Background

Small and Medium Enterprises (SMEs) play an important role in the developing economy of a country like Bangladesh. Their role in terms of sustainable economic growth, production, development of entrepreneurs, employment generation, contribution to exports and facilitating equitable distribution of income is very critical for a developing country. Thus, the government has identified the SMEs as a key element and considered as the backbone of the economy of Bangladesh. In this corona pandemic many informal SMEs are being developed through online based system (Facebook, YouTube, etc.).

Objectives

♣ To develop hygienic and safe food & products supply system first in Bangladesh;

♣ To develop direct marketing linkup with buyers with a sustainable supply chain;

♣ To develop a sustainable agriculture & product supply chain all over Bangladesh;

♣ To reform an online based digital market system, engage wholesale agent at kawran bazar, khatunganj, shyambazar etc.;

♣ To make a breakthrough in our wholesale supply chain market;

♣ To develop farmer to consumer (F2C) system;

♣ Paradigm shift of general shop to live shop system

Basic Plan

- ♣ Production

- ♣ Online Purchase with Agent Engagement

- ♣ Sustainable & Customized Transport System with GPS Tracking and software use

- ♣ Warehouse input (8 locations)

- ♣ Disinfecting, Cleaning, Hygienic and Vacuum Packaging

- ♣ Online pre-order and sale

- ♣ Delivery within 6 hours

- ♣ Artificial Intelligence (AI) based customer need analysis

- ♣ Demand calculation and storing with seasonal calendar

- ♣ Profit sharing with regular customer

Production Point

♣ Engaging informal farmers and SMEs as our basic production house

♣ Perform as a direct buyer

♣ Provide advance amount for cultivating crops and agricultural products

♣ High yield varieties seed supply

♣ Provide small scale bank loan for suppliers and agents as part of cultivation and supply

♣ Provide training for cultivation and harvesting of crops

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Support to Terminated Employee Due to COVID-19 Point

1. Make a list for employees who lost their job due to COVID-19 pandemic

2. Communicate with different trade organizations (BKMEA, BAIRA, BTA, BFLLFEA, BDMS etc.)

3. Trained the dismissed employees with different trades (according to DoY, GoB)

4. Purchase their products with advance payment and sale to present employees with hygiene condition

5. Support all kinds of technical (seed supply, training, packaging, hygienic etc.) and financial management (product buying, selling, bank loan, land leasing, and pesticide supply)

6. Develop a SMART supply chain and delivery system

7. Develop mobile app and webpage-based market system

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Transportation System

1. Customized vehicle (vegetables, fish, fruits, crops, liquid etc.)

2. Circular and radius-based transportation collection system (Toyota, Nishan, Japanese collection model)

3. Three types of vehicle (collection, transportation, and delivery) use

4. Mobile app-based vehicle tracking system

5. Manage ten (10) ferry ghats with agent for quick transportation

6. Anti-trip management system development all over Bangladesh

7. Sustainable Express Courier Service development in 2500 unions

8. 24/7 technical support for logistic management

9. Engage with BRTC and postal logistic delivery system

10. Use digital economy system (Nogod, Bkash, Rocket, Sure Cash etc.)

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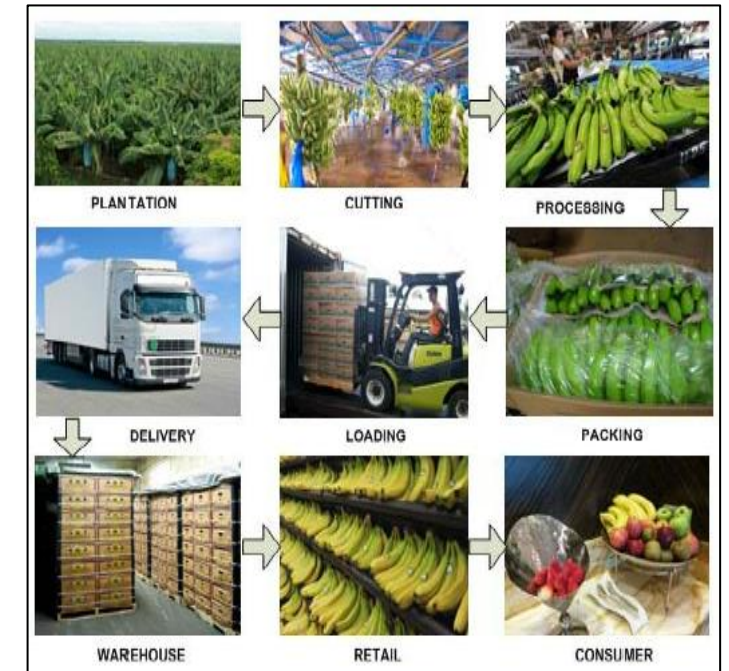
Hygiene Food

