

INNOVATION WORKSHOP ICONIC GADGETS

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CHAPTER 1

GOAL OF BUSINESS

1.1 Goal of A Business

Being a business owner can be extremely rewarding. Having the courage to take a risk and start a venture is part of the American dream. As a business owner, you are your own boss. You can not get fired. More importantly, you have the freedom to make the decisions that are crucial to your own business success.

Owning a small business gives you certain lifestyle advantages. Because you are in charge, you decide when and where you want to work. If you want to spend more time on nonwork activities or with your family, you do not have to ask for the time off. If it is important that you be with your family all day, you might decide to run your business from your home. Given today's technology, it is relatively easy to do. Moreover, it eliminates commuting time.

In spite of high financial risk, running your own business gives you a chance to make more money than if you were employed by someone else. You benefit from your own hard work. As a business owner, you will be involved in all aspects of your business. This situation creates numerous opportunities to gain a thorough understanding of the various business functions. As a business owner, you will be able to work in a field that you really enjoy. You will be able to put your skills and knowledge to use, and you will gain personal satisfaction from implementing your ideas, working directly with customers, and watching your business succeed.

1.2 Our Business Goal

In spite of high financial risk, running your own business gives you a chance to make more money than if you were employed by someone else. You benefit from your own hard work. As a business owner, you will be involved in all aspects of your business. This situation creates numerous opportunities to gain a thorough understanding of the various business functions. As a business owner, you will be able to work in a field that you really enjoy. You will be able to put your skills and knowledge to use, and you will gain personal satisfaction from implementing your ideas, working directly with customers, and watching your business succeed.

C H A P T E R **2**

BASED ON WHICH PROBLEM WE WANT TO LAUNCH THIS BUSINESS

As per covid-19 situation many companies are facing financial crisis so they had to fired few employees. So it is hard to get any Job in any company during this situation .So we tried to start a business by our own hard work and help others by recruiting them in our business.As there are many kinds of businesses running in our country.But we choose gadgets selling as our business.

CHAPTER 3

MARKET IDENTIFICATION

Without a doubt, technology is changing very fast in today's day and age. Because of this, it would be vital to use the latest machines and inventions in order to connect with other people out there and make life easier. In fact, a lot of these new gadgets are quickly becoming vital parts of people's daily lives and a lot of people can hardly imagine life without them anymore. People demand that their gadgets should be quality full and also in a reasonable price. So we are trying to fulfill customers demands as well gaining our profit too.

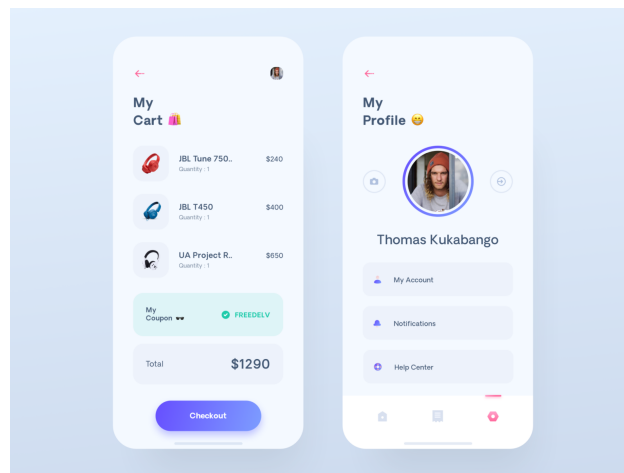


Figure 3.1: UI Design of Customer Profile

3.1 How much time and money spend of this Business

As we are online based so we need to spend more time to promote our business in order to reach our customers . We have invested 2 lakhs money initially. We have 5 members for that we can easily start this business as early as we want.

