



**Daffodil**  
*International*  
**University**

Project Report

On

**“E-tailor Business”**

Spring-2019

**Submitted To**

**Beauty Akter**

Lecturer

Department of Innovation & Entrepreneurship

Daffodil International University

**Submitted By**

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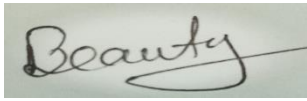
Date Of Submission: 27-04-2019

# CERTIFICATE OF APPROVAL

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This is certify that the project report entitled “E-tailor Business” has been prepared by Miss. Umme Habiba as a partial fulfillment of the requirement of Bachelor of Entrepreneurship, Daffodil International University under my guidance and supervision.

I wish her every success in life.



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Beauty Akter

Lecturer,

Department of Innovation & Entrepreneurship

# LETTER OF TRANSMITTAL

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To

Beauty Akter

Lecturer

Department of Innovation & Entrepreneurship

Daffodil International University

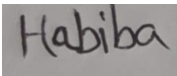
**Subject: Submission of Project Report on “E-tailor Business”**

Respected Mam,

With great pleasure I am presenting my project report on the topic “E-tailor Business”. While preparing this report, I have followed your Instruction and guidelines.

I express my special gratitude to you for dedicating your valuable time, expert guidance and support. I have tried my best to complete the report appropriately as much as possible. I tried to gather information primary and secondary sources.

I therefore, request you to accept this report and give proper suggestion to work in my professional life and I pray and hope that the mistakes, the report may have will be kindly excused.



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Mst. Umme Habiba

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Department of Innovation & Entrepreneurship

Faculty of Business & Entrepreneurship

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# ACKNOWLEDGEMENT

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Giving all praise as well as honor to good for enabling me to complete my project report with good and sound within scheduled time. Here I mention some special person for help me to accomplish my report properly.

I would like to thank **Beauty Akter**, lecture (Department of Innovation & Entrepreneurship). Daffodil International University. I am thankful to her for his continuous suggestions, support and supervision along with providing me with valuable information that was very much needed for the completion of this report.

## Table of Contents

SL	Name of the Contents	Page No.
1	Brief Introduction of the Entrepreneur	1
2	Brief Description of the Business	1
3	Executive Summary	2
4	Description of Product/ Service	2
5	Marketing Plan	3-7
	Competitors and their Position	
	SWOT Analysis or Comparison of product/service with competitors	
	Marketing Area	
	Target Customer	
	Price	
	Sales Forecasting	
	Marketing Strategy	
	Marketing Budget (Yearly)	
	Risk of business	
	Seasonal Trends	
6	Operation Plan	7
	Stages in Production Process	
	Project Implementation Schedule	
	Production Capacity	
	List of Fixed Assets and their Depreciation	
	Rate of depreciation	
	Repair and Maintenance Cost of Fixed Assets:	
	Cost of Raw Materials (yearly)	
	Workforce Engaged in Production	

		Factory Overhead Cost	
		Production Cost	
		Inventory Management	
7	Financial Plan	Fixed assets	8-9
		Current assets	
		Start-up Cost	
		Total Investment	
8	Organization and Management Plan	Organizational Structure	9-11
		Associate/Partner Organization	
		Succession Plan	
		Business Start-up Activities and Cost	
		Sources of Fund	
		Office Equipment (cost of fixed assets in office)	
		Salary of the Employees	
		Administrative Expenses	
		Monitoring and Evaluation (M&E)	
		Business Social Responsibility (BSR)	
		Research and Development (R&D)	
		Training & Development	
9	Other Courses of Action	Environmental Issues	11
		Ethical Issues	
		Legal Issues	
		Intellectual Property Issues	
		Working Environment	
		Networking Linkage/Partnership	
		Use of ICT	
		Environmental Issues	

## Business Plan of Umme Habiba:

### 1. Brief Introduction of the Entrepreneur:

- **Name: Mst. Umme Habiba**
- **Address:** Daffodil International University
- **Educational Qualification:** 2<sup>nd</sup> year Undergraduate students of Department of Entrepreneurship, Daffodil International University.
- **Experience in Other Business:** No

### 2. Brief Description of the Business

- **Name of the Business: “Habiba”**
- **Nature of Business:** e-tailor
- **Sector/Industry:** Company
- **Objectives** : To provide the latest test of fashion with the flavor of customizing own cloths around Bangladesh with the test of virtual service.
- **Type of Ownership:** Sole Proprietorship
- **Total Investment:** BDT 50,000
- **Loan & Equity:** No
- **Potential Market:**
  - E-commerce and F-commerce business sector is booming and creating opportunities.
  - Now a days, people do not get the time of doing shopping and customizing cloths and that creates my market.

### 3. Executive Summary:

Now we can purchase from lots of e-shops but when it comes to customizing the cloths we faces lots of complications, one reason is we are busy and another one is the tailor masters are not dedicated to their customers as a result they stitched it unprofessionally.

