



Daffodil
International
University

An Analysis of The Operations of Mada Carpet

Prepared For:

Mohammad Shibli Shahriar

Associate Professor and Head

Department of Innovation & Entrepreneurship

Daffodil International University

Prepared By

Zohadur Rahim

ID: 161-45-140

Department of Innovation & Entrepreneurship

Daffodil International University

Submission Date:

22 June 2019

Letter of Transmission

20/06/2019

Mohammad Shibli Shahriar

Associate Professor and Head

Department of Innovation & Entrepreneurship

Daffodil International University

Subject: Submission of Project Report.

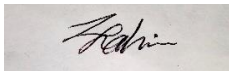
Dear Sir:

With due respect, I beg to state that it is my outmost pleasure to submit my Project Report for the Project Work on "**Mada Carpet**", to you. I have truly enjoyed the attachment in preparing this report and learned a lot of from this. There might be some errors through oversight in the Project Report. I would be grateful if you kindly consider if I have mistaken. I acknowledge with thanks and the wholehearted support and kind guidance received from you for this report.

So I hope that you would be kind enough to accept my Project Report and Oblige Thereby.

Thanking You

Sincerely,



Zohadur Rahim

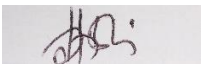
ID: 161-45-140

Department of Innovation & Entrepreneurship

Certificate of Approval

This is to certify that **Zohadur Rahim** carried out the research under my supervision, does this project report title “**Mada Carpet**”.

It is certified further that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.



Supervisor

Mohammad Shibli Shahriar

Associate Professor and Head

Department of Innovation & Entrepreneurship

Faculty of Business and Entrepreneurship

Daffodil International University

Disclaimer

I am Zohadur Rahim; hereby declare that the presented Project Report titled "**Mada Carpet**", is prepared by me during preparing the business plan.

I also confirm that, the report prepared is only for my academic requirement not for any other purpose. It might not be used with the interest of opposite party of the organization.



Zohadur Rahim

ID: 161-45-140

Bachelor Program

Department of Innovation & Entrepreneurship

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

At first I am grateful to Almighty ALLAH for his blessing throughout the preparing of this Project report. Writing this Project report, I am indebted to **Mohammad Shibli Shahriar**, Associate Professor and Head Department of Entrepreneurship for his contributions, support and encouragement in making this Project Work successfully.

I will like to use this opportunity to express my sincere thanks to comfort me for my hard work, moral and support through this program.

My profound gratitude goes to my supervisor who despite his crowded schedule, sacrificed time to read through the manuscript without which this project would not have seen the light of the day.

Lastly, my special thanks also goes to beloved sir for his advice, encouragement and assistance. This project would not have been possible without the help of you.

Executive Summary

“Mada Carpet” as the iconic shop. This dimension of individuals can't go all over the place. As R-Trading incorporates this business so some carpets are imported from Istanbul, Turkey. Some customer who has high range those is specially invited in this shop. Mada Carpets” import different carpets from different countries internationally and by collecting carpets from different geographic location domestically. This business is located in Dhaka city and living standard of citizen Dhaka city is quite better from other's area of Bangladesh.

Different kinds of customer of different ages, types and level are arrived here. The political constrains are most threaten part of this area. This road is directly connected to Dhaka press club and Mothso Bhaban, which is the common political spot. “Mada Carpet” is established in 2018 and within year it has earned a sustainable growth over the year. As this business is sole proprietorship business and the management team is not broad. The underlying staff “Mada carpet” no needs to wear authorized dress up, as it were.

There are around 300 shops in this location and among those shops maximum shops getting transportation advantage. They always focus on the quality not quantity in decoration. Most of the firm already associates of purchasing. In the local area market the demand of carpet by customers are more and there are other market are beside Gulisthan, which can be considered as the local competitors market. Day by day customers are increasing and the demand for products is increasing simultaneously.

Mada Carpet” refers the marketing communication used to make the offer recognize to potential customers and persuade them to investigate it further. Mada Carpet” place is defined as the direct or indirect channels to market, geographical distribution, territorial coverage, retail shops, Gulisthan market, storage, logistics and order fulfillment.

Table of Contents

Chapter	Topic Headings	Page no.
1	Introduction	1
2	Industry Analysis	2
3	Management Discussion	3
4	Location and area Analysis	5
5	Target market	6
6	Customer profile	7
7	SWOT Analysis	8
8	Local market and Competition analysis	9
9	Competitors	10
10	Market segments-growth and size	11
11	Customer benefits	12
12	Marketing Mix Strategies	13
13	Staffing	15
14	Suppliers	16
15	Legalities	16
16	Risk evaluation and Insurance	17
17	Finance expenses and Reports	18
17.1	Finance reports	19
18	Personal & Business Goal/Objectives	21
19	Conclusion	22

1.0 Introduction:

My family is in import service providing business for 35 years. We import many kinds of things such as clocks, electronics product, electrical products, home appliances etc. The name of our company is R- Trading. Recently we create another wing of this business which is managing by myself.