FUNCTIONAL REQUIREMENTS AND REVENUE

4.1 Functional Requirements

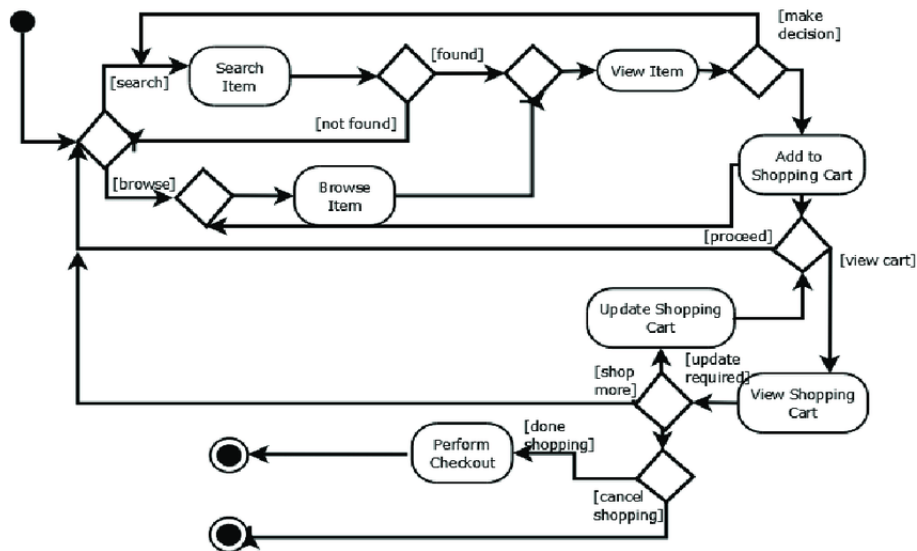


Figure 4.1: Functional ER Diagram

We will provide official guarantee and cash on delivery system in Dhaka city. For Outside Dhaka we send parcel via Sundarban Courier Service all over Bangladesh.

4.1.1 Revenue Generate

The shipment cost and packaging cost are included in our total cost. We set a MRP margin for our all products which should be matched with market value of other sellers.

UI DESIGN OF ICONIC GADGETS

5.1 Products

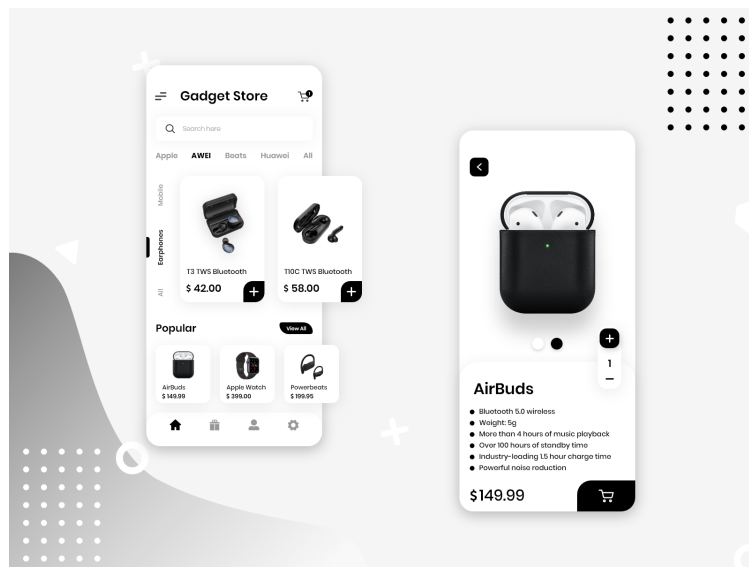


Figure 5.1: UI Design of Products

5.2 Cart

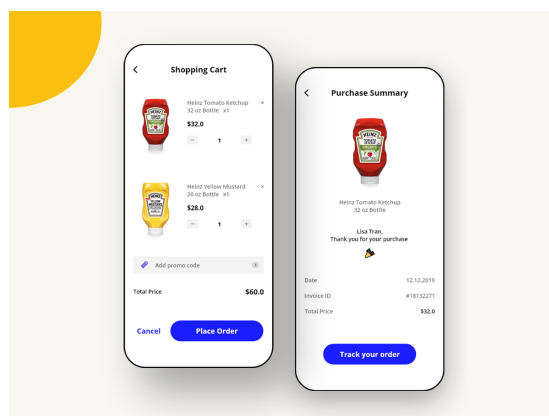


Figure 5.2: UI Design of Cart