



# TEJARAT INTERNATIONAL

A reliable Gateway to Defence Supplies in Bangladesh.

We source and deliver end-to-end solution to meet Bangladesh armed forces mission critical needs.

## 1. Executive Summary

Since the inception of TI, it has been fully committed to making a mark in the defence sector of Bangladesh.

We initially started supplying various products to Bangladesh Armed Forces and Homeland security forces, sourcing only from the local market. Later on we have diversified our sourcing from the reputed Manufacturers, Principles, and Suppliers around the world, which has facilitated best possible supplies of military and non military products for our most valued clients.

With the close cooperation of our dedicated partners and our experience and know how enabled us to supply all kinds of professional electronics and related Defence Services to our clients.

We have a long record of references and satisfied customers and manufacturers/ principles all over the world.

## 2. Company Description

### 2.1 Mission Statement & Vision

Our mission is to represent our reputed manufacturers/ suppliers very effectively and sell their products and services to the buyers through innovation and integration of leading edge global Technologies.

Our Vision is to become the number one Supplier of the country

### 2.2 Market Opportunity

#### 2.2.1 Rapid growing market

The economy of Bangladesh is a rapidly developing market economy. Bangladesh is one of the world's fastest growing economics. For over last two decades its average GDP growth is 6.5%. The armed forces of Bangladesh is highly equipped with state of art Technology. They are still updating themselves with the latest Technologies and Armaments time to time.

#### 2.2.2 Forces Goal 2030

Our Government has declared Forces Goal 2030 in order to modernising Bangladesh Army, Navy and Airforce to establish dominance over the Bay of Bengal and to become a regional military power in Asia. To meet this challenge the DGDP is committed to purchase all hi-tech equipment and armament across the globe. The Army, Navy and Airforce together having more than 325 thousand staffs. Our Armed Forces is one of the leading participants in the UN Peace Keeping Missions. Each year our Armed Forces spend a big amount of Defence budget to procure equipment and armament for UN Peace Keeping Mission as well.

#### 2.2.3 Easy access

In Bangladesh it has less entry barriers for new entrants. So it opens up new opportunities for the foreign exporters to have easy access in this rapidly growing market.

## **2.3 Threats**

### **2.3.1 Price Sensitivity**

Very few Buyers in our country are price sensitive rather than Quality

### **2.3.2 Intense Competition**

Intense Rivalry exists among the participants

## **2.4 Our strength**

### **2.4.1 Efficient Management Team**

Tejarat International has a well educated and experienced professional team, engaged in exploring military and non-military requirements for future procurement and facilitate opportunities for the sellers.

### **2.4.2 Bargaining Power**

Our professionalism and commitment has made us confident in representation business.

### **2.4.3 Receptive**

We are very receptive with our suppliers in business dealings but nevertheless we are very sincere and strict against any malpractice with its sellers and buyers.

### **2.4.4 Respect for Individuals**

TI has got a wide range of knowledge about the different cultures, customs and values of other Nations. We believe in respect for the individual and care about investing in each other's growth

### **2.4.5 Constant Supports to Manufacturers/Suppliers**

Tejarat International is a rapid growing Trading and Indenting Agencies in Bangladesh for both military and non-military products.

Nevertheless we provide prompt and effective assistance to our Manufacturers and Principals.

We maintain congenial business relationship between sellers and buyers.

We collect and provide most reliable and valuable information for manufacturers and principles.

### **2.4.6 Quality production onboard (brand serviced)**

We supply nothing but top products from top suppliers; "a total quality concept, based on usability, security and services".

### **2.4.7 Representing Top Class Manufacturers**

We represent a number of leading international manufacturers and their authorised dealers; who allowing us to market, sale and service there quality products to Bangladesh Defence Forces, Homeland Security Services and other Government and Private Organisations.

### **2.4.8 Tejarat International Navigate Greener**

We recognise our responsibility as a Global Citizen and are continually striving to reduce the environmental impact of the work we do and the products we supply.

### **3. What Makes us Special**

#### **3.1 Our Core Practices**

We cultivate a vibrant, participatory and rational work environment that nurtures individual growth, empowerment and responsibility. We appreciate diversity, encourage initiative and create values of teamwork, share success and reward excellence.

#### **3.2 Company Culture**

Core values on the essential and enduring principles of Tejarat International that are integral to our company culture they are.

##### **3.2.1 Continuous Improvement and Pursuit of Excellence**

We relentlessly pursue continuous improvement and excellence in product, and services

##### **3.2.2 Self Improvement**

We are curious about the fastest moving world and have the passion for continuous learning and self improvement.