We import religious products in Bangladesh and sell it all over the country. The name of our shop is Mada Carpet which is located in New Super market, Baitul Mukarom Masjid, Dhaka. Where most of the religious product seller sell their products all over Bangladesh. By having the import service providing support from our own company we import prayer rug from Middle Eastern countries like Saudi Arabia, United Arab Emirates, Iran and Turkey.

2.0 Industry Analysis:

Now a days Bangladesh is developing in the all sectors and most specifically carpet industry in Bangladesh is growing rapidly. There are many shops in Bangladesh well carpets by manufacturing, importing and handcrafting. This business is also similar business like others. “Mada Carpets” import different carpets from different countries internationally and by collecting carpets from different geographic location domestically. This business in located in Dhaka city and living standard of citizen Dhaka city is quite better from other’s area of Bangladesh. Most of people purchase carpet for different purpose such as decorating floor, prayer rug, shop decoration carpet and other purpose. In Dhaka city most of the business import carpet from foreign countries such as Turkey, Brazil, Thailand, Africa, India, Pakistan and so many.

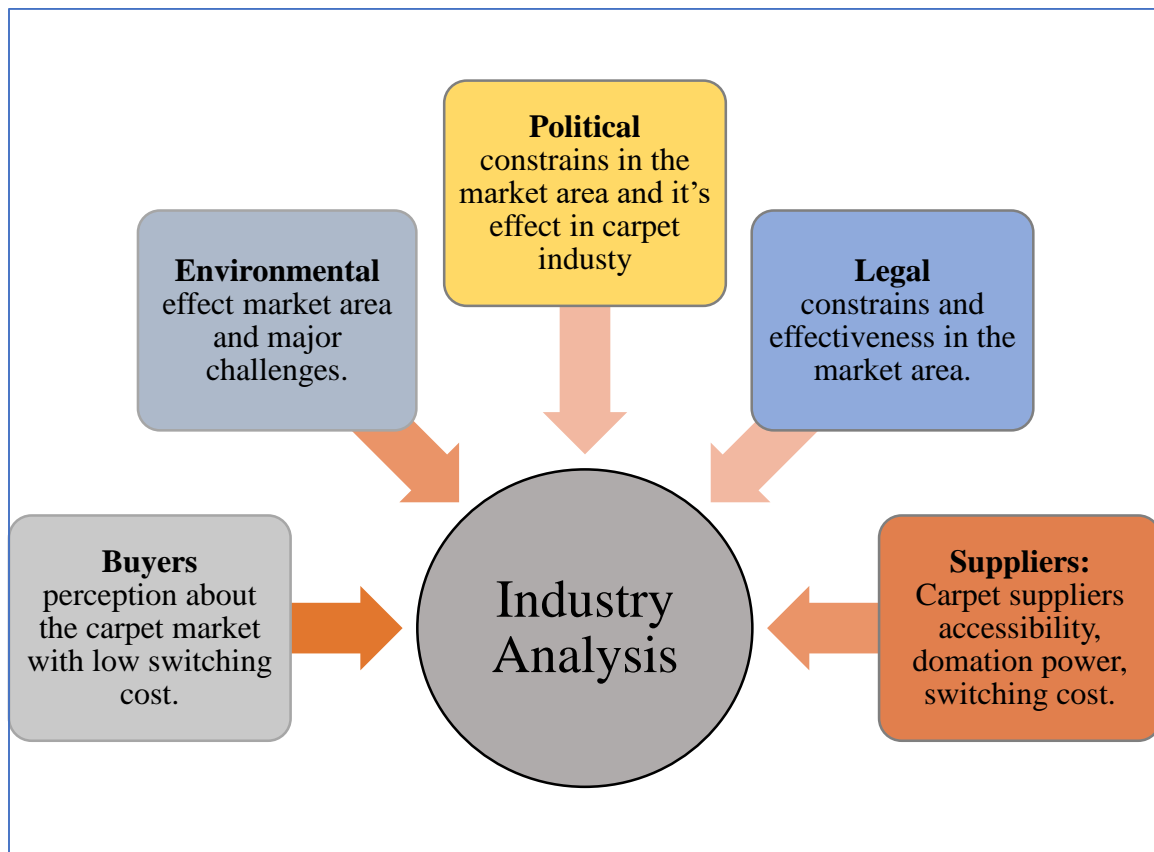


Figure 1.1: Chart of Industry analysis of “Mada Carpet

All the carpet shop in Dhaka city is collection of carpets from different suppliers. Different kinds of suppliers and buyers are always welcomed in the Bailol Mukaram Market. In this zone is directly connected to Gulisthan shopping complex. Near this area a transportation zone is situated and which is the extra points of this industry area. Different kinds of customer of different ages, types and level are arrived here. The political constrains are most threaten part of this area. This road is directly connected to Dhaka press club and Mothso Bhaban, which is the common political spot. The environmental issues have lot of scope, which directly and indirectly affect the market. In the above charts some components of PESTLE analysis are covered, which are political issues, legal issues, environmental issues, buyers and suppliers opportunities and constrains.

