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Go-to-Market Strategy for SPR Building Materials



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Letter of Transmittal

To: **November 10, 2025**

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Subject: Submission of the Report Titled “**Go-to-Market Strategy for SPR Building Materials**”

Dear Sir,

It is my great pleasure to submit the “**Go-to-Market Strategy Report for SPR Building Materials**” as a part of the Project of the Department of Innovation & Entrepreneurship for your kind consideration. I made sincere efforts to innovate and examine relevant records for the preparation of the report.

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

Sincerely yours,

Md Shahparan Rimon

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DECLARATION

We hereby declare that this project has been done by us under the supervision of **Dr. Mohammad Reyad Hossain, Assistant Professor**, 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.

Submitted by



Md Shahparan Rimon

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Certificate of Approval

This is to certify that **Md Shahparan Rimon**, bearing ID: 221-45-029, is a regular student of the Department of Innovation & Entrepreneurship, Faculty of Business and Entrepreneurship, Daffodil International University. He has successfully completed his project implementation on “**Go-to-Market Strategy for SPR Building Materials**”.

I have reviewed the project and found the business idea feasible.

I wish his every success in life.



Dr. Mohammad Reyad Hossain

Assistant Professor

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Acknowledgment

With the kind help of Almighty Allah, I have made 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, **Dr. Mohammad Reyad Hossain, Assistant Professor,** Department of Innovation & Entrepreneurship, Daffodil International University, for his guidance and constant supervision, as well as for providing necessary information regarding the report and also for his support in completing the project.

I would like to express my special gratitude and thanks to all of my course teachers for giving me such attention and time.

Abstract

The Bangladesh construction materials market is one of the largest and fastest-growing sectors in South Asia, reaching approximately 4.58 trillion BDT in 2025 and projected to grow at a compound annual rate (CAGR) of 10.4%. SPR Building Materials leverages this opportunity as a digital-first supplier, transforming the typically offline, fragmented, and trust-sensitive industry by offering sand, bricks, and stone through a streamlined online platform. Key innovations include real-time, transparent pricing, verified product quality directly from reputable sources, and cash-on-delivery (COD) with free doorstep delivery, targeting homeowners, small contractors, and local builders who struggle with market inefficiency and unreliable supply chains.

Through comprehensive market research, competitive benchmarking, and customer segmentation analysis, this project identifies substantial unmet needs in price transparency, reliability, and convenience. The unique value proposition of SPR Building Materials centers on guaranteed quality, effortless ordering, and high trust, supported by digital integration and logistics partnerships.

A robust financial plan with consistent profit margins, accurate cost breakdowns, and sensitivity analysis indicates break-even will be reached by the third quarter of operation (Month 7-9), after recovering the initial startup investment of 350,000 BDT. Sustainability and long-term profitability are further strengthened by scalable business processes, supplier relationship management, and ongoing digital marketplace expansion.

SPR Building Materials is positioned to generate tangible economic and social impact by formalizing supply chains, improving customer protection, and facilitating new employment in Bangladesh's dynamic construction market. This project demonstrates a viable go-to-market strategy with actionable milestones, modern technology adoption, and clear competitive differentiation, ready to capitalize on sector growth and deliver value across the ecosystem

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1. Introduction

1.1 Brief Description of the Proposed Business Idea

The construction industry in Bangladesh is facing severe inefficiencies, such as inconsistent supply chains, unclear pricing systems, questionable material quality, and constant construction delays. According to empirical surveys, more than eighty percent of homeowners and contractors face serious temporal and financial losses when trying to find a secure method of securing materials that are economically viable and safe at the same time. SPR Building Materials directly addresses these issues with a transparent digital marketplace and customer-centric delivery model.

SPR Building Materials is a distributor of primary construction materials based in Dhaka and deals with sand, bricks and stone. The company can act as a trusted distributor, so that high-quality materials are delivered to individual homeowners and small constructors without having to deal with traditional markets like Gabtoli, Narayanganj, or Durgapur.



In contrast to most other material suppliers, which use only offline methods, SPR Building Materials is leading a digital revolution of this highly analog supply chain. The orders can be made by phone, on the company webpage or on the Facebook page of the company, and the advantage is that the materials will deliver to the construction site. The business offers cash-on-delivery (COD) services, thus increasing trust and transparency, and free delivery in Dhaka and adjacent districts such as Gazipur, Narayanganj, Tongi, and Tangail. The overall goal is to simplify the buying experience of homeowners who are keen on quality as well as convenience by offering high-quality raw materials that are obtained through well-known suppliers like sand in Durgapur and bricks in Manikganj and Sylhet at reasonable prices.

1.2 Why This Business? (Motivation, Relevance, Social/Economic Value)

In Bangladesh, especially in the capital area of Dhaka, the homeowners who manage their own construction works habitually face serious challenges in acquiring quality materials. This often requires travelling to places like Gabtoli or Narayanganj to check, bargain and carry sand or bricks, which is a time-consuming, costly and uncertain process, often leading to buying overpriced or poor-quality products. SPR Building Materials was founded with the purpose of streamlining and automating this disjointed process. With the establishment of an online system of delivery of raw materials, the company hopes to save time of customers, reduce expenses, and inject some sense of order in an otherwise chaotic market. In addition, at a time when digital commerce is proliferating in Bangladesh, SPR Building Materials can be seen as a leader in digitising the construction material industry. In addition to convenience, the venture opens up job opportunities to the delivery staff, drivers, and the local suppliers, thus creating social and economic impacts.

1.3 The Market Gap or Problem Being Solved

Construction material market in Bangladesh is still controlled by traditional brickfields and river sand distributors, and local dealers, who are strongly dependent on face-to-face interactions and non-formal communication systems. None of the existing e-commerce systems currently allow a customer to view the construction materials, compare and place an order online. The current market issues are:

- I. Absence of quality assurance- the customers cannot check the quality of the materials before making a purchase.
- II. Inconsistent prices- the intermediaries in the market places like Gabtoli charge more because of the cost of storage and transportation
- III. Poor transparency- most of the sales are made through personal contact and there is no clear price indication;
- IV. Inconvenience- the customer has to visit an outlet to make an order and to make the delivery.

SPR Building Materials seals this gap by providing a reliable online shopping and delivery platform that includes cash-on-delivery, quality assurance, and door delivery.

