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COMPANY
PROFILE

creavision

Better Insight, Better Decision

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(a) Introduction to Creavision

Established in 2017, Creavision is a leading research and consulting firm that combines information technology and extensive research experience to deliver actionable insights and strategic recommendations. Our specialized services cater to government, private, and non-profit organizations, encompassing big data analytics, survey-based research, study design, data analysis, and report visualization. Working closely with our clients, we co-create innovative solutions that drive positive transformation and facilitate informed decision-making. Our expertise extends to supply chain, procurement, and inventory management optimization, trade and market analysis, strategic planning, and performance assessment. We conduct thorough industrial, economic, risk, supply chain, and procurement analyses, and provide real-time data visualization through customizable dashboards. By fostering collaborative partnerships, leveraging our unique expertise, and upholding the highest ethical standards, we empower organizations to achieve their goals and foster sustainable growth.

At Creavision, we leverage agile methodologies, data-driven project management using PMP guidelines, and advanced project management software to deliver exceptional outcomes and meet the distinct needs of our clients. With a diverse team of experts from various disciplines, we bring together a wealth of knowledge and experience in research and digital marketing. Our analysts and advisors combine their expertise with a rigorous analytical approach, effective communication, and a strong client-centric focus in developing insights.

Our panel is a valuable asset, constantly evolving to include key socio-demographic and ethnographic profiles. This allows us to design nationally representative samples for any study, eliminating the need to search for respondents. Not compromising on quality, it reduces time and cost significantly, resulting in faster decision-making for our clients. Moreover, our access to Tendata, the world's leading big data platform on business and trade, helps us to conduct trade and market analysis more efficiently.

Our process is a blend of art and science, ensuring the success of our projects. Whether it's data analytics, digital insights, branding, startup consulting, social intelligence, or capital market solutions, we have developed state-of-the-art capabilities in every aspect of our services. We adhere to agile methodologies and employ data-driven project management using PMP guidelines, supported by project management software. This enables us to efficiently manage projects, deliver on time, and ensure optimal results.

Our client-centric approach is at the core of our operations. We prioritize understanding the unique needs and objectives of our clients, tailoring our research and analytics to provide actionable insights that drive their success. Our research-driven market and business analytics empower our clients to make informed decisions, seize opportunities, and stay ahead in the dynamic marketplace.

We provide a blend of services catering to the actual needs of our customers in this disruptive world. Some of the services are described below:

Research and Innovation
Creavision is a comprehensive research provider, catering to government, non-governmental, and commercial organizations. We offer expertise in study design, instrument development, data gathering, analysis, and report visualization. Our streamlined processes and technology-driven solutions ensure efficiency and accuracy in delivering real-time information. With rigorous methodologies in survey design, our experienced researchers guarantee precise and dependable data collection. We have conducted policy, market, social-behavioral, and industry research for govt. and private organizations like the **Department of Agricultural Marketing (DAM), Ispahani Foods Limited, Bengal Group of Industries, Festivibe, DGHS,** and **Junior Chamber of Commerce (JCI) Bangladesh,** etc.

Tailored Research and Survey

With extensive expertise in monitoring and evaluation, including baseline assessments, Creavision Private Limited excels in effectively tracking program progress and measuring effectiveness. Our data-driven approach empowers clients to achieve positive change, measure success, and enhance the effectiveness and sustainability of their services and products. Through a range of evaluative and summative methodologies, such as mid-line and end-line evaluations, impact assessments, service monitoring, and learning capture, we facilitate continuous improvement and ensure long-term viability. In this regard, we completed a research project titled *"A Roadmap of Strategy Development on Stabilizing the Market Condition for Agricultural Commodities of Bangladesh"* for the **Department of Agricultural Marketing (DAM), Ministry of Agriculture, Government of Bangladesh**. Through this project, our comprehensive analysis and tailored recommendations made a significant impact on stabilizing the national agricultural commodity market and effectively managing stakeholder relationships based on a secondary survey. Our meticulous research efforts culminated in the development of a step-by-step action plan for policy implementation, ensuring the successful execution of strategies directed by the insights provided by the survey. We partner with Action Aid for the monitoring and evaluation of diverse projects. Recently, Creavision conducted a midline evaluation of a project titled, *"Decent Work for Ready-Made-Garment Workers in Bangladesh Project"*.

Big Data Analytics

Creavision's expertise in Big Data analytics empowers businesses to optimize inventory management, streamline logistics, and drive cost reductions, resulting in maximum profitability. By harnessing the power of comprehensive back-end big data generated from internal systems such as CRM and ERP, we unlock valuable insights that fuel operational efficiency and productivity. Our capabilities extend to evaluating product performance, providing businesses with a holistic understanding of strengths and weaknesses through the analysis of customer feedback, market trends, and sales data. One of our notable projects includes the transformation of global procurement operations for Festivibe, a prominent luxury fashion brand in Bangladesh and the USA. Through our state-of-the-art predictive models and access to comprehensive global trade data through Tendata, Creavision has revolutionized raw material and semi-finished goods purchases, effectively managing risks and capitalizing on market dynamics using trade analytics, market insights, and a procurement strategy framework.

Market and Supply Chain Analysis

Creavision is a leader in market and supply chain analysis, providing valuable insights into market trends, opportunities, and challenges. Through our comprehensive research and data analysis, we offer an in-depth understanding of consumer behavior, competitor analysis, pricing strategies, and market segmentation. We specialize in evaluating supply chain efficiency, identifying bottlenecks, and optimizing processes to improve productivity and achieve cost savings. Our analyses empower organizations with informed decision-making, enhancing competitiveness and maximizing market share. A testament to our expertise is the successful completion of a market research project namely *"Hotel and Tourism Industry in Bangladesh"* for *Bengal Group of Industries*. Leveraging research methodologies, strategic frameworks, and a range of analyses including spend and demand analysis, benchmarking, competitor analysis, and SWOT analysis, we have significantly enhanced procurement practices and decision-making processes and improved market insights and, the procurement and supply chain strategy of the client.

