

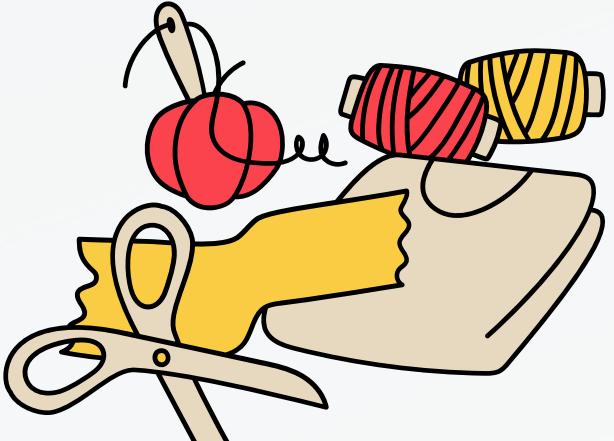


University Of Asia Pacific

Department of Computer Science & Engineering

Business and Entrepreneurship Lab

BUS 402



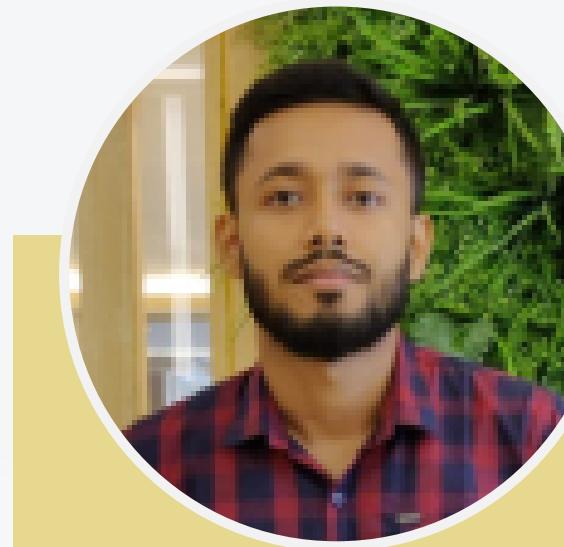
OUR TEAM



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Crafted with passion, inspired by tradition

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

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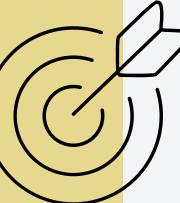
OUR PLAN



