

Automatic Sanitary Napkin Production Line

Ashrafur Hassan
Managing Director

Grameen Telecom
Grameen Knitwear Ltd.
Grameen Distribution Ltd.
Grameen Fabrics and Fashions Ltd.

CEO
Grameen Telecom Trust

Menstrual health issues in Bangladesh

Cultural

- Taboo subject.
- Negative attitudes: lack of emotional and financial support.
- Limitations in mobility: preventing from socializing.
- After unhygienic management, not seeking help while falling sick and physical difficulties.

Economic

- Extremely limited access to affordable hygienic materials/products.
- Poor access to hygienic sanitation facilities at school, home and workplace.

Grameen Babylon

- A joint venture project between Grameen Fabrics & Fashions Ltd and Babylon Group.
- Producing hygienic sanitary napkin for the poor women in affordable price and promoting women health awareness.
- Target people are Garments Workers & rural poor women.

Grameen Fabrics &
Fashions Ltd.



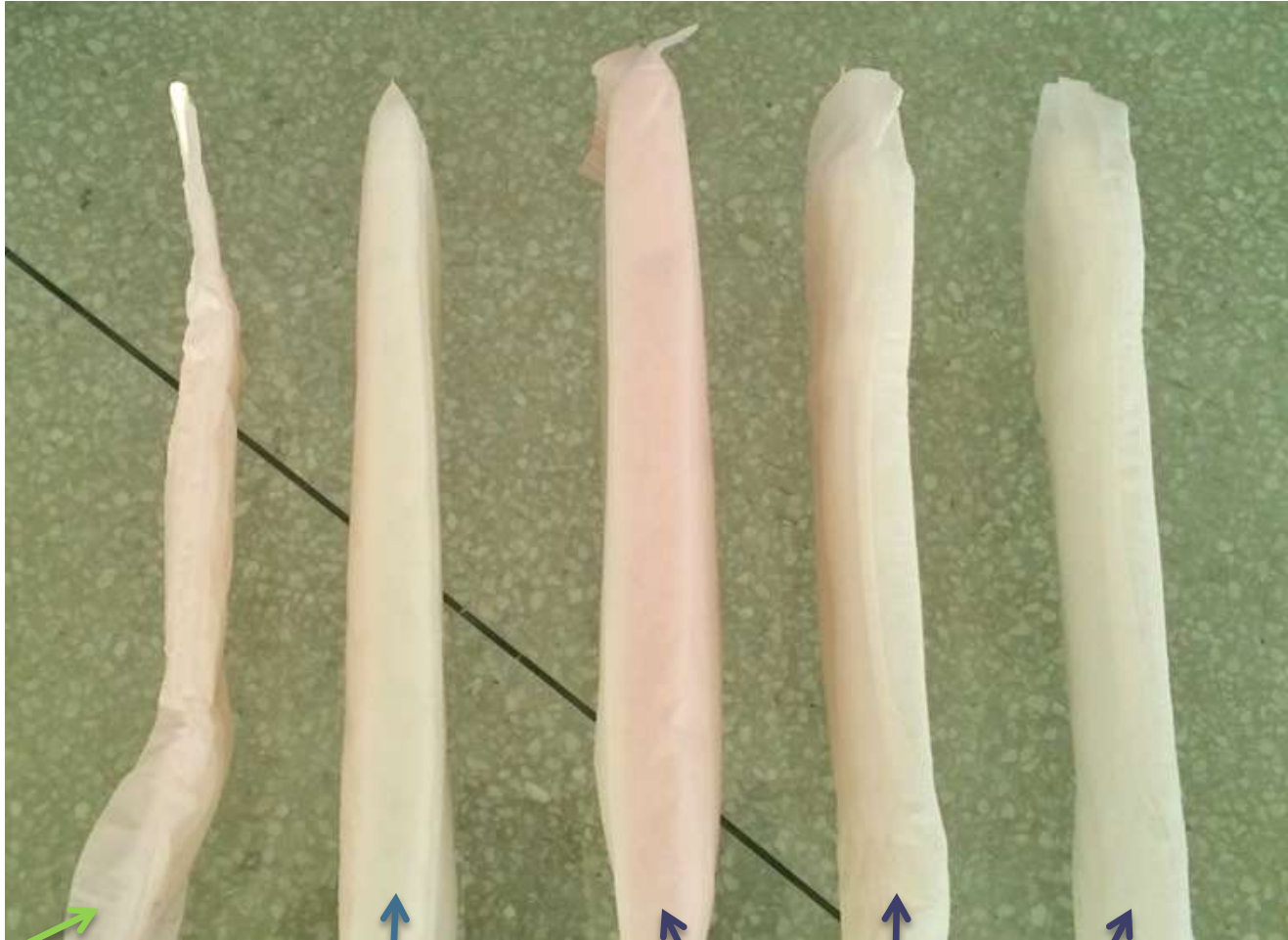
Available products in Bangladesh



New Product



Thickness comparison

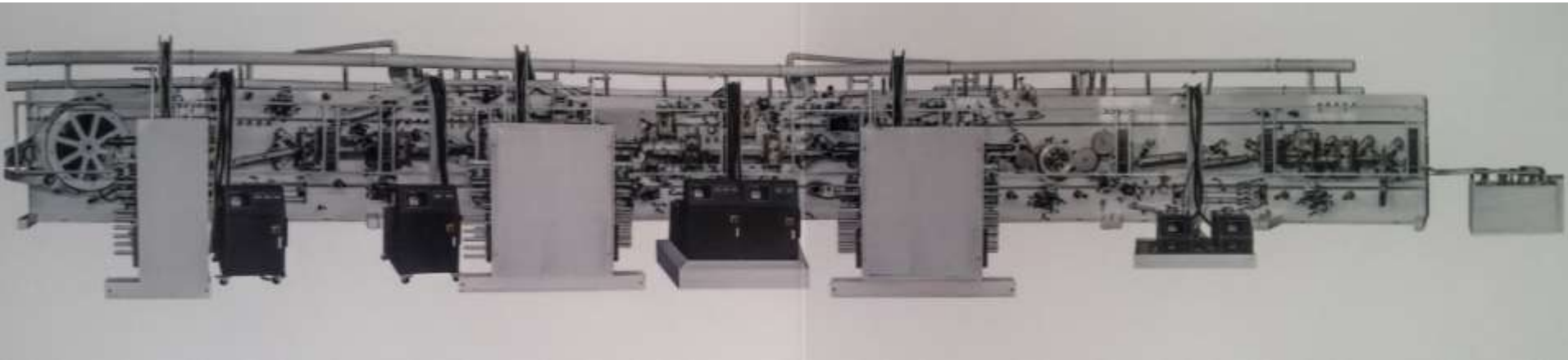


New product

Softy

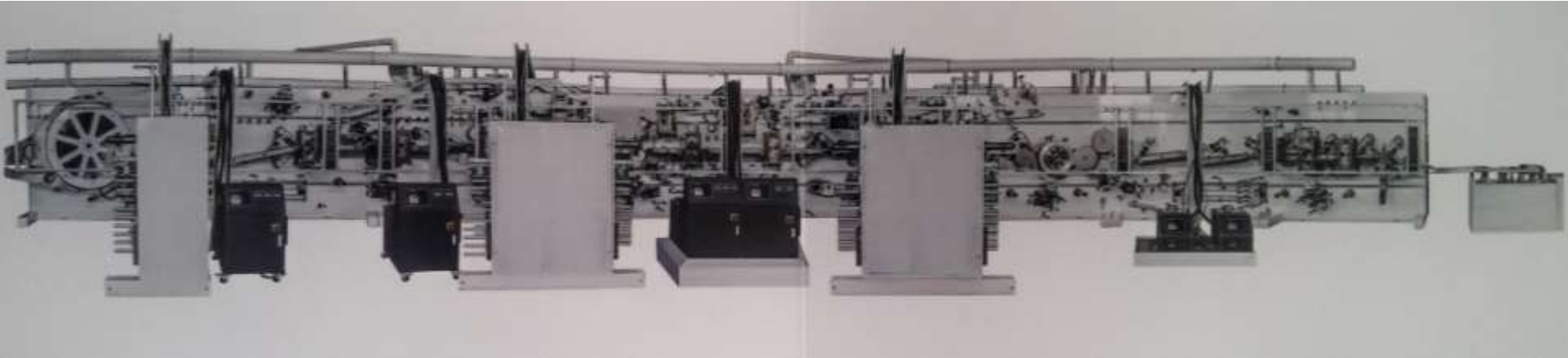
Local products

Specification



Model	HNJX-WSJ 500
Production speed	500 pcs/minute
Passing rate	400 pcs/minute
Work efficiency	98%
Power	90%
Area	Total 3200m ² (production workshop 400m ² , material warehouse 1000m ² , finished products warehouse 1500m ² , office area 300m ²)

Specification



Production Capacity	
Category	Unit (Pieces)
Stable Production per minute	500
Per hour	30,000
1 shift per day (10hr)	300,000
Per month (25 days)	7.5 m
Per year	90 m

Estimated Production Cost Breakdown

**Per unit*

Type	245mm with wings		245mm 6g without wings		245mm 7g without wings	
