

Memos Dry Food

Department of Innovation & Entrepreneurship

Faculty of Business and Economics



Project Work-4

Memos Dry Food: An Analysis of the Business Plan

Submission Date: 20, June 2019

Submitted To:

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Letter of Transmittal

Date: 20 June, 2019

Mohammad Shibli Shahriar

Associate Professor and Head

Department of Innovation & Entrepreneurship

Daffodil International University

Subject: Submission of report of my dry food business.

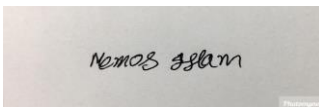
Dear Sir,

I have the pleasure to inform you that, I have accomplished my report on “*Memos Dry Food.*”

At present I am running the startup by using a Facebook page name “*Deshi Food*” from 2017. I have tried to give my best efforts and concentration during preparing the report.

I will be really grateful to you if you are kind enough to receive my report and give your valuable feedback so that I can utilize your judgment for further progress of my business.

Sincerely Yours,

A rectangular box containing a handwritten signature in black ink that reads "Memos Islam Mim".

Memos Islam Mim

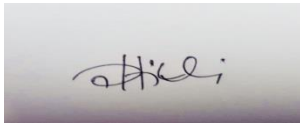
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Daffodil International University (DIU)

Supervisor Certification

This is the clarification that the project report on “Memos Dry Food” is submitted by Memos Islam Mim, ID: 161-45-136, Department of Innovation & Entrepreneurship, Daffodil International University which is considered as project work 4.

Project reports can be taken as constructive work and significant part of the entire course.



.....

Supervisor

Mohammad Shibli Shahriar

Associate Professor and Head

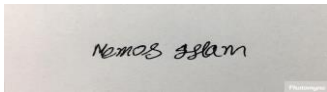
Department of Innovation and Entrepreneurship

Daffodil International University

Student Declaration

I am **Memos Islam Mim**, I am declaring that after complete my work and collect data I am prepared this report titled “**Memos Dry Food: An Analysis on the Business Plan**”

I am sure that this study has not published any journals previously or has not been submitted as partial supplement of any degree or fellowship in other organizations or universities.

A rectangular box containing a handwritten signature in black ink that reads "Memos Islam Mim".

Memos Islam Mim

ID: 161-45-136

Department of Innovation and Entrepreneurship

Daffodil International University

Acknowledgement

First of all I am very grateful to Almighty for His blessed and keep me well to complete this report.

Secondly I would like to thank to **Mohammad Shibli Shahriar** report Supervisor of Department of Innovation & Entrepreneurship, Daffodil International University for his generous cooperation and constant guidance that made me really confident about the desired outcome of my report.

Moreover, thanks to my all friends who are helps me to understand the critical part of this report.

I am also like to thank my parents who give me the opportunity for study in this department and for help in my business.

Executive Summary

This report is based on my practical working experience at the Dry Food. It is retail, wholesale and service organization. It provides all types of dry foods. Still it is a startup. I supply my product in different shop and customers also buy those products directly or from Facebook page. My all product is shown in this Facebook page with price and other material details.

It focuses on how dry food business works. Basically this report prepared on the basis of the activity of online dry foods business in Bangladesh. As I am running this startup, I got the chance to learn about it. I tried my best to highlight every single part of this project work based on my information.

My mission is established my business in different district in Bangladesh and in future if I get proper opportunity I will try to open branches in abroad.

Already I am starting to get lots of positive feedback from my customer as dry food have lots of demand in market.

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Chapter 1: Introduction

1.1 Introduction

“Dry food” is a new business idea in the city. There are lots of online stores in Bangladesh but my concept is different from others. People are always buy they do not get proper time for buying physically but they are afraid to purchase from online as the food do not seems as same as picture or video. Because it`s very sensitive.

Food Industry is a very old sector and there are lots of competitors, but this uniqueness will drag the customers as it is totally new concept in our country.

Currently this is not running due to my backbone pain but tries to do.

1.2 Objective of the Report

The main objective of this study is to analyze the business plan and the operation of Memos dry food;

Broad Objective:

- ✚ To prepare a business plan of Memos Dry Food

Specific Objective:

- ✚ To identify the products of Memos Dry Food
- ✚ To analyze the operations of Memos Dry Food
- ✚ To find out some problems of the operation of Memos Dry Food
- ✚ To make some suggestions to overcome those problems

1.3 Start-up Summary

At first I start with some items and deliver to local market to know the product demand, when I get a lots of positive response then I thought I can take it seriously to build up career in food industry.