3.0 Management Decision:

As this business is prayer rug business and this business incorporated by R- trading. R Trading is the importing business and normally they import prayer rag from Istanbul, Turkey. “Mada Carpet” is established in 2018 and within year it has earned a sustainable growth over the year. As this business is sole proprietorship business and the management team is not broad. The underlying staff “Mada carpet” no needs to wear authorized dress up, as it were. The overhead will be low as could reasonably be expected, enabling us to enough staff’s eateries. At present time, the manager of “Mada carpet” is the sole individual manager, who has helped on the advancement of this strategy; want to participate in this endeavor at the fitting time. The owner is the responsible for all decision-making and strategy implementation. The management team is consisting of 5 people, which are: owner, manager, supervisor and two staffs. Staff’s responsibility is to delivery product form shop/ storage to customer vehicles.

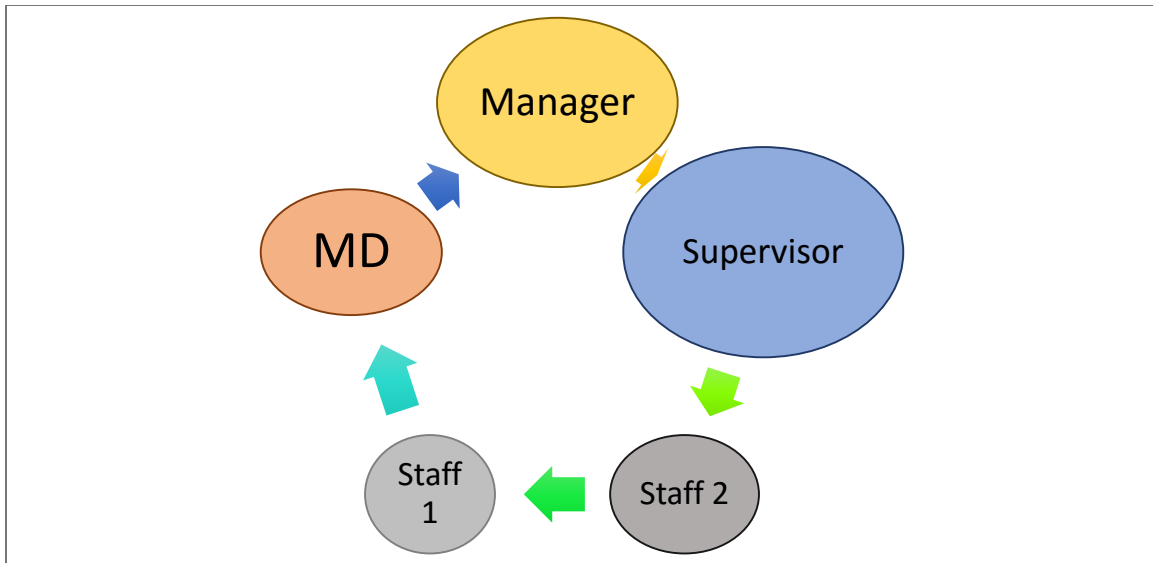


Figure 2.1: Chart of management team.

This particular group of people work in a cross functional team. Any person can report to anyone for any problem clarification and helping hand. This friendly environment and decentralization of power are helped “Mada Carpet” to create competitive business environment.

Information of management team:

Owner: Enayetur Rahim

Managing Director: Zohadur Rahim

Address: Block: F/13, New Super market, Baitul Mukarom Masjid, Dhaka.

Phone Number: +8801797223221

4.0 Location and analysis:

“Mada café” is located in the Gulishtan, Baitul Moukaram, new super market so area is preferable all customers level. Almost every type of customers in different age, level and type come here to purchase their product. The transportation service is quite good for carpets transportation. The area is in a central market of Gulishan. Where the majority of the business complex, government, and non-government workplaces are here. The main competitive advantage is Dhaka Sydabad bus station is also located near this area. All types of business transportation is covered from here.

There are around 300 shops in this location and among those shops maximum shops getting transportation advantage. There are some government authorities, specialist, non-government representatives and other business. Market starts from 10.00 A.M to 9.00 P.M. There are several private and public commercial banks new the market. In this market there are a huge space for parking vehicles and market authorities are also employed two security guards.

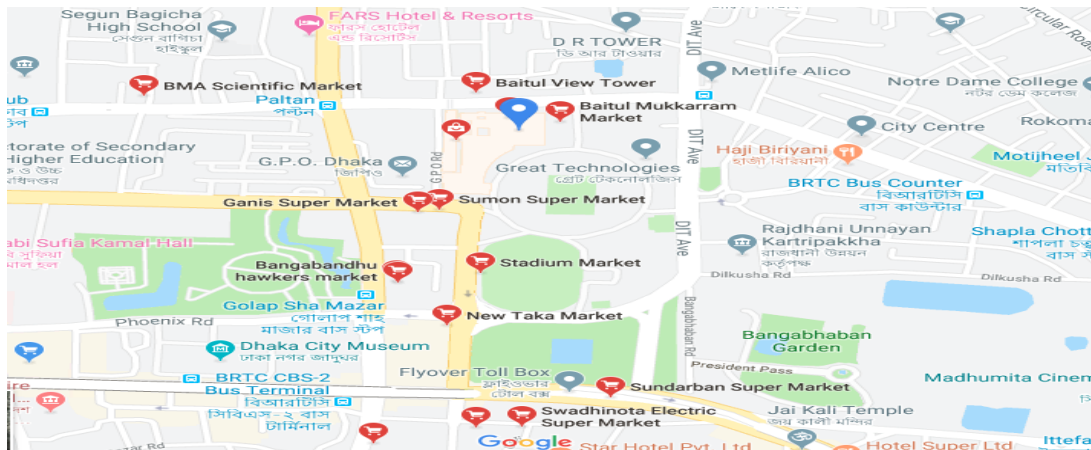


Figure 3.1: Location of new super makert, Baitul Mukaram Masjid.

