**Presentation On**



**A Bangladeshi Streaming Platform**

Presented By:

**Muhammad Abdul Kayum**
ID: 2023-2-60-082

**Fahim Monaym**
ID: 2023-1-60-219

**Mahadi Hasan**
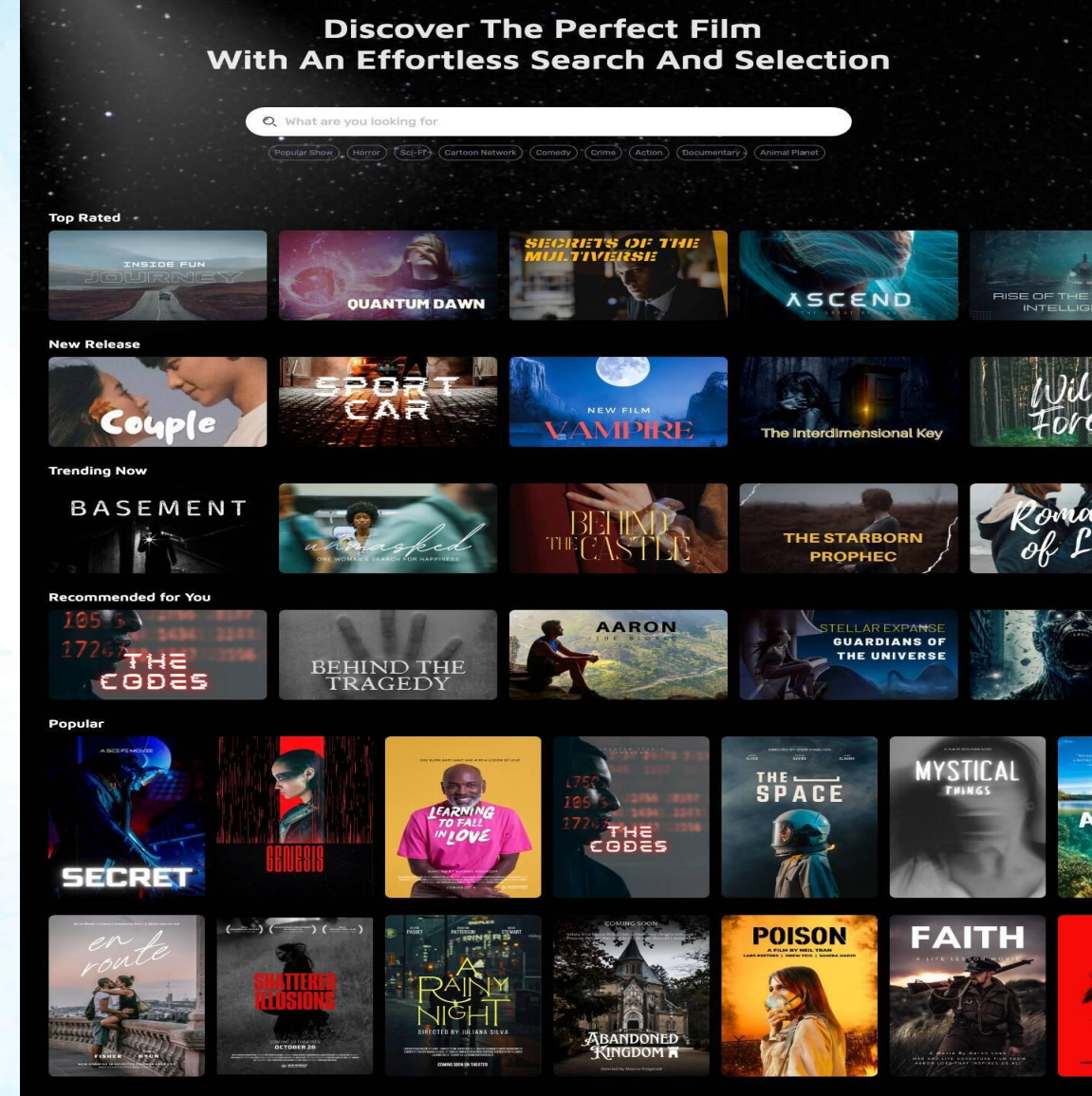ID: 2021-3-60-270

**Halima Sadia**
ID: 2021-3-60-280

**Shanta Singha**
ID: 2021-3-60-298

# "Nodi: Streaming Life"

➔ **A Bangladeshi all-in-one streaming platform.**

➔ **Built for local audiences with affordable access, and a wide range of entertainment.**

➔ **Affordable Local Solution**

➔ **Homegrown alternative to global streaming giants.**



Shanta Singha
ID:2021-3-60-298

Shanta Singha
ID:2021-3-60-298

# SWOT Analysis

## Strengths
➔ Localized content
➔ All-in-one streaming

## Weaknesses
➔ New brand, low current awareness
➔ Limited initial content library

## Opportunities
➔ Rising demand for Bangla content
➔ Growing internet and smartphone users

## Threats
➔ Strong global competitors (e.g., Netflix, Spotify)
➔ Piracy and free alternatives

# Market Need & Product Idea

- A platform for music, movies, sports, and series that is fast and cost effective.

