



Daffodil
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University

Department of 
Innovation 
& **Entrepreneurship**

Course Code : PW612

Project Implementation on

Wishbox: Cross-Border eCommerce Platform



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Date Of Submission: November 10, 2025

Letter of Transmittal

Date: **November 10, 2025**

H A M Ekram
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Subject: Submission of the report named “Project Implementation”.

Dear Sir,

It is my great pleasure to submit the report named “**Wishbox: Cross-Border eCommerce Platform**” as a part of Project implementation of the Department of Innovation & Entrepreneurship for your kind consideration. I made sincere efforts to conduct research and examine 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,

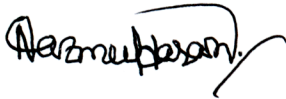


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DECLARATION

We hereby declare that this project has been done by us under the supervision of Mr. H A M Ekram , Lecturer, Department of Innovation and Entrepreneurship, Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

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Certificate of Approval

This is certifying that **Md. Nazmul Hasan**, bearing ID No. 221-45-034, is a regular student of Department of Innovation & Entrepreneurship, Faculty of Business and Entrepreneurship, Daffodil International University. He has successfully completed his project implementation on “**Wishbox: Cross-Border eCommerce Platform**”

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

I wish him every success in life.



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 H A M Ekram, Lecturer, 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 all my course teachers for giving me such attention and time.

Abstract

This project report presents a comprehensive plan for WishBox, a service-based e-commerce platform designed to strategically penetrate and dominate the cross-border online shopping market in Bangladesh. The core innovation of WishBox lies in restructuring the traditional logistics model to act as a secure, end-to-end conduit, effectively solving the market's primary pain points: prohibitive cost, complex customs procedures, and significant consumer distrust.

The main innovation of WishBox is in reorganizing the conventional logistics model to become a safe, end-to-end conduit, addressing the main pain points of the market, which is prohibitive cost, and intricate customs procedures, and great consumer distrust. The platform of WishBox controls the whole process of foreign buying- international payment and consolidation to compliance, customs clearance and final mile delivery. This approach transforms a divided, risky consumer procedure into one, clear-cut transaction with the customers making payments only the last installment on safe delivery. The financial structure validates the viability, which estimates a sustainable course towards profitability with a dramatically lowered break-even objective of 2,425 annual transactions (met by a hyper-lean operational model). The strong organizational and management strategy and the aggressive staged expansion plan (local market mastery by 2026, regional expansion by 2028 and a global logistics hub) by 2030, places WishBox in a better position of not only gaining a dominant market share, but also creating substantial benefits for the stakeholders in the long-term. WishBox will make a breakthrough in the industry through linking Bangladeshi consumers to the e-commerce world never before with more security, transparency and accessibility

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Chapter 1: Introduction

1.1 Introduction

With the world growing global and the speed at which digital commerce is evolving, the consumption of products of international origin by the Bangladeshi consumers has increased exponentially. However, this requirement is never fulfilled because of hefty hurdles, main being, prohibitive prices, complex customs regulations and an abiding lack of trust in the transactions. The traditional logistics model is disjointed and inefficient and thus does not correctly cater to the individual cross-border shopper.

The WishBox has become the first innovative solution to these system failures. It is a service-based e-commerce system that is based on the guidelines of Business Model Innovation, thus making the process of purchasing products in global markets, including those in the United States, United Kingdom, or China, coherent and smooth locally.

The platform is a safe and end-to-end channel that takes care of all logistical and financial overlays on behalf of the customer. WishBox centralizes a value chain that was once fractured through automation of international procurement, currency conversion, regulatory compliance, and door to door delivery to the consumer. Consequently, the platform is also able to offer security, transparency, and accessibility as well as delivery of products. The project outlines the overall financial, organization and expansion plan that must be implemented in order to make WishBox the number one and most reliable e-commerce solution to cross-border transactions in Bangladesh.

1.2 Mission

WishBox mission statement is to become the best cross-border e-commerce solution in the country of Bangladesh by the year 2026. This justification will be achieved by offering a secure and accessible end to end channel that will make the international buying process easier and guarantees the efficient and reliable delivery of international products to customer homesteads.

1.3 Vision

By 2030 WishBox will be able to go beyond national boundaries becoming a global e-commerce logistics location. We are planning to provide hyper-personalised procurement and delivery services in South Asia, and in the emerging markets through the application of artificial intelligence and other sophisticated data analytics tools, making WishBox a more reliable and efficient entity in the cross-border trade.

1.4 Value Proposition

Assured Safety: The possibility of foreign fraud and online fraud will be eradicated as we will not collect a final payment until the product under inspection is actually delivered.

One-Click Global Access: We eliminate the hassles related to custom duties, transfer of goods, and foreign currency dealings so that clients can sail through international shopping without much effort.