5.0 Target market:

There are around 300 shops in the area of “Mada Carpet”. The primary focus of the target market is middle level customers because all type of customers in the middle level income chose “Mada Carpet” as the iconic shop. This dimension of individuals can't go all over the place. As R-Trading incorporates this business so some carpets are imported from Istanbul, Turkey. Some customer who has high range those is specially invited in this shop. Recognizing the target market is a significant step for “Mada Carpet” business in the development of a marketing plan. Not knowing who the target market is could cost a lot of money and time for a company.

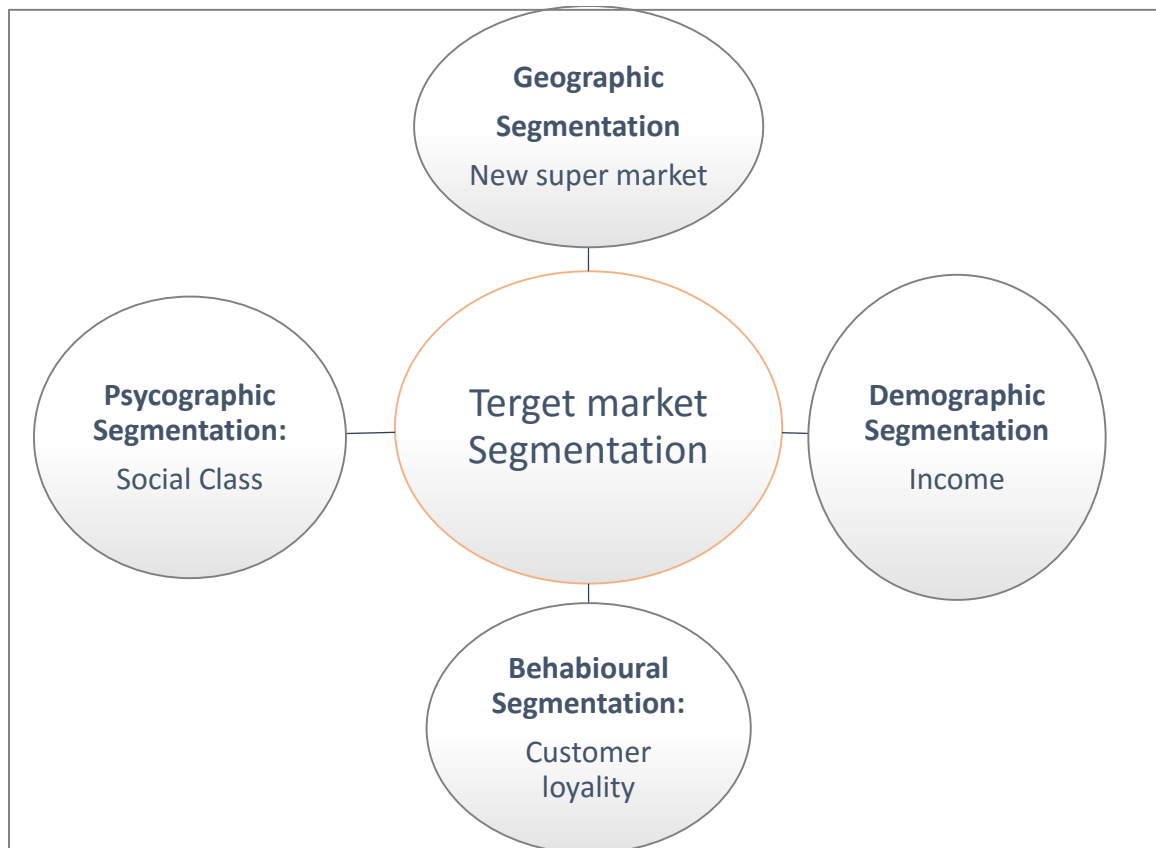


Figure 4.1: Market segmentation of “Mada Carpet”

In the psychographic segmentation the social class of customer are targeted because customer according to their social class will get priority. In the demographic segmentation

the market area is selected as new super market, Baitul Mukaram masjid, Gulsithan, Dhaka. In the demographic segmentation customers according to their income level because high level, mid level and lower level of customer are welcomed in this shop. Lastly the behavioral segmentation is customer loyalty. Customers who are loyal and purchase product for several times they will get more priority for their loyalty about this shop or business.

6.0 Customer profile:

Business Customers: Major institution sometimes use carpets in their ground floor for decorating and making floor furnished. Normally the carpet is sold per square feet. In the Dhaka city giant types of business organization uses carpets to furnish their floor. Imported carpets have high associate cost and billing charge. However, businessmen earnings are not bound. They always focus on the quality not quantity in decoration. Most of the firm already associates of purchasing. Maybe a couple of them have their own transportation framework. They for the most part come in the workplace either in Bus, taxi or infant taxi.

