

# Technical and Financial Proposal

SMS Marketing

**Prepared by: Fahim Khan**

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## ZAMAN IT AT A GLANCE

Name of Company	Zaman IT
Year Established	21-11-2008
Business Function	Website design and software development company
Corporate Office Address	House # 63, Road # 13, Sector # 10, Uttara, Dhaka-1230, Bangladesh
Members of	Bangladesh Association of Software & Information Services (BASIS)
Total Employees	35
Website Address	<a href="http://www.zaman-it.com">www.zaman-it.com</a>
Company Email	Information Desk: info@zaman-it.com Sales Desk: sales@zaman-it.com Support Desk: support@zaman-it.com
Company Hotline	Phone: +8809612776677, +8809612776678  Information: (+88) 01973 009007 Sales: (+88) 01759 869373 Support: (+88) 01775289058
Areas of Expertise	Website development, Software development, Email marketing, SMS marketing
Market Coverage	Bangladesh, USA, UK, Canada, Australia, Saudi Arabia, Dubai, India
Bank Information	Name of Bank : BRAC BANK Address of Bank : ROKEYA SHARONI BRANCH Account No : 1548202099997001 Account Name : Zaman IT SWIFT Number : BRAKBDDH

## SMS MARKETING

### SMS Price without database

Quantity	Non Masking/sms	Masking/sms
5,000-1,00,000	0.30 tk	0.50 tk
1,00,000+	0.25 tk	0.45 tk

### SMS Price with database

Quantity	Non Masking with database	Masking with database
5,000-1,00,000	0.35 tk	0.55 tk
1,00,000+	0.30 tk	0.50 tk

### SMS Price with API

Quantity	One time cost	Semi Masking price
5,000-1,00,000	5000 Taka	0.40 tk
1,00,000+	Free	0.35 tk

### Terms & Condition:

- Prices are tax & vat excluded.
- **Masking:** Information, Invitation, Offer, Discount, Eid Mubarak, Vote for me
- **Masking Allowed:** GP, ROBI, BANGLALINK, TELETALK. **Masking Not Allowed:** Airtel
- Bangla SMS is working only for non masking.
- For SMS API, Masking is working only for Banglalink and Teletalk.

## Scope of Our SMS Services

- Job Notification
- General Info (Office Address, Service Details)
- Specific Information (Training/Cultural Program)
- Notice / Greeting (Official / Occasional for target people)
- Reminder for Due Payment / Due Inquiry
- Events: Voting, Quiz contest (From on different programs of various media like TV/Radio/Newspaper)
- Event Notification (Meeting ,Program ,others, Training)

## Benefits of Cell/Mobile Phone SMS Services

- Now sms is a very effective way of direct communication.
- People always check their SMS quickly
- It has the power to create instant response
- The response is very helpful to boost up your business
- Cheap cost marketing communication

## Database:

### Corporate Area: Total 5,50,000+ Mobile No

- Club member: 27,146
- Organization member: 42,863
- Association: 45286
- Company owner: 45,023
- Top management (CEO, CTO, COO, DIRECTOR, MANAGER): 61,761
- Mobile bill more than 2000 taka per month: 2,35,917
- Government top employee: 23,112
- Doctors: 25,443
- Advocate and Barrister: 22,291
- Engineer: 22,993
- Dhaka reporters unity: 2518
- Chartered accountant: 1734
- Bar associates: 2,653

### Regular Area: Student and Corporate employee and area wise.-Total 18, 00,000+ Mobile No

## OUR CLIENTS



**SMS marketing requirement:**

- Masking / Sender name / Phone no(11 characters)
- SMS text (160 characters)
- Target Group

#### **SMS text character limit:**

- English SMS : 1-160 characters- 1 SMS, 161-300 characters- 2 SMS, 301-440 characters- 3 SMS
- Bangla SMS:1-69 characters- 1 SMS, 70-133 characters- 2 SMS, 134-200 characters- 3 SMS

#### **What you will get in report?**

- All number with delivery report (2 number will replaced by XY)
- Undelivered report
- Failed Report

#### **Some important information:**

- You can ensure your SMS marketing from the report or visiting our office or from response.
- We do not provide mobile no
- We do not sale mobile no. We only send sms by using our software and server.
- We can operate the SMS marketing from anywhere.

#### **Payment Procedure:**

- 100% advance payment
- Payment will goes to “Zaman IT” account pay check or cash.
- Client must provide all content with work order.

