

## **Final Project of Business Plan of Monikanchon**



### **Monikanchon -A Clothing Business**

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## Letter of Transmittal

Date: December 28, 2025

Mr. H.A.M Ekram  
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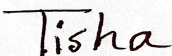
Subject: Submission of the final project named business plan of “ Monikachon”.

Dear Sir,

It is my great pleasure to submit the final project named “ Monikachon” as a part of the Department of Innovation & Entrepreneurship for your kind consideration. I made sincere efforts to this final project "Monikanchon" and examined relevant records for preparation of the report.

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

Sincerely yours,



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## Certificate of Approval

This is certifying that Sadia Islam Tisha bearing ID No. 222-45-051 is a regular student of Department of Innovation & Entrepreneurship, Faculty of Business and Entrepreneurship, Daffodil International University. She has successfully completed her final project on "Monikachon".

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

I wish her every success in life.



Mr. H.A.M Ekram  
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## **Acknowledgment**

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

I am highly indebted to my supervisor Mr. H.A.M Ekram sir, Department of Innovation & Entrepreneurship, Daffodil International University for his guidance and constant supervision as well as for providing necessary information regarding the report & also for his support in completing the project.

I would like to express my special gratitude and thanks to Mr. H.A.M Ekram sir for giving me such attention and time.

## **Abstract**

Monikanchon is the brand of student oriented online clothing which is to be made accessible to modern and traditional fashion at affordable prices without losing the quality. The intended market of the brand mainly includes university and college students in Bangladesh who need fashionable and affordable clothes. Monikanchon sells a variety of products to its clients such as sarees, kurtis, salwar kameez, bags, and any other fashion product based on trends through e-commerce and social media platforms like Facebook and Instagram.

The essence of Monikanchon is to assimilate the Bangladeshi cultural background and the modern fashion design to allow young customers to demonstrate their identity and confidence in their clothes. The company operates on a customer-focused business model, which consists of decent price, quality delivery and stable products. Besides, Monikanchon focuses on sustainability by supporting ethical sourcing and designing future projects on recycled and reused items.

Having a clear growth strategy, Monikanchon is set to develop its activities by adding physical stores to its online activities and considering entering in the national and international markets. The project examines the business idea, market, revenues, marketing plan, financial projections and expansion opportunities of Monikanchon, indicating the feasibility and sustainability of its business in the competitive Bangladesh fashion market in the long term.

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## **Chapter 01**

### **Introduction of Monikanchon**

#### **1.1 Introduction:**

Name: Monikanchon

Types: E-commerce, F-commerce

Product category: Saree, Dress, Bags and all kinds of products in accordance with the new trend.

Delivery partner: A delivery courier that handles e-commerce.

Current stage: Growth stage

As a fashion brand, Monikanchon aims to provide young people and students with a new collection of sarees and dresses that will be unique in terms of cost and style and help them to embrace their traditions and be stylish in their daily lives and at special events. This platform will offer them to wear traditional clothes and will not cost a fortune.

Ensure that Make Monikanchon becomes extremely popular through online and real-life store sales of clothes throughout Bangladesh. We desire all the people to adore our exceptional and trendy attires, be it online shopping or at our physical outlets. Our mission is to be global after rocking it in Bangladesh.

**1.2 Mission:** Monikanchon aims to present eternal cultural heritage by updating Bangladeshi traditional fashion with an online platform, providing everyone with the opportunity to choose the favorite product and not to be restricted by the budgets. We will offer high quality sarees and clothing, making them affordable and affordable, so everyone can wear something to show their confidence, pride, and identity.

**1.3 Vision:** Monikanchon has a vision of evolving into a secure store of traditional sarees and clothes, which will transform into a nationwide brand. We will become the online store that will open its physical locations in all districts - introducing tradition to the society.

#### 1.4 Value proposition:

- Low cost classic clothing.
- Contemporary designs and cultural feel.
- Student-friendly pricing
- Online and offline presence
- Fashionable and affordable clothes.

To Customers: We sell fashionable, Traditional and student budget wear.

In the case of Monikanchon Workers: We assist them to make money and develop using our platform.

On the Planet: We minimize waste and promote reused products that are environmentally friendly.