General Customers: Some general customers also welcomed in the shop. The majority of the customers in this “Mada Carpet” are general customers rather than business people. Some special carpets are imported according to customer demand for home decoration; We also provide different rug prayer and carpet in terms of customers color, size, design, quality, heaviness, legibility and customize carpet.

7.0 SWOT Analysis:

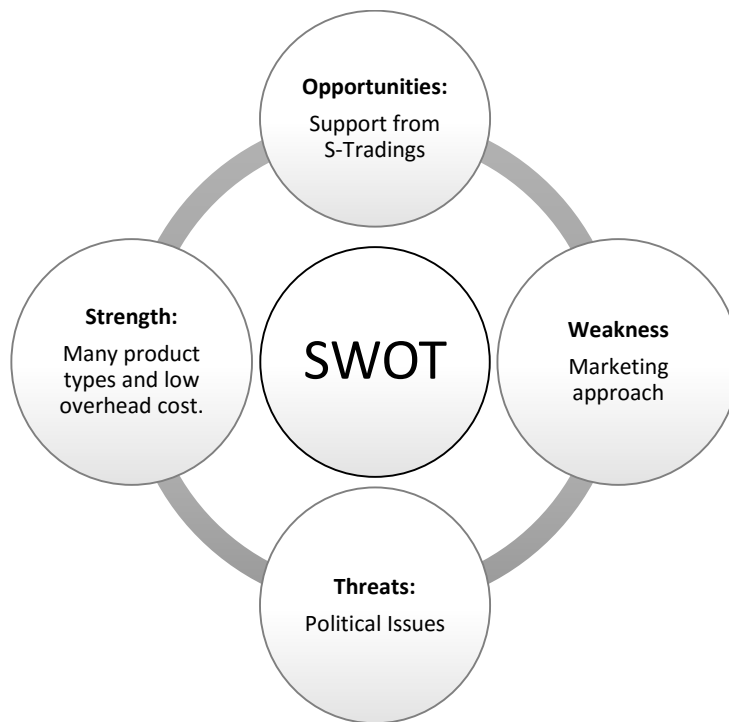


Figure 6.1: SWOT analysis of “Mada Carpet”

Strength:

- Low overhead cost.
- R Trading provides major supplies.
- Business location in major advantage for more sells.
- Transportation facility of goods is excellent.

Weakness:

- As new start up business and new business strategy is considered as weakness.
- Marketing strategy to attract customers in different locations.

- Poor convince skills as fresher staff is employed.

Opportunity:

- As R-Trading so incorporates this business it is a huge opportunity to start a business with this importing business. From the business start up they are providing lots of scopes to increase sells.
- After sell service will turn customer satisfaction into customer loyalty.

Threats:

- Political instability in the market area.
- During the clumsy season customer don't want to go out and it reduce sells and other environmental issues are considered as threat.
- Some disturbance created by major political parties and calling for hortal, strike and other things.
- In the business there are many threats of uncertainty, which are fortunate and unfortunate.

8.0 Local Market and Competition Analysis:

As this business is started from Gulisthan so in near future the probability of expansion of business are more. In the local area market the demand of carpet by customers are more and there are other market are beside Gulisthan, which can be considered as the local competitors market. Day by day customers are increasing and the demand for products is increasing simultaneously. Most of the customers in the market area have some product searching cost, which is associated with non-monitory cost. The proprietor expects that the challenge will fundamentally move almost certain in the themed and inexpensive carpets

end of the market. In the market area are divided into three, which are Dhaka new market, Gulsithan market, Elephant road market.

