

Proposed NU Business Name: **SHOAG DIGITAL STUDIO & VIDEO**



Project identification and prepared by: Md. Hafizur Rahman,
Mawna Unit, Gazipur

Project verified by: Md:Siddikur Rahman



Brief Bio of The Proposed Nobin Udyokta

Name	:	SHOAG
Age	:	05-07-1988(29 Years)
Education, till to date	:	Class Eight
Marital status	:	Married
Children	:	-
No. of siblings:	:	2 Brothers 2 Sister
Address	:	Vill:Taltoli P.O .Talihati P.S: Shreepur, Dist: Gazipur
Parent's and GB related Info		
(i) Who is GB member	:	Mother <input checked="" type="checkbox"/> Father <input type="checkbox"/>
(ii) Mother's name	:	FARDUCI BAGON
(iii) Father's name	:	MD SILAM UDDIN
(iv) GB member's info	:	Branch: Tangra Sreepur, Centre # 15 M(Female), Member ID: 2825/2, Group No: 15/M Member since: 03-12-2013(04Years) First loan: BDT 10,000
Further Information:		Existing Loan:20,000 BDT 0, Outstanding loan: Nill
(v) Who pays GB loan installment	:	NO
(vi) Mobile lady	:	No
(vii) Grameen Education Loan	:	No
(viii) Any other loan like GB, BRAC ASA etc..	:	No

BRIEF BIO OF THE PROPOSED NOBIN UDYOKTA (CONT...)

Present Occupation(Besides own business, i.e., persuading further studies, other business etc.)	:	Nil
Business Experiences and Training Info	:	11 years experience in running business. He has no training.
Other Own/Family Sources of Income	:	-
Other Own/Family Sources of Liabilities	:	None
Entrepreneur Contact No.	:	01967208173
Mother's Contact No.	:	01917987954
NU Project Source/Reference	:	Grameen Shakti Samajik Byabosha Ltd. Mawna Unit, Gazipur

BRIEF HISTORY OF GB LOAN UTILIZATION BY HIS FAMILY

FARDUCI BAGOM; joined Grameen Bank since 04 years ago. At first she took 10,000 taka loan from Grameen Bank. She gradually took loan from GB. Utilize loan in business.

Proposed Nobin Udyokta Business Info

Business Name	:	SHOAG DAGITAL STADIO
Location	:	Noyonpur Bazar,Sreepur Gajipur
Total Investment in BDT	:	BDT 2,24,000/-
Financing	:	Self BDT 1,64,000/-(from existing business) 72% Required Investment BDT 60,000/-(as equity) 28%
Present salary/drawings from business (estimates)	:	BDT 5,000/-
Proposed Salary	:	BDT 5,000/-
Size of shop	:	15 ft x 12 ft= 180square ft
Security of the shop	:	BDT 60,000/-
Implementation	:	<ul style="list-style-type: none"> ▪The business is planned to be scaled up by investment in existing goods likeBatory,Charger,Head Fone etc. ▪Average 15% gain on sale. ▪The business is operating by entrepreneur. Existing No employee. After getting equity fund 1 employee will be appointed. ▪The shop is rented. ▪Collects goods from Mawna Chourasta. ▪ Agreed grace period is 3 months.

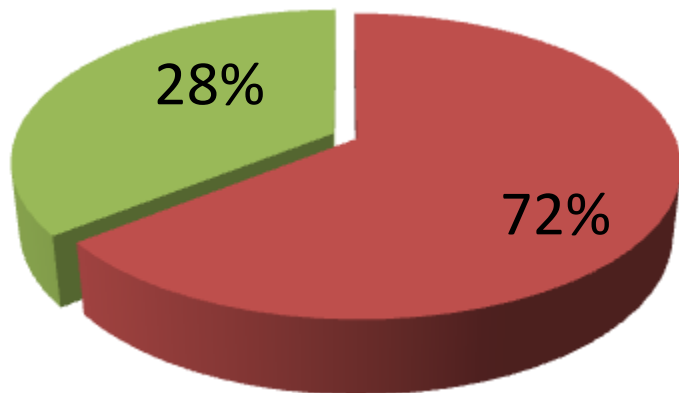
Existing Business (BDT)

