

# **Dhaka Lifts Business Plan 2026-2027**

## **Submitted To**

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## Letter of Transmittal

Date: 24 December 2025

Md. Didarul Alam  
Lecturer  
Daffodil International University,  
Department of Innovation & Entrepreneurship

Subject: Submission of Dhaka Lifts Business Plan 2026-2027

Dear Sir,

Attached is the full Dhaka Lifts Business plan for 2026-2027. Briefly explaining this plan; how we going to transform from an installation based company with a BDT 2 crore revenue to a projected BDT 15-18 crore full solution provider with wholesale import and distribution operations.

The end-to-end plan outlines comprehensive market & competitor analysis, dual revenue model strategy, marketing & sales initiatives, inventory & supply chain management, financial forecasts & budgets, and an expansion roadmap through 2030.

Main ones being achieving 6-7 crore revenue by 2026, 8-10 crore wholesale launch in 2027, 40-50 dealer partners in all 64 districts of Bangladesh and regional stock points all over Bangladesh for national coverage.

I am hereby submit this plan of business for your approval and consideration.

Submitted by,

Arafat Rahman Emon  
Student ID: 211-45-236  
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## **Declaration of Student**

This is to certify the 19th Batch of the Innovation and Entrepreneurship Department, Daffodil International University, that the following project report is entitled: Dhaka Lifts Business Plan 2026-2027.

The present project report is my individual work, completed in the final year of my university studies. The research project is the result of scholarly research conducted at Daffodil International University. The report is in its original form, as it has never been forwarded to any other educational program or institution for evaluation or recognition. The report's findings and analyses have never been published in any academic journals, business magazines, or other publications.

All references and secondary sources are mentioned in the report, and I have quoted them to the best of my knowledge.




Arafat Rahman Emon  
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## Certificate of Approval

This is to certify that the project report entitled “Dhaka Lifts Business Plan 2027-2027” has been prepared by Arafat Rahman Emon as partial fulfillment of the requirement of our semester final of the Entrepreneurship Department of Daffodil International University.

I wish him every success in life.



27.12.25

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Md. Didarul Alam  
Lecturer  
Daffodil International University  
Department of Innovation & Entrepreneurship  
Date: 22/12/2027

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I would like to express my special gratitude and thanks to Didarul Alam Faisal for giving me such attention and time.

## Abstract

This business plan describes how Dhaka Lifts can transform his business from a BDT 2 crore small elevator installation the company into a complete solutions provider generating BDT 15-18 crore in revenues by 2027 by starting wholesale import and distribution operations.

**Status (Current Position):** Dhaka Lifts has executed 600+ installations for residential, commercial, institutional and industrial clients mostly in Dhaka and Chittagong. It has 4 permanent employee and 17 on commission based virtual works and earns annual turnover of BDT 2 crore.

**Market Opportunity:** The construction growth throughout all 64 districts in Bangladesh contributes to the growing demand for elevators. Yet, the wholesale market lacks suppliers, remains expensive and has long lead times, with low technical support for local businesses.

### **Strategic Approach:**

2027: Expand installation (50-60 units, BDT 4.5-5 crore) with wholesale activities in the pipeline secured licensing, supply chain, infrastructure, and trial imports Objective: BDT 6-7 crore revenue combined

2027: BDT 8-10 crore from Launch wholesale operations by on boarding 40-50 dealer partners and direct import from China, Italy and Germany along with established regional stock point and B2B platform. Maintain installation growth (60-70, BDT 6-7 crore) Objective: To achieve total revenue of BDT 15- 18 crore

# Table of Contents

## Contents

<b>Declaration of Student</b> .....	iii
<b>Certificate of Approval</b> .....	iv
<b>Acknowledgments</b> .....	v
<b>Abstract</b> .....	vi
<b>Table of Contents</b> .....	1
<b>CHAPTER 01 Introduction</b> .....	1
<b>1.1 Introduction</b> .....	1
<b>1.2 Mission</b> .....	2
<b>1.3 Vision</b> .....	2
<b>1.4 Value Proposition</b> .....	2
<b>CHAPTER 02 TARGET MARKET</b> .....	4
<b>2.1 Target Audience</b> .....	4
<b>2.2 Dhaka Lifts Increased Target Market</b> .....	5
<b>2.3 Dhaka Lifts Roadmap</b> .....	5
<b>2.4 Competitor Analysis: 2026-2027</b> .....	5
<b>2.5 Segmentation Analysis of the Market</b> .....	7
<b>CHAPTER 03</b> .....	8
<b>Revenue Model</b> .....	8
<b>3.1 Lift Installation Services</b> .....	8
<b>3.2 Maintenance and After Sales Service</b> .....	9
<b>3.3 Wholesale Import and Distribution</b> .....	9
<b>3.4 Partnerships and Dealership Programs</b> .....	10
<b>CHAPTER 4 Marketing plan (2026-2027)</b> .....	11
<b>4.1 key marketing strategies</b> .....	11
<b>4.2 Digital marketing initiatives</b> .....	11
<b>4.3 B2b relationship building</b> .....	11
<b>4.4 Strategic Marketing Plan Summary</b> .....	12
<b>Chapter 5</b> .....	13
<b>5.1 The Current Inventory Management</b> .....	13
<b>5.2 Import Planning for 2026-2027</b> .....	13
<b>5.3 Warehouse, Logistics Strategy</b> .....	14

<b>CHAPTER 6 DHAKA LIFTS SALES TARGET FOR 2026 AND 2027</b> .....	15
<b>6.1 Analysis of Previous Performance</b> .....	15
<b>6.2 Sales Target for 2026</b> .....	15
<b>6.3 Sales Target for 2027</b> .....	16
<b>CHAPTER 7 2026 AND 2027 FINANCIAL PLAN</b> .....	18
<b>7.1 Budget Allocation Overview</b> .....	18
<b>7.2 2026 Cost Breakdown</b> .....	19
<b>7.3 2027 Total Budget Overview (Total: BDT 1–1.2 Crore)</b> .....	20
<b>7.4 Costs of Operation and Risk Control</b> .....	21
<b>CHAPTER 8</b> .....	23
<b>8.1 2026 Strengthening Installation and Preparation</b> .....	23
<b>8.2 2027 Becoming Wholesale Importer and Distributor</b> .....	23
<b>8.3 2027-2030: National Coverage in 64 Districts</b> .....	25
<b>Chapter 9</b> .....	26
<b>REFERENCES</b> .....	27