Developing Strategic Business Plans and Frameworks

At Creavision, we specialize in crafting strategic business plans and frameworks to guide organizations toward their long-term objectives. Collaborating closely with clients, we understand their vision, goals, and market landscape. Our customized plans encompass market positioning, target audience identification,

competitive analysis, and growth strategies. Our frameworks enable effective resource allocation, risk management, and innovation, empowering organizations to adapt to changing market conditions and seize opportunities. Any research and analytics project conducted by Creavision Private Limited leads towards the development of a strategic business and operational plan tailored for the project and the client.

Performance Evaluation of Products and Services

Creavision offers comprehensive performance evaluation services, focusing on quality, efficiency of supply chain and procurement, and meeting demand requirements. Our systematic approach integrates KPIs, including Pareto/ABC analysis, to assess critical factors. Through data-driven analysis and evaluation, we provide valuable insights for optimizing operations, ensuring appropriate requisitions for markets, and meeting customer demand effectively. This enables organizations to allocate resources strategically, resulting in improved efficiency, enhanced market responsiveness, and sustainable growth.

Data Analytics and Dashboard Development

Creavision excels in conducting comprehensive analytics, including industry, economic, cost-benefit, risk, supply chain, procurement, benchmarking, and Pareto analysis. Our methods encompass descriptive, inferential, predictive, and prescriptive analytics, leveraging techniques such as data visualization, hypothesis testing, regression analysis, optimization algorithms, and simulation models. We provide actionable recommendations for efficiency improvement, risk mitigation, and optimal decision-making. Our benchmarking analyses compare performance to industry standards, and Pareto analysis prioritizes critical areas. We have developed several customized PowerBI-based dashboards (interactive, performance, executive, operational) for real-time data visualization and KPI monitoring for clients like, ***Bengal Group of Industries, Festivibe,*** and ***Ispahani Food Limited***. Creavision empowers organizations to optimize operations, enhance procurement and supply chain efficiency, benchmark performance, and make informed decisions for sustainable growth and competitive advantage.

Data Analytics & Strategy at Creavision Private Limited

In today's rapidly evolving business landscape, harnessing the power of data has become paramount for organizations seeking a competitive edge. At Creavision, we specialize in helping businesses develop robust data strategies that encompass the entire data lifecycle. Creavision's holistic approach to data analytics and strategy combines data pipeline creation, warehousing, advanced analytics, dashboard development, insights creation, and policy/strategic recommendations. By leveraging research and data methodologies, we empower organizations to unlock the full potential of their data, gain actionable insights, and drive innovation and growth in today's data-driven world.

We assist companies in designing and implementing efficient data pipelines, enabling seamless data flow from various sources to a centralized data warehouse. Our expertise ensures that data is collected, cleansed, transformed, and loaded in a structured manner, laying the foundation for reliable and high-quality analytics.

Creavision offers cutting-edge data management solutions that encompass data governance, data quality management, and data privacy and security. We help organizations establish data policies and standards, ensuring compliance with regulatory requirements and protecting sensitive information. Our data management approach ensures data integrity, availability, and accessibility throughout the organization and at all client interfaces.

Our team of experienced analysts applies advanced analytics techniques, such as descriptive, diagnostic, predictive, and prescriptive analytics, to uncover valuable insights hidden within complex datasets. We

leverage statistical modeling, machine learning algorithms, and data visualization tools to extract actionable intelligence and drive informed decision-making.

Creavision develops interactive and visually engaging dashboards that transform raw data into meaningful and easy-to-understand visual representations. These dashboards provide real-time insights, key performance indicators (KPIs), and customizable metrics, empowering decision-makers to monitor performance, track trends, and make data-driven decisions.

Through rigorous data analysis and interpretation, we transform raw data into valuable insights. Our team identifies patterns, trends, and correlations that unlock new opportunities, address challenges, and optimize business processes. These insights provide a solid foundation for evidence-based decision-making and strategy formulation.

At Creavision, our research and data methodologies enable us to develop policy and strategic recommendations tailored to each client's unique needs. We work closely with organizations to understand their goals, challenges, and market dynamics. Our recommendations encompass areas such as market positioning, growth strategies, risk management, and operational efficiency, empowering businesses to navigate complex environments and achieve sustainable success.

Key Staff at Creavision

a) **Md Ariful Islam; Co-founder & Chief Executive Officer**
Md Ariful Islam is a highly skilled professional with a proven track record in social and market research, and he currently serves as the Research Director and CEO of Creavision Private Limited. With over 10 years of experience in the field, he has successfully implemented numerous research-based information technology projects during his tenure at Dnet, where he possessed the role of Data Analytics Expert. Md Ariful Islam's expertise extends to his previous role at Kantar, the world's leading data, insights, and consulting company, where he contributed for 5 years until 2020. He has been part of the core BAT team at Kantar. He independently led multiple branded product tests for BAT. Apart from these, he was involved in segmentation studies, incidence tracking, etc. Notably, he led Bangladesh in global research initiatives such as the Gallup World Poll from 2016 to 2019 and the Financial Inclusion Study of the Gates Foundation from 2016 to 2018. In 2019, he conducted a nationally representative study on the Property Right Index (PRINDEX) in Bangladesh. Md Ariful Islam holds a Bachelor of Business Administration (BBA) degree from the Department of Marketing at the University of Dhaka, which he earned in 2013. He further pursued his academic journey, completing a Master of Business Administration (MBA) from the same department in 2014. Passionate about driving social changes, development, and data analytics, Md Ariful Islam brings extensive exposure to cutting-edge evaluation methodologies gained through his work with international research organizations on multiple projects.