2. Objectives of the Project

This project aims at formulating a structured and practical Go-to-Market (GTM) plan of SPR Building Materials, a new online based supplier of raw building materials such as sand, bricks and stone. The project aims to explore how a traditionally offline and fragmented sector could be digitised successfully to create a customer-centric and scalable business model.

The specific objectives of this project are outlined below:

2.1 To develop an integrated Go-to-Market (GTM) strategy

The project will also seek to develop a comprehensive GTM strategy that will help SPR Building Materials establish itself as the first systematic online supplier in the Bangladesh building-materials market. The approach will outline how the company can enter, conduct and survive in the competitive market through focusing on branding, pricing, customer acquisition, and distribution. It will also provide clear steps to access target customers, convey the value proposition, and build brand trust in both digital and physical markets.

2.2 To validate the business idea with market insights

One of the primary goals is to support the business model with the help of intensive market research, customer feedback, and competitor analysis. This involves analyzing customer requirements, buying habits and their trust in the online systems to procure raw materials. The findings obtained will reveal the effectiveness with which SPR Building Materials will be able to fill in the current gaps in terms of price, quality, and convenience. Market intelligence will also be used to further differentiate product offerings, determine lucrative customers, as well as determine a competitive pricing approach.

2.3 To identify sustainable growth pathways

Another objective of the project is to find sustainable growth opportunities in the SPR Building Materials, with a special focus on scalability, innovation and long-term profitability. This involves seeking opportunities to expand into other areas outside Dhaka, developing strategic supplier relationships, and implementing digital products like an online ordering system and automated delivery tracking. The sustainability will also be examined on both operational and financial levels, which will maintain the enterprise in a competitive position and maintain the quality of products and customer satisfaction.

3. Business Concept Development

3.1 Product / Service Description

SPR Building Materials is a service-oriented company that provides a match-making service between the buyers and sellers of raw construction materials in an efficient, trust-driven, and technology-driven manner. The company is a middleman or sourcing partner, where customers can get the quality materials of the best quality, and they do not have to go to the traditional markets to get those.

Our main products are of three main categories Bricks, Sand, and Stone each of which has several sub-types and grades based on customer needs.

Product Category	Types	Description
Bricks	First-class (No.1 bricks)	High-quality, durable, and suitable for premium construction.
	Second-class bricks (No.2 bricks)	Low quality for mid-range construction needs.
	Picked bricks (Picket bricks)	suitable for foundation or non-visible structures.
Sand	White Sand (Shada Balu / Bhoapur Balu)	Each sand is available in different sizes and grades, ranging from 1.5 mm to 2.5 mm
	Red Sand (Lal Balu / Durgapur Balu)	
	Panchagar sand	
Stone	White LC/Black LC/Mixed Lc	Each stone type is available in different size categories (1/2, 2/3, 3/4, etc.)
	Indian LC	
	Dubai LC	

3.2 Unique Value Proposition (UVP)

SPR Building Materials stands out in the market due to its innovative approach to selling construction materials through digital platforms. Our Unique Value Proposition lies in combining quality assurance, convenience, and affordability in a single service model.

Key features of our UVP include:



- I. **Cash-on-Delivery Service:** Clients will pay only after receiving and verifying the materials and will be completely trustful and satisfied.
- II. **Online Ordering:** We are one of the pioneers in Bangladesh to launch a dedicated site and facebook based ordering system of building materials. Customers are able to shop materials online, call or make orders online
- III. **Free and Fast Delivery:** Materials are delivered at the location of the customer without additional costs of delivery, which saves time and money.
- IV. **Transparent Pricing:** Our prices are cheaper than the local market sellers (such as Gabtoli or Narayanganj) since we deal with the source suppliers, and we do not incur high overheads of storage and market.
- V. **Customer Support:** Customer can easily communicate, confirm quality and place an order at any time with confidence because we offer instant phone support.

3.3 Major Competitor Differentiations.

The Bangladesh construction materials market is very traditional with the local dealers, brokers and physical stores being the dominant players. Such sellers tend to be offline and hence the inconsistency in prices, quality and inaccessibility to customers in non-metropolitan areas.

SPR Building Materials differentiates itself in several strategic ways:

Aspect	Traditional Competitors	SPR Building Materials
Sales Method	Offline, phone-based, or in-person visits	Online ordering via website, Facebook, and phone
Payment Method	Advance payment before delivery	Cash-on-delivery after verification
Delivery Coverage	Limited to local areas	Dhaka, Gazipur, Narayanganj, Tangail, and expanding
Pricing	High due to middlemen and storage costs	Low due to direct sourcing from suppliers
Transparency	Limited information and negotiation-based	Fixed pricing, full clarity on product type and size
Customer Experience	Time-consuming, uncertain	Convenient, fast, and trusted online experience

4. Target Market and Customer Segmentation

This section defines who SPR Building Materials will serve, what those customers need and how they behave, and outlines simple, practical evidence-gathering methods to validate demand. The segmentation and personas below are drawn from your business description (Dhaka-focused, COD, online ordering, three product families: bricks, sand, stone) and from common patterns in the Bangladesh informal building-materials market.

4.1 Customer Personas (priority order)

	Careful Homeowner	Small Contractor	Small Real Estate Builder
Who	Individual or family building/renovating their own house	Local small contractor or masonry team managing several small projects	Small developer or builder doing multiple units (row houses, small apartments)
location	Urban/peri-urban Dhaka (also Gazipur, Narayanganj, Tongi, Tangail)	Within Dhaka suburbs and nearby districts	Within Dhaka suburbs and nearby districts
Needs and Goals	High-quality materials, price transparency, short delivery lead time, reassurance before payment	Reliable supply, consistent quality, repeat deliveries, bulk pricing, flexible scheduling	Bulk procurement, long-term supplier relationships, credit/terms, logistics coordination.
Buying Behavior	Researches online (Facebook/Google), calls supplier, inspects sample at delivery, prefers COD. Orders are moderate (bricks and sand for single-house projects).	Regular/recurring orders, negotiates price, values timeliness and trustworthy sourcing. May use phone-first ordering.	Formal quotations, site deliveries, less COD
Price Sensitivity	Medium, willing to pay slightly more for trust/quality	High, margins are tight; expects competitive pricing	Medium values reliability and scale discounts
Best Channels	Facebook page, website, call/WhatsApp, referrals	Direct sales/phone, WhatsApp groups, trade referrals	Direct business development, LinkedIn, local trade networks