# CHAPTER 01

## Introduction

### 1.1 Introduction

Dhaka Lifts is one such prominent lift installation company in Bangladesh, which specializes in the development, installation, servicing, and distribution of high-quality lifts for commercial and institutional structures. We began with a vision of making accessible, dependable vertical transportation all across Bangladesh. Today, we are a BDT 2 crore enterprise having more than 600 working elevators serving clients from Dhaka to other districts across the country. Among our customers are residential building developers that shape the urban landscape of Bangladesh, educational institutions with mandatory safety requirements for free movement of students, hospitals with mandatory free movement of patients, commercial complexes with around-the-clock requirements for keeping business running, and government facilities with the mandatory requirement for enforcing security compliance. All of this experience has given us great insights of what is actually working in Bangladesh. Dhaka Lifts has the full package for the elevator business. We provide installation through ready-stock products, which makes the execution process faster. We source high-end electronic parts and complete systems from reliable manufacturers in China, Italy and Germany - international standards at local prices. Technical support and maintenance: long term technical support of elevators by providing technical support and maintenance. Turn-key supply We also offer lift system design and optimization consulting to help clients make informed decisions when they are in a building project development phase. There are major opportunities in the construction sector in Bangladesh, which is booming because of urbanization and infrastructure development in all 64 districts. Once single-storied structures used to be the norm, ambitious multi-storied projects have come up not only in Dhaka but in the divisional cities, district headquarters and ever-growing urban centers across the country. This growth path keeps the demand for quality elevator systems throughout the country. Now we're in a partnership with cool, experienced full-fledged international corporations who make good goods, and sell them at a competitive price. Unlike our competitors who work totally on a made -to- order basis our ready -stock concept saves a lot of time as well, that gives us an upper hand. Our 600+ successful installations have given us a technical know-how that gives us a deep insight into the market and an opportunity to tackle unique Bangladeshi challenges like power fluctuations, space and different regional building codes.

The step into an importer and wholesaler has been a natural progression of the business. As a wholesale importer we will focus on serving our own installation needs but also local installation business, contractors and builders by supplying them in all 64 districts of Bangladesh opening more revenue streams and further increasing our market share in the country as a whole. Dhaka Lifts is a lean, efficient team. We intend to evolve Dhaka Lifts from

its beginnings as a BDT 2 crore focused installation company to a BDT 18-20 crore bricks and mortar elevator solutions company catering to all 64 districts of Bangladesh both through installation services and a wholesale business selling to local companies.

## **1.2 Mission**

To become the topmost wholesale elevator importer in Bangladesh, making state-of-the-art elevator components and systems accessible at an economical price level for the local businessmen and also provide safe and reliable elevator solutions in all the 64 districts. Part of that mission involves a couple of important commitments. We provide the greatest level of safety and reliability in all installation and distribution of products. We supply high quality elevator systems and components in all districts, not only major cities. Through good service and honest wholesale pricing, we build long-standing relationships with installers, contractors and customers. We enable infrastructure development, scaling from Dhaka to the furthest districts - this not only provides a source of employment and builds local technical skillsets, it encourages local enterprise development as well. We do right by our customers, co-workers and communities when it comes to a commitment to ethical business practices and environmental responsibility because without values to guide us, success is no success at all.

## **1.3 Vision**

Dhaka Lifts | 2030 Vision | To be the reliable wholesale elevator importer and full - solution provider for the whole of Bangladesh with presence in all 64 districts, known for quality products, fair wholesale prices and services, while staying as leading elevators suppliers and consultants to nationwide clients in installation. More particularly, Dhaka Lifts shares to hold twenty to twenty five percent of market share in elevator wholesale distribution business in Bangladesh, developing a dealer network and partner network to serve more than 300 local businesses of 64 districts. We have a great overhead installation business with the presence in all major growth areas, introduce modern elevator technology like smart and energy efficient, create a benchmark for the industry in terms of distribution of wholesale products, product quality and service excellence, and create a workforce of more than 150 trained professionals who proudly work at Dhaka Lifts.

## **1.4 Value Proposition**

Dhaka Lifts is the only manufacturer who offers unique value in a few important ways that make us different both in installation and wholesale distribution. First and foremost quality assurance is paramount to us. We import components and complete systems only from established manufacturers based in China, Italy and Germany. With strict rules and guidelines for quality control and safety, you can trust reliable and long-lasting systems. Whether it is installed through us, or bought by the customer themselves to do the work, the quality is the same. Over 600 successful installations show that we have experience and tech savvy. Our selection of products for wholesale is directly taken from this installation experience, as we

only select products that actually work in the situation in Bangladesh. Unlike traditional importers, we're different because of our genuine wholesale distribution advantage. We install elevators ourselves, so we know the industry inside out. This translates into better product selection, more technical support to our dealers, and solutions that are real world. Nationwide coverage in all divisions allows us to provide services and wholesale requirements from Dhaka to the remotest districts with minimal lead time and local market intelligence. Competitive wholesale pricing brings the quality of the world to local realms yet allows homespun businesses to compete with ease. We manufacture directly with no intermediaries, so we save a good amount of dollars that we pass straight to our retail clients. Technical excellence is the backbone of our team that has certified and trained technicians and engineers all over the world with ample experience in the field. This expertise is of value in our installation work and with our wholesale customers who require technical assistance. Our ability to have a ready stock for wholesale customers contributes to their project timelines. Local installers can get quality parts in a matter of days rather than having to wait months for imports, that's a real competitive edge. What makes our wholesale model unique is the support that we offer.

## CHAPTER 02

# TARGET MARKET

### 2.1 Target Audience

So like, this product is targeted to a bunch of different people that are in the construction and real estate scenes over in Bangladesh. Right now it's all about getting building stuff installed in those places. For residential developers we're looking at mid-rise apartments (5 to 10 stories), and the taller ones over 10 stories, plus affordable housing. We're mainly putting the focus on Dhaka, Chittagong, Sylhet, Gazipur, etc. We're talking about the big districts and their heads - quarters, all these costs per unit going around 8 to 25 lakh BDTs. For commercial real estate, this is corporate office blocks, shopping centers, retail centres, and mixed-use developments in the larger cities and major district towns. That chunk's some 30% of the cash stream, with projects ranging from 12 right up to 35 lakh. Then there's a 20% slice from schools, hospitals, government buildings and public infrastructure all over the country, with projects usually being worth 10-30 Lacs. That institutional sector's devoluted into a few main pieces. Another 10% from factories, warehouses, hotels and all the other vibes, plus religious sites, with projects between 8 and 20 lakh - pretty much the same ballpark.

Starting in 2026, the entire wholesale game is the primary place to get the product out. We're eyeing all 64 districts, both the big and tiny ones, with the hope every place will end up with a local installation company stocked with the stuff. The big headache for these guys is the import maze - long wait times, crazy fees. The solution is to have a product that is ready to ship, low cost wholesale pricing, and tons of tech backing. If you're a Small or Medium contractor who is looking to break into elevator territory, we're here to help. Lots of folks want to offer elevators but can't import or ain't got the skills. They tap into our wholesale setup and get tech support to grow. The wholesale scheme does not only focus on elevators, but we also provide other parts to building materials supply and hardware stores of district towns. That way they bump up their own business and we spread our influence. We've got a good stock of spare parts and quick delivery, we're a sure shot for maintenance guys who need some parts. Independent techs and small businesses can grab quality components in smaller batches, thus being able to continue to assist local markets. Wholesale customers? Think business owners and managers in the 30 - 60 range from districts several far from the large cities. They're tech savvy or have some business background, for a credible supply chain, they want some skill help, and some credit to keep the cash flowing. The top things that get them excited are reliable connection with suppliers and very top-notch gear.

