



Daffodil
International
University

Goodis

Bangladesh

**Project
Implementation**

Mark of Signatory

Project Implementation



Presented to,

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Date of Submission: 21 December, 2025

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Declaration

We hereby declare that this project has been done by us under the supervision of **Md. Kamruzzaman Didar**, Assistant Professor and Head, Department of Innovation & Entrepreneurship, Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

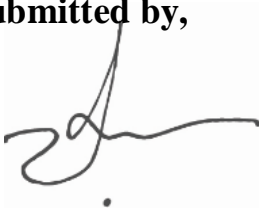
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Md. Kamruzzaman Didar

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Fardeen Islam

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Letter of Transmittal

To,

Honorable Supervisor,

Md. Kamruzzaman Didar

Assistant Professor and Head,
Department of Innovation & Entrepreneurship,
Daffodil International University, Ashulia, Dhaka.

Subject: Submission of the report of Project Implementation.

Respected sir,

It is my great pleasure to submit the report named Goodis Bangladesh as a part of Project Implementation of the Department of Innovation & Entrepreneurship for your kind consideration. We made sincere efforts to establish our business plan and examined relevant records for the preparation of the report.

Within a limited time, we have worked to make this report as comprehensive as possible. But there may be some incompleteness due to various restrictions. For this reason, we beg your kind consideration in this regard.

Sincerely Yours,



Fardeen Islam

Student ID: 0242220004111 012

Department of Innovation & Entrepreneurship,
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Certificate of Approval

This is certifying that **Fardeen Islam** (ID 0242220004111012) a regular students of the Department of Innovation & Entrepreneurship, Faculty of Business and Entrepreneurship, Daffodil International University. He have successfully completed Project Implementation on “**Goodis Bangladesh**”.

I have gone through the project and found the business feasible.

I wish them every success in life.



Md. Kamruzzaman Didar

Assistant Professor and Head,
Department of Innovation & Entrepreneurship,
Daffodil International University, Ashulia, Dhaka.

ACKNOWLEDGMENT

By the kind help of almighty Allah, I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. I would like to extend my sincere thanks to all of them.

I am highly indebted to my supervisor **Md. Kamruzzaman Didar**, Assistant Professor and Head, Department of Innovation & Entrepreneurship, Daffodil International University for his guidance and constant supervision as well as for providing necessary information regarding the report & also for his support in completing the project.

I would like to express my special gratefulness and thanks to my supervisor for giving me such attention and time.

ABSTRACT

Goodis Bangladesh is a creative startup providing affordable, high-quality branding and custom-printed promotional goods for SMEs and individuals. Since its launch in 2022, the venture has completed over 100 orders with a 97.81% customer satisfaction rate, proving strong market demand within the Bangladeshi startup ecosystem.

This project details the transition of Goodis from an informal concept into a structured business operation. It establishes essential Standard Operating Procedures (SOPs) for order handling and quality control, alongside formal Human Resource and Management policies to ensure organizational discipline. By identifying an annual market demand of 900,000 items, the report outlines a strategic roadmap for geographic expansion, B2B partnership development, and a long-term shift toward Direct-to-Consumer (D2C) manufacturing by 2028.

Ultimately, the project provides a scalable framework for professionalizing a niche branding startup into a sustainable market leader

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CHAPTER 1

Introduction of Business

1.1

INTRODUCTION

Business Name,

Goodis Bangladesh

Logo



Industry/Sector

Printing & Branding Industry

Custom Promotional Goods

Mission

To empowering Bangladesh's businesses to grow and build as global standard through sustainable branding.

Vision

To be the leading branding for Bangladesh's businesses, helping them build more valuable, remarkable brands that should connect with their consumers and staying trust.

Organogram,

- To establish GOODIS Bangladesh as a leading branding & promotional goods manufacturer in Bangladesh.
- To provide affordable and quality full branding goods for businesses, events.
- To recognize that businesses to build as memorable brands that build their feasibility to the target market.
- To drive sustainable and remarkable growth for improving their visibility.
- To contribute to the economy of Bangladesh, this branding movements are attract to the global consumers.

What is my idea?

Branding is not just to create a logo with name and attached for promote. It's totally a remarkable workout specially for engaging the proper audience. So break the traditional thinking of the branding, GOODIS BANGLADESH pointing this journey for build the brand guideline and served the purpose of the new starting business.

We believe that strong branding is the cornerstone of successful businesses. By providing affordable and high-quality branding solutions, we aim to empower Bangladeshi businesses to make a lasting impact in the global marketplace.

Market analysis

Basically we already served 100+ clients within our 1st one year. So for this journey we are faced the really market about this industry those are mentioned below.

In B2B

- Old topic integrate newly
- Competitive market competition
- Localize market is not workout standardly
- Highly conflict about prices.
- Miss communication conflict
- Time consuming workout
- Insincere about the order

In B2C

- Combination of Branding & Branding Printed product delivery
- Trust issue of local market
- One stop branding tools provider
- Unexpected demand time Time/Price/Product

Business Objective

- **To establish GOODIS Bangladesh as a leading branding agency in Bangladesh.**
 - **To provide affordable and high-quality branding solutions to businesses of all sizes.**
 - **To help businesses create strong, memorable brands that resonate with their target audiences.**
 - **To drive sustainable growth for businesses by improving their brand reputation and visibility.**
 - **To contribute to the economic growth of Bangladesh by supporting the development of strong brands.**
-

Potential Market

Mainly we are focused at the Startup or Starting Business those are concern about their lucrative branding. On the other hand, those are highly interested about the Custom Made Gift for gifting individually.

BUSINESS MODEL

“Goodis Bangladesh” playing their role in B2B & B2C both of the business model.

Description of the service

Build Your Brand – Boost Your Service

Goodis Bangladesh is a comprehensive branding and promotional goods provider catering to individuals and businesses in the growing Bangladeshi market. We offer affordable and accessible solutions to help you:

Design & Branding - Marketing materials - Promotional goods - Event support

Business Process

We are on Facebook. People can order us on Goodis Facebook page. And we have our contact number they call us directly or can contact us on WhatsApp for place their order. And after completing, we served there.

- > Messaging with client demand demo photo.
 - > Then we clarify their using.
 - > Confirm the material & product output.
 - > Negotiate the price and make a deal.

