**Bankable Business project proposal**

**Business Master Group Ltd.**

|  |  |
| --- | --- |
| Mobashawara Khanum  (Chairman) |  |
| M. Abu Shahadat  (Managing Director) |  |
| Jyotirmoye Golder  (Director) |  |
| Golam Rabbani  (Director) |  |

|  |  |
| --- | --- |
| **Project Title** | **Classical Students Jute Bags (Sub Project)** |
| **Project Time Frame** | **Five Years** |
| **Project Category** | **Medium** |
| **Project Submission By** | **Business Master Group Ltd.** |
| **Office Address** |  |
| **Factory Address** |  |
| **Warehouse Address** |  |
| **Contact Person/s** |  |
| **Date of Submission** | **24/10/2017** |

**Some Classical Student Bags**

|  |  |
| --- | --- |
| **H:\Jute Bags\(B).HANDWORK AND EMBROIDERY BAGS.jpg** | **H:\Jute Bags\1343299652.jpg** |
|  |  |
| **H:\Jute Bags\256.jpg** | **H:\Jute Bags\7.(A).LADIES JUTE BAGS.jpg** |
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| **H:\Jute Bags\469149.jpeg** | **H:\Jute Bags\762.jpg** |

**Entrepreneur Name :** Business Master Group. (Limited Company)

Introduction

Project Name : Classical Student Jute Bags.

Project Size : Medium.

**Entrepreneur Strength:**

M. Abu Shahadat (MBA- 10 years Experiences)

Mobashawara (MA, MBA – 8 years jute business experiences)

Jyotirmoye Golder (M.Sc. – 5 years management experience)

Golam Rabbani (LLM – 8 years business experiences) and

**Project Objectives**

1. Perpetual Use of the Local Materials (Jute).
2. To introduce a new Jut Products in the Market.
3. To ensure Sustainable environment.

Marketing Strategies

**Marketing Plan.**

**Description of the Products**

1. Classical Students Bags.
2. Fancy Student bags.
3. Comfortable Caring.
4. Four Colors Combination bags for Boys (Black, Blue, Green, Mixed) 20 screen print ( natural, Nobel persons, national Structure)
5. Ten Colors Combination bags for Girls (tradition, foreigners, Black, Red, Blue, Magenta, Mixed, occasional dresses and 30 Screen prints.

**Comparison with Competitors.**

**Competitors Condition**

1. Around 50 Factories in the Local Markets in products (source JDPC)
2. Lunch Carriage bags.
3. Classical Bag ( high value)
4. Pansy & Pause Bags ( high price not less than 500tk)

**Our Condition**

1. Almost competitors in respect of classical student in the market.
2. New design and concept.
3. First 4-6 months Monopoly Market.
4. Student friendly price.
5. Product life time ( six months)

**Factory Address**

957, North Badda, Post office Road, Badda, Dhaka-1212.

Phone no: 01711 908066.

Email. [businessmasterbd@gmail.com](mailto:businessmasterbd@gmail.com)

**Selling Points**

Different Students/ Public gathering areas.

**Marketing Areas:**

1. Around 300+ Schools, Colleges & Universities are present in Dhaka city.
2. Among them first 50 is target.
3. Others will get by rotation.
4. Ten especial Spots in Dhaka Such as TSC, airport, Motijeel, Farm Gate, Uttara, Malibug and others…
5. Six Super Shop in the areas ( Swapno,Agora,Meena Bazzar,Others)

**Market Capture:**

1. Overall 10% market within Months.
2. 5% Market next six months.
3. 30% Market next Year.
4. Finally 20% Market Capture Around Bangladesh next 2-5 years.
5. Product market price 190/= per Unit.

**Amount**

1. 20,000 pieces target per month.
2. 240,000 pieces per year.
3. 7 especial occasions 30,000 pieces, in total 270,000 pieces.
4. Per unit price 150/-

**Selling Media:**

1. Our project will per-sue 5 marketing officers ( supervisors) for Controlling 50 hawkers within 50 selling points including Super shop and especial areas.

**Demand and Supply analysis:**

1. In an average 1000 Students/customers we will find in every School/ college / University/ hot spots.
2. 50,000 Users. 20,000 users our target per month.
3. Factory capacity 25,000 pieces per months.

**Marketing Strategies.**

**Place**

1. Students and Guardians gatherings.
2. Available hawker space.
3. Easy customer access.

**Price**

1. Minimum price than other products.
2. Affordable price for the students
3. Cheap price.

***Products***

1. +6 months life time.
2. Fancy and styles design of products.
3. Flexible design for Students.
4. Different color & Screen print with dress mattering
5. Water pot, pencil/pen, pen pocket, ID card & coin/ mobile holder, combined design.

***Promotion***

1. Posturing in front the Institutions.
2. Occasional gathering leaflet on posturing.
3. Attend in various fairs.
4. Online/face book.