Particular	Daily	Monthly	Yearly
Revenue (sales)			
Batery,Charger,Head Fone etc..	2,000	60,000	7,20,000
Total Sales (A)	2,000	60,000	7,20,000
Less. Variable Expense			
Batery,Charger,Head Fone etc..	1400	42000	504000
Total variable Expense (B)	1400	42000	504000
Contribution Margin (CM) [C=(A-B)	600	18000	216000
Less. Fixed Expense			
Rent		1400	16800
Electricity bill		8,00	9600
Transportation		5,00	6,000
Salary (self)		5,000	60,000
Gurd		200	2400
Genareter		400	4,800
Mobile Bill		5,00	6,000
Total fixed Cost (D)		11700	1,40,400
Net Profit (E) [C-D)		6300	75600

Investment Breakdown

Particulars	Existing	Proposed	Proposed Total
Head Fone	3500	5250	8750
Batery	25500	17000	42500
Charger	4100	4100	8200
Caching	6750	9000	15750
Computer	35000	0	35000
Fotocopy	8000	0	8000
Pinter	28000	0	28000
Lemeneting	3000	0	3000
Others	50150	24650	74800
Total	164000	60,000	224000

Source of Finance



■ Entrepreneur's Contribution 180,000

■ Investor's Investment 100,000

■ Total 280,000

Financial Projection (BDT)					
Particular	Daily	Monthly	1st Year	2nd Year	3rd year
Revenue (sales)					
Batery,Charger,Head Fone etc.	3000	90000	1,080000	1134000	1190700
Total Sales (A)	3000	90000	1,080000	1134000	1190700
Less. Variable Expense					
Batery,Charger,Head Fone etc.	2100	63000	756000	793800	833490
Total variable Expense (B)	2100	63000	756000	793800	833490
Contribution Margin (CM) [C=(A-B)]	900	27000	324000	340200	357210
Less. Fixed Expense					
Rent		1400	16800	16800	16800
Electricity bill		1,500	18000	18200	18500
Transportation		1500	18000	10000	10500
Salary (self)		5,000	60000	60000	60000
Entertainment		500	6000	6000	6000
Gurd		200	2400	2400	2400
Salary(Staff)		3000	36000	36000	36000
Mobile Bill		8,00	8400	8600	8800
Total Fixed Cost		13900	166800	158000	159000
Net Profit (E) [C-D]		13100	157200	182200	198210
Investment Payback			24,000	24,000	24,000

Cash flow projection on business plan (rec. & Pay)

<i>Sl #</i>	<i>Particulars</i>	<i>Year 1 (BDT)</i>	<i>Year 2 (BDT)</i>	<i>3rd year</i>
1	Cash Inflow			
1.1	Investment Infusion by Investor	60,000		
1.2	Net Profit	157200	182200	198210
1.3	Depreciation (Non cash item)		-	
1.4	Opening Balance of Cash Surplus		133200	291400
	Total Cash Inflow	217200	315400	489610
2	Cash Outflow			
2.1	Purchase of Product	60,000		
2.2	Payment of GB Loan			
	Investment Pay Back (Including Ownership Tr.			

SWOT ANALYSIS

STRENGTH

Employment: Self: 01 Family:0 Others:1
Experience & Skill : 11 Years
Quality goods & services;
Skill and experience;

WEAKNESS

Lack of Capital/Investment

OPPORTUNITIES

Huge demand in the community
Location of shop;
Regular customers;

THREATS

Theft
Fire
Political unrest

Pictures

সোহাগ ডিজিটাল স্টুডিও এন্ড টেলিকম সেন্টার

নিপুণিয়ারা হির আহমেদির হাইম

শ্রোঃ মোঃ ইসলাম উদ্দিন (সরদার) ও পরিচালনায়ঃ মোঃ সোহাগ আহমেদ (সরদার)



- এখানে স্টুডিওর সকল প্রকার কাজ করা হয়।
- মোবাইল সার্ভিসিং করা হয় এবং ইন্টারনেট সার্ভিস।
- মোবাইল সেট ও মোবাইলের সকল প্রকার মালামাল বিক্রয় করা হয়।



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সোহাগ ডিজিটাল স্টুডিও

এন্ড টেলিকম সেন্টার

FUJICOLOR DIGITAL STUDIO

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DIGITAL STUDIO

সোহাগ ডিজিটাল স্টুডিও এন্ড টেলিকম সেন্টার

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সোহাগ ডিজিটাল স্টুডিও

এন্ড টেলিকম সেন্টার

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FAMILY PICTURE