Our total start-up cost is 300000 BDT and I took primary steps towards my plan with only 5000 BDT. I believe that gradually we will increase our capacity of production and I will definitely reach my destination.

1.4 Legal From

I have already done my business trade license to do business in local market.

নওগাঁ পৌরসভা
ট্রেড/প্রফেশন লাইসেন্স

লাইসেন্স নং : ১২৫৯৯
লাইসেন্স আইডি : ০৮-২১৩-১২৫৯৯
ওয়ার্ড নং : ০৮
সার্কেল/রাস্তা/মহল্লা : সুলতানপুর রোড, পার-নওগাঁ, নওগাঁ
লাইসেন্স ইস্যুর তারিখ : ২০-০১-২০১৯
নবায়নের অর্থ বছর : ২০১৮ - ২০১৯
নবায়নের তারিখ : ২০-০১-২০১৯ ইং

পৌরসভা আইন-২০০৯ এর ১০২-১০৮ ধারার ৩য় তফসিল এর ৮, ১০, ১৯ ও ২২ আইটেম অনুসারে (ট্রেড, প্রফেশন, কলিং ও বিজ্ঞাপন) ব্যবসা/পেশার অনুমোদন পত্র নিম্নে বর্ণিত ব্যক্তি/প্রতিষ্ঠানের অনুকূলে দেওয়া হইল। যাহার মেয়াদ ২০১৯ ইং সনের ৩০ জুন পর্যন্ত বলবৎ থাকিবে।

১। ব্যবসা প্রতিষ্ঠানের নাম : মেমোস দেশী ড্রাই ফুড
২। ব্যবসার ধরণ : কফি হাউস/স্ন্যাকস বার/ফাস্ট ফুড/জুস বার (সাধারণ)
৩। মালিকের নাম : মেমোস ইসলাম
৪। পিতা/স্বামীর নাম : মোঃ মেহেদুল ইসলাম
৫। মাতার নাম : ফৌজিয়া আশতার
৬। ব্যবসা প্রতিষ্ঠানের ঠিকানা : ছোন্ডিং নংঃ ১৮৬১-০০; দোকান নংঃ -; সুলতানপুর, নওগাঁ
৭। মালিকের ঠিকানা (বর্তমান) : সুলতানপুর, নওগাঁ সদর, নওগাঁ
৮। মালিকের ঠিকানা (স্থায়ী) : সুলতানপুর, নওগাঁ সদর, নওগাঁ
৯। ন্যাশনাল আইডি নং : ১৯৯৮৬৪২৬০০৮০০০০২৩
১০। ফোন/মোবাইল নং : ০১৭১৪-২৫৮৬৯৬
১১। আর্থিক বিবরণ

আদায়ের বিবরণ	টাকা
ট্রেড লাইসেন্স/নবায়ন ফি	৫০০
সাইনবোর্ড কর	১০০
বিবিধ	০
বকেয়া	০
সারচার্জ	০
মোট	৬০০

লাইসেন্সধারীর নিকট হইতে সকল পাওনা বাবদ মোট ৬০০ টাকা আদায় করা হইল।


লাইসেন্স পরিদর্শক
মোঃ মোজাম্মেল হক
লাইসেন্স পরিদর্শক


মেয়র
মোঃ নজমুশ শিকার
মেয়র

1.5 Location

At first I started to make food in my home town Naogaon because my family also help me to make those foods so that I can reduce labor cost but as we know Dhaka city is far away from Naogaon and I stay in Dhaka and deliver my product in Dhaka so that I had to bear carrying cost. After opening a first food shop or restaurant I make food in Dhaka and supply in different places and sell in shop.

Chapter 2: Services

2.1 Services

Description of Product/ Service:

- Different types of Borfi
- Different types of Naru
- Biscuit

Product & Price:

Sl.	Product Category	Unit Price
1	Borfi	400 to 800 (depends on the boxes)
2	Naru	300 to 500 (depends on the boxes)
3	Biscuit	250 to 450 (depends on the boxes)

2.2 Daily Operations & Production

Food production may be defined as that phase of the food flow (i.e. from the purchasing of the foods to service to the customer) mainly concerned with the processing of raw, semi-prepared or prepared foodstuffs. The resulting product may be in a ready-to serve state, for example in the conventional method (cook-serve); or it may undergo some form of preservation, for example cook-chill or cook-freeze, before being served to the customer .

