

Helal Marketing Network



Brief Bio of the Promoter

	Name	Md Helal Biswas
	Address	Rudaghara, Dumuria, Khulna.
	Mother	Morgina Begum,GB, Member & Center No. 7063/m, Jamira, Fultola Branch, Khulna .
	Father	Haque Biswas
	Education Qualification	Graduate
	Contact No.	01713916303
18-Dec-13		

- **Latest Loan received by mother : Tk. 50,000/-**
- **Education loan received by entrepreneur : Tk. 96,000/-**
- **Young entrepreneur loan received Tk. 50,000/- of which Tk. 38,500/- is paid.**

Experience & present activities

- **Marketing GDL Product in Small scale.**
- **A good combination of educational background and practical work experience in product marketing for three years.**

PROJECT DESCRIPTION

Proposed project	:	Helal Marketing Network
Project location	:	Khalispur, Thana H.Q, Dumuria, Khulna.
Project Cost	:	Tk. 12,70,000/-
Project Finance	:	Self Tk. 2,70,000 + Support fund Tk. 10,00,000

Project Implementation : Want to take dealership from different mobile companies and energy saving bulb. But the GDL product will be the main stream products of the business. Also want to open a Mobile servicing center. To launch this project need to take a shop in the market.

Project Objectives

- **Self employment for the promoter**
- **Employment opportunities for others**
- **To encourage the rural youth to build up such type of small business.**
- **Make available the modern electronics product in the rural area.**

