



Daffodil
International
University

Project Report On Nutridea Bangladesh

Submitted To:

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LETTER OF TRANSMITTAL

To

Mohammad Shibli Shahriar
Associate Professor &
Head, Department of Innovation & Entrepreneurship
Daffodil International University

Subject: Submission of Project Report on "**Nutridea Bangladesh**"

Respected Sir,

With great pleasure I am presenting my project report on the topic "**Nutridea Bangladesh**"

While preparing this report, I have followed your instruction and guidelines. This report has been completed by my experiences and idea. 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 from primary and secondary sources.

I therefore, request you to accept this report and give me 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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CERTIFICATE OF APPROVAL

This is to certify that the project report entitled "**Nutridea Bangladesh**" has been prepared by **Anika Rahman Trisha** as a partial fulfillment of the requirement of our semester final of Entrepreneurship department Daffodil International University

I wish him every success in life.



Mohammad Shibli Shahriar
Associate Professor & Head
Department of Innovation & Entrepreneurship
Daffodil International University

Acknowledgement

All praises are due to almighty Allah who enabled me to complete this report.

I express my sincere gratitude to my report supervisor Mohammad Shibli Shahriar Associate Professor, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University

I have tried my best and work hard over the last three weeks for preparing this report.

Some of my friends and some industry related people helps me to collect all information

I really very thankful to them

Nutridea Bangladesh

Executive summary:

In our Bangladesh health and body shape is big problem. If we notice, we saw that maximum people have a big belly. No one are health conscious, all people take any time any type of food, for this reason they face lots of type health related problem. Like blood pressure, low energy, orde time sleep, Bad body structure, dysentery and so on problem. When people face this type of problem then people don't know what they should do! From this point of view we want to open our service center.

We appoint here 2-3 nutritionist, and some Nurse, and fegio. We maintain international stander, and our executive member give them best service, our executive members give them advice and all kind of help whatever they need.

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1.Introduction:

Nutridea Bangladesh is a service center where People get all kind of health related tips. We for the first time in Bangladesh are making this type of service center. Now health problem is a big problem for our country, and we are trying to solve this problem in a innovative way. We offers our kind how they stay more feet. We offers many type of package and diet chart also.

2. Objective:

In our service center there has 2-3 nutritionist, 3-4 fegio, and some nurse. Our this members advice our customers how they keep well, how they stay healthy, how they maintain BMI and so on.

3. Operational plan:

We take a space and develop that place as a nutrition centre. In that place has 2-3 chamber there set nutritionist, and fegio they offers our customers all type of service, in a limited price.

4. Revenue stream :

Sell our service is our one of the Revenue stream.

5. Vision:

Offer our customers health tips, dite carth and any kind of health related problem solution.

6. Mission:

Develop our service and make some innovation for our customers

7. Marketing Plan:

Social media is our only one marketing way.

8. competitors:

We are first time in Bangladesh offers this type of service, so we have no competitors. This is a great advantage for us.

9. Target market:

Our target market is

Healthy people

Health conscious people

Youth people

10. Future plan

If our this project ran well we open a spa & gym center. Because this type of service is now growing.

11. Financial plan:

11.1 Startup activists

Startup activists	Time	Cost
Office rent	5 years	1,500,000
Furnitures	5 years	2,00,000
Other cost	3 years	3,00,00
	Total	20,00,000

11.2 Operation cost

Indirect cost per month	Cost
Electricity	15,000
Loan of interest	25,000
Depreciation cost	20,000
Others cost	10,000
Total	70,000

11.3 Break even analysis

Details	Cost
Break even point	3,500 unit
Break even money	8,750,000 BDT
Break even time	4.5 years almost

11.4 Honorarium

Designation	Number of executive	Cost per month
Nutritionist	3	2,10,000
Fegio	3	1,50,000
Nurse	2	40,000
	Total	4,00,000

12 Conclusion:

We are very new in Bangladesh, we are working in a new concept. In Bangladesh this type of business has lots of opportunity to grow.

Food adulteration is a big problem for our country, people face my type of problems. So we are giving them better solution in a best way. If our this concept ran well we open Spa, gym, and yoga centre for man and women.

And this is all about our service.

Thank you