#### 1.5 Monikanchon Business Model Canvas (BMC):

<p style="text-align: center;"><b>Key Partner</b></p> <p>Clothing Manufacturer Fabric suppliers Delivery service Online payment provider</p>	<p style="text-align: center;"><b>Key activities</b></p> <p>Product design selection Online marketing Order processing Quality maintain</p>	<p style="text-align: center;"><b>Customer Relationship</b></p> <p>Online customer support Social media and engagement Students discount and offers</p>
<p style="text-align: center;"><b>Value proposition</b></p> <p>Affordable and trendy clothing Good quality and comfortable wear Student focused design</p>	<p style="text-align: center;"><b>Customers segment</b></p> <p>University and College students Young, budget conscious customers</p>	<p style="text-align: center;"><b>Channels</b></p> <p>Facebook and Instagram Online store and website Home delivery</p>
<p style="text-align: center;"><b>Cost structure</b></p> <p>Production and sourcing cost Marketing expenses Operational cost Delivery cost</p>	<p style="text-align: center;"><b>Revenue stream</b></p> <p>Online clothing sales Seasonal sales Promotional campaigns</p>	

## **Chapter 02**

### **Target Market**

#### **2.1 Target Audience:**

Monikanchon is target specific and targets students and young adults aged 16-25.

They are generally the high school, college, and university students, entry level professionals, who are seeking fashionable, economical and comfortable clothes that they can afford.

Attributes of the Target Market of Monikanchon:

Demographics: Age: 16-25 years old

Gender: This is mainly female, based on product lines.

Income Level: Low and moderate income.

Education: High school, college, and university people.

Geographical Market: City and semi-urban.

#### **2.2 Road Map for Monikanchon:**

2025: Monikanchon is now an established student budget brand and traditional brand name over the internet.

2026: Monikanchon will offer physical stores to enable customers to view the quality of products and purchase the products.

2026: Monikanchon will begin dealing with used products and recycled garments.

2027: Monikanchon to expand physical stores.

2030: Monikanchon venture business outside the country and expand the business.

## 2.3 Competitor Analysis for Monikanchon:

### Direct Competitor

#### 1. Aarong

Strengths	Weaknesses
High Quality products All Bangladesh outlet Strong cultural branding	Pricing high Less budget friendly

#### 2. Yellow(Beximco Group)

Strengths	Weaknesses
Strong brand value Large physical store network	Costly for students Do not focus on budget segment

### Monikanchon Advantages:

- Lower price
- Budget friendly pricing
- Focus on students & budget of buyers

### Indirect Competitor(Online)

Name	Strengths	Weaknesses
Daraz	Miscellaneous collection Easy delivery	Quality is not uniformity No strong brand identity
Online Boutiques store	Personalized sales Trend-based designs	No evolving policy Trust issues

### Monikanchon advantages:

- Consistent quality
- Own brand identity & trust
- More Professional setup

## **Chapter 03**

### **Revenue Model of Monikanchon**

Monikanchon employs a diversified approach to revenue that would guarantee the stability in the growth of income at the same time being affordable to the students. The sales of the direct products via online platforms are the main components of revenue, which is backed by the seasonal and value-added sales strategies.

#### **3.1 Direct Product Sales:**

The fashion products sold at Monikanchon which include sarees, kurtis, salwar kameez, ladies pants and bags are the core revenue creators of Monikanchon. These are the brand sold directly to the customers via its Facebook page, Instagram store, and official website. Student-oriented designs and low prices make it possible to keep the volume of sales high.

#### **3.2 Premium and Limited Edition Collections:**

Monikanchon also launches special occasions collections in the form of premium and limited editions. These are unique sarees, quality kurtis sold at a slightly higher price which augments the profit margins without affecting the brand worth.

#### **3.3 Seasonal Sales and Flash Sales:**

The festivals and cultural events like Eid, Puja, and Pohela Boishakh are arranged to organize special sales campaigns. Flash sales and online only offers are beneficial to increase short term sales, empty inventory, and gain new customers.

#### **3.4 Bulk and Institutional Sales:**

Another source of revenue is through the brand providing clothing in bulk to universities, cultural events, office functions and cloth boutique resellers. Large quantities will provide steady cash flow and assist in increasing brand visibility.

#### **3.5 Prospective Revenue Opportunities:**

Monikanchon will launch new revenue avenues such as offline showroom sales, recycled fashion items, brand partnerships and franchise outlets in the long run to enhance its financial sustainability.