- Foreign platforms don't focus on Bangla content or dubbing to Bangla.

- *Nodi* offers an all-in-one streaming app with local and dubbed content just for Bangladesh.

Ⓒ Nodi

Shanta Singha
ID:2021-3-60-298

# Target Market & Segmentation Strategy

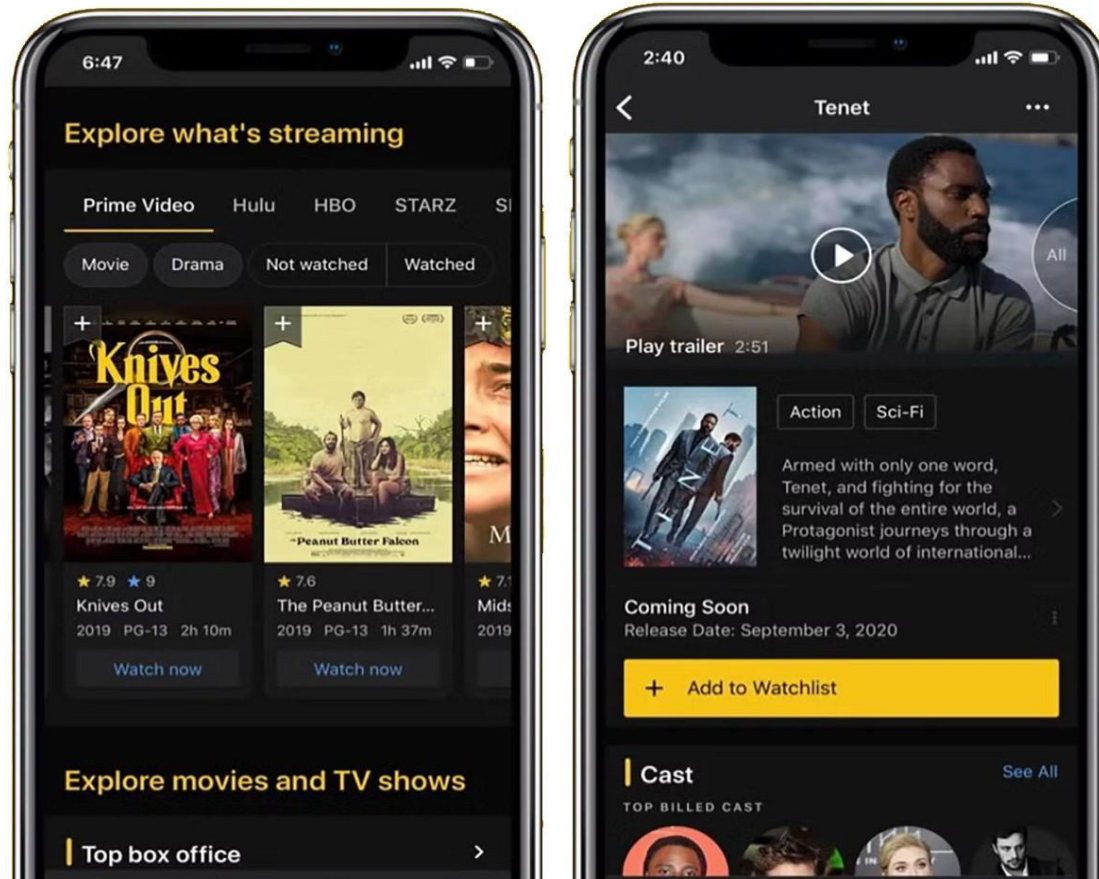**Target Group:** Young adults, students, and working people aged 15–35

**Segmentation:**

➔ Demographic (age, income)

➔ Behavioral (streaming habits)

➔ Geographic (urban areas first)

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# Differentiation & Product Positioning

➔ **All-in-One Entertainment Hub**

➔ **Cultural Relevance**

➔ **Affordable & Flexible**

➔ **User-Friendly Experience**

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ID: 2023-2-60-082

# Branding Strategy



**Tagline**: *"nodi: streaming life"*

- **Brand Name**: short and memorable
- **Points of Parity (POP):** High-quality streaming, mobile access, wide content library
- **Point of Difference (POD)**: Bangla-dubbed content, regional films, etc
- **Brand Equity**: social media, offering a smooth experience.
- **Brand Ambassador**

Muhammad Abdul Kayum
ID: 2023-2-60-082

# Marketing Mix – Product Strategy

A digital product that customers can access through mobile apps, smart TVs, and the web.