##### **3.2.3 Integrity and Credibility**

We conduct ourselves with uncompromising integrity and honesty as individual, as teams and as company. We strive to earn enduring credibility with others which we believe, is essential to long term personal and Business relationship



### **4. Homeland Security Forces**

#### **4.1 Bangladesh Fire Service & Civil Defense**

The Bangladesh Fire Service & Civil Defence is an emergency service operating under the Ministry of Home Affairs. Due to the high density of population, Bangladesh fire services are increasing their capacity and procuring latest equipment and technologies available in the world market. We have a dedicated sales team dealing with Bangladesh Fire service and Civil Defence to provide best possible services.

#### **4.2 Bangladesh Law Enforcing Agencies**

Bangladesh Police, Border Guard Bangladesh, Rapid Action Battalion, Bangladesh Ansar & Village Defense Party, Bangladesh Coast Guard, Bangladesh Financial Intelligence Unit, Bangladesh Customs, Drug & Narcotics, Bangladesh Intelligence Agencies, Special Weapons And Tactics (SWAT) etc. comes under Law Enforcing Agencies, under the Ministry of Home Affairs. Every year govt. allocates huge amount of budget to modernize these forces and they procure their products through formal tenders. TI also participates their selected tenders and supplies goods from local and foreign sources.

#### **4.3 Bangladesh Ordnance Factory (BOF)**

BOF is committed to manufacture world class arms, ammunitions, grenades, explosives, artillery and morter shells etc through:

- Progressive and stringent quality of materials.
- Continual improvement of technical expertise through R & D.

In order to achieve this, BOF maintains strict quality control system at every level of production and its customers' representatives following the requirement of ISO 9001:2000 and ISO 9001:2008 Quality Management System.

TI is also committed to supply best possible materials and machineries to BOF from the best possible sources of the world

#### 4.4 Ministries of Bangladesh

TI has developed itself as a trustworthy partners in the eyes of Ministries of Bangladesh. So far we have worked with the following ministries

- Ministry of Education,
- Ministry of Science and Technology,
- Ministry of Environment, Forest and Climate Change

### 5. Miscellaneous Sectors

#### 5.1 Industrial Sector

We have over 180 million populations. Bangladesh has emerged as a “Middle income Country.” Where our private industrial sector played the significant role.

There are ample of opportunities in our Readymade garments, Textiles, Petroleum, Leather, Pharmaceuticals industries; Power plants, Re-rolling and Steel Mills, Fertilizer, Cement, Automotive and many other sectors; which can benefit us.

Our bilateral relations can adhere smoothly if new suppliers and manufacturers can have confidence with us in the following areas:

- Heavy Machineries
- Machineries' Spares
- Power Plant
- Processed Chemicals
- Electric and Electronics Equipment
- Water Treatment Plant (WTP)
- Effluent Treatment Plant (ETP)
- Industrial Raw Materials and Chemicals
- Heavy Construction Equipment & Many more...



## **5.2 Public and Private Universities, Medical Colleges & Hospitals**

There is rapid growing demand in our Public and Private Universities, Medical Colleges and Hospitals for following:

- Lab Equipment
- Electro medical Equipment
- Lab and Medical Consumables etc.

Tejarat International is looking forward to promote reputed principals and exclusive manufacturers in this lucrative sector.

## **6. Standard Operating Procedures (SOP) of DGDP Purchase**

DGDP is the government body under Ministry of Defence (MoD). It is officially represented by the Hon'ble President of the People's Republic of Bangladesh. All procurements, repair/overhaul etc. of the three forces, i.e. Bangladesh Army, Navy, and Airforce are done through local and international tenders/bids. We participate on selected local and international bids. Only foreign companies are allowed to participate in international bids through their corresponding local agents/representatives. No tender bond is required for participating the DGDP bids, but after a successful bid foreign companies have to submit a performance guarantee (PG) in the form of Bank Gurantee (BG) @10% of quoted CFR/CPT value. After submitting the PG/BG an international sales agreement will be signed between DGDP and foreign company or their local agent (if authorized by foreign supplier). Then a Government irrevocable Letter of Credit (L/C) will be opened by the State Bank of Bangladesh or their nominated scheduled 1st class bank directly in favor of the foreign company.

Payment terms vary from contract to contract. But the common payment term is: 80% payment is made upon submitting bill of lading (B/L) to bank and remaining 20%, after receiving the goods by consignee subject to test and trial (in presence of local agent). PG will be released subject to receiving of "no objection certificate" (NOC) from the consignee.

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