



## A PART OF OUR SOUL, SOULED IN DUBAI

"Superheroes wear capes; The Souled Store wears soul. Let's add some pop culture power to Dubai Mall."

# 2025



# ABOUT US

## The Souled Store: Where Pop Culture Meets Soul

At The Souled Store, we create and curate funky, soul-filled products designed to spread happiness—from t-shirts and phone covers to mugs, socks, backpacks, and more. Our mission is simple: to bring you products that make you smile, express your personality, and celebrate the fandoms you love. Whether you're into superheroes, movies, TV shows, music, or quirky humor, we have something for everyone.

We're not just about selling stuff; we're about following your soul. We believe in loving what you do, and at The Souled Store, we love designing and creating products that add joy to your life. Our products are designed to connect with you on a deeper level, putting the "pop" in pop culture and the "soul" in your wardrobe.

With a mix of official merchandise, killer graphic designs, and unbeatable deals, we're here to spread love and positivity, one product at a time. So, join us on this journey, and let's spread happiness together!

# WHAT WILL YOU FIND HERE?

1

Design

Moodboard, Design Principles, Brief and layout

2

Budget BOQ and Timeline

Budget for the project, Bill of Quantities and Timeline of execution

3

ROI

Return on Investment, Contingency plan

4

Conclusion

A final report on how to smoothly execute this project, mitigate risks

# MOODBOARD

A well-designed retail space reflects your brand's personality and values. The color scheme of maroons, reds, blues, and whites can create a vibrant, energetic atmosphere that resonates with pop culture fans, helping to establish a strong identity.



# DESIGN PRINCIPLES

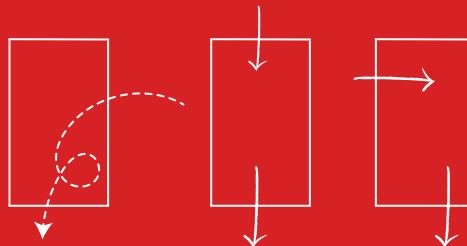
The layout should be intuitive and efficient, enhancing the shopping experience while maximizing the use of space. Here are some basic design principles to keep in mind.

## 1. Customer Flow & Zoning

**Entrance:** The entry point is crucial. It should be welcoming, with clear signage and possibly feature a prominent display or seasonal items. Make the first impression memorable and inviting.

## 2. Visual Merchandising & Display

**Product Display:** Display clothing on mannequins, shelving units, and hanging racks. Create visually appealing vignettes or lifestyle displays to highlight different styles and use colors, textures, and lighting to make the products stand out.



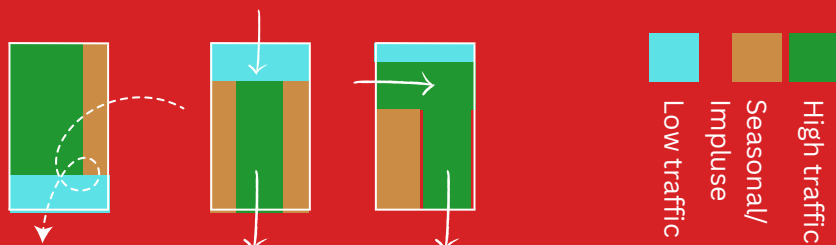
### Key Zones to Consider:

High-demand items (featured/promotional products) should be placed near the front or in high-traffic areas.

Seasonal or impulse items (like accessories or small add-ons) can be placed near checkout areas or in visually dynamic displays.

### Traffic Flow & Space Utilization

**Wide Aisles:** Leave enough space between shelves, racks, and tables for customers to move easily. Ideally, aisles should be wide enough for two people to pass through comfortably, with room for strollers or shopping carts if necessary.



**Central Walkway:** Consider a central aisle or a main walkway that guides customers through the store, keeping high-demand items or key displays in the line of sight.