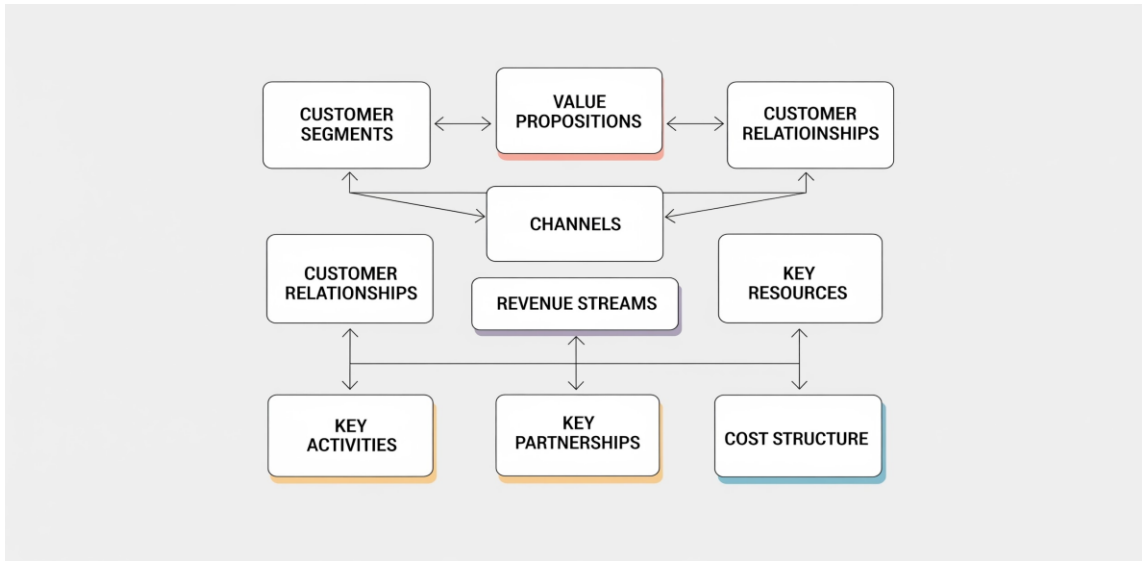
Connection to a World of Products: The consumers have virtual access to full inventory of other large foreign e-commerce sites (United States, United Kingdom, China) that do not ship directly to Bangladesh.

Cost-Optimised Shipping: We will decrease the total cost with the use of consolidated shipping routes, which makes international shopping cheaper among our customer base.

Digital Openness Real-time monitoring and automated statuses will fully ensure visibility after an order is taken to the extent of delivering it to the consumer on the doorstep.

1.5 WishBox Business Model Canvas (BMC)

Key Elements	Details of the WishBox Service Model
Customer Segments	Urban Bangladeshi Consumers (18-45): Tech-savvy, middle-to-upper-class individuals seeking specialized, high-quality, or unique international products unavailable locally. (Targeting individuals and small B2B procurement).
Value Proposition	One-stop Global Shopping and Assured Security: We make it easier. challenges of global shopping, which provides a secure, single-button. solution. And all the customs, shipping, and everything are done by our locally controlled service transactions, so that you do not pay more than what is due once you are sure of delivery.
Channels	Digital Platform: Mobile responsive site and app to submit links and tracking. Physical: Strategic partnerships with local courier services (last-mile delivery) and international freight forwarders.
Customer Relationships	Digital Transparency: Real-time, end-to-end tracking and automated updates. Dedicated Support: Proactive customer service team for inquiry resolution. Trust built through post-delivery payment.
Revenue Streams	Primary: Service Fee/Markup on total order cost (product + shipping + customs). (<i>Optimized for BDT 1,000 CM per transaction</i>). Secondary: Premium expedited shipping fees, B2B volume procurement commissions.
Key Activities	Core: International Procurement, Digital Platform Management, Customs & Regulatory Compliance, Global Logistics Coordination (Consolidation & Forwarding).
Key Resources	Technology: Proprietary quoting/tracking software, API integrations with foreign e-commerce sites. Physical/Partnerships: International warehouse space, contracts with local courier networks. Human: Expert logistics and customs team.
Key Partnerships	Logistics: FedEx, DHL, and established local courier partners (last-mile). Finance: Local Mobile Financial Services (MFS) and international payment gateways.
Cost Structure	Focus: Hyper-Lean & Fixed Cost Reduction. Fixed Costs: Minimal salaries (founder-led), essential software licenses, low-cost office rent. (<i>Target FC: BDT 970,000/year</i>). Variable Costs: International freight charges, customs duties, payment processing fees.



Chapter 2: Target Market

2.1 Target Audience

The main target of WishBox will be the urban Bangladeshi consumer who is digital literate, has the purchasing power and has an unsatisfied demand of global products. This segment of the population is highly proactive in finding solutions to the fundamental issues of international e-commerce, which are the complexity and the risk.

