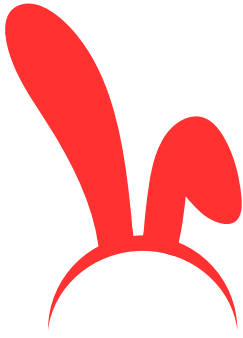






business *Plan*





Executive *Summary*

Goodies Mini Marts will be a nationwide chain of tech-powered mini-marts in Pakistan. Our strategy revolves around:

Selling only non-perishable, fast-moving consumer goods.

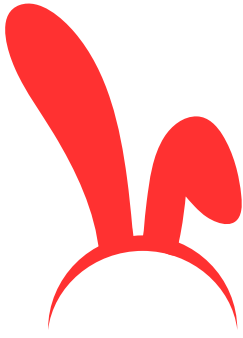
Operating stores with only two employees for efficiency.

Fully Managed Franchise Model

Franchisees are silent investors, Goodies handles all operations.

Full Transparency

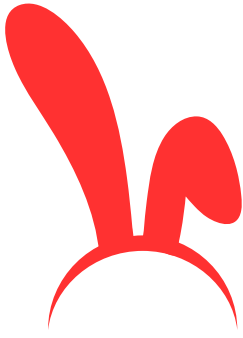
Franchisees get ERP access (sales, purchases, profit/loss) and real-time CCTV monitoring of their store.



Our *Goal*

To become Pakistan's largest retail brand and a unicorn startup by creating the most efficient, profitable, and trustworthy mini-mart business in the country.





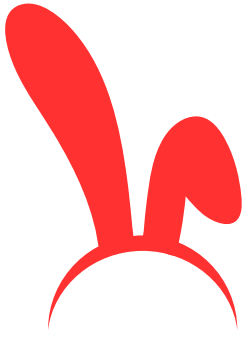
Vision & *Mission*

Vision

To make Goodies the most trusted, accessible, and tech-smart retail brand in Pakistan.

Mission

Deliver essential goods at fair prices, with exceptional convenience, powered by smart operations, simple products, and complete transparency for investors.



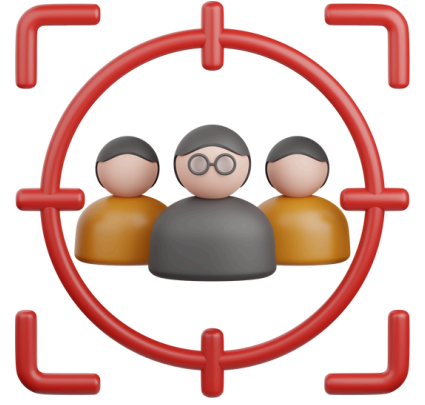
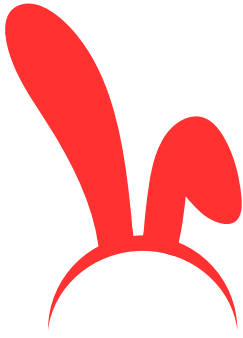
Market *Opportunity*

Pakistan's retail FMCG sector is worth over \$50 billion and is growing at 8–10% annually.

Most small convenience stores operate in an unorganized, outdated manner, with poor branding and limited technology.

There is high demand for well-branded, clean, and well-stocked mini marts that offer everything in one place at reasonable prices.

In urban and semi-urban markets, franchise-based mini mart chains are still limited, giving Goodies a first-mover advantage.



Target *Market*

Urban & Semi-Urban Areas

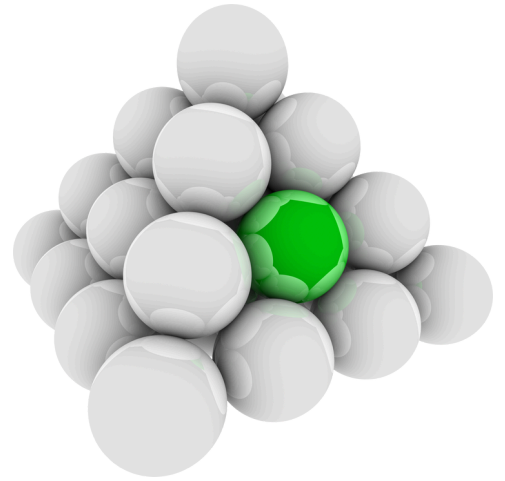
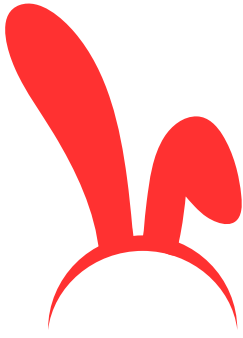
Karachi, Lahore, Islamabad, Faisalabad, Multan, Peshawar, Quetta.