Revenue Model

Goodis generate revenue from the client’s payable amount. By providing the service of Goodis, the clients pay based on that.

by

- Branding Service Provide
- Branding Goods Provide
- Promotional Service Provide

Branding & Promotional Goods

Providing custom-printed promotional products such as T-shirts, notebooks, pens, business cards, letterheads, ID cards, flasks, and more. These all of items & more is helped to create their own recognition branding identity.

Design & Branding Services

Designing is the key points for branding a things, which is recognitions to the targeted consumers for mind fit. So based on the client requirements & overall the planning of their business, we proposed to them for brand building.

Target Audience

Mainly our targets in startups, new entrepreneurs, small businesses and individuals. For looking to establish their brand presence in the market. And ensure to provide low cost, small quantity & quality good.

Customization

Providing products which is possible for customizable, then create the theme of design for print with the perfect material.

Traditional & New Businesses / Startup Collaboration

Whereas traditional business is not concern about their brandings, we build a bridge like traditional to innovational for integrate the straturp in new formation with new branding.

Initially, the project will have some limitations for huge reach, so that primarily we targeting the Dhaka (as Urban) & Jossore, Patuakhali of Bangladesh as rural business culture. Have to plan for expand more of the areas.

Resource Limitations

As the early stage of Goodis business, we have low man power. On the other hand, basically we sourced the products from several of the ways. So the proper workout of the products as well as the broadly expand should difficult.

Competition in the Branding Industry

This market is highly competitive. Especially the perspective of Bangladesh, some local areas of printing & customizations product provider is making super fluctuated. Because here is the most taff situation is quality & prising..

Dependence on External Suppliers

Especially we are depend on the product resource suppliers. By the market demand or seasonal based the branding product managing is difficult. Because most of the products are imported.

Dependence on Local Market Trends

We are always focusing on the international market trend for matching or equal to grow our branding culture. But most of the times in general coverage of the products which is most common and general.

CHAPTER 2

Market Analysis & Strategic Positioning

2.1

MARKET DEMAND ESTIMATION

Corporate & SME Demand

In Corporates, they are very demanding and concerning for the gifting items specially for the Ocation to provide their clients & stakeholders. On the other hand in the SMEs is not much concern about this.

Events & Conferences

In every events or corporate/training conferences are high demand of this branding goods. All over thousands of event arrange in Dhaka per year. As if count 300 participants, the number of items make higher.

Personal Branding & Influencers

It's super high demand field at this moment in our country as well as global. Because, every concerns of Personal Branding & Influencers are much addicted with this type of custom branding goods. So that in annually the overall quantity is super high.

Total Demand Estimation

A. Startups

3,000 businesses \times 100 branded items each (business cards, T-shirts) = 300,000 items

B. SMEs

8000 businesses \times 30 branded items each (notebooks, pens, business cards) = 240,000 items

C. Events & Conferences

200 events \times 500 items each (e.g., banners, T-shirts, promotional giveaways) = 100,000 items

D. Personal Branding

1,000 individuals \times 20 items each (e.g., T-shirts, mugs, business cards) = 20,000 items

Total Demand for Branding Goods (Annual) 900,000 items (approx.)

Bangladesh,

900,000

items annually (combining startups, SMEs, events, and individual branding needs).

Now, to estimate Goodis' market share, we need to calculate the potential share of this total demand that Goodis can capture.

Target Audience

For Individuals

Entrepreneurs, freelancers, small businesses, students, and anyone looking for affordable branding solutions.

For Businesses

Startups, SMEs, and established companies in various industries.

Goodis' Market Penetration (Initial Stage)

Since Goodis is a new company, its market penetration is likely to be modest in the early stages. Let's assume that Goodis is able to capture a small portion of the market, say 2-5%, depending on the level of its marketing efforts, brand visibility, and customer outreach.

Market Share Calculation

(2-5%)

SWOT Analysis for “Goodis Bangladesh”



Compares with the Competitors

Points	Goodis	Competitor
Printable Product	✓	✓
Remote Order Confirmation	✓	✗
Any Quantity	✓	✗
Emergency Support	✓	✗
Free Design	✓	✗
On Spot Delivery	✓	✗

Total Demand for Branding Goods in Bangladesh,

900,000 items annually (combining startups, SMEs, events, and individual branding needs).

Now, to estimate Goodis' market share, we need to calculate the potential share of this total demand that Goodis can capture.

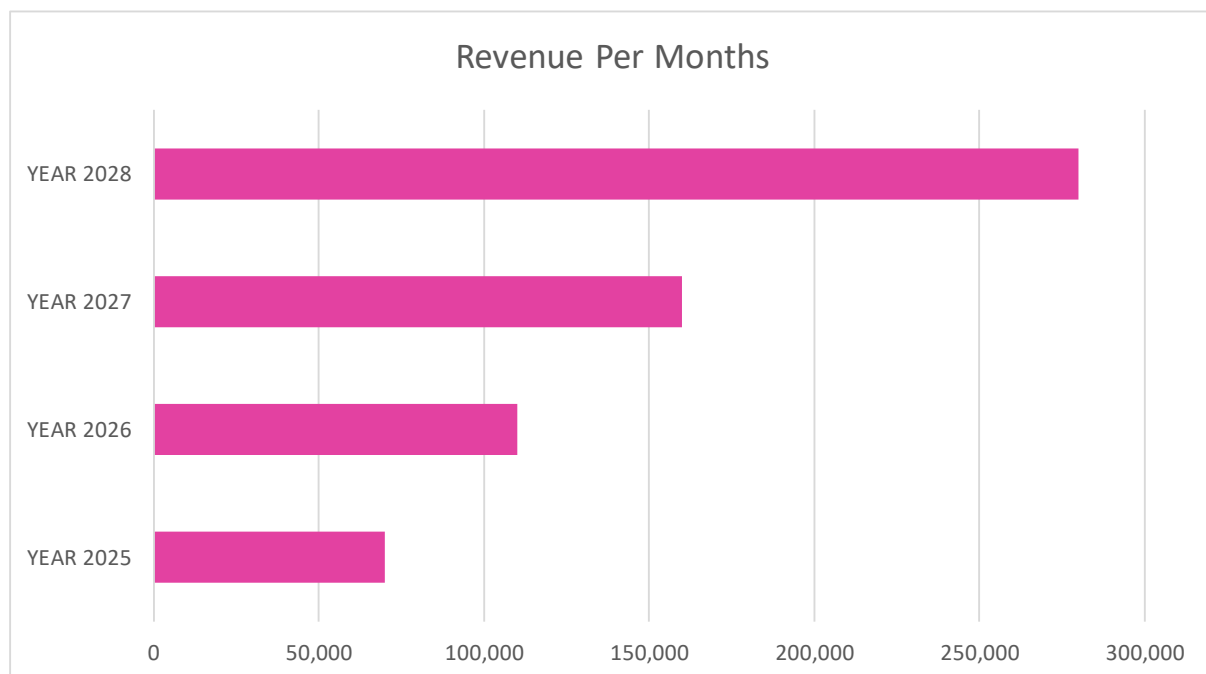
Short-Term Goals (1 - 3 Year)

