

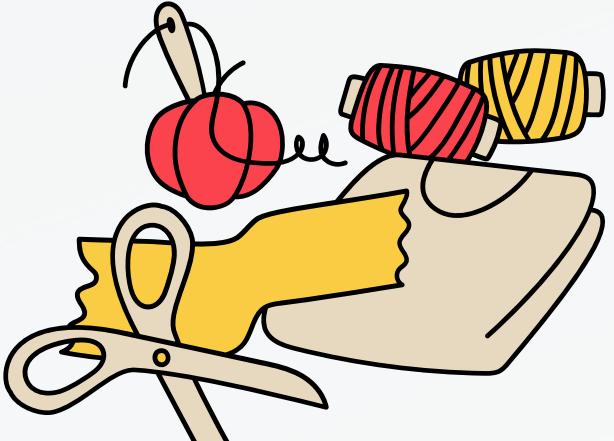


# **University Of Asia Pacific**

## **Department of Computer Science & Engineering**

### **Business and Entrepreneurship Lab**

#### **BUS 402**



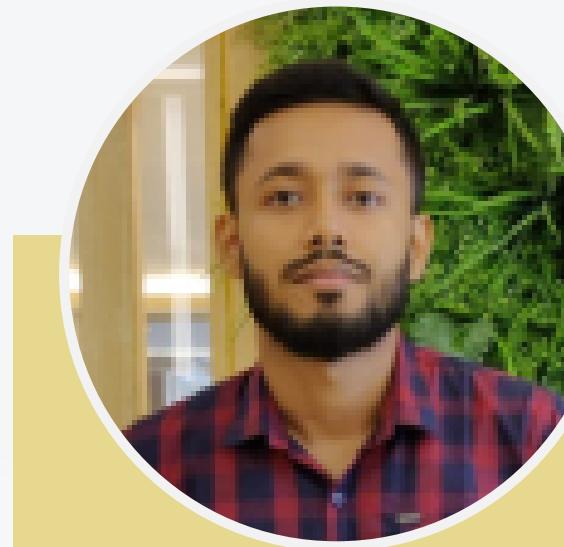
# OUR TEAM



Md. Farhad  
20101073



Abdullah Al  
Masud  
20101079



BM Shanjid  
Rashid Pranto  
20101083



Asma Sultana  
20101084



# ଦୂରାତ୍ମକ

Crafted with passion, inspired by tradition

A Handicraft product based online business to promote our tradition and culture.

# CONTENT

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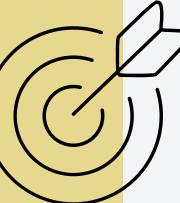
# OUR PLAN



**MISSION:** To convert the creativity into reality in hand.



**VISION:** To run a business through online platform with handicraft products that highlight our rural culture and village lifestyle.



# MARKET GAP

Bangladesh earns about US\$ 20 million each year from the export of handicraft products despite having a huge potential.

Here the local market for handicrafts is worth around BDT 15 to 20 billion.

Industry insiders believe the domestic market for handicrafts is worth around Tk10,000 crore annually. They added that at least 40,000 entrepreneurs were involved in the sector, which directly and indirectly employs 50 lakh people.



