



Daffodil International University

Department of Innovation and Entrepreneurship

Project Work-02

on

The Craft Safari

Submitted to

Mrittika Shil

Lecturer

Submitted by

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ID: 171-45-147

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Letter of Transmission

July, 2019

Mrittika Shil

Lecturer

Department of Innovation & Entrepreneurship

Daffodil International University

Subject: Submission of Project Work-02.

Dear Madam,

With due respect, I beg to state that it is my outmost pleasure to submit my Project Work-02 for the Project Work on “ The Craft Safari ” 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 whole hearted 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.

Sincerely yours

Jarin Taskey Meem

ID: 171-45-147

Letter of Acceptance

This is to clarify that Jarin Taskey Meem, ID:171-45-147, program : BED, 7th batch, is a regular student of Department of Innovation & Entrepreneurship, Faculty of Business & Entrepreneurship , Daffodil International University. She has completed her own business plan on Craftiques market and she has prepared her project work -02 reports under my supervision. The data and proposal in this report seem to be authentic.

I wish her all success in life.


3/7/19
Mrittika Shil

Lecturer, Department of Innovation & Entrepreneurship

Faculty of Business and Entrepreneurship

Daffodil International University



Declaration of Student

I am Jarin Taskey Meem, 7th batch, Department of Innovation & Entrepreneurship; hereby declare that the presented project - 02 report on Craftiques market. My original proposal is submitted to Daffodil International University, and no part of this report has been submitted for any other courses , degree or fellowship and the work has not been publish on any journal or magazine.

Jarin Taskey Meem

ID: 171-45-147

Department of Innovation & Entrepreneurship

Faculty of Business & Entrepreneurship

Daffodil International University



Acknowledgement

Writing this Project report, I am indebted to Mrittika Shil, Lecturer, and Department of innovation & Entrepreneurship for her contributions, support and encouragement in making this Project Work successfully. I will like to use this opportunity to express our sincere thanks to comfort us for our hard work, moral and support through this program. My profound gratitude goes to my supervisor Mrittika Shil madam who despite her crowded schedule, sacrificed time to read through the manuscript without which this project would not have seen the light of the day. This project would not have been possible without the help of Mrittika Shil madam.



Executive Summary

Now-a-days, In Bangladesh we don't have any specialized Craft business at all. We just see some Big companies is doing craft business with their other products. But not focused fully in Craft.

We will start which is different from traditional craft stores and others as usual. We will open an amazing store appearance where have very heart touching crafts products. Daffodil University, an institution, is now becoming the model metropolis for established new Department as “Innovation & Entrepreneurship department” to create a large number of student's entrepreneurs. We have some dynamic plan to make my business in high standard.

So, our plan is to take my craft business to the level of higher than any others and change the image.

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Chapter 01




1.0 Introduction

“The craft safari” is a very beautiful craft products corner where craft products lovers can get various many types and high standard of craft items using traditional and also new technology. Even I will have a delivery system for providing crafts products in online basis. I will have software of our own where I will include new online delivery system. This crafts shop could be a signature shop in Bangladesh.

My mission is to introduce a positive think about crafts in a new way with various types and qualities. Very good looking and long lasting will be my first priority for my customers.

According to my plan if I open specialize fast food in air conditioned arcade which is different from traditional stores and provide delightful service and amazing store appearance.



Chapter 02




2.0 Brief Description of the Business

- Name of the Business: “**The Craft Safari**”
- Sector/Industry: Craft business
- Objectives : To create a new brand from Daffodil International University and make competition with all crafts shop in Dhaka.
- Type of Ownership: Partnership
- Partner : Himel Hasan (Owner of Twisted Café)

2.1 Brief Introduction of the Entrepreneur:

- Name: **Jarin Taskey Meem**
- Address: Sukrabad , Dhanmondi, Dhaka
- Educational Qualification: Students of Department of Innovation and Entrepreneurship.
- Experience in Other Business: Food business (Twisted Café)



Chapter 03

3.1 Mission Statement

Our mission is to introduce a positive think about crafts in a new way with various types and qualities. Very good looking and long lasting will be my first priority for my customers.

According to my plan if I open specialize fast food in air conditioned arcade which is different from traditional stores and provide delightful service and amazing store appearance.