- Capture 3–5% of the Dhaka startup branding market.
- Build a clear internal work process for orders, production, and delivery.
- Strengthen presence in 5 major districts beyond Dhaka.

Then segmented our working method in focusing on manufacturing own products and as much as possible to integrated that and made best as that particular branding industry.

Long-Term Goals (After 3 Years)

- Own Manufacturing Goods to Focus on D2C.



Goodis operations start from 2022, So anticipates steady growth in sales over the next 3 years, driven by increasing demand for custom branding and promotional goods from startups, SMEs, and educational institutions.

- Year 4** Estimate to sell approximately 18,000 - 45,000 items, based on market penetration (2 - 5% market share).
- Year 5** Expected growth of 20 - 30%, reaching 60,000 items as brand awareness increases.
- Year 6** Goal to provide 80,000 - 100,000 items as the business scales and expands customer base.

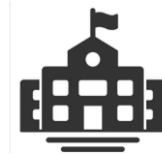
CHAPTER 3

Marketing & Promotional Strategy

3.1

TARGET MARKET SEGMENTATION

Goodis Target Customers,



Business Owner

Event Organize

Institutions Clubs

In Person

Market Needs

- Growing demand for affordable and accessible branding services in Bangladesh.
- Need for high-quality custom-printed promotional goods.
- Increasing awareness of the importance of branding for success.

Competitive Landscape

- Existing branding agencies and printing companies.
- Online platforms offering branding and design services.

Marketing Goals

- Increase brand awareness and recognition for Goodis Bangladesh.
- Generate leads and convert them into paying customers.
- Build a strong reputation for quality, affordability, and customer service.
- Position Goodis Bangladesh as the go-to solution for branding needs in Bangladesh.

Product Strategy

In Goodis formation, we are focusing on starter branding products to advance level of product based on the audience & demand for affordable price at easy to speeding tool as for their business concern.

Pricing Strategy

Goodis specially focusing on the price in affordability. Because of the audience demand they should attract their target in low cost but wider reach. So as of their selecting priority it should formation by quality, quantity & supplying emergence.

Promotion Strategy

Goodis specially focus on offline connectivity & networking through selling & approach. Because this service is a trust worth issue. So here is the word of mouth promotion is most durable. On the other hand we presenting also in online for the activity promotion and collaboration movement spreading.

Placement/Distribution Strategy

Goodis will provide door steps service to their consumer. Because this is the commitment to the consumers by remove any hustle from the clients. So it's ensuring the handling of the products with proper safety

This all are the strategies aligning with the Goodis for get positioning in this industry & as well as the concerning of new branding revolution.

Online Strategies,**Digital Marketing**

By funneling the audience for engaging with user friendly contents, websites, free consultation & testimonials..

SEO & Content Marketing

Build user knowledge centric content, which is develop the audience knowledge based on branding.

Social Media Marketing

Actively engage on relevant platforms like Facebook, Instagram, and LinkedIn to connect with potential clients and build brand communities.

Paid Advertising

Run targeted ads on social media and search engines to reach a wider audience.

Offline Marketing,**Networking**

Attend industry events and conferences to connect with potential clients and partners.

Collaborations

Partner with other businesses and organizations to offer bundled packages and cross-promotions.

Public Relations

Issue press releases and media outreach to generate positive publicity for Goodis Bangladesh.

Referral Programs

Encourage existing customers to refer new clients through incentives.

Our promotional advertisement will be done by four types of processes. Firstly we are highly focused on social media.

Digital Marketing

We are providing online services so that we have a Facebook page and other social media accounts. We are notifying our users via SMS/Comment/E-mail.

Business Card, Leaflet and Voucher

Our employees always carry business cards. When given the opportunity, we will tell students about our business. We provide special discount vouchers to our potential students. There is no expensive cost for this form of advertising except for the business card and brochures that students take to pass on to their familiar persons.

Event

One of our most attractive events we will arranged annually, that called “FAN FEST”. On the other hand we arrange some events in schools, colleges, universities, and several places. Where we introduce people to why they need to use this platform to reach their dream personalities and send gift safely. And this types of events will increase our publicity.

Word of mouth

We will provide our users with the best experience so that they will be pleased enough to tell their familiar persons about our workout.

Serial	Items	Amount
A.	Advertising	
	Social Media Ads (Facebook, Instagram, LinkedIn)	BDT 50,000/month
	Google Ads	BDT 30,000/month
B.	Promotions	
	Discount Offers & Referral Programs	BDT 20,000/quarter
	Seasonal Campaign	BDT 25,000/season
C.	Distribution	
	Website & E-commerce Maintenance	BDT 15,000/month
	Shipping and Delivery	BDT 10,000/month
D.	Event Marketing	
	Workshops & Partnerships	BDT 40,000/event
	Participation in Expos/Conferences	BDT 50,000/event

Total Estimated Marketing Budget - BDT 1,200,000 annually

Return on Investment (ROI) & Success Metrics

Break-even Point	Targeted within 18–24 months of the implementation phase.
Customer Acquisition Cost	Monitored strictly to ensure that the cost of gaining a new customer does not exceed the profit from their first order.
Conversion Rate Target	A goal of 38% (converting leads from social media and inquiries into paid orders).
Growth Expectation	A projected 20–30% growth in the first year of full implementation through solid execution of the ad spend.
Customer Satisfaction Score	Currently at 94.86% (Targeting 98% through improved SOPs).

CHAPTER 4

Implementation & Operational Plan

4.1

OPERATIONAL STRUCTURE

Our operations are carried out according to the B2B (Business to Business) & B2C (Business to Consumers) category. As in this category, we have designed our supply chain.