4.2 Customer Needs, Behaviors and Purchase Drivers

- I. **Quality assurance:** Customers want verified origin (e.g., Durgapur sand, Manikganj bricks) and consistent material grades.
- II. **Trust and Transparency:** COD and inspection prior to payment is also essential in defeating mistrust of online sellers
- III. **Convenience:** Home delivery, scheduling, and quick responsiveness (call/WhatsApp) are high-value.
- IV. **Price and Value:** Competitive price relative to Gabtoli/Narayanganj plus transparent fees; value = price + quality + convenience.
- V. **Information needs:** Clear descriptions (sand size, brick class, stone grade), pictures, short videos, and FAQs reduce friction.
- VI. **Repeatability:** Contractors prefer recurring easy re-orders; homeowners may be one-off but can refer.

4.3 Customer Segmentation Table

Customer segmentation table based on our core customer segment-

Characteristic	Homeowner	Small Contractor	Real Estate Builder
Priority Level	Primary	Secondary	Secondary
Purchase Frequency	High (1-2 times/Week)	Medium (Monthly)	High (Weekly)
Order Size	Medium	Medium-Large	Large
Price Sensitivity	Medium	High	High
Trust Factor Importance	High	Medium	Medium
Best Channel	Facebook/phone	Facebook/WhatsApp	Facebook/WhatsApp

5. Market Research And Competitive Analysis

5.1 Industry trends and market size (summary)

Bangladesh construction market is big and expanding. According to recent market reports, the construction market is estimated to be USD 30-34 billion (2024-2025) and is expected to grow further. According to another study, the building materials market of Bangladesh is valued at 4.58 trillion BDT and will be valued at 7.27 trillion BDT in 2029 (CAGR 10.4%). Urbanisation, infrastructure development, and the increase in housing demand are the factors behind this growth, which increases the demand of sand, bricks and stone. Growth is volatile in the short-term: certain reports suggest that the growth will slow in the year 2025 because of macro/political factors, but growth will pick up later on, that is, the demand of raw materials will decline in the short run and then recover. Schedule procurement and cash flow to accommodate short-term changes in demand. The prices of construction inputs (such as sand, brick, rod, cement) have been volatile and have experienced an upward pressure over the last few years. Contractors and homeowners are very price sensitive; competitive transparent pricing is a significant differentiator.

5.2 Competitor mapping and benchmarking

There are two broad competitor groups: (A) Traditional offline wholesalers / market clusters (Gabtoli, Narayanganj suppliers, local brickfields), and (B) Emerging online/organized suppliers and marketplaces.

Representative players:

A. Traditional market hubs (Gabtoli, Mirpur area, Rupganj/Narayanganj suppliers) - there are numerous sellers who conduct business physically on these hubs and cater to retail and trade clients. These are local market price-makers and the main supplier of most buyers.

B. Easycon / ConstructionMart / local marketplaces - examples of companies that have shifted the retail of building-materials to the internet or provide e-commerce services of materials and related products. These indicate the need of digital solutions within the category. multi-category e-commerce and retail chains (ex: RFL Best Buy) are selling building supplies and related products online with logistics and brand trust. These are players who usually sell manufactured products (sanitary, fixtures) but not raw river sand/loose bricks but show consumer acceptance of purchasing building materials online.

5.3 Competitor positioning table:

Competitor Type	Strengths	Weaknesses	Relevance to SPR
Gabtoli / local offline sellers	Low per-unit cost (bulk), inventory depth, longstanding supplier relationships	No online presence, low transparency, customer inconvenience	Primary source to aggregate supply; SPR competes by offering convenience and COD
Easycon / ConstructionMart (online specialists)	Digital storefronts, delivery systems, product listings	May not handle loose river sand/brick logistics; limited COD option for bulk	SPR can differentiate by specializing in loose/raw-material logistics + COD
Large e-commerce chains (RFL, etc.)	Brand trust, delivery networks	Focus on finished goods, not raw bulk materials	Not direct competitor for sand/brick

5.4 Market entry opportunities (actionable)

- ❖ **Specialize in COD of raw/bulk materials** - there are only a small number of suppliers of trust-first COD of loose materials; the COD model provided by SPR minimizes the buyer risk and is a high-conversion selling point. (Competitors online vs. differentiator.)
- ❖ **Leverage verified origin and labelling** - highlight “Durgapur sand”, “Manikganj/Sylhet bricks” as provenance tags on product pages; customers value origin and grade information.
- ❖ **Partner with local transport/haulage** - last-mile bulk logistics is one of the challenges facing most online businesses; find trusted truck/lorry providers to ensure timely delivery.

- ❖ **Homeowner and small-contractor segments first** - these segments are convenience- and trust-oriented; with competitive prices and reliable delivery, the contractors can become repeat customers
- ❖ **Pilot zone-by-zone scaling** - begin with focused Dhaka zones (Mirpur, Mazar Road, Tongi, Gazipur corridors) and expand outward based on delivery KPIs and acceptance rates.
- ❖ **Price transparency and real-time quotes** - publish size/grade and truck-rate estimators (per truckload, per cubic foot) to reduce negotiation friction that characterizes offline markets.

6. Go-to-Market (GTM) Strategy And Design

6.1 Positioning and Branding:

The product positioning will be SPR Building Materials as the first digitalized and reliable distributor of raw construction materials in Bangladesh providing quality products such as sand, bricks, and stone with cash-on-delivery and free home delivery.

Brand Positioning Statement:

“A trusted, digital, and convenient service of quality building materials delivered to your door - pay when your satisfied.”

Positioning Pillars

- I. Trust-first: COD + inspect-before-pay policy in order to eliminate buyer risk
- II. Comfort: Online order (web site and Facebook) + phone/WhatsApp support + Free delivery within the main areas.
- III. Prices: Direct sourcing enables the company to offer competitive prices that are lower than those of traditional market middlemen.