“Habiba” will allow those busy people to choose their customize cloths as they wish to have and they also can pick their preferred fabrics. In “Habiba” customers just need to register their self to give their measurements or book tailor master to take their measurement by physically.

We already have our website and other social pages to run our business properly. As it is e-commerce site we invested 50,000 BDT to run it but make it more profitable and better we need more money for it. The overall cost of our startup will be around 21,20,000 BDT.

### 4. Description of Product/ Service:

The products are:

SL	Men	Women
1.	Suits	Salwar-Kamiz
2.	Pants	Gowns
3.	Shirts	Cardigans
4.	Vest Court	Kurtis



## 5. Marketing Plan:

### 5.1.Competitors and their Position:

Sl.	Competitors	Position
1.	Top Ten	1
2.	Raymond	2

**Table 1: Competitors and their Position**

### 5.2.SWOT Analysis or Comparison of product/service with competitors:

Here are the SWOT analysis of some top local competitors.

Sl.	Competitors	Strength	Weakness	Opportunity
i.	RS Fashion (my)	<ol style="list-style-type: none"> <li>1. Web-site</li> <li>2. Home delivery service</li> <li>3. Measurements collecting from home</li> <li>4. Uniqueness</li> <li>5. Varity</li> </ol>	<ol style="list-style-type: none"> <li>1. New market</li> <li>2. Lack of funding</li> </ol>	<ol style="list-style-type: none"> <li>1. Niche market</li> <li>2. Large community of customer</li> <li>3. One in a kind</li> </ol>
ii.	Top Ten	<ol style="list-style-type: none"> <li>1. Famous</li> <li>2. Customer demand</li> <li>3. Physical store</li> </ol>	<ol style="list-style-type: none"> <li>1. Do not have web-site</li> </ol>	<ol style="list-style-type: none"> <li>1. More customer</li> <li>2. Very Known</li> </ol>
iii.	Raymond	<ol style="list-style-type: none"> <li>1. Physical store</li> <li>2. Customer Demand</li> <li>3. Good network</li> </ol>	<ol style="list-style-type: none"> <li>1. Lack of web-site</li> <li>2. Price range is high</li> </ol>	<ol style="list-style-type: none"> <li>1. Known to customers</li> <li>2. Active</li> <li>3. Good Networking</li> <li>4. Large community customer.</li> </ol>

**Table 2: SWOT Analysis or Comparison of product/service with competitors**

**5.3. Marketing Area:** First of all we would like to spread it only in Dhaka City and then, we will move to the whole country gradually.

**5.4. Target Customer:**

- Corporate men and women

**5.5. Product & Price:**

Sl.	Product Category	Unit Price
i.	Fabrics	30%
ii.	Stitching	20%

**Table 3: Product & Price**

**5.6. Sales Forecasting (First Year):**

Projected Sales			
Description of Product	Quantity	Unit Price	Total Taka
Salwar-Kamiz	750	30%	4,75,200
Gown	100	30%	50,000
Kurti	180	30%	99,000
Cardigans	150	30%	60,000
Shirt	750	30%	99,750
Pant	750	30%	1, 50,000
Suit	180	30%	72,000
Vest Court	100	30%	12,000
Complete Suit	240	30%	1,44,000
Stitching			
Salwar-Kamiz	750	20%	82,500
Gown	100	20%	12,000
Kurti	180	20%	18,000

Cardigans	150	20%	9,000
Shirt	750	20%	75,000
Pant	750	20%	90,000
Complete Suit	240	20%	3,36,000
Suit	180	20%	2,16,000
Vest Court	100	20%	60,000
<b>Total</b>			<b>20,60.450</b>

**Table 4: Sales Forecasting**

## 5.7. Marketing Strategy:

### 5.7.1. Promotional Strategy:

Type of Advertising and Promotion	Details	Cost
Digital Marketing (Facebook, E-mail, Linked in, You tube)	Company already have a face book page ( <a href="https://www.facebook.com/rsfashion.n/">https://www.facebook.com/rsfashion.n/</a> ) every information and updates about products, selling, events, occasions, Sales are easily available for public. We will update our information through linked in also.	<b>1,00,000 BDT</b>
Facebook	Animated ad	<b>1,00,000 BDT</b>

**Table 5: Promotional Strategy**

### 5.8.Price Strategy:

Pricing strategy basically will be depend on the operating expenses.

### 5.9.Market Expansion Strategy:

Not only nationally, my business will be international. As I am already doing business around the country.

### 5.10. Distribution Strategy:

My online orders delivered through the courier service “Rony”. They deliver the product within 24 hours and collect the money from the customers and deposit it to the bank account. They also provide the documents through email.