**Avoid Clutter:** Overloading a small space with too many products can make the store feel cramped. Be selective with displays and aim for clean, uncluttered layouts that allow customers to focus on the items.

# DESIGN PRINCIPLES

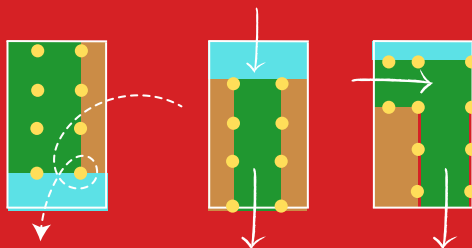
### 3. Lighting

Lighting can dramatically affect the store atmosphere. Use ambient lighting to create a warm, welcoming environment, and accent lighting to highlight specific products or areas (like accessories or high-end items).

Avoid overly harsh lighting, as it can make the store feel uninviting or make colors appear unappealing.

### Customer Experience

**Ambiance:** The overall mood of the store (through lighting, music, and decor) should match your brand and appeal to your target customers. For example, an upscale clothing store may feature soft lighting, calming music, and elegant furniture, while a trendy, youthful brand might lean towards bold lighting, energetic music, and dynamic displays.

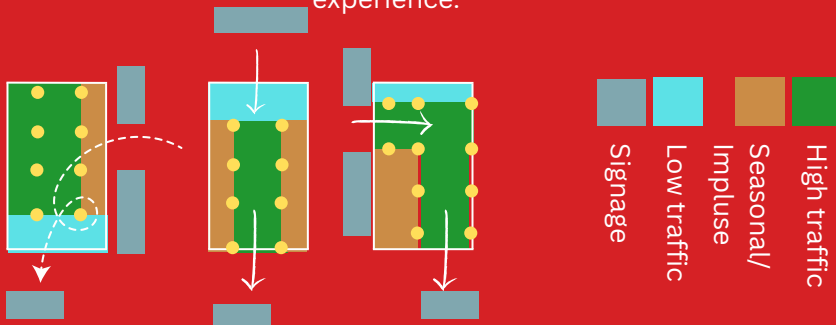


### 5. Fitting Rooms & Checkout Area

**Fitting Rooms:** Place fitting rooms near the clothing section, but away from the main flow of foot traffic to avoid congestion. Ensure they are well-lit, spacious, and provide mirrors at various angles.

### 6. Signage & Branding

**Clear Signage:** Use clear, visible signage to indicate different sections of the store (e.g., "Men's Clothing," "Sale," "Accessories"). This helps guide customers and gives them a sense of control over their shopping experience.



**Interactive Displays:** If possible, integrate digital displays, such as touchscreens where customers can browse product info or see styling recommendations.

**Comfort & Relaxation Areas:** Providing small seating areas where customers can rest, especially in larger stores, can enhance their overall experience.

**Branding:** Your store's layout should reflect your brand's identity. Whether you opt for minimalist, luxury, or vibrant displays, consistency in color, font, and overall design will strengthen the customer's connection to your brand.

# BRIEF

The layout should be intuitive and efficient, enhancing the shopping experience while maximizing the use of space.

Store Size – 2000 sqft

Store Business Expectation – INR 1 Cr (Dubai products ASP will be higher)

Retail Area - 75-80%, Stock Room – 10%, Trial Rooms – 10% (4-5)