## **2.2 Dhaka Lifts Increased Target Market**

Phase 1 (2026) - Installation Expansion & Import Readiness Geographic Expansion - We're not just adding more installs, but we're stretching to more districts too, while we get our wholesale import side rolled out. That is, getting licences, making supplier deals, building warehouses, crunching dealer recruiting - a whole package.

Phase 2 (2027) - Wholesale Import and Distribution Roll Out. This basically throws our horizon out to all 100+ local businesses in all 64 districts. Those customers can be existing customers of elevator installers (who could be our rivals), newbies, contractors diversifying, suppliers hoping to fill shelves, and folks doing elevator maintenance. They're all seeking a smooth import chain, tech assistance, and stable prices. The banking scene loves credit facilities for working capital, so we have a long-term relationship focus as opposed to one-off deals.

Phase 3 (2027 - 2030) - Nationwide Coverage & Market Leadership. We want to get a 30 to 40 percent share of the non branded market soon and be the go to wholesale provider. By establishing dealers in all the districts, introducing lines from budget to premium and maintaining a funky installation arm, we are close to the end users.

## **2.3 Dhaka Lifts Roadmap**

Current Situation (As at time of writing) We're doing 2 crore BDT in a year, 600 installations, 4 full time people, 17 commission-based consultants, all in cities. We base a lot of the installation on stock, and have used current importers for supplies. Targeting 2027: Making Growth & Import Readiness. Goals: 50-60 new elevator installs to beat current levels, punch our presence into 10-12 new districts, get import licenses and certifications for direct imports, lock in supplier deals with Chinese, Italian, and German manufacturers, fill up about 2500-3000 sq ft. in Dhaka for a warehouse, set up a dealer/wholesale partnership structure, punch up digital marketing, and bump revenues to 6 -7 crore across installs, maintenance, and early imports. We'd also be aiming for inventory like 1.5 - 2 crore worth of inventory.

We're aiming for market leadership by 2029 - 2030. Target 20-25% market share in wholesale elevator distribution, 250+ wholesale partners across India, 100+ installations per year, 40-50 crores revenue, 4-5 regional distribution centres, cutting edge in-house elevator tech, growth to 60-80 employees, value added services such as assembly/customer mods etc.

## **2.4 Competitor Analysis: 2026-2027**

Knowing the movers of the game helps us to carve our niche in installs as well as wholesale.

Tiers with Top Companies in the Installation Marketplace: The big tier -1 international players (Otis, KONE, Schindler) share about 30-40%. They're famous worldwide for slippery technology and skimpy service nets. But they're expensive, slow to react and are kind of stuck in the premium range. We can smack them with better value, faster time to market, full coverage and a sweeter price - pocket friendly. Also, there are regional tier 2 guys in tier 2

cities (like PHP Elevators, Evan Elevators, etc) with 20-25% market share. They're local heroes: Good prices, know the area. But their tech and stability are shaky, they rely on importers, they don't keep a serious tech-stack. We're getting ourselves in position as their first choice wholesale supplier while being able to pull ahead on installing quality.

Tier-3 plays hold 30-35% of the pie. They're ultra-competitive and flexible in deals and relationships but usually fall short in quality, have short warranties, lack order coordination and require external supplies. By bringing them up through wholesaling, we improve quality in sectors and make way for more markets simultaneously.

<b>Tier</b>	<b>Key Players</b>	<b>Approx. Market Share</b>	<b>Strengths</b>	<b>Weaknesses</b>	<b>Our Strategic Advantage / Play</b>
Tier-1: Global Majors	Otis, KONE, Schindler	30–40%	<ul style="list-style-type: none"> <li>• Strong global brand recall</li> <li>• Advanced, proven technology</li> <li>• Long-term contracts with large developers</li> </ul>	<ul style="list-style-type: none"> <li>• Premium pricing</li> <li>• Slow decision-making &amp; rollout</li> <li>• Limited service flexibility</li> <li>• Weak penetration in mid &amp; value segments</li> </ul>	<ul style="list-style-type: none"> <li>• Undercut on price–performance ratio</li> <li>• Faster deployment &amp; customization</li> <li>• Broader service coverage</li> <li>• Pocket-friendly alternatives without premium lock-in</li> </ul>
Tier-2: Regional Players	PHP Elevators, Evan Elevators, other Tier-2 city operators	20–25%	<ul style="list-style-type: none"> <li>• Competitive pricing</li> <li>• Strong local relationships</li> <li>• Quick on-ground response</li> </ul>	<ul style="list-style-type: none"> <li>• Dependence on importers</li> <li>• Inconsistent quality</li> <li>• Weak tech stack &amp; R&amp;D</li> <li>• Limited scalability</li> </ul>	<ul style="list-style-type: none"> <li>• Position as preferred wholesale supplier</li> <li>• Upgrade their tech &amp; reliability</li> <li>• Outperform them on installation quality</li> <li>• Capture their overflow demand</li> </ul>

<b>Tier</b>	<b>Key Players</b>	<b>Approx. Market Share</b>	<b>Strengths</b>	<b>Weaknesses</b>	<b>Our Strategic Advantage / Play</b>
Tier-3: Local & Fragmented Players	Small contractors, independent installers	30–35%	<ul style="list-style-type: none"> <li>• Highly flexible pricing</li> <li>• Relationship-driven deals</li> <li>• Fast negotiations</li> </ul>	<ul style="list-style-type: none"> <li>• Poor quality control</li> <li>• Short warranties</li> <li>• Weak coordination &amp; planning</li> <li>• Dependence on external suppliers</li> </ul>	<ul style="list-style-type: none"> <li>• Wholesale uplift to improve quality standards</li> <li>• Create loyalty via supply + support</li> </ul>

## 2.5 Segmentation Analysis of the Market

Here's a quick look at how the country of Bangladesh appears through geographic divisions:

Dhaka Division (Dhaka city, Gazipur, Narayanganj) holds 40 - 45% of the total market. Demand peaks around mid and high rise developments, so there's plenty of installation and wholesale potential. But every city competitor is really tough, so this is where we need to be strongest and most visible.

Chittagong Division (Chittagong city, Cox's Bazar): accounts for about 20 - 25% of the market. With a growing port city and tourism feel, competition is moderate, there are fewer homogenous brands operating abroad and there is a huge opportunity for both installation and wholesale of brands. Priority expansion zone.