Operational Model

In the operational model, we are maintaining our integrated our workhouses that can handle custom made & printed items. From this, we have control over the fulfillment process. We started a new business and for this, we have only operate from in Dhaka. But from there we already delivered our products to 05 districts of Bangladesh.

Ordering & Delivery

We have different time slots depending on the area.

Premium Stage

(05 Day Delivery)

We deliver products between two official days all over the country. In these slots, clients get some extra advantages.

General Stage

(02 Day Delivery)

This delivery time slot is only from Dhaka city. We also provide this service to some areas from outside of Dhaka and for this emergency service they need to pay an extra delivery charge.

Organizational Structure

- Advisory Council
- CEO/MD
- Chief Communication Officer
- Marketing & Business Development officer
- Human Resources Manager
- Design Executives

OPERATIONAL LOCATION

Country : Bangladesh
Core Operation : Dhaka, Bangladesh.
Service Area : Potuakhali, Borguna, Joshore, Eshwardi, Khulna, Chittagong, Cox's Bazar

Focus: Hiring, developing, and retaining skilled talent in creative design and sales.

Hiring

Creative Talent Graphic designers, content creators, video editors.

Sales Talent Business development executives, social media managers, corporate sales reps.

- **Process**

- Identify role & requirements (JD prepared by Owner).
- Post job vacancies on **Facebook, LinkedIn**.
- Shortlist based on skills/portfolio (especially for 2017).
- Interview round (technical + cultural fit).
- Trial project (for creative roles).

Training & Development

- **Onboarding training**

Introduce brand values, product knowledge, design standards, and sales pitch templates.

- **Ongoing training**

Workshops on design software (Adobe, Canva), customer negotiation, and branding trends.

- **Cross-training**

Encourage creative staff to learn basics of sales and vice-versa for flexibility.

Key performance indicators for management effectiveness

✓ **Revenue Growth**

Tracking the increase in sales revenue over specific periods monthly & annually.

✓ **Profitability**

Monitoring gross profit margin and net profit margin to assess the financial health and efficiency of the business.

✓ **Customer Acquisition Cost (CAC)**

By measuring the acquisition of consumer from which channel we used.

✓ **Customer Retention Rate**

In this sector, here is the customer retention rate is high..

✓ **Operational Efficiency**

Monitoring the total consumer satisfaction rate based on response timing, product matching, delivery handling & after sale support.

✓ **Achievement of Strategic Goals**

Tracking the every single process for aligning the total objectives of the business plan.

✓ **Owner's Time Management and Productivity**

Assessing how owner contribute their time for manage tasks.

Metrics for assessing team and individual performance

As a Team	As Individual
<ul style="list-style-type: none"> • Task Completion Rate • Quality of Work • Customer Satisfaction (direct feedback) • Initiative and Problem-Solving • Adaptability and Learning 	<ul style="list-style-type: none"> • Sales Targets Achieved • Task Completion and Efficiency • Customer Service Ratings • Project Deliverables • Attendance and Punctuality. • Contribution to Team Goals.

Processes for regular performance reviews and feedback

Performance review is primarily self-assessment.

The company owner always review the KPIs with the mentioned metrics for above of the evaluate their effectively & identifying that key areas for improvement.

- Regular Reflection
- Seeking External Feedback
- Key performance & goal define clearly.
- Regular feedback & advising.
- Review conducting.
- For further development, documenting the proper areas.
- Performance linking for growth opportunity.
- Ensure KPIs directly boost up the business's objectives.
- Be prepared to adjust KPIs as the business evolves.
- Consider a balance of financial and non-financial metrics.

Payment Collection

- 50% advance taken during order confirmation.
- Remaining 50% collected at delivery.
- Payments via
 - **Bank**
 - **MFS (Bkash/Nagad)**
 - **Cash.**
- Every transaction recorded in Hard Copy Invoice, Google Sheets & Software.

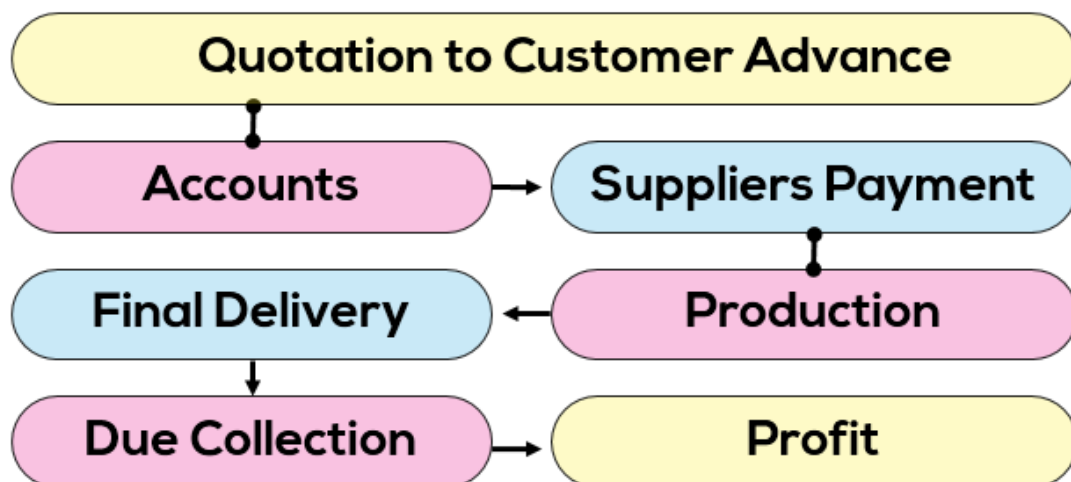
Petty Cash Handling

- Daily petty cash float: BDT 5,000 – 10,000.
- Used for office supplies, rider payments, or emergency purchases.
- Maintained by Finance Officer; reconciled weekly.

Supplier Payments

- Raw materials (t-shirts, mugs, notebooks) purchased in bulk.
- Negotiated credit period (15–30 days).
- Payments made via bank transfer or mobile banking.
- All invoices checked against **Goods Received Note (GRN)** before payment.

Money Flow for Goodis



Word of Mouth

- Existing Clients
- Networking

Social Media Promotion

- Platforms: **Facebook, Instagram, LinkedIn, TikTok.**
- Content Types: Product display, customer interest, branding stories.
- Budget: BDT 50,000/month (ads + boosted posts).

