



Project Report
On
The Imported Massage Chairs & Re-branding
Course Code : PW-602

Submitted To And Supervised By,
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&
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Submitted By,
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Letter Of Transmittal

LUXERÍ

To
Mohammad Shibli Shahriar
Associate Professor &
Head, Department of Innovation and Entrepreneurship
Daffodil International University

Subject : Submission of Project Report on "The imported Massage Chair and Rebranding"

Dear Sir,

I am hereby presenting my report on the imported massage chair and rebranding of my business. Luxeri started as an independent brand for conducting conventional business of lifestyle luxury product - massage chair. We started our journey and marketing the product to attract b2b sales in order to become a supplier of this premium massage chair. We are also planning to rent out these massage chair on the trendy platform which is Let's Furnish. Once our website gets developed we will sign an MoU with that company to rent our massage chair. We have purchased our domain name which is luxeri.co

I therefore, requesting you to accept this report as a proof of our startup success. We need suggestions to grow and achieve our goals to accomplish our mission.



Anika Rahman Trisha
ID : 191-45-182
CEO at Luxeri
Department of Innovation and Entrepreneurship,
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Daffodil International University



Certificate Of Approval

LUXERÍ

This is to certify that the project report entitled "The Imported Massage Chairs & Rebranding" has been prepared by S.M.Saad Uddin as a partial fulfillment of the requirement of Bachelors of Entrepreneurship from the Department of Innovation and Entrepreneurship, Daffodil International University under my guidance and supervision.

I wish him and his startup every possible success.



Mohammad Shibli Shahriar
Associate Professor &
Head, Department of Innovation and Entrepreneurship
Daffodil International University



Acknowledgement

All praise goes to Almighty Allah for making me capable to start Halal Business Ventures as well as for enabling me to create impact through right knowledge throughout the world being an Entrepreneur.

I would like to thank my respected faculty that worked hard providing the right knowledge as a helping hand to start. I would like to thank our honorable academic supervisor and head of the department Mohammad Shibli Shahriar.

I am thankful to him for his continuous efforts to help me throughout my entrepreneurial journey. The valuable information is being provided by him to complete this report successfully.

I am thankful to my friendly teachers and mentors Mr. Sill, Aasif Iqbaal Ovee & Beauty Akter to encouraging me for being an entrepreneur and change the society for positivity and prosperity.

My special gratitude to the Chairman of Daffodil Family Mr. Sabur Khan to introduce first ever academic university courses on entrepreneurship and founding the Department of Innovation and Entrepreneurship under the faculty of Business and Entrepreneurship, Daffodil International University.

Finally, my special thanks and affections to my family and friends that helped and supported me in my tough times when the others just ignored.

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CHAPTER

One

INTRODUCTION

The main objective of this report is to provide information about Luxeri.

Luxeri

is a brand that is importing massage chair from China and attracting dealers to conduct b2b business.

CHAPTER

Two

OVERVIEW

Business Concept/ Idea: We have imported 10 body massage chair which is premium and the most reliable top quality luxury product which is for the rich people in the society. We have rebranded the product in order to launch with our brand name locally.

Address of the venture: 31/2, 2nd floor, Mak Khan Tower, Green Life Medical College Building, Green Road, Dhanmondi - 1209, Bangladesh

Nature of the business: Importing and conducting b2b sales. Also renting the massage chair. Free trial and after sales service offering is available.

The company is importing and rebranding the premium body massage chair and marketing to the target audience with its brand name Luxeri.

We will be offering the chairs for rent and also people can directly schedule an appointment for free trial and buy it from our authorised outlet.

We are Luxeri (luxeri.co) importing premium body massage chair and rebranding under our brand name to conduct b2b sales and also we are developing our website to sell to the end users and we are soon partnering with other startup company named Let's Furnish to list our massage chair on their platform to rent out and conduct sales.

Our product is premium but cheaper than most other sellers in the market. We have took an advantage of rebranding which is our strategy for establishing trust in the market. We are offering the massage chair in wholesale price of BDT 1,20,000 and retail price of BDT 1,50,000 to both dealers and customers.

