



Thrift Haven

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Section: 01

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Thrift Haven

Introduction

Thrift Haven is a sustainable, community-centered thrift store concept created in Bangladesh to combat the environmental impact of fast fashion and overconsumption. This initiative addresses issues such as landfill overflow, textile waste, and unsustainable manufacturing by fostering a circular economy. Thrift Haven blends affordability with environmental responsibility, promoting conscious consumerism through a dual-platform retail experience, both physical and digital.

In addition to reducing waste, Thrift Haven fosters a sense of belonging by organizing creative community activities, such as sustainability workshops, clothing swaps, and art exhibitions that utilize upcycled materials.

Project Name

“Thrift Haven”

Thrift Haven is the name of the business venture. The name evokes a safe, welcoming, and eco-conscious space where individuals can find quality second-hand items that align with modern lifestyles and sustainable values.

Detailed Description of the Project

Thrift Haven sources pre-loved clothing, accessories, furniture, and home decor through donation drives, local partnerships, and individual contributions within Bangladesh. All inventory undergoes a rigorous quality-check process to ensure appeal and functionality.

Key Features:

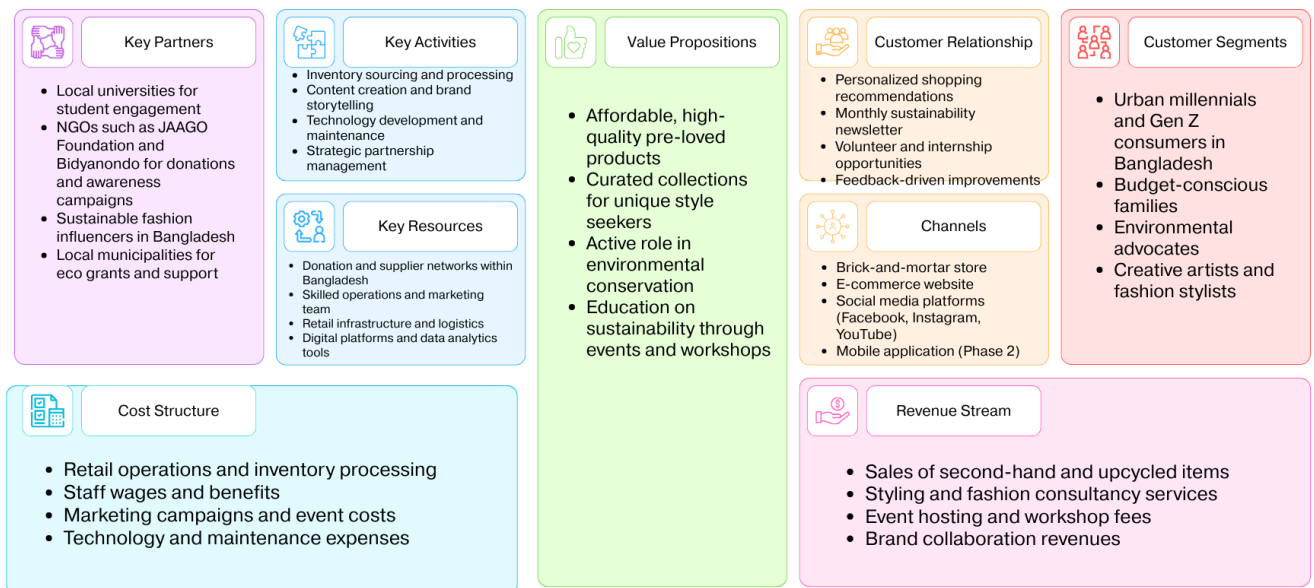
- **Curated Inventory:** Every item is hand-selected to ensure quality and trend alignment.
- **Eco-Friendly Operations:** Use of recycled materials, minimal packaging, and green logistics.
- **Interactive Online Store:** Smart search filters, AI-driven recommendations, and virtual fitting options.
- **Community Programs:** Workshops on DIY fashion, upcycling, and sustainable living.

Future Scope:

- Launch of a fashion rental service for vintage and designer second-hand clothing.
- A resale partnership model allowing users to list and sell their items via the platform.