## **Chapter 04**

### **Marketing Plan of Monikanchon(2026-27)**

#### **4.1 Marketing Objectives:**

The main goal of the marketing plan of Monikanchon is to have the brand assumed as a reliable, student-friendly fashion paradise in Bangladesh. The specific goals include:

- Raising the yearly revenue by promoting and developing products strategically.
- Create a good brand awareness to university and college students.
- Growing the active customer base to a minimum of 1,000 customers.
- Enhancing customer loyalty and repeat purchase.

#### **4.2 Target Market Strategy:**

Monikanchon is primarily aimed at young adults between the ages of 16-25 years old and female students who are not splendid in terms of their finances but are fashion conscious. The brand targets urban and semi-urban cities; more so in university-based cities where high demand of traditional and modern clothes at low costs is very high.

#### **4.3 Product Strategy:**

- Retailing at cheap sarees, kurtis, salwar kameez, bags and fashion pieces that are trend oriented.
- Adding limited number and luxury collections on festival periods.
- Ensuring a regular quality of products and their correct size.
- Introducing new designs in regular intervals to stay in line with the current fashion.

#### **4.4 Pricing Strategy:**

Monikanchon adheres to a student friendly penetration pricing model:

- Affordable pricing as compared to high-end brands.
- Student-discounts and offers.
- Promotional price based on the festival.
- Competitive bulk and institutional pricing.

#### **4.5 Promotion Strategy:**

The promotional activities are conducted through a combination of both digital and relationship-based promotions:

##### **(i) Digital Marketing**

- Active advertising using Facebook and Instagram pages.
- Sponsored advertisements based on areas of interests of the students and the position of the university.
- Consistent updates of product photos, reels and customer reviews.

##### **(ii) Influencer Marketing**

- Cooperation with micro-influencers and bloggers about fashion on campus.
- Traditional wear styling videos and product reviews.

##### **(iii) Sales Promotion**

- Eid, Puja, Pohela Boishakh and New Year seasonal discounts.
- Sale events and time-out deals.
- Return customer loyalty discounts.

#### **4.6 Distribution (Place) Strategy:**

- Sales online on Facebook, Instagram, and the official site.
- Home delivery through effective courier services within Bangladesh.
- Intended physical outlets in the areas close to the universities to facilitate accessibility.

#### **4.7 Customer Relationship Strategy:**

- Quick reaction using social media and messaging systems.
- Well-defined return and exchange policies.
- Frequent feedback gathering, interactions with the customers.
- Individual attention to loyal customers.

#### **4.8 Marketing Budget Spending:**

- Social media and digital advertising enhancement.
- Cost of influencer collaboration.
- Branding and content development The marketing budget is dismissed every year to guarantee the examination of budget effectiveness and methodological maximum attainment.

#### **4.9 Performance Control and Measurement:**

The following are used to monitor marketing performance:

- Trends in sales and revenues.
- The social media engagement metrics.
- Retention and acquisition of customers.
- Promotional campaign conversion rates.

According to the performance analysis, strategies are also modified to make sure they continuously improve and find relevance in the markets.

## **Chapter 05**

### **Monikanchon's sales target (2026-2027)**

#### **5.1 Last Two Year's Sales Analysis:**

2024 Sales Summary:      Total Orders: 1180  
                                 Total Quantity Sold: 2170  
                                 Total Revenue: BDT 1410500

Our Key Products Sold: Traditional sarees, kurti, 3 piece and occasionally product.

2025 Sales Summary:      Total Orders: 1760  
                                 Total Quantity Sold: 4,235  
                                 Total Revenue: BDT 2117500

Our Key Products Sold: Kurti, kameez, higher sales of traditional sarees due to seasonal promotions.

Growth Analysis:

- Orders Growth (2024 vs. 2025): +49.15%
- Revenue Growth (2024 vs. 2025): +50.1%
- Key Drivers: Seasonal promotions, increased demand for kameez, higher average demand for traditional saree

#### **5.2 Next Two Year's Sales Target:**

Sales target in 2026:

In 2026 we will launch our new women's Pant,Bags and increase the focus on traditional Sarees.

