

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



Daffodil
International
University

Project Report

On

Cox's Bazar Sea Food

Submitted To:

Mohammad Shibli Shahriar

Associate Professor & Head

Department of Innovation and Entrepreneurship

Daffodil International University

Submitted By:

Mohammad Sajid Rahman

Id:191-45-185

Department of Innovation and Entrepreneurship

Daffodil International University

Submission Date: May 2019

(i)

LETTER OF TRANSMITTAL

To

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

Subject: Submission of Project Report on “**COX’S BAZAR SEA FOOD**”

Respected Sir,

With great pleasure I am presenting my project report on the topic “**COX’S BAZAR SEA FOOD**” 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 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.



Mohammad Sajid Rahman

ID: 191-45-185

Batch: 13

Department of Innovation & Entrepreneurship

Faculty of Business & Entrepreneurship

Daffodil International University

(ii)

CERTIFICATE OF APPROVAL

This is to certify that the project report entitled “**COX’S BAZAR SEA FOOD**” has been prepared by Mohammad Sajid Rahman 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

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BUSINESS PLAN

GLOBAL EXPO BD

**Aslamolikom Sir, I'm Mohammad Sajid Rahaman.i'm from
Cox's Bazar.**



SEA FOOD

INTRODUCTION OF BUSINESSBUSINESS CONCEPT: The name my business plan is **Sea Food**. It's one of the main sector of my company. The name of my company is **GLOBAL EXPO BD**. I have started the business Sea Food in 2017. Now I'm working with four different sectors. Which are completely uncommon sectors in our country. So, now I'm going to describe about the business plan of my business Sea Food. At first I would like to say that I'm from Cox's Bazar and the main thing is my house is completely nearby Sea beach. So, it's help me catch the business properly. My plan is if we are able to make that types of factories. Which are perfectly producing sea food canning and able to export in different part of the world. So, this is the concept of my Sea Food business. I hope you will like it very much.

In 23rd January 2017 me and my friend Ashraf had decided to serve fish in Dhaka. Because the people of Dhaka couldn't able to buy sea food in Dhaka. If we do some things exceptional process to serve our sea food in Dhaka. We think people wants to buy our sea food. So, we have opened aFacebook page name Cox's Bazar Sea Food Market. By flowing this process we had started our business success fully.

Now days I'm able supplying sea fishes in different part of our country Bangladesh.

NAME AND ADDRESS OF MY BUSINESS:

NAME: COX'S BAZAR ONLINE SEA FOOD

ADDRESS: NEW BAHARCHARA, AIR PORT ROAD, COX'S BAZAR FISH

CELL: 01823003009, 01627462963

EMAIL: SAJIDDAILY777@GMAIL.COM

There are thousands of competitor in my business. So, the main unique of my business is only my business name. Because there is a word online. And this is the unique of my Business name.

Official Contrac Number

01627462963



24 Hour Open ,Any time Responce



ONLINE SEA FISH COX'S BAZAR

Online Sea Fish Cox's Bazar is a new modern process online based shop. Now days people from different part of our country want sea food . For their kind requirment we cordially open a online based sea fish shop . So, people from different part of our country Bangladesh buy their favourite sea fish from us.

THANKS

TYPES OF BUSINESS


There are two types of business 1. SEA FOOD

2. DRY FISH

Online SEA FISH COX'S BAZAR of Bangladesh are caught from Bay Of Bangor Sea. Bay Of Bangal Is a good source of different kinds of fishes. There are many species of tasty fish are caught from Bay Of Bangal. Such as ...