Positioning Goal:

Their appearance is viewed as an alternative to the traditional market sellers (e.g., Gabtoli or Narayanganj) in a modern and transparent way. Known as trust, convenience and online access. Considered the initial option to homeowners and small builders as the preferred option of certified hassle-free materials.

Branding Channels:

Build awareness/credibility: Facebook-first marketing. Progressive implementation of a professional site as a brand validation, display of prices and online order form. Regular online presence - logo, images, and brand voice that emphasizes trust, efficiency, and integrity.

Digital-First Philosophy:

SPR is not an average seller of construction materials. It seeks to change an old fashioned offline trading to a new digital e-commerce-style, which will establish a new standard in the construction supply market in Bangladesh.

6.2 Marketing and Sales Channels

The marketing and selling strategy of SPR is a combination of the online, offline and partnership-based marketing and sales channels to achieve customer reach and long-term relationships.

A. Online Marketing Channels

- ❖ **Facebook Organic Marketing:** The participation in Facebook groups of construction and materials (e.g., Balo Bikroy Kendro, Durgapur Balu House Construction, Building Materials Buy and Sell). The presence of products, updates on prices, and actual delivery pictures are displayed daily. Receive orders by answering questions via Messenger and WhatsApp.
- ❖ **Facebook Paid Ads:** Homeowners and small builders: Targeted advertising in Dhaka, Gazipur, and Narayanganj. Advertisements to emphasize major deals: Free Delivery Cash-on-Delivery Verified Source Materials.
- ❖ **Website and SEO:** An official site will be launched to gain credibility and receive direct online orders. SEO and Google Business listing will be displayed in the local search of sand and brick suppliers near me. Future action plan (6 months): use Google Ads and optimization of local SEO.
- ❖ **Social Media Content Marketing:** Product demo videos, before and after site photos, customer testimonials and educational information on how to determine quality materials.

B. Offline Marketing and Partnerships

- ❖ **Partnership with Real Estate Builders:** Co-operate with small developers and builders in the case of frequent bulk purchases on discounted rates. Give repeat customers loyalty prices or trade discounts.
- ❖ **Partnership with Vendors/Suppliers:** Have good relations with known brickfields and sand/stone manufacturers at Durgapur, Sylhet and Manikganj. These alliances guarantee consistent supply, improved price and prompt schedule of delivery.
- ❖ **Distribution and Transport Network:** Retain local truck and lorry operators so that the products are delivered on time and distributed flexibly. High-demand or emergency orders are maintained to the backup transport partners.

6.3 Pricing Strategy

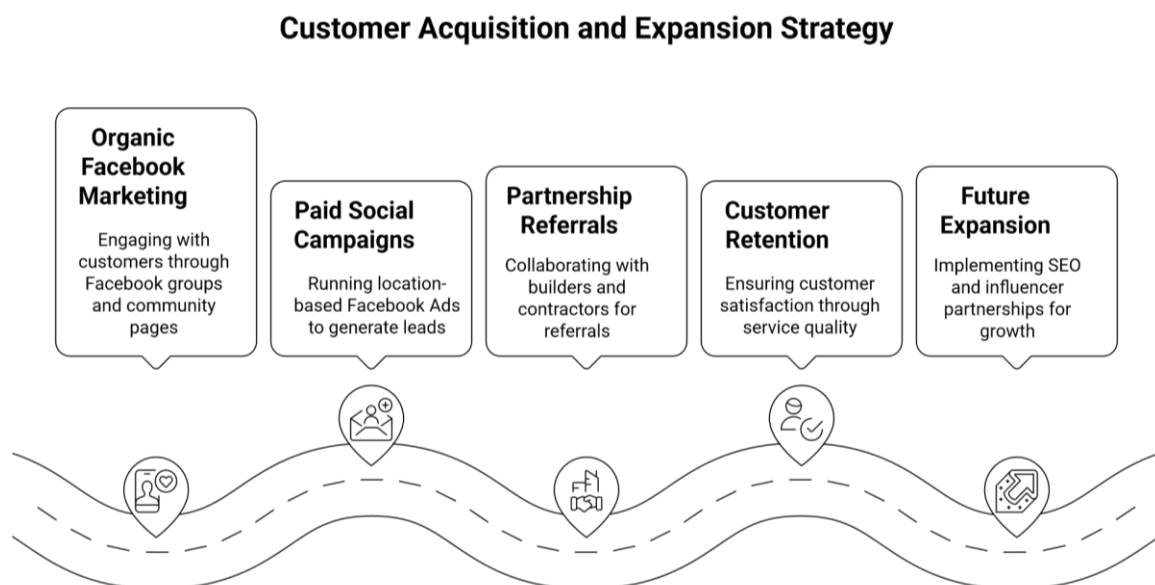
The pricing strategy of SPR is a combination of competitive pricing and a value-based selling to establish trust and long-term relationships.

Core Principles:

- **Introductory Competitive Pricing:** First or second-order will be priced a little below the established market rates in order to get new customers and gain credibility.
- **Long-Term Value Pricing:** Once reliability has been established, profitability will rise a little on repeat orders as a balance between profitability and retention.
- **Clear Price Communication:** A clear price list is going to be placed on each product (sand, brick, stone) showing size, grade, and source. The customers get the complete cost breakdown prior to order.

6.4 Customer Acquisition Strategy

The customer acquisition strategy will aim at organic growth, online interaction and referral based expansion, as a means of getting customers in a sustainable and inexpensive way.



1. Organic Facebook Marketing (Month 1 to 6): Regular messages in Facebook groups and community pages on home construction. Direct interaction with customers using Messenger and WhatsApp. Post customer reviews, pictures of product quality and delivery evidences to gain trust.

2. Paid Social Campaigns (Month 3 onward): Placed location-based Facebook Ads to Dhaka, Gazipur, and Narayanganj. Directly convert to phone calls with lead generation campaigns using CTAs of Call Now and Message.

3. Partnership Referrals: Partner with small builders and contractors that will attract regular clients. Provide repeat or referred customer special commissions or discounts.

4. Customer Retention through Service Quality: On-time and pre-inspection before payment of money will guarantee good word-of-mouth referrals. Natural referral growth through organic referral growth is achieved by many customers due to satisfaction after receiving good service without the need to use hard marketing incentives.

5. Future Expansion (6-12 Months): Start SEO and Google marketing when the traffic to the web site increases. Look into local influencer partnerships or YouTube product showcase videos to brand.