#### **Bank Information:**

- Name of Bank : BRAC BANK
- Address of Bank : ROKEYA SHARONI BRANCH
- Account No : 154820209997001
- Account Name : Zaman IT
- SWIFT Number : BRAKBDDH

#### **bKash Payment:**

- Marchant No : 01711584519
- Personal No : 01973009007

## **Our Database - Category wise:**



### Club member: 27,146

- Dhaka Club Ltd.-1236
- Uttara Club Limited - 907
- Gulshan Club - 1528
- Dhanmondi club - 889
- Chittagong club - 865
- Kurmitola Golf Club - 778
- National Press Club - 890
- Dutch Club - 346
- The German Club Dhaka-588
- Unesco Clubs - 853
- Rotary - 4590
- Savar Golf Club - 609
- Canadian Club-1189
- Astronomy Clubs - 1698
- Bangladesh Lions Foundation - 2508
- APPAREL MERCHANDISER CLUB OF BANGLADESH LTD - 990
- American Club - 1865
- Nordic Club - 567
- Bhatiary Golf and Country Club - 954
- Raowa Club Ltd. – 3296

### Organization member: 42,863

- The Federation of Bangladesh Chambers of Commerce and Industry-FBCCI - 2251
- Dhaka Chamber of Commerce & Industry - 6065
- The Sylhet Chamber of Commerce - 1678
- Bangladesh Women Chamber of Commerce - 483
- Bangladesh - International Chamber of Commerce - 1875
- American Chamber of Commerce in Bangladesh - 2256
- Canada Bangladesh Chamber of Commerce - 1893
- France Bangladesh Chamber of Commerce & Industry (CCIFB) - 1778
- Foreign Investors' Chamber of Commerce and Industry (FICCI) - 492
- Bangladesh German Chamber of Commerce & Industry - 785
- Nordic Chamber of Commerce and Industry Bangladesh - 994
- Bangladesh Malaysia Chamber of Commerce and Industry - 144
- Metropolitan Chamber of Commerce and Industry,DHK- 2245
- Chittagong Chamber Of Commerce & Industry - 2887
- India-Bangladesh Chamber of Commerce and Industry - 2290
- Bangladesh American Chamber of Commerce - 1388
- Japan-Bangladesh Chamber of Commerce and Industry - 998
- Dutch - Bangla Chamber of Commerce & Industry - 943
- Wales Bangladesh Chamber of Commerce -332



- Korea Bangladesh Chamber of Commerce and Industry- 455
- Switzerland – Bangladesh Chamber of Commerce and Industry-733
- Khulna Chamber of Commerce & Industry -478
- SAARC Chamber of Commerce & Industry-4224
- Turkey-Bangladesh Chamber of Commerce and Industry-556
- Barisal Chamber of Commerce & Industry-1194
- Rajshahi Chamber of Commerce & Industry-887

#### **Association: 45286**

- Association of Air Cargo Agents of Bangladesh - 1134
- Tour Operators' Association of Bangladesh - 750
- Bangladesh Garments Manufacturers & Exporters Association(BGMEA)- 3886
- Bangladesh Textile Mills Associations (BTMA)-2225
- Bangladesh Drug Shilpa Samiti - 448
- Bangladesh Bread, Biscuit & Confectionery Manufacturers Association-276
- Bangladesh Computer Samity (BCS)-2094
- Bangladesh Association of Software & Information Services (BASIS)-883
- Bangladesh Association of Construction Industry (BACI)-664
- Bangladesh Association of Consulting Engineers (BACE) -983
- Bangladesh Corrugated Carton Manufacturers Association-1273
- Bangladesh Electronics Manufacturers Association-3872
- Bangladesh Finished Leather Products Exporters Association-1523
- Bangladesh Fruits, Vegetables & Allied Products Exporters Association-1976
- Bangladesh G.P & C,I Sheet Manufacturers Association-702
- Bangladesh Hosiery Association-995
- Bangladesh Jute Products Association-2853
- Bangladesh Knitwear Manufacturers & Exporters Association(BKMEA)-2057
- Bangladesh Plastic Products Manufacturers Association-1886
- Bangladesh Re-rolling Mills Association-1556
- Bangladesh Ship Beaker's Association-991
- Bangladesh Terry Towel & Linen Manufacturers & Exporters Association-559
- National Association of Small & Cottage Industries of Bangladesh-887
- Real Estate & Housing Association of Bangladesh (REHAB)-2086
- Bangladesh Cold Storage Association-1167
- Bangladesh Scientific Instruments Dealers Association-665
- Bangladesh Bi-cycle & Parts Manufacturers and Exporters Association-1523
- Bangladesh Corrugated Carton & Accessories Manufacturers' & Exporters Association-822
- Bangladesh Craft and Giftware Exporters Association-764
- Bangladesh Finished Leather & Leather Goods & Footwear Exporters Association-901
- Bangladesh Fruits Vegetables & Allied Products Exporters Association-783
- Bangladesh Handicrafts Manufacturer's & Exporters Association-889
- Bangladesh Jewellery Manufacturers & Exporters Association-1903