1. Silver Pomfrets.
2. China Pomfrets
3. Hilsha..
4. Red Snapper.
- 5.Spanish Markere.
6. Tiger Prawns.
7. Cuttle Fish.

ONLINE SEA FISH COX'S BAZAR



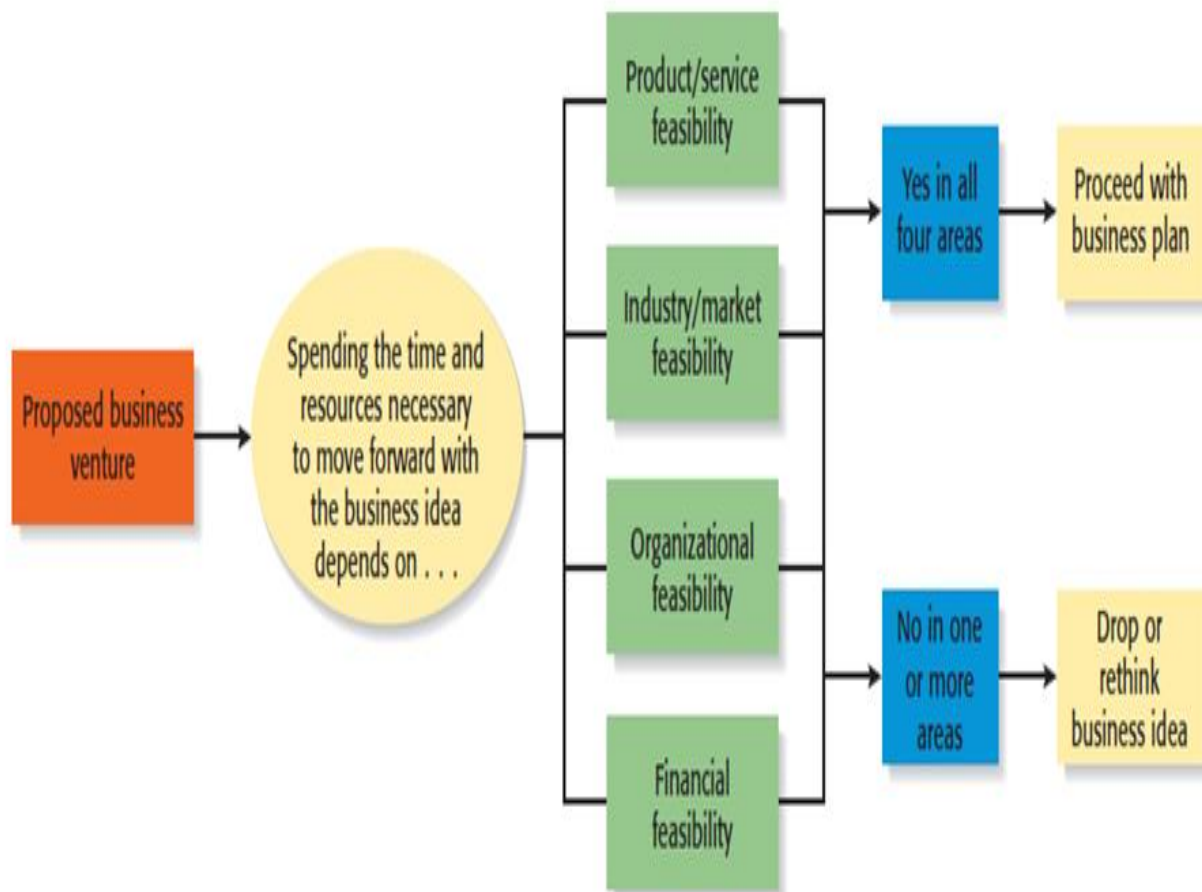
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Director
Mohammad Sajid Rahaman
Mobile:01823003009
Email:kingsajid546@gmail.com

MARKET FEASIBILITY ANALYSIS

I want to do SEAFOOD business. So, i must have to do market feasibility analysis before launching my products in market.



According to this structure i have also made my business market Feasibility Analysis. So, i would like to share my social media survey report in front of you.

So, Now I'm going to make a **Survey** about my Business

This Survey is all about Feasibility analysis about my dry Fish Products in Markets.