6.5 Distribution and Delivery System

SPR will be an intermediary aggregator between customers and suppliers. The delivery will be done using partnered lorry and truck services that will provide high speed and safety of delivery of the products between the supplier and the site. To enhance trust and satisfaction, the company provides free shipping in Dhaka and the adjoining districts. The use of COD-based delivery model also guarantees the customer the ability to view the product prior to payment, which is a source of transparency and trust.

7. Business Model and Revenue Streams

7.1 Business Model Canvas

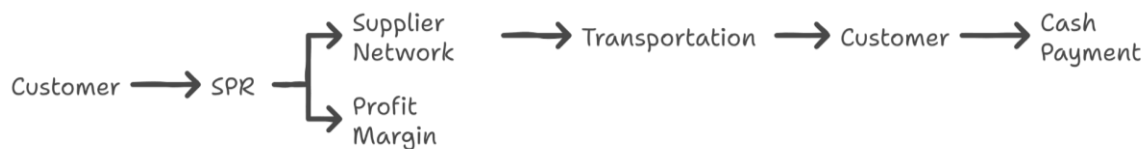
Tropic	Description
Key Partners	<ul style="list-style-type: none"> - Verified material suppliers (brickfields, sand and stone suppliers from Manikganj, Sylhet, Durgapur, Bhupur, Panchagarh) - Transport partners (lorry and truck service providers, drivers) - Payment partners (banks, bKash, Nagad)
Key Activities	<ul style="list-style-type: none"> - Sourcing and quality checking of materials - Order management through Facebook, phone, and website - Logistics coordination and delivery scheduling - Cash-on-Delivery (COD) collection and reconciliation - Marketing and brand promotion
Key Resources	<ul style="list-style-type: none"> - Supplier and transport network - Skilled operations team - Website, Facebook Page and WhatsApp Business Account - CRM/order management sheet
Value Propositions	<ul style="list-style-type: none"> - High-quality, verified raw materials (sand, brick, stone) - Cash-on-Delivery (COD) - Free and fast delivery within Dhaka and nearby districts. - Order easily via Facebook, WhatsApp, or website. - Transparent pricing
Customer Relationships	<ul style="list-style-type: none"> - Personalized communication (WhatsApp, phone) - After-sales support and issue resolution (returns or quality complaints). - Loyalty through consistent quality and timely delivery. - Encouraging word-of-mouth referrals.
Channels	<ul style="list-style-type: none"> - Facebook groups (Construction Materials Buy and Sell Groups). - Paid Facebook advertisements - Direct calls and WhatsApp messages. - Website with online ordering - Referral network with contractors and small real estate developers.
Customer Segments	<ul style="list-style-type: none"> - Careful House Owners - Small Real Estate Builders - Local Contractors and Masons
Cost Structure	<ul style="list-style-type: none"> - Marketing costs: Facebook ads, content creation, and promotions.

	<ul style="list-style-type: none"> - Operational costs: Staff salaries, communication, and office rent. - Technology and maintenance: Website, CRM, and digital tools. - Cash handling costs and COD reconciliation.
Revenue Streams	- Per-Truck Margin (Avg 2000-2500 BDT)

7.2 Business Model Explanation

The present condition of SPR Building Materials is a middleman model, which involves the suppliers and the customers, using online ordering system.

SPR Building Materials Middleman Model



Once a customer makes an order (through Facebook, a call or WhatsApp), SPR orders the material through its verified supplier network. The product is then transported through associated trucks and lorries thus making the delivery quick and dependable. The customers are paying in cash upon inspection (Cash-on-Delivery). SPR makes a profit margin per truck, and this is different based on the material type.

Material Type	Average Truck Value (BDT)	Profit Margin (BDT)
Sand (Durgapur / Bhupapur)	20,000–70,000	3,000–5,000
Brick (Manikganj / Savar)	40,000 – 65,000	1,500 – 2,000
Stone (Sylhet / Panchagar)	80,000 – 110,000	3,000 – 4,000

Future Revenue Expansion Plans

With the expansion of SPR, it is seeking to transform into a digital marketplace model, where several suppliers and consumers can transact through the SPR platform.

1. **Marketplace Commission Model:** SPR will impose a small commission (e.g., 3-5%) of any order done using its platform.
2. **Logistics and Delivery Fee:** The cost of using the delivery system of SPR will be a commission to the partnered transporters.
3. **Financing and Insurance Partnerships:** Partnering with banks and fintech firms to provide credit on construction materials, small loans, or insurance to bulk buyers and builders.

7.3 Scalability Potential

The high rate of urbanization and growth of infrastructure in Bangladesh is a guaranteed customer of construction materials. The scalable nature of SPR is in three primary areas:

- ❖ **Growth of the Market Demand:** Bangladesh is a developing country where thousands of new housing and infrastructure projects are created every year. The need of raw materials like sand, brick and stone will keep on increasing as the middle class population increases and the rural regions become urbanized.
- ❖ **Geographic Expansion:** SPR already acts in Dhaka, Gazipur, Narayanganj and Tangail and is already planning to move to Mymensingh, Comilla and Chattogram. SPR can replicate its model countrywide by collaborating with the local suppliers and transporters.
- ❖ **Platform Digitalization:** It is a long-term project to have a specific e-market platform where customers will be able to search through the suppliers that are verified, compare the prices and directly order materials. SPR will be the reliable mediator that ensures genuineness and secure delivery - an exclusive privilege in a fragmented construction industry of Bangladesh.