Middle-Income Families

Everyday essential shoppers.

Working Professionals

Quick & convenient shopping trips.



Unique Selling *Proposition*

Fully Managed Franchise

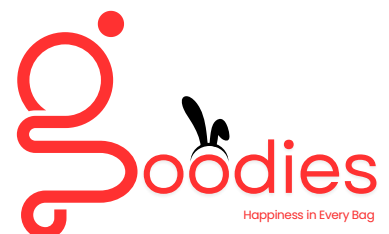
Goodies runs operations; franchisee invests & earns passively.

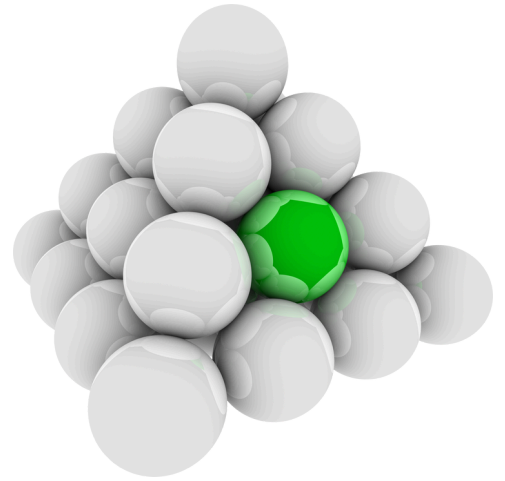
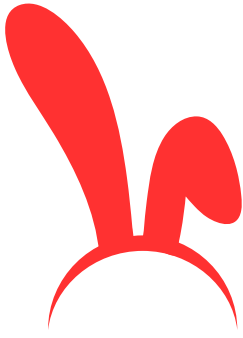
Complete Transparency

Franchisee can monitor store's sales, purchases, and profit/loss in real time through ERP, plus 24/7 CCTV access.

Low Staffing Model

Only 2 employees per store.





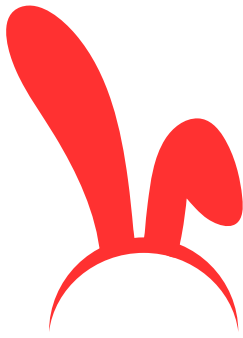
Unique Selling *Proposition*

Smart Operations

Centralized ERP, automated restocking, and data-driven decisions.

Non-Perishable Product Focus

Minimizes wastage & expiry loss.



Product Categories

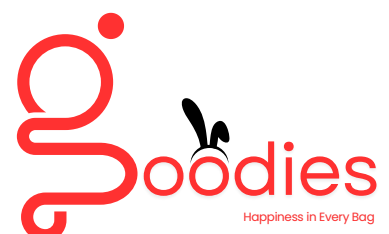
& Margins

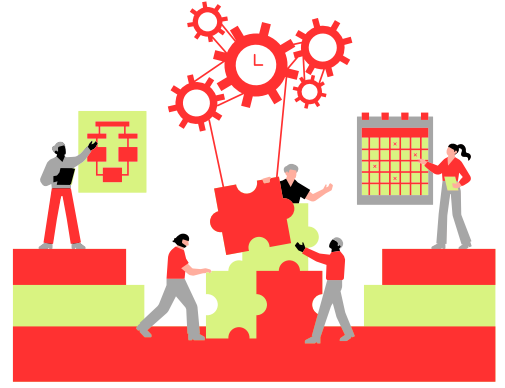
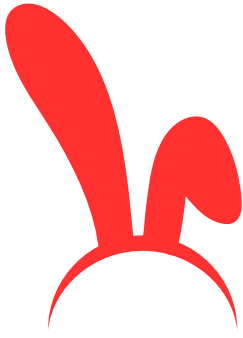
Core Categories and average gross margins:

Category	Examples	Avg. Gross Margin
Household Items	Detergent, dish soap, foil, sponges	30–35%
Food & Beverages	Snacks, canned goods, noodles, drinks	35–40%
Personal Care & Hygiene	Shampoo, deodorants, cosmetics	40–50%
Kitchenware & Tableware	Mugs, containers, utensils	35–45%
Stationery & Office Supplies	Pens, notebooks, tape	40–45%
Toys & Games	Plush toys, puzzles, board games	40–50%
Seasonal & Holiday Items	Decorations, gift wraps	35–45%
Party Supplies	Balloons, disposable plates	35–40%
Pet Supplies	Pet food, toys, grooming tools	30–40%
Home Décor &	Frames, candles,	35–45%

Key advantage:

We focus only on non-perishable products, meaning low wastage, no refrigeration costs, and longer shelf life.





Operational

Model

Store Size:

500–800 sq. ft.

Staff

Only 2 employees per store (hired, trained, and managed by Goodies).

Franchise Model:

Franchisee is a silent investor.

Goodies handles everything: hiring, inventory, sales, promotions, and maintenance.

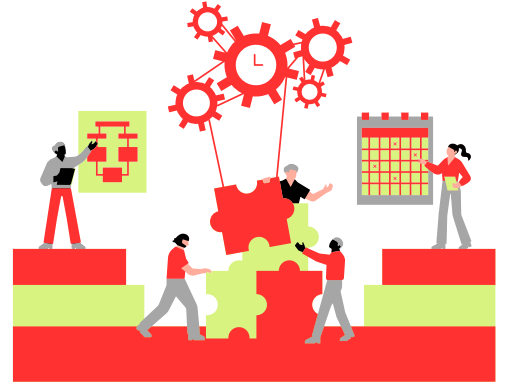
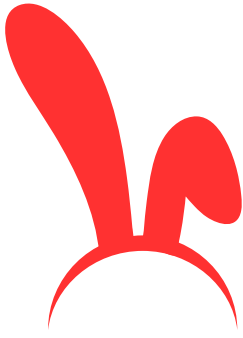
Franchisee has:

ERP Access to daily sales, purchases, and profit/loss reports.

24/7 live CCTV access to the store.

Standardized store layout and fixed product mix across all locations.





Operational

Model

Technology Backbone:

ERP system for billing, inventory, and analytics.

Real-time CCTV monitoring for transparency and security.

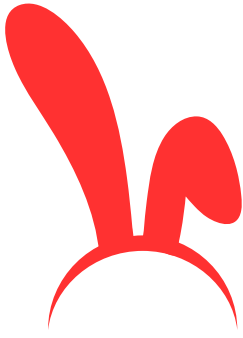
Franchise dashboard with KPIs and reports.

Supply Chain:

Central warehouses supply all stores.

Weekly restocking based on ERP sales data.

Bulk purchasing for best supplier rates.



Marketing

Strategy

Consistent branding & store layouts nationwide.

Grand opening events with discounts.

Loyalty programs through ERP.

Digital marketing via Facebook, Instagram, TikTok.

Seasonal campaigns for Eid, Independence Day, Christmas, Valentine's Day.

Local influencer collaborations.

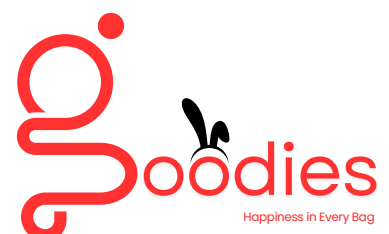
Flyers in surrounding neighborhoods.

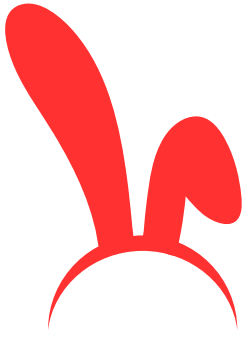
Risk Management

Operational Risks → HQ handles all store management.

Trust Issues → Full ERP & CCTV access for franchisee.

