INVESTOR PITCH

Bebree Online Mall

Perfumes and fashion, delivered to your door.

The Problem

Scattered shopping

Shoppers jump between many stores to find fragrance, clothing and accessories.

Trust gap

Fear of fakes and poor quality, especially for perfumes and watches.

Unreliable delivery

Slow shipping and hard returns hold buyers back from ordering online.

What We Sell

Perfumes

Signature scents for every taste.

Shirts

Casual to formal, everyday wear.

Dresses

Styles for work, events and weekends.

Watches

Timepieces that finish the look.

Shoes

Comfort and style, head to toe.

How It Works

1. Browse

One mall, five curated categories, easy search and filters.

2. Pay securely

Simple checkout with trusted payment options.

3. Receive fast

Tracked delivery with clear return terms.

Revenue: product margins, delivery fees (est. GHS 25 in Accra, GHS 40 elsewhere), brand partnerships (supplier deals, later sponsored listings)

Market and Traction

US$194m

Ghana online fashion sales in 2025, growing 10-15% a year (ECDB)

1,500

Customers targeted in year one (estimate)

400

Orders a month by month 12, at about GHS 250 each (estimate)

Estimates are planning assumptions, to be replaced with actual results.

Growth Plan

Now

Build the catalogue, set up authentic-sourcing partnerships, launch social marketing.

Next 6 months

Expand brands, add loyalty rewards and faster delivery zones.

Next 12 to 24 months

Open new cities or markets and launch an own-label line.

The Ask

Raising GHS 100,000

- Inventory and sourcing: 45% (GHS 45,000)
- Marketing and customer acquisition: 25% (GHS 25,000)
- Technology and logistics: 20% (GHS 20,000)
- Operations and team: 10% (GHS 10,000)

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