	Japan	China	Japan	China	Japan	China
Raw materials cost/piece	1.17	1.05	1.06	0.94	1.12	1.00
Service duty and others (approx 65%)	0.76	0.68	0.69	0.61	0.73	0.65
Production cost/piece	1.00	1.00	1.00	1.00	1.00	1.00
Factory margin per piece	0.50	0.50	0.50	0.50	0.50	0.50
Total	3.43	3.23	3.25	3.05	3.35	3.15
MRP						
MRP pack of 5						
MRP pack of 10						
MRP pack of 20						

Estimated Project Cost Breakdown

Investor:

Type		BDT
<i>Machineries</i>		
Napkin machine Glue machine Air compressor		65 m
Service duty and others		
<i>Raw materials</i>		117 m
Service duty and others (avg. 65%)		76 m
Working capital		2.4 m
Land and Building		TBD

Estimated Income Breakdown

Fixed Cost	65 million
Project expenses	340 million
Sales revenue	450 million
Net income	45 million
Estimated Breakeven	

Project Impact

- Offering better health and hygiene solution to women all over Bangladesh.
- Promoting health awareness
- Employment / income generation for women

Project manager
Supervisor
Finance and Accounting
Production crew
Packaging crew
Quality control

Key Success Factors

- ✓ High demand

In 2011, total female aged between 15-49 is 38.4 million.

Predicting a growth of 3%, estimated total in 2016 = 39.5 million

Avg. 5 days, 3 pcs a day creates a demand of 7110 million nationwide.

- ✓ Finest value for money product

- ✓ Available in Bangladesh for all through Grameen channels

- ✓ Excellent quality with higher absorption capacity

- ✓ Newer technology

**(Age Sex Composition of Bangladesh Population, volume-9, Bangladesh Bureau of Statistics, Ministry of Planning)*

Distribution Strategy

- Grameen Bank
- Grameen Marketing Network
- Grameen Distribution Ltd. sales centres
- Poshra
- Grameen Healthcare and Grameen Hospital
- Local shops and pharmacies.



Thank you!