

Investment Proposal for FairCo Super Shop

Business Identity:

- **License No:** 01587
- **License ID:** 06-057-01587
- **Municipality Ward No:** 06
- **Address:** Bunopara Road, Sosthitolapara, Jashore 7400
- **License Issue Date:** 27/09/2021
- **Renewed For:** 2024-25
- **Renew Date:** 06/10/2024

Executive Summary

The FairCo Super Shop Investment Proposal aims to promote sustainable and responsible retail development. This initiative will expand the grocery and wholesale business for ABSS Limited, which started in May 2020, ensuring quality and fair-priced goods for retailers and consumers.

Background and Problem Statement

Smallholder retailers in urban areas face significant challenges, including:

- Limited access to quality products at fair prices.
- Irregular product supply to their shops.
- Poor market access.

These barriers contribute to lower sales, reduced income, and business insecurity. FairCo Super Shop will address these issues by introducing a Cooperative Marketplace that supplies quality goods directly to retailers.

Project Objectives

1. Ensure a stable supply of high-quality products to small retailers.
2. Expand the existing business to reach more small retailers and consumers.
3. Improve supply chain efficiency through a cooperative delivery system.

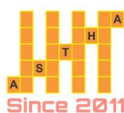
Target Beneficiaries and Scope

Beneficiaries:

- **100 Retailers:** Directly supplied with goods.
- **Own Delivery System:** Ensuring efficient logistics.

Geographic Scope:

- The project will be implemented in urban areas where smallholder retailers operate in market places.



Budget Breakdown (in BDT)

Item	Unit Price (BDT)	Units	Total Cost (BDT)
Cumin Seeds - জিরা	600	1000	600,000
Cardamom - এলাচ	4500	100	450,000
Cinnamon - দারচিনি	450	100	45,000
Cloves - লবঙ্গ	1400	20	28,000
Mustard Oil - সরিষার তেল	200	1000	200,000
Soybean Oil - সয়াবিন তেল	190	1000	190,000
Super Oil - সুপার সয়াবিন তেল	175	1000	175,000
Black Pepper - গোল মরিচ	1000	20	20,000
Red Lentils (মসুর ডাল)	100	1000	100,000
Chana Dal (চানা ডাল)	55	1000	55,000
Moong Dal (মুগ ডাল)	155	500	77,500
Rice	80	1000	80,000
Total (BDT):			2,020,500

Expected Outcomes

1. **Increase in Retailers' Income:** Through consistent product supply at fair prices.
2. **Market Expansion:** Connecting more small retailers with FairCo's cooperative model.
3. **Stable Supply Chain:** Ensuring timely delivery of quality goods to retailers.

Sales Plan Overview

Sales Objectives:

- Establish a network of 100 retailers for consistent sales.
- Develop an effective distribution system to ensure timely delivery.
- Maintain competitive pricing to attract new retailers.

Market Analysis

Target Market:

- Small retailers in urban areas looking for quality and fair-priced products.

Market Needs:

- Reliable supply of essential grocery and wholesale items.
- Competitive pricing to ensure profitability.
- Efficient logistics to minimize delays.

Pricing Strategy

- Competitive pricing based on bulk purchasing and cooperative advantages.
- Discounts for bulk orders to encourage larger purchases.



Revenue Sharing with Investor

- Investors will receive a **profit-sharing model** based on sales performance.
- Return on investment (ROI) projections will be shared based on market demand.

Distribution Strategy

- **Direct Supply to Retailers:** Ensuring a stable and reliable supply chain.
- **Own Delivery System:** To reduce reliance on third-party logistics and ensure efficiency.

Budget Breakdown for Marketing Activities

Activity	Cost (BDT)
Digital Marketing	150,000
Printed Promotional and packaging Materials	200,000
Retailer Engagement Programs	100,000
Logistics & Distribution	250,000
Total Marketing Budget	700,000

Monitoring & Evaluation

- **Monthly Performance Reports:** To track sales and supply efficiency.
- **Retailer Feedback Surveys:** To assess satisfaction and areas for improvement.
- **Quarterly Financial Audits:** To ensure transparency and investor confidence.