3.2 Products & Services

There will have the following products & services in the showroom –

We will decorate our showroom with innovative very colorful handicrafts, flower vase, mini top, many types show pieces etc.

We will sell our innovative products by online and in showroom. But our main focused to sell our products by online.

3.03 Keys to Success

The keys to success will be:

- Store design that will be both visually attractive to customers, and designed for fast and efficient operations.
- Employee training to insure the best Items preparation techniques.
- Marketing strategies aimed to build a solid base of loyal customers, as well as maximizing the sales of high margin products.
- Product quality. Not only great food but great service and atmosphere.
- The menu will appeal to a wide and varied clientele. It is with an interesting twist.
- Controlling costs at all times without except.
- Thinking success breeds success.



Chapter 04

Marketing Plan

4.0 Competitors and their Position

- Table no:01

<i>Sl</i>	<i>Competitors</i>	<i>Position</i>
1	Aarong	1
2	Khazana	2
3	Sataranji	3

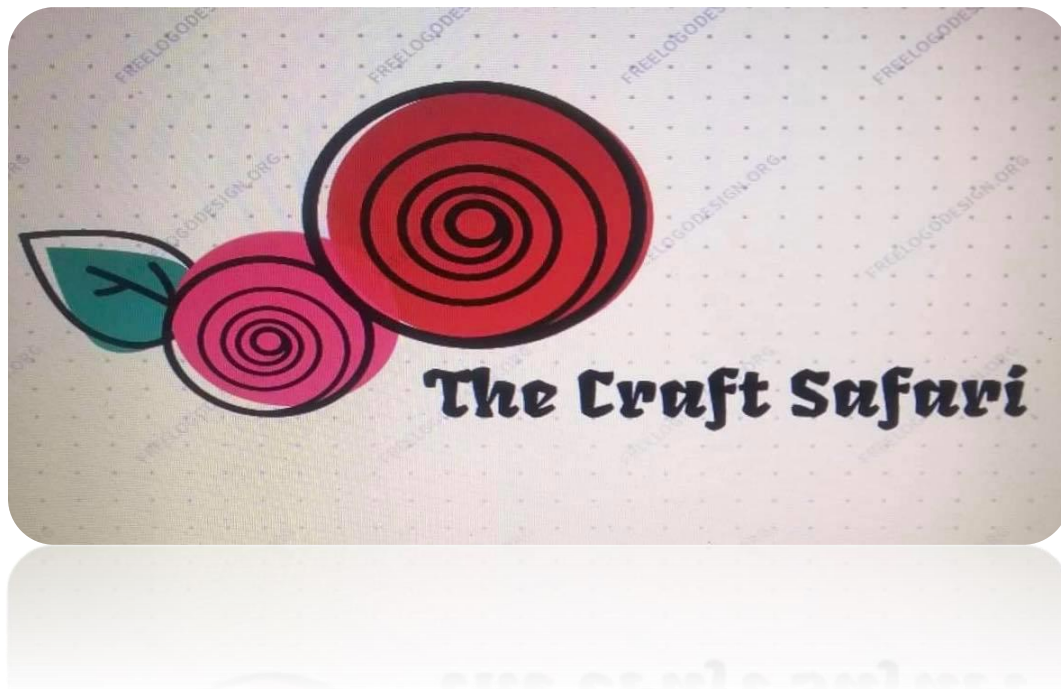
4.01 Competitive Environment

Through easy to understand and well structured training modules for all roles at *Craft Safari*.

Our main aim is to create a strong and competent work force, well educated and aware the importance of beautiful and very good looking craft products, as the face of *Craft Safari*.

There have only one competitor of us “Aarong”, but if we will produce very unique items and innovative products in market that time we will beat the market of Aarong. .

4.02 LOGO of our Company



4.03 Marketing Area

Our main focusing marketing area will be:

- **Facebook:** Since all people use facebook everyday, we'll put all of our innovative idea, discount season, promotion of new Item and any work in our facebook page so that we can get more interactions from our facebook followers.