# Our service



# Our service



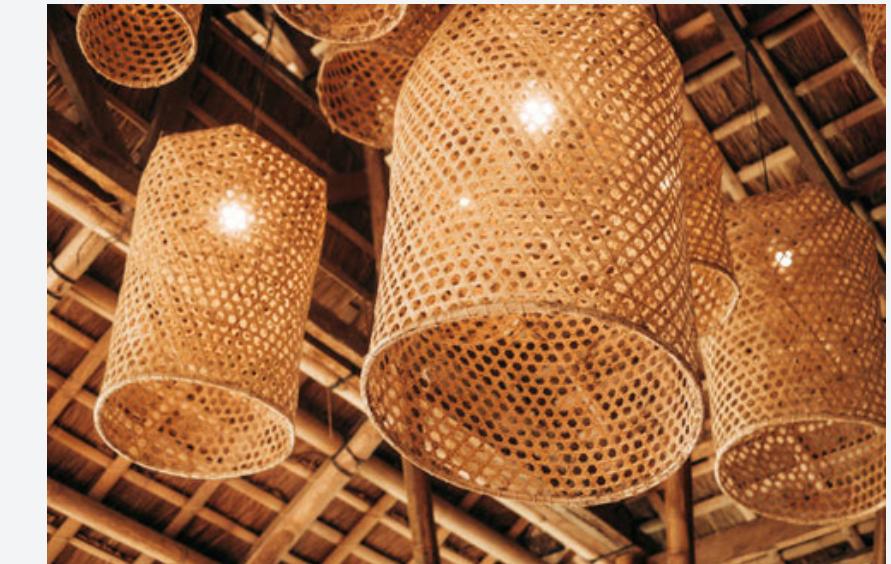
Product of cloths

# Our service



Product of jute

# Our service



Product of bamboo

# BUSINESS MODEL



*Mission*

- Our business is mainly a direct sales process.

- We will collect products and sell the exact product.



*Vision*

# OPERATIONS PLAN

- Market Visit
- Collect Authentic Product
- Qualityful product
- Collect product in right price
- Money and service management
  
- Provide Genuine Product
- Reasonable price
- Provide in due time
- Access consumers feedback



# OPERATIONS PLAN (VALUE CHAIN)

Core Activities	Inbound Logistic	Operations	Outbound Logistic	Marketing and Sales	After Sales Services
	Local People Local Businessman Different Fair	Market Research Collect Product Update on website Deliver the product	Cash Payment Cash on Delivery  Courier E-wallet	Google Adsense  SEO  Facebook Page  Search Engine Marketing  Offers and Discounts	Product Reviews & Rating  Feedback  Action against complain  Loyalty points
Support Activities	Infrastructure	Physical office Legal Framework			
	HRM	IT Team Agile Workforce & Interns			
	Technology Development	Website Based Ordering System ChatBots and Data Analysis Gather Reviews and Take actions			



# OPERATIONS PLAN

## (MANAGEMENT POSITIONS)

HR	Finance & Accounting	Legal
CHRO	CFO	Consultant Lawyer
HR Administrator	Chief Accountant	

Operations	IT	Marketing
COO	CTO	CMO
Administration (Full Time)	Full time Designer, Web Developer	Customer Relationship
Site Representative (Part Time)	Full time App Developer	Marketing Consultant
Operation Coordinator	Part Time Designer, Web Developer	Marketing Research Analyst