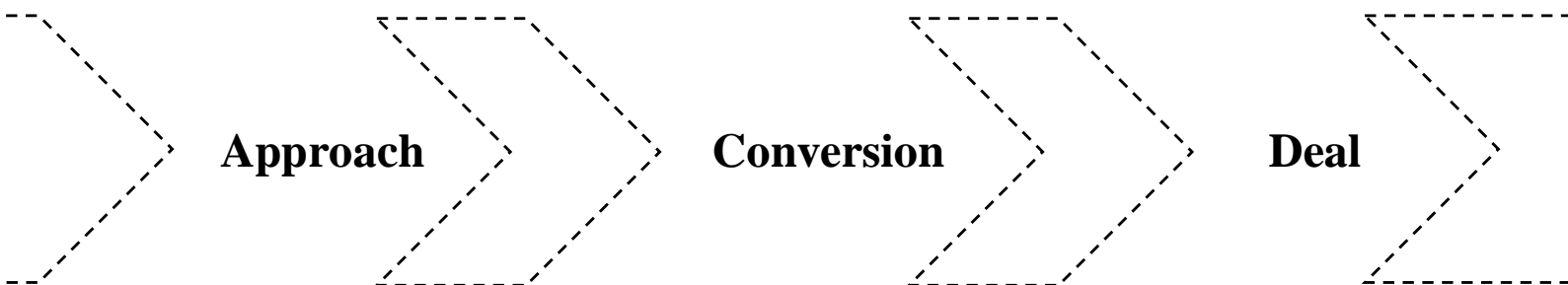
Partnership Development

- Collaborate with **startup hubs, student clubs, and event organizers.**
- Offering special support/discount based on the requirements of quantity
- Co-partnering opportunities specially for SMEs.

Lead Generation

- Digital > Funneling Ads, organic posts, knowledgeable & hype created content share.
- Offline > Networking, Word of mouth.
- Conversion Funnel

Leads > Qualified Leads > Orders > Repeat Customers.



Seals Cycle

Channels of Support

- Direct in Place
- Messenger/WhatsApp > Fastest response.
- Email > for bulk/corporate orders.
- Direct Phone Call > for urgent delivery or issues.

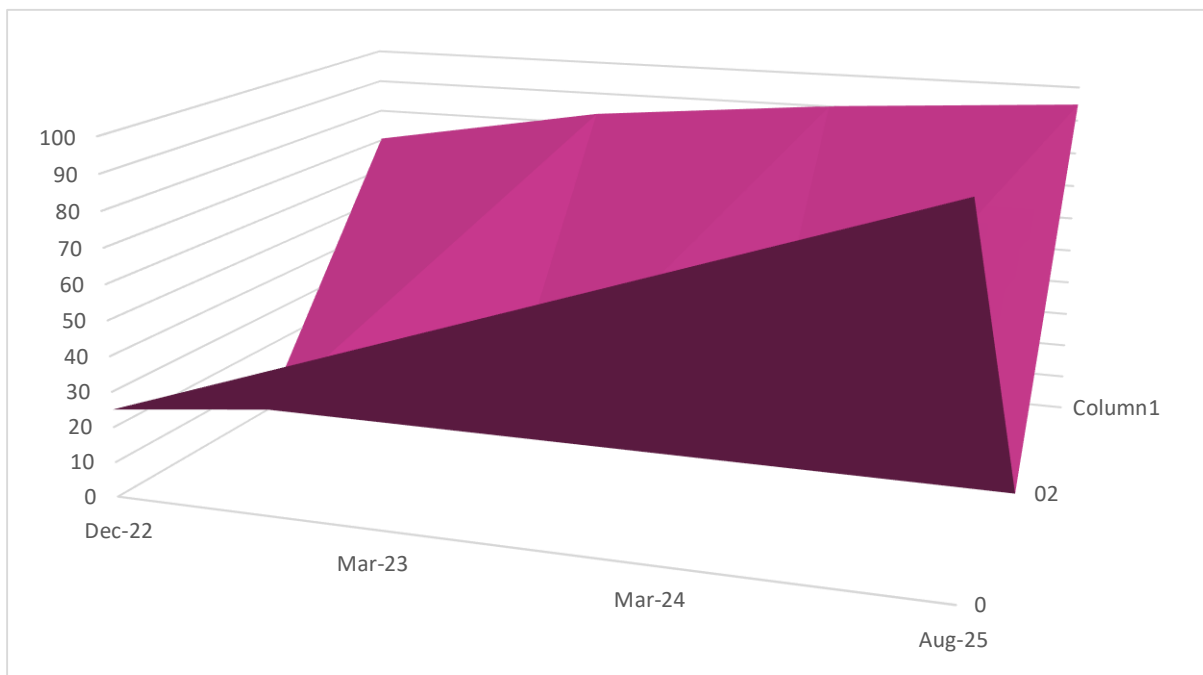
Complaint Resolution Process

1. Receive complaint (Issue of any error).
2. Record in **Complaint Register**.
3. Assign for solving the issue to responsible team (Creative/Operations).
4. Follow up the customer.

Customer Retention

- Special service consistency for repeat customer.
- Required samples manage.
- Collect existing service experience as testimonial.

Rates of Customer Satisfaction & Testimonial



Handling Customers Orders

Objective

To ensuring all the consumers order for any branding goods, such as, t-shirt, mug, notebook, pen, file etc. We are always handle it very concern with thier intention of focusing on the product ensuring.

Scope

Applies to **Sales > Creative > Operations > Delivery** teams involved in order handling.

Responsible Persons,

- **Sales Executive** Contact, Connect & get requirements.
- **Creative Executive** Prepare visuals & update by revision.
- **Operations Team** Coordinates for printing type, materials & packing.
- **Rider/Delivery Staff** Committed timing for delivery.
- **Owner** Finalize the order for proceed..

Step-by-Step Procedures,

Order Inquiry & Confirmation

- Customer contacts via Facebook, WhatsApp, phone, or in-person.
- Sales Executive records order details (product, design, quantity, delivery date).
- Quotation prepared & sent as early.

Advance Payment & Order Approval

- Customer pays 50% advance via bKash/Nagad/Bank.
- Order confirmation shared with Creative Executive.