b) **Md. Mizanur Rahman; Principal Strategist**
Dr. Md. Mizanur Rahman is a distinguished academician and administrator with a rich and diverse career spanning over two decades. His extensive experience and commitment to excellence make him a valuable addition to our team. As a Professor of Marketing at the Faculty of Business Studies, University of Dhaka, Dr. Rahman has exhibited a remarkable dedication to academic advancement. He not only imparts knowledge but also plays a pivotal role in shaping the academic landscape. His tenure as the Chair of the Department of Marketing from 2019 to 2021 underscores his

leadership capabilities. Dr. Rahman's academic journey boasts international exposure, with an MBA in Marketing and Finance from Dalhousie University, Canada, and a Ph.D. in Marketing from the University of Dhaka. His educational background reflects his commitment to rigorous scholarship and global perspectives. In addition to his role at the University of Dhaka, Dr. Rahman has served as an Adjunct Faculty at prestigious institutions like North South University, Independent University Bangladesh, and BRAC University. These roles demonstrate his versatility in imparting knowledge and expertise across various academic settings. Dr. Rahman's contributions extend beyond the classroom. He has actively participated in research and publication, further enriching the academic discourse. His membership in the editorial boards of esteemed journals, including the "Journal of Marketing of D.U.," signifies his dedication to advancing scholarly knowledge. Furthermore, Dr. Rahman has lent his expertise to consultancy roles, collaborating with organizations such as "Walton High Tech Industry," "Chartered Life Insurance Company Limited," and "Global Research and Marketing" (GRM). His practical experience complements his academic insights, providing a holistic perspective on complex issues.

c) **Tahsin Ifnoor Sayeed; Economist**
Tahsin Ifnoor Sayeed is an accomplished ex-UN professional with expertise in driving social change and leveraging data and innovation. He has successfully led the development and scale-up of multiple data platforms through strategic partnerships, particularly in his role at United Nations Capital Development in Bangladesh. With advanced project management and analytics skills, Tahsin efficiently manages complex projects and digital products. He holds a Master's degree in Social Sciences (Economics) from the University of Dhaka and is currently pursuing a Master's in Business Analytics from the University of Adelaide, expected to be completed in December 2024. Tahsin's diverse educational background and proficiency in tools such as STATA and Python equip him for data-driven decision-making and research roles.

d) **Abdul Malek; Co-founder & Managing Director**
Abdul Malek is a dynamic entrepreneur, investor, and market researcher with a proven track record of success. As the Founder and CEO of Creavision, he has demonstrated his expertise in the market research field, having established the company in 2017 and leading it to impressive growth. After graduating with a BBA in Finance from the University of Dhaka, Abdul Malek developed a passion for business analytics and big data management. His keen interest in harnessing the power of data in the digital age led him to specialize in providing organizations with valuable insights for effective planning and decision-making. Alongside his role at Creavision, Abdul Malek serves as the Executive Vice President of Junior Chamber International, Bangladesh, and is the esteemed Founder and Chairman of Contentmen.

e) **Junayed Al Hasan; Marketing Consultant**
Junayed Al Hasan, a seasoned Marketing Consultant at Creavision, boasts a remarkable track record in business development and project management with over six years of relevant experience. He holds a Master of Business Administration (MBA) in Marketing from the Independent University of Bangladesh, underlining his strong academic foundation. Junayed's employment journey includes roles at Orbit Digital Solutions, Dnet, REPTO IT Limited, Mim Thread Industries, Shanta Holdings Limited, and Grameenphone Limited, where he consistently delivered outstanding results. His achievements span from hackathons for young entrepreneurs to developing innovative digital platforms and content for organizations like Save the Children and UNICEF. Junayed is a proactive professional skilled in communication, product development, and project management,

making him an ideal candidate for driving marketing strategies and fostering client relationships on your project.

f) **Hussain Ahmed Enamul Huda; Chief Strategist**
Hussain Ahmed Enamul Huda is a highly accomplished professional currently serving as a full-time Assistant Professor in the Department of Finance at the University of Dhaka. With a wealth of experience in academia, he imparts his expertise to graduate-level students, supervises BBA and MBA theses, and provides comprehensive training on fundamental analysis and technical analysis to professionals. Hussain has also conducted research projects sponsored by prominent organizations and institutions, further solidifying his reputation as a respected researcher. Previously, he served as a full-time Lecturer in the Faculty of Business and Economics at Daffodil International University from 2010 to 2012. Hussain holds a Bachelor of Business Administration (BBA) degree from the Department of Finance at the University of Dhaka, obtained in 2007. He further pursued his educational journey, completing a Master of Business Administration (MBA) from the same institution in 2008. Additionally, he earned a Master of Science (M.Sc.) in Finance from the prestigious Edwards School of Business at the University of Saskatchewan, Canada. His M.Sc. thesis, titled 'Policy uncertainty and aggregate industry divestiture,' showcases his deep knowledge and expertise in the areas of market efficiency and policy uncertainty, which continue to be his current areas of interest.

