraints.
- She emphasized the importance of community engagement and building trust, noting that word-of-mouth recommendations played a significant role in expanding her customer base.

PROJECT STATEMENT

Our project aims to redesign a cosmetic retail shop in the village, addressing the multifaceted challenges faced by women entrepreneurs in running such businesses. By understanding and tackling the barriers hindering their success, we seek to create a sustainable, inclusive, and economically viable retail environment that empowers women to thrive as entrepreneurs.

AVAILABLE RESOURCES



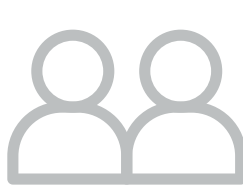
Budget of Rs.
25,000- 30.000



900 sq. ft. of
buil-up space.



Diverse range of
cosmetic products



Skilled team with
various strengths

IMPLEMENTATION

- As a design team working with organizations supporting women on a small scale, our implementation method revolves around understanding the unique needs and challenges faced by these women.
- Our intention is to create tailored design solutions that empower and uplift them, whether through visual storytelling, educational materials, or platforms that facilitate skill-building and networking.
- We prioritize inclusivity, accessibility, and sensitivity in our designs, aiming to foster a supportive environment that encourages growth and success for all women involved.

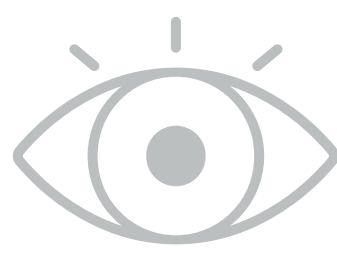
SOLUTIONS



Better storage
space



More circulation
space

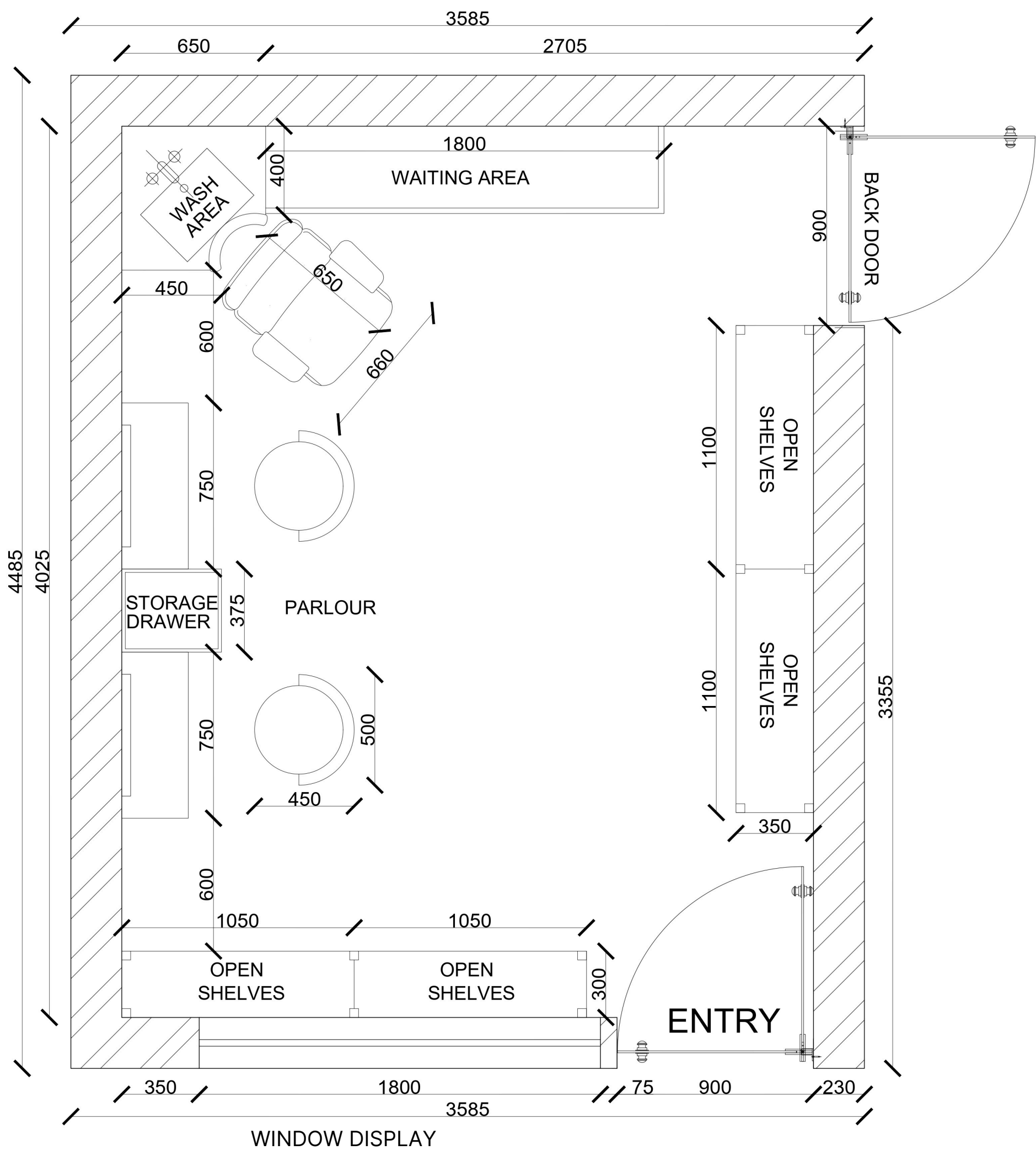


Visually
appealing



Cost effective

PLAN



Strengths

S

- Community Connection and Understanding of Local Needs.
- Personalized customer service
- Niche market
- Lower operating costs
- Strong word-of-mouth marketing



Weaknesses

W

- Limited foot traffic
- Limited product selection
- Seasonal fluctuations
- Limited ability to reach potential customers beyond the local community.



Opportunities

O

- Market Expansion and Education/ Empowerment
- Diversification of product offerings
- Establishing an online presence
- Collaborations with local businesses