Name These all Friends are from my Facebook , Instragram and my Whats Apps	Curi Fish Market Feasibility Attractive Feasibility Good Look Feasibility Price Feasibility Price = 1200 Taka Kg	Rupchada Market Feasibility Attractive Feasibility Good Look Feasibility Price Feasibility Price =2200 Taka Kg	Salt Hilsha Market Feasibility Attractive Feasibility Good Look Feasibility Price Feasibility Price = 1550 Taka Kg	Lakka fish Market Feasibility Attractive Feasibility Good Look Feasibility Price Feasibility Price = 1830 Taka Kg	Tuna Fish Market Feasibility Attractive Feasibility Good Look Feasibility Price Feasibility Price = 2000 Taka Kg
Sakib	Positive	Negative	Negative	Positive	Negative
Akib	Positive	Negative	Positive	Positive	Positive
salman	Positive	Positive	Negative	Positive	Positive
Asif	Negative	Negative	Positive	Positive	Negative
pRayhan	Negative	Positive	Positive	Positive	Positive
Ashraf	Negative	Negative	Positive	Positive	Negative
jami	Positive	Positive	Positive	Positive	Positive
Nayem	Positive	Negative	Positive	Negative	Negative
Akbor	Positive	Positive	Positive	Positive	Positive
salim	Negative	Positive	Negative	Negative	Positive
Marina	Negative	Negative	Positive	Negative	Positive
Alex	Positive	Positive	Positive	Positive	Negative

Swea	Negative	Negative	Positive	Negative	Positive
Jack	Positive	Positive	Negative	Negative	Positive
Rony	Negative	Positive	Negative	Positive	Positive
Sadia	Positive	Positive	Negative	Negative	Positive
Nushrat	Positive	Negative	Positive	Positive	Positive
Faria	Positive	Positive	Positive	Negative	Positive
Shakib	Negative	Positive	Positive	Positive	Positive
Tawsif	Negative	Positive	Positive	Positive	Positive
Sammi	Positive	Positive	Positive	Negative	Positive
Tamim	Negative	Positive	Positive	Positive	Positive
Shakil	Negative	Positive	Positive	Positive	Positive
Hassan	Positive	Positive	Negative	Positive	Positive
Tusher	Positive	Positive	Negative	Negative	Positive
Ador	Positive	Positive	Positive	Positive	Positive
Samiha	Positive	Positive	Positive	Positive	Negative
Rahim	Positive	Positive	Positive	Positive	Negative
Kader	Negative	Negative	Negative	Negative	Positive
Yousuf	Positive	Negative	Positive	Negative	Positive

**RANKINGS And
MARK**

1. Tuna fish ***** 5 star
2. Rupchada **** 4 star
3. Salt Hilsha*** 3 star
4. Lakka Fish** 2 star
5. Curi fish * 1 star

Now we can clearly justify that which fish is actually Market Feasible

Thank you very much for focus on my report.

Presented By

Mohammad Sajid Rahman

Owner Global Expo BD

Phone : 01823003009

Business SWOT Analysis



Business SWOT Analysis

A SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis can help you identify the successes of your business, as well as your areas for improvement. It's also helpful to assess your competitors SWOT

What are My Strength ?	What are my weakness ?
<ol style="list-style-type: none">1.I'm very much responsive .2.I often impress clients by sending gifts.3.I have great communication skills .4.I relate well with my clients.5.I'm completely committed to the success of my.	<ol style="list-style-type: none">1.I tend to move too Quickly to complete task which often impact the quality of my products.2.I often stress out when i have to juggle multiple responsibilities .



