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# Executive Summary

RfLtd. is a leading provider of computer and IT solutions in Bangladesh, offering a seamless shopping experience through our network of branches and robust online platform (ryans.com). We offer a wide range of products, including desktop PCs, laptops, office equipment, cameras, and smart devices, catering to both individual and business needs.

Our commitment to customer satisfaction is reflected in our competitive pricing, multiple payment options, flexible EMI plans, and nationwide delivery. We provide 24/7 online support, comprehensive customer service, and warranty coverage. Additionally, we specialize in offering tailored IT solutions for corporate clients and business enterprises, ensuring the highest service standards.

Trade License Number: TRAD/DNCC/020428/2022

DBID Registration Number: 783239134

As the largest retailer of computer and IT products in Bangladesh, our mission is to make cutting-edge technology accessible tos RFL, we are dedicated to offering a wide range of innovative products across the country, empowering individuals and businesses to thrive in an increasingly digital world.

Under the leadership of Managing Director Ahmed Hasan, RLF, Ltd. has evolved into a premier IT retail chain across Bangladesh and Ryan Ahmed holds the position of Director.

# Products

At RLF Ltd., we offer an extensive selection of cutting-edge technology to cater to all your computing and digital needs. Our diverse product range includes:

* **Computing Essentials**: High-performance desktops, laptops, monitors, tablets, and accessories for both personal and professional use.
* **Office Solutions**: From printers and scanners to photocopiers, projectors, and security systems, we provide everything to power your workspace.
* **Digital Photography Gear**: Explore our collection of DSLR and mirrorless cameras, camcorders, and action cameras to capture life’s best moments.
* **Gaming Hub**: Dive into gaming with PlayStation and Xbox consoles, gaming laptops, monitors, desktop components, capture cards, and more.
* **Complete IT Accessories:** We offer a comprehensive range of accessories for computers and IT products, ensuring you have everything you need for seamless functionality.

We are constantly evolving, with recent additions like drones, virtual reality systems, graphic tablets, interactive flat panels, and smart document scanners. At Ryans Computers, we bring you the latest in technology, offering everything from everyday essentials to next-gen innovations.

<http://www.ryans.com>

# Services



# Business Plan

### **Consumer Market**

At RFL., the consumer market is at the heart of our business, with 80% to 90% of our offers designed to meet the diverse needs of individual customers. From the latest desktops, laptops, and accessories to personal technology solutions, we are committed to delivering high-quality products that empower consumers to stay ahead in today’s digital world.

### **Corporate Clients**

We also specialize in providing tailored enterprise solutions for corporate clients. Computers delivers advanced echnology to businesses, ensuring they have the tools and support needed to optimize operations and drive growth. Our solutions are designed to meet the unique requirements of every organization, large or small.

# Sales and Cost Statistics

| Product Category | Product Name | Units Sold | Revenue (BDT) | Cost of Goods Sold (BDT) | Gross Profit (BDT) | Profit Margin (%) |
| --- | --- | --- | --- | --- | --- | --- |
| Laptops | HP Pavilion | 500 | 30,000,000 | 20,000,000 | 10,000,000 | 33.3 |
| Laptops | Dell Inspiron | 400 | 24,000,000 | 16,000,000 | 8,000,000 | 33.3 |
| Desktops | PC V312G | 300 | 18,000,000 | 12,000,000 | 6,000,000 | 33.3 |
| Desktops | PC G570 | 200 | 16,000,000 | 10,000,000 | 6,000,000 | 37.5 |
| Components | RAM - Corsair 16GB | 1000 | 4,000,000 | 2,000,000 | 2,000,000 | 50 |
| Components | SSD - Samsung 500GB | 800 | 6,000,000 | 3,000,000 | 3,000,000 | 50 |
| Accessories | Keyboard - A4Tech K-100 | 1200 | 1,800,000 | 900,000 | 900,000 | 50 |