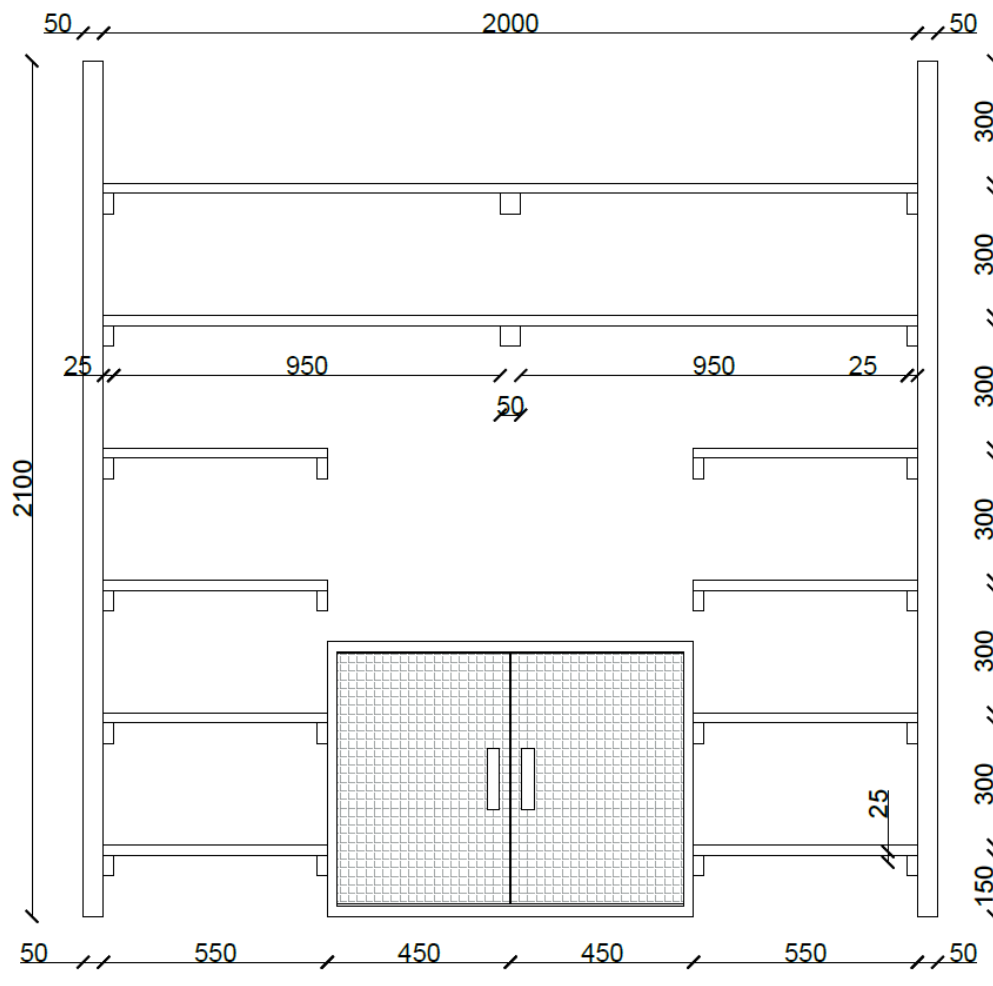
Threats

T

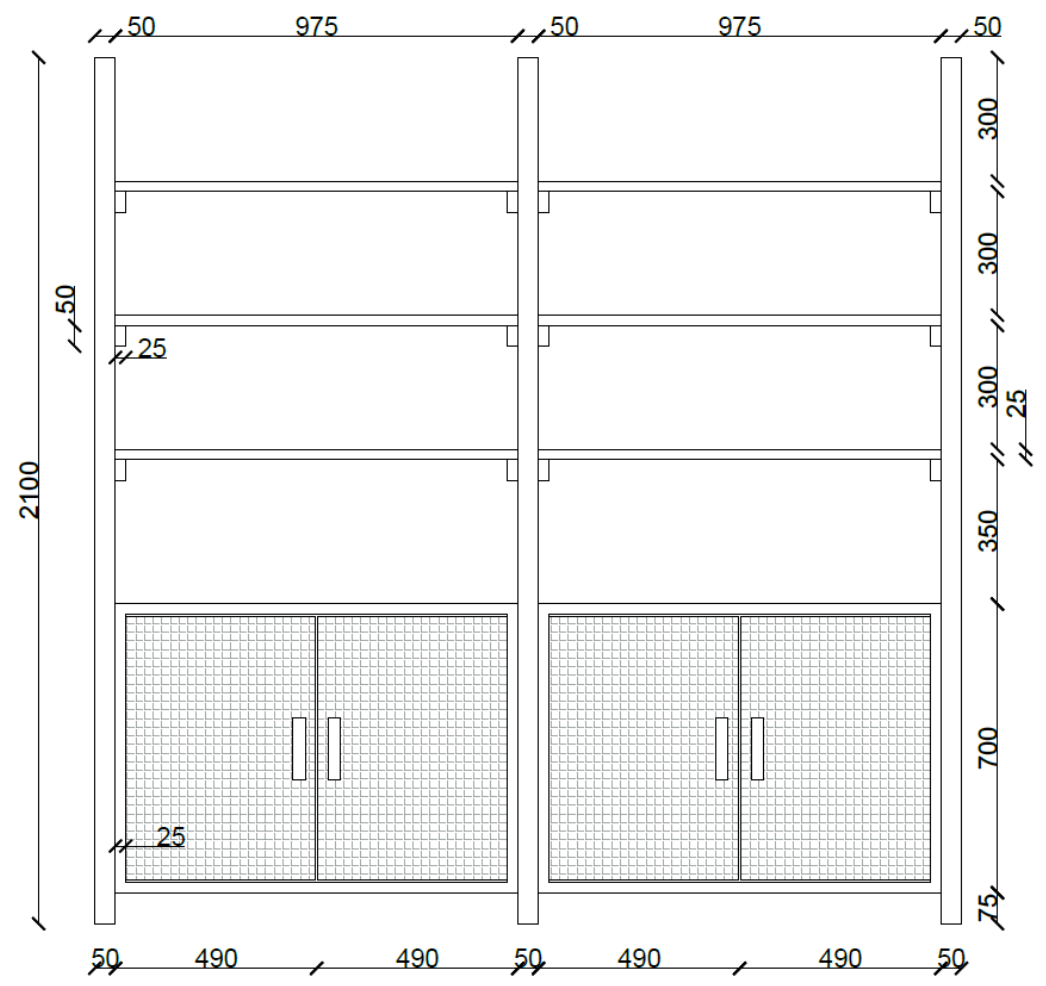
- Economic Uncertainty and Regulatory Challenges.
- Competition from larger retailers
- Changes in the local economy
- Changing consumer preferences
- Infrastructure limitations



