



**Daffodil**  
*International*  
**University**

## **Project Report**

on “Red taste”

**Submitted To:**

**Mohammad Shibli Shahriar**

**Associate Professor & Head**

**Department of Innovation and Entrepreneurship**

**Daffodil International University**

**Submitted By:**

**MD. Al Mamun Rashid Rana**

**Id:191-45-191**

**Department of Innovation and Entrepreneurship**

**Daffodil International University**

Submission Date: September 2019

## **Report On**

### **Business Plan**

About: **Red taste**

### **Prepared by**

Md. Al Mamun Rashid Rana.

ID: 191-45-191

Department of Innovation and Entrepreneurship

Daffodil International University

### **Supervised By**

Mohammad Shibli Shahriar

Associate Professor

Department of Innovation and Entrepreneurship

Daffodil International University



**Daffodil International University**

Date of Submission : September 2019

© Daffodil international University

Letter of transmitting

**Mohammad Shibli Shahriar**

Associate Professor

Department of Innovation and Entrepreneurship

Daffodil International University

**Subject:** Report about business plan “Red tea”

Dear Sir,

This is about our project work on business plan. From our academic knowledge I try to my best for my business plan. It's From our department of Innovation and Entrepreneurship from daffodil International University.

This is about a tea supply business . We have a amazing whether for tea forest . and we have a huge amount of tea lover , I just want to supply row tea to tea stall . and give them a natural taste of tea.

So I wish you accept my idea , and I hope its quit be a good idea for grow .

Sincerely yours



.....

MD. Al Mamun Rashid Rana.

Id: 191-458-191

Department of Innovation and Entrepreneurship

Daffodil International University

## Letter of Approval

This is to certify that Md Mamun Rashid Rana . Id : 191-45-191

Department of Innovation and Entrepreneurship. Daffodil International University. He is successfully done his business plan for his project 2 course. I think its fulfilling the project work.

I wish his successfulness,



---

**Mohammad Shibli Shahriar**

Associate Professor

Department of Innovation and 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 Innovation and Entrepreneurship, 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

## **Executive Summary**

Sreemangal Tea Estates form a green carpet on the sloping hills. A large portion of world's highest quality tea is grown and exported from Sreemangal, hence it is called the tea capital. Bangladesh maximum people start there day by tea and there is a huge amount of tea stall. They buy tea from other shop as a packet with a high rate. So if I can supply them tea direct from Sreemangal in a cheap rate and give them a real taste.

Daffodil University, an institution, is now becoming the model metropolis for established new Department as “Entrepreneurship department” to create a large number of student’s entrepreneurs. We have some dynamic plan to make our business in high standard.

## **Business plan**

### **‘Red taste’**

#### **Table of Contents:**

s. num.	Name	page
01	Introduction	01
02	Marketing plan	03
03	Package system	04
04	Operational plan	05
05	Organization and Management plan	07
06	Financial plan	08
07		
08		

# **Business Plan On**

## **Red taste**

### **Brief Introduction of the Entrepreneur:**

- Name: MD. Al Mamun Rashid Rana
- Address: Sukrabad, Dhanmondi, Dhaka
- Educational Qualification: Students of Entrepreneurship department
- Experience in Other Business: No

### **1. Brief Description of the Business:**

- Name of the Business : **“Red taste ”**
- Nature of Business: Supplier.
- Sector/Industry: Supply chain.
- Objectives : To create a new brand from Daffodil International University and make competition with a new natural thinks in Dhaka city.
- Employment: No
- Type of Ownership: team.



- **Company Description**

This is a supply chain company .We just supply row tea from sreemangle to Dhaka city. There is around 2 luk tea stole , every day they need so mush row tea. They buy that row tea from shop with a high rate. as we supply it from directly from tea forest so we sell it in a cheep rate. We store lot of row tea in a store house and supply as they need. That's it.

- **Mission Statement**

Our mission is to introduce people with a real taste of the best quality tea. Quality and hygiene will be our first priority for our customers. We will provide a cheep and natural row tea.

# **Marketing Plan**

- **Competitors and their Position**

There are no additional competitors now. But basically all tea company are the competitors, Because we catch there biggest target market. There biggest target market is tea stole , and simply out target market is tea stole.

- **Marketing area**

Only in Dhaka city now.

- **Target Customer:**

- All tea stole woner.

- **Price**

Not yet Fixed.

# Package system



- This will be whole sell package system only.
- **Marketing Strategy**  
  
As a product of sreemangle , and as a row product tea shop owners likely buy it . Because we provide them cheep rate.

# Operation Plan

- **Production Process**

Red taste provide row tea. So, we collect our specialized Special row tea from sreemangle for our customer.

## **Project Implementation Schedule:**

Sl.	Activity	Duration
1.	Target market	20-25 days
2.	Set up all products	1 month

- **Production Capacity**

Product	Time	Quantity	Taka
Row tea	1 month	40-50kg	-----

- **Production Cost**

Description	Cost (monthly)
1. Cost Of Raw Materials	Not now
2. store house	Not now
Total	Not now

- **Keys to Success**

**The keys to success will be:**

- Huge customer opportunity.
- Less price.
- Storable .

# **Organization and Management Plan**

- **Organizational Structure**

	Name	Experience	Qualification
<b>1</b>	MD. Mamun	N/A	Student of Entrepreneurship department

- **Business Start-up Activities and Cost**

Sl.	Business Start-up Activities	Time
1	Business plan preparation	7 Days
3	Application for permission	3 Days
4	Contract/Agreement	2 Days
9	Others	17 Days
	TOTAL	29 Days

- **Labor Cost Form**

Initially there is no need any kind of Labor.

- **Research and Development (R&D)**

We visited many tea shop in Dhaka city and we what we notice when we went there is that they all buy tea from manufacture tea.

In that case I produce them direct row tea and in a cheep rate.

# **Financial Plan**

- **Fixed Assets**
- **Current Asset**

Item	Present (Tk)	Proposed (Tk)
Chair's		0
Investment	0	Not yet
Transport cost	0	Not yet

## **Other Courses of Action**

- **Legal Issues**

We will prepare our Trade license when we will perfectly capture out target customer.

**The End**