



BUSINESS PLAN

**PROJECT: CREATION AND PRODUCTION OF
A BRANDED MERCHANDISE BUSINESS**

PREAMBLE

How to turn creativity into a successful business?

In today's world, where individuality and self-expression are key, the demand for unique, personalized products is growing rapidly. People no longer just want to buy things — they want to stand out and define their own style. That's why branded merchandise has become one of the most promising and profitable niches for startups.

This business plan is designed for those who want to start their own venture with minimal initial capital but have a creative approach and a desire to earn from unique ideas. If you have a sense of style, design skills, or just the motivation to sell a high-demand product — this project is for you.

Why launch this business?

- Minimal investment – you can start with 8 to 9 million UZS without renting premises.
- High profitability – product margins range from 60% to 80%.
- Fast launch – you can achieve stable profit in 4–8 months.
- Growing demand – creative merch is in demand among bloggers, startups, companies, students, and youth.
- Full freedom – you decide what designs to create, what products to release, and how to promote your brand.

This project suits both self-employed individuals and those aiming to build a large brand in the future. Thanks to online sales and product customization, scaling the business requires minimal expenses — you can work from home and expand gradually.

- ◆ If you dream of starting your own business but don't know where to begin — this plan gives you a clear step-by-step guide.
- ◆ All calculations are realistic and take into account the Uzbekistan market, taxes, material costs, and demand forecast.
- ◆ The most important thing — don't be afraid to start!

1. PROJECT SUMMARY

Parameter	Description
Project Name	M-Brend (or another unique brand name)
Industry	Production & customization of branded merch (T-shirts, hoodies, mugs, etc.)
Target Audience	Young entrepreneurs, bloggers, small businesses, students
Sales Format	Sales via social media, marketplaces + individual orders
Initial Investment	8,300,000 – 9,500,000 UZS
Payback Period	4–8 months
Profitability	60% – 80%

Parameter	Description
Location	Home-based business (no rent required)

2. MARKET ANALYSIS

Market Trends

There is growing demand for unique and customized products, along with the rapid development of online sales and local brands.

Target Audience

Bloggers, entrepreneurs, youth, corporate clients, and creative individuals.

Estimated Market Capacity at Launch

At the start of the project, considering that the brand is new and relatively unknown, estimated demand is expected to be around **100–200 units per month**. As brand recognition grows, this can increase to **500+ items monthly**.

Branded Merchandise Market Analysis in Uzbekistan

Analysis Factor	Value	Comment
Total population of Uzbekistan (2024)	36,500,000 people	Total population of Uzbekistan as of 2024
Youth (18–35) active online	65% (~23,700,000 people)	Youth actively using the internet and social media
Estimated e-commerce users	30% (~7,110,000 people)	Approximate number of online shoppers
Annual sales volume of branded merchandise	~2,500,000 units	Estimated market volume (T-shirts, hoodies, mugs, etc.)
Key competitors	Print shops, marketplaces	Includes local print centers and online platforms
Average price of branded T-shirt	120,000 – 250,000 UZS	Market average
Average price of printed hoodie	250,000 – 450,000 UZS	Market average
Average price of branded mug	80,000 – 160,000 UZS	Market average
Forecasted monthly demand for new brand (Year 1)	100 – 500 units	Based on promotion and brand awareness

Market Size Forecast for Branded Merchandise in Uzbekistan

Analysis Factor	Value	Comment
Total population of Uzbekistan (2024)	36,500,000	Official national data
Youth online (18–35)	65% (~23,700,000)	Main target group for merch

Analysis Factor	Value	Comment
E-commerce-active target audience	30% (~7,110,000)	Potential buyers using online shopping platforms
Average e-commerce penetration	25% (~1,777,500)	Regular online buyers among target audience
Annual merch sales volume	~2,500,000 units	Total units sold annually
Average unit price	200,000 UZS	Estimated blended average of all items
Potential annual market revenue	~500,000,000,000 UZS	Based on volume × price
Expected monthly demand for new brand	100 – 500 units	Depending on marketing and brand awareness
Anticipated annual growth in demand	20% – 30%	With successful marketing strategy

Conclusion

The branded merchandise market in Uzbekistan offers strong growth potential, especially among young and digitally active consumers. With the right marketing and brand positioning, a new player can capture significant market share within the first 12 months of operations.