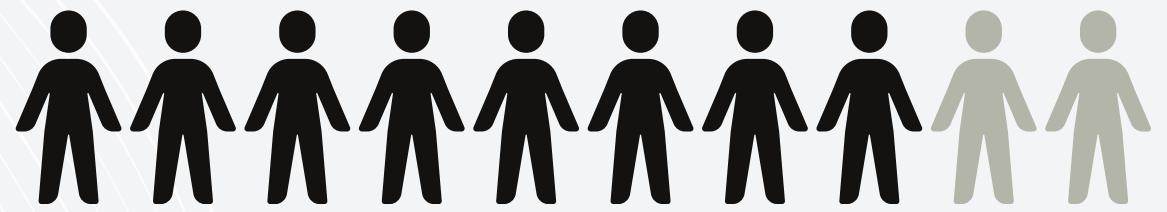


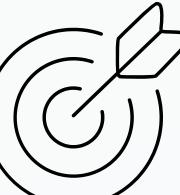
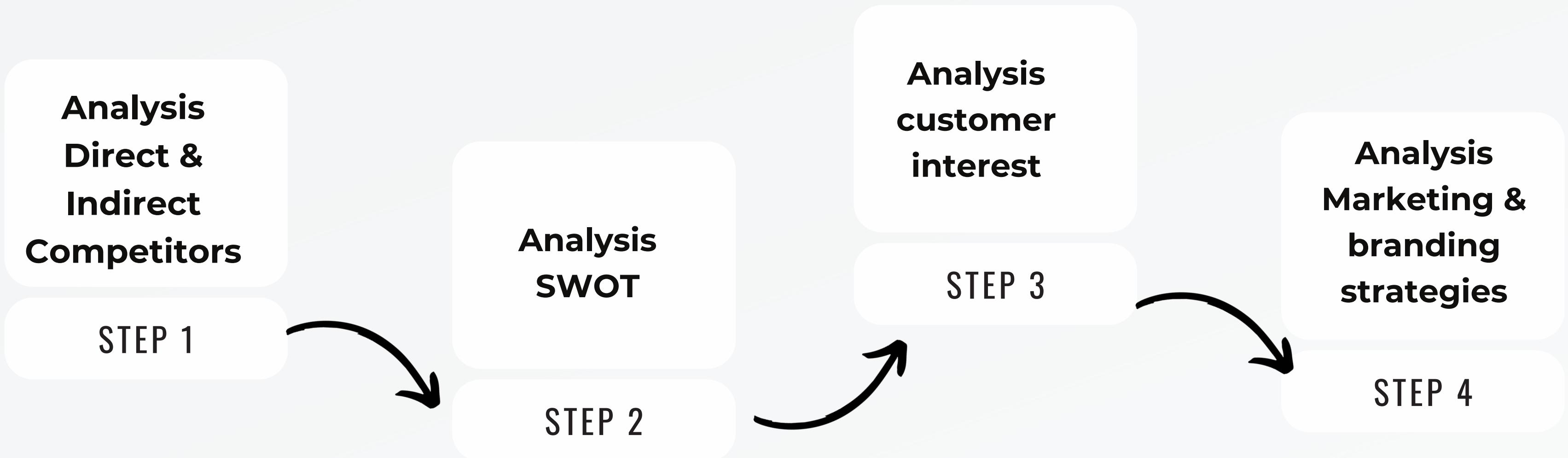
# OPERATIONS PLAN (EMPLOYEE REQUIREMENTS )

The Timeline					
	Year 1	Year 2	Year 3	Year 4	Year 5
Expected Number of Customer Served	17534	29735	52645	67384	75340
Expected Highest Number of Customer Served Daily	85	127	212	365	500
Number of Employees	35	42	50	59	72
Salary Paid	6534500	6864500	7123800	7677340	8473200



# COMPETITIVE ANALYSIS





# Analysis Of key competitors

		<b>Convenience</b>	<b>Customizable</b>	<b>Providing Information</b>	<b>Availability of Transports</b>	<b>Domestic/ Foreign</b>	<b>Domestic Coverage</b>	<b>Experience</b>	<b>Recognition</b>
		<b>Even</b>	<b>Advantage</b>	<b>Advantage</b>	<b>High</b>	<b>Domestic</b>	<b>High</b>	<b>Disadvantage</b>	<b>Advantage</b>
<b>Direct</b>	Aarong	Even	Disadvantage	Disadvantage	-	Domestic/Foreign	Low	Advantage	Advantage
	UpoharBD	Even	Disadvantage	Disadvantage	High	Domestic & Foreign	High	Advantage	Advantage
<b>Indirect</b>	Social media pages	Advantage	Disadvantage	Disadvantage	Low	Domestic/Foreign	High	Advantage	Disadvantage



# REVENUE AND COST FORECAST

Income Statement :

	Year1	Year2	Year 3	Year 4	Year 5	Total
<b>Sell from Website</b>	5,00,000	7,00,000	10,00,000	23,00,000	40,00,000	88,00,000
<b>Marketing in website and application</b>	0	0	4,00,000	5,00,000	7,00,000	7,00,000
<b>Net Income</b>	5,00,000	7,00,000	14,00,000	28,00,000	47,00,000	95,00,000



# REVENUE AND COST FORECAST

Total expenses						
<b>Salaries</b>	1,20,000	1,70,000	1,70,000	1,70,000	4,32,000	10,62,000
<b>Rent</b>	1,00,000	1,50,000	1,50,000	2,00,000	5,12,000	11,12,000
<b>Handicraft products</b>	3,50,000	4,50,000	14,00,000	18,00,000	31,00,000	5,711,000
<b>Electricity and Internet bill</b>	30,000	30,000	40,000	45,000	60,000	2,05,000
<b>App maintenance charge</b>	50,000	40,000	40,000	30,000	20,000	1,80,000
<b>Printing and package</b>	40,000	50,000	1,00,000	1,60,000	3,00,000	6,50,000
<b>Advertisements</b>	40,000	30,000	30,000	10,000	12,000	1,22,000
<b>Total expenses</b>	7,00,000	9,20,000	15,63,000	20,50,000	27,50,000	78,80,000
<b>Total profit before tax</b>	-2,00,000	-2,20,000	-1,63,000	7,50,000	15,00,000	1,667,000
<b>Net profit</b>	-2,00,000	-2,20,000	-2,63,000	6,80,000	13,50,000	12,00,000