The remaining divisional cities (Rajshahi, Khulna, Sylhet, Barishal, Rangeepur, Mymensingh) combined contribute 20 - 25% of the total share. Demand is increasing due to increasing mid-rise building; local competition is low. Here wholesale could destroy the kadarkari scene with assured local supply. Targeting dealer network by 2027+. District headquarters and emerging towns are about 10 - 15% of the total but grow fastest. They're all about low to mid rise builds in fast growing suburbs. Competition is thin, so wholesale suppliers can seriously provide for local contractors and builders. That's the largest long-term wholesale slice for us.

## CHAPTER 03

### Revenue Model

Revenue Stream	Current (BDT Cr)	2027 Target (BDT Cr)
Installation	1.8	6.5
Maintenance	0.18	1.4
Wholesale	0	15.0
Total	2.0	23.0

#### 3.1 Lift Installation Services

Basically the main thing that we are making money from right now is the installation gigs, we are getting BDT 1.8 crore from it which is about 90% of our total yearly revenue of BDT 2 crore. These kinds of jobs are full-on turnkey projects: We do the site survey, all the install, and get everything ready for hand-over. Lifts and Lifts Revenue Revenue Components Includes Lift equipment Costs, components and control systems purchased from existing suppliers, installation labor (full time technicians and project based contractors), project management and coordination, Civil work coordination, electrical integration, safety testing and certification, commission and handover.

Pricing Structure is based on number of floors and total travel distance, lift capacity in terms of passenger load, speed requirement, type of building and access, quality of finish required. We make the promise of top-notch quality at a price that's way cheaper than local rivals and even cheaper than the big international brands, so we're basically a middle-market brand when it comes to pricing. Average Installation Revenue by Segment Provides us with more comparative data at our current scale. It gets BDT 8 to 15 Lacs by installing 5 to 10 residential buildings. Prices for residential above 10 floors are from BDT 16 - 25 Lacs. Commercial buildings are 12 to 35 Lacs= For Institutional projects, it ranges from BDT marks 10 to 30 Lacs. The projects with smaller and more niche usages fetch around BDT 8 to 20 Lacs. Profitability on installation is dependent on the project. Most simple installs you can expect on 18-23% margins. Difficult sites and complicated installations produce twenty-five to thirty percent margins. Economy projects for price sensitive customers are in the range of fifteen to eighteen percent margins. Premium projects which have top-shelf finishes produce twenty-eight to thirty-five percent margins.

The Growth strategy for installation is aimed at expansion continuity. Aim for 50 to 60 installations in 2027 against the current rates of about 35 to 40 per year. Get to around 60/70 installations in 2027. Grow into 10 - 12 new additional districts by the end of the year 2027. Gain deep insights in institutional and architectural applications Focus - quality over quantity. Installation revenue targets for 2027 - BDT 4.5 to 5 crore due to increase in volume & slight increase in avg. project value. BDT 6 to 7 crore Installation revenue target by 2027 without losing momentum as wholesale continues to have an upward trajectory.

### **3.2 Maintenance and After Sales Service**

Existing business creates recurring revenue with good margins (BDT 15 to 20 Lacs p.a. = 10% of total revenue currently) Eventually this will scale with the increase in installed base.

**Service Offerings:** Comprehensive annual maintenance contracts, preventive maintenance programs, emergency breakdown services, modernization and component upgrade project, spare parts sales, safety inspections and certifications. Significant Revenue Potential from our installed base of 600+ elevators There are around 150 current AMC contracts - a seemingly small, twenty-five percent conversion rate in contracts, with a lot of improvement to be had. Outreach and better packaging drive thirty-three percent conversion producing two hundred contracts by two thousand twenty-five. Near fifty percent conversion on maturing processes - 280 to 300 contracts by 2027. Future AMC Revenue projections see BDT 80 to 90 Lacs in 2027 from 200 contracts averaging around BDT 45,000 each and BDT 1.3 to 1.5 crore in 2027 from 280 contracts averaging around BDT 48,000 each as we push customers towards lower cost packages. The margins on the AMC business are great at 55 - 65% after labor and parts costs and is one of most profitable segments for us.

### **3.3 Wholesale Import and Distribution**

Starting in 2026, we will have wholesale distribution, which will metamorphosize our business model, maybe fifty to sixty percent of revenue by the end of 2027. Thousands of wholesale partners at various price points Full import of complete lift systems (depending on model) import of all key components at all price points Import of major components: motors, controls, doors, safety systems, full spare parts inventory Geographic/leadership restrictions for low price point wholesaling to area businesses B2B e-commerce platform ordering for wholesale customers 2027 Technical support and consultation for wholesale customers Credit facilities for established partners.

Product Categories for wholesale will be entire elevator systems in the economy segment for price sensitive customer segments using Chinese standard components, standard segment for the mass market using Chinese systems with selective Italian controls and components, and a premium segment in the segment of quality conscious customer segment using Italian and German components integrated with Chinese. Big parts will be control pan and electronics, Motors and drive systems, Door operators and safety systems, cabin finishing textiles. They will stock those parts that are commonly needed in replacement, safety components and wear items.

Target Wholesale Customers: 40 to 50 Local installation companies in 64 District Growing to 100 plus by 2028 Small and medium Contractors adding elevator services Building material suppliers in district towns Maintenance service providers Independent technicians and small businesses.

Not only do you need to be competitive with other retail shops or anything that you might consider competition, you also need to make sure that your wholesale pricing strategy is sustainable. Standard products have a reasonable markup 18 to twenty percent cost plus markup. It fosters the loyalty of the same three to eight percent volume discounts for large or regular orders. More competitive pricing when compared to other limited wholesale activity currently available in the market. Credit days of up to fifteen to thirty days for long lasting partners with good payment history.

After scaling up, in first year of BDT 8 to 10 crore, We are building the backbone of 40 to 50 active partners with an average of BDT 18 to 20 Lacs in our purchase of each annually to drive out the Projected Wholesale Revenue Expands to 80 to 100 partners with an expected reach of BDT 14 to 16 crore in 2027 Up to 150 partners with mature buying patterns 2028 at BDT 20 - 24 crore closing.

### **3.4 Partnerships and Dealership Programs**

This is the source of revenue that creates national networks for national coverage. Standard Partner who wants to purchase minimum Rs. 12 to 15 Lacs annually ideal for smaller businesses in districts Preferred Partner who deals with minimum purchases of Rs. 30 to 40 Lacs more benefits for more established firms Exclusive Territory Partner in select districts and offers companies who are ready to give commitment of Rs. 60 to 80 Lacs plus minimum purchase firm territorial protection. Partnership Benefits Competitive wholesale pricing with volume incentives Technical training and support Marketing materials and co branding opportunities Credit facilities of fifteen to thirty days for qualified partners Priority stock allocation during high demand Technical consultation for their projects Shared leads in their territories when we receive inquiries. From the Partnership Ecosystem, revenue flows as primary revenue from wholesale product sales - volume rebates + incentive programs, technical training fees to partner teams and three potential certification programs for quality standards.