What opportunity exist for me?	What are the Threats?
<p>1.The company is expanding by entering new market creating new openings.</p> <p>2. Attending industry company to expand my network and take advantages to training .</p> <p>3. I recently vacancy in my personal business.</p>	<p>1.My colleges absolutely enjoys being in limits and he is my competition for the regional opening when my company expend .</p> <p>2.My company is considering relocating the office and if that happen i could be out of a job as i wouldn't able to follow.</p>

TARGET MARKETING

1. My Customers are that types of people who are actually fond of traditional food. As like as that family who wants to test see food or who wants to test Burmese Pickle and who wants to decorate his home by Handicrafts. That's said.
2. We serve our products in parties, weeding and home also who are really interested in our product.
3. Generally our products are mainly target for fancy Family

COMPETITORS OF MY BUSINESS

Actually there are thousands of competitor in my business. They are also doing as like as same business beside me. Beximco , Sm Enterprise , Cox Fish , Chittagong Sea food many of them . So, the main unique of my business is only my business name. Because there is a word online. And this is the unique of my Business name.

Cox's Bazar
Sea Fish

HAVE A
SAFE FOOD
IN YOUR
HOLIDAYS!

check out our fishes in
our official facebook page

WE ARE 24 HOUR ALERT FOR
YOUR ORDER

SALE PROMOTION USP



SEA FOOD We are always there for your need

1. Supply with in customer require time.
2. Our packing and decorating are stander.
3. We always work for our good quality.

PROMOTION OF MY BUSINESS

We are promoting our business in several ways. Now i going to describe about them.

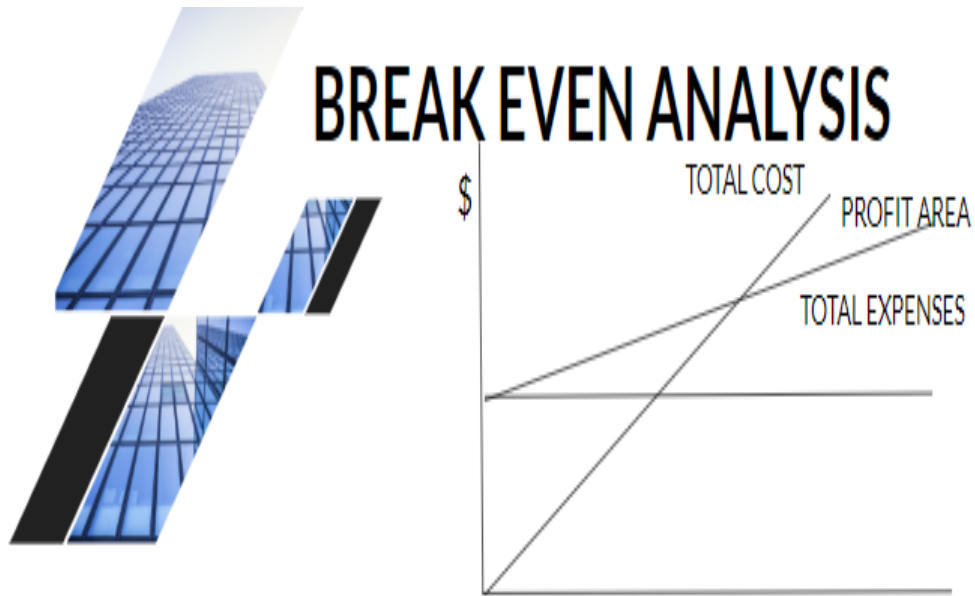
There are Different Types of Channels for our customers. Where the can easily find us.

1. If they want they can easily come in our Shop.
2. They can Call or Mail us.
3. Or They can Find us on or Facebook..

Financial plan of SEAFOOD

Actually my business and my financial plan is completely different. I have started my business with zero invest. Because my customers are from Dhaka, Chittagong, Khulna, Rajshahi ,Sylhet atc . My system is advance payment system. Now day it has been changed. In 2017 i took a loan from my friend Called Imran. It's all about 10 lack. So , this is my simply financial plan.

