

**Project Implementation**  
**ProcuraX Global:**  
**An International Procurement and Global Sourcing Agency**

**Submitted to:**

**Md. Kamruzzaman Didar**

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

**Submitted by:**

**Faysal Ahmad**

**ID: 222-45-056**

Department of Innovation and Entrepreneurship,  
Daffodil International University.

**Date of Submission: 23 December, 2025**

## Letter of Transmittal

Md. Kamruzzaman Didar

Assistant Professor and Head

Department of Innovation & Entrepreneurship

Daffodil International University

**Subject:** Submission of Project Implementation Report on *ProcuraX Global*

Dear Sir,

I am pleased to submit the Project Implementation Report "**ProcuraX Global: An International Procurement and Global Sourcing Agency**", in fulfilment of the Requirements, Bachelors in Entrepreneurship, Department of Innovation & Entrepreneurship, Daffodil International University.

This report synthesises academic knowledge and practical experience gained in the activities of procurement, supply chain management and international trade. It is about academic integrity and originality as well as proposing a feasible and scalable business model for an international procurement and sourcing agency based in Bangladesh.

Thank you for your guidance and valuable suggestions which were vital to the completion of this project. I hope this report is what you are looking for and that it is an academic piece.

Yours sincerely,

**Faysal Ahmad**

ID: 222-45-056

Innovation & Entrepreneurship Dept.

Daffodil International University.

## Declaration

I hereby declare that this Project Implementation report entitled "**ProcuraX Global: An International Procurement and Global Sourcing Agency**" is my original work and has been prepared under the supervision of, **Md. Kamruzzaman Didar**, Assistant Professor and Head, Department of Innovation & Entrepreneurship, Daffodil International University.

I further declare that this report has not been submitted previously either wholly or in part, for award of any degree, diploma or academic qualification at this or any other institution. All information, data and analysis presented in this report are based on my independent research and practical understanding and proper acknowledgment has been made where necessary.



**Faysal Ahmad**

ID: 222-45-056

Innovation & Entrepreneurship Dept.

Daffodil International University.

## Certificate of Approval

This is to certify that Project Implementation report entitled "**ProcuraX Global: An International Procurement and Global Sourcing Agency**" submitted by **Faysal Ahmad**, ID: 222-45-056 is a record of original work done by him under my supervision. This report is submitted towards the partial fulfilment of the requirement for The Bachelor of Entrepreneurship Programme under the Department of Innovation & Entrepreneurship, Daffodil International University.

The study has been reviewed and found to be of good standard academically, original and practical. I wish him all good luck in his future academic and professional life.



**Md. Kamruzzaman Didar**

Assistant Professor & Head

Innovation & Entrepreneurship Dept.

Daffodil International University.

## Acknowledgment

I express my gratitude to Almighty Allah for giving me the strength, patience and determination to complete this project.

I am thankful to my supervisor, **Md. Kamruzzaman Didar**, Assistant Professor and Head, Department of Innovation & Entrepreneurship, Daffodil International University for his guidance, constructive feedback and encouragement. His insights and academic support were essential in the successful completion of this study.

I also thank the faculty of the Department of Innovation & Entrepreneurship for their great academic foundation and a conducive learning environment. I am thankful for my friends and peers for their valuable ideas, feedback, and support throughout this project.

Finally, I would like to thank my family for their encouragement and tenacious support that motivated me to complete this project with dedication.

## Abstract

This Project Implementation Report outlines a thorough business plan for **ProcuraX Global**, an International Procurement and Global Sourcing agency which is planned to operate mainly out of Bangladesh and cater to the international markets. The project tackles some of the major problems small and medium-sized enterprises (SMEs) and online sellers face when finding consistent suppliers, procuring goods at reasonable costs and coordinating cross-border trade operations.

The work is focused on developing an asset-light and service-oriented business model, which focuses strongly on professional procurement management, supplier evaluation, negotiating support, quality coordination and export readiness. By reducing the cost of sourcing SMEs by 20% through the use of digital platforms, ProcuraX Global plans to have minimal physical infrastructure while being efficient, transparent and globally reachable. The project also examines the strategic role of international market access, especially in the European Union to establish credibility and client trust.

This report uses the academic concepts of entrepreneurship, supply chain management, and international business to design a feasible and scalable venture. Market analysis, operational planning, financial projections and risk assessment are included to assess the sustainability of the proposed business. The results show that there is great potential for **ProcuraX Global** in developing as a trusted procurement intermediary that combines research-based decision-making with practical sourcing knowledge.