### 5.11. Marketing Budget (Yearly):

Item	Budget
Promotion	2,00,000
Distribution of product	43,200
Sales Commission	24,000
<b>Total</b>	<b>2,67,200</b>

Table 6: Marketing Budget

### 5.12. Value Added product:

A high quality website will allow customers to get the best measurement. It will cost near 5,00,000/-

### 5.13. Risk of business:

- i. Defective product
- ii. Deliver on time
- iii. Measurement problem

### 5.14. Seasonal Trends:

Timing	Month/Duration
(a) Peak Season	February to October
(b) Off Season	December to January

**Table 7: Seasonal Trends**

## 6. Operation Plan

- Fabrics: 1<sup>st</sup> step of the operation is to buy raw materials in wholesale rate from Islampur Market
- Measurements: 2<sup>nd</sup> step is to get the all measurements on the que
- Tailors: 3<sup>rd</sup> step is to distribute all the orders to the tailors
- Unit Size: 4<sup>th</sup> step is to fix a monthly target.
- Production: 5<sup>th</sup> step is to stitches the cloths within deadline.
- Assembly: After the stitching, product will assembly accurately.
- Presentation: In this, products video as well as clear and representable photos would be taken for the sales.
- Sales: Sales people will sell the product through online.
- Delivery: Through the delivery service products will delivered to the customers within 24hours.
- Collection: Last step is to collect the cash from the delivery service through the bank.

## 7. Financial Plan:

List of Fixed Assets and their Depreciation:

Fixed Assets	Quantity	Price	Durability of Assets	Depreciation (In Taka)
Office (rent advance)	1	1,20,000		3,600
Website	1	5,00,000	10 Years	1,500
Equipment	4	3,00,000	5 Years	1,800
Furniture		1,50,000	10 Years	450
Dress Mannequin	2	10,000	5 Years	30
<b>Total</b>		<b>10,80,000</b>		<b>7,380</b>

**Table 8: Financial Plan**

➤ Rate of depreciation: 3 %

### 7.1. Cost of Raw Materials (yearly):

Description of Raw Material	Cost (Taka)
Cloths	8,00,000

**Table 9: Cost of Raw Materials**

### 7.2. Workforce Engaged in Production:

Designation	Salary (yearly)
CEO	1,10,000
Developer	80,000
COO	1,00,000
Sales (2)	1,04,000
Cleaner	10,000
<b>Total</b>	<b>3,95,000</b>

**Table 10: Workforce Engaged in Production**

### 7.3. Other Cost:

Sl.	Description	Cost (yearly)
1.	Utilities (gas, electricity, water)	60,000
2.	Depreciation of fixed assets	7,380
4.	Office Rent	1,80,000
5.	Others	12,000
	<b>Total</b>	<b>2,59,380</b>

**Table 11: Factory Overhead Cost**

### 7.4. Projected profit (Yearly):

Particulars	Taka
Fabrics	10,14,450
Stiches	7,51,000

**Table 13: Projected profit**

## 8. Organization and Management Plan

SL.	Items	BDT
i.	Office Rent + utilities	20,000
ii.	Sales Employee Salary (2)	12,000
iii.	CEO	15,000
iv.	COO	15,000
v.	Developer	12,000
vi.	Internet Service	1,000
vii.	Cleaner	1,000
	<b>Total</b>	<b>76,000</b>

**Table 14: Organization and Management Plan**

### 8.1. Office Equipment (cost of fixed assets in office)

Fixed Asset	Cost	Duration	Depreciation
Furniture	1,50,000	10 Years	3,600
Equipment	3,00,000	5 Years	2,400
Dress Mannequin	10,000	5 Years	300
Others	55,000	5 Years	1,650
<b>Total</b>	<b>5,15,000 BDT</b>	<b>25 Years</b>	<b>7,950</b>

**Table 15: Office Equipment**

### 8.2. Salary of the Employees

Sl.	Designation	Salary (yearly)
1.	CEO	1,10,000
2.	Sales People (2)	1,04,000
3.	COO	1,00,000
4.	Developer	80,000
5.	Cleaner	10,000
	<b>Total</b>	<b>3,95,000</b>

**Table 16: Salary of the Employees**



### 8.3. Administrative Expenses

Sl.	Description	Cost (yearly)
1	Depreciation of Office Equipment	7,930
2	Salary of Employees	1,44,000
3	Office Rent	1,80,000
4	Office Utilities	60,000
5	Telephone	12,000
6	Stationery	5,000
7	Entertainment	5,000
	<b>Total</b>	<b>4,13,930</b>

**Table 17: Administrative Expenses**

- Start-up Cost: 21,20,000 BDT
- Total Investment: 50,000 BDT

### 9. Other Courses of Action

- **Environmental Issues:** There are no environmental issues.
- **Ethical Issues:** There is nothing unethical in boutique business.
- **Legal Issues:** No legal issues if all the legal papers are documented.
- **Intellectual Property Issues:** We have to collect the trade license and other legal papers.
- **Working Environment:** Working environment must be good.
- **Use of ICT:** This is online service. Social media, website and app have great contribution in this business.