We are currently developing our website. After the development and deployment of our website we will offer the premium body massage chair directly to the end user of the product or target market for B2C sales. Also we will be onboarding dealers and commission merchants to sell the products to the mass market.

This is a luxury good which so many people cannot afford to buy. So our target market is old citizens those who have money to buy or rich individuals.

We will rent our premium body massage chair to the end users. We are planning to sign an MoU with Let's Furnish to offer the product on their platform for rent.

We are also planning to place these massage chairs in the shopping malls for an hourly rate to enjoy special massage of this magic chair to feel relaxed.

Our product is unique than others and we are offering this product at the best price possible.

CHAPTER
Three
BUSINESS
PLAN

Operational Plan



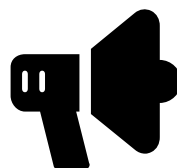
Importing Process : We are sourcing this product from Chinese manufacturer. We have an LC to import these premium body massage chair.

Name of the suppliers : Alibaba.com

Distribution Channel : Online Store, Retail Outlets.

Technology Utilization : In addition to our body massage chair we are offering free support from our page and after sales service.

Marketing Plan



→ Pricing : Reasonable

→ Promotion : TVC , Social Media

→ Distribution : Retail Outlets , Online Store

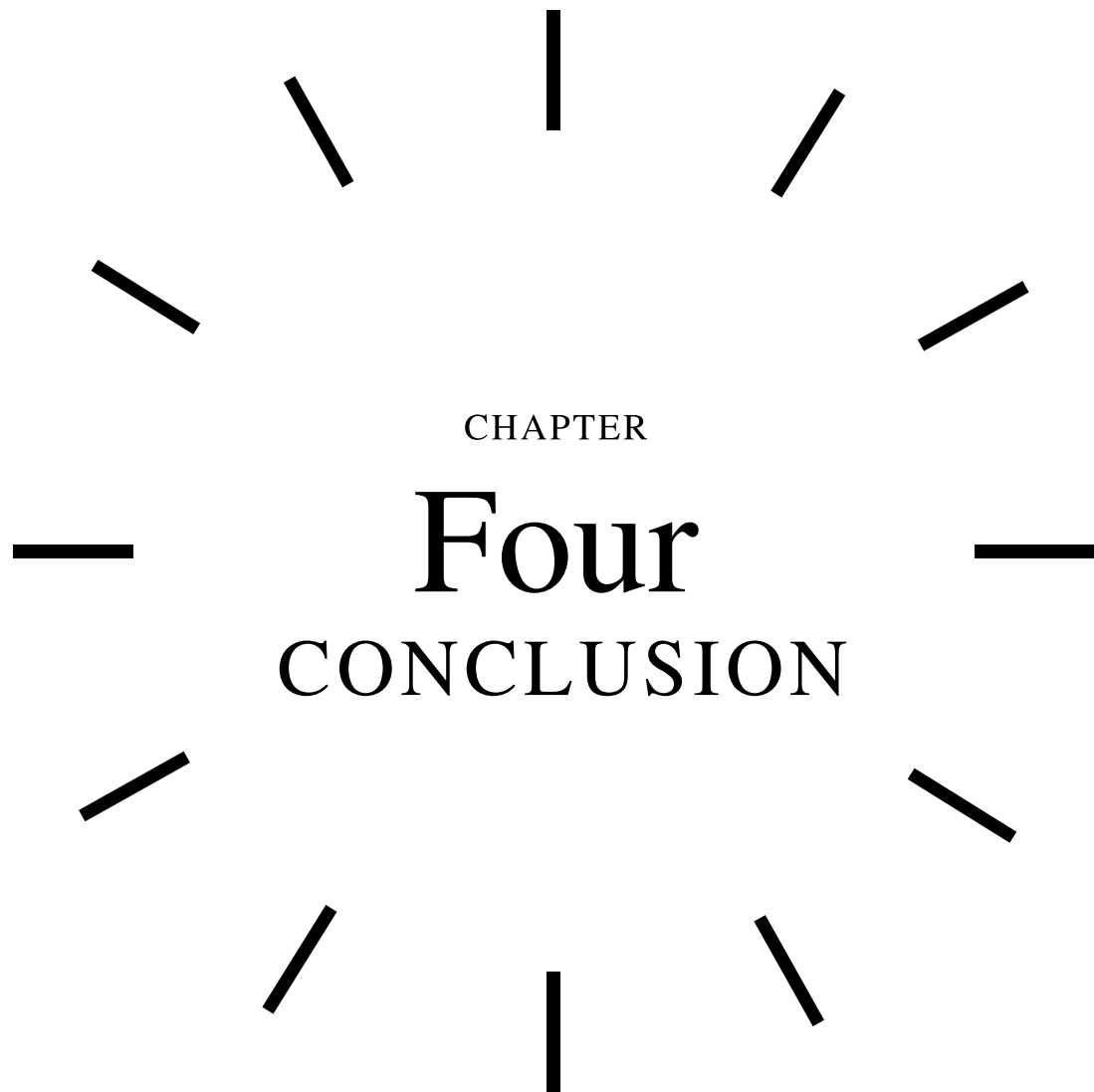
Organizational Plan

- Organogram



Roles & Responsibility

- Board of Directors : Discussing with the top level management of the company describing its mission and vision statements. Invest in the venture.
- Management Head : To make sure Company's managerial workflow at its best. Providing task to Teams related to achieve goals within timeline. And also need to manage Lead Development.
- Security Head : Has to provide the plan to Ensure security in order to maintain sound environment in the organization.