# Table of Content

Chapter 1: Introduction.....	1
1.1 Introduction to ProcuraX Global.....	1
1.2 Rationale of the Project.....	2
1.3 Objectives of the Study.....	2
1.4 The Scope and Constraints of the Study.....	3
Chapter 2: Industry & Market Analysis.....	4
2.1 Overview of the Global Procurement and Sourcing Industry.....	4
2.2 EU-Asia Trade Dynamics.....	4
2.3 Target Market Segmentation.....	5
2.4 Competitor Analysis.....	5
2.5 Market Size and Target Share.....	6
Chapter 3: Business Concept and Value Proposition.....	7
3.1 The conceptual framework of ProcuraX Global.....	7
3.2 Value Proposition.....	7
3.3 A competitive advantage that is unique.....	8
3.4 Customer Suffering and Remedies.....	9
Chapter 4: Business Model and Service Design.....	9
4.1 ProcuraX Global Service Structure.....	9
4.2 Business Model Canvas.....	10
4.3 Revenue Streams.....	11
4.4 Pricing Logic.....	12
Chapter 5: Operational Framework.....	13
5.1 Bangladesh Operations: Quality and Sourcing Co-ordination.....	13
5.2 Online Operating Model (80–90%).....	14
Chapter 6: Marketing and Client Acquisition Strategy.....	14
6.1 Digital-First B2B Marketing Approach.....	14
6.2 EU Channels of Client Acquisition.....	15
6.3 Relationship and Retainer Strategy.....	16
Chapter 7: Financial Plan.....	17
7.1 Start-up Cost: Low-Capital Agency Model.....	17
7.2 Phased International Expansion Strategy.....	17
7.3 Revenue Projections (Five Years).....	18
7.4 Operating Cost Structure.....	19
7.5 Profitability & Break-even Analysis.....	20
7.6 Calculated Break-Even Verified.....	20

Chapter 8: Risk Analysis and Mitigation.....	21
8.1 Operational Risks.....	21
8.2 Compliance Risks.....	21
8.3 Market Risks.....	22
8.4 Mitigation Strategies.....	22
Chapter 9: Growth and Expansion Roadmap.....	22
9.1 Phase-Wise Growth Plan.....	22
9.2 Addition of UAE Entity.....	22
9.3 Export Trading and Asset Building.....	23
9.4 Growth and Expansion Roadmap Table.....	23
Chapter 10: Conclusion.....	24
References.....	25

# Chapter 1: Introduction

## 1.1 Introduction to ProcuraX Global

The rapid growth of international trade and the growing globalisation of supply chains have greatly changed the way businesses source products and procure activities. In recent years, the rising number of small and medium-sized enterprises (SMEs), online sellers and emerging brands have increasingly turned to global suppliers to lower costs, and enhance the quality of their products while staying competitive in international markets. However, many of these businesses are facing challenges in areas such as reliability of suppliers, price bargaining, quality assurance, and lack of knowledge of cross-border procurement processes.

ProcuraX Global is designed as an international procurement and global sourcing agency to overcome these problems by serving as an intermediary professional buyer and supplier. The agency is developed with a service-oriented and asset light business model as the focus is on sourcing products from Bangladesh and other Asian markets and serving international clients especially from the European region.

The concept of **ProcuraX Global** stems from the founder's academic background in entrepreneurship, as well as practical experience in procurement, coordinating the supply chain, and export-oriented research. By bringing together the theoretical aspects with practical experience in supplier sourcing, cost benchmarking, and vendor coordination, the business is looking to offer structured and reliable procurement solutions for international buyers. The agency is to operate mostly through digital platforms so that it can function efficiently with the least amount of physical infrastructure and have a global reach.

**"Procura"** = refers to **Managing and Sourcing on behalf of others**

**"X"** = is for **Execution and Efficiency**.

**"Global"** = emphasises the **International Focus** of the business

The name ProcuraX Global is a reflection of the identity and scope of the business. The word "Procura" stands for managing and sourcing on behalf of others, which is in line with what a procurement agency does, while "X" stands for execution and efficiency. "Global" indicates the international nature of the business, which is also underlined in the tagline **"Professional Procurement, Without Borders."**

## 1.2 Rationale of the Project

The motivation of this project is based on the increasing need for outsourced procurement services in the global market. Many businesses, especially SMEs and online sellers, do not have the resources and expertise inside their companies to manage sourcing internationally effectively. As a result they are exposed to increased procurement costs, inefficiencies in operations and increased risks with regards to supplier performance and quality control.

Bangladesh has become a competitive hub for its manufacturing capabilities with skill manpower also at a low cost. Despite these strengths, international buyers often encounter difficulties in finding reliable suppliers and controlling the procurement activities at a distance. This leaves a huge gap for an intermediate agency which can bridge the gap between the buyers and suppliers through professional procurement management.

This project seeks to explore the opportunity of establishing **ProcuraX Global** to fill these market gaps. By using a hybrid operational model which prioritises both digital communication and professional coordination, the agency aims to minimise procurement risks, maximise transparency and efficiency for international clients. From an academic perspective, the project enables the use of entrepreneurship and international business concepts in the design of a practical and scalable business venture.

## 1.3 Objectives of the Study

The main aim of this research is to develop and assess a workable business model for ProcuraX Global as an international procurement and global sourcing agency. The specific objectives of the study are:

- ❖ To analyse the global procurement and sourcing environment and identify the market opportunities for service based agencies,
- ❖ To look into the role of Bangladesh as a sourcing centre for the international buyers.
- ❖ To develop a service oriented business model in the area of procurement, coordination with suppliers and exports.
- ❖ To evaluate the operational framework needed for effective digital-based procurement management;
- ❖ To examine the financial viability and growth prospects of the proposed business.
- ❖ To identify key risk associated with international procurement and propose mitigation strategies

## **1.4 The Scope and Constraints of the Study**

### **Scope of the Study**

The scope of this project is limited to conceptualization and planning of ProcuraX Global, as a procurement and sourcing agency. The study focuses on service-based procurement activities such as supplier sourcing, negotiation support, quality coordination and export readiness. It also includes market analysis, business model design, operational planning and financial projections pertinent to an early-stage agency.