Design Finalization

- Creative Executive prepares mock-up design.
- Design shared with customer for feedback.
- Customer approves final design in writing (via Messenger/Email).



Production & Printing

- Operations team sources raw material (t-shirt, mug, notebook).
- Printing vendor or in-house machine processes the design.
- Quality Control (QC) team inspects batch for color, alignment, durability.

Packaging & Dispatch

- Products packaged with **Goodis branding** (stickers, wrapping).
- Rider assigned delivery schedule.

Final Delivery & Balance Collection

- Rider delivers products to customer location.
- Collects remaining 50% payment.
- Delivery slip signed & recorded.

Order Closure & Record Keeping

- Sales Executive updates order log in Google Sheet/ERP.
- Invoice filed digitally & physically.

Tools/Documents/Forms

Order Form (digital/printed)

Quotation Template

Customer Approval Email/Messenger Screenshot

Delivery Slip

Invoice & Payment Receipt

Hardcopy & Google Sheets

Objective

To considering proper of consumer satisfaction, they handle the customer issue for very quickly, professionally & fairly.

Scope

Applies for any issue from the consumer of any filed of un-concern from the team is acceptable for further improvement.

Responsible Persons

- **Customer Support** Record complaints recall.
- **Creative Executive** Resolves design-related issues.
- **Operations Team** Handling with product build to delivery.
- **Owner** Review the things.

Step-by-Step Procedures

- **Complaint Receipt & Recording**
 - Customer submits complaint via Messenger, Whatsapp, Phone, or Email.
 - **Complaint Register** with date, order ID, issue.
 - Responsible team should informed for handling
- **Acknowledgment**
 - Customer Support acknowledges complaint within **2 hours**.
 - Provides case ID/reference number.
- **Investigation**
 - If **design-related**: Forward to Creative Executive.
 - If **production-related**: Forward to Operations Team.
 - If **delivery issue**: Forward to Rider/Logistics.
- **Solution Development**
 - **Minor Issue (Delayed delivery, Packaging)** → Resolve within 24 hours.

- **Major Issue (e.g., wrong print, defective product)** → Offer:
- Reprint (preferred)
- Discount on next order
- Partial refund (if necessary)

Customer Communication

- Customer informed of resolution plan within **24 hours**.
- Reprint/Refund completed within **3 working days**.

Closure & Feedback

- Customer signs/approves resolution confirmation.
- Complaint record updated in **Complaint Register**.
- Customer asked for feedback/review (for improvement & social media).

Tools/Documents/Forms

Complaint Register (Google Sheet or Notebook)

Complaint Resolution Form (internal use)

Delivery Slip / Invoice (for verification)

Refund/Reprint Approval Form

Complaint Register Operate

Goodis Bangladesh can leverage technology in several ways to enhance its branding and promotional offerings, improve efficiency, and reach a wider audience. Here are some potential methods:

➤ **Design & Branding**

Online design platforms

Using online tools for Branding Ideation or direct implementation. Such as, Canva, Adobe

Brand management software

Through this Brand Management software, managing the proper path of branding.

AI-powered design tools

Explore the AI Powered tools for making logo as test poupose & getting the theme color of branding idea.

➤ **Marketing & Promotion**

Customer relationship management (CRM) software

CRM is the most useful for maintaining and analyze the consumer aspect.

Social media management tools

For analyzing the consumer interest and also for retargeting this social media manager tools are very important.

Email marketing automation

For getting the boom sales and potential clients collaboration this way of e-mail marketing should perfect for professional channels.

➤ **Production & Distribution**

On-demand printing

Partnering with the raw materials & product suppliers for getting the priority based products and service with stable price.

E-commerce platform

Develop a one stop kind of e-com platform for consumer easy to reach and place their demands.

Fulfillment services

Partner with fulfillment centers to manage warehousing, packing, and shipping of your products, freeing up your resources for other tasks.

➤ **Data & Analytics**

Website analytics

This data is the super drive for up gradation of conversion rate from potential consumer by analyzing properly.

Social media analytics

Platform based analysis and comprising with the data and the matrix for consumer convert fix & intention grab.

Marketing automation analytics

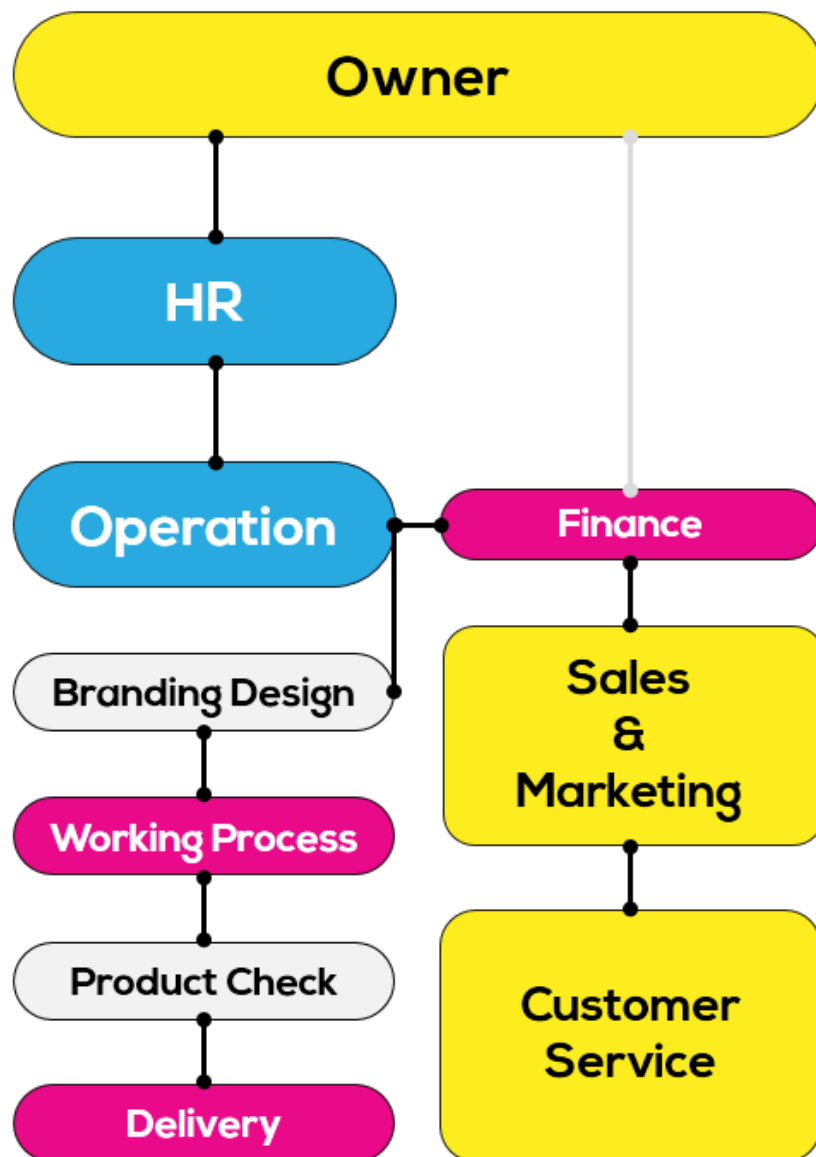
Tracking the proper marketing performance the automation of total marketing channels get a vital data for further steps and forecast about potentiality of market demand.