1. Product collection with hygienic practice (PPE and polybag usage)

2. In-house disinfection (water heating, spraying, & cleaning) process

3. Grading and sorting

4. Grade-wise special treatment for category of products

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Smart Packaging

1. General packing for vegetables and quick perishable goods

2. Vacuum packing for grade-wise product

3. Product auto labeling

4. Manufacturing & expire date enabling

5. Weight-wise packing (2kg, 5kg, 10kg etc.)

6. QC pass system development

7. Respray for final delivery

Online Sales

1. Mobile app development

2. Website development

3. Fixed customer (present worker of BKMEA, BAIRA, BTA, BFLLFEA, BDMS Etc.)

4. General customer development with branding

5. Social media marketing

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Live Market

1. Live shopping mall development

2. Shop number wise separate live link

3. Live consumer-shopkeeper-consumer link development

4. Direct purchase from every shop

5. Live wholesale market (kawran bazar, khatunganj etc.) development

6. Local hut (market) management through agent

Live Shops

1. Mohallas/Paras/Goli wise live shop development

2. Market wise live shop development

3. House wise live shop development (different items based on FB group)

4. Wholesale market wise live shop development

5. Barcode scanning poster shop development

6. Flat & housing society wise live shop development

Garments/Trade Body wise Sales point

1. General grocery shop development in factory (online & offline)

2. Delivery system development for employees & owners house

3. Running employee purchase system from terminated employee (RE-TE system development)

4. Regular demand analysis and supply system

Smooth Supply Chain

1. Specific production house
2. High yield varieties production
3. Pre-processing hygiene maintaining
4. Day to day collection
5. Hygiene packaging
6. 4-tier delivery system (bike, bicycle, small pickup van, large supply van)
7. Online payment gateway (general & mobile banking)
8. Agent engagement & supply system
9. SMART transport system
10. Bank loan, micro-credit loan, and other financial services
11. Many production houses and one direct buyer
12. Advance payment during production against post sale

Global Supply Chain Management Systems

Manufacturin ❸
Distribution ❹
Supplier ❷
Retail Location ❺
Raw Materials ❶
Customer ❻