BREAK EVEN ANALYSIS



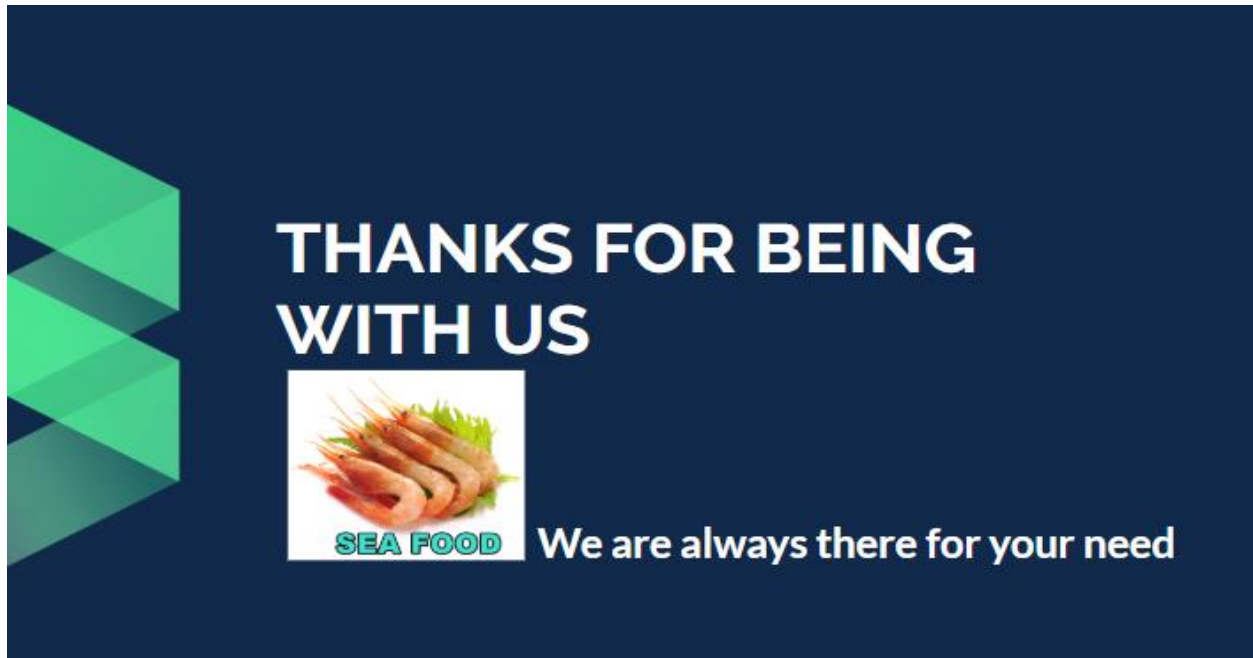
Accurate cost = 1000000 Taka
Variable cost = 1200 taka per kg
Products price Average = 800 Taka
Break Even units : 6000
Final Cost : $6000 * 800$
Total 4800000 lak Taka

Key Resources

1. Well team and honest partners for work.
2. For Online we should well performed server for supply and serve in time.
3. Well cold storage for our sea food products.

PRODUCTION PLAN

Seafood is any form of sea life regarded as food by humans. Processing of frozen seafood products freezing at various temperatures is widely used in seafood preservation. Processing and freezing methodologies differ not only for different commodities but for product type. Application of appropriate technique is essential to preserve the taste and nutritional value of the product .Processing of frozen seafood products freezing at various temperatures is widely used in seafood preservation. Processing and freezing methodologies differ not only for different commodities but for product type. I had already started my seafood business in Bangladesh. But it's too little. My plan Is if we are able to make that types of factories. Which are perfectly producing seafood canning and able to export in different part of the world. So, this is the concept of my Sea Food business. I hope you will like it very much.



Submitted from,
Mohammad Sajid Rahman
Daffodil International University
Department of Entrepreneurship



Submitted to,
Mohammad Shibi shahriar
Associate Professor and Head
Department of Entrepreneurship

