

Project Summary DBohra Shop – WEBohra

Department: Business Development Division – Tijaarat al-Raabehah

Project Manager: Tasneem Ben Dohadwala

Project Duration: November 2025 – May 2026 (6 months)

Project Overview

The DBohra Shop is a temporary, structured pop-up retail initiative to be set up at or near the Q Café Pavilion during Ramadan. The initiative aims to showcase women-led local businesses, enable income generation, and promote ethical, Sharia-compliant business practices under the WeBohra (TWT) ecosystem. The project also serves as a pilot model for future annual pop-ups or permanent community retail formats.

Objectives

- Establish a fully operational DBohra Shop before the start of Ramadan
- Onboard and manage approved women entrepreneurs and their products
- Ensure transparent daily sales, reporting, and vendor reconciliation
- Implement structured volunteer and operational processes across mawaze

Scope & Key Activities

In Scope:

- Vendor identification, product approval, and onboarding (quality, packaging, FSSAI)
- Pavilion setup including layout, racks, branding, billing counter, and storage
- Daily shop operations: billing, inventory management, customer service
- Digital payments (UPI/QR), sales ledger maintenance, and reconciliation
- Promotions via pavilion branding, posters, and WhatsApp
- Post-Ramadan closure: returns, vendor payments, reporting, and feedback

Out of Scope:

- Permanent shop establishment
- Inventory financing by TWT
- Logistics beyond pavilion premises

Implementation Phases

1. **Pre-Ramadan Preparation:** Vendor approvals, pavilion design, branding, volunteer planning
2. **Ramadan Execution:** Daily sales operations, inventory tracking, reporting, customer engagement, workshops
3. **Post-Ramadan Closure:** Stock returns, financial reconciliation, impact reporting, and recommendations

Success Criteria

- 100% shop readiness before Ramadan
- Support to 5–10 women-led businesses per pavilion (subject to space)
- Transparent daily sales and inventory reporting
- ≥80% positive customer feedback

- Final impact report submitted within 7 days of closure

Risks & Dependencies

Key Risks: Space unavailability, vendor approval delays, volunteer shortages, low footfall, quality or labelling issues.

Dependencies: Coordination with Q Café, local committees, central approvals, vendor readiness, volunteer availability, and digital payment setup.

Budget Snapshot

Total Estimated Budget: ₹2,53,000

(Combination of central support and sales-managed local expenses; surplus transferred to Saifee Foundation.)

Expected Impact

- Increased visibility and income for women entrepreneurs
- Stronger community engagement during Ramadan
- A scalable and replicable operational model for future DBohra / TWT retail initiatives