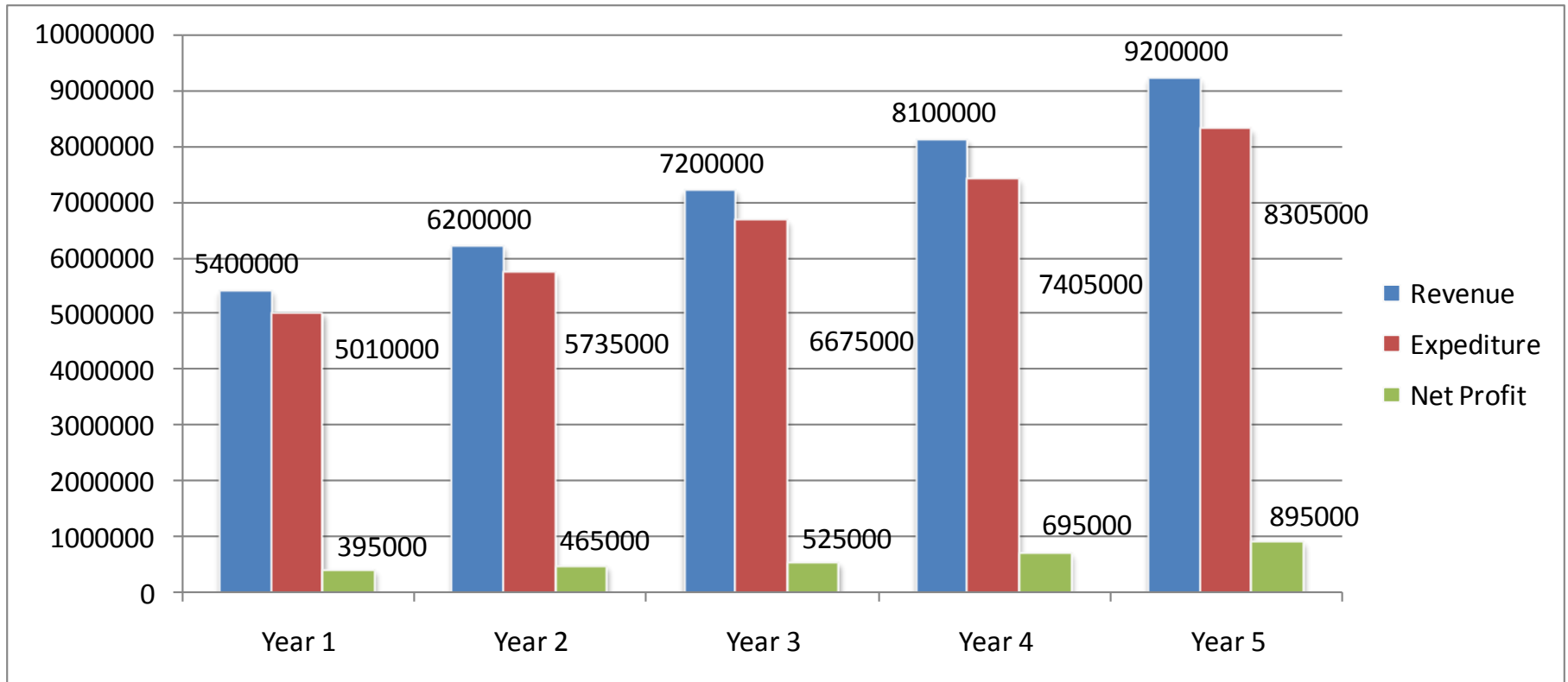
PROJECT COST

Particulars	Amount (BDT)	Comments
Advance (shop)	1,50,000	Shop and Office
Instrument	50,000	Mobile servicing instrument
Furniture	40,000	Shop Decoration
Electronics Instrument	20,000	
Materials Input	9,00,000	Materials purchase and Dealership
Working Capital	70,000	
Others	40,000	
Total Project Cost	12,70,000	

Financial Projection

Particulars	1 st Year	2 nd Year	3 rd Year	4 th Year	5 th Year
Revenue :					
Sales	53,28,000	61,10,000	70,92,000	79,74,000	90,00,000
Servicing and other sources	72,000	90,000	1,08,000	1,26,000	2,00,000
Total Revenue:	54,00,000	62,00,000	72,00,000	81,00,000	92,00,000
Cost of sales:	46,15,000	53,15,000	62,55,000	69,55,000	78,55,000
Gross Profit	7,85,000	8,85,000	9,45,000	11,45,000	13,45,000
Expenses:					
Administrative Expenses	3,40,000	3,70,000	3,70,000	4,00,000	4,00,000
Other Expenses	50,000	50,000	50,000	50,000	50,000
Total Expenses	3,90,000	4,20,000	3,70,000	4,50,000	4,50,000
Net Profit	3,95,000	5,15,000	5,75,000	7,45,000	8,95,000

5 years projection



Projected Cash Flow

Receipt	Years					
	0	1	2	3	4	5
Opening Balance		1,80,000	363,000	6,13,000	9,23,000	13,98,000
Investment (Own & support fund)	12,70,000					
Sales		53,28,000	61,10,000	70,92,000	79,74,000	90,00,000
Others receipts		72,000	90,000	1,08,000	1,26,000	2,00,000
Total Receipts	12,70,000	55,80,000	6563000	78,13,000	90,23,000	1,05,98,000
Fixed Assets &Others	1,50,000	-	-	-	-	-
Material input	9,00,000	46,15,000	5315000	6255000	69,55,000	78,55,000
Salary & Admin. Expenses	30,000	3,90,000	420000	4,20,000	4,50,000	4,50,000
Pay back to Investors	-	2,00,000	2,00,000	20,00,00	2,00,000	2,00,000
Others payment	10,000	12,000	15,000	15,000	20,000	30,000
Total payment	12,40,000	52,17,000	59,50,000	68,90,000	76,25,000	85,35,000
Closing Balance	1,80,000	3,63,000	6,13,000	9,23,000	13,98,000	20,63,000

Basic Assumption

- **Assume everyday average sales turnover around Tk. 20,000/-**
- **One fulltime employee and one part time mobile servicing technician will be hired.**
- **The Location of the shop will be central place of the city.**
- **Strong marketing strategy (Local TV channel, Local Newspaper, Banner, Leaflet etc.)**

Risk Factors

- **Market competition**
- **Entering a existing market**
- **Political volatility**
- **Product can be broken; like energy bulb.**
- **After sale services**

Risk Management

- **Proper advertising ad marketing to compete in the market.**
- **Provide reliable after sale services**
- **Take extra care when handle with frangible product.**

Thank You