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



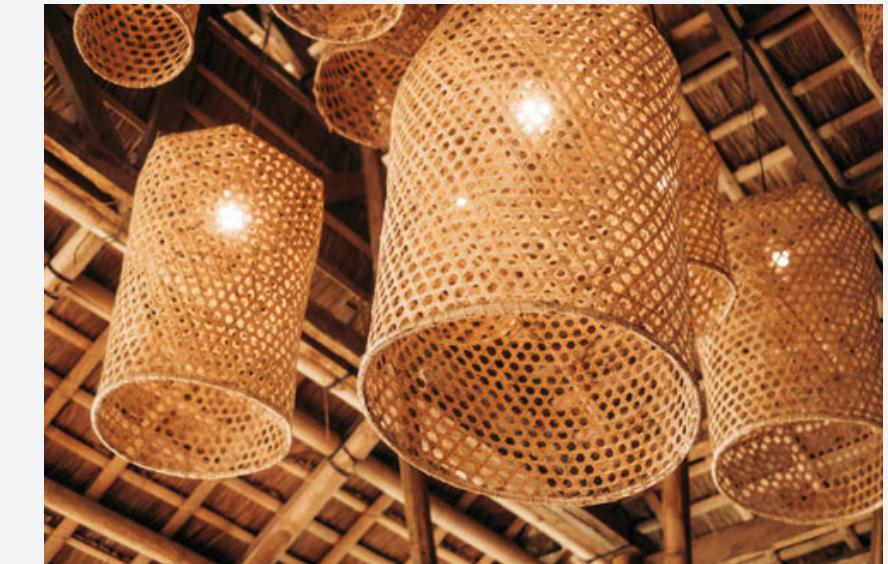
Product of cloths

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

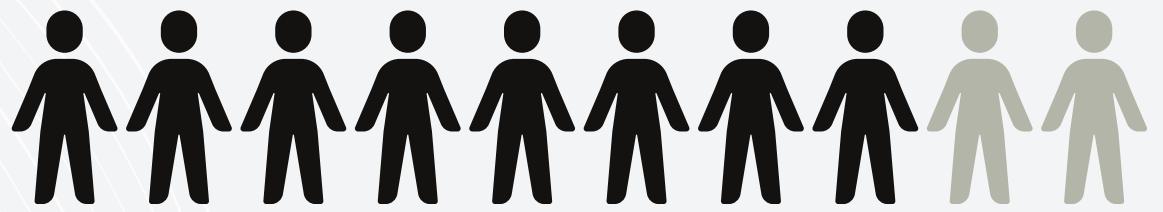


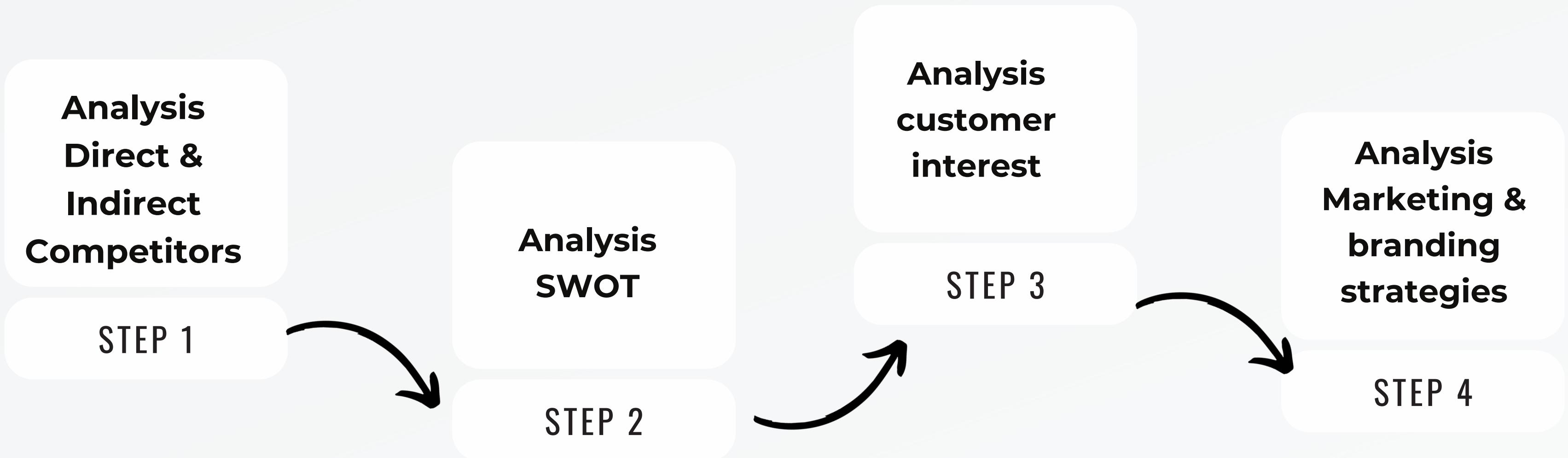
OPERATIONS PLAN (EMPLOYEE REQUIREMENTS)

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

		Convenience	Customizable	Providing Information	Availability of Transports	Domestic/ Foreign	Domestic Coverage	Experience	Recognition
		Even	Advantage	Advantage	High	Domestic	High	Disadvantage	Advantage
Direct	Aarong	Even	Disadvantage	Disadvantage	-	Domestic/Foreign	Low	Advantage	Advantage
	UpoharBD	Even	Disadvantage	Disadvantage	High	Domestic & Foreign	High	Advantage	Advantage
Indirect	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
Sell from Website	5,00,000	7,00,000	10,00,000	23,00,000	40,00,000	88,00,000
Marketing in website and application	0	0	4,00,000	5,00,000	7,00,000	7,00,000
Net Income	5,00,000	7,00,000	14,00,000	28,00,000	47,00,000	95,00,000



REVENUE AND COST FORECAST

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

- 
- 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
Name	Abdur Rashid	Md Mohiuddin	Md karim	Md Rahim	Rahman
Occupation	Businessman	Teacher	Doctor	Engineer	Banker
Relation with the CO-founder	Father	Father	Uncle	Uncle	Uncle
Investment amount	5 lakhs	5 lakhs	10 lakhs	5 lakhs	8 lakhs
Investment type	Debit	Debit	Debit	Debit	Equity

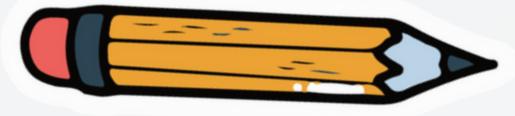
INVESTMENT REQUIRED

Fund Requirement

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

**Thanks for
Watching**





Have Any Question?