- **Core Product**:
  Entertainment, movies, sports, and dubbed content etc..

- **Actual Product**:
  A user-friendly app and website with variety of content

- **Augmented Product**:
  24/7 customer support, offline downloads, exclusive content for subscribers.



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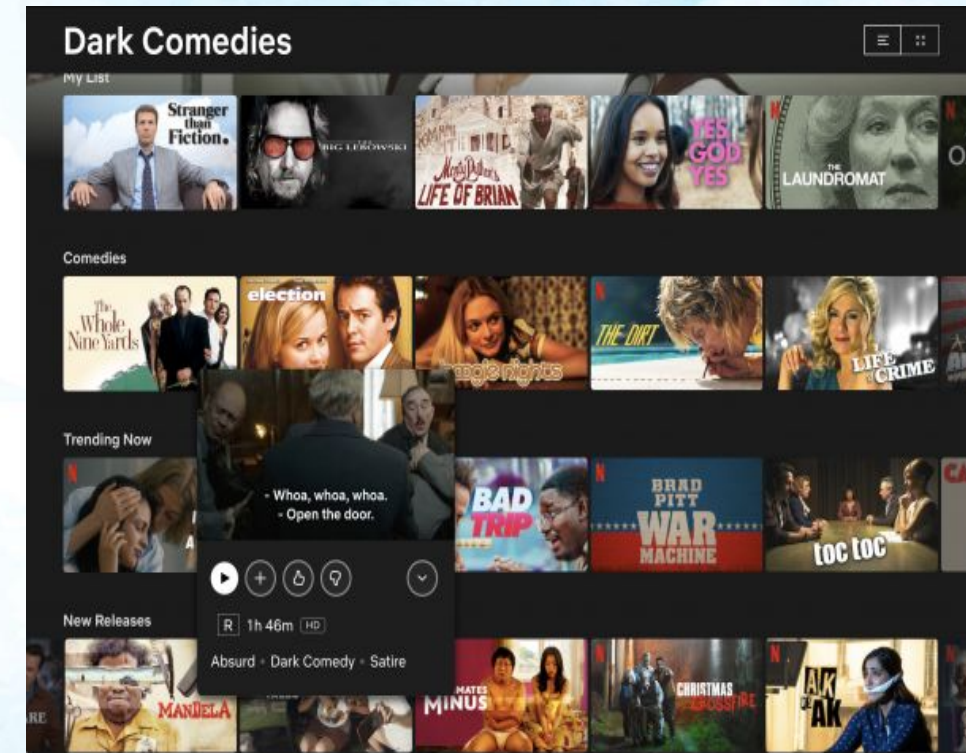
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# Marketing Mix – Place & Promotion

**Distribution (Place)**

➔ Google Play, iPhone App Store and Website

➔ Collaborations with ISPs and telecoms(Robi, GP)

➔ Nationwide access

Muhammad Abdul Kayum

ID: 2023-2-60-082

**Promotion Strategy (IMC approach)**

➔ Digital-first: Facebook, YouTube, and TikTok ads

➔ Referral programs

➔ Telecom(GP, Robi) collaborations

➔ Free trial campaigns

➔ discounts for first-time users.

# Marketing Mix – Pricing

We offer multiple services(movies, music, sports, series) in one platform, it gives more value than competitors who focus on just one type of content.