# Marketing Plan



# MARKETING PLAN

January 24	February 24	March 24	April 24	May 24	June 24	July 24	August 24	September 24	October 24	November 24	December 24	Product Launch
Prints Ads												
Billboards												
Social Media												
Personal Communication												
Mass Media												
SEO and SMO												

January 25	February 25	March 25	April 25	May 25	June 25	July 25	August 25	September 25	October 25	November 25	December 25
Prints Ads											
Billboards											
Social Media											
Personal Communication											
Email Promotion											
Mass Media											
Personal Communication											
SEO and SMO											

January 26	February 26	March 26	April 26	May 26	June 26	July 26	August 26	September 26	October 26	November 26	December 26
Prints Ads											
Personal Communication											
Billboards											
Social Media											
Provide Discount											
Email Promotion											
Mass Media											
SEO and SMO											

January 28	February 28	March 28	April 28	May 28	June 28	July 28	August 28	September 28	October 28	November 28	December 28
Prints Ads											
Billboards											
Social Media											
Personal Communication											
Email Promotion											
Mass Media											
SEO and SMO											



# Legal and Regulatory Considerations

- ```
graph LR; A((01)) --- B((02)); B --- C((03)); C --- D((04)); D --- E((05)); E --- F((06))
```

01 NAME  
CLEARANCE  
CERTIFICATE

02 STAMP DUTY  
PAYMENT

03 REGISTER AT  
RJSC

04 OBTAIN TRADE  
LICENSE

05 REGISTRATION  
WITH BIDA

06 TAX RATE

# INVESTMENT REQUIRED

01. Product Development
02. Marketing
03. Operating Expenses
04. Other Startup Costs

# INVESTMENT REQUIRED

## Initial Fund

|                                     | Profile1     | Profile 2    | Profile 3 | Profile 4 | Profile 5 |
|-------------------------------------|--------------|--------------|-----------|-----------|-----------|
| <b>Name</b>                         | Abdur Rashid | Md Mohiuddin | Md karim  | Md Rahim  | Rahman    |
| <b>Occupation</b>                   | Businessman  | Teacher      | Doctor    | Engineer  | Banker    |
| <b>Relation with the CO-founder</b> | Father       | Father       | Uncle     | Uncle     | Uncle     |
| <b>Investment amount</b>            | 5 lakhs      | 5 lakhs      | 10 lakhs  | 5 lakhs   | 8 lakhs   |
| <b>Investment type</b>              | Debit        | Debit        | Debit     | Debit     | Equity    |

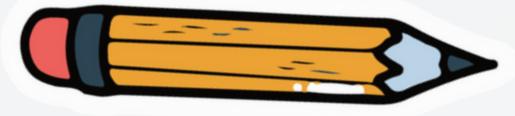
# INVESTMENT REQUIRED

## Fund Requirement

|                | Q1       | Q2       | Q3       | Q4       | Yearly    |
|----------------|----------|----------|----------|----------|-----------|
| <b>2024-25</b> | 3,10,000 | 2,90,000 | 0        | 1,00,000 | 7,00,000  |
| <b>2025-26</b> | 2,30,000 | 0        | 0        | 3,00,000 | 5,30,000  |
| <b>2026-27</b> | 0        | 0        | 5,00,000 | 2,00,000 | 7,00,000  |
| <b>2027-28</b> | 4,00,000 | 6,00,000 | 0        | 2,00,000 | 12,00,000 |
| <b>2028-29</b> | 3,00,000 | 0        | 4,00,000 | 1,00,000 | 8,00,000  |

**THANK'S FOR  
WATCHING**





# Have Any Question?