Sales projection for 2026:

Product	Projected order	Projected Revenue
Saree	1200	840,000
Kurti	900	450,000
Kameez	800	640,000
Ladies Pant	700	315,000
Bags	700	280,000

Total order :2340

Total quantity of sold :4500

Total Revenue BDT :2525000

Sales target in 2027:

Monikanchon will focus on their operational and other segments in 2027 to expand the business growth.

Sales projection for 2027:

Product	Projected order	Projected revenue
Saree	1600	1120,000
Kurti	1200	600,000
Kameez	1000	800,000
Ladies pant	800	360,000
Ladies bag	900	360,000

Total order : 2760

Total quantity of order : 4500

Total revenue BDT : 3240,000

**Chapter 06**  
**Financial plan for (2026- 27)**

**6.1 Budget allocation overview:**

2026 budget allocation:

Production budget	30 lakh
Marketing budget	2 lakh
R & D budget	50,000
Branding budget	50,000

In 2026 Total Budget allocation BDT 33,00,000

2027 budget allocation :

Product Budget	37 lakh
Marketing Budget	3 lakh
R & D Budget	80,000
Branding Budget	70,000

In 2027 total Budget allocation BDT 4150,000

**6.2 Total budget breakdown (2026-2027)**

Category	2026	2027
Production Budget	30 lakh	37 lakh
Marketing Budget	2 lakh	3 lakh
R & D Budget	50,000	80,000
Branding Budget	50,000	70,000

**Chapter 07**  
**SWOT Analysis of Monikanchon**

Strengths	<p>Exclusive Beauty Making: Monikanchon specializes in making genuine and special products, and this differentiates the company in the market.</p> <p>Traditional Saree Collection: Traditional sarees such as Monipuri, Tangail silk, Rajshahi muslin, Shirajgonj cotton and Comilla khadi give the collection some cultural enrichment.</p> <p>Local Raw Material: Local raw materials are used, which increases its authenticity and boosts the local industries.</p>
Weaknesses	<p>Weak International presence: The enterprise is currently in Bangladesh hence the need to be extended to other parts of the world to reach a broader market.</p> <p>Traditional Products: Traditional reliance on sarees can reduce the chances of diversification.</p>
Opportunities	<p>International Market Development: It may be possible to expand internationally and seek out new opportunities to grow and expand the brand awareness.</p> <p>Cooperation with Designers: Co-operation with designers also can introduce new insights and improve the product appeal.</p>
Threats	<p>Growth of Competitor: Competition within the online fashion industry could increase and become a challenge.</p> <p>Shifting Consumer Trends: The trend in fashion may change rapidly and affect the demand of traditional products.</p> <p>Supply Chain Disruption: Supply chain gets disrupted and this may interfere with the supply of distinctive products.</p>

## **Chapter 08**

### **Monikanchon Expansion plan & Financial Activities**

#### **8.1 Monikanchon Expansion plan (2026-30):**

In 2026- Foundation and Brand Strengthening and Brand Awareness will be targeted.

- Build up online sales (Facebook, Instagram, site).
- Opening a new branch in front of University (Dhaka City).
- Campus ambassadors & student-oriented campaigns.
- Enhance supplier and inventory system.

In 2027- will concentrate on Product and Channel Expansion.

- Launch kurti, ready-to-wear saree & accessories.
- Open a physical first small showroom.
- Increase delivery to big cities in the country.

In 2028-2029 -We will emphasize on Geographic Expansion and National presence.

- Pop-up booths in Rajshahi, Sylhet, Khulna.
- Franchise planning of tier-2 cities.
- Consolidate logistics and customer service.
- Introduce Loyalty and referral programs.

In 2030 -We will concentrate on Brand and Premium Line Up-Scaling.

- Introduce Monikanchon Signature product high-end line.
- Cooperation with local designers and artisans.
- Several permanent stores in major cities.
- Improved online advertising and Customer relationship management

## **8.2 Financial Activities:**

Monikanchon began its operations as a virtual retail clothing store with the primary target being students and young people. Since its inception, Monikanchon has been carrying out its transactions using online payment platforms like mobile banking and bank transfers. Monikanchon has progressively started using a purely digital payment system to provide convenience, transparency, and security to the customers as the business expanded. Currently, Monikanchon is a completely cashless company, and the client can make payments using online payment gateways and mobile financial services.