SHELF ELEVATIONS



ELEVATION SHELF 1



ELEVATION SHELF 2

BOQ

Item No	Material Description	Unit	Quantity	Rate	Amount
General note					
The contractor shall provide for the demolition, dismantling, removing and carting the debris away from site.					
The site and surrounding areas shall be kept neat and clean at all times					
B WALL FINISHES					
B.1.1 Asian Paints White Rust Resistant Paint (4 liters of volume)					
	Product	Boxes	2	740	1480
	Labour (1 day) (2 person)				1400
					2880
C CEILING FINISHES					
C.1.1 Asian Paints White Rust Resistant Paint (1 liter of volume)					
	Product	Boxes	2	258	516
	Labour (1 day) (2 person)				1400
					1916
D WOOD WORK					
D.1.1 Construction of new shelves utilizing wood salvaged from existing cabinet to create custom shelves to fit specified dimensions and requirements					
	Labour charges for 2 people (including removal of wood from cabinet , preparation of salvaged wood , cutting to size, assembly, finishing and installation)	Day	2	1500	3000
E FURNITURE ITEMS (PROPOSED)					
E.1.2 (Makeup Station) Stainless Steel Black Chair (440 x 440 x 440 mm)					
		Number	2	4500	9000
F SANITARY ITEMS					
F.1.1 (Headwash area) Sink - Material: Plastic 560 (D) x 495 (W) x 152 (H) mm					
	Product	Number	1	2049	2049
	Fitting and Fixing Charges				500
					2549
F.1.2 (Headwash area) Round Handheld Shower Head by Binsbarry (240 x 100 mm)					
	Product	Number	1	435	435
	Fitting and Fixing Charges				250
					685
G MISCELLANEOUS ITEMS					
G.1.1 LED Pride Plus Neo Batten from HAVELLS - Warm Daylight - 100 lumens/watt (1150 mm length)					
	Product	Number	4	435	1740
	Fitting and Fixing Charges				200
					1940
G.1.2 Small Size Pedal Bin (brown), Capacity: 7 liters, Size (190 x 160 x 280 mm)					
		Number	1	346	346
G.1.3 Round Wall Mirror with touch sensor & light (Size 24" X 24") , (Round Finish : Polished)					
	Product	Number	2	2565	5130
	Fitting and Fixing Charges				600
					5730
G.1.4 (Waiting Area) Shri Anand Creations Cotton bedsheet (Size - 1500 x 2250 mm)					
		Number	1	199	199
G.1.5 (Storage Shutters) Selected Jute Fabric to be sourced from Amazon (3m long and 51" W)					
		Number	1	499	499
Total					
					28744