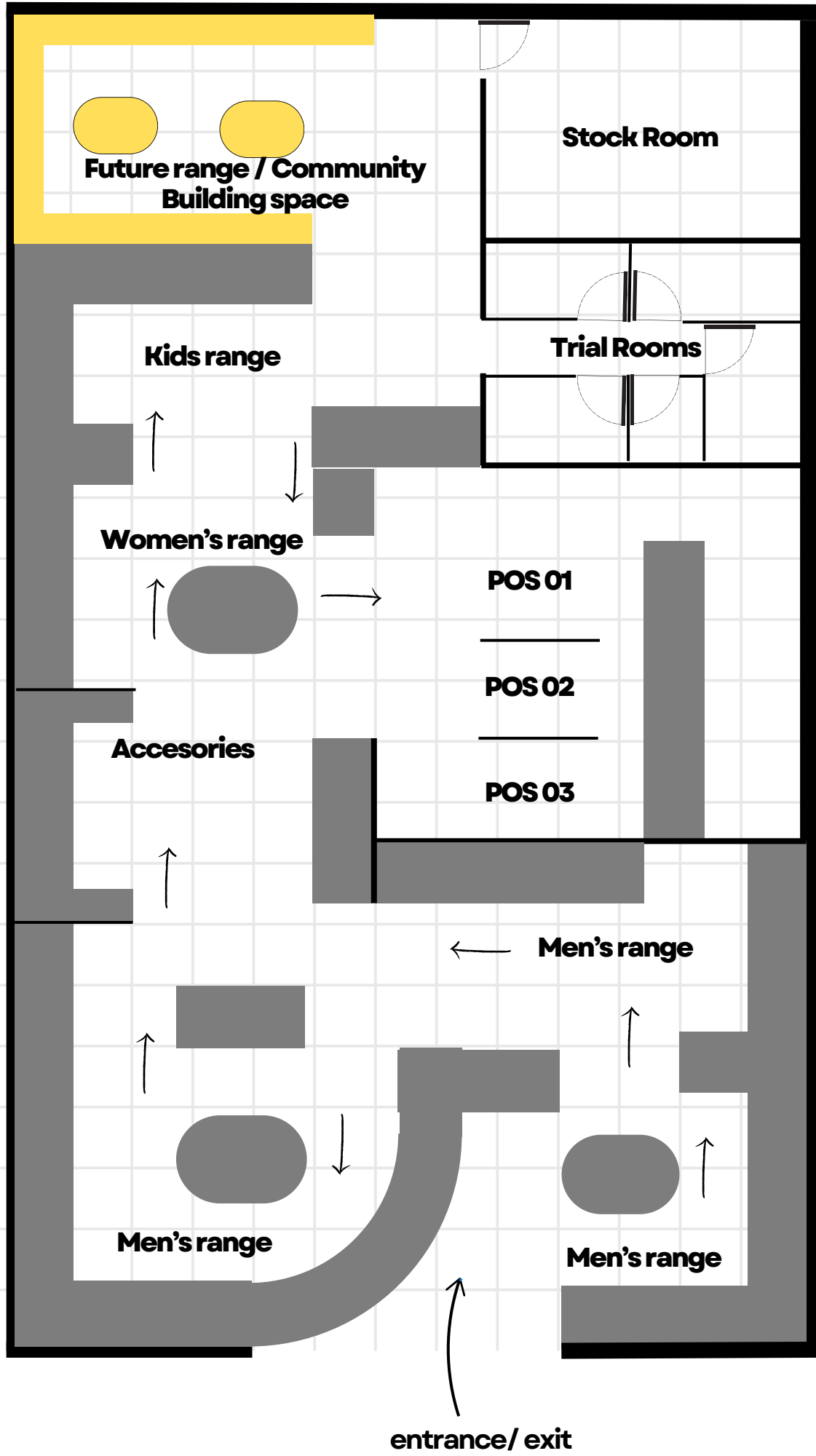
Number of POS – 3

Gender Contribution to Sales – Mens – 70%, Womens – 25%, Kids – 5%

Category Contribution to Sales – Topwear – 75%, Bottomwear – 15%, Sneakers – 7%, Perfumes – 2%, Backpacks – 1%