Beneficiaries

1. Terminated employees due to COVID-19

2. Association members

3. General hygiene food supplier

4. General shop keepers

5. Market owners

6. Chain shop owners

7. Different institutions

8. Safe food suppliers

9. Gender involvement

10. Non-formal SMEs

11. Regional farmers

12. Commission agent

13. Transport system

14. Youth development
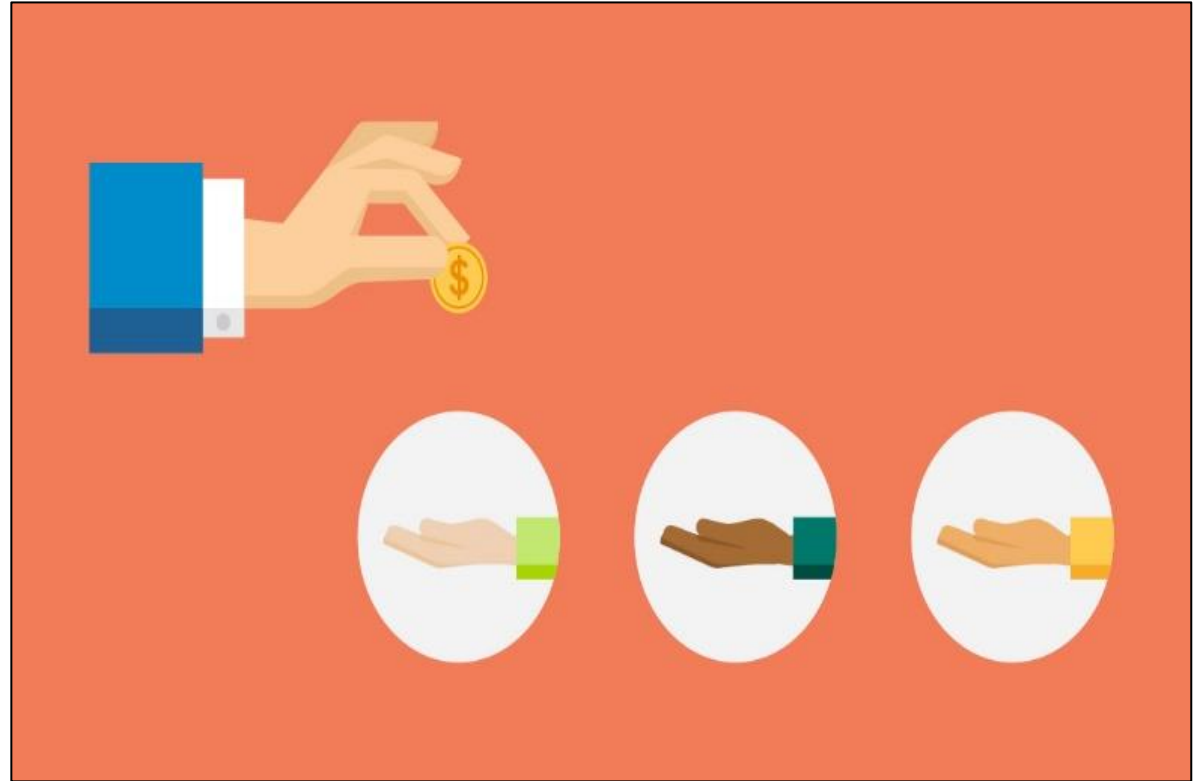
Major Spent

1. System development
2. Training
3. Hygiene & cleaning machineries
4. Packaging machineries
5. Online shop development
6. Transportation
7. Seed and pesticides supply
8. Advance payment
9. Bank loan interest
10. Marketing
11. Branding
12. Labeling
13. Delivery system

Our Strength

1. MoU and strong communication with different trade organizations in Bangladesh (BKMEA, BAIRA, BTA, BFLLFEA, BDMS etc.)

2. Listing the terminated employees from different factories

3. Already experienced with live projects (www.socheton.com)

4. ICT ministry affiliation (iDEA project, Startup Bangladesh, ICT, GoB)

5. Communication with transport regulatory body (private)

6. Mutual agreement with Bangladesh Dokan Malik Somity (BDMS)

7. Communication with 2500+ union parishad areas

8. Strong IT support team

9. 24/7 support team

10. Online based sales platform

11. Donor based communication

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Winning Team

Sl. No.	Name	Qualification and Special Fields	Year of Experience
01	Dr. Md. Mazedul Haque	PhD, Netherland, Educationalist and Researcher	18
02	Dr. Sayed Md. Nazim Uddin	PhD, Canada, University Professor, Online Class Expert and Researcher	13
03	Dr. Razib Amirul Islam	PhD, Canada, Educationalist and Researcher	12
04	Dr. Zahanara Parvin	PhD, Japan, Educationalist and Researcher	12
05	Abu Jubayer	M. Sc. (BUET), NSDA L-4 in IT, Project Management Professional Trained, Online Class Expert and Researcher	12
06	Sadequr Rahman	M. Sc. (BUET), Project Management Professional Trained	10
07	Emdad Ali	M. Sc. (JU), College Teacher and Online Class Expert	18
08	Jinnat Ara Khatun	M. ED (DU), College Teacher and Online Class Expert	14
09	Mehedi Hassan	M. S. S. (DU), IT	10
10	Nazmul Hassan	B. SC. In CSE, (UAP), IT	8
11	Sanjida Rahman	B. SC. In CSE, (CUET), IT	8
12	Tanvir Rahman	B. SC. In CSE, (CUET), IT	5
13	Salim Ahmed	B. SC. In CSE, (BUET), IT	5
14	IT Support Technician (6)	Various	Various
15	Office Staff (70)	Various	Various