## CHAPTER 4

### Marketing plan (2026-2027)

#### 4.1 key marketing strategies

Brand positioning places Dhaka Lifts front - and - center as the "Trusted Elevator Partner of Bangladesh - Quality Installation and Wholesale Supply Nationwide." Basically we're flexing that we're a top-notch installer as well as a reliable wholesale supplier. Core messaging "600+ successful installations across Bangladesh" gives us credibility "International Quality, Local Understanding" shows that we bring world class standards but still know the local vibe "Wholesale Partner to Bangladesh's Elevator Industry" pitches our wholesale side "From Dhaka to Every District" spreads the nation wide dream "Your Growth Partner" is the hook for wholesale clients. We're looking to produce 180 - 200 installation leads and achieve a 20 - 25% conversion rate, build a database of more than 2000 Cynara's industry contacts, qualify and have 60 - 80 potential wholesale partners in place for the 2027 launch, establish Cynara in 10 - 12 new districts and increase brand awareness in construction by 30% in 2027 for marketing objectives. Chase down B2B leads - relationships that push our installation business forward. Our main audiences are developers, the construction firms, architects and consultants - basically everyone in the building game.

**Example:** Monthly networking events in big cities, dropping by shows in the construction industry, standing out at building expos, hosting tech talks with architects, organizing site visits for prospects, presenting case studies. Estimated budget for 2026 BDT 8 Lacs. For 2027 we're looking at BDT 10 Lacs. We expect to get 10-15 qualified installation leads a month.

#### 4.2 Digital marketing initiatives

Opening a dealer portal and B2B platform in late 2026:

**Features:** on-line catalog and up-to-date pricing, ordering & tracking, stock checker, tech docs library, support tickets, invoicing development budget BDT 4-5 Lacs, plus BDT 1 lakh for maintenance every year. WhatsApp Business will make it fast to send quotes, customer support, dealer support, emergency alerts, and order updates. Start execution in Q1 2027; cost is almost negligible - less than BDT 50k Email marketing is used to keep the communication going on a regular basis.

**Content:** new product information, tech news, project highlights, partner profiles, and special wholesale promotions.

#### 4.3 B2b relationship building

**Membership Join industry associations:** construction, real-estate, trade groups.

**Strategic partnership programs:** An 'Enabling Pathway' through which key relationships are formalised. This includes preferred pricing, dedicated service and priority scheduling as part of a Developer Partnership. The wholesale partner program includes dedicated support, training, marketing tools and scalability assistance.

**Customer and partner appreciation :** Events, renewal incentives, referral rewards, recognition programs.

#### 4.4 Strategic Marketing Plan Summary

Category	Details
Brand Positioning	Trusted Elevator Partner of Bangladesh, offering quality installation and nationwide wholesale supply
Core Messaging	600+ installations • International quality with local expertise • Wholesale partner to the industry • Nationwide presence • Growth-focused partnerships
Marketing Objectives	<ul style="list-style-type: none"> <li>• 180–200 leads</li> <li>• 20–25% conversion</li> <li>• 2,000+ contacts</li> <li>• 60–80 wholesale partners</li> <li>• 10–12 new districts</li> <li>• 30% awareness growth</li> </ul>
Lead Generation Focus	B2B relationship-driven installation leads
Target Audience	Developers, construction firms, architects, consultants
Key Activities	Networking events • Trade shows • Building expos • Tech talks • Site visits • Case studies
Marketing Budget	2026: BDT 8 Lacs • 2027: BDT 10 Lacs
Expected Results	10–15 qualified installation leads per month

## Chapter 5

### Inventory and Supply Chain Management

#### 5.1 The Current Inventory Management

I'm basically keeping our inventory super low because we're restocking as we go on each project, and using the suppliers and distributors that we commonly use.

**Current Process:** All Lifts and components are still being sourced from local distributors on a project - by - project basis and we keep a small stash of common spare parts to the tune of BDT 8 to 12 Lacs for quick fixes. Each overarching space needs: We are only renting a tiny spot (around 500 to 800 square feet) to store everything. The entire tracking is done manually, primarily using spreadsheets, so we're quite dependent on suppliers with single-handed stocks, having to wait too long for the supplies to arrive at our jobs, paying high rates to middlemen, and not controlling the quality or responding quickly to customer demands.

Honestly, if we're going to scale this up to be able to actually do this wholesale by 2027 we're going to need some big bucks to have inventory and professionals to manage that stuff.

#### 5.2 Import Planning for 2026-2027

We're preparing for the 2026 imports and trail runs. The end game is to reduce our reliance on local distributors, learn to import directly, drop the middlemen and develop relationships that can help us achieve our ultimate wholesale launch. We're going to have to sort out the fastest import licenses and accreditations, establish LC and trade finance connections and maybe do a few site visits, especially to China and maybe Italy, for testing the waters. We are also looking at trying out the import of 8 to 12 new-to-market full elevators (CNE) for our own installations, and components and spares to the tune of BDT 50-80 Lacs, sorting out the paperwork in the customs, and having a solid import procedure in place.

In 2027 we're aiming for 8 - 12 full lifts (for our use) components and spares worth BDT 50 - 80 Lacs totaling up to about BDT 2 - 2.5 crore.

**Supplier Strategy:** We'll have two to three reliable Chinese manufacturers we'll go with for cheap standardised systems, one or two Italian suppliers we're looking at for high quality components where you can justify price against quality and are eyeing German suppliers for some niche components in the future.

**Working capital loan:** 1.5 - 2 crore BDT to build up stock; get LC facilities with bank and with 60 - 90 days payment terms with good suppliers.

## 5.3 Warehouse, Logistics Strategy

We're looking at a place in the Dhaka area or maybe Tejgaon or Tongi or some industrial area that has a good transport connection.

**Plan:** Initial imports and storage Plan starting at 2,500 - 3,000 sq ft including whole systems, components, spares, basic climate control for electronics, insured safe storage, simple racking, small office and a loading zone for trucks

**Budget:** Approximately BDT 8-10 Lacs for the first year - Rent, fit out, racking and equipment.

We'll hire one discrete warehouse assistant and have an ops manager oversee the change from spreadsheets to a computerized inventory system, and introduce rudimentary stock controls.

### Logistics and Transportation

We'll be owning a medium truck for Dhaka area (to be purchased in 2027 for around BDT 18 - 22 Lacs) and a pickup vehicle for urgent delivery and service calls (BDT 12 - 15 Lacs).

We'll also collaborate with third-party logistics companies for deliveries to the district, heavy equipment transport companies for full elevator systems, and couriers for transportation of small parts and documents.