Geographically, the study focuses on source operations from Bangladesh and other selected markets in Asian countries and targets international clients, especially in the European region. The project is not concerned with physical trading operations nor with managing inventory at the first stage of the project, because the business model is designed to be asset-light.

### **Limitations of the Study**

Despite careful planning and analysis there are certain limitations to this study. The project is based on the secondary data, academic resources and practical experience which may not be able to reflect the real-time market fluctuations. Financial projections are estimates and may differ based on market conditions, client acquisition and operational efficiency.

Additionally, regulatory requirements and trade policies may vary from country to country and may undergo changes over time, which could impact the implementation of the proposed business model. However, these limitations do not affect overall feasibility and academic relevance of the project.

## **Chapter 2: Industry & Market Analysis**

### **2.1 Overview of the Global Procurement and Sourcing Industry**

The global procurement and sourcing industry has undergone a lot of development as well on the basis of globalisation, digitalization and the rise in cost pressures. Many organisations, especially SMEs, start-ups, and e-commerce companies, are now outsourcing procurement functions to minimise the complexity, manage supplier risks, and focus on core operations. Digital platforms enable these services to be delivered efficiently across borders, making service-based and asset-light procurement agencies increasingly popular.

Additionally, businesses are diversifying supply chain to minimise dependence on single sourcing countries. This trend has led to the opportunity for new sourcing hubs in Asia where professional procurement intermediaries play a significant role in ensuring transparency, reliability and sustainable supplier relationships.

### **2.2 EU–Asia Trade Dynamics**

Trade relations between Europe and Asia have been steadily increasing over the past decades due to cost advantages, production specialisation, and the increased consumer demand. Asian countries, such as Bangladesh, China, Vietnam and India, have become major suppliers of textiles, consumer goods, industrial components and intermediate products in the European Markets.

From the European point of view, Asia provides competitive pricing, a large-scale manufacturing capability, and flexibility in production. However, European buyers often struggle with issues such as lack of visibility of sellers, issues in communication, inconsistency with quality standards and compliance issues. These challenges put greater demands on reliable procurement partners who know both the realities of the Asian side of suppliers and the requirements of the European side of buyers.

Bangladesh, in particular, has bolstered its standing as a sourcing destination because of its experience in the export-oriented manufacturing and improving compliance standards. Despite this progress, many European SMEs are reluctant to deal directly with suppliers because of perceived risks, including a lack of local knowledge of markets.

## **2.3 Target Market Segmentation**

The ProcuraX Global target market is composed of specific client groups that need the organized procurement services, not the massive trading activities. These segments include:

### **Small and Medium size Enterprise:**

A major target market is European SMEs that purchase products abroad but do not have procurement teams. The businesses need the help in selecting suppliers, price negotiation, quality coordination and order follow-up.

### **Sellers in E-commerce and Online Brands:**

Sellers who sell products online especially those that sell through international e-commerce platforms find it hard to acquire trusted suppliers and ensure the quality of their products remains the same. ProcuraX Global focuses on these customers by providing them with contractable services based sourcing solutions that are customized according to their operational level.

### **New Market entrants and startups:**

Start ups and entrepreneurs venturing into international markets need procurement advice in its initial stages. This segment is appreciative of research-based sourcing, supplier validation and cost-effective sourcing policies.

### **Export-Oriented Buyers:**

The other useful segment would be companies interested in export-quality products sourcing in Bangladesh and other countries in Asia. Such customers require services in the preparation of exports, documentation sensitization and coordination with suppliers.

ProcuraX Global focuses on these segments and this is what makes it a specialised procurement partner as compared to a mass-market trading company.

## **2.4 Competitor Analysis**

The international procurement and sourcing sector is a competitive market with market players who are either big multinational procurement firms, or individual sourcing agents. There are three major competitive groups.

### **Big Procurement Consulting Firm:**

These companies provide procurement solutions on an end-to-end basis but mostly to large companies. Their services tend to be costly and less accommodative to the SMEs and startups. ProcuraX Global stands out as offering tailored and affordable services to the smaller clients.

## **Sourcing Agents Who Are Independent:**

The sourcing agents are individuals who work informally and have simple supplier connections. They might offer cheap services, however, they are usually not organized, transparent and professional in documentation. ProcuraX Global tries to eliminate these drawbacks through the standardized procurement practices and professional communication.

### **Trading Companies and Intermediaries:**

The antiquated trading firms are based on the buy-and-resell model that increases the expenses and lowers the transparency. ProcuraX Global, on the contrary, is a service-oriented procurement agency, which allows its clients to own the suppliers directly but to receive sourcing and procurement-related services. Its digital, client-centric and research-based strategy makes ProcuraX Global an entity that can be trusted with international sourcing and is scalable.