g) **Mohammad Rehan Kabir; Co-founder & Head of Research**
Mohammad Rehan Kabir is a highly accomplished professional, serving as the Co-founder and Head of Research at Creavision Private Limited. He also holds the position of Chief Operating Officer (COO) at Prime Research and Consultancy, while simultaneously working as a Senior Research Associate in a prominent bank-based brokerage house, where he operates as an Investment Banker. With over 6 years of experience, he has established himself in leading financial institutions within the country. Mr. Rehan Kabir completed his Bachelor of Business Administration (BBA) and Master of Business Administration (MBA) from the Department of Finance at the University of Dhaka. His expertise encompasses a wide range of sectors, including Macro, Banks, Non-Bank Financial Institutions (NBFIs), and Pharmaceuticals, allowing him to provide comprehensive insights and analysis. Notably, he has served as an industry mentor in prestigious competitions such as the CFA Institute Research Challenge, Finwitz, and Blueprint. Beyond his professional achievements, Mr. Rehan Kabir is a well-traveled individual with exceptional networking, negotiation, and people management skills. He is actively involved in philanthropic endeavors, making a positive impact on society.

h) **Tofayel Ahmed Rumi; Co-founder & Head of Business Development**
Tofayel Ahamed Rumi, CFA, is a portfolio manager at a renowned asset management company in Bangladesh and serves as the Chief Financial Officer (CFO) of Prime Research and Consultancy. With over 3 years of experience in research and investment in the equity and fixed-income markets, he is a CFA Charter holder. Tofayel has completed various corporate advisory projects and worked with startups in raising funds and shaping their strategic paths. He brings valuable expertise to digital transformation projects in the Bangladesh Capital Market and has served as an industry mentor for the CFA Institute Research Challenge, leveraging his global and domestic insights and financial modeling techniques for thorough analysis and unique viewpoints.

i) **Rashed Hasan: Manager – Research & IT Services**
Rashidul Islam is a BSc graduate in Naval Architecture from BUET with extensive experience in big data analysis and data visualization using Power BI. He has successfully contributed to marine projects, optimizing ship performance through data-driven strategies. With a strong work ethic and adaptability, Rashidul excels in handling large datasets, extracting valuable insights, and presenting them in visually engaging formats. His passion for continuous learning and collaboration underscores his ability to drive data-informed decision-making and deliver innovative solutions.

j) **Kayser Selim, Associate Research Manager**
Kayser Selim is a motivated individual with a strong educational background in Information Science and Library Management. With excellent technical skills in Microsoft Office, programming, and video/audio editing, Kayser is equipped to contribute effectively in a professional environment. As the President of the Dhaka University Career Club, Kayser demonstrated exceptional leadership skills and successfully organized career events. Additionally, their involvement in various social and extracurricular activities showcases their commitment to personal and professional development.

k) **Md Abdul Hafiz Sarker; Procurement Expert**
Md Abdul Hafiz Sarker is a highly accomplished and mission-focused public procurement expert with over 23 years of experience in strategic planning and execution. Throughout his career in the Bangladesh Air Force, he has held various key appointments, including Officer in Charge of multiple supply squadrons and Squadron Commander. Md Abdul Hafiz Sarker has proven expertise in logistic planning, defense procurement, human resource management, and project planning. His exceptional interpersonal, analytical, and organizational skills have consistently contributed to his success in delivering outstanding results.

l) **Shariar Arafat; SQL Developer and Database Administrator (DBA)**
Shariar Arafat is a skilled SQL Developer and Database Administrator (DBA) with expertise in ETL (Extract, Transform, Load) processes. With a strong background in various database management systems such as SQL Server, Oracle, and MySQL, he excels in database design, implementation, and maintenance to ensure data integrity, security, and optimal performance. Shariar has demonstrated his ability to analyze complex data and transform it into actionable insights using tools like Power BI, enabling informed decision-making and driving business performance. Proficient in SQL and adept at querying and manipulating large datasets, he is experienced in optimizing processes and implementing data-driven strategies for business growth. Shariar holds a Master of Business Administration (MBA) from the University of Dhaka and a Bachelor of Science (B.Sc) in Computer Science and Engineering from Ahsanullah University of Science and Technology. His exceptional skills and dedication have been recognized with awards such as the Extraordinary Team Award and Extraordinary Performer at Kantar.

m) **Md. Tanjim Hasan; Research Manager**
Mr. Hasan has more than 6 years of experience working in non-governmental and technology innovation organizations, with expertise in digital health, FinTech, and digital transformation. His skills include developing both qualitative and quantitative research designs, creating ODK forms for data collection, and utilizing STATA, SPSS, and R for data analysis and visualization. He is also proficient in solution design using Human-Centric Design (HCD) and the Most Advanced Yet Acceptable (MAYA) principles. Mr. Hasan has extensive experience in project management using

PMP and Agile methodologies, and his strong analytical skills allow him to optimize business processes, systems, and strategies, and propose innovative solutions that drive success for organizations.

n) **Elma Hoque Shorna; Communication Manager**
Elma Hoque Sharna is a dynamic Marketing and Communication professional with a strong background in business and development studies. With expertise in digital media marketing, proposal writing, and stakeholder management, Elma excels in driving effective marketing campaigns and generating impactful content. Their achievements include being elected as an Executive Committee Member at Dnet and participating in the Unilever BizMaestros business competition. With excellent communication skills and a passion for growth, Elma is a valuable asset in the field of marketing and communication.

o) **M. Ashiqur Rahman Khan, Junior Economist**
M. Ashiqur Rahman Khan is an accomplished economist with a Master's degree in Social Sciences in Economics from the University of Dhaka. His research and project experiences encompass diverse topics such as tourism, waste management, solar energy access, and the impacts of natural disasters on energy poverty in Bangladesh. Ashiqur's strong academic background, language proficiency, and coursework in microeconomics, macroeconomics, and econometrics make him a valuable asset in data analysis and economic research.

p) **Tasnia Fatin; Trainer**
Tasnia Fatin is a dedicated professional with a vision to create a responsible and conscious society through skilled manpower. With a background in management and marketing, including a Ph.D. in Management and Sustainability, Tasnia has excelled in roles such as freelance trainer, lecturer, and strategic marketing manager. Their entrepreneurial initiatives, voluntary work, and proficiency in multiple languages demonstrate their commitment to making a positive impact. Tasnia's expertise in digital marketing and TVET institutions is evident through their published articles. With a diverse skill set and passion for social welfare, Tasnia is poised to make a significant impact in its field.

