



## Business Plan for ABSS Limited (July 2025 – December 2030)

### I. Executive Summary

ABSS Limited, a women-led cooperative rooted in Jashore, Bangladesh, aims to scale its community impact over the next five years. Building upon successes in agriculture, livestock, and fair-price retail, ABSS plans to expand digital platforms, empower 7,500+ new women entrepreneurs, and triple revenue by 2030. An estimated investment of **USD 2.5 million** is sought to fuel this vision.

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### 2. Organizational Overview

- **Location:** Jashore District, Bangladesh
  - **Founded:** 2011
  - **Mission:** Empowering communities, especially women, through cooperative initiatives.
  - **Key Programs** (ongoing and planned expansion):
    - *FairCo Fans Club*
    - *Agricultural Value Chains*
    - *Enterprise Development Loans*
    - *Livestock Partnership Programs*
    - *E-commerce & Mobile App (FairCo Online)*
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### 3. Market Opportunity

- **Primary Audience:** Rural women entrepreneurs, smallholder farmers, cooperative members.
  - **Secondary Audience:** Urban middle-income consumers seeking affordable, locally-sourced goods.
  - **Growth Drivers:**
    - Rising demand for organic/local goods.
    - Youth interest in digital cooperatives.
    - Government focus on inclusive rural development.
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### 4. Strategic Objectives (2025-2030)

- **Revenue Growth:** Aim to reach **USD 1.6M annual revenue by 2030.**

- **Scale-Up:**
  - Expand to 15 districts across Bangladesh.
  - Onboard 7,500+ new women members.
- **Digital Transformation:**
  - Full-scale e-commerce and mobile delivery platform.
  - Integration with mobile banking for cashless transactions.
- **Sustainability:**
  - Initiate a green farming and solar power pilot.
  - Develop eco-friendly packaging for FairCo.

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## 5. Business Model (2025–2030)

- **Revenue Streams:**
  1. FairCo retail and delivery
  2. Agriculture and livestock produce
  3. Loan program interest
  4. Membership and training fees
  5. Online marketplace services
  6. B2B cooperative consulting services (new)

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## 6. Financial Plan (Highlights)

Year	Revenue (USD)	Expenses (USD)	Net Profit (USD)
2025	405,000	365,000	40,000
2026	530,000	410,000	120,000
2027	700,000	550,000	150,000
2028	900,000	670,000	230,000
2029	1,200,000	850,000	350,000
2030	1,600,000	1,100,000	500,000

**Cumulative Profit by 2030:** USD 1.39 million

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## 7. Investment Needs (2025–2030)

**Total Required:** USD 2.5 million

Purpose	Percentage	Amount (USD)
Program Expansion	40%	1,000,000
Technology Development	25%	625,000
Operational Support	25%	625,000
Contingency & Resilience	10%	250,000

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## 8. Risk Management

- **Market:** Rise of commercial e-retailers.  
*Mitigation:* Focus on cooperative ethics and fair-pricing loyalty.
- **Technology:** Delays in rural adoption.  
*Mitigation:* Partner with mobile network providers.
- **Finance:** Loan repayment defaults.  
*Mitigation:* Build a member guarantee fund and monitoring team.

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## 9. Marketing Strategy

- **Community-Based:** Workshops, women-centric storytelling, village fairs.
- **Digital Engagement:** SEO content, WhatsApp and Facebook campaigns.
- **Loyalty Initiatives:** Discount bundles, referral bonuses for members.

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## 10. Monitoring & Evaluation

- **KPIs:**
  - Active members
  - Loan repayment rates
  - Revenue growth by district
  - Online transactions



- Impact metrics (women's income, family food security)
- **Reporting:** Annual social impact audits, monthly operational dashboards.

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## II. Conclusion

By 2030, ABSS Limited envisions becoming a national model for cooperative-driven development. Through strategic scaling, inclusive finance, and digital transformation, ABSS will empower thousands of women while delivering sustainable economic value across Bangladesh.

### Jinat Nargis

Executive Manager (Programmes)

**Astha Bohumukhi Somobay Somity Limited (ABSS Limited)**

📍 771 PTI Road, Level-4, Sosthitolapara, Jashore-7400, Bangladesh

✉️ absslimited11@gmail.com | ☎️ +880 24788 51417 | WhatsApp: +880 1716 303 680

🌐 Facebook: [ABSS Limited](#) | [FairCo](#)