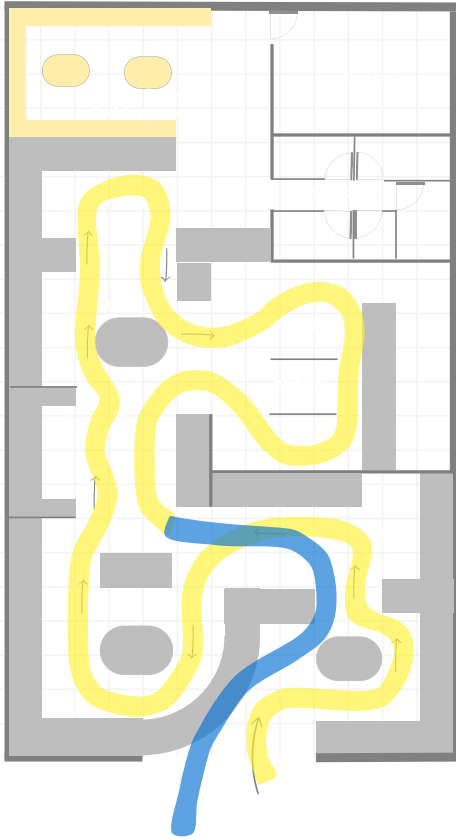
Future Categories – Comic Books, Socks, Action Figurines, Keychains

Membership – Unique ways to market our Memberships on the floor through Store Designs



entrance/ exit

## CUSTOMER FLOW



### 1. Customer Flow & Zoning

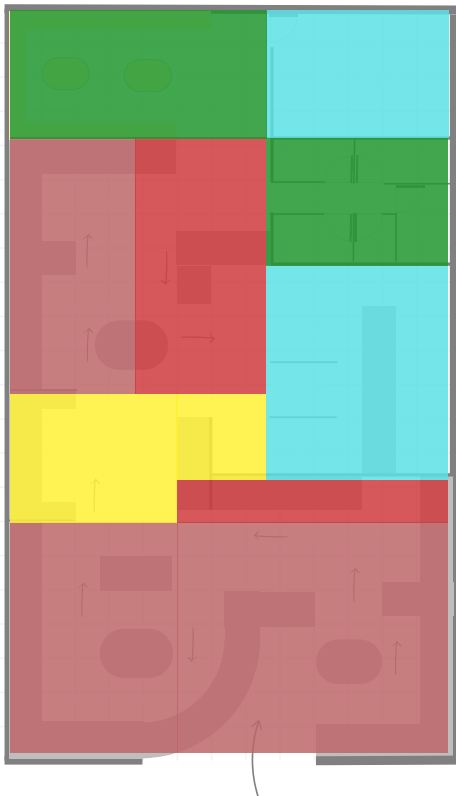
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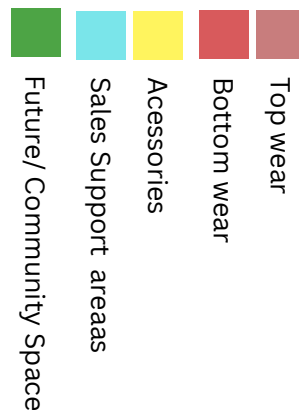
## KEY ZONES



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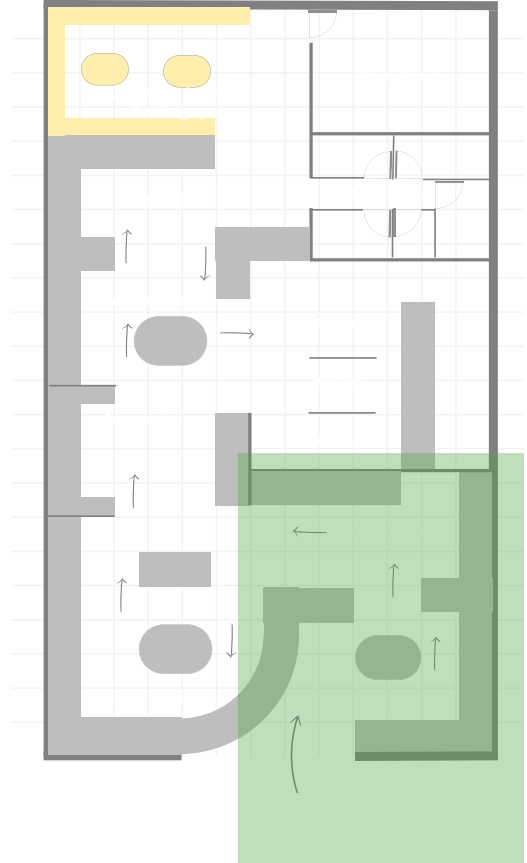


