#### **Proposed NU Business Name: DIGITAL ART**



Project identification and prepared by: Md. Atiqur Rahman, Elenga Unit, Tangail

Project verified by: Md. Mizanur Rahman Patwary



Brief Bio of The Proposed Nobin Udyokta					
Name	:	JOTISH CHANDRA PONDITH			
Age	:	25-12-1984 (31 <i>Years</i> )			
Education, till to date	:	Class Ten			
Marital status	:	Married			
Children	:	Nil			
No. of siblings:	:	2 Brother & 3 Sisters			
Address	:	Vill: Dokshin Betdoba, P.O: Kalihati, P.S: Kalihati, Dist: Tangail			
Parent's and GB related Info (i) Who is GB member (ii) Mother's name (iii) Father's name (iv) GB member's info	: : :	Mother Father  JOTSNA RANEE PONDITH  PROFOLLA CHANDRA PONDITH  Branch: Khilda Kalihati, Centre # 82 (Female),  Member ID: 6962, Group No: 04  Member since: 12-02-1996 to 2007 (11 Years)  First loan: 2,000 taka.			
Further Information: (v) Who pays GB loan installment (vi) Mobile lady (vii) Grameen Education Loan (viii) Any other loan like GB, BRAC ASA etc	: : :	Outstanding loan: Nil Father No No 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	:	Ten years experience in running business.  He worked in his elder brother shop for five years and gathered
		experience.
Other Own/Family Sources of Income	:	Father's income (Agriculture)
Other Own/Family Sources of Liabilities	:	None
Entrepreneur Contact No.	:	01738-232011
Father Contact No.	:	01722-523684
NU Project Source/Reference	:	Grameen Shakti Samajik Byabosha Ltd. Tangail Unit, Tangail

#### BRIEF HISTORY OF GB LOAN UTILIZATION BY HIS FAMILY

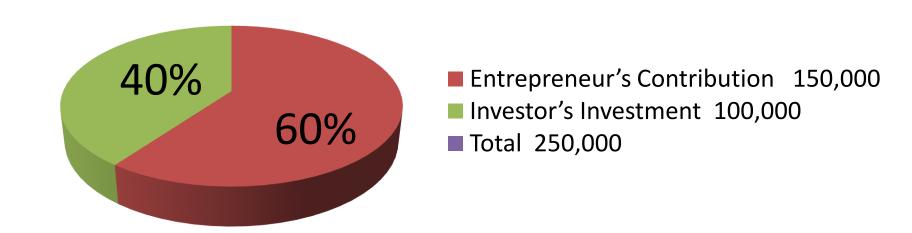
Jotsna Ranee Pondit is a member of Grameen Bank since 11 years. At first she took 2,000 taka loan from Grameen Bank. She gradually took loan from GB. Utilize loan in agriculture.

Proposed Nobin Udyokta Business Info				
Business Name	:	DIGITAL ART		
Location	:	Kalihati Hospital road, Kalihat, Tangail.		
Total Investment in BDT	:	BDT 2,50,000		
Financing	:	Self BDT 1,50,000 (from existing business) 60% Required Investment BDT 1,00,000 (as equity) 40%		
Present salary/drawings from business (estimates)	:	BDT 6,000 Taka		
Proposed Salary	:	BDT 6,000 Taka		
Implementation	:	<ul> <li>The business is planned to be scaled up by investment in existing goods like; white stone, plastic seal, eraser, wedding card, visiting card, etc.</li> <li>Average 45% gain on sales.</li> <li>The business is operating by entrepreneur. Existing one employee.</li> <li>After getting equity, one employee will be appointed.</li> <li>Collects goods from Dhaka, Tangail.</li> <li>The shop is rented.</li> <li>Agreed grace period is 4 months.</li> </ul>		

Existing Business (BDT)					
Particular	Daily	Monthly	Yearly		
Revenue (sales)					
white stone, plastic seal, eraser, wedding					
card, visiting card, etc.	1,600	48,000	576,000		
Total Sales (A)	1,600	48,000	576,000		
Less. Variable Expense					
white stone, plastic seal, eraser, wedding					
card, visiting card, etc.	880	26,400	316,800		
Total variable Expense (B)	880	26,400	316,800		
Contribution Margin (CM) [C=(A-B)	720	21,600	259,200		
Less. Fixed Expense					
Rent		1,500	18,000		
Electricity Bill		300	3,600		
Generator bill		120	1,440		
Mobile Bill		200	2,400		
Transportation		1,500	18,000		
Entertainment		6,000	72,000		
Salary (Self)		5,000	60,000		
Salary (Staff)		400	4,800		
Others		100	1,200		
Total fixed Cost (D)		15,120	181,440		
Net Profit (E) [C-D)		6,480	77,760		