- Bangladesh Tea Association-848
- Businessmen Association (BMBA)-687

**Company owner: 45,023**

To see the company list visit: [www.bdbusinessbook.com](http://www.bdbusinessbook.com)

Top management (CEO, CTO, COO, DIRECTOR, MANAGER): 61,761

Mobile bill more than 2000 taka per month: 2,35,917

Government top employee: 23,112

Doctors: 25,443

Advocate and Barrister: 22,291

Engineer: 22,993

Dhaka reporters unity: 2518

Chartered accountant: 1734

Bar associates: 2,653

## Area wise mobile no database:

Dhaka	Chittagong	Sylhet
<ul style="list-style-type: none"> <li>• Mirpur 30756</li> <li>• Uttara 15015</li> <li>• Dhanmondi 11268</li> <li>• Mohammadpur 6697</li> <li>• Elephant Road 5694</li> <li>• Motijheel 5540</li> <li>• Gulshan 1 6173</li> <li>• Jatrabari 3505</li> <li>• Adabar 1396</li> <li>• Agargaon 1709</li> <li>• Azimpur 2105</li> <li>• Badda 6645</li> <li>• Bakshibazar 282</li> <li>• Banani 3165</li> <li>• Banani DOHS 235</li> <li>• Banasree 1898</li> <li>• Bangshal 1028</li> <li>• Baridhara 1597</li> <li>• Baridhara DOHS 729</li> <li>• Basabo 3052</li> <li>• Basundhara 2593</li> <li>• BUET campus 315</li> <li>• Cantonment 2017</li> <li>• Choukbazar 1642</li> </ul>	<ul style="list-style-type: none"> <li>• Agrabad 5310</li> <li>• Chawkbazar 3403</li> <li>• Panchlaish 2363</li> <li>• Chandgaon 2087</li> <li>• Haliashahar 1979</li> <li>• Baizid 1468</li> <li>• Pahartali 1396</li> <li>• Lalkhan Bazar 1302</li> <li>• Alkaran 341</li> <li>• Anderkill 1044</li> <li>• Anwara 150</li> <li>• Bagmoniram 157</li> <li>• Bakoliya 383</li> <li>• Bandar 623</li> <li>• Banshkhali 60</li> <li>• Bhujpur 11</li> <li>• Boalkhali 129</li> <li>• Boxir hat 102</li> <li>• Chandanaish 85</li> <li>• Dewan Bazar 304</li> <li>• Double Mooring 605</li> <li>• Enayet Bazar 480</li> <li>• Fatickchari 163</li> <li>• Firingee Bazar 82</li> </ul>	<ul style="list-style-type: none"> <li>• Zinda Bazar 2329</li> <li>• Amber Khana 1712</li> <li>• South Surma 602</li> <li>• Akhalia 526</li> <li>• Shahporan 487</li> <li>• Golapganj 476</li> <li>• Subid Bazar 453</li> <li>• Chouhatta 395</li> <li>• Badam Bagicha 41</li> <li>• Bagh Bari 232</li> <li>• Balaganj 61</li> <li>• Barabazar 44</li> <li>• Beanibazar 308</li> <li>• Bhatalia 32</li> <li>• Bil Par 18</li> <li>• Bimanbondar 46</li> <li>• Bishwanath 230</li> <li>• Bon Kalapara 31</li> <li>• Brahman Shashan 4</li> <li>• Chowkidekhi 101</li> <li>• Companiganj 47</li> <li>• Dairapar 28</li> <li>• Danukhter 9</li> <li>• Dargah Gate 128</li> </ul>

- Dakhinkhan 477
- Dayaganj 196
- Demra 1004
- Dhamrai 228
- Dohar 98
- DU campus 562
- Farmgate 2603
- Gabtali 403
- Gandaria 618
- Gulistan 506
- Gulshan 2 2596
- Hazaribagh 410
- Indira Road 452
- Jigatala 1026
- Jurain 627
- Kafrul 801
- Kalabagan 1342
- Kalyanpur 1392
- Kamalapur 749
- Kamrangirchar 270
- Kathalbagan 491
- Kawranbazar 739
- Kazipara 1054
- Keraniganj 1052
- Khilgaon 2849
- Khilkhet 1943
- Kotwali 145
- Lalbag 675
- Lalmatia 551
- Magbazar 2054
- Malibag 2035
- Mirpur DOHS 666
- Mohakhali 1609
- Mohakhali DOHS 654
- Nakhalpara 463
- Narinda 274
- Nawabganj 135
- Nayapaltan 582
- New Eskaton 652
- New Market 413
- Nilkhet 297
- Pallabi 1478
- Panthapath 1612
- Postagola 193
- Purana Paltan 1185
- Purbachal 378
- Rajabazar 93
- Rajarbag 157