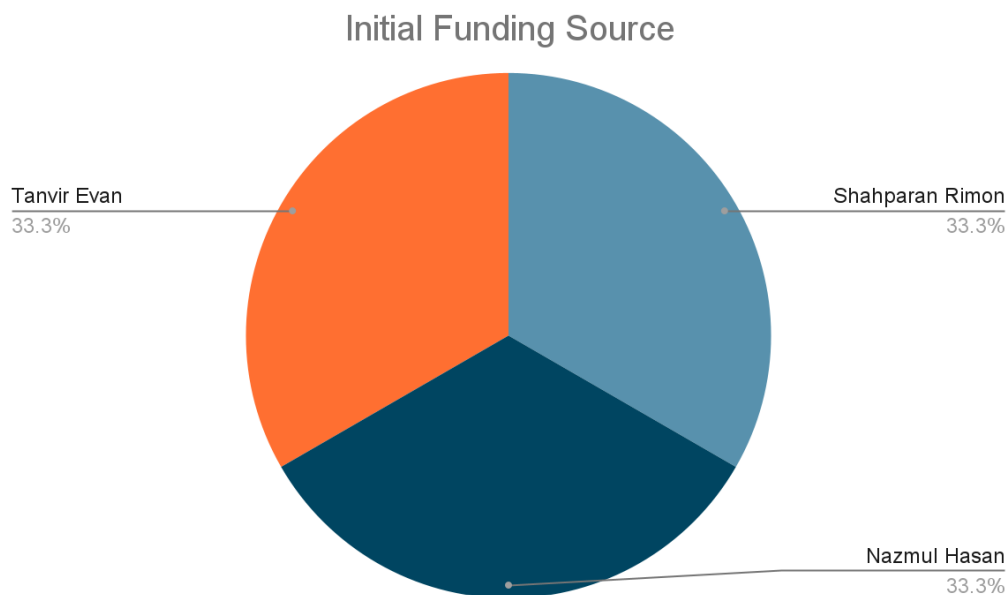
8. Financial Plan

8.1 Funding Sources

For the initial establishment of SPR Building Materials, the planned start-up capital is BDT 3,50,000, which will be fully contributed by the two co-founders as their own capital.

All co-founders will share equal ownership and an equal share of business (50:50) in the business with 1,75000 BDT. This partnership form of business is very transparent, participatory, and equally accountable in every business and financial operation.

The input of the co-founders will be used to meet the necessary set-up costs, including development of suppliers, building of digital presence, marketing campaigns and temporary staff setup costs.



8.2 Initial Startup Cost Estimation

For the initial setup of SPR Building Materials, planned to spend a total of BDT 3,50,000. This capital will be used to develop the operating base of the business, develop online presence, and develop effective supplier and logistics relationships in the main sourcing centres like Manikganj, Sylhet, Durgapur, Bhupapur, and Panchagar.

BDT 3,30,000 will be used to fund the planned startup activities out of the total funds, with the remaining BDT 20,000 held as an emergency contingency fund to cater to any unplanned or other start-up costs within the initial few months of operation.

The starting capital will be spent mostly on supplier relations management, the establishment of a small office, the creation of a digital platform (website and Facebook page), and the use of marketing campaigns to present the brand to the prospective customers.

Expected Expenses	Estimated Cost (BDT)
Supplier Relationship and Field Visit	120,000
Small office setup	50,000
Website development	30,000
Branding, logo, Videos	5,000
Facebook Setup and Initial Campaign	5,000
Marketing (Fb Organic, Paid, Card print)	50,000
Staff wages (3 months)	60,000
Legal/registration	10,000
Total	330,000 BDT

8.2 Estimated Monthly Cost (After 3 months)

We have computed the first 3 months cost as initial cost to commence SPR Building Materials, this cost will bill after 3 months. We are presuming that our business will be running after 3 months we will require monthly 25,000- 30,000 BDT per months.

Expenses	Cost (BDT)
Field Visit and Product Check (Not always)	5,000
Phone Charge	1500
Office (Rent, Bill, Others)	3,000
Marketing	4,000
Staff Salary	12,000
Total	25,000

8.3 Revenue Forecast (1-2 years)

The forecast of revenue of SPR Building Materials has been prepared on the basis of realistic sales predictions, average product margin, and anticipated increase in monthly order volumes within the initial two years of operation. In that the company is a service based intermediary, the revenues of the company will be achieved in the form of per-truck profit margins by selling sand, bricks, and stone. Every order is met with verified suppliers and profit is realized after subtraction of transportation and operation expenses.

Estimated Profit Margin per Product Type-

Material Type	Average Truck Value (BDT)	Profit Margin per Truck (BDT)
Sand (Durgapur / Bhupapur)	20,000 – 70,000	1,500 – 3,000
Brick (Manikganj / Savar)	40,000 – 65,000	1,500 – 2,000
Stone (Sylhet / Panchagarh)	80,000 – 110,000	3,000 – 4,000

Year 1 Sales Projection on a quarterly basis-

The initial year will be dedicated to building supplier connections, brand awareness, and market presence by means of the Facebook and online platforms. The volume of orders will also increase gradually every quarter with the growth of customer confidence and brand recognition.

Quarter	Average Monthly Orders	Quarterly Orders (3 Months)	Average Profit per Order (BDT)	Quarterly Profit (BDT)	Cumulative Total (BDT)
Q1 - Setup and Supplier Development	10	30	2500	75,000	75,000
Q2 - Market Testing Phase	15-22	54-57	2500	140,000	215,000
Q3 - Growth and Repeat Orders	22-30	78-80	2500	195,000	410,000
Q4 - Expansion and Stabilization	30-35	95-100	2500	245,000	655,000
			Total (Yearly)	655,000	

8.4 Break-Even Analysis

The break-even analysis of SPR Building Materials is determined based on the total startup investment and the estimated quarterly profits. In Q3 we will have a total sales of 410,000 without reduction of costs per month. And we spend 350,000 BDT to start with.

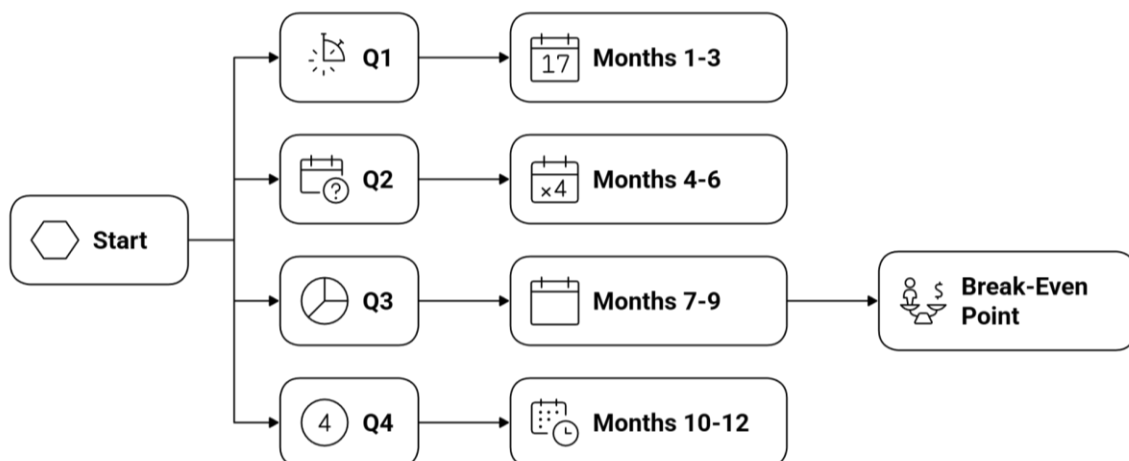
We are so assuming that after Q3 our profit will begin.

