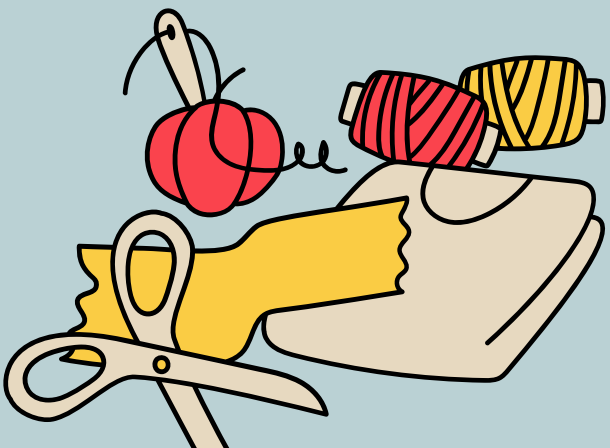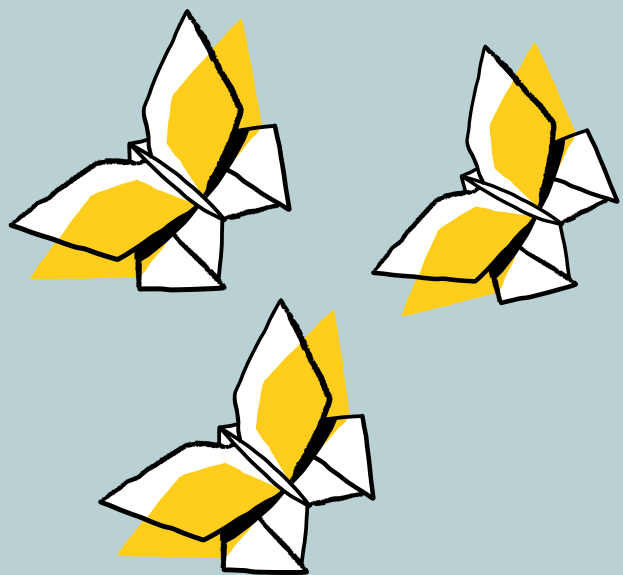# University Of Asia Pacific

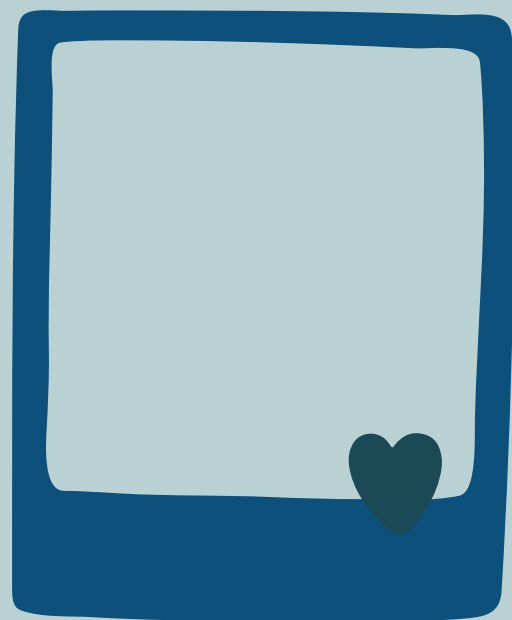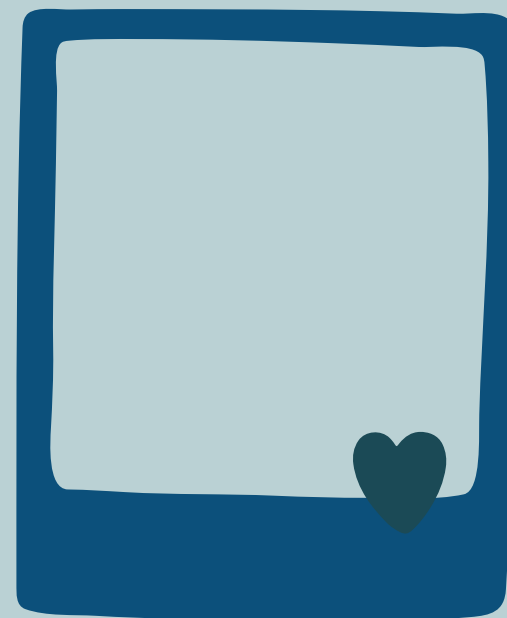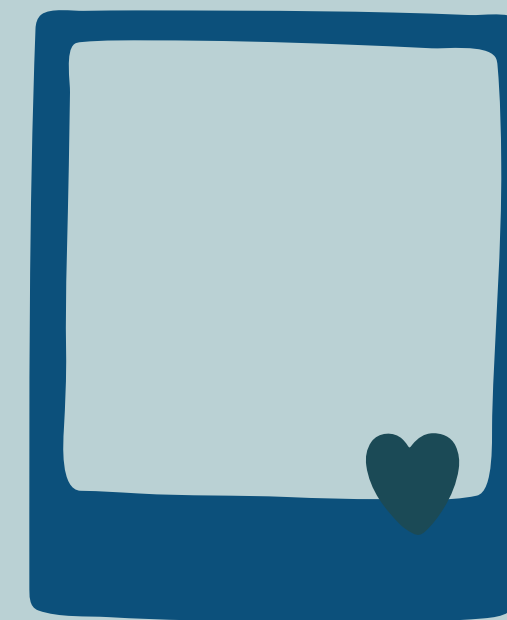## Department of Computer Science & Engineering