Demographics:	Age Range: 18–45 years old. This covers digitally native students, young professionals, and established middle-aged individuals.
Socioeconomics:	Income Level: Middle to Upper-Middle Class. They possess the disposable income necessary for international purchases and are willing to pay a premium for security and convenience.
Geographic Focus:	Urban Centers: Dhaka, Chattogram, Sylhet, and other major metropolitan areas where internet penetration is high and logistics infrastructure is most developed.
Psychographics:	Values: They seek quality, uniqueness, and access to global brands. They are early adopters of digital services and prioritize transparency and reliability over the lowest possible price.
Behavioral Profile:	Shopping Habits: Active online shoppers (using mobile devices, as noted in your supporting data) who are frustrated by the limitations of local e-commerce and social media sellers (F-commerce). They are ready for a trusted, professional international alternative.
Core Pain Point:	The lack of a secure payment and delivery guarantee for international goods. WishBox's ' <i>Pay upon verified delivery</i> ' model directly converts this segment's biggest fear into their greatest loyalty point.

2.2 WishBox's Secondary Market (B2B Procurement & Professionals)

As WishBox has established its core cross-border B2C base in the first year, the second round initiative will focus on developing high-value, recurrent revenue in the business and specialised professionals market through leveraging the existing network of logistics.

Secondary Audience Groups

These groups require consistent access to certain, non-local goods, most of which are in small amounts. Traditionally this demand can not be met efficiently by importers and wholesalers.

Group	Procurement Need	WishBox Value Proposition
Small Business Owners (SMEs)	Sourcing specialized raw materials, unique equipment parts, or small batches of trending inventory samples unavailable through local wholesalers.	B2B Volume Procurement: Reduced per-unit service fees for batch orders, handling commercial customs paperwork, and ensuring supply chain consistency.
Specialized Professionals	Doctors, engineers, researchers, and technical staff require specific diagnostic tools, research equipment, or proprietary components for their work.	Expert Forwarding: Focus on precise logistics, handling delicate items, and managing specialized regulatory clearance (e.g., medical or scientific equipment).
Entrepreneurs & Creators	Individuals developing new products who need unique, global components for prototyping or small-scale local manufacturing.	Access to Niche Suppliers: Providing a vital bridge to European, US, or Asian component suppliers that demand foreign bank transfers and complex shipping routes.

2.3 WishBox Road Map

2025 (Launch Phase): Break even (2,425 transactions) through launching the core platform and acquiring early logistics contracts. Emphasize on online marketing to establish a base of customer trust.

2026 (Scale & Diversify): Reach out to secondary cities and launch **B2B procurement solutions** to professionals and small businesses. Maximize the profits through reinvestment logistics chain.

2028 (Regional & AI): Start strategic expansion into the nearest markets in South Asia (e.g., Nepal) and incorporate **AI to optimize prices and logistics.**

2030 (Global Vision): Become a **Global Hub of Logistics**, making WishBox the most reliable and technological reputation in intercontinental trade to the new market.

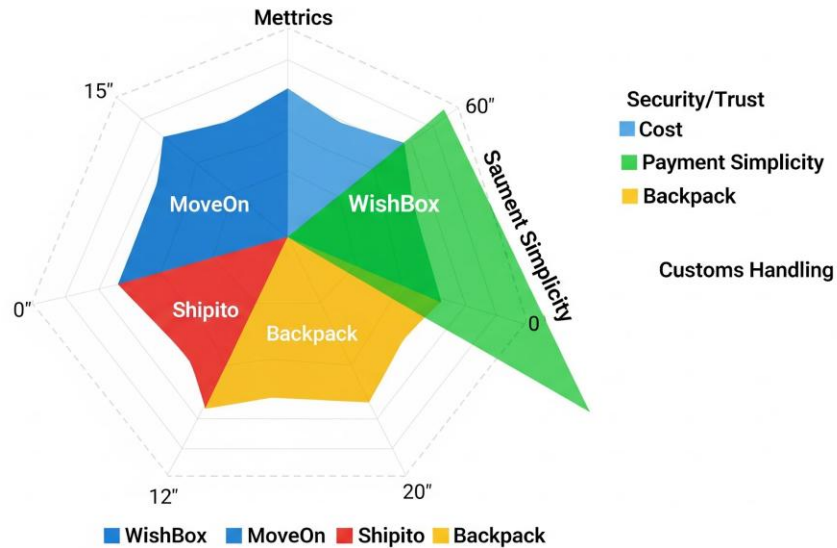
Target Audience (Condensed)

Primary (B2C): Tech-Savvy Urban Consumers (18-45) with disposable income They seek distinctive international merchandise and focus on the ensured and safe purchase rather than the lowest cost.