We also have an average order value of 2,500 BDT which we obtain as a result of computing it with order volume.

Breaks even = $(335,000/2500) = 134$ orders + monthly cost.

In Q3 our sales will be 150+. We are therefore assuming that in Q3 we shall break even. And Q4, we will be profitable.

SPR Break-Even Analysis



9. Implementation Roadmap

The roadmap of implementation of SPR Building Materials has been made so that it is clear, structured and realistic with the aim of launching and expanding the business within the initial year of operation.

9.1 Step-by-Step Go-to-Market (GTM) Launch Timeline

The Go-to-Market (GTM) launch plan of SPR Building Materials has been categorized into four quarters, in a very methodical way of establishing, marketing, developing, and stabilizing.

Quarter 1: Preparation and Set up Phase

This is the preliminary stage, which is aimed at establishing supplier alliances, logistics support, and effective online presence. A detailed implementation is done in the first three months in three mini phases.

Month 1 (Phase 1): Supplier Development and Business Set-up

- Onboard suppliers of sand, brick and stone by conducting field visits in Manikganj, Durgapur, Sylhet, Bhupapur and Panchagar.
- Build relationships with lorry and truck drivers to facilitate easy delivery
- Design and complete branding, such as logo, color scheme, and promotional video.
- Design and establish the official page and WhatsApp Business account on Facebook.
- Buy the business domain name and start work on developing the website with the possibility of contacting the customers and making orders online.
- Order handling, delivery and cash-on-delivery (COD) Draft Standard Operating Procedures (SOPs).

Month 2 (Phase 2): Customer Engagement and Market Activation

- Conduct first Facebook marketing, organic and paid, to develop brand awareness.
- Become members of popular Facebook groups connected with the construction materials and building development.

- Pilot sales Start pilot sales with the first 10-15 customer orders to test logistics, pricing and COD process.
- Revise product information, description, and images on the site and search engine optimization (SEO).

Month 3 (Phase 3): Business Launch and Optimization

- Start complete sales activities through Facebook and web site within Dhaka city.
- Gather customer feedback and review order performance of the initial pilot phase.
- Introduce minor changes to the order management, delivery, and communication.
- Begin to establish alliances with small contractors and builders on repeated bulk orders.
- Include the basic CRM system to organize leads, client information and order history.

9.2 Short-Term and Long-Term Goals

Short-Term (First 12 Months)

- ❖ Full supplier and transport partner onboarding (at least 3 suppliers of each material type).
- ❖ Create online presence through launch web site and official Facebook Page.
- ❖ Successful COD transactions of 10-15 within the first two months.
- ❖ Break even by Q3 (Month 7-9).
- ❖ Ensure the volume of order remains consistent at 30-35/month by Year 1.
- ❖ Create brand awareness and customer loyalty by way of quality service and delivery.

Long-Term Milestones (2–5 Years)

- ❖ Increase delivery services to large cities Gazipur, Narayanganj, Tangail and Mymensingh.
- ❖ Establish a full e-commerce marketplace between the sellers and buyers of building materials.

- ❖ Implement the use of digital payment solutions (bKash, Nagad, Rocket) and possible micro-financing of small builders.
- ❖ Bring in-house or select exclusive partnerships.
- ❖ Become a nationwide brand and be recognized as a reliable online supplier of building materials.
- ❖ Achieve profit objective of over BDT 20-25 Lakh in Year 3.

9.3 Key Resources and Team Requirements

I. Human Resources

To implement the business plan effectively, **SPR Building Materials** will require a small but efficient team structure:

Position	Role Description
Founder / CEO	Oversees strategic direction, supplier relations, and overall business decisions.
Operations Manager	Manages logistics, supplier coordination, and delivery monitoring.
Sales and Customer Service Executive	Handles customer inquiries, quotations, and order confirmations via Facebook and phone
Marketing and Social Media Manager	Creates and manages content, runs Facebook ads, and maintains digital reputation.
Finance and Accounts Assistant	Tracks COD payments, prepares weekly reports, and manages expenses.
Delivery Partners	Independent truck and lorry drivers responsible for transportation and delivery.

II. Technical and Digital Resources

- Official website with order form, contact information, and product catalog.
- Facebook Page, Messenger, and WhatsApp Business for customer communication.
- CRM system (basic version) for tracking leads and sales.
- Laptop/computer, internet access, and mobile devices for coordination.
- Design and video tools for branding and social media promotion.

III. Financial and Physical Resources

- Initial working capital from founders (BDT 3,50,000).
- Marketing budget for Facebook campaigns and printed materials.
- Small rented office space in Dhaka for coordination and operations.
- Logistics fund for delivery payments and field visits.

10. Risk Analysis and Mitigation

10.1 COD Rejection / Non-Payment

Cash-on-delivery (COD) rejection or non-payment is one of the biggest threats of SPR Building Materials. Given that the business model is based on the provision of materials initially and receiving payment afterward, it is possible that some customers might not pay after receiving the deliveries. This could lead to loss of money, transportation expenses and resources.

Mitigation Strategy:

To reduce this risk, no orders will be shipped without confirmation via phone or WhatsApp, and the details of the buyer and the place of delivery will be verified. The best quality of materials will be provided as ordered to earn trust of the customers. Moreover, the company will have a list of checked real estate builders and contractors as reserve buyers to ensure that any materials not purchased can be diverted within a short time and therefore no funds are wasted.