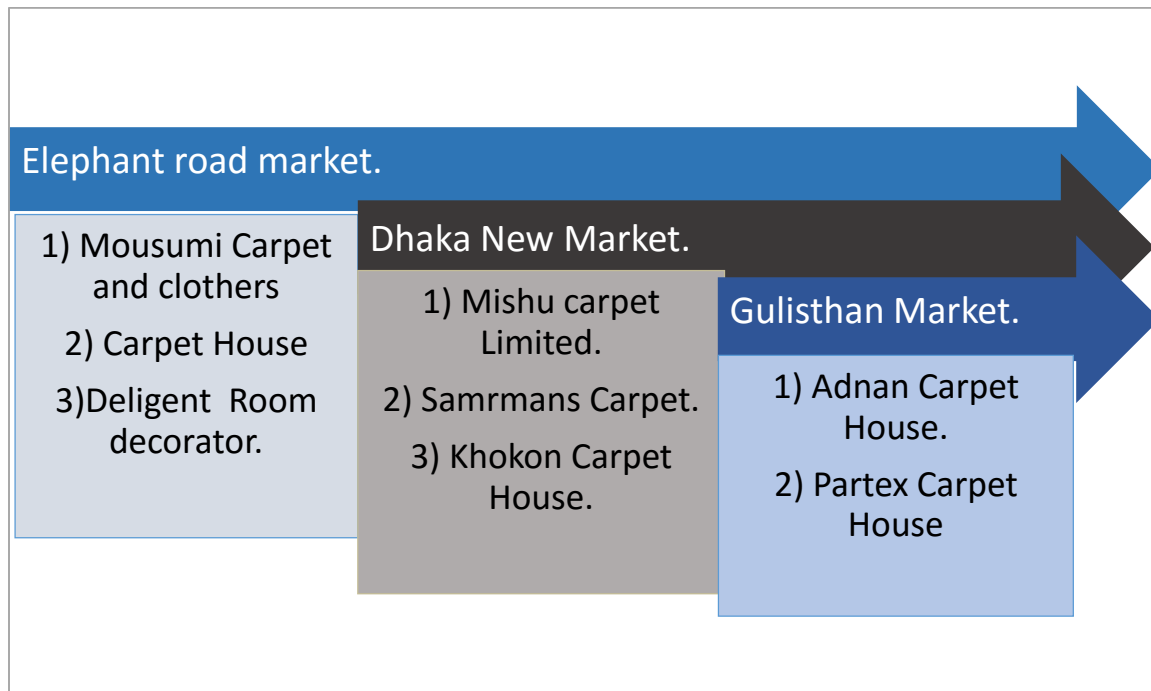


Figure 7.1: Local area Market and competitive analysis of “Mada Carpet”

There are some measurements of competitors, which are considered as the competitive analysis, and at the bellow those are showed and listed simultaneously:

- Measurement of showcasing and deals procedures of competitors.
- Measuring faithful and rehash client with the competitor’s clients.
- Observing dealing strategies of the competitor’s and acquire them.
- Measuring competitors advertising strategies and techniques.

9.0 Competitors:

There are several competitors in the local area market of Dhaka city. Majority of the competitors import carpets from different countries and other area. Now-a-days customers

are increasing and according to customer size and growth competitors are also increasing. Some differentiation strategy is applied here to compete with customers and follow up with competitive market.

Adnan Capet House: They have several products and packages of product, which make customer delighted. They have some poor staff and decoration issues.

Partex Carpet House: Partex carpet house is the largest carpet importer in the Bangladesh. They provide customer huge products list with attractive prices. It is difficult to compete with huge competitor.

10.0 Market Segments and Growth and Size:

In the market segments all the customers are divided into different groups and types. In the “Mada Carpet” the market segment is imposed by accessibility, marketability, differentiability and actionably. Market segments and its growth are generated over the years. As customer taste for purchasing goods and services are changing so “Mada Carpet” also segment the market with its growth and size. At the bellow “Mada Carpet” market segments and growth size are showed:

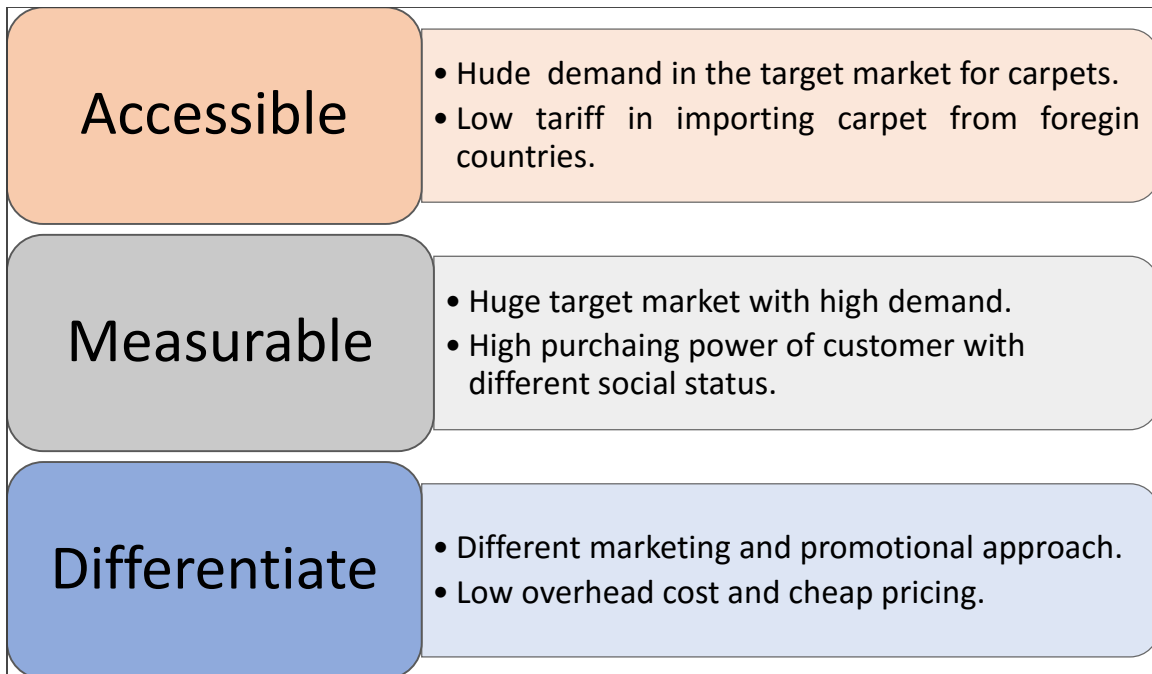


Figure 9.1: Market segments and growth or size.