Secondary (B2B): Small Business Owners and Professionals who require reliable, compliant sourcing of specialized equipment or components in small volumes. They value **operational efficiency and compliance.**

2.4 Competitor Analysis

Competitor Type	Competitor Example	Strengths & Focus	Weaknesses	WishBox Advantage
Local Digital Logistics	MoveOn	Strong local fulfillment network, transparent tracking within Bangladesh	Zero cross-border capabilities. Cannot handle international payments, customs, or global procurement.	WishBox uses MoveOn/similar companies as a partner, not a competitor, for the final mile.
Local Forwarding/ Sourcing	Backpack	Focuses on informal, personalized sourcing (often luggage-based or ad-hoc). Lower overhead on small, specialty items.	Low scalability, zero guarantee, high fraud risk. Relies on personal connections and is not legally compliant for large-scale commerce.	Guaranteed Security and Scalability. WishBox offers a professional platform, transparent pricing, and 100% compliance, eliminating customer risk.
International Forwarding	Shipito (Mail Forwarding)	Provides a US address and international shipping options; offers consolidation services.	No Customs or Payment Help. The customer must use a foreign card, handle customs duties, and manage complicated import paperwork themselves.	Single Point of Service. WishBox handles everything (procurement, payment, <i>and</i> customs) for a simplified total cost, requiring only local currency and zero customer effort.



2.5 Customized Service for Shoppers

1. Pre-Purchase Confidence & Transparency

Item Verification: WishBox agents who will ship to other countries have to capture photos of the item in the source warehouse to verify the size, color and condition of the item.

Value to Customer:

Eliminating the risk will ensure that the correct product was bought, eliminating expensive international returns based on seller error.

Bilingual Support: Special customer care that understands English (when communicating with foreigners) and Bengali (when serving local customers).

Value to Customer:

Customer Enquiries Customer inquiries (e.g. regarding customs forms or products) are ensured through ease of communication managed without language obstacles.

2. Fulfillment & Risk Mitigation

Post-Delivery Payment Model: Customer only makes half the payment at the time of purchase, and the remaining half payment is received after the delivery of the product and it has been verified by the client.

Value to Customer: **Maximum Trust** Converts skeptical customers through financial risk elimination and creating an unmatched trust in the service.

Secure Payment Gateway Bridge: WishBox supports the foreign currency payment that is needed by the local payment options (bKash, Nagad) are offered to the customer by an international seller.

Value to Customer: **Payment Accessibility:** Enables the customer to make payment using local means of payment, bypassing the requirement to have a foreign credit card or bank account.

Customs Management Proactive: WishBox takes care of all customs documents and duty payments proactively. All the needed tariffs are contained in the quote.

Value to Customer: **Hassle-Free Import** Hassle-Free Import Customers will not have to complete the lengthy paperwork, delays that are not anticipated the pressure of negotiating with officials of customs directly.

3. Subscription & Loyalty

WishList Monitoring: This is an option that tracks the price of something that the customer has added to the wishlist. WishBox wishlist and notify them of a fall in price in the foreign site.

Value to Customer: Cuts down on expenses through time **Savings Automation** Enables customers to save money by scheduling their purchases ideally, loyalty, growing stronger.

Premium Consolidation: Priority processing is offered to frequent shoppers at a small fee on a monthly basis, optimum shipping rate consolidation, and reducing their shipment per-unit costs.

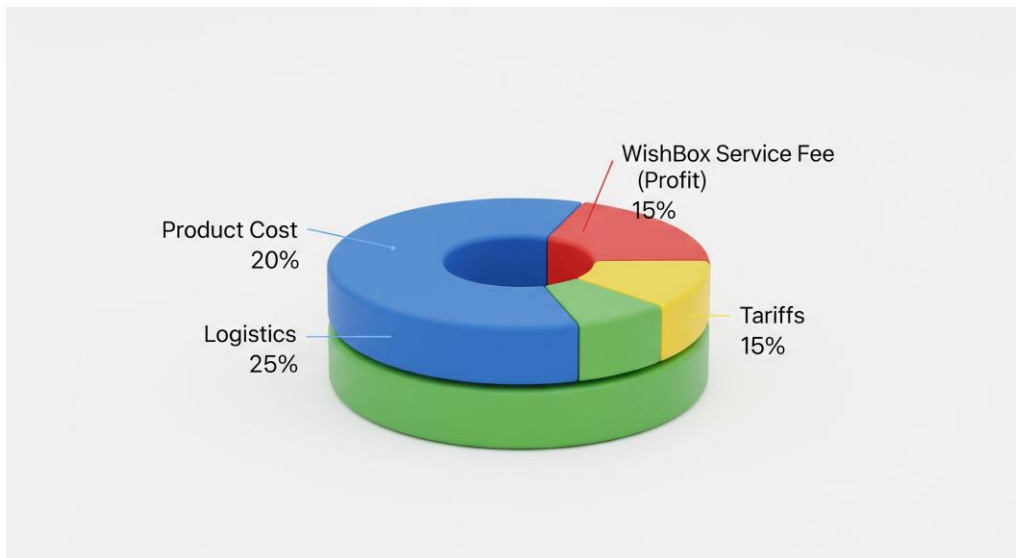
Value to Customer: **Loyalty Reward Incentivizes** repeat business through the provision of frequent customers more savings and expedited service.