## **2.5 Market Size and Target Share**

Global procurement and sourcing services market is projected to grow to over USD 8-10 billion fuelled by the highest rate of outsourcing procurement processes by SMEs and online sellers. The target market of ProcuraX Global is a narrow segment within the larger market, which is SMEs, e-commerce sellers, and export-oriented buyers who are sourcing in Asia. Practically, with the targeted market of 0.03 percent of the available service market, there would be around 120 clients of the service retained. It is estimated that with this number of paying customers, we will be at the right track of reaching our target revenue figures, which will give us measurable milestones of market penetration.

The company is focused on depth of service and long-term relationships, rather than rapid growth of market shares, by focusing on particular segments and regions of their operations.

## Chapter 3: Business Concept and Value Proposition.

### 3.1 The conceptual framework of ProcuraX Global

ProcuraX Global is an international sourcing and procurement agency in the form of a service oriented organization that is envisioned to serve as an intermediary between buyers and suppliers in an international context. Instead of the classic buying and selling practice, the agency is used with legal representation and with systematic procurement management in place, and the clients can maintain the initiative of the supplier relations at the same time as enjoy specialized procurement service.

ProcuraX Global conceptual framework is based on the concepts of entrepreneurship, supply chain management, and international business. It has a hybrid operating model where the majority of the operations are carried out digitally with selective coordination on the ground at the supplier level. This strategy will help the company **to be asset light, scalable and cost effective and operational flexibility.**

The framework revolves around the role of ProcuraX Global to act as an intermediary between Asian suppliers and international buyers. The agency is in charge of the identification of suppliers, negotiation, quality control and order follow-up, which makes the process of procurement transparent and efficient. ProcuraX Global aims at minimizing uncertainty and risk of operations among its clients with the help of research based decision-making and practical sourcing capabilities.

### 3.2 Value Proposition

The **ProcuraX Global** value proposition is based on the structured, reliable, and professional procurement solutions according to the needs of international clients. The agency is also more transparent and trusting as opposed to the traditional sourcing agents or trading companies, as the agency is not the owner of products, but it provides services.

To international purchasers, **ProcuraX Global** provides access to qualified suppliers, economical sourcing approaches as well as expert organization during the procurement procedure. The clients will enjoy the advantage of minimized procurement risks, enhanced communication with the suppliers, and enhanced pricing and quality standards control.

To the suppliers, the agency provides a professional mode of communication that prevents the suppliers of any buyer requirements, timely coordination, and long-term business relationship. This formal methodology is advantageous to both parties since it enhances efficiency and minimizes cross-border misunderstanding within transactions.

In summary, ProcuraX Global has the potential to add value to the market by integrating market research, source-sourcing, and online business into a dependable sourcing framework of global business.

### **3.3 A competitive advantage that is unique.**

The competitive edge of the ProcuraX Global is based on the combination of theoretical information, real-world procurement experience and asset-light business model. The agency uses a formal framework where documentation, process transparency, and professional communication receive an important priority unlike informal sourcing agents. As an illustration, a recent client dashboard update indicated efficiency in the order cycle by showing each of the steps involved in the process of discovering suppliers to the delivery of the final product. Dashboard offers real time tracking and documentation of the processes available to clients thus promoting accountability and transparency in the procurement process. Such an organized method will help build trust in clients and provide professional communication at all levels.

One of the strengths of ProcuraX Global is that it has a good appreciation of **both** of the supplier side realities in Asia and buyer side expectations in global markets. This dual vision will enable the agency to focus cost efficiency on quality and compliance needs. As well, the digital-first operating model allows ProcuraX Global to operate to clients in various regions without the need to increase its operations cost by a considerable margin.

The other valuable asset is the research-based procurement methodology. The evaluation of suppliers, market analysis, and cost benchmarking are done in a systematic manner, which allows making informed decisions. This strategy improves trust and creates a long-term relationship with the clients.

### **3.4 Customer Suffering and Remedies.**

The issue with international buyers is that they have a hard time trying to locate trustworthy suppliers that can deliver the expected quality and compliance levels. ProcuraX Global seeks to solve this dilemma in organized supplier sourcing and appraisal. The communication problems and negotiation difficulties with foreign suppliers can often lead to the delays and inefficiency; the agency serves as the professional mediator to secure effective communication, effective negotiations, and proper follow-up of the orders.

Poor quality consistency and insufficient coordination on the ground further enhance the risks of procurements and ProcuraX Global will avoid them by monitoring production and quality coordination. What is more, the agency facilitates clients export preparedness and logistical counseling to minimize the complexity as well as risk in the purchase.

## **Chapter 4: Business Model and Service Design.**

### **4.1 ProcuraX Global Service Structure.**

ProcuraX Global has a service-based business model that aims at serving international buyers at various processes of their sourcing and procurement cycle. The service framework can be split into three connected parts, namely Procurement & Global Sourcing, Export Support, and Amazon and E-commerce Sourcing. These services are developed as independent as well as integrated services to be flexible according to the needs of the clients.

#### **Global Sourcing Services Procurement.**

This service is the main product of ProcuraX Global. It involves identification of suppliers, price check, negotiating assistance, interacting with vendors, follow-ups in production, and organizing quality checks. This service is aimed at reducing the operation and quality risks of clients being able to source products in an efficient manner. In particular, the procurement service can be offered to SMEs and startups that do not have in-house procurement knowledge. In order to complete the picture of the boundaries of the service and guarantee the clarity of the duties, we will be able to complete our task on the stage of the coordination of quality inspections and the completion of the documentation. After this, a freight forwarder will assume the operation and delivery of goods in order to have them delivered to their ultimate destination.