In the market segment “Mada Carpet” market accessibility is high. As carpet importer has imposed low tariff, so that they have to provide low tax in importing. Differentiation strategy also provides high competitiveness in the market.

11.0 Customer Benefits:

Customers are received different types of benefits, when they have arrived in the shop. Now days most of the business are focusing on marketing concept, so that firm always focus on the customer point of view. At the bellow customer benefits are listed:

- Low price prayer rag to customer, so that customer will get monetary benefit.
- After sell service will provided to customers for turning customer satisfaction high.
- In the customer visit in the morning tea will served.
- Sometimes customers are served verity of Starter, crisp vegetables, etc.

- Sell service will be fast, cordial and effective.
- Different package of products are served with seasonal discount.

12.0 Marketing Mix Strategies:

The marketing mix strategy includes product, price, promotion and place. Normally most of the business firm implement marketing mixes strategies according to customer segment and industry policies. “Mada Carpet” marketing mix has developed on the marketing strategies. At the bellow marketing mix are described:

Product:

The package will be the exceptional selling instrument. Normally most of the product in the “Mada Carpet” is decorated in different salves. In the different types of products are decorated in the salves. “Mada Carpet” has started this business over 1 year. Product of this business is different in term of price and quality. Most of the customer in the target

market always shows their interest in products. Normally variety of product always attracts customers to come in “Mada Carpet”.

Product Decoration: products are decorated in the salves with verities. Most of the potential and actual customers of “Mada Carpet” always want different product range. It helps them to select their perfect product from this wide range of varieties.



Figure 11.1: Mada Carpet’s product variety.

Price:

Price of “Mada Carpet” refers pricing of carpets, discount pricing in seasonal offer, special offer pricing in holy Ramadan, credit payment or payment system. Price also refers to the total cost to customer to acquire the product, and may contain both monetary and psychological costs according to customer perception and loyalty.

In any case, sustenance cost may fluctuate depending one thing to another. There are different carpets are imported from different countries and according carpet quality price also different. Normally imported carpet has more price rather than local carpets. Normally there are two grades of rugs. In the figure no 11.1 different types of carpets are showed according to product variety.

A-: 520 and **B-:** 430. “Mada Carpet also providing Turkish carpet in lowest price. Iran’s carpet has higher price rather than other country’s carpets.

Promotion:

“Mada Carpet” refers the marketing communication used to make the offer recognize to potential customers and persuade them to investigate it further. Promotion elements contain advertising, public relationships, direct selling and sales offer.

Social Media: Now a days most of organization are focusing on social media advertisement. Most of the people in the Bangladesh spend so much time in social media like Facebook, Instagram and other social apps or websites. “Mada Carpet” opens some accounts in social media for promoting their products in high range. Different types of carpets are posted in this page and collect customer opinion. “Mada Carpet” also can sell their products from the social media.

Direct Selling: In different trade fair “Mada Carpet” open stalls for direct selling to the customers. In this trade fair many types of customers and visitors are welcomed. Sometimes it seem that most of the customers are like to provide through social media.

Public Relationship: Sometimes customer is welcomed by another customer’s references. In this process positive word of mouth is played a significance role. The most of customer are likely to put an order by having good relationship with customers. In Bangladesh public relationship promotional tools are work very high.

Banner: In Bangladesh banner advertisement work very good in term of other promotional tools. Banner in the roadside and other places always turn focus of the customers. It always provides positive feedback by customers.

Place:

“Mada Carpet” place is defined as the direct or indirect channels to market, geographical distribution, territorial coverage, retail shops, Gulistan market, storage, logistics and order fulfillment. Place states either to the objective location where a business passes out

business or the delivery channels used to extent markets. Place may refer to a retail outlet, but progressively refers to virtual stores such as "a mail order catalogue, a telephone call center or a website. "Mada Carpet" location has huge target market, so that high customer demand will reflected in the sells. Most of the customer fell delighted for the location of the "Mada Carpet".

13.0 Staffing:

"Mada Carpet" is a sole proprietorship business, so that they cannot hire huge staffs according to market demand. The running time of "Mada Carpet" is one year so that it cannot hire proper capital budgeting for staffing. Normally they hire two staffs for sale service. Monthly salary of each staff is 8000 BDT. The chose staff must be in any event school passed and must have individual specialized aptitude, for example, make the colleague of the client, serve them in well-mannered way, wearing clean materials and grinning face. Past experience will be given need. Each staff will be benevolent with client even with alternate associates so great condition can be made and each body can appreciate no close to home clash with one another. Worker costs are moderately low in Bangladesh contrasted with other European nations. The proprietor will require an expert cook will's identity chose through roundabout or individual contact. Investigations of the aggressive wages strategies; evaluated compensation for chose gourmet specialist.

14.0 Suppliers:

This business in incorporated by R-Trading and it is the mother company who provide majority of products in "Mada Carpet". R Trading is an entity that supplies goods and services to "Mada Carpet". This entity is part of the supply chain of a business, which may provide the bulk of the value contained with valued carpets. Some suppliers may even engage in drop shipping, where they ship goods directly sell to customers.