(b) Service Experience Record

1	Project Name	A Roadmap of Strategy Development on Stabilizing the Market Condition for Agricultural Commodities of Bangladesh		
	Client	**Department of Agricultural Marketing (DAM), Ministry of Agriculture, Government of Bangladesh**	**Timeline**	**Jan 2023 – May 2023**
	Objectives	1. Conduction of a mixed method research to understand the challenges in product channeling from producers to consumers		

		2. Identification of market actors and their influence in product channeling from producers to consumers and in price determination
		3. Development of a strategic framework to generate contextual understanding and action plan to counter price hikes, low supply, and other relevant challenges based on real-time data and research data
	Output	Comprehensive analysis and tailored recommendations have significantly contributed to the process of stabilizing the agricultural commodity market and managing stakeholder relationships nationwide based on the primary and secondary data found in mixed-method research. A systematic action plan for policy implementation was provided to ensure the effective execution of the recommendations.

Government of the People's Republic of Bangladesh

Ministry of Agriculture

Department of Agricultural Marketing (DAM)

Khamarbari, Farmgate, Dhaka

www.dam.gov.bd

Memo: 12.02.0000.015.54.008.15.84   Date: 04/06/2023
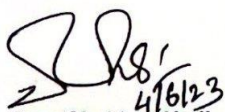
To Whom It May Concern

This is to certify that Creavision Private Limited, incorporated under the Companies Act – XVIII of 1994 (Registration No. C – 177576/2022), has successfully completed a research titled "A Roadmap of Strategy Development on Stabilizing the Market Condition for Agricultural Commodities of Bangladesh" for Department of Agricultural Marketing (DAM), Ministry of Agriculture, Government of the People's Republic of Bangladesh.

Under this project, Creavision Private Limited made an exceptional contribution by providing strategic recommendations to stabilize the agricultural commodity market and manage stakeholder relationships nationwide, which required a comprehensive analysis of historical price trends, market dynamics, stakeholder analysis, and global factors affecting agricultural market volatility. Leveraging international practices, Creavision Private Limited tailored recommendations to suit the local agricultural sector. Their research resulted in a step-by-step action plan for policy implementation, ensuring effective execution.

During the entire tenure of the contract under the project, Creavision Private Limited proved to be working very professionally and conducting the assigned task with highest care and skill.

We wish them the very best in their future endeavors.

Reza Shahbaz Hadi

Senior Assistant Director

Research Section

Department of Agricultural Marketing

Khamarbari, Dhaka

2	Project Name	Business Analysis of Hotel and Tourism Industry in Bangladesh		
	Client	Bengal Group of Industries	Timeline	Nov 2022 – Dec 2022
	Objectives	1. Analysis of the Market Area (our project area) of the hotel and tourism industry in Bangladesh 2. Analysis of different hotel facilities using benchmarking 3. Conducting supply and demand analysis of the hotel and tourism industry in Bangladesh incorporating competitor analysis 4. Conducting socio-economic and behavioral analysis of the consumers of the hotel and tourism industry 5. Conducting Return on Investment (RoI) and spend analysis to understand the potential risk factors, investment and supply chain modalities, and, loan conditions.		
	Output	Creavision's data-driven methodologies and strategic frameworks, encompassing spend and demand analysis, benchmarking, competitor analysis, and extensive SWOT analysis, have substantially enhanced procurement practices and decision-making processes.		

BENGAL
hotels & resorts

To Whom It May Concern

This is to recommend that Creavision Private Limited, incorporated under the Companies Act – XVIII of 1994 (Registration No. C – 177576/2022), has successfully completed market research on the "Hotel and Tourism Industry in Bangladesh" for Bengal Group of Companies from November 2022 to December 2022.

Under this research project, Creavision Private Limited provided outstanding insights by utilizing data-driven methodologies like spend and demand analysis and offering practical procurement recommendations utilizing Key Performance Indicators (KPIs). Creavision Private Limited developed a strategic market projection framework through benchmarking and competitor analysis, market forecasting and extensive SWOT analysis among the actors of hotel and tourism industry. Overall, Creavision Private Limited's market analysis and strategic planning services considerably improved the company's procurement practices, business plan and decision-making processes.

Based on their exemplary performance and the positive impact of their work, I wholeheartedly recommend Creavision Private Limited for future assignments and projects.

Md. Mahfuzul Haque
Manager
Corporate Finance

3	**Project Name**	**Predictive Model for Supply Chain of Luxury Fashion**		
	Client	**Festivibe**	**Timeline**	**Oct 2017 to present**
	Objectives	1. Development of a predictive model based on global trends and in-house supply chain data to understand the risks and possible return of investment in different supply chain and demand modalities 2. Analysis of market trend data to mitigate the over-purchasing of raw materials and proper channeling of finished products 3. Establish a supply chain and procurement framework based on the insights developed		
	Output	Creavision's data-driven approach, market insights, and machine learning-based data visualization dashboard have elevated procurement strategies and are market-driven.		

festivibe

To Whom It May Concern

This letter serves to confirm that Creavision Private Limited, incorporated under the Companies Act – XVIII of 1994 (Registration No. C – 177576/2022), has provided invaluable assistance to Festivibe, a luxury fashion brand operating in Bangladesh and the USA. Creavision has been instrumental in supporting global procurement operations of Festivide by offering comprehensive global trade data and utilizing predictive models to optimize our raw material and semi-finished goods purchases. The predictive model used by Creavision Private Limited enabled us to understand seasonality patterns and make informed decisions to avoid over or under purchasing of raw materials. Creavision Private Limited's data-driven approach and insightful analysis on supplier, market behavior, price and market trend have greatly assisted Festivibe in making informed decisions and optimizing our procurement processes.