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Technology Required

1. Mobile app
2. E-commerce website
3. Online payment gateway (card & mobile banking)
4. GPS tracking system
5. 4G router for rural areas
6. Web Camera (1080p) for high resolution videos
7. HDMI Cable (10 Meters)
8. Sound System for customer communication
9. Internet stabilizers for poor connection
10. 42' LED TV for customer Monitoring
11. Voltage stabilizers
12. Moveable Camera Stands
13. Broadband connection with LAN facilities
14. Multiplug
15. USB Hub and customized connector
16. Super soft lighting for showroom
17. Audio Card USB Connector
18. Moveable stand table
19. YouTube Channel for every shop
20. Boya for clear voice communication
21. Facebook group
22. Bluetooth Mouse and key board
23. Online server for every shop
24. Laptop, Desktop or Smart phone

Equity Required

1. Office set up

2. Transportation management

3. Online e-commerce management

4. Bank loan support for supply chain SMEs, farmers and shopkeepers SMEs

5. Agricultural product support (seed, pesticides etc.)

6. Running capital

7. Delivery system

8. Hygiene and packing machineries

9. Certification

10. Long-term financial support

11. Shop decoration (online & offline)

12. Shopping mall wise equipment set up

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COVID-19 Preparedness

1. People used to online marketing and purchasing due to COVID-19

2. SMART delivery system

3. Mobile banking payment

4. Terminated employee support

5. Ensure hygiene

6. Production date wise labeling

7. Support to non-formal SMEs

8. COVID affected people's support

9. Support to business paradigm shift due to COVID

10. Initiate Fourth Industrial Revolution (4IR) practices

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Sustainability

1. Regular product demand

2. Eco-Friendly

3. Trend increasing for online purchasing

4. Support to new entrepreneurs

5. Support to running SMEs

6. Different association involvement

7. Present demand of SME sector

8. Automated software

9. Supplier-customer live relationship

10. Government-TO-Association-NGO and public relationship

11. Season and area wise product diversification and supply

12. Strong market research

Poverty Reduction

1. Creating new market opportunities

2. Employment generation for expatriates, terminated employee and other affected people due to COVID-19

3. Non-formal SME development

4. Supply chain establishment with producer, agent, supplier, and consumer

5. Product diversification from one place to all over Bangladesh

6. Contribution on national economic growth

7. Proper distribution of area wise product

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SDG Target

1. No Poverty (SDG-1)

2. Good-Health and Well-being (SDG-3)

3. Decent work and economic growth (SDG-8)

4. Industry, Innovation and Infrastructure (SDG-9)

5. Responsible consumption and production ((SDG-12)

6. Climate action (SDG-13)
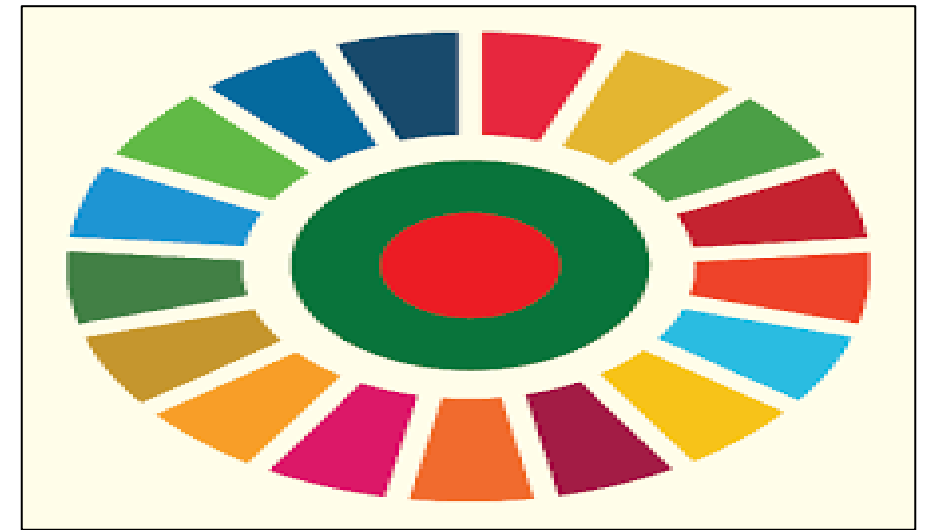
Funding Request

It's a continuous project and need to support in different parts. Primarily, our first funding request is $5,000,000.00 (five million US dollars) in the context of equity and running capital.