**Suggested pricing:**

➔ **Free Tier:** Limited access with ads

➔ **Basic Plan**: Tk. 49/month – Access to full content library with occasional ads

➔ **Premium Plan:** Tk. 149/month – Ad-free, HD quality, and exclusive content access

➔ **Yearly Plan**: Tk. 999/year - One year of all premium content

Fahim Monaym
2023-1-60-219

# Marketing Mix Summary (4P Recap)

- **Product :** a service full of entertainment as well as future potential to get high market share

- **Price :** has different pricing plan with discount in order to offer entertainment to all

- **Place/Distribution :** as a digital service, available in android app store, apple app store, dedicated website, lightweight version to reach rural area

- **Promotion :** targeting a wide area by taking multiple promotional steps including social media, TV ads, billboard-banners, public events and referral program

# Financial Projections: Expenses

Total Cost of First Six Months
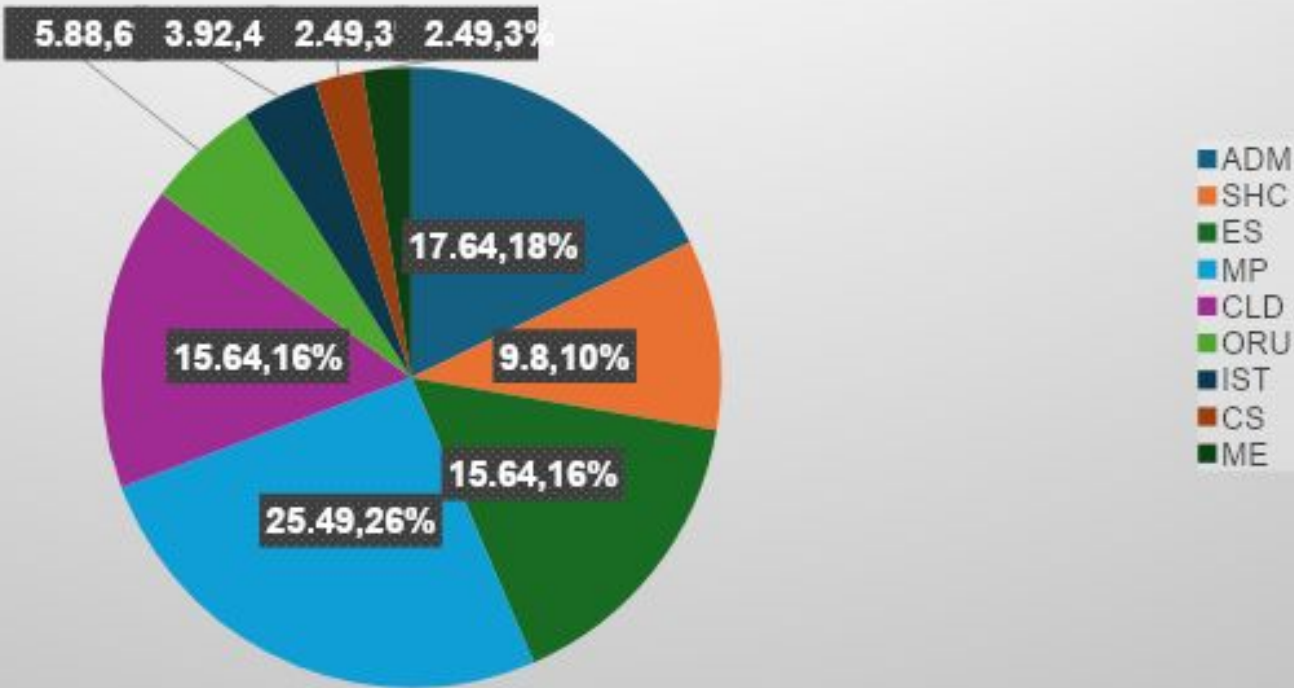
| Item | Estimated Cost |
|---|---|
| App development & maintenance | 9,00,000 |
| Server & hosting cost | 5,00,000 |
| Employee salary (Tech & Support) | 8,00,000 |
| Marketing & Promotion | 13,00,000 |
| Content license & dubbing | 8,00,000 |
| Office Rent & Utilities | 3,00,000 |
| Internet & Software Tools | 2,00,000 |
| Customer support | 1,50,000 |
| Miscellaneous Expenses | 1,50,000 |
| Total | 51,00,000 |

