

# RETAIL OUTLET FOR SNOW BOOTS AND THERMAL WEAR

## 1. INTRODUCTION

In regions with extreme winters, such as Uttarakhand, Spiti, Kashmir, and parts of Himachal and Ladakh, the demand for high-performance winter gear, especially snow boots and thermal wear, is consistently high among locals and tourists. With increasing tourism and extended stays in high-altitude zones, there is a growing need for reliable retail outlets that provide warm, durable, and affordable thermal clothing and snow boots. The project envisions setting up a well-equipped retail outlet that caters to the seasonal yet strong demand for winter essentials. The outlet will offer snow boots, fleece-lined jackets, thermal inners, gloves, beanies, socks, and insulated wear for extreme cold. The focus will be on sourcing quality merchandise and building brand trust among travelers and residents alike.

## 2. PRODUCT AND ITS APPLICATION

**The store will feature essential winter products that provide thermal insulation and protection from freezing temperatures and snow. The product range includes:**

- Snow boots: Waterproof, insulated boots with anti-skid soles are ideal for snow trekking and high-altitude movement.
- Thermal inners: Warm base layers worn under clothing, made from merino wool, polyester fleece, or wool blends.
- Thermal jackets: Windproof and water-resistant outer layers with insulation (down, synthetic).
- Gloves and socks: Multi-layered or woolen items to protect extremities from frostbite.
- Accessories: Beanies, mufflers, hand warmers, and balaclavas.

These products cater to tourists, defense personnel, workers, porters, and residents who face harsh weather conditions and require dependable cold-weather gear.

## 3. MISSION AND OBJECTIVES

The mission is to provide reliable and affordable winter clothing to enhance comfort and safety in cold regions. Key objectives include:

- Meeting the increasing demand for snow gear in tourist-heavy winter zones
- Promoting local employment through retail management



- Ensuring quality winter wear accessibility to all income groups

#### **4. DESIRED QUALIFICATION FOR PROMOTERS**

The promoter should preferably have retail business experience or a background in merchandising, hospitality, or tourism. Knowledge of consumer behavior, especially tourist segments and high-altitude requirements, is essential. Skills in inventory management, vendor negotiation, seasonal forecasting, and digital marketing will also help. A passion for mountaineering or adventure travel can provide added insight into customer needs.

#### **5. BUSINESS OUTLOOK AND TRENDS**

The growth of adventure tourism, winter travel, and local trekking has fueled the demand for thermal gear in India. Tourists often arrive unprepared for sub-zero climates, making last-minute purchases. With India's rising disposable income, more people are traveling to cold regions and looking for quality winter wear. Social media exposure and influencer travel content also popularize products like insulated boots and thermal coats. Seasonal pop-up stores, franchise outlets, and hybrid online-retail models are gaining popularity.

With the rise in winter tourism, adventure activities, and awareness about weather preparedness, demand for quality thermal clothing and snow boots has increased. Both domestic and international tourists seek proper winter gear, and many prefer renting or buying on location. Regional climate patterns are also shifting, making thermal wear a seasonal necessity for locals.

#### **6. MARKET POTENTIAL AND MARKETING ISSUES**

High-altitude and cold-region destinations attract thousands of visitors every year. Many, especially first-time travelers, purchase snow gear locally rather than carrying it from home. Residents, workers, army support staff, and porters generate year-round demand. However, the business faces seasonal peaks and off-season dips. Inventory overstocking, storage issues, and tourist reliance on rental wear can pose challenges. Pricing needs to balance affordability with quality perception. Marketing efforts must focus on visibility near bus stands, taxi unions, and homestay zones, as well as through Instagram, Google Maps, and local travel blogs.

#### **7. TARGET MARKET**

- Tourists visiting snow-bound destinations
- Pilgrims on high-altitude winter yatras
- Adventure trekkers and campers
- residents during peak winter



- Institutions (e.g., schools organizing trips)

## 8. DESIRED QUALIFICATION FOR PROMOTERS

Promoters should have experience or interest in retail, apparel, or tourism. Skills in inventory management, customer service, and seasonal business forecasting are essential. Local knowledge of winter tourism cycles adds value.