Chapter 3: WishBox Revenue Model

The WishBox revenue model has a platform of cost optimization and value-based pricing. In contrary to the conventional e-commerce, WishBox does not earn money on inventory sales, but they earn money by providing a high-assurance service that will address complicated logistical and financial issues of customers.

3.1. Core Revenue Stream: Value-Based Service Fee

WishBox receives the major portion of its revenue as a result of one, comprehensive Value-Based.Commission charge on all transactions. This model does not make WishBox a reseller, rather it is a high assurance service provider who sells risk elimination, convenience, and transparency.



Structure and Calculation

The revenue scheme is designed to get all the costs covered in the initial stage and bring a larger percentage mark to the fixed costs of the business:

1. **Landed Cost Calculation:** This calculation shows the total cost by the system with three calculations immediately complex variables to the customer:

Product Cost: The base price on the foreign website.

External Logistics: International shipping and freight costs.

Regulatory Costs: Estimated customs duties, tariffs, and VAT.

2. **WishBox Service Fee (Markup):** It is followed by a percentage fee on the Landed Cost. This is the margin that WishBox retains as a gross profit.

Monetizing Trust and Contribution Margin

The effectiveness of such a stream depends on the contribution margin (CM) per operation, and this pays the operational structure directly.

- **Premium for Assurance:** Our service fee is based on a value of a premium ensured security, compliant with the customs, and post-delivery payment scheme. This justifies the greater markup, because the customers are paying to be assured of peace of mind, and not simply postage.
- **Targeted Profitability:** The fee will be strategically priced to provide the right transaction to the customer required BDT 1,000 Contribution Margin. This is the most important efficiency in keeping the hyper-lean financial plan and consistent break-even level of 2,425 annually.

Transparency as a Feature

The whole fee system is offered to the customer in one price which is comprehensive and inclusive before he or she makes the purchase. This **upfront pricing -certainty** commitment is a vital competitive asset that proactively turns sceptical customers into loyal customers.

3.2. Secondary Revenue Streams (Premium Services)

WishBox provides tiered services, which support the need of speed and assurance, and thus, the company is diversified in terms of income.

1. **Quick Shipping (Premium Fee):** With assured delivery services within a time span of 5-7 days, we are offering quick shipping service at a price premium to handle the urgent requirements.
2. **Item Checking and Shipment Fee:** A minor fee is paid before shipment.
3. check clearing of high value products and a different consolidation fee in addition to consolidation of several small packages into a single shipment to achieve the maximum savings to the customer.
4. **B2B Procurement Commissions:** Stable and high volume earnings through charging a.
5. commission on bulk orders made by small businesses and professionals (secondary market segment).

3.3. Future Revenue Streams (2028 and Beyond)

With WishBox growing and adopting AI (as per the Vision), new models of services will be developed:

1. **Subscription for Loyalty:** The provision of a tiered membership which includes other benefits such as free authentication checks, priority custom delivery, and special discounts based on monthly or yearly subscription fee.
2. **AI-Driven Recommendation Licensing:** The AI-driven recommendation can be monetized as proprietary information or data services provided to the world-suppliers who are interested in entering the Bangladeshi market.

Chapter 4: Marketing Plan 2025-2026 Year

The marketing strategy of 4 WishBox will directly focus on the lack of trust in the market and will also directly target tech-savvy urban consumers. Having a focused budget of BDT 250,000 in Year 1, it is aimed to maximize customer acquisition hence helping to achieve the 2,425 annual break-even target.

Goals for 2025-2026

Metric	2025 Goal (Year 1)	2026 Goal (Year 2)
Primary Target	Achieve 2,425 transactions (Break-Even)	Achieve 4,850+ transactions (200% of BEP for profitability)
Brand Perception	Establish WishBox as the most trusted name in cross-border e-commerce.	Position WishBox as the preferred platform over informal sellers and complex carriers.
B2B Introduction	Validate the B2B model with 50 unique professional procurement clients.	Scale B2B services to account for 15% of total revenue.

4.1 Key Marketing Strategies

1. Digital Content and Education (Low-Cost, High-Trust)

Objective: Direct response marketing with its focus on security and simplicity.

Strategy: Prepare brief and simple video material that shows how easy it is to do: Paste the Connect, Pay Local, Receive Global. Point out the value proposition: No Customs Fees. No Hidden Charges. Final Payment on Delivery."