### Technology Implementation

It is proposed to have simple ERP or inventory software in 2027 for BDT 2-3 Lacs. In 2027 we'll add the barcode scanning system for tracking for BDT 1.5 - 2 Lacs, and then open a dealer portal in late 2027 at BDT 4 - 5 Lacs.

An advantage of this system will be that it will provide real-time stock visibility to our team and eventually to dealers. Overall tech spend during the period 2026-2027: BDT 8-10 Lacs approx.

## **CHAPTER 6**

### **DHAKA LIFTS SALES TARGET FOR 2026 AND 2027**

#### **6.1 Analysis of Previous Performance**

Current Business Scale is showing BDT 2 crore per annum revenue. Installation services fetch around BDT 1.7 to 1.8 crore from around 35 to 40 installs per year. Maintenance & other services take in about BDT 20 to 30 Lacs from AMC contracts, spare parts and emergency services. Installation History over the past few years indicates a steady modest growth averaging 35 to 40 installs/year. The average project value has gradually improved thanks to improving positioning quality and going on to slightly bigger projects.

They are currently concentrated on Dhaka Division at sixty to sixty-five percent and Chittagong Division at twenty to twenty-five percent. Other locations account for ten to fifteen percent, indicating a heavy concentration in the big cities. Key Success Factors include strong customer satisfaction for referrals and competitive quality to price ratio in the middle market. The company has dependable service, responsiveness, and a reputation of quality work. The agile operation can move quickly on the projects. Challenges Identified include Limited working capital - which affects growth & dependency on outside suppliers & distributors. The company has limited geographic presence and a small team that limits the capacity. There is also pricing competition. Customer Metrics indicate approximately 150 AMC Contracts from 600+ installed base which equates to twenty-five percent conversion and room for improvement. The repeat rate of customers is about twenty percent. Customer satisfaction is fairly high, but not formally measured.

#### **6.2 Sales Target for 2026**

Overall Revenue Target is BDT 6 to 7 crore which shows 3X to 3.5X growth from the current BDT 2 crore. This aggressive but achievable growth is due to installation expansion plus beginning import operations. Installation Services Revenue BDT 4.5 to 5 crore. Installation Volume Target is 50 to 60 units, which is about a fifty-percent increase from the present 35 to 40 each year.

This growth is from expanded sales efforts with more employees, and an entry into 10 to 12 new districts. Improved conversion rates through better processes and CRM will help as well as better stock availability through beginning imports. Reputation and growth in referral will also contribute.

Quarterly Breakdown shows seasonality of construction. Q1 will have 10 to 12 installations. Q2 will get 14 to 16 installations with a faster pace of construction. Q3 will have 10 to 12 installations with monsoon slowdown. Q4 will have 16 to 20 installations in the year end rush.

Average Project Value is targeted at BDT 9 to 10 Lacs for all segments indicating slight improvement from the current value through improvement to the project mix. Segment wise Targets include Residential to 25 to 30 installs generating BDT 2.2 to 2.7 crore. Commercial will have 12 to 15 installs generating BDT 1.4 to 1.8 crore. The institution will have 8 to 10 installs of BDT 0.7 to 0.9 crore. Others will have 5 to 7 installs generating BDT 0.4 to 0.6 crore.

Geographic Expansion includes Dhaka Division having 28 to 32 installations maintaining the core market. Chittagong Division will expand to 12 to 15 installations. New Districts will share 10 to 13 installations in Rajshahi and Khulna and Sylhet and Rangpur or Barishal areas. Maintenance Services Revenue BDT 80 to 90 Lacs.

### **Sales Team and Lead Generation**

The expanded Team consists of 5 to 6 full time people by mid 2026 with 1 to 2 sales-focused people being added. The commission team will increase to 20 to 22 people for wider geographic coverage.

Lead Generation Targets are 220 to 250 qualified leads to get 50 to 60 installs at twenty to twenty-five percent conversion. Marketing will result in between 90 and 100 leads. The sales team will develop 90 to 100 leads. Referrals and repeat customers will give 40 to 50 leads.

### **6.3 Sales Target for 2027**

Overall Revenue Target is BDT 15 to 18 crore representing around 2.5X growth over 2026. This stems from ongoing installation growth plus a significant new revenue stream of wholesale business.

Installation Services Revenue aims at BDT 6 to 7 crore. Installation Volume Target is 60 to 70 units, which is steady growth. Continued growth will be due to further geographic expansion, reputation building and better stock availability from direct imports. The company intends to enhance customer support & sales processes as well as build a stronger brand presence. Each project should generate between 9.5 and 10.5 lakh BDT to keep up with the quality standard.

The geographical spread will be made more even across regions. Dhaka Division will take up 30 to 35 installs to maintain the volume. Chittagong Division to continue growth with 15 to 18 installs. Other districts including Rajshahi, Khulna, Sylhet & newer areas make up 15 to 20 installations showing successful expansion.

Revenue from maintenance services will be 1.3 to 1.5 crore BDT. The target for AMC contracts is 280 to 300 contracts which shows a good growth from a wider customer base & improved conversion rates. The average value of the contract will increase to 46,000 to 50,000 BDT as customers opt for higher value packages & prices adjust. Wholesale distribution will bring in 8 to 10 crores BDT, which is a new major business line.

The wholesale partner targets include getting 40 to 50 active partners in the entire Bangladesh during the year. About 30 to 35 will be regular purchasers while 10 to 15 occasional purchasers will build relationships. Each of the partners will buy an average of 18 to 22 lakh BDT per year, though this varies considerably.

Smaller partners could purchase 8 to 12 lakh BDT while larger ones could go to 30 to 50 lakh BDT.

### **Performance Metrics & Success Criteria**

Key performance indicators comprise a total revenue increase of 250 per cent from 2027 levels. Installation revenue should increase twenty to thirty per cent. Wholesale revenue should reach 8 to 10 crore BDT in the first year. The company should recruit & activate 40 to 50 wholesale partners. Gross profit margin must remain at twenty five to twenty eight percent across the board. The operating cash flow for the business should be positive.

Success will be measured by hitting at least 14 crore BDT in total revenue; the minimum threshold. The company would need to find at least 35 active wholesale partners that prove market demand. It has to install no fewer than 55 elevators to keep the installation business healthy. Customer satisfaction should remain at high levels as evidenced by referrals and renewals. Operational systems need to support the wholesale business. Profitability on an operating basis is the end game.

## CHAPTER 7

### 2026 AND 2027 FINANCIAL PLAN

#### 7.1 Budget Allocation Overview

Basically, the total investment required in order to actually roll out our growth plan is way up from, you know, what we've been doing so far. In 2027, we're looking at about BDT 50 - 60 lakh to plug in new installations, prep for imports, build up infrastructure and cover working capital. Then for 2027, the whole budget soars to about BDT 1-1.2 crore. The new wholesale venture kick-off at 5Ls, we're seriously ramping up inventory, sprucing up the infrastructure and hiring more people. The funding sources cannot be merely owner-financing. We have to distribute it in various channels.

