

Report on
“Overview Of Writepath”

BY

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Course Name: Project 12

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Supervised By

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Daffodil International University



DAFFODIL INTERNATIONAL UNIVERSITY

DHAKA, BANGLADESH

27 JAN 2024

LETTER OF TRANSMITTAL

To

Md. Kamruzzaman Didar

Assistant Professor and Head,

Department of Innovation & Entrepreneurship

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of Project Implementation Report on "**Overview Of Writepath**"

Honorable Sir,

I am delighted to present my project report titled "Overview of Writepath" for your esteemed review and consideration. Throughout the creation of this report, I have meticulously adhered to the instructions and guidance provided by you. Drawing from my expertise and insights, my goal has been to offer a comprehensive overview of the subject matter. I am sincerely grateful for the generous time, expertise, and support you have extended to me, which have been instrumental in shaping the trajectory of this report. To ensure accuracy and reliability, I have conscientiously gathered information from both primary and secondary sources to the best of my abilities.

I humbly request your acceptance of this report and eagerly welcome any constructive feedback or suggestions you may have. Should there be any oversights or errors in the report, I apologize and assure you of my dedication to rectifying them promptly. Once again, I extend my heartfelt appreciation for your invaluable guidance and support.

Md Saad Ur Rashid

ID: 193-45-207

Batch: 15

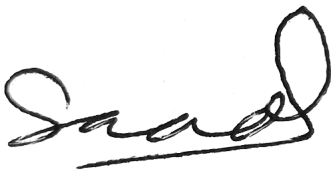
Department of Innovation & Entrepreneurship

Daffodil International University

Declaration of Student

I, Saad ur Rashid, with ID 193-45-207 and affiliated with the 15th batch of the Department of Innovation & Entrepreneurship, solemnly declare that the project report titled "**Overview Of Writepath**" represents a holistic framework aligning my business with market demands, backed by extensive research.

This report is exclusively submitted to Daffodil International University and has not been submitted for assessment in any other academic programs, nor has it been utilized for any fellowships. Moreover, the insights and discoveries presented within have not been published in any journals or magazines.

A handwritten signature in black ink, appearing to read 'Saad', with a long horizontal line extending from the end of the name.

Md Saad Ur Rashid

193-45-207

Department of Innovation & Entrepreneurship

Daffodil International University

CERTIFICATE OF APPROVAL

This is to certify that Md Saad ur Rashid has meticulously composed the project report titled **"Overview Of Writpath"** as a partial requisite for the semester final of the Entrepreneurship department at Daffodil International University. I extend my heartfelt best wishes to him for triumph in all his forthcoming ventures.



Md. Kamruzzaman Didar

Assistant Professor and Head

Department of Innovation & Entrepreneurship

Faculty of Business and Entrepreneurship

Daffodil International University

ACKNOWLEDGEMENT

I express profound gratitude to the Almighty for His divine blessings, enabling the successful completion of the final project for the Fall semester of 2023.

My sincere appreciation extends to Supervisor **Md. Kamruzzaman Didar, Assistant Professor and Head** of the Department of Innovation and Entrepreneurship at Daffodil International University, Dhaka. Supervisor Didar's extensive knowledge and fervent dedication to the field of business have been instrumental in guiding this project. His patience, scholarly guidance, consistent encouragement, meticulous supervision, constructive criticism, insightful advice, and thorough review of numerous drafts, along with corrections at every stage, have been pivotal in bringing this project to fruition.

I am also grateful to all my classmates at Daffodil International University whose unwavering support proved invaluable during the completion of this coursework.

Lastly, I extend my deepest respect and gratitude to my parents for their unwavering support and patience throughout this journey.

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Chapter 01: Introduction

Executive Summary

WritePath is pleased to present its financial statement report for the year ended December 31, 2023. This report provides an overview of our financial performance, highlighting key financial metrics and achievements.

Introduction

Welcome to WritePath, a prominent writing agency focused on delivering exceptional content creation and copywriting services. This report aims to showcase our financial performance for the fiscal year 2022 by presenting the income statement, balance sheet, and cash flow statement. Additionally, we will conduct an in-depth analysis of our financial results and offer insights into our future outlook.

Chapter 02: Target Audience Analysis

Target Audience Analysis

This chapter focuses on understanding the target audience for the writing agency. It delves into demographic and psychographic characteristics, identifying their pain points and needs that the agency can address through its services. Through comprehensive research and analysis, the agency can customize its marketing strategies to connect with the intended audience and adeptly convey its unique value proposition.

Competitive Analysis

In this chapter, a comprehensive analysis of the competitive landscape in the writing agency industry is conducted. It involves identifying key competitors, their marketing strategies, unique selling points (USPs), and areas of differentiation. Analyzing competitors' strengths and weaknesses enables the writing agency to strategically position itself and devise unique marketing tactics that distinguish it within the market.

Branding And Positioning

This chapter focuses on establishing a strong brand identity and positioning for the writing agency. It involves defining the agency's mission, vision, and core values, as well as crafting a compelling brand message that resonates with the target audience. Consistency in branding across all marketing channels is emphasized to build trust and credibility.