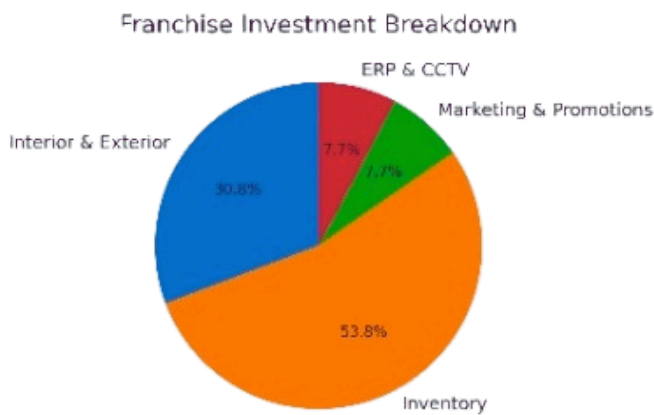
Price Fluctuations → Long-term supplier contracts.





Revenue & Profit Model

Here's the detailed revenue model chart for your franchise:



Left Chart:

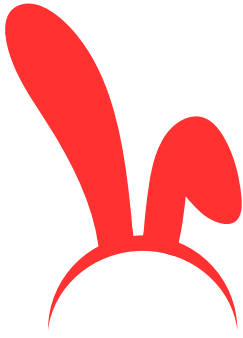
Total Franchisee Investment: PKR 8,500,000

Interior & Exterior: PKR 2,500,000

Inventory: PKR 50,00,000

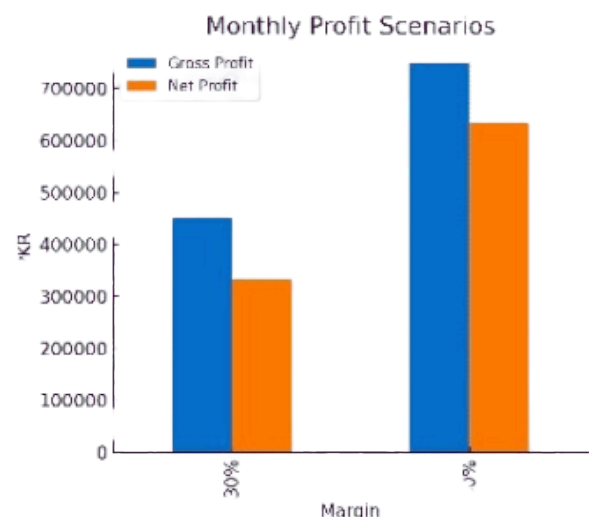
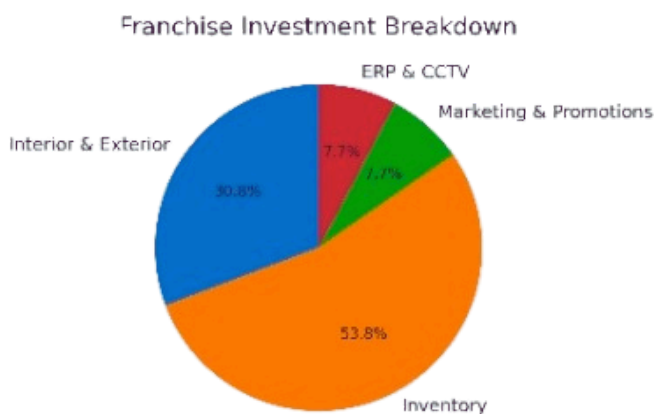
Marketing & Promotional Materials: PKR 500,000

ERP & CCTV Setup: PKR 500,000



Revenue & Profit Model

Here's the detailed revenue model chart for your franchise:



Right Chart:

Average Monthly Sales (Minimum Target): PKR 2,500,000

Monthly Expenses:

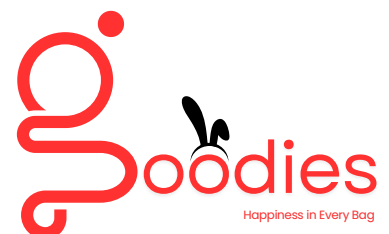
Rent: PKR 100,000

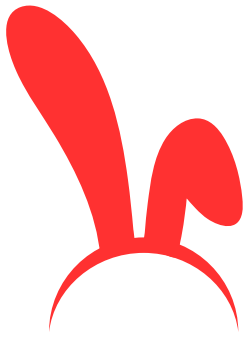
Salaries: PKR 36,000

Electricity Bill: PKR 20,000

Other Expenses: PKR 15,000

Total Expenses: PKR 170,000





Return on *Investment*

Margin on Sales

30%

Gross Profit / Month

PKR 750,000

Total Expenses

PKR 170,000

Net Profit / Month

PKR 580,000

ROI (Months)