#### **Bank Financing Requirements:**

For inventory and expansion, we'll need a working capital loan of BDT 1.5-2 crore mainly for inventory (2027-26). Additional term loans of about BDT 15-20 Lakh will finance the warehouse and few vehicles. We're also looking into facilities at LC around up to BDT 3 - 4 crore to keep the trade flowing.

#### **Revenue and Profitability Projections**

In 2026, we expect total revenue to be between BDT 6 - 7 crores, gross profit will be BDT 1.6 - 1.9 crores (around a 26 - 28% margin). Operating expenses should come to BDT 1.2-1.4 crore, EBITDA around BDT 40-50 lakh and net profit margin of about 4-5% (BDT 25-35 lakh) as we reinvest.

2027 Projections, we are expecting revenue to be BDT 15-18 crore with a similar gross margin (26-28%). Gross profit will be around BDT 4.0 to 4.8 crore, EBITDA 1.2 to 1.5 crore and net profit (under wholesale A/C scale) will be around eighty lakh crore to one point one crore, which is on the assumption of bottom line at 5-6%. Opex will swing between BDT 2.8 - 3 crore, which will cover the wholesale team costs, and supplies.

## 7.2 2026 Cost Breakdown

Category	Cost (BDT Lacs)	Details
Marketing & Sales	15–18	<ul style="list-style-type: none"> <li>• Brand awareness &amp; lead generation</li> <li>• Digital marketing &amp; website</li> <li>• Sales team expansion</li> <li>• Trade shows, events, partner ID activities</li> </ul>
Infrastructure Development (WT)	20–25	<ul style="list-style-type: none"> <li>• Warehouse setup, rent, fit-out, racking</li> <li>• Medium truck purchase</li> <li>• Office equipment</li> <li>• Basic IT infrastructure</li> </ul>
Recruitment	4–5	<ul style="list-style-type: none"> <li>• 1–2 new full-time staff salaries</li> <li>• Training &amp; development</li> <li>• HR onboarding &amp; incentives</li> </ul>
Technology & Systems	3–4	<ul style="list-style-type: none"> <li>• Inventory management software</li> <li>• Basic CRM implementation</li> <li>• Database module &amp; one-time upgrade</li> </ul>
Contingency Reserve	2–3	<ul style="list-style-type: none"> <li>• 4–5% of total budget</li> </ul>
Total Estimated Cost	50–60	

## 2026 Team Structure

Team Type	Count
Current Paid Full-Time Employees	4
Current Commission Staff	17

Team Type	Count
Current Total Team	21
Target Paid Staff (Sales & Ops)	6–7+
Target Commission Staff	20–22+
2026 Target Total Team	26–28+

### 7.3 2027 Total Budget Overview (Total: BDT 1–1.2 Crore)

Category	Cost (BDT Lac)	Details
Wholesale Business Launch	40–48	<ul style="list-style-type: none"> <li>• Partner recruitment:</li> <li>• Dealer portal</li> <li>• Product catalogs</li> <li>• Partner training</li> <li>• Wholesale team salaries</li> </ul>
Infrastructure Expansion	20–25	<ul style="list-style-type: none"> <li>• Main warehouse</li> <li>• 1–2 regional stock points</li> <li>• Pickup vehicle</li> </ul>
Marketing & Sales	12–15	<ul style="list-style-type: none"> <li>• Brand campaigns</li> <li>• Digital outreach</li> <li>• Wholesale marketing</li> <li>• Events / trade shows</li> </ul>
HR Expansion	10–12	<ul style="list-style-type: none"> <li>• 6–8 new recruits</li> <li>• Employee Training development</li> <li>• Incentives:</li> </ul>
Technology	8–10	<ul style="list-style-type: none"> <li>• ERP / inventory upgrade</li> <li>• Dealer portal development</li> <li>• Completion &amp; integration cost</li> </ul>
Exception / Buffer	0.4–0.5	<ul style="list-style-type: none"> <li>• Average operational buffers</li> </ul>
Total Estimated Budget	100–120	(BDT 1–1.2 Crore)

## 2027 Target Team Structure

Team Type	Count
Full-Time Employees (Sales, Wholesale, Ops, Support)	12–15
Commission Staff	22–25
Total Team Size (2027)	35–40

## 7.4 Costs of Operation and Risk Control

Fixed Costs: Monthly costs that remain even when sales are low.

2026 Overhead Fixed - BDT 75-90 lakh + Salaries (28-34 lakh) + Rent (8-10 lakh) + Insurance (4-5 lakh) + Software (3-4 lakh) + Vehicle Depreciation (4-5 lakh)

2027 Overhead Fixed: Salary 1.4-1.7 crore, rent & facilities 18 -22 lakh, insurance 10-12 lakh, tech 8-10 lakh.

\*Variable Costs vary with sales.

## Break-Even Analysis

Year	Fixed Costs (BDT)	Margin %	Break-Even Revenue (BDT)	Projected Revenue (BDT)	Safety Margin
2026	75-90 lakh	25-28%	3-3.5 crore	6-7 crore	~2x break-even
2027	1.4-1.7 crore	25-28%	5.5-6.5 crore	15-18 crore	70-80% above break-even

### Risk Management

**Financial Risks:** Exchange Risk, Cost of Import (8 - 10% margin built in), Cyclical Changes in Prices, Forward Bookings. Bank facilities and customer advances (30-40%) increase working capital. Credit reviews, cash terms, credit limits, aging mgmt: To mitigate wholesale defaults.

**Operational Risks:** Delays prevented by good planning, buffer time, having a ready stock, backups, vetting of suppliers, quality inspection, local testing, insurance. Diversification, credit mgmt, collateral, reducing partner default risk

**Market Risks:** Competing rivalry may spurt, so we'll focus on differentiation, quality service, relationship building. Demand slowdown met by extensive customer base, geographical dispersion, and critical infrastructure.

## CHAPTER 8

# EXPANSION PLAN

### 8.1 2026 Strengthening Installation and Preparation

Targets for 2026 are to take installation business to BDT 4.5 to 5 crore; install 50 - 60 elevator with overall fifty per cent growth; spread out in additional 10 to 12 new districts of the country after securing increasing orders from these areas and getting Business Launching Contract before setting up wholesale business which would fetch us over BDT 100 crore annually. Confirm our ability as BD's Importer, laid down infrastructure & arrange capable team members etc.

#### Key Initiatives:

**New Installation** - Install revenue increased through the addition of 1 to 2 sales driven full time employees, expansion of commissioning team to 20-22 persons and establish basic CRM for lead tracking, improve conversion through sharper processes, focus on institutional and commercial projects.

**Geographic Expansion** In new districts captures high potential districts with help of Construction activity capture market visits Network Building empanels local commission agents wherever necessary & Projects presence through project execution partners where not feasible transfers establishing projects/local ties Opportunity area The target districts may be selected from amongst Bogra, Cumilla, Jessore, Rangpur city, Cumilla Jessore, Narayanganj or Mymensingh.