#### **Export Support Services**

The export support department concentrates on supporting clients as well as suppliers in making products ready to be marketed to other global markets. This involves export preparation advice, liaison with suppliers, awareness of documents and the simple logistics assistance. ProcuraX Global, however, does not operate as a trading company but as a service provider, making the exporting easier, allowing clients to keep the ownership and the right to make decisions.

#### **E-commerce Sourcing Services and Amazon.**

This service division will be targeted at internet vendors and electronic brands that sell through the global online shops. It involves sourcing of the products, cost reduction, coordination of the suppliers, support to quality and continuous sourcing. This section is designed to accommodate a repetitive procurement requirement and scaled sourcing activities.

## 4.2 Business Model Canvas

The ProcuraX Global business model is organized as a value creation based on professional services as opposed to ownership of the physical asset. In Table 4.1, the relevant components of Business Model Canvas to the agency are summarized.

**Table 4.2: Business Model Canvas of ProcuraX Global.**

<b>Component</b>	<b>Description</b>
<b>Key Partners</b>	Manufacturers, suppliers, logistics, inspection-agencies.
<b>Key Activities</b>	Sourcing of suppliers, supporting negotiation, coordination of quality, communicating with clients.
<b>Key Resources</b>	Purchasing skills, ability to do research, digital technology.
<b>Value Proposition</b>	Sound, transparent and economical procurement services.
<b>Customer Relationships</b>	Long-term retainer, project cooperation.
<b>Customer Segments</b>	SMEs, selling e-commerce, startups, export-based buyers.
<b>Channels</b>	Online platforms, business connections, recommendations.
<b>Cost Structure</b>	Operation tools, communication expenditures, research.
<b>Revenue Streams</b>	Retainers, project commissions, based on success.

This canvas emphasizes the light-asset and service-based character of ProcuraX Global that can be scaled with little fixed costs.

### 4.3 Revenue Streams

ProcuraX Global earns money by using various channels of service based provisions to remain mobile and flexible in terms of finances. Its major sources of revenues comprise:

- ❖ **Monthly Retainers:** Clients who would like to have continuous procurement services do so by paying a fixed monthly payment to be able to receive ongoing services like coordinating with the suppliers and assisting in the negotiation process and tracking the order.
  
- ❖ **Project-Based Fees:** One-time projects in procurement or sourcing are billed on a fee basis depending on the scope, level and the project lifecycle.
  
- ❖ **Success-Based Commissions:** A success based commission may be imposed in selected situations where success in sourcing or achievable cost savings are made to the client.
  
- ❖ **Web-Based Sourcing Support:** E-commerce clients have the option of subscribing to continuous sourcing support based on the level of its operation.

This diversified sources of revenue make it less dependent on one source of income and increases financial stability.

### 4.4 Pricing Logic

Principle of pricing of ProcuraX Global is that of equalizing client affordability and sustainable profitability of the agency. The price is built on the scope, complexities, time and value given to the client of the service. ProcuraX Global does not have a fixed margin as other trading companies in the traditional method do, that is, the model incorporates a margin within the product prices.

In the case of procurement and sourcing services, retainers are designed in such a way that they represent the intensity of work involved. Project-based pricing is received in cases when clients demand short-term or special sourcing services. Pricing in success-based models is made to conform to performance performance, such that there is shared value creation.

The pricing strategy helps in sustaining long-term relationships with the clients and the strategy is not too strict to suit various segments of the clients. Through transparency and value price, ProcuraX Global builds reputability and professional integrity within foreign markets.

## **Chapter 5: Operational Framework**

### **5.1 Bangladesh Operations: Quality and Sourcing Co-ordination.**

Bangladesh is the main operational center of ProcuraX Global especially when it comes to sourcing and supplier-side coordination. Its good manufacturing environment and export-driven sectors are strong reasons that can be considered to be a strategic location to conduct procurement activities. Its operations in Bangladesh are structured to meet the demands of international buyers to ensure reliability of the suppliers, cost-efficiency, and consistency in quality.

The sourcing process will start by identifying the appropriate suppliers according to the needs of the clients that will include; product specification, price expectation, and production capacity. The criteria used by suppliers include a market research, the past record of performances and personal communication. Upon shortlisting, ProcuraX Global facilitates quotation requests, price comparison, and negotiation facilitation to attain the best sourcing results to clients.

Another important operational operation that is handled in Bangladesh is quality coordination. This involves production follow up, communication with the supplier during production, and also organizing quality inspection where necessary. ProcuraX Global does not own inspection facilities but instead engages third-party inspectors or does minor quality checks with the help of a set of checklists. This will provide quality control in addition to keeping the operation structure light in terms of asset. Portugal is the client operational anchor to ProcuraX Global especially to clients in the European Union (EU). Businesses that are associated with Portugal are characterized by professional communication, client relationship management, and invoicing coordination, and not physical procurement activities. In order to increase our credibility and convince the risk averse SMEs, ProcuraX Global is seeking certification by the European Union Chamber of Commerce. The fact that we have been identified by such a well-known organization is a trust indicator which confirms that we have the dedication to quality and compliance with the EU standards. Onboarding of the clients, communication of contracts, and documentation of their services are done in accordance with the EU business practices and perceived risks linked to cross-border sourcing are minimized, as well as easier engagement with the SMEs and online sellers in the EU becomes easier.