## What are you looking at?

You're looking through the glass window into the Mens section of T-shirts

This can hold merchandise of about 120 t-shirt SKU's in the top rack and 120 SKUs in the bottom shelving.

The table and The Graffiti Custom Display table can hold about 100 Tshirts each



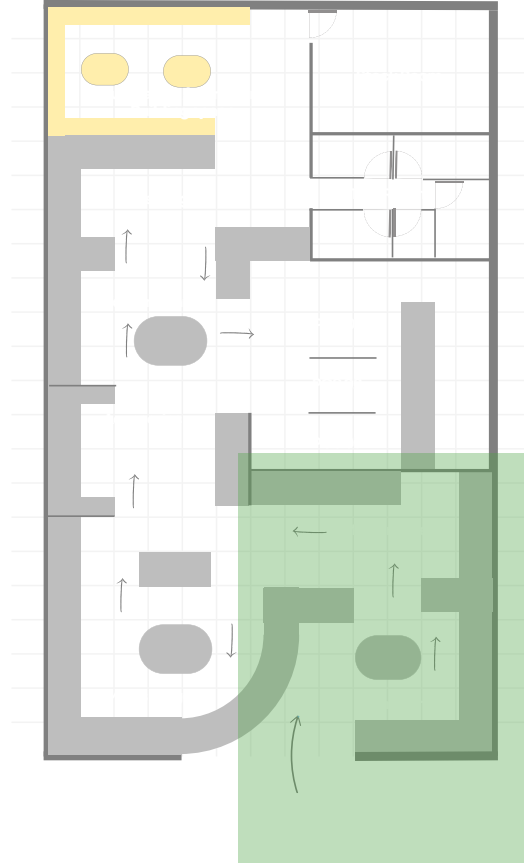


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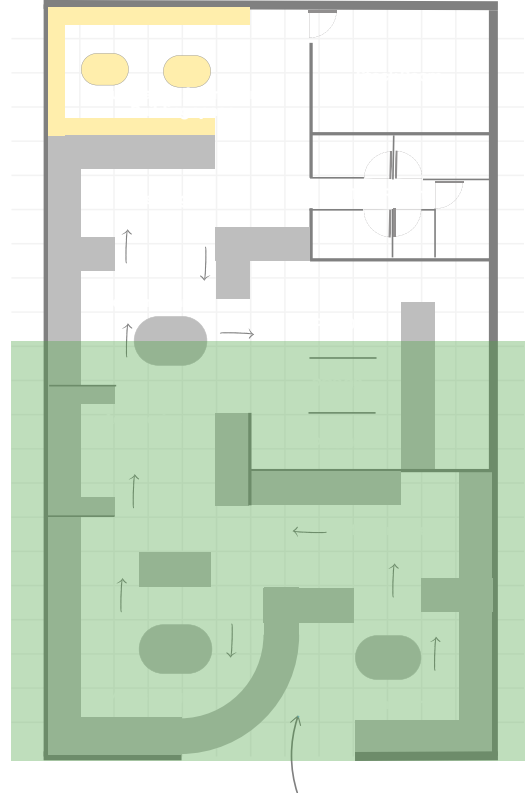
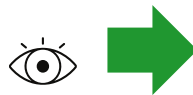
## What are you looking at?

You're looking at Men's section from the other side of the store (also the men's section)

What's the advantage?