We have been highly satisfied with the services provided by Creavision Private Limited, and we look forward to continuing our subscription with them in the long run. Their professionalism, expertise, and commitment to delivering high-quality results make them a valuable partner for any business seeking to enhance their procurement strategies and market insights.

Based on their exemplary performance and the positive impact of their work, we wholeheartedly recommend Creavision Private Limited for future assignments and projects.

01. 6. 23

Abdullah Nur Faisal

Marketing Director

Festivibe

Level 03, House - 76, Banani-12, Dhaka 1213   Phone +8801720-351328   Email: hellofestivibe@gmail.com   Web: www.festivibe.net

4	**Project Name**	**Promoting Investment for Entrepreneurship Opportunities in Bangladesh: Addressing the Policy Framework Centered towards the Youth in Bangladesh**		
	Client	**Junior Chamber of Commerce (JCI) Bangladesh**	**Timeline**	**May 2020 to June 2020**
	Objectives	1. Landscape analysis of current national practices to ensure favorable conditions for the employment and entrepreneurship of youths 2. Identification of global best practices on mitigating regulatory, financial, behavioral, and social challenges in building entrepreneurship among the youths 3. Development of a strategic framework and provide policy recommendations to solve the unemployment and challenges in building entrepreneurial skills among the youths		
	Output	Developed a comprehensive policy report on by examining policies, studying international practices, and proposing interventions to foster youth entrepreneurship and positively impact the national economy.		

To Whom It May Concern

This letter acknowledges the exceptional collaboration between Creavision Private Limited, incorporated under the Companies Act – XVIII of 1994 (Registration No. C – 177576/2022), and JCI (Junior Chamber International) Bangladesh, in conducting a policy research project titled "Promoting Investment for Entrepreneurship Opportunities in Bangladesh: Addressing the Policy Framework centered towards the Youth in Bangladesh." The research aimed to address challenges faced by the youth and explore development opportunities by analyzing national policies, global best practices, and identifying interventions to engage the youth in various sectors.

Creavision Private Limited's analytical approach and expertise played a pivotal role in meticulously examining policies, studying international practices, and proposing interventions to foster youth entrepreneurship and positively impact the national economy.

We express our gratitude for the excellent services provided by Creavision Private Limited and extend our best wishes for their future endeavors.

Sincerely,

Md Ziaul Haque Bhuiyan

National President

JCI Bangladesh

President
JCI Bangladesh

Junior Chamber International Bangladesh
House #22, Road #13C, Banani, Dhaka 1213, Bangladesh
Tel: +880-1401-122228 Email: bangladesh@jci.cc Web: https://jci.org.bd/

5	**Project Name**	**Developing data-driven market insights on the food industry**		
	Client	**Ispahani Food Limited (IFL)**	**Timeline**	**Aug 2022 – Jan 2023**
	Objectives	1. To conduct pre and post-launch monitoring surveys, analyze survey and market data, and provide a brand forecasting system to generate valuable market insights and assess brand performance. 2. Utilize survey and market data analysis to develop a brand forecasting system, enabling the flow of valuable market insights and the evaluation of brand performance in pre and post-launch phases. 3. implement a brand forecasting system to gain valuable market insights and evaluate brand performance effectively.		
	Output	Creavision's data-driven approach and insightful analysis helped IFL to make informed decisions and optimize marketing strategies.		

ISPAHANI

ISPAHANI FOODS LIMITED

Date: - 07/06/2023

"To Whom It May Concern"

This letter serves as a certification of the successful completion of a market research project by Creavision Private Limited, a company duly incorporated under the Companies Act – XVIII of 1994 (Registration No. C – 177576/2022).

Creavision Private Limited undertook market surveys and provided data-driven market insights for a brand of Ispahani Food Limited (IFL), a subsidiary of M.M. Ispahani Ltd.

The scope of their work included conducting pre- and post-launch monitoring surveys, analysing survey and market data, and evaluating the performance of the brand. Their data-driven approach and insightful analysis enabled IFL to make informed decisions and optimize their marketing strategies.

Throughout the project, Creavision Private Limited demonstrated expertise, professionalism, and a commitment to delivering exceptional results. we express our deep gratitude and appreciation for the excellent services provided by Them. Their dedication, expertise, and professionalism were evident throughout our engagement.

We extend our best wishes to them for their future endeavours.

Sincerely,

Shamilah Haque Archana

Marketing Manager

(c) Registration Papers of the Firm

In our expression of interest, Creavision Private Limited proudly presents its comprehensive collection of registration papers, showcasing our commitment to legal compliance and transparency. These documents include our valid Trade License, Registrar of Joint Stock Certificate, Business Identification Number (BIN), and Electronic Tax Identification Number (eTIN). Each paper highlights our adherence to regulatory requirements, confirming our credibility and responsible business practices. With these registrations, we demonstrate our commitment to operating within the legal framework, fulfilling our tax obligations, and building trust with our valued clients and stakeholders.