Online Presence

This chapter highlights the importance of a strong online presence for the writing agency. It covers website development and optimization to showcase the agency's services, portfolio, and client testimonials. Implementing effective SEO techniques is crucial for improved search engine rankings and organic traffic generation.

Content Marketing

In this chapter, the focus is on creating a content marketing strategy for the writing agency. Producing high-quality and valuable content, such as blog posts, articles, e-books, and whitepapers, helps establish the agency as a thought leader in the industry. Utilizing multiple channels like social media and email marketing to promote content proves effective in drawing and captivating the intended audience.

Chapter 03: Social Media Marketing

Social Media Marketing

This chapter discusses leveraging social media platforms strategically to engage with the target audience. Developing a content calendar and sharing relevant and engaging content regularly is emphasized. Interacting with followers, responding to inquiries, and participating in industry discussions can help increase brand visibility and attract new clients.

Influencer Partnerships

This chapter explores the potential of collaborating with influencers or industry experts who align with the writing agency's values and target audience. Engaging them in promoting the agency's services through sponsored content, reviews, or joint ventures can significantly enhance brand visibility and credibility.

Email Marketing

Build an email list of potential clients and existing customers. Develop a segmented email marketing strategy to deliver personalized and targeted messages. Send newsletters, promotions, and updates to nurture leads, drive conversions, and encourage repeat business.

Performance Tracking And Analysis

Establish tools and analytics to measure the success of marketing initiatives. Keep a close eye on essential performance metrics, including website traffic, conversion rates, social media engagement, and client acquisition. Scrutinize the gathered data to pinpoint areas that can be enhanced and fine-tune marketing strategies for optimal results.

Budget And Resource Allocation

Allocate a budget for marketing initiatives based on the agency's goals and financial capabilities. Prioritize marketing channels and tactics that yield the highest return on investment (ROI).

Chapter 04: Telemarketing

Telemarketing: Writpath also does telemarketing. Nowadays telemarketing plays a vital role in many businesses. Many e-commerce companies and the E-education sector do this kind of marketing. Our marketing department collects all the leads. Basically we do outbound calls to many US companies such as day care centers, churches, manufacturing companies and many corporate offices. We ask them to provide our services. We create business proposals, business summary writing, we do audits, we calculate their financial statement, make their presentation slide. To do all of these things we keep our minimum charge.

As an example if someone wants to do audits by us for 1 time contract we keep 300 dollars as a fixed price. If they want to renew their contract that time they have to pay 600 dollars. Some Bangladeshi Telemarketing companies like Skytech, Techmart Bpo, Sales squad help us to get those leads. We buy those leads from them. Our agents dial for the whole night. If they manage to bring any client over the phone calls, they also get 20 percent commission from every sale. Then we give another 20 percent commission to those companies who give us valuable leads. Our QC analyst checks the whole conversation after the sale is made by the agents. We do it from our office. We keep a friendly environment for our agents as they never feel bored working in the office. We have a HR person who always looks after our agents. Agents get their payment by our basis. Even though we also provide some gifts from our company to our customers, like if someone renews their journey with us we provide them pen, book, calendar free of cost.

Chapter 05: Financial Statements

Income Statement

Revenue \$1,500,000
Cost of Goods Sold \$750,000
Gross Profit \$750,000
Operating Expenses \$450,000
Net Profit Before Tax \$300,000
Income Tax Expense \$90,000
Net Profit \$210,000

Balance Sheet

Balance Sheet (in USD) Amount
Assets
- Current Assets \$600,000
- Non-Current Assets \$300,000
Total Assets \$900,000 Liabilities
- Current Liabilities \$200,000

- Non-Current Liabilities \$150,000

Total Liabilities \$350,000

Shareholders' Equity \$550,000

Total Liabilities and Equity \$900,000

Chapter 06: CashFlow

Statement (in USD)	Amount
Cash Inflow from Operations	\$250,000
Cash Outflow from Investing	-\$50,000
Cash Outflow from Financing	-\$20,000
Net Flow	\$180,000

Key Financial Metrics:

- Gross profit margin: 50%
- Operating profit margin: 20%
- Net profit margin: 14%
- Return on assets (ROA): 23%
- Return on equity (ROE): 38%
- Current ratio: 3.0
- Debt-to-equity ratio: 0.27

Financial Analysis:

WritePath has achieved strong financial performance in the fiscal year 2023, with a net profit of \$210,000 and healthy key financial metrics. Our gross profit margin of 50% demonstrates effective cost management, and our return on equity of 38% signifies strong shareholder value creation.

Future Outlook:

WritePath aims to continue its growth trajectory by expanding its client base and diversifying its service offerings. We anticipate increased revenue and profitability in the coming years through strategic investments in marketing and talent acquisition.

Chapter 07: Conclusion

In conclusion, WritePath's financial statement report for the year ended December 31, 2023, reflects a successful year of operations and financial stability. We remain committed to delivering high-quality writing services and driving sustainable growth.