You're able to view the entire range from any corner of the store.

Although the layout takes you through a natural flow, your visibility is endless, hence making it easy to shop as a group from the customer point of view, and easy access from the sales point of view.



# BUDGET

A BOQ is essentially a comprehensive list of materials, components, and labor required for a project, along with their quantities, costs, and other necessary details. It is typically used for procurement, budgeting, and project management.

## Site Preparation

- Demolition (if applicable)
- Clearing and leveling of space

## Structural Work

- Floor construction (material, area)
- Ceiling construction (material, area)
- Walls (partition walls, material, area)
- Structural reinforcements (if needed)

## Finishes

- Flooring (type, area)
- Wall finishes (paint, tiles, wallpaper, etc., area)
- Ceiling finishes (material, area)
- Windows/doors (type, quantity, size)

## Furniture & Fixtures

- Display racks (material, dimensions, quantity)
- Shelving units (material, dimensions, quantity)
- Mannequins (quantity, type)
- Fitting rooms (dimensions, materials, doors, etc.)
- Counter or checkout desk (dimensions, materials)
- Seating (if applicable)

## Electrical

- Lighting fixtures (type, quantity, wattage)
- Electrical outlets (type, quantity, placement)
- Wiring (length, type)
- POS system (hardware, accessories)
- HVAC (Heating, Ventilation, and Air Conditioning)
- Air conditioning units (type, quantity)
- Ductwork (length, material)
- Plumbing
- Sinks (if applicable)
- Water supply lines (length, material)

# BUDGET

## **Signage & Branding**

External signage (size, material)

Internal signage (type, location)

Security & Surveillance

Security cameras (type, quantity, locations)

Alarm system (type, quantity)

## **Other Specific Elements**

Digital displays

Interactive kiosks

Wall-mounted fixtures

Storage/stockroom shelving

# BOQ

Here is a Bill of Quantities (BOQ) for the described retail store, including flooring, wall fixtures, electrical, lighting, and signage, in tabular format. Pricing is approximate and expressed in Indian Rupees (INR).

Item	Description	Quantity	Rate (INR)	Total (INR)
Flooring	Ceramic/porcelain tiles (high durability, non-slip) - Finished with grey vinyl coating	2000 sq. ft.	250/sq. ft.	5,00,000
	Installation and labor	2000 sq. ft.	100/sq. ft.	2,00,000
Wall Fixtures	Shelving Units (wood/metal, adjustable, with 3-tier systems for product display)	10 units	15,000/unit	1,50,000
	Hanging Fixtures (for topwear display)	20 units	2,500/unit	50,000
	Wall Art/Graphics Installation (custom wallpaper as per design)	1000 sq. ft.	150/sq. ft.	1,50,000
Electrical Work	Wiring and Switches	2000 sq. ft.	120/sq. ft.	2,40,000
	Electrical Panels	1 unit	50,000/unit	50,000
	POS Terminal Connections (3 units)	3 units	15,000/unit	45,000

# BOQ

Item	Description	Quantity	Rate (INR)	Total (INR)
Lighting	Track Lighting System (adjustable spotlights for display areas)	50 units	3,000/unit	1,50,000
	Pendant Lights (for trial rooms and key zones)	10 units	2,000/unit	20,000
	LED Panel Lights (energy-efficient general lighting)	30 units	1,800/unit	54,000
	Installation and labor for lighting	-	50,000	50,000
Signage	Frontage Signboard (illuminated, acrylic)	1 unit	1,20,000/unit	1,20,000
	In-store Signage (category labels, wayfinding signs)	20 units	2,500/unit	50,000
Furnishings	Modular POS Counters	3 units	25,000/unit	75,000
	Customer Seating (custom bench with graphic art)	1 unit	80,000/unit	80,000
Trial Rooms	Construction (including partitions, mirrors, and lighting)	4 rooms	40,000/room	1,60,000
Stock Room Fixtures	Shelving and storage units	10 units	12,000/unit	1,20,000

Total Estimated Cost: 23,34,000 INR

This BOQ is based on the design visuals and your requirements. Costs may vary depending on specific materials and labor rates in Dubai.