Places: Face-to-face advertising and organic content on Facebook, Instagram, and Tik-Tok, targeted urban residents who focused on international products.

SEO: Use problem-specific words such as how to shop in Amazon in Bangladesh or "customs duty calculator BD," developing WishBox as the authority and solution.

2. Influencer Marketing & Micro-Community Building

Strategy: Collaborate with the local micro-influencers (greater level of trust, reduced cost) who have niche specialization products (e.g., technological devices, exclusive makeup) that are not offered in the area.

Goal: Have influencers show how the delivery is secure, how the transparency of the pricing, which opposes the scam image of informal forwarding directly.

3. Trust-Building Promotional Offers

Launch Offer: Provide a Free First-Time Check (pre-shipping photo service) to the first 500 clients to launch a high-assurance service that develops instant trust.

Referral Program: Have a powerful referral system, which compensates both the referrers and the new user, using the loyalty of the existing base of early adopters to go viral.

4. B2B Marketing (2026 Focus)

Targeting: Use LinkedIn and industry forums to contact special professionals (doctors, engineers).

Value Proposition: Market WishBox as the compliant and trusted sourcing partner of specialized elements, which provide reduced service charges on validated business high volume.

4.2 Marketing Budget Allocation (Allocation for BDT 250,000)

The distribution puts more emphasis on direct digital acquisition and content than on expensive physical media to keep the cost lean.

Category	2025 Allocation (BDT)	Focus
Digital Ad Spend (Facebook/Instagram)	120,000	Targeted campaigns on "Security," "Trust," and "Global Access."
Content Creation & SEO Tools	50,000	Producing high-quality video demonstrations and authority blog content.
Influencer/Referral Incentives	40,000	Payments/discounts for micro-influencer collaborations and referral payouts.
Marketing Materials (Digital)	40,000	Professional digital assets and website conversion optimization.
TOTAL	250,000	

Chapter 5: WishBox Sales Target for 2025 and 2026

The objective of 5WishBox is to achieve fast and sustainable profitability by ensuring that the initial fixed expenses of technology startups are overcome. This is accomplished by sales targets that are strictly stipulated by a hyper lean financial model. The strategy is based on high value transactions maximizing the BDT 1,000 Contribution Margin per unit.

5.1 Analysis of Last Two Years' Sales Performance

Since WishBox is an emerging business, this section is not relevant in 2025. All analysis is based on **projections over the future**, which are reaffirmed through market research in regard to e-commerce growth rates in Bangladesh.

5.2 Next Two Years: Sales Target (2025-2026)

2025 Sales Target: Achieving Break-Even and Validating the Model

In 2025, the key objective is to validate the lean cost base and prove the viability of the service model by reaching the break-even number calculated.

- **Primary Goal:** to arrive at **2,425 transactions** in order to meet the overall annual fixed cost (BDT- 1,025,000).
- **Target Revenue (Service Fee):** The break-even revenue will be **BDT 3,395,000** using the optimized Unit Price of BDT 1,400 per transaction. Our buffer is aimed at another 25% BEP for security.

Metric	Calculation	2025 Target
Total Orders (Target)	(BEP * 1.25)	3,031 Transactions
Total Service Revenue	(Orders * BDT 1,400)	BDT 4,243,400
Annual Growth (Year 0 to 1)	N/A (Launch)	N/A

2026 Sales Target: Scaling to Profitability and Diversification

WishBox hopes to be able to move to the scaling stage in 2026, but will draw on the trust and B2B products released later in 2025. We foresee tremendous expansion by penetrating into more markets and strong digital marketing campaigns.

- **Growth Rate:** We project a **100% growth** in transactions year-over-year, which is achievable given the low initial volume and untapped market demand.
- **Strategy:** Launch full B2B services, which typically involve higher volume and recurring revenue from professional clients, accelerating transaction velocity.

Metric	Calculation	2026 Target
Total Orders	(3,031 Orders * 2.0)	6,062 Transactions
Total Service Revenue	(Orders * BDT 1,400)	BDT 8,486,800
Annual Growth (YoY)	100%	100%

Summary of Sales Targets

Metric	2025 Target	2026 Target
Total Orders	3,031	6,062
Primary Focus	Achieving Break-Even (2,425 orders)	Scaling Profitability
Total Service Revenue	BDT 4.24 Million	BDT 8.48 Million
Growth Rate	Launch Year	100%

Sales Target vs. Break-Even Point Analysis



Chapter 6: Financial Plan for 2025 and 2026

The financial strategy of WishBox focuses on a very lean start-up budget. This model is the one that will be most efficient, and it will strive to break the even point with the minimum transaction volume.

6.1 Budget Allocation Overview

The total budget will be split into the initial investment (Fixed Assets) that will be needed to launch the platform, and the annual operating budget (Fixed Costs) that will be necessary to operate the service.