Business Model Canvas

Business Model Canvas



Date: 29/05/25

Designed By: Group-4

Customer Segments

- Urban millennials and Gen Z consumers in Bangladesh
- Budget-conscious families
- Environmental advocates
- Creative artists and fashion stylists

Value Propositions

- Affordable, high-quality pre-loved products
- Curated collections for unique style seekers
- Active role in environmental conservation
- Education on sustainability through events and workshops

Channels

- Brick-and-mortar store
- E-commerce website
- Social media platforms (Facebook, Instagram, YouTube)
- Mobile application (Phase 2)

Customer Relationships

- Personalized shopping recommendations
- Monthly sustainability newsletter
- Volunteer and internship opportunities

- Feedback-driven improvements

Revenue Streams

- Sales of second-hand and upcycled items
- Styling and fashion consultancy services
- Event hosting and workshop fees
- Brand collaboration revenues

Key Resources

- Donation and supplier networks within Bangladesh
- Skilled operations and marketing team
- Retail infrastructure and logistics
- Digital platforms and data analytics tools

Key Activities

- Inventory sourcing and processing
- Content creation and brand storytelling
- Technology development and maintenance
- Strategic partnership management

Key Partnerships

- Local universities for student engagement

- NGOs such as JAAGO Foundation and Bidyanondo for donations and awareness campaigns
- Sustainable fashion influencers in Bangladesh
- Local municipalities for eco grants and support

Cost Structure

- Retail operations and inventory processing
- Staff wages and benefits
- Marketing campaigns and event costs
- Technology and maintenance expenses

SWOT Analysis

Strengths:

- Diverse and well-curated inventory
- Environmentally and socially aligned mission
- Physical and digital scalability

Weaknesses:

- Limited inventory predictability
- Dependence on donor generosity
- Initial capital constraints

Opportunities:

- Increasing demand for ethical fashion in Bangladesh
- Government incentives for sustainable businesses (e.g., green business grants)
- Corporate partnerships for CSR fulfillment

Threats:

- Competitors with larger marketing budgets
- Economic uncertainty is affecting discretionary spending
- Market saturation in urban Dhaka

Competition Analysis**Direct Competitors (Bangladesh):**

- Local thrift stores
- Online thrift pages on Facebook and Instagram

Indirect Competitors:

- Fast fashion retailers operating in Bangladesh (e.g., Aarong, Yellow, Cats Eye)
- Informal peer-to-peer resale via social media

Unique Positioning:

- Blend of curated thrift and community-driven education
- Focus on storytelling behind products

- Transparent eco-impact statistics are available for every purchase

Key Performance Indicators (KPIs)

- Monthly sales growth rate
- Website bounce rate and session duration
- Email campaign open rate and conversions
- Event participation metrics
- Repeat purchase rate
- Eco-impact metrics (items saved from landfills, carbon offset estimate)

Growth Strategy

Thrift Haven's growth strategy aligns with the principles of Ansoff's Matrix, including market penetration, market development, product development, and diversification.

Market Penetration:

- Increase brand visibility in Dhaka through digital marketing, influencer collaborations, and referral programs.
- Introduce loyalty cards and student discounts to retain and grow the existing customer base.

Market Development:

- Expand to new geographic areas within Bangladesh, such as Chattogram, Sylhet, and Khulna.

- Target new customer segments such as corporate CSR partners and schools for uniform donations.

Product Development:

- Launch upcycled fashion lines in collaboration with local designers.
- Introduce a fashion rental model for event and festival attire.
- Develop digital features like virtual try-ons and AI-based personalized recommendations.

Diversification (Long-Term):

- Offer eco-friendly lifestyle products (recycled stationery, home goods).
- Partner with eco-conscious startups for bundled product offerings.
- Launch a social enterprise arm that trains and employs underprivileged youth in inventory processing and logistics.