3. PRODUCTS AND SERVICES

Product	Description
Printed T-Shirts	Unique original designs, customizable per client request
Hoodies & Sweatshirts	High-quality printing on garments, wash-resistant prints
Mugs, Tote Bags, Caps	Personalized accessories with logos and custom artwork
Stickers, Posters	Custom printed images, quotes, and decorative elements

4. SALES CHANNELS AND MARKETING

4.1 Main Sales Channels

Channel	Description
Instagram, TikTok, Facebook	Key platforms for promotion and direct sales; use of targeted ads and influencers
Telegram Channel	Automated sales via chatbot, simplified ordering process
Marketplaces	Wildberries, Ozon, Etsy, OLX, ZoodMall — for maximum audience reach
B2B Sales	Bulk orders for startups, small businesses, and brands needing custom merch
Corporate Clients	Orders from large companies, event agencies, and marketing firms
Local Shops & Exhibitions	Sales via coworking spaces, souvenir shops, and themed events

4.2 Wholesale Prices for Merchandise in Uzbekistan

Product Type	Wholesale Price (UZS)	Main Suppliers in Uzbekistan	Freelancer Collaboration
T-shirts (cotton, basic)	35,000 – 50,000	Textile Group Tashkent, UzTex	Yes
T-shirts (premium, organic cotton)	70,000 – 110,000	EcoWear UZ, BioCotton	Yes
Hoodies (basic)	120,000 – 180,000	HoodieUZ, CottonClub	Yes
Hoodies (premium)	180,000 – 250,000	Premium Wear UZ, EcoFabric	Yes
Caps (standard)	40,000 – 70,000	UzCap, SportStyle	Yes
Caps (premium)	90,000 – 150,000	Elite Caps UZ, TrendCap	Yes
Mugs (ceramic, standard)	30,000 – 50,000	Ceramic Print UZ, MUGS Tashkent	Yes
Mugs (heat-sensitive)	60,000 – 90,000	MagicPrint, ThermoMugs UZ	Yes
Notebooks (standard, A5)	25,000 – 40,000	OfficeSupplies UZ, PrintNote	Yes
Notebooks (premium, leather, A5)	80,000 – 120,000	EliteStationery, LeatherGoods UZ	Yes
Backpacks (basic sports)	150,000 – 220,000	BackPack UZ, SportLife	Yes
Backpacks (premium urban)	250,000 – 400,000	Premium Bags UZ, TrendyBackpacks	Yes

5. FINANCIALS

Capital Expenditures (CAPEX) – One-Time Costs

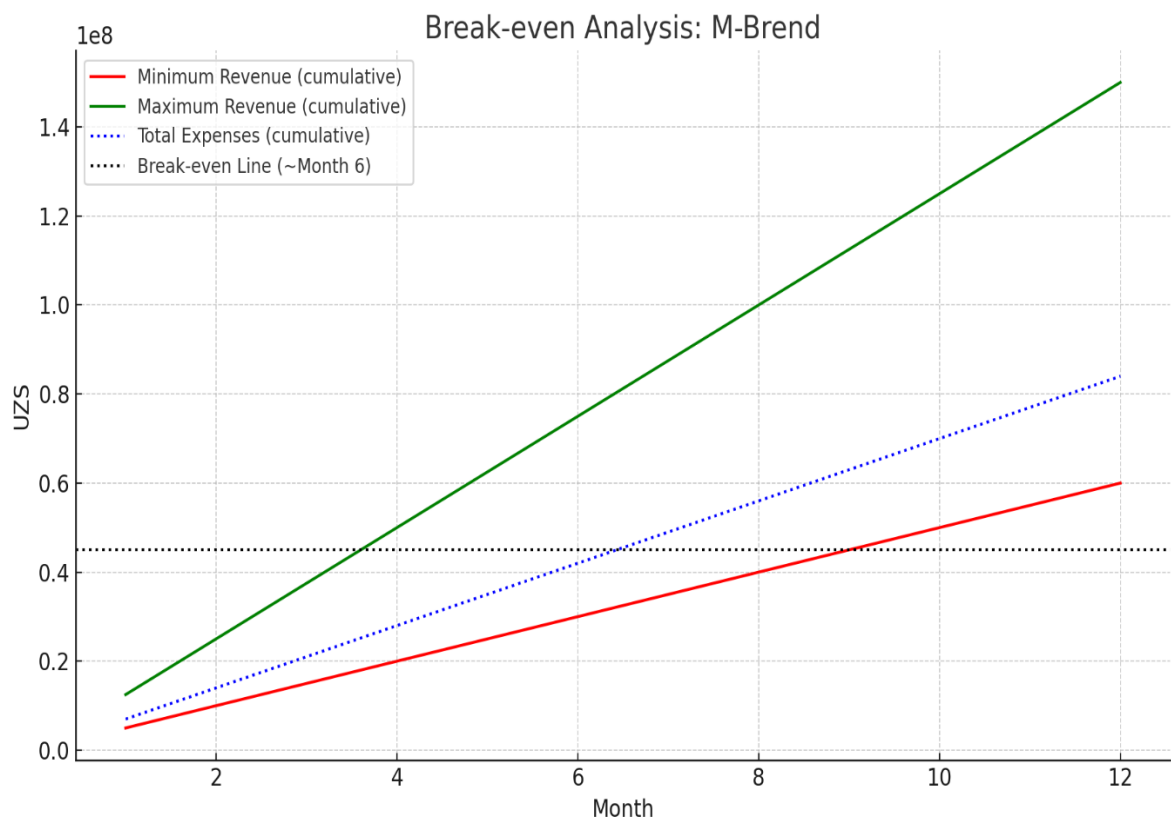
💡 *Note: Registration as a self-employed entrepreneur in Uzbekistan is free and done via the “Soliq” app in ~15 minutes. Self-employed individuals are exempt from many taxes and pay only 4% on income.*