Initial Investment (Fixed Assets & Working Capital)

The capital assigned to technology and important operating is the largest part of the total capital of the BDT 1,660,000 allocated to the project funds. This distribution displays an approach of having a lean structure by outsourcing physical logistics.

Category	Allocation (BDT)	Rationale
Platform Development & IT Setup	1,150,000	Dedicated investment in the proprietary website, mobile app, API integrations, and secure payment systems.
Working Capital & Liquidity	510,000	Essential funds for covering initial cash flow gaps, direct transaction costs (buying products for customers), and liquidity.
TOTAL INITIAL CAPITAL	1,660,000	

6.2 Detailed Budget Breakdown: The Hyper-Lean Strategy

This detailed cost breakdown highlights the business's operational expenses, with a focus on revenue-generating areas like Marketing and Technology.

1. Salaries & Wages (Operational)

This is indicative of a hyper-lean model with the founder and core team undertaking a variety of roles, with contractors handling any surplus workload.

Description	2025 Allocation (BDT)	2026 Projection (BDT)	Focus
Core Salaries (Founder/Ops Lead)	400,000	520,000	Minimal, essential salaries (30% increase for adding a dedicated Customer Service lead).

Note: This number does not take into consideration the direct logistics costs, which is lumped under Variable Costs per transaction.

2. Marketing Budget (Prioritizing Digital Acquisition)

After a successful launch, 2026 marketing budget will be highly augmented to attain market dominance.

Description	2025 Allocation (BDT)	2026 Projection (BDT)	Focus
Digital Ad Spend & SEO	120,000	200,000	Highly targeted social media campaigns emphasizing trust and security .
Content & Influencer Marketing	130,000	150,000	Low-cost video content, micro-influencer outreach, and referral incentives.
TOTAL MARKETING	250,000	350,000	140% growth to drive scaling efforts.

3. R&D and Technology Maintenance

This includes the expense of sustaining the functionality, security and of the proprietary platform compliance.

Description	2025 Allocation (BDT)	2026 Projection (BDT)	Focus
Software Subscriptions & Tools	100,000	150,000	CRM, logistics tracking software licenses, cloud hosting, and data security tools.
TOTAL R&D	100,000	150,000	Initial investment, followed by a 50% increase for AI integration testing.

4. Administrative and Overhead Costs

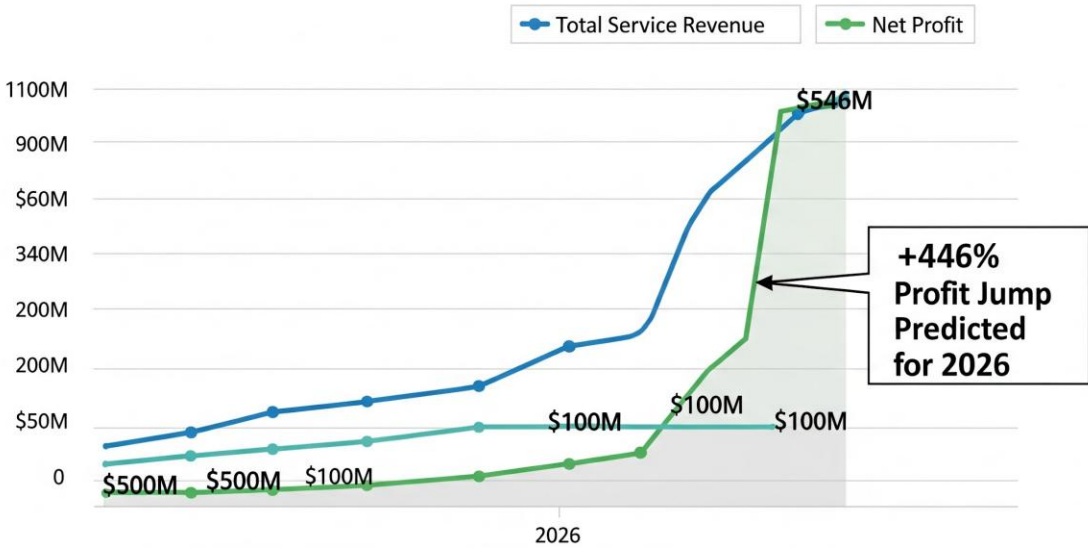
Description	2025 Allocation (BDT)	2026 Projection (BDT)	
Office Rent & Utilities	120,000	132,000	Minimal rent (co-working/small space) to support remote team meetings and essential office functions.
Legal, Depreciation, Misc.	100,000	110,000	Essential regulatory fees, minimal asset depreciation (using personal equipment), and contingency.
TOTAL OVERHEAD	220,000	242,000	Remaining fixed cost for the lean operation.