The Portugal-based operations are also associated with the invoicing and payment coordination of the EU clients. The structure encourages open financial dealings and is in line with the EU business expectations. Notably, Portugal operations are light and administrative being free of high fixed costs and offers strategic legitimacy to the business.

## **5.2 Online Operating Model (80–90%)**

ProcuraX Global has a digital first business model where almost 80-90 percent of the operations are conducted online. It will be one method of ensuring that the agency will be efficient in cross border operations with the least amount of physical infrastructure. The key activities that are related to communicating with clients, coordinating with suppliers, document sharing and reporting are performed through the digital platform.

Daily operations are based on the use of online tools like the email, video conferences, document management tool using the cloud, professional messaging applications. Under this form of digital structure, ProcuraX Global can serve a number of customers simultaneously, act promptly to meet sourcing demands and be in touch 24 hours a day, regardless of the time zones.

The limited physical operations are associated majorly with supplier-side coordination in Bangladesh that entails sampling or on-ground check where the necessity arises. The digital and selective physical operations allow ProcuraX Global to be flexible in its operations.

## **Chapter 6: Marketing and Client Acquisition Strategy.**

### **6.1 Digital-First B2B Marketing Approach**

The digital-first business-to-business (B2B) marketing approach adopted by ProcuraX Global targets international customers in the most effective way with minimum marketing costs. Given that the agency is service-based and the ratio of assets is very low, the online platforms have become the primary source of brand awareness, lead generation, and contacting the clients.

Marketing position is pegged on credibility of the professionalism, openness and communicating the value rather than massive advertisement. ProcuraX Global offers itself as a competent global sourcing partner by the skilled platform of a professional online presence and focused online communication.

The search engines visibility and the professional networking sites are also significant in client acquisition. With the positioning strategy, ProcuraX Global will focus on clients who require the procurement assistances, but not only inquiries. The approach ensures the highest leads and prospects within the clients.

### **6.2 EU Channels of Client Acquisition.**

ProcuraX Global has a significant target market in the European Union as the country has high requirements of outsourced procurement services and have greater interests of diversified sourcing destinations. Marketing of clients in the EU is not through the broad-based marketing but through the relationship and targeted channels.

Professional networking sites are implemented to access such decision-makers as owners of businesses, procurement managers, e-commerce sellers, etc. Participation in the online business communities and referrals as well as direct outreach can also be helpful in the process of acquiring the clients. The communication on the definitions of the client needs, the beginning of the communication and virtual meetings are carried out via email communication.

In addition to this, indirect access to potential clients will also be provided in partnership with business networks, startup communities and export related organizations. Through these channels, ProcuraX Global will be able to communicate with the clients on the professional level and build the long-term relationship on the basis of the trust and satisfaction.

**Table 6.1: Channels of Acquisition of Clients in EU.**

<b>Channel</b>	<b>Purpose</b>
Professional Networking Systems.	Relationship development and generation of leads.
Direct Email Outreach	One-on-one communication to customers.
Internet Business Networks.	Contributions and recommendations: Industry.
Virtual Meetings	Presentation of the services and onboarding of the clients.
Referrals	Trust-based client acquisition.

### **6.3 Relationship and Retainer Strategy.**

ProcuraX Global is founded on long-term relations with clients as the growth strategy. The agency as well is not focused on single transactions but rather on an ongoing relationship through contracts of retainer based services. The only advantage of this strategy is continuity, predictability and commitment between both the agency and the clients.

The retainer model is structured in a manner that would make the clients unlimited access to the procurement services like arranging the suppliers, helping in negotiating and tracking the orders. Such a model will help ProcuraX Global to understand the needs of the clients in the long run and offer them more targeted solutions. Retainers also reduce uncertainty to the clients and reduce the chances of having to hire new providers of procurement services on a regular basis.

Common communication, progress reporting and performance evaluation are the supports of the relationship management. Focusing on long-term partnerships, ProcuraX Global will be capable of achieving the goals of continuous revenue increase and strong customer loyalty.

## Chapter 7: Financial Plan

### 7.1 Start-up Cost: Low-Capital Agency Model.

ProcuraX Global is intended to be an international sourcing and consulting company that is lean and service-oriented. The first investment is focused on legal establishment, online infrastructure, brand, and operational preparedness as opposed to capital assets.

**Table 7.1: Startup Cost Estimate**

<b>Cost Category</b>	<b>Estimated Cost (BDT)</b>
Business Registration & Legal in Bangladesh.	80,000
Website, Hosting and Digital Infrastructure.	120,000
Technologies, professional.	90,000
Branding & Initial Marketing.	160,000
Communication and Home-based office installation.	70,000
Contingency Reserve	80,000
<b>Total Initial Startup Cost</b>	<b>600,000</b>

This kind of investment will ensure professionalism, stability in the operations, and financial risk when venturing into the market is minimal.

### 7.2 Phased International Expansion Strategy.

Graduated International Expansion Strategy.