Expense Item	Min (UZS)	Max (UZS)	Comment
Equipment (printer, heat press, plotter)	30,000,000	50,000,000	Includes key tools for printing on textiles, mugs, and accessories
Initial materials (shirts, mugs, ink)	8,000,000	15,000,000	Startup stock; further purchases included in OPEX
Marketing & advertising	2,000,000	5,000,000	Targeted ads and content creation
Marketplace setup	3,000,000	6,000,000	Platform commissions (Etsy, Ozon, Wildberries), promotion fees
Miscellaneous (logistics, packaging)	2,000,000	4,000,000	Includes shipping and test product batches
Total	45,000,000	80,000,000	Fully prepared for launch

Operating Expenses (OPEX) – Monthly Costs

- Business is run from a home workspace (no rent).
- Costs include regular marketing and marketplace operations.

Expense Item	Min (UZS)	Max (UZS)	Comment
Material procurement	6,000,000	12,000,000	Regular replenishment of inventory from month 3 onward
Shipping & logistics	1,500,000	3,000,000	Delivery within Uzbekistan and abroad
Marketing & promotion	3,000,000	6,000,000	Ads, content marketing, campaign creation
Marketplace fees & commissions	3,000,000	6,000,000	Etsy, Wildberries, Ozon, Instagram Store
Utilities (electricity, internet)	500,000	1,500,000	Minimal costs due to home-based operations
Self-employment tax (4% of rev.)	1,500,000	3,000,000	Based on projected revenue
Miscellaneous	2,000,000	4,000,000	Tools, packaging, test units
Total	17,500,000	35,500,000	Monthly operational budget



Break-even Chart Explanation – M-Brend

- **X-axis (Months):** Timeline from Month 1 to Month 12 – represents the business growth over the first year.
- **Y-axis (UZS):** Cumulative revenue and expense amounts in Uzbek Soums.

Legend:

- **Red Line – Minimum Cumulative Revenue:**
Total income assuming minimum sales: ~200 units per month at 150,000 UZS each (conservative scenario).

- **Green Line – Maximum Cumulative Revenue:**
Total income at maximum potential: ~600 units per month at 250,000 UZS (optimistic growth).
- **Blue Dotted Line – Cumulative Expenses:**
Total spending including capital and monthly operating costs.
- **Black Dotted Line – Break-even Point (~Month 6):**
This point marks when cumulative revenue equals cumulative expenses. After this, the business starts generating net profit.

Conclusion:

Even under moderate growth, M-Brend can achieve **break-even status within 6 months**, thanks to **high profitability (60–80%)**, home-based operations, and scalable production.

6. STEP-BY-STEP IMPLEMENTATION PLAN

Phase 1: Registration and Preparation (1–3 weeks)

- Register as a self-employed individual via the **E-Soliq app** or local tax office
 - Purchase necessary equipment via **AliExpress, OLX**, or local suppliers
 - Set up a home workspace: table, lighting, sockets, and ventilation
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Phase 2: Product Development (2–3 weeks)

- Create the first designs using **Canva, Photoshop**, or **Illustrator**
 - Run test prints on merchandise and check for quality
 - Purchase sample batches of T-shirts, ink, and other consumables
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Phase 3: Launch of Sales (1 month)

- Launch pages on **Instagram, Telegram**, and online marketplaces
 - Start advertising via **targeted ads** and **influencers**
 - Make first sales and test market demand
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Phase 4: Scaling and Optimization (3–6 months)

- Analyze sales and fine-tune advertising strategy
- Introduce new products: **hoodies, mugs, accessories**

- Start collaborating with businesses and corporate clients
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Phase 5: Expanding Production and Increasing Profits (6+ months)

- Broaden product range further
 - Automate order management and logistics systems
 - Launch **loyalty programs** to retain customers
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7. CONCLUSION & INVESTMENT SUMMARY

Key Benefits of the M-Brend Project

- **Minimal Startup Costs:**
The business can operate from home without the need for renting premises.
- **High Profitability:**
Margins range from **60% to 80%**, making the venture financially attractive.
- **Quick Return on Investment:**
The project can reach profitability within just **4 to 8 months** of launch.
- **Flexible Scalability:**
Online sales and product customization allow you to **scale the business** without major capital investments.

In Summary:

If you're creative, tech-savvy, and ready to build your own brand — M-Brend offers a clear roadmap to success in the booming merchandise market.

With Uzbekistan's youth actively shopping online, and demand for unique, customized items growing, now is the perfect time to start your own **branded merch business**.

The business plan includes:

- Market-validated pricing and demand
- Clear financial projections
- Actionable marketing strategy
- Scalable business model