CHAPTER 5

Organizational Plan & Management Policy

5.1

ORGANIZATIONAL STRUCTURE



Here is the **Core Functional Structure** of Goodis Bangladesh with a dedicated team and super structured operations.

Purpose

To establish a transparent and fair process for hiring creative, sales, and operational talent that aligns with Goodis' values and business needs.

Scope

Applies to all permanent, part-time, and on-demand recruitment.

Rules & Procedures

Steps	Activity
Job Vacancy Approval	All new positions must be approved by the Owner.
Job Posting	Vacancies must be announced on official channels (Facebook Page, LinkedIn, BD Jobs, and University Career Centers).
Application Screening	HR/Owner reviews CVs and portfolios, shortlists suitable candidates.
Interview Process	At least 2 stages: Technical/Portfolio Evaluation
“Final Interview with Owner”	
Selection	Best candidate selected based on skill, cultural fit, and role relevance.
Documentation	All recruitment files (CV, evaluation, offer letter) archived for 2 years.

Purpose

To ensure responsible use and safeguarding of goods office assets (laptops, printers, raw materials, client data).

Scope

Applies to all employees and contractors.

Rules & Procedures**Asset Allocation,**

Each employee must sign an Asset Issue Form when receiving company equipment.

Items include laptops, ID cards, printers, or design software licenses.

Usage Rules,

Assets to be used strictly for company-related work.

Internet use restricted to professional purposes.

Sharing of client files/data with outsiders prohibited.

Loss & Damage,

Employee must report within 24 hours.

Investigation conducted by Admin.

Negligent damage may lead to salary deduction.

Asset Return,

On resignation/termination, all assets must be returned before final salary clearance.

5.4 DECISION MAKING, LEADERSHIP & SUCCESSION POLICY

Decision-making processes within the organization

- The owner makes all strategic, operational, and financial decisions.
- Decisions are often made quickly and directly based on the owner's assessment of the situation, experience, and business goals.
- Formal processes for decision-making (like committees or multi-level approvals) are approach in Half Monthly Meeting.

Internal communication channels and practices

- Face-to-face conversations.
- Informal meetings.
- Phone calls or messaging apps.
- Simple written instructions or memos through Email.

Conflict resolution

- Informal and based on open communication and finding mutually acceptable solutions.

Strategies for developing future leaders within the organization

- Attending relevant workshops, seminars, or online courses.
- Reading industry publications and books.
- Networking with other business owners or professionals.
- Seeking mentorship or guidance from experienced individuals.
- Mentoring and coaching
- Delegation of responsibilities
- Providing training opportunities
- Identifying and nurturing talent

Succession planning for key management roles

- Potential short-term strategies
- Cross-training key employees
- Documenting key processes
- Having legal arrangements in place
- Long-term considerations:
- Identifying a potential successor
- Developing a plan for the transition of ownership and management
- Considering the future of the business

CHAPTER 6

Localization & Expansion Strategy

6.1

LOCALIZATION STRATEGY

Adapting to Local & Foreign Markets

“As we expand, we can’t use a one-size-fits-all approach.”

- **Product Design**

Use culturally relevant artwork and styles.

- **Packaging**

Include labels or greetings in local languages.

- **Legal Requirements**

Follow the country’s import rules, especially for the promotional goods.

Example,

For the UAE/Dubai, we could design mugs or T-shirts with Islamic typography for diaspora communities.

6.2

INTERNATIONAL TRADE & EXPORT STRATEGY

Our export plan starts simple and grows step by step.

- **Targeted Countries**

UAE, UK, Canada.

- **Start with Handy Crafts orders**

Send samples to event planners based on requirement.

- **Use reliable shipping agent**

Local CnF agents, DHL, UPS..

6.3

PARTNERSHIPS & ALLIANCE

Locally

We will work with small business, startups, students club or institutional projects for grab bulk order.

Abroad

We will team up with Bangladeshi students, associations, community event planners.

6.1

FINANCIAL PLAN & INVESTMENT

Category	Budget/Details
Initial Expansion Budget	BDT 4 - 5 lakhs for licensing, logistics, marketing, and compliance.
Funding Options	Business savings, SME loans, or small investors.
Expected ROI	Break-even within 18 - 24 months; 20 - 30% growth in the first year with solid execution.

6.4

CULTURAL MATTERS & RISK HANDLING

Where we go, we should stable and stay with our own value,

Cultural & Ethical Matters	Identify & Handling Risks
<ul style="list-style-type: none">• Respect local cultures.• Promote ethical labor and sustainability.• Engage in community CSR events (like youth events or giveaways for small businesses).	<ul style="list-style-type: none">• Track export orders, customer reviews, and repeat business.• Evaluate ad campaign success and ROI monthly.• Review partnerships every quarter.

CHAPTER 7

Scalability, Growth & Regulatory Management

7.1

SCALABILITY AND GROWTH PLANS

Plans for scaling the management and organizational structure as the business grows

- **Initial Stage (Current)**

In this sole proprietorship business, it's totally flat with key functional handling.

- **Mid-Term Growth**

For workload distribution, sometime the professional hires from outside or part-time expert should join.

- **Long-Term Growth**

Further expansion, devide the managerial role, and just direct report to the owner.

Strategies for adapting the organization,

- **Flexibility and Agility**

The idea would be to keep flexibility and agility in organizational form. Since we are a smaller unit in the beginning, we would be able to move quickly on the basis of market changes or new possibilities.