### **Monikanchon Investment:**

Monikanchon was started at the beginning of the business as an owner-funded establishment. The preliminary investment was primarily invested in:

- Sourcing of products and purchase of inventory.
- Branding and packaging
- Internet page design and Internet marketing.
- Courier and operational set-up.

Monikanchon had a starting amount of BDT 20,000 that served to launch the brand and initiate routine operations.

### **Yearly Revenue Performance:**

Some of the challenges Monikanchon experienced in the last one year were competition in the market, variation in customer demand and general economic conditions. In spite of these issues, the business was able to maintain steady sales due to regular online activity and season deals.

In this year Monikanchon produced:

Total Sales: BDT 7,17,500

Total Expenses: BDT 5,49,000

Net Revenue (Profit): BDT 1,68,500

To survive, even in a difficult situation on the market, Monikanchon was profitable because of the appropriate control of costs, as well as student-oriented pricing policy.

## **Financial Distribution**

The revenue management of Monikanchon is structured like any other online small business. The expenses are allocated after the sales revenue is generated in the following fields:

- Restocking and sourcing of products.
- Courier and delivery costs
- Promotional costs and marketing costs.
- Operation and packaging expenses.

Once all the operating costs are paid, the rest is what is deemed as net profit which is divided amongst the owners.

Also, Monikanchon has another financial reserve fund known as, MFS - Monikanchon Future Savings. This fund is established by weekly or monthly regular savings of sales without a limit. MFS fund is employed in cases of emergencies, large quantity purchases, expansion of marketing or development of physical outlets in future. This saving plan will allow Monikanchon to stay on his feet and get out of unforeseen difficulties.

## **Chapter 09**

### **Findings & Recommendation**

#### **9.1 Recommendation:**

In line with the business model analysis, business positioning, financial operations, and market growth potential, the following are the recommendations that would lead to a sustainability in growth and long-term success.

##### **Strengthen Brand Identity:**

Monikanchon ought to work on enhancing their brand identity more with professional product photographs, standardized packing and easily identifiable brand putting across. This will aid in building customer trust and the brand will stand out among the rest of online boutique.

##### **Extend Payment and Check-out System:**

Monikanchon is a digital business, but by adding a more formal system of payment gateways and automated processing of order confirmation, building more customer experience, minimizing payment errors and raising the security of transactions can be enhanced.

##### **Enhance Inventory and Stock Control:**

It is also important to have a well-organized inventory system to prevent stock shortage and overstocking. With the help of simple inventory tracking tools, the demand may be predicted, particularly in the seasonal campaigns.

##### **Enhance Customer interaction:**

Monikanchon needs to put more effort into customer engagement strategies like loyalty programs, referral discounts and frequent feedback collection. Interested customers have higher chances of becoming repeat customers and brand ambassadors.

##### **Target Influencer and Campus Marketing:**

Cooperation with micro-influencers and university ambassadors can help to contribute to brand exposure among students substantially. This is a low cost strategy and very applicable to the target market.

##### **Product Diversification:**

Although traditional clothing is the strength, Monikanchon needs to slowly roll out supportive products like accessories, ready-to-wear sarees, and seasonal fashion products to raise the average order value.

#### Financial Planning and Reserve Fund:

The current savings practice ought to be institutionalized into a formalized reserve fund to manage the crisis, purchases in large quantities and future growth. The financial control will be improved by proper financial records and monthly reviews.

#### Face to Face Availability to establish trust:

The physical showrooms or pop-up stalls around university locations will help build customer trust because the customers will be able to physically observe the quality of the product, which will increase conversion rates.

#### Environmental Well-being and Corporate Social responsibilities:

Monikanchon must take active action to market its recycled and reused fashion products plans. Sustainability may be a powerful promotion tool and appeal to customers who are environmentally friendly.

#### Long-Term Growth Strategy:

There should be a clear roadmap in the long run, where it is aimed to expand to the whole country, collaborate with local designers, and finally enter the international market.

## **9.2 Conclusion**

### **Conclusion**

Monikanchon is a cheap and reputable online store in Bangladesh. Monikanchon is a cheap store and its customers trust them and you need to consider reviewing of the customer reviews and rating, check whether the site is secure and finally you should check their return and refund policies to see that it meets your expectation.

On the whole, the focus on affordable price and traditional garments may turn Monikanchon into the right choice of those who want to buy Tangail saree, monipuri saree dresses at a reasonable price.

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