Link:

- **Instagram:** As we aware of Instagram, become one of the important platforms and most popular site for every business that's why we want to create hash tag for our business and **Connect with the Right Communities like #Craft Safari**

Link:

- **Website:** Creating unique website is one of our strategies to grab the market and be closer to all craftiques lovers. *We will also working to create an online delivery system also.*

Link:

4.04 SWOT Analysis or Comparison of Product/Service with Competitors

- **Table no: 02**

Sl	Competitors	Strength	Weakness	Opportunity	Threat
<i>I</i>	Arong	Unique products, Huge items for households decorations Customers satisfaction	Price control, Gathering environment Not a focused item	If we beat the market of Arong, we will make a huge crowd of ours.	Arong is most popular shop in Bangladesh. If a single mistake we will do, we cannot survive in this market place.

4.05 Target Customer

- Students
- Different Visitors
- VIP guest
- Family customers
- Online service

4.06 Price

We will try to keep the price so reasonable because my making costing is not so high. It is not the craftiques which will be made by luxuries raw material but the product will be so standard and colorful. My raw material is the wastes, cement, water, clay, color and nothing will be needed for making my product. I have already made two items.

4.07 Marketing Strategy

✓ Promotional Strategy:

- **Table no: 03**

Type of Advertising and Promotion	Details	Cost
Visiting card& Pam plate	We have a beautiful visiting card and brushier for knowing our café's all descriptions.	Tk.3000
Face book	We will have a face book page where every information and updates about our all facilities, food items, selling, events, occasions, and sales are easily available for all.	Tk.5000
Banners	In ground floor & Basement area of building will be provided with some banners which will be highlighting my business.	Tk.1000
Posters	All the Departments & every floor of our main building and besides one building and also Business Incubator building will be provided with some posters which will be also highlighting my business.	Tk.1000

4.12 Price Strategy

Here are some of the various strategies that teatime café implement when setting prices on their products and services.

1. Pricing for Market Penetration

Crafts Safari set costs lower than the competitors because customers need to perceive products worth to their pocket, and our aim is to attract buyers by offering lower prices on goods and services while many new companies using high price.

2. Psychology Pricing

With the economy still limping back to full health, price remains a major concern for Bangladeshi consumers. [Psychology pricing](#) refers to techniques that marketers use to encourage customers to respond on emotional levels rather than logical ones.

4.13 Market Expansion Strategy

Considering which markets would be easiest for us to reach customers, experience and contacts.

Our expansion strategy will be by providing a new product and opening another branches in different cities. Mapping the competitive landscape to discover opportunities risk mitigation tactics and data-driven strategies was part of my process to identify the optimal market expansion strategy for *Craft Safari*.

Conducting primary and secondary market research on the foundation for this project in order to identify the customer base, set realistic targets and develop effective strategies.

4.14 Risk of Business

As a new Entrepreneur I will face problems to enter the market. There are many risks I need to navigate when starting a craft business. These are the risks to give special attention to when starting a craft business because the cost of mitigation and rectification for these risks after opening is usually commercially prohibitive.

These risks include –

- **Choosing a financially unsustainable location –**

I need to be located in close proximity to a sufficient number of my target market and they should be able to access my shop easily and in all weather conditions. Prime retail, busy traffic and highly visible locations may look great but the rent will probably kill you and they are not always the most suitable locations for the crafts business.

- **Negotiating an inappropriate lease agreement –**

I need to get the right lease term to allow us to create goodwill and then cash it in, but only if I have a lease term long enough to accommodate the incoming buyer. I need to negotiate extra option periods to secure the site for as long as possible.

4.15 Seasonal Trends

- **Table no: 04**

Timing	Month /Duration/ Occasion
(a) Peak Season	Valentine’s Day, Birthday gift, Pahela Baisakh, Eid-ul-Fitor, All Memorable Day etc.
(b) Off Season	Govt. Holydays



Chapter 05

5.0 Operation Plan

In most cases, entrepreneurs begin tackling the challenge of writing a business plan before the business exists. The operating plan is the section of a business plan where dig into more of the nuts and bolts of a business, areas like: production/manufacturing, inventory, and distribution.