- **Continuous Learning and Skill Development**

It is also important to note that the owner will focus on increasing their knowledge through continuous learning in an effort to gain more skills that will be used in running the business.

- **Strategic Partnerships**

The formation of strategic partnerships or collaborations may enable an organization to get access to resources or expertise without necessarily increasing the organizational structur.

- **Technology Adoption**

Technological integration for team and task management for proper workflow maintaining & tracking

- **Regular Review and Adjustment**

The owner shall make efforts to review the structure of the organization and its processes in a bid to identify areas of bottlenecks as the business grows.

Legal and regulatory obligations,

- Business Registration
- Taxation
- Labor Laws (if employing)
- Specific Industry Regulations
- Value Added Tax (VAT)
- Contract Law
- Intellectual Property Rights

Policies compliance especially for labor laws, industry standards,

- Commitment to Legal Compliance
- Adherence to Labor Laws
 - Employment records maintain.
 - Ensuring fair and timely payment wages.
 - Leave & holiday policy applicable.
 - Working environment maintain with healthy & safety.
- Adherence to Industry Standards
- Ethical Business Practices
- Data Privacy

Regular audit procedure,

- Self-Assessment
- Record Keeping
- Staying Informed
- Consulting with legal or business advisors.
- Monitoring official government publications and websites.
- Participating in relevant industry associations or forums.
- Periodic Review
- External Consultation

CHAPTER 8

Feedback, Findings & Future Outlook

8.1

CUSTOMER FEEDBACK

“



Sorup Amin, Country Director (Shop Base)

"Goodis provide a total gift box for our international participants for a competition event. We all are super satisfied about their working procedure. Very clean & perfect communication!"



Shishir Sarker, Founder (BELA)

“Always their product quality is great. Actually I get their very emergency service with very tight schedule. Till they are provides that by their commitments, special thanks, Goodis.”

Key Findings



Product Quality Inconsistency,

Based on logistics, it complaining 19% for customer noted issues with print fading & product damages in bulk. Sometimes we faced it for the online image quality should dropped. So as the suggestions quality control (QC) gap could mitigate for approval & then delivered.



Price Transparency,

Some of the consumer mentioned the price rate discount for the bulk price and the quotation clearly define the products descriptions. At this moment we took the cost plus pricing strategy for more clear and transparent communication.



Customer Service Lag,

Someone's comment for slow or delay communication especially of the reply for any concern. At this moments the concerning focus on designing provides and fixing the revisions.



Product Quality Inconsistency

Standardize Post-Printing Quality Control (QC)

- **Action** **Implement a 3-Point QC Check**

Before final pack, again should conduct a mandatory final checking.

1. Print Durability Test
2. Color Match against the final approved,
3. Physically product sample perfecting

Product Defect Rate: Reduce to below 2% of total delivered items per month.

Manage Digital vs. Physical Expectation

- **Action** **Update Online Visuals and Disclaimers**

Use clear and highly accuracy output by following the proper printing knowledgeable persons for standardize with the materials.

Improve Supplier Vetting

- **Action** **Audit Top 3 Material Suppliers.**

Rating the suppliers based on some measures which is maintain their working in long or short term. If they could supply proper of the products & perfect with the demand should accepted.

Price Transparency



Introduce Tiered Bulk Pricing

- **Action** **Develop a Clear Tiered Discount System.**

In bulk ratio, formally introduce in some ranges. Such as, 25, 80, 100+ items. Based on the ration of ordering quantity. It should be properly indicate the pricing is go upper or lower.



Appoint a Dedicated B2B/Corporate Contact

- **Action** **Assign Individual manager aspects from Corporate, Startup, SME.**

Dedicately assign more the one person (part time also) for deriving the individual industry of customer for first served and meet the proper knowledge for the dedication.

Proactive Communication (Post-Order)

- **Action** **Introduce Automated Status Updates.**

AI automation integration for responding via Whatsapp, SMS or any others channel.

1. Order Confirmed/Design Approved,
2. Production Started, and 3) Ready for Shipment.

Market Expansion

- Explore new business segments.
- Target entire branding strategy makers for more growth and global focuses.

Product & Service Diversification

- Introduce new categories of promotional goods, like caps, bags, and mugs.
- Develop digital branding services like website design and social media management.
- Offer bundled packages combining branding and promotional items for greater value.

Technology Integration

- Artificial Intelligence automation for branding suggestions.
- Implement as an e-commerce platform for more efficient.
- Build more consumer relations stronger by maintaining proper data.

This Ratio Term (Next 5 - 7+ years)

- Sustainability & Social Impact
- Franchise Opportunities
- Strategic Partnerships
- Technology Leadership
- Experiment with artificial intelligence (AI) for personalized branding.
- Become a recognized leader in utilizing technology for branding and promotional solutions
- Global Expansion
- Build a global brand with a strong reputation for excellence and innovation.

CHAPTER 9

Conclusion, Reference & Appendix

CONCLUSION

Goodis Bangladesh is vision driven branding goods provider for any business, events & individuals. Within 3 years of service age, they should achieve high rate of consumer for their product, quality, small quantity & perfect service.

The transition described in this regarding the formation of proper policies regarding Recruitment, Leave, Attendance, Office Management, and Asset Handling, and proper Standard Operating Procedures (SOPs) regarding Customer Order Handling and Complaint Resolution, helps implement the daily functions in a well-organized and scalable manner. Essentially, this is an example of what can be achieved in terms of furthering entrepreneurial passion into an operational plan for sustainable stability, growth, and global competitiveness.

When done with the right approach to HR, money management, business process optimization, and customer service oriented process implementation, Goodis is attempting to make its presence as a sustainable and growth-focused startup. The policies and procedures also bring down discipline and compliance into the team and increase customer satisfaction with regard to logistics and price transparency, the proposed strategic actions, “such as implementing a 3 point Quality Control (QC) check, introducing Tiered Bulk Pricing, and appointing Dedicated B2B Managers for individual industry collaboration and focus framework on how these operational issues can be addressed.

Goodis looks ahead with their vision for Direct to Consumer (D2C) production in 2028, they offer an example of what startups in their domain could be in order to achieve global viability.

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Goodis Bangladesh provide various kind of custom printed goods those are printable, customized & renovate.