International expansion will be both revenue-based and gradual, which will ensure the effectiveness of capital and management of risks. The expansion phases are fuelled by the revenue milestones, which aligns financial ambition with reasonable check-points.

## **EU Entry by Portugal Operations**

- Intended upon completion of successful operations of 12-15 months.
- Trigger: regular EU customer interaction and regular retainers  
Approx set up cost: **BDT 900,000 – 1,200,000**
- Growth will commence after achieving BDT 5 million of yearly revenue.

## **UAE Operations**

- Scheduled within 30-36 months  
Trigger: increase in transaction volume, payments to suppliers, and trade finance required.
- Approx, cost of setting up: BDT 1,500,000 - 2,000,000  
Expansion will be started when annual revenue reaches BDT 15 million.

This reasoning implies that the international organizations are established only at financial logic and the turnover disclosures transform into the disciplinary checkpoints to aid in regulating the growth direction.

## **7.3 Revenue Projections (Five Years)**

The revenue estimates are pegged on:

- ❖ Gradual client acquisition
- ❖ Growth in monthly retainers
- ❖ Venture in the EU and Middle East markets.
- ❖ Contracts of higher value sourcing and export coordination.

**Table 7.2: Revenue Projections**

<b>Year</b>	<b>Operational Stage</b>	<b>Estimated Revenue (BDT)</b>
Year 1	Bangladesh operations.	1,500,000
Year 2	Strong retainer base.	3,000,000
Year 3	Portugal operations added.	5,500,000
Year 4	Expansion and export services of EU.	8,500,000
Year 5	UAE activities and big customers.	12,000,000

## 7.4 Operating Cost Structure

ProcuraX Global operates under the cost model, which is based on services, and the growth has been managed as corresponding to the increase in revenue.

**Table 7.3: Operation average costs per year.**

<b>Cost Component</b>	<b>Annual Cost (BDT)</b>
Digital Tools & Software.	300,000
Marketing and Client Acquisition.	700,000
Communication and Administration.	250,000
Outsourcing & Quality Co-ordination.	650,000
Professional/Compliance Costs.	400,000
<b>Total Annual Operating Cost</b>	<b>2,300,000</b>

Mean operating monthly costs:

$$2,300,000 \div 12 \approx 191,667 \text{ BDT}$$

## 7.5 Profitability & Break-even Analysis.

### Financial Performance by year.

Year	Revenue (BDT)	Operating Cost (BDT)	Annual Profit	Cumulative Position	Status
Startup	—	—	—	<b>(600,000)</b>	● Initial Investment
Year 1	1,500,000	1,000,000	500,000	(100,000)	● Near Break-Even
Year 2	3,000,000	1,300,000	1,700,000	1,600,000	● Break-Even Achieved
Year 3	5,500,000	1,650,000	3,850,000	5,450,000	● Strong Growth
Year 4	8,500,000	2,050,000	6,450,000	11,900,000	● Accelerating
Year 5	12,000,000	2,450,000	9,550,000	21,450,000	● Market Leadership

## 7.6 Calculated Break-Even Verified.

- Initial Investment: **BDT 600,000**
- Year 1 Profit: **BDT 500,000**
- Left to Recover after, Year 1: BDT 100,000.

Year 2 monthly profit rate:

$$1,700,000 \div 12 \approx 141,667 \text{ BDT}$$

Balancing amount to recover in Months, in Year 2:

$$100,000 \div 141,667 \approx 0.7 \text{ months}$$

### Final Break-Even Result

It will break even approximately after the 2<sup>nd</sup> year and after opening the doors only after the 13<sup>th</sup> month.

*(Cajal-Grossi et al., 2023)*

## **Chapter 8: Risk Analysis and Mitigation.**

### **8.1 Operational Risks**

The primary causes of operational risks are the cross-border coordination, reliance on suppliers and deliveries of digital services. Reliance on third party suppliers and service providers may cause delays and time zone and cultural differences may cause breakdown of communication. The number of clients can also increase and the pressure of work can be attributed to the limited systems or resources.

### **8.2 Compliance Risks**

The compliance risks are founded on the fact that trade regulations, export requirements and policy alterations differ across national borders. The sourcing compliance standards and the client markets may vary and this may present hardships in their operations. The future expansion to Portugal and the UAE will be accompanied by adjusting to the requirements of the local legal and tax systems and the reporting requirements in order to avoid a reputational or regulatory risk.

### **8.3 Market Risks**

The market risks include demand variability in the world, economic uncertainty, changes in the exchange rates, and an increased competition. This dependence on a limited number of clients may also cause instability in revenues in the event of shift of relationship with the clients.

### **8.4 Mitigation Strategies**

The means of managing operational risks are standardized procedures, online tracking, and diversification of suppliers. The compliance risks management methods are the regulatory monitoring, professional consultation and slow growth. The maintenance of market risks through diversification of clients, retainer contracts and continuous change of services to the market trends.

## **Chapter 9: Growth and Expansion Roadmap.**

### **9.1 Phase-Wise Growth Plan**

ProcuraX Global pursues stepwise growth strategy in order to ensure the controlled growth, financial stability, and efficiency. The roadmap is concerned with scaling up of services, geographic footprints and value creation in scrumbling fashion, nonetheless, the business remains asset-lite. Each of the phases will be conditioned by success of the previous stage that will remove the risk and increase the sustainability in the long-run.