**Marketing Budget**

|  |  |
| --- | --- |
| **Items** | **Cost in BDT** |
| Posturing | 20,000 |
| Fair | 15,000 |
| online | 10,000 |
| Leaflet | 5,000 |
| Total Cost | 50,000 |

|  |  |
| --- | --- |
| **Items** | **Numbers** |
| Posturing | 15,000pcs |
| Fair | 3 |
| online | Face book |
| Leaflet | 5,000pcs |

**Marketing Fore cast:**

1st year: 2,70,000 pics

2nd Year: 3,00,000 pics

**Production Process**

**And**

**Asset Analysis**

**Production Process:**

**Fixed Asset Details:**

|  |  |  |
| --- | --- | --- |
| **Items** | **Amount** | **Price** |
| Cutting Machine | 1 | 30,000 |
| Sewing Machine | 8 (35,000) | 2,80,000 |
| Computer | 3 | 1,00,000 |
| Chair | 6 (1000) | 6,000 |
| L chair | 3 (5000+2\*3000) | 11,000 |
| Table (s) | 2\*3000 | 6,000 |
| Table (l) | 1\*5000 | 5,000 |
| Fan | 8\*2,500 | 20,000 |
| Light | 20\*300 | 6,000 |
| **Total** | | **4,64,000** |

**Raw Materials Cost (yearly):**

|  |  |  |  |
| --- | --- | --- | --- |
| **Items** | **Amount** | **Price (BDT)/unit** | **Final Price** |
| Jute Cotton | 90,000 Gauze | 165 /Gauze | 1,48,50,000 |
| Lulling Cotton | 90,000 Gauze | 30/Gauze | 27,00,000 |
| Net Cotton | Per bag / 2 taka |  | 5,40,000 |
| Chain | Per Bag 3 taka |  | 8,10,000 |
| Pippin | Per bag 2 Taka |  | 5,40,000 |
| Belko | .50 taka per bag |  | 1,35,000 |
| Screen Print | 6 taka per bag |  | 16,20,000 |
| Pesting | 4 taka per bag |  | 10,80,000 |
| Rubber Shit | 5 taka per bag |  | 13,50,000 |
| **Total** |  |  | **2,36,25,000** |
| 1% wastage |  |  | 2,35,250 |
| **Grand Total** |  |  | **2,38,60,250** |

**Direct Employee**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Post** | **Number** | **Months** | **Salary** | **Amount** |
| Production Manager | 1 | 14 | 20,000 | 2,80,000 |
| Labor | 9 | 14 | 8,000 | 10,08,000 |
| Marketing Officers | 5 | 14 | 6,000 | 4,20,000 |
| Total | | | | 17,08,000 |

**Indirect Employee**

|  |  |  |  |
| --- | --- | --- | --- |
| **Post** | **Number** | **Months** | **Amount** |
| Managing Director | 1 | 14 | 140000 |
| Peon | 1 | 14 | 70,000 |
| Hawker | 50 | 12\* 500 | 3,00,000 |
| Accounts | 1 | 14 | 1,40,000 |
| Guard | 1 | 14 | 70,000 |
| **Total** | | | **7,20,000** |

**Overhead Cost**

|  |  |
| --- | --- |
| **Items** | **Amount** |
| House rent | 1,20,000 |
| Electricity bill | 36,000 |
| Guest bill | 6,000 |
| Transport (Raw materials) | 5,000 |
| Indirect staff | 7,20,000 |
| Depreciation Cost | 46,000 |
| Maintenance | 17,000 |
| Others | 25,000 |
| **Total** | **9,10,200** |
|  |  |

**Cash over cost:** 8, 73,600 BDT

**Management Plan**

**Management Plan**

**Name of the Business:** Classical Student Bags

**Ownership:** 4 Directors (Joint Venture)

**Employee:** 14 (Salary payee) + 50 (Contractual Basis)

**Organogram:**

**Licenses:**

1. Trade Licenses
2. Joint Stock Certificate( Joint venture)
3. TIN

**Membership:**

* Jute Association of Bangladesh.
* Jute Diversified Promotion Center

**Business starting cost:** 50, 000 BDT

**Administrative cost:** 24,000 BDT

**Business Risk Analysis:**

* Political unrest
* Adverse weather condition
* Fire hazard
* Fraud contact

**Success Factor Analysis:**

* Teenage craze
* Traditional practice
* Low cost
* New Invention
* User-friendly
* Attractive Design
* Quality full Jute and
* Eco-friendly

**Technological Aspects:**

* Online Marketing
* ERP software
* CC cameras

**Social Aspects:**

* Local cultural products
* Environment friendly
* Employment opportunity

**Loan Schedule**

**Total Project Cost**

**Per Unit cost:** 110 BDT

**Company Selling Price:** 125 BDT

**Market Price:** 150 BDT

**Total Investment:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Capital** | **Loan** | **Total** |
| Fixed Asset | 1, 63, 41, 510 (60%) | 1, 08, 94, 340 (40%)  (Term to term) | 4,64,000 |
| Working capital | 2,72,35,850 |
| Startup Cost | 50,000 |
| **Total** | **2,77,49,850** |
|  |  |  |  |

**Income Statement**

|  |  |  |
| --- | --- | --- |
| **Statement** | **1st Year** | **2nd year** |
| **Total Sale** | **3,37,50,000 (125/pic)** | **5% increase** |
| **Total cost** | **2,64,41,850** |
| Raw Materials Cost | 2,38,60,250 |
| Direct Staff | 17,08,000 |
| Overhead Cost | 8, 73,600 |
| **Gross Profit** | **7308150** |
| **Total Operating Cost** | **1,24,000** |
| Marketing Cost | 50,000 |
| Administrative Cost | 24,000 |
| Business Start up cost | 50,000 |
| **Net Profit** | **40,50,000** |

**Loan Payment Schedule:** Based on the working capital output 20% of loan will be paid as bank loan