welcome to learn-fun
what will you learn today?

Education>
 Math
 Basic Science
 Programming with C
 English Speaking
Guitar Playing
Sports>
 Cricket

SEARCH

Select   More   Exit

banglalink Grandmaster
idea contest – for making a difference

TEAM:
TRINITY

Mobile Application

Learn-Fun

Learn Anything You Want - From Anywhere You Want

This Business Plan is submitted by –
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for Banglalink Grandmaster Idea Contest, Season 2.

Team: **Trinity**
Idea Title: **Learn-Fun**

Mobile Application:

Learn-Fun

Learn Anything You Want… From Anywhere You Want

Idea Credit —

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bangalalink
learn fun

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Executive Summary

The App

The name of our app is "Learn-Fun". This app enables a person to learn anything s/he wants from anywhere s/he wants. To illustrate, by downloading the app from Banglalink App store and running the application, s/he gets the access to excellent learning materials (available to download) on numerous topics. Downloading these tutorials, one can equip oneself with the knowledge s/he desires. This app will also open the door of knowledge to people who live in places like hill tracts, islands, remote villages where educational resources are scarce.

The Market

Target market:
Our target market will be the age group of 13 to 30. This group comprises of regular high school students and to young officials who are interested in keeping abreast of communication technology.

Marketing strategy:
We plan to enter the market by —

- Advertisement telecast on TV
- Advertisement in top newspapers of the country
- Making promotional campaign in schools, colleges and universities in cities of Dhaka, Chittagong, Rajshahi, Sylhet and Khulna.
- Making promotional campaign in well-known educational institutes in small towns

The advertisements and promotional campaign will draw the attention of our target group in the above stated way, as our target group is up-to-date with news and can be attracted through well-organized promotional strategies.

The Finances

As per our calculation, the app will generate a profit of Tk. 5,300,000 in the 1st year, Tk. 21,000,000 in the 2nd year and Tk. 37,000,000 in the 3rd year and ongoing.

To start will need Tk. 7,200,000 in the first year. The cost becomes almost constant from the next year and so on to the amount of Tk. 6,000,000.

In conclusion, we can say "Learn-Fun" can be the key to attain huge success in market penetration and reception of goodwill for Banglalink.

The Business Idea

Idea Details

The Application will provide a one stop service for learning anything and everything. Users have to install learn-fun and then start it. It will give the options for various topics such as *learning English, math, science, guitar playing, photography, cricket techniques, football tips* etc. When the user selects the topic and what s/he wants to learn then this app will download videos/ slideshow tutorials from Banglalink's *main database* and present them to the user.

Products / Services

Product / Service	Description	Price
Learn-Fun App	One stop service for learning	Download Fee (Tk. 20) + Usage

Market Position

Though *Mobile Apps Industry* is a new concept in Bangladesh, it has high potential for future growth and expansion. Our app can certainly play a key role in this circumstance.

Unique Selling Position

Currently, there is no other application in the market providing similar range of services to our proposed app. So we can capture the market and gain commercial success.

Innovation

We feel that our idea is highly innovative because —
- The idea is unique in the sense that there is no other application in the market similar to this.
- A wide range of customers can avail this opportunity.
- This app has positive social impacts as well as commercial aspects.

User Friendliness

This app has a very easy installation process which is very appealing to the customers. Installation has only 5 steps and no security issues. Any person with primary level education can use this app fruitfully.

The Market

Market Targets

At present, nearly 6 million people in Bangladesh are using mobile internet facilities. Among them, 2 million people are Banglalink Internet users. We are assuming that 50% of the existing Banglalink Internet Users will use our App. We are also hoping to draw 0.2 million of other operator subscribers into Banglalink Internet by implementing our idea successfully.

Pricing & Promotion

Any interested user will be charged Tk. 20 as a one-time download fee. Then, the user will be charged according to his/her usage by various existing Banglalink Packages.

Effective advertisement campaign should be held regularly through electronic as well as print media. Through this, users can be made acquainted with the application.

Customers

Customer Demographics
Our targeted customers are primarily of age group 13 to 30 years, who are interested in up-to-date technology. But, we feel that people from other age groups will be equally benefited by our app.

S.W.O.T. Analysis

Strengths	Weaknesses
❖ Unique in the market ❖ Little need of education ❖ Ease of installation & use ❖ Attraction of large number of customers ❖ Enhances image of the company ❖ Ensures corporate responsibility ❖ Knowledge can be spread in remote places by the app	❖ Limited use of Smartphone in the country ❖ Regular upgrade of database ❖ High maintenance cost ❖ Quality of all tutorials may be difficult to ensure
Opportunities	**Threats**
❖ Proper implementation can cause huge demand. ❖ Exponential growth in the number of internet users of the country ❖ Future expansion of the app following the interest of people	❖ Arrival of similar app in the market ❖ Highly database dependent ❖ Bad mobile network

Feasibility Study

Technical Feasibility

Components	Details	Feasibility
Connectivity with Servers	As this application is going to provide contents from central database, it needs to be connected with server and central database.	We can have internet based connectivity with all servers and databases. Establishment of this sort of connectivity is currently in practice in our country and will be feasible.

Billing Configuration	For the use of this service, the subscriber will be charged through two medium —
	• Internet Download Charge
	• Monthly Subscription Fee
		• **Internet Download Charge**
		  GPRS charging mechanism is already available in banglalink network, thus it confirms feasibility.
		
		• **Download Fee**
		  Like other subscription based services of banglalink, subscription fee of the service will be charged through subscription manager.

Database Management	Through this application, subscribers will be able to download contents from different sources as per their requirement.	As per subscribers' requirement, we will arrange fresh contents on a regular basis. According to a subscriber's requirement, we will provide contents to that specific subscriber.
Operating System	To run this specific application, it needs to support operating system of the handset.	Our application will support followings — • IOS (Apple) • Windows Phone • Blackberry • Symbian • Android

Commercial Feasibility

Assumptions

The financial tables on the subsequent pages are based on the assumptions listed —

- At present, approximately 2 million people use Banglalink Internet Service. We are assuming that 50% of this existing users along with 0.2 million of migrated users will use our app.
- As internet users will increase, positive growth in sub base is expected.
- Considering positive growth in literacy rate and exposure to technology, subscribers will be prone to use applications.
- As per our projection, we can reach breakeven in first year.

Profit-Loss Forecast

(All monetary figures are in BDT.)

Details	Year - 1	Year - 2	Year - 3
Number of Subscribers	25,000	55,000	90,000
Yearly Revenue from Download Fee	500,000	600,000	700,000
Yearly Revenue from Internet Usage Fee	12,000,000	26,400,000	43,200,000
Total Yearly Revenue	**12,500,000**	**27,000,000**	**43,900,000**
Idea Cost	200,000	—	—
Application Development Cost	1,000,000	—	—
Communication Cost	1,000,000	1,000,000	1,000,000
Yearly Maintenance Cost	5,000,000	5,000,000	5,000,000
Total Yearly Cost	**7,200,000**	**6,000,000**	**6,000,000**
Net Profit/Loss	*5,300,000*	*21,000,000*	*37,000,000*

The Future

We can initially start our service by incorporating — *BBC Janala* (for learning English), *Khan Academy* (for science and math), *Guitarneverlies.com* (guitar tutorial) and *Shikkhok.com* (for programming and IT). Then, by analysing the response of the customers, we can introduce new and diverse topics and expand our services.

Tutorial videos would be in 3gp format so that all mobile users can use our app.