19.5 months

ROI (Years)

1.62 years

Margin on Sales

50%

Gross Profit / Month

PKR 1250,000

Total Expenses

PKR 170,000

Net Profit / Month

PKR 1080,000

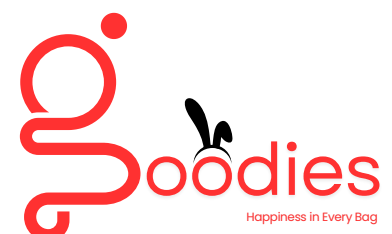
ROI (Months)

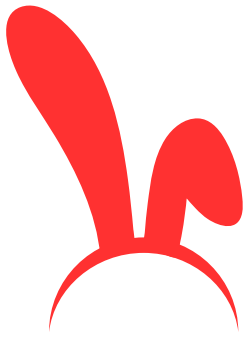
10.3 months

ROI (Years)

0.85 years

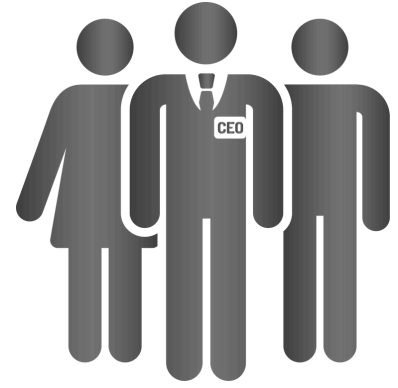
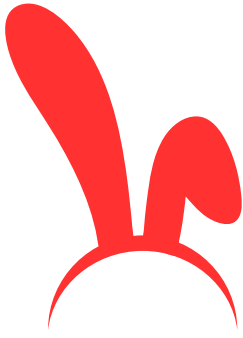
Business model is profitable even at minimum margin due to low fixed expenses and no perishable stock losses.





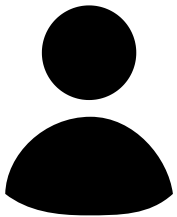
Photos *Gallery*





Founder

Message



FOUNDER / CEO

Haider Raza

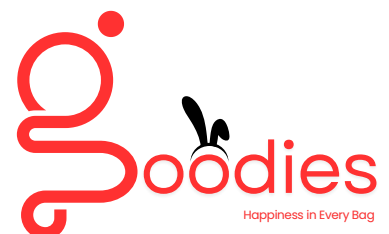
"At Goodies Mini Marts, our vision is simple — to make everyday shopping smart, simple, and profitable for everyone involved. We are building more than a chain of convenience stores; we are creating Pakistan's largest mini mart brand powered by innovation, technology, and a customer-first approach.

Our mission is to redefine the retail experience. By focusing on high-margin, non-perishable products and leveraging cutting-edge ERP systems, we ensure operational efficiency, transparency, and profitability for our franchise partners. Every franchisee enjoys real-time access to sales, profit & loss reports, and even live store monitoring — creating complete trust and accountability.

What makes Goodies unique is our simplicity. With only two employees per store, minimal operational costs, and centralised management handled by our experienced team, our franchise partners become true 'silent investors' while we run the business for them. This allows them to enjoy attractive returns without operational headaches.

We believe that by keeping things smart and simple, we can scale fast, dominate the industry, and ultimately become Pakistan's first unicorn in the mini mart sector.

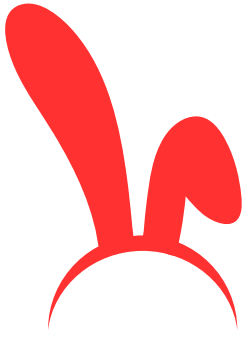
The journey has just begun, and we invite you to join us in building a brand that will shape the future of retail in Pakistan.





**COMING
SOON**

The text 'COMING SOON' is rendered in a large, bold, 3D black font. Two black hourglass icons are integrated into the design: one is positioned behind the 'G' of 'COMING' and the other is behind the 'S' of 'SOON'. The entire graphic casts a soft shadow on the white background.



Thank
You