Project Management Plan

Methodology: Hybrid Approach

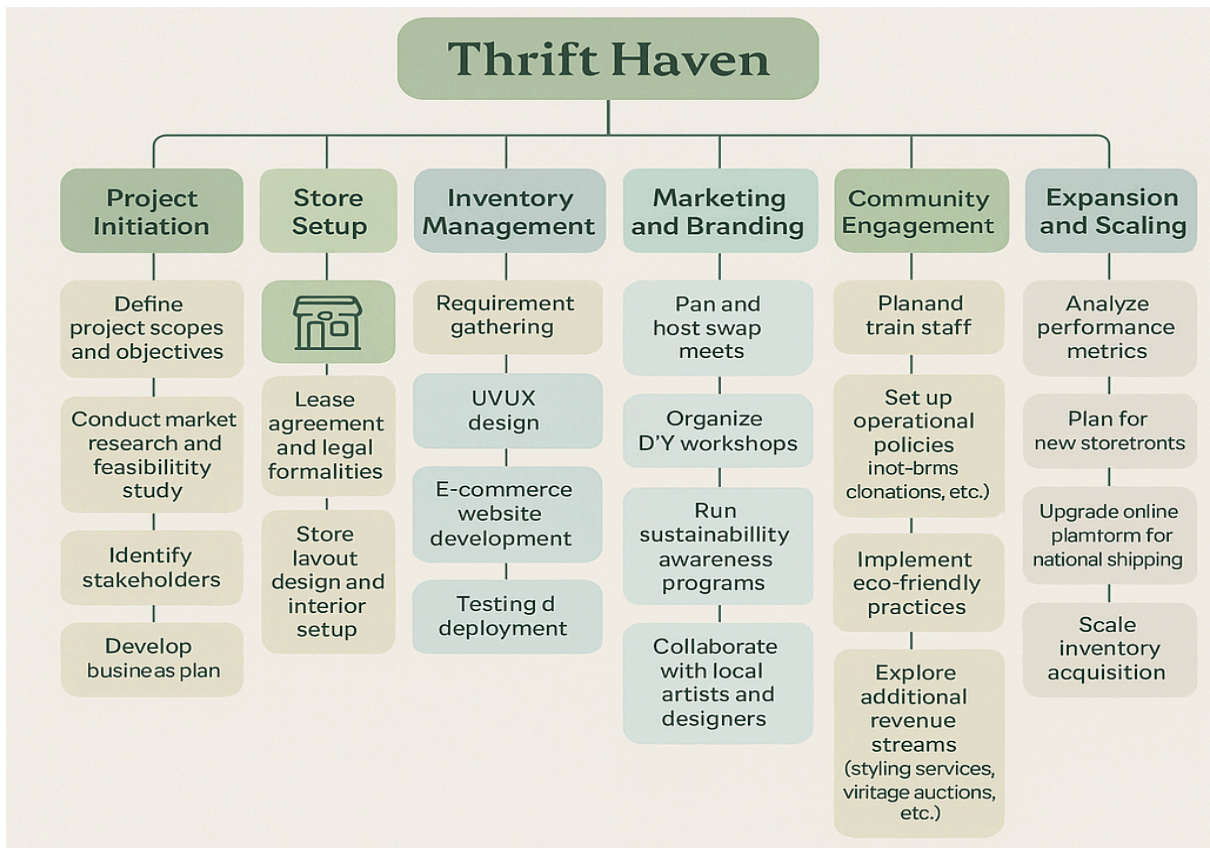
- Agile: For iterative software development and marketing experiments
- Waterfall: For physical store setup, legal compliance, and procurement

Team Structure:

- Project Manager
- Operations Lead
- Digital Strategist
- Marketing & Community Manager
- Financial Analyst

Milestone Tracking: Weekly stand-ups, monthly progress reviews, and quarterly audits

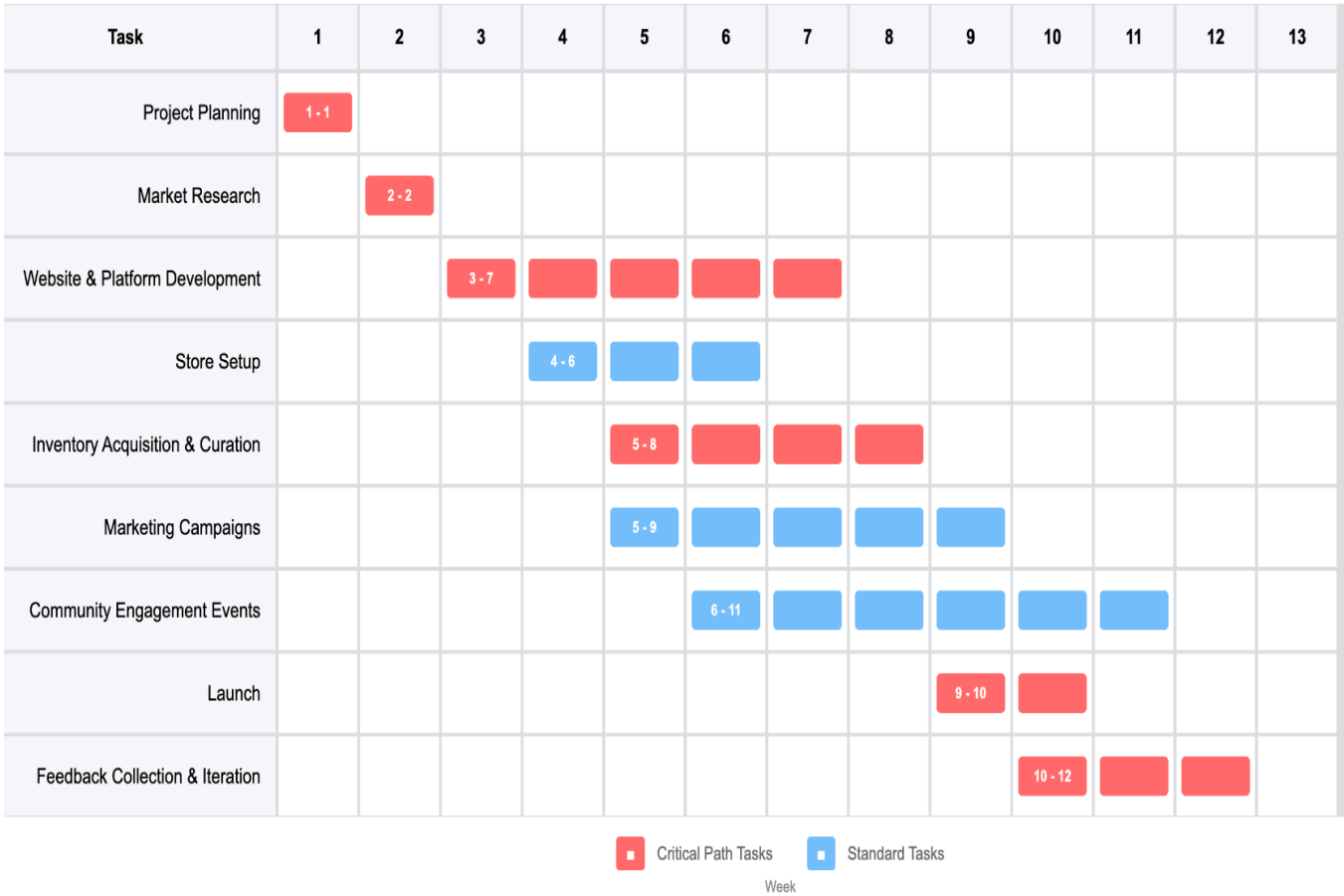
Work Breakdown Structure (WBS)



