



# **Shuvolong**

**A joint venture Social Business  
Project for safe drinking water at  
Rangmati of Grameen Telecom  
Trust & ASHIKA Manabik Unnyan  
Kendra**



# About Shuvolong : Safe Drinking Water Project

- **Product:** 20 Liter Drinking Water Jar (Refillable)
- **Production Capacity of the plant:** 750 liter per hour
- **Production process:** Filtration of deep tube well water and automated jar filling as well supply to customers
- **Proposed sales price:** Tk.25 per Jar (20 liters) in 1<sup>st</sup> year
- **Average water filtering chemicals cost:** Tk. 150 per 10,000 liter
- Till now there is no jar water (with dispenser) sales system in Rangamati Sadar
- **Target customer:** Local restaurant, hotel, office/NGO, domestic users. (*Population in Rangamati Sadar 124,728*)

# About ASHIKA



ASHIKA Manabik Unnayan Kendra is a Non-Government Organization (NGO) serving three hill districts of Chittagong, based in Rangamati which has been working for community development.

**Executive Director & Contact Person:**  
Biplob Chakma

**Organization's Address:**  
K.K. Roy Road, Rangamati-4500  
CHT, Bangladesh

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# ASHIKA & Grameen Telecom Trust Initiative

## □ 1<sup>st</sup> Initiative :

### **“ASHIKA Mushroom Social Business” in 2014**

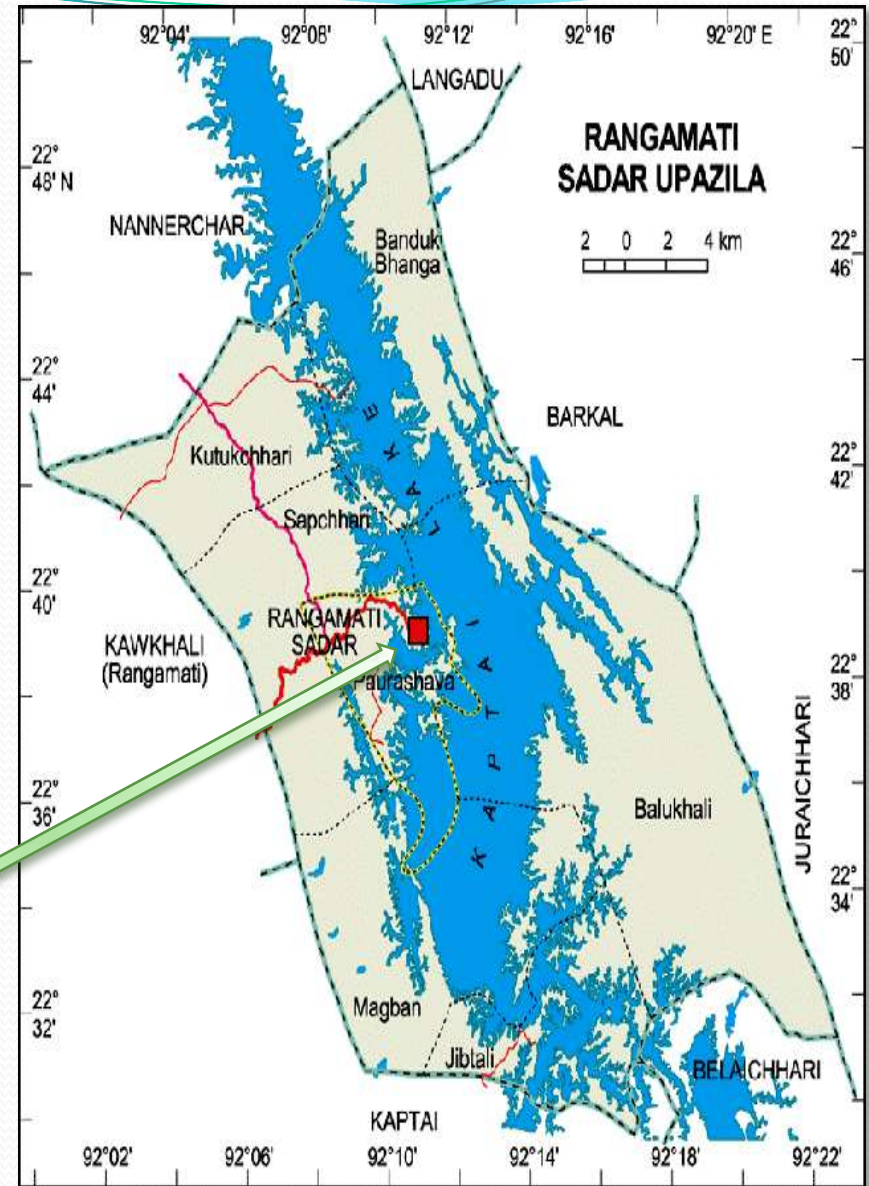
This project has been implemented by GTT and ASHIKA involves the production and supply of locally produced safe and completely organic mushroom seeds/spawns throughout Chittagong Hill Tracts. It is the first social business project of GTT in Chittagong Hill Tracts.