2.3 Management Controls

To achieve defined goals of my business I manage both side of my business such as productions, planning, making foods, shipping, supplying and also accounts parts. Customers handle and staff management also my regular task.

2.4 Future Services

At first I want to establish my business in local market and want to achieve customer trust, and then try to open branches in every district of Bangladesh. Although at present product items amount is not so much but in future I will increase amount, every local and international dry foods will be available in my shop. I will develop an e-commerce website for client so that they can order and pay in online. I will appoint some dedicate staff to reach those ordered food in customers door. My Facebook page is already established and sold lots of items and get positive review from customer.

Chapter 3: Market Analysis

3.1 Market Size

The long-lived life of processed food is the main driver of the worldwide dry-food market. Preparation for dry food market prepared in the last few years, the ease of use of dried food was very important, because many progressive economies became more intelligent about food, even though traditional, broad food.

Fast and fast service in the developing and developed areas, the restaurant industry is particularly useful for the dried food industry, long shelf life and easy accessibility of ready-to-eat foods makes significant assistance in enabling quick service. Contrary to frozen or cold foods, which should be stored in dedicated containers and used in a short time to avoid damage, dried foods can be stored in any airtight container and even do not require additional precision, such as thawing.

On the other hand, the lack of trust among consumers about the production process is used in the main barrier industry in the ready dry market. Processed dry food production process has become an important opportunity for leading players in the dried food industry worldwide, making it more transparent.

3.2 Market Demand

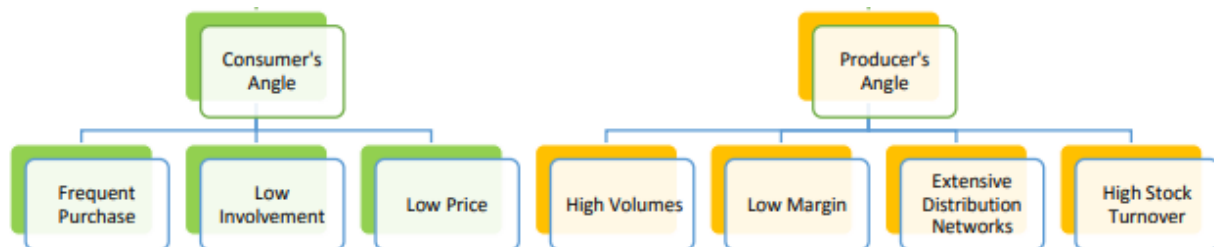
Currently, Bangladeshi companies export processed food to 140 countries including the United States, Canada, United Kingdom, Saudi Arabia, United Arab Emirates, China, Japan and Australia.

Initially, Bangladeshi immigrants are more likely to increase their choice of home-grown products, providing the main consumers of these products and more quality products to them. They said the domestic market for agricultural-processed products is also increasing because people are increasingly prepared for ready-to-cook and ready-to-eat foods.

Exporters' efforts to create innovative export products and strong marketing have helped the hearts of Bangladeshis win the Middle East, Europe and other parts of the world (Anon., 2018).

3.3 Target Customer

As my product will be in reasonable price so all classes' people are my target customer.