10-12 Weeks (Approx. 3 months) from space acquisition to store opening.  
This timeline depends on several factors, such as permit approvals, material availability, and efficient coordination with contractors and vendors.

# TIMELINE



## Key Notes

- Dependencies: Material availability, approvals, and contractor coordination.
- Focus Areas: High ASP products, Topwear dominance, and efficient space utilization.

# ROI

To estimate the time it will take for this retail store in Dubai to become profitable, let's analyze based on the following data and assumptions:

● Business Expectation (Revenue Target): INR 1 Cr (Approx. AED 440,000 annually at 1 INR = 0.044 AED).

■ Store Size: 2,000 sq. ft.

■ Estimated Initial Investment (Based on BOQ): INR 31,50,000.

■ Gross Margin for Retail in Dubai (Industry Average):

■ Apparel: 50-60%.

● Monthly Operational Costs (Estimated):

■ Rent: INR 10,00,000/year (AED 3,667/month, based on average market rates for 2,000 sq. ft in Dubai).

■ Utilities & Staff Salaries: INR 2,00,000/month.

■ Marketing & Miscellaneous Costs: INR 1,00,000/month.

● Total Operational Cost: INR 3,00,000/month (Approx. AED 13,200).

■ Revenue Contribution Breakdown:

■ Menswear (70%): INR 70 Lakhs/year.

■ Womenswear (25%): INR 25 Lakhs/year.

■ Kidswear (5%): INR 5 Lakhs/year.

● Profitability Calculation

■ Step 1: Monthly Revenue Target

■ Annual Target: INR 1 Cr.

■ Monthly Revenue Needed: INR 8,33,333.

■ Step 2: Gross Profit Calculation

■ Assuming a 50% gross margin:

■ Gross Profit = Monthly Revenue × Gross Margin =  $8,33,333 \times 50\% =$   
INR 4,16,667.

■ Step 3: Monthly Net Profit

■ Net Profit = Gross Profit - Operational Costs =  $INR 4,16,667 -$   
 $3,00,000 = INR 1,16,667.$

# ROI

## Step 4: Payback Period

Initial Investment (BOQ Total): INR 31,50,000.

Monthly Net Profit: INR 1,16,667.

## Key Observations

Breakeven Point: Approx. 2 years and 3 months after the store opening.

## Risk Factors:

Slower sales growth or higher operational costs could extend the profitability timeline.

Fluctuations in Dubai's retail market and competition may affect revenue projections.

## Accelerators for Profitability:

Increasing sales of high-margin items (e.g., topwear, perfumes).

Effective marketing to attract higher foot traffic.

Optimizing operational costs (e.g., reducing rent or utilities).

Let me know if you'd like more details or adjustments to this analysis!

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# CONCLUSION

- Opening a 2,000 sq. ft. retail store in Dubai, with an annual revenue target of INR 1 Cr, presents significant potential if executed effectively.
- A detailed six-month project plan involving space acquisition, construction, and a robust marketing strategy is essential for a smooth launch.
- Key priorities include focusing on high-margin products like topwear and perfumes, maintaining cost control, and leveraging Dubai's affluent market through targeted promotions.
- Profitability is projected within 2 years and 3 months, provided risks such as market competition, operational inefficiencies, and financial constraints are mitigated through strict timelines, contingency planning, and customer-centric service.
- By ensuring efficient project management, consistent evaluation, and strategic adaptation, this venture can achieve sustainable growth and success.

# STAY CONNECTED.

Got Questions/Feedback?  
Write them to [ganeshnandita@yahoo.com](mailto:ganeshnandita@yahoo.com)