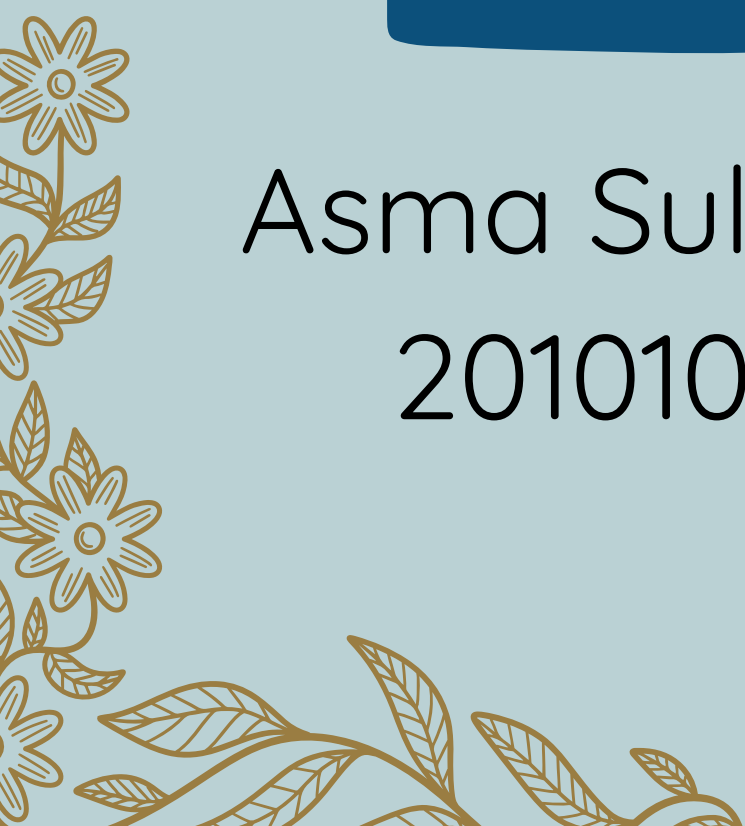### Business and Entrepreneurship Lab
BUS 402

Our Team

Asma Sultana

20101084
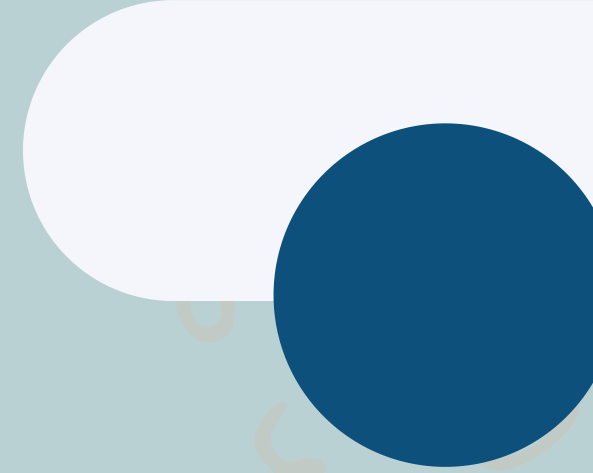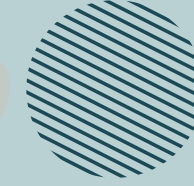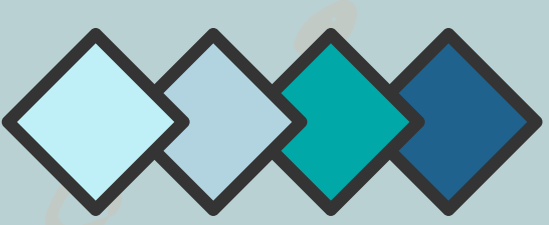
Abdullah Al Masud