## □ 2<sup>nd</sup> Initiative :

**“Shuvolong”- A New Social Business Project going to Supply Safe Drinking Water in Rangamati**

# Project Location

*K.K. Roy Road,  
Rangamati Sadar,  
District: Rangamati  
Post Code: 4500*



# **Social Objective**

## **Primary Objective:**

**Supply for Jar-contained Pure Drinking Water**

## **Secondary Objective**

- Contribution to Public Health
- Everyday about 3000 people will get this facility
- Employment creation
- Sustainable and profitable project

# Present Project Value

Sl.	Particulars	Existing	Proposed	Total (BDT)
1	Machinery	235,000	505,000	740,000
2	Raw Materials & Accessories	-	168,000	168,000
3	Office Equipment	-	44,000	44,000
4	Working Capital	-	282,000	282,000
<b>Total Cost of the Project</b>		<b>235,000</b>	<b>999,000</b>	<b>1,234,000</b>

## Means of Finance

Particulars	Amount	%
Entrepreneur's Contribution (ASHIKA)	447,000	36%
Investor's Investment (GTT)	787,000	64%
<b>Total</b>	<b>1,234,000</b>	<b>100%</b>

# Estimated Income Statement (Next 05 Years)

Particulars	1st Year	2nd Year	3rd Year	4th Year	5th Year	Total
Sales	730,000	1,158,000	1,557,000	1,638,000	1,658,000	6,741,000
Less: Production Cost	154,000	194,400	257,190	227,402	284,069	1,117,060
<b>Contribution Margin (CM)</b>	<b>576,000</b>	<b>963,600</b>	<b>1,299,810</b>	<b>1,410,599</b>	<b>1,373,931</b>	<b>5,623,940</b>
<b>Fixed Cost:</b>						
Salary & festival	409,500	520,000	572,000	629,200	692,120	2,822,820
Office rent	48,000	48,000	48,000	48,000	48,000	240,000
Advertisement	6,000	7,000	8,000	9,000	10,000	40,000
Printing & Stationery	12,000	12,000	12,000	15,000	15,000	66,000
Maintenance & Operation	12,000	12,000	12,000	12,000	12,000	60,000
Depreciation on PPE	44,925	44,925	44,925	44,925	44,925	224,625
Miscellaneous expenses	6,000	15,000	15,000	18,000	18,000	72,000
<b>Total Fixed Cost (FC):</b>	<b>538,425</b>	<b>658,925</b>	<b>711,925</b>	<b>776,125</b>	<b>840,045</b>	<b>3,525,445</b>
<b>Net Profit</b>	<b>37,575</b>	<b>304,675</b>	<b>587,885</b>	<b>634,474</b>	<b>533,886</b>	<b>2,098,495</b>
<b>Cumulative Net Profit:</b>	<b>37,575</b>	<b>342,250</b>	<b>930,135</b>	<b>1,564,609</b>	<b>2,098,495</b>	



# SWOT Analysis

**S** TRENGTHS



- Plant maintenance easy
- Pure drinking water proven by BSTI

**W** EAKNESSES



- New venture
- Competent Operation

Internal factors

**O** PPORTUNITIES



- First initiative in Jar water sale
- Tourist spot

**T** HREATS



- Entrance of new competitor
- Proper Marketing

External factors

Positive

Negative



# Estimated Cash Flow Statement

<i>Particulars</i>	<i>Year-0</i>	<i>Year-1</i>	<i>Year-2</i>	<i>Year-3</i>	<i>Year-4</i>	<i>Year-5</i>
<b>Cash Inflow</b>						
Entrepreneur's Contribution	212,000	-	-	-	-	-
Investor's Investment	787,000	-	-	-	-	-
Net Profit	-	37,575	304,675	587,885	634,474	533,886
Non Cash item: Depreciation	-	44,925	44,925	44,925	44,925	44,925
<b>Cash Inflow each year</b>	<b>999,000</b>	<b>82,500</b>	<b>349,600</b>	<b>632,810</b>	<b>679,399</b>	<b>578,811</b>
Opening Balance of Cash Surplus	-	-	67,500	287,100	719,910	1,184,309
<b>Total Cash Inflow</b>	<b>999,000</b>	<b>82,500</b>	<b>417,100</b>	<b>919,910</b>	<b>1,399,309</b>	<b>1,763,120</b>
<b>Cash Outflow</b>						
Property, Plant, Equipment	717,000		-	-	-	-
Working capital	282,000		-	-	-	-
Investment Pay Back	-	15,000	130,000	200,000	215,000	227,000
<b>Total Cash Outflow</b>	<b>999,000</b>	<b>15,000</b>	<b>130,000</b>	<b>200,000</b>	<b>215,000</b>	<b>227,000</b>
<b>Total Cash Surplus</b>	<b>-</b>	<b>67,500</b>	<b>287,100</b>	<b>719,910</b>	<b>1,184,309</b>	<b>1,536,120</b>

**THANK YOU**