3.4 Competitors

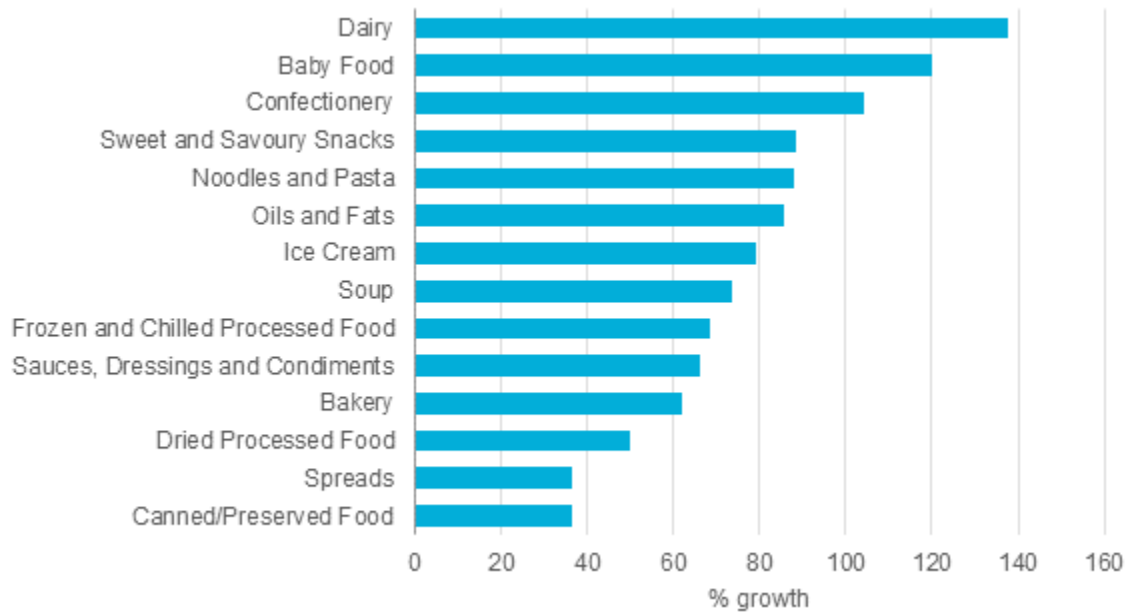


Figure 1: Annual growth of different food

From all the food sector of Bangladesh we can see dried processes food growth is not so high because they can't supply quality food. But lots of Bangladeshi company is engaged with this sector but I thought following are my competitors.

Sl.	Competitors	Position
1	Dhobol	1
2	Pran	2

Chapter 4: Marketing Strategies

4.1 Pricing

Pricing strategy basically will be depended on the production cost and carrying cost. But others local company's dry food product are so high price so that I keep my price in reasonable so that I can reach in every level of customer.

Sl.	Product Category	Unit Price
1	Borfi	400 to 800 (depends on the boxes)
2	Naru	300 to 500 (depends on the boxes)
3	Biscuit	250 to 450 (depends on the boxes)

4.2 Selling

At first I was took order from some first food store and supply food to them. Secondly I build up my store in any food seminar. Customer also can order from my Facebook page. I also deliver food by currier service.

4.3 Promotion and Advertising

Type of Advertising and Promotion	Details
Digital Marketing (Facebook, E-mail, Linked in, You tube)	Company already has a face book page (https://www.facebook.com/memosdeshi/) every information and updates about products, selling, events, occasions, Sales are easily available for public. We will update our information through linked in also.

News Paper	We are planning to do a newspaper advertisement.
Facebook	Animated ad

4.4 Website

My website is under construction. I have already contacted with a web application developer for developing my website. I find out my requirements and asked him for doing as I have said. Every customer can sign up and login to system. They can order foods and pay through the system. System will accept all kinds of cards and mobile banking accounts. Customer can take delivery to his/her own address or others address. System will show all kinds of foods image and price. Customer can select quantity as he wants.

Chapter 5: Organization & Management

5.1 Organization Structure

An organizational structure is defined as "a system used to define a hierarchy in a system". It identifies each work, its functionality and where it reports it in the organization. "A framework is designed to establish how the organization is managed to run its goals. There are many types of organizational structure but I follow functional organizational structure for my business.

5.2 Management Team

Sl.	Designation
1	CEO
2	CFO
3	CMO

5.3 Employee Satisfaction

Someone said "a happy employee can make your business healthy." Passion, commitments, and most importantly, considerations ... Engaged workers are motivated to do more than the minimum necessary to keep their work. They have strong ideas for their purpose and leadership. They love to challenge. Engaged workers are a company's engine, and their performance proves this. The importance of engagement cannot be overstated. Satisfied employees are only happy or

content with their jobs and status. For some, this may be involved in doing little work as possible. An employee's satisfaction survey will not determine the root cause that an organization can help to improve engagement and performance (Anon., 2019).



Figure 2: Employee Satisfaction.