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## 9. RAW MATERIALS AND SUPPLIERS

As this is a retail business, the focus is on sourcing finished goods from reliable manufacturers, wholesalers, or surplus stockists. Ideal sources include:

- Bulk suppliers from Ludhiana, Delhi, or Kathmandu (for thermal wear and woolens)
- Adventure brands offering franchise/reseller rights (e.g., Quechua, Wildcraft, Decathlon B2B)
- Local artisans and wool co-operatives for handmade woolen socks, caps, and gloves
- Chinese or Nepali imports for affordable snow boots and synthetic thermals

The outlet will source finished products, including:

- Snow boots (waterproof, insulated)
- Thermals (innerwear and base layers)
- Jackets, gloves, socks, caps, ear warmers
- Displays, hangers, mirrors, and billing counters



## 10. MANPOWER REQUIREMENT

Role	Quantity	Salary/Month (INR)	Annual Expense (INR)
Store Manager	1	₹25,000	₹3,00,000
Sales Assistants	2	₹15,000	₹3,60,000
Inventory/Store Keeper	1	₹14,000	₹1,68,000
Helper/Cleaner	1	₹10,000	₹1,20,000
Total	5	—	₹9,48,000

## 11.IMPLEMENTATION SCHEDULE

Activity	Timeframe
Retail Space Identification	Month 1
Procurement of Stock	Month 1–2
Interior Setup and Fixtures	Month 2
Staff Hiring and Training	Month 2–3
Marketing and Launch	Month 3
Store Operations Begin	End of Month 3



## 12. COST OF PROJECT

Component	Estimated Cost (INR)
Store Setup & Interiors	₹80,000
Initial Inventory Purchase	₹2,00,000
Billing System & Branding	₹30,000
Miscellaneous	₹20,000
<b>Total</b>	<b>₹3,30,000</b>

## 13. MEANS OF FINANCE

Source	Amount (INR)	% Share
<b>Promoter Capital</b>	₹1,30,000	39%
<b>Bank Loan</b>	₹2,00,000	61%
<b>Total</b>	<b>₹3,30,000</b>	<b>100%</b>

## 14. MANUFACTURING/OPERATIONS PROCESS

As a retail unit, operations include:

1. Inventory sourcing and display
2. Price tagging and customer service
3. Billing, returns/exchanges
4. Seasonal promotions and stock clearance
5. Feedback collection and restocking



### 13. FLOWCHART OF OPERATIONS

#### WORKFLOW FLOWCHART



### 14. SALES PROJECTION

Product	Avg. Price	Monthly Units	Revenue (INR)
Snow Boots	₹1,500	30	₹45,000
Thermals & Jackets	₹800	50	₹40,000
Gloves & Accessories	₹300	50	₹15,000
Total			₹1,00,000



## 15. PROFITABILITY & EXPANSION SCOPE

The outlet can expand to:

- Winter gear rental services
- Online pre-orders for travel groups
- Seasonal pop-up stores in new tourist zones

## 16. STATUTORY APPROVALS REQUIRED

- Shop and Establishment Act Registration
- GST Registration
- Trade License from the Local Municipal Authority
- Import License (if sourcing internationally)
- Business Insurance (Fire, Theft, Liability)

## 17. TRAINING CENTERS & COURSES

Institution	Course Offered	Duration
NIESBUD / NSDC	Retail Sales & Customer Management	2–3 months
Apparel Training & Design Centre	Apparel Merchandising & Inventory Skills	1–2 months
Skill India Portal	Entrepreneurship and Store Management	Self-paced

The Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship.

Entrepreneurship programs that help run businesses successfully are also available from institutes like the Entrepreneurship Development Institute of India (EDII) and its affiliates all over India



### **Disclaimer**

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