The Work Breakdown Structure (WBS) for Thrift Haven outlines six key components essential for launching and operating a sustainable thrift store. These include project initiation, store setup, inventory management, marketing and branding, community engagement, and expansion planning. Each category is broken down into actionable tasks, ensuring a structured approach to building a community-driven and eco-friendly retail business.

Gantt Chart Timeline

Thrift Haven Gantt Chart



This Gantt chart outlines a 12-week project plan for launching Thrift Haven, a thrift store business. The project follows a structured approach beginning with foundational planning and research (weeks 1-2), followed by parallel development of the digital platform and physical store setup (weeks 3-6). The middle phase focuses on inventory acquisition and marketing campaigns (weeks 5-9), leading up to community engagement events that build toward the official launch in weeks 9-10. The project concludes with a feedback collection and iteration phase (weeks 10-12) to refine operations post-launch.

The chart uses color coding to distinguish between critical path tasks (shown in red) that directly impact the project timeline, and standard tasks (shown in blue) that have more flexibility. Key

milestones include completing the website and platform development by week 7, building inventory through week 8, and coordinating community engagement events that extend through week 11 to maintain momentum after launch.

Risk Analysis and Mitigation

Risk	Probability	Impact	Mitigation Strategy
Supply inconsistency	Medium	Serious	Establish multiple donation sources and long-term NGO agreements
Technology failure	Low	Tolerable	Use cloud backups and local IT support
Low brand recognition	High	Serious	Invest in collaborations with local influencers and community leaders
Legal/Regulatory delays	Medium	Tolerable	Engage a local legal advisor from the beginning
Inventory Shortages	Medium	Serious	Establish multiple sourcing channels, inventory buffer
Low Customer Turnout	High	Tolerable	Online promotions, local engagement events
Website Downtime	Medium	Serious	Invest in reliable hosting, regular maintenance
Competitive Pressure	High	Tolerable	Strong branding and customer experience

Company Valuation (Based on Cash Flow)

- **Initial Revenue Projection (Year 1):** BDT 5,000,000 (based on a lean launch model)
- **Gross Margin (55%):** BDT 2,750,000
- **Expected Growth Rate:** 25–30% annually
- **EBITDA Multiplier for early-stage startups in Bangladesh:** 2.5x–3x

Valuation Range: BDT 6,875,000 – BDT 8,250,000

Start-Up Fund Requirement

Total Investment Needed: BDT 3,500,000

Component	Budget Allocation (BDT)
Small-Scale Store Setup	1,200,000
Basic Website Development	500,000
Marketing and Social Media	500,000
Inventory Collection & Processing	600,000
Staffing (Initial 3 months)	700,000

Proposed Deal Structure: BDT 3,500,000 for 15% equity stake, with scaling plans tied to performance milestones.

Conclusion

Thrift Haven offers more than sustainable fashion, it’s a movement rooted in the values and needs of Bangladesh. It empowers communities, educates youth, reduces environmental impact, and promotes an inclusive and affordable lifestyle. With its thoughtful business model, strategic scalability, and mission-driven approach, Thrift Haven is well-positioned for long-term success in the Bangladeshi sustainable retail sector.