Chapter 6: Financial Analysis

6.1 Start-up Cost

Sl.	Business Start-up Activities	Cost
1	Business plan preparation	5000 BDT
2	Registration and license for business	20,000 BDT
3	Application for loan	
4	Contract/Agreement	5000 BDT
5	Purchase of land/Rent (one time)	10000000 BDT(Owned)
6	Connection of utilities (gas, electricity, water)	1,00,000 BDT
7	Recruitment	20,000 BDT
8	Others	20,000 BDT
	Total	10170000 BDT

Office Equipment (cost of fixed assets in office)

Fixed Asset	Cost	Duration	Depreciation
Furniture	20,000 BDT	10 Years	30,000 BDT
Laptop (1)	50,000 BDT	5 Years	50,000 BDT
Total	70,000 BDT	15 Years	80,000 BDT

Salary of the Employees

Sl.	Designation	Salary (yearly)
1	CEO	6,00,000 BDT
2	CFO	3,60,000 BDT
3	CMO	3,60,000 BDT
	Total	13,20,000 BDT

Administrative Expenses

Sl.	Description	Cost (yearly)
1	Depreciation of Office Equipment	32,000 BDT
2	Salary of Employees	13,20,000 BDT
3	Office Rent	3,00,000 BDT
4	Office Utilities (Gas, electricity, water etc.)	60,000 BDT
5	Postage, Telephone etc.	10,000 BDT
7	Entertainment	8500 BDT
	Total	1,730,500 BDT

Fixed Assets

Item	Proposed (Taka)
Building	1,00,000,00 BDT
Equipment	50,000 BDT
Furniture & Fixture	20,000 BDT
Vehicle	15,00,000 BDT
Others (Specify)	
Total	11,570,000 BDT

Current Asset

Item	Proposed (Taka)
Raw materials expenditure	8,10,0000 BDT
Wages	2,76,000 BDT
Overhead expenditure	4,84,400 BDT
Marketing expenditure	4,10,000 BDT
Administrative expenditure	17,35,500 BDT
Other (Specify)	
Total	37,15,900 BDT

- Start-up Cost: 11,980,000 BDT
- Total Investment: 1,00,000 BDT

6.2 Source of Fund

At present my source of fund my family. My parents are highly interested about my business and they motivated me for go ahead. But it is not possible for them to carry all of cost that's why I will apply to any commercial bank for bank loan.

Description	Loan	Equity	Total
	Proposed	Proposed	Proposed
Land	10000000 BDT	10000000 BDT	10000000 BDT
Building			
Machinery	50,000 BDT	50,000 BDT	50,000 BDT
Furniture and Fixtures	20,000 BDT	20,000 BDT	20,000 BDT
Transportation	15,00,000 BDT	15,00,000 BDT	15,00,000 BDT
Business Startup Cost	11,980,000 BDT	11,980,000 BDT	11,980,000 BDT
Total fixed asset	11,570,000 BDT	11,570,000 BDT	11,570,000 BDT
Net current Assets	4,10,000 BDT	4,10,000 BDT	4,10,000 BDT
Total Investment	1,00,000 BDT	1,00,000 BDT	1,00,000 BDT

Chapter 7: SWOT Analysis

Sl.	Competitors	Strength	Weakness	Opportunity	Threats
1	Dry Foods (my)	# Honest #Uniqueness #Varity	# Less known to customer # Lack of page #Lack of funding	# High scope of innovation # International market # Retailer	# Competitors are increasing day by day. # Unsold huge inventory. # Replica copy of the dresses. # Defective product
2	Dhobol	# Have own lots of foods # Customer demand # Good network with customer	# Do not have web-site and app # Customer target is niche # It is not international.	# More customer #Very Known #Good knowledge of foods	# Competitors are increasing day by day.

Chapter 8: Conclusion

8.1 Findings

- i. **The product quality:** Major quality parameters related to dry food products, visual appeal, product shape, smell, microbial load, nutrient capacity, transposition bulk density, texture, rehydration properties, water activity and chemical stability, storage and pest independence. Freedom from insects and other pollutants, as well as taints and odors. My all product maintain all the quality mentioned above.
- ii. **The price:** From market analysis I can say that I am provided dry foods in best price as others local company sold their products in high price.
- iii. **The outlet:** I have an outlet in my home town Naogaon and all products are available there.
- iv. **Advertising:** At present I use Facebook marketing for advertisement of my products and planning to develop a website for online business. In future I have planning to broadcast my products in media.

8.2 Conclusion

The online shopping products and services have become an emerging alternative to brick-and-mortar models and its behavior is one of the exciting research topics in both the information systems and marketing chain related to the fast expanded e-business. Online shopping practices, known as online purchase behavior, refer to the process of buying goods or services through the Internet. Apart from e-commerce, Facebook is sold and sold through F-Commerce. E-commerce commerce is more popular.

Finally it was great opportunity for me to complete this project report by gathering lots of knowledge about e-commerce, online business, marketing strategy.

Chapter 9: References

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[Accessed 2019].