Investment Breakdown								
Particulars Existing Proposed Proposed Total								
Computer	10,000	-	10,000					
Seal Machine & Fan	20,000	-	20,000					
White stone, Color, Plastic seal, eraser, Sheet,	80,000	70,000	1,50,000					
Wedding card, Cloth, Sticker, Visiting card, Sign board	10,000	30,000	40,000					
Security	30,000	-	30,000					
Total	1,50,000	1,00,000	2,50,000					

### **Source of Finance**



Financial Projection (BDT)					
Particular	Daily	Monthly	1st Year	2nd Year	
Revenue (sales)					
white stone, plastic seal, eraser, wedding					
card, visiting card, etc.	2,700	81,000	972,000	1,020,600	
Total Sales (A)	2,700	81,000	972,000	1,020,600	
Less. Variable Expense					
white stone, plastic seal, eraser, wedding					
card, visiting card, etc.	1,485	44,550	534,600	561,330	
Total variable Expense (B)	1,485	44,550	534,600	561,330	
Contribution Margin (CM) [C=(A-B)	1,215	36,450	437,400	459,270	
Less. Fixed Expense					
Rent		1,500	18,000	18,000	
Electricity Bill		300	3,600	4,000	
Generator Bill		120	1,440	1,600	
Mobile bill & SMS Monitoring		300	3,600	4,000	
Transportation		2,500	30,000	32,000	
Salary (self)		6,000	72,000	72,000	
Salary (staff)		10,000	120,000	120,000	
Entertainment		500	6,000	6,500	
Others		100	1,200	1,500	
Non Cash Item					
Depreciation		833	10,000	10,000	
Total Fixed Cost		22,153	265,840	269,600	
Net Profit (E) [C-D)		14,297	171,560	189,670	
Investment Payback			60,000	60,000	

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

SI#	Particulars Particulars	Year 1 (BDT)	Year 2 (BDT)
1	Cash Inflow		
1.1	Investment Infusion by Investor	100,000	
1.2	Net Profit	171,560	189,670
1.3	Depreciation (Non cash item)	10,000	10,000
1.4	Opening Balance of Cash Surplus		121,560
	Total Cash Inflow	281,560	321,230
2	Cash Outflow		
2.1	Purchase of Product	100,000	
2.2	Payment of GB Loan		
2.3	Investment Pay Back (Including Ownership Tr. Fee)	60,000	60,000
	Total Cash Outflow	160,000	60,000
3	Net Cash Surplus	121,560	261,230

## SWOT ANALYSIS

# Strength

Employment: Self: 01 Family:0 Others:02

Experience & Skill: 10 Years

Quality goods & services;

Skill and experience;

## WEAKNESS

Lack of Capital/Investment

# **O**PPORTUNITIES

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

## THREATS

Theft

Fire

Political unrest

Local competitors;

# Pictures





































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#### দোকান ঘর ভাড়ার চুক্তিপত্র দলিল

প্রথম পক্ষ ৫- মোর ইউসুক আলী, পিতা ৫- মোর হামান আলী, লাকিন ৫- বেওতাক, লোঃ - কলিহাতী, কালিয়াড়ী লৌৱসভা, উপজেলা চ- কালিয়াড়ী, জেলা চ- সামাইসং

দিন্তাত পঞ্চ 1- জ্যোতিষ চন্দ্ৰ পতিত, পিতা ৫- রাসুৱা হস্ত পতিত , দারিল ৫- পতিম বেওমোনা, পোঃ - কালিয়ারী, ঝালিয়ারী পৌরসভা, উপজেলা ঃ- কালিয়ারী, জেলা ३- টাভাইল।

প্ৰম ওৱলাম্য অনুৱেখায়লাও নমে সমধ্যে আমৰা উভয় পক্ষ প্ৰশেষ মিলিভ হইছা সোভান ধৰ ভাঙা দেওয়া ও দেওয়ায় একমত খাতিয়া নিমু লেখা নর্ভে প্রথম লক্ষ যত ও তল দেশের ভূ-লভেশনের মানিক থাকিবা দিবলৈ পক্ষের নিকট আড়া নিসেন। দিবীয় পঞ্চর শর্ত মোজাবেক আড়া হামন করিবেন। উক্ত পঞ নিমু শর্ত মানিয়া চলার অধীকারাক্ছ বহিলাম। কোন শব্দ শর্ত অমান্য করিলে অধিনত বাবছা এখন করিছে। शावित्र ।

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**टकारट्टा वानी** 

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MINISTER TREES

# **FAMILY PICTURE**