1. **Trade License**

ঢাকা দক্ষিণ সিটি কর্পোরেশন

www.dscc.gov.bd

ই-ট্রেড লাইসেন্স

লাইসেন্স ইস্যুর বিবরণ
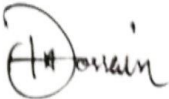
ইস্যুর তারিখ : 10/07/2023
ইস্যুর সময় : 13:55:04

লাইসেন্স নং : TRAD/DSCC/029819/2021

স্থানীয় সরকার (সিটি কর্পোরেশন) আইন, ২০০৯ (২০০৯ সনের ৬০ নং আইন) এর ধারা ৮৪- তে প্রদত্ত ক্ষমতাবলে সরকার প্রণীত আদর্শ কর তফসিল, ২০১৬ এর ১০ অনুচ্ছেদ অনুযায়ী ব্যবসা, বৃত্তি, পেশা বা শিল্প প্রতিষ্ঠানের উপর আরোপিত কর আদায়ের লক্ষ্যে নিম্নবর্ণিত ব্যক্তি/ প্রতিষ্ঠানের আনুকূলে অত্র ট্রেড লাইসেন্সটি ইস্যু করা হলো।

১।	ব্যবসা প্রতিষ্ঠানের নাম	:	ক্রিয়েডিশন প্রাইভেট লিমিটেড		
২।	প্রতিষ্ঠানের মালিকের নাম	:	মোঃ আরিফুল ইসলাম		
৩।	পিতা / স্বামীর নাম	:	মোঃ মোরশেদ আলম মিন্টু		
৪।	মাতার নাম	:	সালেহা বেগম		
৫।	ব্যবসার প্রকৃতি	:	লিমিটেড কোম্পানী		
৬।	ব্যবসার ধরণ	:	আইটি ব্যবসা,আমদানীকারক ,গ্রাফিক্স ডিজাইন,পরামর্শক (অফিস),বাজারজাতকরন,রপ্তানীকারক,রিসার্চ সেন্টার,সফটওয়্যার		
৭।	প্রতিষ্ঠানের ঠিকানা	:	২৬, শহীদ নজরুল ইসলাম রোড, দেলোয়ার কমপ্লেক্স (৬ তলা), টিকাটুলী, ওয়ারী, ঢাকা		
৮।	অঞ্চল / বাজার শাখা	:	৫	ওয়ার্ড / মার্কেট:	৪১
	এলাকা	:			
৯।	এনআইডি/পাসপোর্ট/জন্ম নিব: নং	:	২৩৫৭০৯৩৭৪৫	বিআইএন নং:	
	ফোন	:	01730781338	ই-মেইল:	
১০।	অর্থ বছর		২০২৩-২০২৪ [নবায়নকৃত]	ব্যবসা শুরুর তারিখ:	০৯/০১/২০২২

১১। মালিকের বর্তমান ঠিকানা   মালিকের স্থায়ী ঠিকানা

হোল্ডিং নং	:	১০৭৮	হোল্ডিং নং :	১৪
রোড নং	:		রোড নং :	৩২
গ্রাম / মহল্লা	:	পশ্চিম নন্দিপাড়া	গ্রাম / মহল্লা :	গুলশান-০১
পোস্টকোড	:		পোস্টকোড :	
থানা	:	খিলগাঁও	থানা :	গুলশান
জেলা	:	ঢাকা	জেলা :	
বিভাগ	:		বিভাগ :	

১২। ট্রেড লাইসেন্স/নবায়ন ফি(বার্ষিক)

লাইসেন্স/নবায়ন ফি	:	৩৫০০	সাইনবোর্ড কর :	৬৪০
সারচার্জ	:	০	ভ্যাট :	৬২১
আয়কর / উৎসকর	:	৩০০০	ফর্ম ফি :	৫০
বকেয়া ()	:	০		
সংশোধনী ফি	:	0.00	সর্বমোট :	৭৮১১.০০

অত্র ট্রেড লাইসেন্স এর মেয়াদ ৩০ শে জুন, 2024 পর্যন্ত

লাইসেন্স ও বিজ্ঞাপন সুপারভাইজার   কর কর্মকর্তা

শেখ হাসিনার দর্শন
বাংলাদেশের উন্নয়ন

ঢাকা দক্ষিণ সিটি কর্পোরেশন, ঢাকা।
রাজস্ব বিভাগ (অঞ্চল-০১)
নগর ভবন, (১২ তলা), ঢাকা।
ফোন ঃ ৯৫৫০৭৯০

ট্রেড লাইসেন্স
(TRADE LICENCE)

No : 0126346

২০১৬ এর ১০ (৪)

লাইসেন্স ইস্যুর বিবরণ		
ওয়ার্ড নম্বর	ইস্যুর ক্রমিক নম্বর	ইস্যুর তারিখ
২৮	১৫৪৮	২৩।৩৯

স্থানীয় সরকার (সিটি কর্পোরেশন) আইন, ২০০৯ এর ধারা ৮৪ এর প্রদত্ত ক্ষমতা বলে সরকার প্রণীত আদর্শ কর তফশীল, ২০০২ এর ৬ অনুচ্ছেদ অনুযায়ী পেশা, ব্যবসা-বানিজ্য এবং জীবিকা-বৃত্তির উপর আরোপিত কর আদায়ের লক্ষ্যে নিম্নেবর্ণিত ব্যক্তি/প্রতিষ্ঠানের অনুকূলে অত্র ট্রেড লাইসেন্সটি ইস্যু করা হলো। যার কার্যকারিতার মেয়াদ অত্র ট্রেড লাইসেন্স এর ৪ ও ৫ নং পৃষ্ঠায় উল্লেখিত সময় পর্যন্ত বলবৎ থাকবে।