Some carpets are purchased from different local suppliers. In Bangladesh there are many handicraft carpets, which are prepared in the rural areas. All deals are to be money premise.

On the opposite side, we apply for acknowledge offices, to the extent the installments to our providers are concerned.

15.0 Legalities:

According to law enforcement of Bangladesh, the license of business, licensing of business name must take from the nearby city corporation. “Mada Carpet” has paid 30,000 Taka to get the permit from “Dhaka city organization enlistment office”.

This business will administer by the proprietor (ownership), since it is an independent venture and benefit is relied upon to be genuinely enough for one, and the capital of the business is constrained too. Hence, the proprietor needs to maintain a strategic distance from organization.

Furthermore, the business required operational grants from the flame unit control investigation, Sanitation review, and must be enrolled as a legitimate element with electricity, water usage and wastage vanishing. The requested Tax by the administration on pay can be gained from the arrangement of the Dhaka Income Tax Ordinance. For VAT the nearby government must enroll the business.



Figure 14.1: Trade License “Mada Carpet”

16.0 Risk evolution and Insurance:

“Mada Carpet” business has some distinctive risk and insurance. If business fall in to any critical situation and not be able to survive in that situation. To maintain a strategic distance from this hazard, business has capacity to stipends more advances from bank indicating different resources. The basic dangers confronting this business, and possibilities to manage them, are: Lack of work-to be secured by a revived and continuous spotlight on promoting liability – to be secured by expert repayment protection Injury to the overseeing chief – to be secured by specialist’s remuneration. In Bangladesh every type of business form need insurance and risk analysis to avoid uncertain situations.

17.0 Finance expenses and Reports:

The initial funding of this business is 50 lacks. Now a days most of the start-up-business need initial funding by taking loan from different sources. As different source of fund are imposed to start a carpet business.

The “Mada Carpet” has calculated that, the measurement of capital expected to dispatch business adequately and practically. The maximum part of capital need to begin the business will come absolutely 50,000,000 Taka. Some of the capital is invested by “R-Trading” and the percentage of investment is 20%. Its goal is to energize the improvement of “Mada Carpet” business. The assets are hired to build up support this business and managing business process activities. 20% of the capital is given from the R-Trading as the investor and some of investments are guided by bank loans. The bank loan is taken by providing bank some securities paper.

17.1 Finance Reports:

Mada Carpet	
Statement of Income Statement	
For the month of December, 2018	
Particulars	Amount
Revenues and Gains:	
Sales Revenue	25, 00, 000 BDT
Expenses and losses:	
Cost of goods sold	17, 00, 000 BDT
Discounts or offer	50, 000 BDT
Suppliers expenses	30, 000 BDT
Rent expenses	10, 00, 000 BDT
Advertising expenses	50, 000 BDT
Salaries expenses	50, 000 BDT
Miscellaneous expenses	20, 000 BDT
Total Expenses	(20, 00, 000 BDT)
Net Income	5, 00, 000 BDT

Mada Carpet	
Statements of owner's equity	
For the month of December, 2018	
Particulars	Amount
Investment in January 1, 2018	50, 00, 000 BDT
Net Income	5, 00, 000 BDT
Cash withdraw	(7, 50, 000 BDT)
Balance in December 31, 2018	<u>47, 00, 000 BDT</u>

Mada Carpet	
Statement of Balance Sheet	
For the year of 2018	
Particulars	Amount
Assets:	
Non current assets (equipment's and furniture)	10, 00, 000 BDT
Current assets	
Investments	18, 00, 000 BDT
Inventories	1, 00, 000 BDT
Cash in Bank	16, 00, 000 BDT
Cash in hand	5, 00, 000 BDT
Total Assets	<u>50, 00, 000 BDT</u>
Liabilities	
Owners equity	47, 50, 000 BDT
10% Bank Loan	2, 50, 000 BDT
Total Liabilities	<u>50, 00, 000 BDT</u>

18.0 Personal and Business Goal Objectives:

Personal Goal:

- The personal goal of this business to earn a sustainable profit over the year.
- Getting high amount of return from the investment.
- Building up business chain to other giant business suppliers and firms.

Business Goal:

- The business goal is developing sustainable growth over the years.
- Establishing new branches in different local area of Bangladesh.
- Building a corporate chain with other firms.
- Incorporate “Mada Carpet” to turn into a selective carpet shop among whole Dhaka city by giving higher nature of quality product.

18.0 Conclusion:

“Mada Carpet” is the initial business, which is incorporated by R-Trading. The area and zone investigation, target showcase examination, SWOT and nearby marker and contender examination all propose that the business will be prevalent and fruitful. The proprietor comprehends that in the desires, because of conditions out of hand, client needs and inclinations will change. “Mada Carpet” commitment is to maintain the business as indicated by field-tested strategy we made what might fill in as a working instrument. Day by day market competitiveness is increasing and business needs to change its process according to customer demand. At present, all the marketing strategies are developed according to customer point of view. “Mada Carpet sustainable growth is increasing day by day and management are providing necessary improvement to attain personal and business goals.