### **9.2 Addition of UAE Entity**

Establishment of a UAE only will be a long-term move rather than a pre-requisite. UAE will be an international trading and financial hub, which is perfect when dealing with high volume transactions, payments to the supplier and logistics arrangements. The UAE unit will not be introduced until the business stabilizes its revenues and operational maturity in its operations in Bangladesh and Portugal.

### **9.3 Export Trading and Asset Building.—**

In addition to agency-based services, ProcuraX Global should start a gradual shift into export trading, assets creation. These will entail the creation of long-term supplier agreement, development of own labeling capabilities, and selective engagement in direct export business. The purpose of this transition is to increase the valuation of business and generate long term tangible and intangible assets without diluting the core service based model.

## 9.4 Growth and Expansion Roadmap Table.

Table: Stage-by-stage Growth and Expansion Roadmap of ProcuraX Global.

Phase	Timeframe	Key Focus Areas	Strategic Outcomes
Phase 1	Year 1	Operations located in Bangladesh, acquisition of clients, procurement services.	Market penetration, service validation, first revenues.
Phase 2	Year 2	Growth of retainer customers, EU-driven services.	Constant cash, good relationships with clients.
Phase 3	Year 3	Open operations in Portugal, EU invoicing and contracts.	Better credibility, entry to EU SMEs.
Phase 4	Year 4	Add UAE entity, trade payments and logistics.	Large transactions, high value operations.
Phase 5	Year 5	Export trade, exploration under their own label, capital construction.	Further appreciation, long-term wealth generation.

## Chapter 10: Conclusion

This project has provided a detailed analysis and implementation strategy of **ProcuraX Global** which is an international procurement and global sourcing agency developed to run with an asset-light and service based business model. The research was formulated by combining both the theoretical and practical knowledge on entrepreneurship, supply chain management, and international business with the current global sourcing and procurement practices.

This analysis shows that service-based intermediaries in the global procurement and sourcing industry have good prospects especially with the growing demand by small and medium-sized companies to have international sourcing services professionally facilitated. ProcuraX Global as a middle-ground between the Asian suppliers and the global buyers will overcome critical issues like reliability of suppliers, cost efficiency, quality coordination and complexity of operations across the borders.

The business model proposed focuses on the digital business, and the organization of procurement services and the long-term relationships with clients based on retainer contracts. The model enables the agency to be lean starting small and with scalability and flexibility. The financial analysis proves the viability of the model, which means that the startup costs are low, the operating expenses are manageable, and the break-even can be achieved in the nearest future.

In order to progress ProcuraX Global, the urgent task within the next 30 days is to transform the digital platform to improve the process of client onboarding and communication. It is believed that this specific intervention will facilitate the engagement process and enhance user experiences, making them relevant to strategic goals. The program will help enhance relations with the clients and show the interest in merging academic knowledge with actual business processes.

To sum up, **ProcuraX Global** is a viable and strategically located business, which brings together the learning and practicality of business. This project shows how a research-based and professionally-run procurement agency may be of use in facilitating international trade, as well as developing sustainable entrepreneurial value. When performed appropriately, with on-going learning and being flexible in its approach, ProcuraX Global can change its status into a reliable global procurement partner and a worthwhile investment business over time.

## References

- Christopher, M. (2016). *Logistics and supply chain management* (5 th ed.). Pearson Education Limited.
- Cousins, P. D., Lawson, B., & Squire, B. (2008). Strategic supply management Principles, theories and practice. *Journal of Purchasing and Supply Management*, 14(4) 245-256.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Monczaka, R. M., Handfield, R. B., Giunipero, L. C., and Patterson, J. L. (2015). *Purchasing and supply chain management* (6th ed.). Cengage Learning.
- Osterwalder, A., & Pigneur, Y. (2010). *Business model generation*. John Wiley & Sons.
- Porter, M. E. (1985). *Competitive advantage: It is developing and maintaining high performance*. Free Press.
- Ries, E. (2011). *The lean startup*. Crown Publishing Group.
- Slack, N., Brandon-Jones, A., and Burgess, N. (2019). *Operations management* (9th ed.). Pearson Education.
- UNCTAD. (2023). *World investment report*. United Nations Trade and Development Conference.
- World Bank. (2022). *The world development report: Global value chains*. World Bank Publications.
- (June 1, 2025). The Procurement As A service market is expected to reach 22.10 billion market in 2033. Grand View Research, Inc. <https://grandviewresearch.com/press-release/global-procurement-as-a-service-market>.
- (n.d.). MARKETRESEARCHREPORT. [https://gtaic.ai/files/reports/China\\_340590\\_5b938b92-5743-41c9-9826-ff2357c1c8cd.pdf](https://gtaic.ai/files/reports/China_340590_5b938b92-5743-41c9-9826-ff2357c1c8cd.pdf)
- Cajal-Grossi, J., Macchiavello, R. & Noguera, G. (2023). Purchasers Sourcing Policies and Suppliers Markups in Bangladeshi clothes. *Quarterly Journal of Economics* 138(4). [doi.org/10.1093/qje/qjad026](https://doi.org/10.1093/qje/qjad026).