১। মালিকের নাম ঃ আব্দুল মালেক
২। পিতা/স্বামীর নাম ঃ আব্দুর রহিম
৩। মাতার নাম ঃ বেকেসা বেগম
৪। মালিকের ঠিকানা ঃ

বর্তমান বসবাসের ঠিকানা
হোল্ডিং নং ঃ ৩৭২, প্রিন্সুল ৩৫
রোড নং ঃ
থানা ঃ
ঢাকা ঃ ১২০৫ (পোস্ট কোড)

স্থায়ী/ রেজিস্টার্ড ঠিকানা
হোল্ডিং নং/ গ্রামঃ
রোড নং / পোস্ট অফিস ঃ
থানা ঃ
জেলা ঃ

৫। ব্যবসা প্রতিষ্ঠানের নাম ঃ ক্রিসভিশন
৬। পরিশোধিত মূলধন (লিঃ কোম্পানীর ক্ষেত্রে) ঃ টাকা
৭। ব্যবসা প্রতিষ্ঠানের ঠিকানা ঃ
ফোন ও ই-মেইল (যদি থাকে) ঃ 01720-903559
৮। ব্যবসার ধরণ ঃ কম্পিউটার
৯। আদর্শ কর তফসীলি ২০০২ এর ক্রমিক নং ঃ ২৮৯
১০। ট্রেড লাইসেন্স/ নবায়ন ফি (বার্ষিক) ঃ টাকা (অংকে) ৩০০০
(কথায়) টাকা।
১১। সাইনবোর্ড কর (বার্ষিক) ঃ টাকা (অংকে) ৮৪০
(কথায়) টাকা।
১২। ইস্যুকৃত চালান ঃ বই নম্বর ০১২৬৮৪৯

লাইসেন্সধারীর নিকট হতে সকল বকেয়া পাওনা বিবিধ রশিদ নম্বর ,তাং এর মাধ্যমে আদায় করা হয়েছে।
(লাইসেন্সটি নম্বর ডি.সি.আর. বইয়ের পৃষ্ঠায় লিপিবদ্ধ করা হয়েছে)।

লাইসেন্স ও বিজ্ঞাপন সুপারভাইজার
(নাম ও পদবীসহ সীল)

কর কর্মকর্তা
অঞ্চল-০১
(নাম ও পদবীসহ সীল)

মোঃ রাসুজ্জামান
লাইসেন্স ও বিজ্ঞাপন সুপারভাইজার
(নগর ভবন), ১২
ঢাকা সিটি কর্পোরেশন

শেখ কুদ্দুস আহমদ
কর কর্মকর্তা
অঞ্চল-১
ঢাকা দক্ষিণ সিটি কর্পোরেশন

2. **Incorporation Certificate**

Issue No. 270208 Date: 03/01/2022

Certificate of Incorporation
(under Act XVIII of 1994)

No. C—177576/2022

*I hereby certify that **Creavision Private Limited** is this day incorporated under the Companies Act (Act XVIII) of 1994 and that the Company is Limited.*

*Given under my hand at **Dhaka** this **Third** day of **January two thousand and twenty-two**.*

*By order of
Registrar*

*Assistant Registrar
Registrar of Joint Stock Companies & Firms
Bangladesh*

N.B. This certificate is digitally signed. Please find the soft copy to verify the signature.

3. **VAT Registration Certificate**

Government of the People's Republic of Bangladesh
National Board of Revenue

Mushak-2.3

Customs, Excise and VAT Commissionerate, Dhaka (East)
Demra Division

Value Added Tax Registration Certificate

This is to certify that the person whose details are given below is registered under Value Added Tax and Supplementary Duty Act, 2012 (Act No. 47 of 2012)

BIN : 004715452-0307

Name of the Entity	: CREAVISION PRIVATE LIMITED
Trading Brand Name	: N/A
Old BIN	: N/A
e-TIN	: 337942539409
Address	: Delowar Complex (6th Floor), 26 Sahid Nurul Islam Road,Tikatuly; Wari PS; Dhaka-1203; Bangladesh
Issue Date	: 25/05/2022
Effective Date	: 05/2022
Type of Ownership	: Private Limited
Major Area of Economic Activity	: Services

This is a system generated certificate and doesn't require any signature

4. E-TIN Registration Certificate

Government of the People's Republic of Bangladesh

National Board of Revenue

Taxpayer's Identification Number (TIN) Certificate

TIN : 337942539409

This is to Certify that **Creavision Private Limited** is a Registered Taxpayer of National Board of Revenue under the jurisdiction of **Taxes Circle-316 (Company)** , Taxes Zone **15, Dhaka**.

Taxpayer's Particulars :

1) Name : **Creavision Private Limited**

2) Registered Address/Permanent Address : **Delowar Complex (6th Floor), 26 Sahid Nurul Islam Road, Wari, Dhaka, Bangladesh**

3) Current Address : **Delowar Complex (6th Floor), 26 Sahid Nurul Islam Road, Wari, Dhaka**

4) Previous TIN : **Not Applicable**

5) Status : **Company**

Date : January 12, 2022

Please Note:
1. A Taxpayer is liable to file the Return of Income under section 75 of the Income Tax Ordinance, 1984.
2. Failure to file Return of Income under section 75 is liable to-
   (a) Penalty under section 124; and
   (b) Prosecution under section 164 of the Income Tax Ordinance, 1984.

Deputy Commissioner of Taxes
Taxes Circle-316 (Company)
Taxes Zone 15, Dhaka
Address : Razzak Plaza (5th Floo), 383, Tongi Diversion Road, Mogbazar, Dhaka Phone : 8316276

N. B: This is a system generated certificate and requires no manual signature.