Conclusion

The FairCo Super Shop initiative is a sustainable and impactful investment that addresses key challenges faced by small retailers. By providing quality products at fair prices and ensuring an efficient supply chain, FairCo aims to strengthen the retail market in urban areas. Investors will benefit from a structured revenue-sharing model and an expanding market presence.

Contact Information

Jinat Nargis

Executive Manager (Programs)

Astha Bohumukhi Somobay Somitti Limited

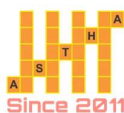
771 PTI Road, Level-4, Sosthitolapara

Jashore-7400, Bangladesh

Cell Phone: +880 1716 303 680

Office Phone: +880 24777 60981

Email: absslimited11@gmail.com



Annexure I: Current Project Update Brief

Project Name: FairCo Super Shop

FairCo Super Shop Components

1. FairCo Grocery

Goal: Deliver high-quality groceries at affordable prices directly to consumers' homes.

Objectives:

- Assist consumers in enjoying the benefits of fair prices by reducing middlemen.
- Ensure access to quality products to build consumer trust and reliance.
- Support producers in receiving fair prices for their products.

Activities:

- Establish partnerships with local farmers and suppliers to source fresh produce and essential groceries.
- Develop a user-friendly online platform for orders and home deliveries.
- Conduct awareness campaigns to inform consumers about the benefits of purchasing from FairCo Grocery.

Implementation Strategies:

- Utilize community-based marketing to reach target consumers, emphasizing the quality and fair pricing of products.
- Train delivery personnel to ensure efficient service and customer satisfaction.
- Monitor inventory and supply chains to maintain product availability and quality.

Expected Results:

- Increased access to affordable groceries for urban and rural households.
- Enhanced trust and loyalty among consumers due to consistent quality and fair pricing.
- Improved income levels for local farmers and producers through direct partnerships.

2. FairCo Food Zone

Goal: Provide nutritious, affordable meals to individuals and corporate clients.

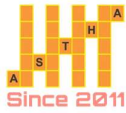
Objectives:

- Supply breakfast, lunch, and dinner to urban workers and corporate clients.
- Offer food services for meetings, training sessions, and corporate events.
- Ensure satisfaction while celebrating Bengali food heritage.

Activities:

- Develop a menu featuring traditional Bengali cuisine and healthy meal options.
- Set up a centralized kitchen for meal preparation, ensuring quality control.
- Partner with local food producers for ingredients and conduct regular feedback surveys to improve offerings.

Implementation Strategies:



- Implement an online ordering system for individuals and corporate clients, allowing for easy meal selection and scheduling.
- Organize promotional events to showcase the meal offerings and attract corporate clients.
- Conduct training for kitchen staff on hygiene, nutrition, and meal preparation.

Expected Results:

- Improved nutritional intake among urban workers and corporate clients.
 - Increased corporate partnerships and repeat orders, contributing to sustainable revenue.
 - Enhanced community awareness and appreciation for traditional Bengali cuisine.
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3. FairCo Fabrica

Goal: Preserve and promote traditional Bengali fabric craftsmanship.

Objectives:

- Supply daily use traditional dresses at fair prices.
- Support small producers in promoting community-level markets.
- Increase women's income levels by engaging them in the market system.

Activities:

- Organize workshops for local artisans on modern marketing techniques and product development.
- Create an online platform for artisans to showcase and sell their products.
- Host cultural events to promote traditional fabrics and raise awareness about artisans' skills.

Implementation Strategies:

- Collaborate with local fashion designers to create contemporary designs using traditional fabrics.
- Leverage social media for marketing and outreach, targeting fashion-conscious consumers.
- Establish quality control measures to maintain high standards for all products.