20101079

BM Shanjid Rashid Pranto

20101083

Topic

দূরান্তর

We want to run a business through online in handcraft product that highlight our rural culture and village lifestyle.

Background

Often we find a scenario that we used a product in childhood but now unavailable or hard to get. We want to make these product available to a big amount of people.
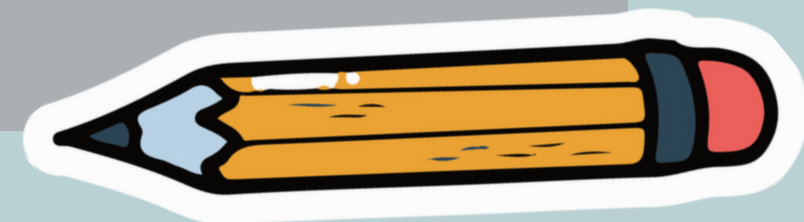
Project Goals

1. Represent our rural cultural product to different type customers and sell product.
Make customer encouraged to use our local handmade product.

2. Reprsent the product to wider audience.
Provide handcraft product in competitive price.
Provide customization option to customer.

Process

Build a website to operate sell and present product to customer.
Use different social media platform to make promotion.

Run pages and group in facebook and other platform to promote.

Use a What'sApp account to communicate with customer.

Website Module:
Sign Up , Sign IN
Homepage
Add cart,Payment option
Review, Offers

Competitive Landscape

Build a reliable platform to buy cultural handcraft product.
Make this platform more competitive in term of price.

Work as a platform that provide experiences and make customer nostalgic.
Make handcraft product more available.

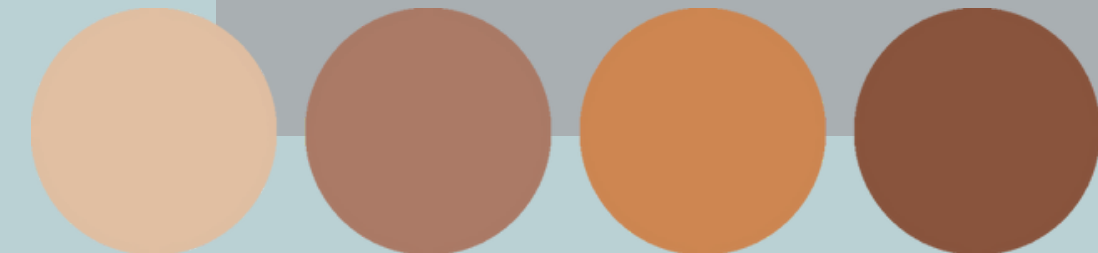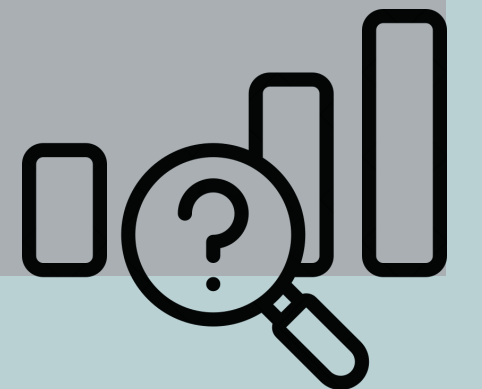# Target Audience

Kids

Teenagers

Elderly

Adults

Market Gap

Handcraft product has a good demand in our society. Besides, very few platforms provide this product. Those who sell this product keep a higher price. If we can provide this product at a competitive price we can take the market.

Around 25 lac taka will be our target to earn from this platform in first 15 months.

Conclusion

We will run our business according to our plan.
If any new problem comes we will make a new strategy to solve it. Also new plan will be taken after monitoring the sell amount.

THANK YOU SO MUCH!