|  |  |  |  |
| --- | --- | --- | --- |
| SN | Description | Purpose | Amount (TK) |
| Variable Costs | | | |
| 1 | Visiting card (2 Sets) [800\*2] | Exchanging greetings () | 1600 |
| 2 | Pad print (10 Sets) [1000 pages\*2 tk] | Printing necessary documents | 2000 |
| 3 | Banner (Only 1) | Agreement purpose | 1000 |
| 4 | Folder envelope (500 piece\*15 tk) | Exchanging documents | 7500 |
| 5 | Pen drive (1 piece) | Transferring files | 1000 |
| Total variable cost | | | ***13100*** |
| Fixed Costs | | | |
| 7 | Office rent | For using space | 15000 |
| 8 | Employee compensation (2 person) | For managing marketspace | 30000 |
| 9 | Internet bill | Online activities | 1500 |
| 10 | Transport costs (3\*5000) | Visiting marketplace | 15000 |
| 11 | **FB Page boost (30 days \* $5 or 460 tk per day)** | Increasing likes | 13800 |
| 12 | **FB Products boost (30 days \* $30 or 2760 tk per day)** | Selling products | 82800 |
| 13 | Mobile bills | Communication | 2000 |
| 14 | Buy2Drop Server bill |  | 3433 |
| Total fixed cost | | | ***163533*** |

But2Drop Monthly fixed & variable costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| SN | Target days | Product Selling quantity per day | Per product appx. profit | Remarks |
| 1 | 0-7 | 30 products \*7 days =210 | 150-200 |  |
| 2 | 8-15 | 40 products \*7 days =280 | 150-200 |  |
| 3 | 16-21 | 50 products \*7 days =350 | 150-200 |  |
| 4 | 22-30 | 60 products \*7 days =420 | 150-200 |  |
|  |  | ***T= 1260*** |  |  |
| Product selling earning first month | | | **1260\*150=189000** | **1260\*200=252000** |