**Import Preparation** import registration certificate and licenses, setting-up banking (LCs, trade finance), visit and assess suppliers in China, possibly Italy, trial importing 8 to 12 full elevators, import some component parts & spare parts; establishing customs clearing agent relationships; establishing import procedures & quality control.

**Infrastructure:** Sets up 220 to 280mtr warehouse in Dhaka with only basic fit out and racking, buys one medium delivery truck, moves from manual inventories to computerized inventory system in Dhaka, sets up space for quality inspection but very basic.

### 8.2 2027 Becoming Wholesale Importer and Distributor

The goals for 2027 are focussing on starting a wholesale distribution business with BDT 8 to 10 crore of wholesale revenue. The plan is to recruit 40 to 50 wholesale partners all around the country keeping installation growing at 60 to 70 units worth BDT 6 to 7 crore. Total revenue

should be BDT 15 to 18 crore. The company will also develop systems and processes to support the long term, wholesale operations.

### **Key Initiatives:**

The launch of the wholesale business will hire 2 to 3 dedicated wholesale relationship managers. The company will develop a partner program with different levels of benefits and develop a product catalog that will cover economy standard and premium lines. Partner recruitment will occur through district visits, industry events and direct outreach. The first partners will receive training and support during the onboarding. A dealer portal for online ordering is due by the end of this year. Regional points of stock will open in Chittagong and possibly Rajshahi or Khulna.

Product portfolio development will be responsible for sourcing complete elevator systems with 30 to 40 units available for dealer sales. Economy models will be based on reliable Chinese manufacturers. Standard models, which will use Chinese parts and Italian components. Premium models will include more Italian and German content. The inventory will include motors controls, doors and safety systems. An extensive range of spare parts will support elevators already installed throughout the country.

Partner support systems will provide technical consultation to help partners with specifications and design. The company will provide information on installation guidance and best practices. Marketing Materials AND Co-Branding Support Will Be Available. Training programs will help the partner technical teams to improve their skills. Qualified partners are able to access cases of fifteen to thirty-day credit facilities. Regular communication will preserve strong relationships.

Import operations will scale up with quarterly huge container shipments. Monthly supplementary shipments will cover components and fast moving items. Quality inspection will occur: at origin, and upon arrival. Customs clearance will be efficient & inventory management will keep the stock levels right.

Infrastructure expansion Will expand the main warehouse to 4,000 to 5,000 sq ft Better layout A stock point of 800 to 1200 sq.ft. of Chittagong will serve the south east region. A second regional point could open up in the west. The company will buy a pickup vehicle for emergency deliveries and install improved inventory and order management systems.

Installation business maintenance will be continued and sales efforts will be vigorously made with an aim of 60 to 70 units. The wholesale network will generate leads from installations. Quality and standards of service will remain high. The AMC contracts should increase to 280 to 300.

### **8.3 2027-2030: National Coverage in 64 Districts**

The company intends to increase its wholesale network with 120 to 150 partners that will cover the majority of the districts in Bangladesh. Revenue targets are set for BDT 20 to 25 crore overall and constant installation work of 80 to 100 units per annum. The business will set up shops in all 8 divisions & introduce modern elevator technologies with smart features & energy efficiency. The workforce will increase to 30 to 40 employees during this time.

The strategy includes systematic recruitment of partners in districts that have not yet been covered and the establishment of 2 to 3 new regional stock points to ensure proper access to products for every division. Warehouse and logistics systems will be upgraded to be capable of handling the increased volume. The product range will be extended to advanced product offerings such as IoT enabled smart elevators & energy efficient systems with regenerative drives. A small training center will be opened to help the technical teams of the partners to improve their skills. A full-fledged ERP system will be implemented to manage operations better. Marketing efforts will target strengthening the brand as the leading wholesaler elevator supplier in Bangladesh.

Expected Outcomes For wholesale operations BDT 14 to 18 crore of revenue should be generated with 120 to 150 partners. Installation work will give BDT 7 to 9 crore from 80 to 100 units with continued stress on quality. Maintenance contracts numbering over 400 will come on board BDT 2 to 2.5 crore. Combined revenue should be BDT 24 to 30 crore. The partner network will establish a nationwide presence for more than 50 out of the 64 districts. The company expects to gain market leadership in the wholesale segment.

## Chapter 9

### Conclusion

Dhaka Lifts is at a turning point at this point of time. "We've been cruising along and have installed more than 600 systems and are raking in about BDT 2 crore a year." Now we're at the edge of multiplying our business five to ten times in the next two years by adding portable wholesale import and distribution to our established installation game. Our strategic opportunity looks pretty good. What we do is we build homes for everyone. We've got 64 districts and the construction boom is not just in the big cities, it's going everywhere. In Dhaka and Chittagong, the demand for elevators is increasing out into the divisional towns, district headquarters and up-and-coming areas throughout the country. Right now that demand isn't being met well by wholesalers. There aren't many importers out of Dhaka, the lead time is long, the prices are high due to multiple mark ups, the technical service is lackluster and local installers have a hard time getting reliable gear. We're super optimistic about our two year plan. By 2027 we want to push the installation side to BDT 4.5 - 5 crore, hook up 50 - 60 elevators, cover 10 - 12 districts, grab import rights and licenses, set up a warehouse, try out some imports for experience, invest in capital and team expansion and prep for a wholesale launch. Our financial plan is realistic and cautious. We're looking at total financing of BDT 1.5 - 1.8 crore in 2 years, which is financed from owner's equity (BDT 40 - 50 lakh), retained earnings (BDT 30 - 40 Lacs), a bank term loan (BDT 15 - 20 Lacs), and working capital loan which will increase from BDT 1.5 to BDT 3 - 4 crores as we continue to borrow. The borrowing is a lot but with growing revenue and a good asset base we will be able to manage it by reducing the cost of inventory. We're hoping to grow from BDT 2 crore in revenue, now, to BDT 6-7 crore in FY2026 and then to BDT 15-18 crore in FY2027. That's a three-fold increase in the first and something like two-and-a-half times the following year.

In a nutshell, we're taking a BDT 2 crore installation - focused business and in two years we're going to be at 15 to 18 crore installation plus the wholesale business. We'll be primarily in Dhaka and Chittagong but are expanding to cover 20-25 districts, through our own network and partners. Coming into this, we're going to go from 4 full time employees to 12-15, plus a larger commission network. We'll be moving from importing and only importing through distributors to importing directly and from an installer only to an installer and wholesaler.

This is our plan. This is our commitment. This is Dhaka Lifts' future. The future is up. We rise with it. With our installation customers and wholesale partners, we'll build district by district, install by install, partnership by partnership in the scene of elevators in Bangladesh.

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