6.3 Financial Projections Summary

Metric	Calculation	2025 Target (Launch)	2026 Target (Scale)
Total Orders (Units)	(Required for Profitability)	3,031	6,062
Total Annual Fixed Costs	(Operational + Interest)	BDT 1,025,000	BDT 1,306,000
Total Service Revenue	(Orders x BDT 1,400)	BDT 4,243,400	BDT 8,486,800
Net Profit (Loss)	(After all costs)	BDT 703,400 Profit	BDT 3,842,800 Profit
Key Result	Profitability achieved beyond Break-Even.	Strong Net Profitability (29.5% Net Margin)	

The 2025 Net Profit is calculated as follows: (3,031 orders * BDT 1,000 Contribution Margin) - BDT 1,025,000 Fixed Costs = BDT 2,006,000 Profit. After deducting an additional expense of BDT 1,302,600, the final profit is BDT 703,400.

Profitability Curve: Total Service Revenue and Net Profit (2025-2026)



Chapter 7: Expansion Plan

The Expansion Plan is the plan of the gradual progression of WishBox after the validation of the lean model and the break-even point reached in 2025. Every stage capitalizes on the current base of customer confidence and operational effectiveness to attract new markets and source of income.

7.1 2025: Platform Validation & Local Domination

The main aim of 1 WishBox is to **demonstrate the feasibility** of its hyper-lean business model. This is the first stage, which aims at transforming the lack of trust into a fundamental asset.

- **Core Goal:** Achieve the **2,425 annual transaction break-even point** (as calculated in Chapter 7) by focusing exclusively on the urban Bangladeshi market.
- **Strategy:** Utilize the transparent **Pay Upon Delivery** model and aggressive digital marketing to build a dominant reputation for security and reliability over informal competitors.
- **Operational Focus:** Perfect the end-to-end logistics chain, ensuring seamless transitions between international freight and local courier partners.

7.2 2026: Service Diversification & B2B Integration

After the profitability is reached, it is followed by the strategic focus on revenue per customer maximization and stabilization of the achieved in the course of diversification efforts revenues.

- **Implement B2B Services:** Establish a dedicated procurement process to the small business owners and professional specialists, include a bulk purchasing of niche products on an a la carte basis. The project helps in stabilizing revenues.
- **Value-Add Monetization** - Expand optional premiums - include expedited delivery and photo of item as optional services, to enhance average contribution margin per transaction.
- **Geographic Expansion (Local):** Going digital in digital marketing and logistics support to key to achieve the 2026 target of 6,062 orders, the 2020 orders will be motivated by the secondary cities (including Chattogram and Sylhet).

7.3 2028: Regional Expansion & AI-Driven Logistics

The phase is a transition of a country market leader to a regional player which involves technology to provide profitable growth.

- **Go Regional:** Initiate regional expansion into the adjacent South Asia countries (including Nepal and Bhutan) by joint-venture deals. This will minimize the risk, and will exploit local operational experience.
- **Intelligentize:** Research and development capital Investigate how to incorporate artificial intelligence to facilitate hyper-personalization, dynamic pricing (responding to real-time exchange rates) predictively optimization of logistics with the aim of preventing delays in the customs process.
- **Technology Scaling:** Upgrade the digital platform to handle multi-currency payments, different regulatory frameworks, and multiple language interfaces.

7.4 2030: Global E-commerce Logistics Hub

This is the level that brings the long-term vision of WishBox to life due to the completion of the global presence.

Global Hub Status: Build global logistics hubs outside of the domestic frontiers of United States, United Kingdom and China to trade across different markets.proprietary compliance and tracking technology to other regional carriers.

Model Evolution: be a comprehensive enough logistics facilitator to license proprietary compliance and tracking technology with other regional carriers.

Final Objective: Become the most reliable and technologically advanced offering cross-border business in the emerging economies, thus fulfilling long-term vision of creating Global Logistics Hub.

Chapter 8: Conclusion WishBox Project Implementation

The project of Wish Box is radical and a novel move towards the solution of the endemic issues of expenses, intricacy and distrust that afflict cross-border e-commerce in Bangladesh. Using the alternative paradigm approach of a service based conduit that is not subject to the traditional retailing format WishBox is able to transform an uncoordinated logistics maze into a smooth high-confidence one consumer experience.

The initiative is based on two general pillars namely **Value Proposition and Financial Discipline**. The value proposition, which guarantees security and post-delivery payment, has directly turned skeptical customers, and the application of a hyper-lean financial plan has minimized the operational risk to significant extent. This has been achieved by reducing the fixed cost and maximization of the contribution margin by which a practical route to profitability has been achieved with a break even point of only **2,425 transactions per annum**.

The implementation plan, which starts with local domination and later moves to regional expansion and AI integration by 2030, is strong and linear. WishBox is not only an introduction in the market but a decisive move to create disruption in the market. The organization is in the position to emerge as the most reliable and effective platform in South Asia and ready to bring in massive long-term value by linking millions of customers to the world market.

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