- Gosaildenga 36
- Hathazari 737
- Jalalabad 228
- Jamalkhan 826
- Karnafuly 210
- Kattli 562
- Kotwali 1106
- Lohagara 65
- Madarbari 321
- Mirsharai 175
- Mohra 68
- Patenga 890
- Pathantool 5
- Pathantooly 70
- Patharghata 197
- Patiya 276
- Rampur 34
- Rangunia 139
- Raozan 245
- Sandwip 30
- Saraipara 121
- Satkania 94
- Sholashahar 589
- Sitakunda 428
- Sulakbahar 127

### Khulna

- Sonadanga-9788
- Khan Jahan Ali-8521
- Khalishpur-7493
- Rupsa-4445
- Daulatpur-6365
- Batighata-924
- Boyra Bazar-7153
- Dacope-816
- Dighalia-922
- Dumuria-833
- Gollamari-6165
- Kotwali-5203
- Koyla Ghat-910
- Koyra-911
- Lobon Chora-918
- Pabla-912
- Paikgacha-196
- Phultala-8106

- Dargah Mahalla 89
- Darshan Deury 65
- Dattapara 8
- Dhar 10
- East Peer Moholla 31
- Electric Supply 272
- Fazil Chist 69
- Fenchuganj 121
- Gawsitala 4
- Gowainghat 21
- Goypara 5
- Hauldar Para 11
- Housing Estate 122
- Ilashkandi 8
- Jaintiapur 49
- Jalalabad 139
- Jallapar 88
- Jharnarpar 204
- Kajal Shah 110
- Kajalshah 81
- Kalapara 93
- Kanaighat 42
- Kanishail 61
- Katuwali 58
- Keyapara 12
- Khas Dabir 63
- Kolopara 13
- Korarpar 27
- Kucharpara 10
- Kuliapar 8
- Lala Dighirpar 62
- Lama Bazar 360
- Lichi Bagan 7
- Madhu Shahid 71
- Maglabazar 63
- Majortila 7
- Mazudari 24
- Mazumder Para 178
- Medina Market 305
- Miah Fazil Chist 13
- Mirer Maidan 74
- Mirza Jungle 110
- Mollah Para 4
- Munshipara 25
- Nawab Road 52
- Nehari Para 2
- Noapara 21
- Osmani Nagar 186

- Ramna 434
- Rampura 2146
- Rayerbazar 243
- Rupnagar 121
- Sabujbag 218
- Sadarghat 405
- Savar 3573
- Segunbagicha 387
- Shahbag 456
- Shajahanpur 376
- Shampur 150
- Shantinagar 1663
- Sher-e-Bangla Nagar 132
- Shyamoli 1495
- Siddeswary 454
- Sutrapur 495
- Tejgaon 1414
- Uttar Khan 459
- Wari 1503

### Rangpur

- Jahaj Company More-6341
- Dhap-4271
- Lalbag-7186
- Shapla Chottor-5157
- Pourobazar-4143
- Alamdangha-4411
- Bodorganj-5325
- College Para-7322
- Kachari Bazaar-8261
- Mahigonj-3340
- Mithapukur-4131
- Modern More-6321
- Paglapir-2323
- Shathibari-4821
- Shatmatha Chottor-5971
- Shatrasta Mor-2511
- Tajhat-5916

- Rayermoho-8122
- Terokhada-2121

### Barishal

- Sadar Road-3464
- Nattullabad-6200
- Rupatali-4127
- Natun Bazar-988
- Banglabazar-1164
- Amtala-1140
- Beltola Feri Ghat-1117
- Chand Mari-1518
- Chawk Bazar-1115
- City Gate Barisal (Gorierpar)-1523
- Kalizira-1642
- Kashipur Bazar-6115
- Launch Ghat-3117
- Nazirmoholla-8112
- Nobogram Road-2136
- Puran Bazar-915
- Uttar Alekanda-8117

- Panitila 14
- Pathan Tila 15
- Pathan Tula 253
- Pir Mahalla 30
- Purba Subidbazar 51
- Qazi Iliyas 32
- Rajargully 6
- Rekabi Bazar 80
- Sagardighir Par 67
- Saif Khan Road 12
- Syedmognj 3
- Tripara 2
- Uttar Pir Mahalla 8
- Wapda 23
- Zakiganj 27

### Rajshahi

- Shaheb Bazar-9757
- Uposahar-8227
- Laksimipur-8193
- Kazla-7173
- Boalia-8152
- Baharampur-941
- Bosepara-5613
- Chhota Banagram-4112
- Hatemkha-6136
- Hossainiganj-3215
- Kadirgani-5169
- Kazihata-8113
- Keshabpur-4114
- Motihar-2187
- Nawdapara-8196
- Padma Residential Area-6144
- Rajpara-5159
- Ramchandrapur-3112
- Rani Nagar-6132
- Shiroil-3142