Expected Results:

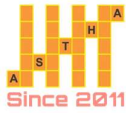
- Increased sales of traditional fabrics, benefiting local artisans economically.
 - Greater recognition of Bengali craftsmanship in both local and national markets.
 - Enhanced livelihoods for women involved in fabric production and sales.
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4. FairCo Wholesale

Goal: Support small retailers by providing quality goods at competitive prices.

Objectives:

- Deliver quality products to small retailers.
- Ensure fair pricing for all wholesale transactions.
- Promote sustainable business operations among small retailers.

**Activities:**

- Establish a wholesale inventory system to manage stock levels and distribution efficiently.
- Conduct training for small retailers on business management and customer service.
- Organize bulk purchasing events to provide retailers with access to high-quality goods at lower costs.

Implementation Strategies:

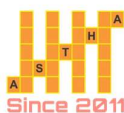
- Build relationships with local suppliers to ensure a steady supply of products.
- Create a loyalty program for small retailers to encourage repeat business.
- Monitor market trends to adjust inventory and offerings accordingly.

Expected Results:

- Strengthened small retailers' ability to compete with larger businesses through access to quality goods.
- Improved profit margins for small retailers, leading to business sustainability.
- Enhanced community support for local businesses, contributing to overall economic stability.

Conclusion

By focusing on these detailed goals, objectives, activities, implementation strategies, and expected results, FairCo Marketplace aims to create a robust marketplace that empowers women, supports local producers, and meets the needs of consumers in Jashore, Bangladesh. Each program is designed to work synergistically to foster economic resilience and community well-being.



Annexure II: Purchase, Sales, and Collection Report
Period: May 1, 2024, to January 31, 2025

FairCo Wholesale

Name of the Month	Purchase (BDT)	Sales (BDT)	Collection (BDT)	Income (BDT)
May-24	611,166	381,461	321,610	6,432
Jun-24	769,128	778,787	780,976	15,620
Jul-24	826,335	845,488	769,620	15,392
Aug-24	859,822	848,091	809,013	16,180
Sep-24	984,760	807,312	822,725	16,455
Oct-24	876,396	889,165	871,607	17,432
Nov-24	912,529	912,581	951,767	19,035
Dec-24	893,635	855,044	847,768	16,955
Jan-25	832,391	861,787	904,773	18,095
Total (BDT)	6,733,771	7,179,716	7,079,859	141,597

FairCo Food Zone

Name of the Month	Purchase (BDT)	Sales (BDT)	Collection (BDT)	Income (BDT)
May-24	158,735	292,468	238,961	47,792.20
Jun-24	77,345	92,700	55,130	11,026
Jul-24	172,620	96,233	65,925	13,185
Aug-24	102,540	91,547	685,200	137,040
Sep-24	117,185	141,174	125,150	25,030
Oct-24	33,838	47,885	37,175	7,435
Nov-24	65,194	93,536	57,285	11,457
Dec-24	98,098	124,350	76,191	15,238.20
Jan-25	116,213	162,900	132,611	26,522.20
Total (BDT)	941,768	1,142,793	1,473,628	294,725.60



FairCo Grocery

Name of the Month	Purchase (BDT)	Sales (BDT)	Collection (BDT)	Income (BDT)
May-24	244,976	182,495	66,634	6,663.40
Jun-24	137,883	128,625	97,325	9,732.50
Jul-24	172,620	96,233	65,925	6,592.50
Aug-24	175,463	113,992	79,985	7,998.50
Sep-24	53,244	98,003	39,597	3,959.70
Oct-24	93,121	95,800	100,862	10,086.20
Nov-24	79,736	143,715	76,891	7,689.10
Dec-24	102,856	125,966	97,745	9,774.50
Jan-25	109,961	146,162	107,953	10,795.30
Total (BDT)	1,169,860	1,130,991	732,917	73,291.70

Contact Information

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