- Operation Head : Has to manage Customer Relationship Executive along with Business Analyst.
- Financial Head : Has to work with budgeting and accounting of the business venture & manage Business Development Strategist.
- Lead Development : Has to manage a team of employees to make sure the Development Process in on going.
- Marketing Executive : Has to manage a team of employees to make sure the Marketing of the company is running smoothly.
- Customer Relationship Executive : Has to make sure support team of employees are cooperating with customers and facilitating their need and providing helpful information.
- Business Analyst : Has to create report on every team.
- Business Development Strategist : Has to work to monitor teams of employees. Can fire & hire like an HR.
- Employees Teams : Teams of employees that works in different departments as an executive of the company.



CHAPTER

Four

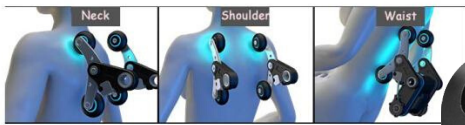
CONCLUSION

To conclude, the venture will continue its journey until it becomes profitable. Growth hacking will be the key activities for the venture for the future growth.

• APPENDIX

The S-shaped massage track is designed to closely mimic the curvature of the human spine which means it has uniform pressure from your lower back all the way up to your shoulders and necks so that no part of your back is over or under massaged.

Double S-Tracks



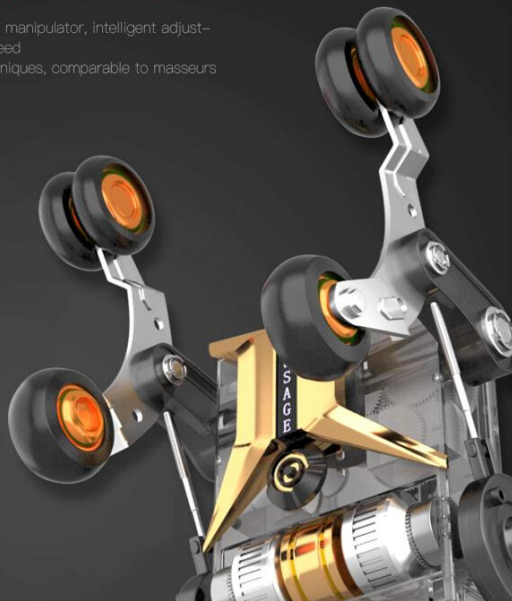
3D Massage

Massage head adopts soft silica gel material, matches various body checking appliance, simulates manual massage which is much



INTELLIGENT CORE UPGRADING

3d intelligent 6-wheel manipulator, intelligent adjustment of width and speed
6 mass massage techniques, comparable to masseurs



S Track Massage Chair with 3D Robots Hands



 Learn More



Bluetooth music

Built in audio, Bluetooth music connection



Smart Remote control