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# Financial Projections: Sales & Forecast
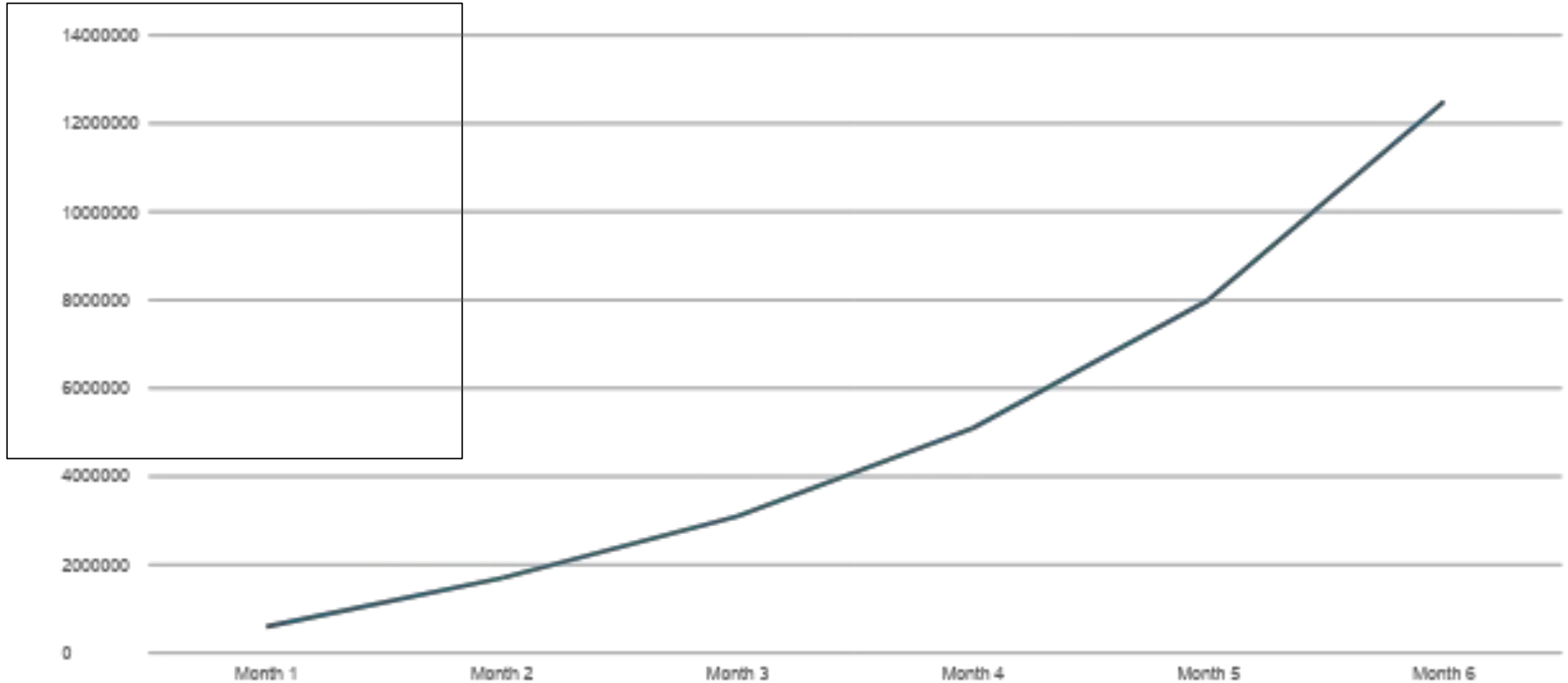
# Implementation Timeline

➔ **Launch Time**: Within 3 months of completing app development and content preparation.

➔ **Launch Area**: All over Bangladesh, with a focus on urban and semi-urban areas.

➔ **Initial Focus**: Students, young professionals, and entertainment lovers.

Mahadi Hasan
ID: 2021-3-60-270

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# Organizational Structure & Control

**4 main departments:**

➔ Technical Team (App, Server, Updates)

➔ Content Team (Licensing, Dubbing, Uploading)

➔ Marketing Team (Promotion, Social Media Ads)

➔ Customer Support Team (Help desk, Feedback)



Nodi

# Risk Management & Contingency Plans

**Key Risks:**

➔ Global competitors (Netflix, Spotify)
➔ High content costs
➔ Technical issues (app crashes, streaming lag)
➔ Low brand awareness
➔ Regulatory hurdles

**Contingency Plans:**

➔ Unique Bangla content & low prices
➔ Bulk licensing & ad-supported revenue
➔ Scalable tech & ISP partnerships
➔ Free trials & influencer campaigns
➔ Compliance with local regulations

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Halima Sadia
ID: 2021-3-60-280

# Conclusion

**Our Platform's Vision:** Affordable, all-in-one streaming for Bangladesh

**Why Nodi?**

➜ Local & International dubbed content

➜ Starts at Tk. 49/month

➜ User-friendly app & website

**Impact:** Empowers creators, connects communities

**Our Confidence:** Ready to lead with strong strategy & tech

**Join Us:** Stream Bangladesh's vibrant culture!

Halima Sadia
ID: 2021-3-60-280

# THANK YOU

Any Questions?