5.02 Project Implementation Schedule

- **Table no: 05**

Sl.	Activity	Duration
1.	Decoration	15 days
2.	Set up all products	5 days

5.03 Cost of Raw material

I have made **only two products** and there cost is-

Flower Vass

*Cement – tk.10

*Water- tk.5

*Waste cloths
items)

Flower top

*Cement – tk.10 and same ingredients

*Color spray- tk.50/100 (for 3/4

5.04 Workforce Engaged in Production

- **Table no: 06**

Task	Number of Workers required	Skills and Experience needed	His/ Her Responsibility will be
<i>Task</i>	<i>Number of Workers required</i>	<i>Skills and Experience needed</i>	<i>His/ Her Responsibility will be</i>
<i>Salesman</i>	<i>2</i>	<i>Hard worker, fast and Honest</i>	<i>Distribute the item to the customers and clean the shop.</i>
<i>Manager</i>	<i>1</i>	<i>Experienced and have all knowledge of all items</i>	<i>Will manage all kinds of things which will happen into the shop.</i>
	<i>Total 03</i>		

5.06 Production Cost

- **Table no: 07**

Description	Cost (monthly)
1. Cost of Raw Materials	
2. wages (4persons including me)	Tk.55000
Total	

5.07 Office Equipment (Cost Of Fixed Assets In Office)

For my office, I need some equipment to decorate it nicely and formally. So we need:

- Chair,
- Table,
- CC Camera,
- Air Condition,
- Light,
- Fan,
- Desktop

5.08 Dynamic Activities

These are:

- Produced iconic products
- Innovative items of critiques
- Focused only some innovative products
- Online services
- Reasonable price than another

5.09 Monitoring and Evaluation (M&E):

There will be one person (Me) for monitoring the services and after per month the whole thing will be evaluated.

5.10 Business Start-up Activities and Cost

- **Table no: 08**

Sl	Business Start-up Activities	Time
1	Business plan preparation	7 Days
3	Application for permission	3 Days
4	Contract/Agreement	2 Days
6	Connection of utilities (electricity, water etc)	2 Days
7	Decorations	12 Days
8	Others	3 Days
	TOTAL	27 Days

*I need a floor or space for build up my showroom and some employee for my show room.



Chapter 06

Organization and Management Plan

6.01 Organizational Structure

- Table no: 09

	<i>Name</i>	<i>Experience</i>	<i>Qualification</i>
01	Jarin Taskey Meem	N/A	Student of Innovation & Entrepreneurship department
02	Himel Hasan	N/A	Student of Innovation & Entrepreneurship department

6.02 Associate/Partner Organization

Certainly we don't have any partnership or association with other organization, because I am a new start-up.

6.03 For Manufacturers and Service Operators

- Table no: 10

1	2	3
Employee	Total working hour per month	Total monthly pay (BDT)
1	360	Tk.20000
2	360	Tk.15000
3.	360	Tk.10000
4.	360	Tk. 10000
Total		Tk.55000

6.04 Salary of the Employees

- **Table no: 11**

Sl	Designation	Salary (Monthly)
1	Owner	Tk.20000
2.	Partner	Tk.20000
2	Manager	Tk.15000
3.	Salesmen (2)	Tk.20000
	Total	Tk.55000



Chapter 07

7.01 Fixed Assets

Current Asset

- **Table no: 12**

Item	Present (Tk) -Not decided yet	Proposed (Tk)
Furniture's	Do	2pc (Large)
Shop Overhead expenditure (all decoration)	Do	Painting, Logo, Lighting
Marketing and advertising expenditure	Do	All Unique idea
Color	Do	White & Green
Showcase	Do	4Pcs
Cash counter	Do	1pc
AC	Do	3 pcs
Other (Specify)		Swing fan (4)

7.02 Investment

- *Start-up Cost: almost* – Will be decided
- *Total Investment: around-* Will be decided

7.03 Sources of Fund

- **Table no: 13**

Source	Fund
1.Jarin Taskey Meem	Will be decided
2. Himel Hasan	Will be decided



Chapter 08

Other Courses of Action

8.01 Legal Issues

I will prepare my Trade license when I will build other branches of “**The Crafts Safari**.”

8.02 Modern Technological Issues

I am going to create software or Apps, so that the faculty member from all departments can order by online whenever they need.

Conclusion

Our mission is to introduce a positive think about crafts in a new way with various types and qualities. Very good looking and long lasting will be our first priority for our customers. According to our plan if I open specialize showroom in air conditioned arcade which is different from traditional stores and provide delightful service and amazing store appearance.

8.03 Reference

Authorized