10.2 Regulatory and Environmental Restrictions

The other factor of serious risk is the government prohibition of river sand extraction or brick manufacturing, particularly in such places as Durgapur or Sylhet. Bans by the government or environmental laws can lead to abrupt shortages in supply, fluctuations in prices or transportation interference.

Mitigation Strategy:

In order to mitigate the risk of relying on one supplier, SPR Building Materials will diversify its suppliers by recruiting several suppliers in various locations including Panchagarh, Bhupapur, and Sylhet. The company will also ensure that it has a close communication with the local authorities and suppliers in order to be aware of any upcoming restrictions. Finding alternative sources like manufactured sand or recycled materials will be considered in the long run so that the supply is not interrupted.

10.3 Logistics Failures (Late Delivery, Damage)

The logistics process also has the risk of late delivery, damaged products, or wrong quantity. As the business is very much reliant on third party trucks and drivers, any delays in transportation or mishandling could hurt customer satisfaction and trust.

Mitigation Strategy:

SPR Building Materials will also collaborate with transport companies that are well known and trusted to have an experience in delivery of construction materials. All truckloads will be subjected to two quality and quantity checks prior to loading and the photos will be taken during loading and delivery. The delivery schedules will be arranged in a way that will not involve peak traffic and weather complications. In the event of damage, fast redelivery or part refunds will be provided to retain trust.

10.4 Cash Handling Fraud / Powerful Non-Paying Buyers

In other instances, buyers with power or fraud will attempt to evade payment or abuse their position once they have acquired the product. This poses a threat of financial fraud and contention of COD transactions.

Mitigation Strategy:

The firm will also have stringent in-hand cash practices such as two-person authentication when collecting and balancing the cash at the end of the day by the finance department. In case of large or high-value orders, the option of the digital payment (bKash, Nagad, Bank Transfer) will be promoted to make the order transparent. SPR Building Materials will also not engage in business with unverified or risky customers and will keep records of the delivery of each transaction.

10.5 Product Quality Disputes / Wrong Quantities

There is a threat that some clients will complain that they have been given bad quality materials or wrong quantities, which will result in returns, conflicts, and reputation loss to the company.

Mitigation Strategy:

To avoid such problems, SPR Building Materials will conduct numerous inspection checks prior to loading the materials. The quality and quantity will be checked at least twice- first at the supplier location and secondly before dispatch. There will be clear documentation, photographs, and videos that will be used as evidence of quality and quantity of the products. In cases of any real complaint, the company will provide customers with the option of quick replacement or refund as a way of ensuring customer satisfaction and preserving brand credibility.

11. Expected Impact

The last segment is the summary of the economic, social and environmental effects SPR Building Materials would produce, and establishes clear and measurable goals and a long-term vision of the startup. The following effects are based on the business model, pilot assumptions, and the staged development plan introduced above.

11.1 Economic Impact

I. Job creation

- **Direct positions (first-time employment):** Founder + Ops Manager + 1-3 Sales/Customer Service + Logistics coordinator + part-time delivery supervisor - 6-8 positions.
- **Direct jobs (scaling, Year 3 estimate):** Due to the scale of operations in Dhaka and surrounding districts (more suppliers, bigger transport requirements, new regional employees, new finance, new marketing, new technology), SPR will be able to generate 30-50 direct jobs (operations, sales, regional managers, finance, marketing, new technology).
- **Indirect positions:** Transport operators, loading crews, supplier personnel and support services (photographers, local administration) - could be 100 or more people utilized on a regular basis once the volume grows.

II. Local supplier income and market access

Aggregating demand and ordering their products to suppliers who are verified (Manikganj, Sylhet, Durgapur sources) will result in SPR making more orders and stabilizing the cash flow of small brickfields, quarries and sand suppliers, which will enhance their access to the market and may increase their regular revenues.

III. Business revenues and taxes:

The revenues are projected to increase to BDT 650k (Year 1) to BDT 2.4 M (Year 2) and more under the financial plan. This helps in the local economic activity and state revenues by taxing of business and formalizing informal trade streams.

IV. Benefiting small businesses

Small contractors and masons have a reliable supplier with clear prices and deliveries at a particular time - minimizing the working capital volatility and site downtime.

11.2 Social Impact

- ❖ **Time/cost saving to the house holders:** House holders do not need to travel to market hubs (Gabtoli, Narayanganj) to get inspected or selected; SPR model of delivery + inspect-before-pay saves time, transportation cost, and physical load (in particular, the elderly and women handling home projects).
- ❖ **Greater transparency, and consumer protection:** COD + origin / grade labelling + inspection SOPs create greater consumer protection in a historically opaque market. This will minimize exploitation and encourage more reasonable prices.
- ❖ **Financial inclusion:** SPR can open more customers to digital ordering and electronic payment systems in the long run through financial inclusion, by allowing small and trust-first transactions (COD with subsequent transition to mobile payments).
- ❖ **Micro-enterprise support:** Referral and trade programs with masons and small contractors offer recurrent income and assist small builders to obtain competitive prices and dependable supply - livelihoods in the construction micro-economy.

Conclusion

he SPR Building Materials development is a viable and timely solution to the inefficiencies that have existed in Bangladesh construction materials sector. By transforming a long-standing offline, negotiation-based, and trust-driven business into an open, digital, and customer-focused business model, SPR brings actual value to the homeowners, small contractors, and local builders, who find it difficult to get a consistent pricing, quality assurance, and logistics issues.

The present project shows that the major strengths of SPR, including cash-on-delivery guarantee, sourcing integrity, online availability, low prices, and effective logistics of delivery, directly solve the main pain points of target market. The Go-to-Market plan with the help of the thorough customer segmentation, market analysis, and operational planning offer a clear roadmap to launching, growing, and maintaining business in the first year and further.

The financial forecast and break-even analysis prove that the business model is viable and able to produce consistent revenue and will be profitable after the first year of operation. Additionally, there are growth opportunities that are long term like the marketplace growth, expansion into regions and strategic supplier partnerships, which also means that there is a high possibility of SPR becoming a nationwide reliable source of construction materials.

In general, this project finds that SPR Building Materials is not only a commercially viable project but one that can also help in social and economic development through formalization of supply chains, generation of employment and ensuring transparency in an underserved market. The knowledge, plan, and execution map presented in this report can give SPR a firm ground on its successful launch and long-term development.

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