

**PROJECT REPORT ON
Project Implementation on Fish Business - Sea Zone BD**

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DECLARATION

We hereby declare that this project has been done by us under the supervision of **Md. Kamruzzaman, Lecturer & Head, Department of Innovation and Entrepreneurship, Daffodil International University**. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

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ABSTRACT

This report is intended as a guide for teachers and entrepreneurship students when conducting research is part of course-work requirements. Discussion includes a description of a literature search, the purpose of a literature review finding sources (especially for entrepreneurship) and a general strategy to help conduct an efficient and productive literature search. Using tools such as this report, students can become more proactive about their research projects. Teachers can use this report, among other tools, to begin dialog with their students about expectations for research assignments. Two key steps in a literature search are: (i) finding sources; and (ii) synthesizing information. Each of these is addressed in the major sections in this report, as well as how the literature search relates to the entire research process. Then pertinent information is repeated in the summary section for convenience. An annotated reference list is included for ease in finding other useful guidance.

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Chapter 1: Introduction

1.1 A brief introduction about Sea Zone BD

Sea Zone BD is a Bangladeshi Cox's Bazar based Sea Food and Dry Fish processing company that exports and market dry fish and fish locally all across the country with utmost quality ensured. Sea Zone BD is an unique frozen fish and dry fish provider in Bangladesh. We catch fish from the bay of Bengal and process it to international standard to ensure quality. We provide sea food like frozen fish and dry fish to all over the country as well as export to foreign countries.

1.2 Sea Food Industry in Bangladesh

The seafood industry in Bangladesh is growing rapidly and has great potential for future growth. The main types of seafood produced in Bangladesh are shrimp, fish, and crab. The main export markets for Bangladeshi seafood are the United States, the European Union, and Japan. The main challenges facing the Bangladeshi seafood industry include a lack of processing facilities and lack of access to capital.

The seafood industry in Bangladesh has seen a dramatic increase in recent years, as the country's growing middle class has developed a taste for seafood. The industry is currently worth an estimated \$1.2 billion, and is projected to grow at a rate of 10% per year through 2020. While most of the seafood consumed in Bangladesh is imported, the country has seen a surge in domestic production of shrimp, lobster, and other seafood products.

Chapter 2: Business Model

2.1 Business Plan

This document outlines the business plan for a our sea food business. The business will produce and sell various types of seafood, including fish, shellfish, and crustaceans. The company plans to open several retail locations in major metropolitan areas. We also plans to sell its products through online and mail order sales channels. Our business has been structured as a limited liability company.

2.2 Mission

The mission of a seafood business is to provide our customers with fresh, high-quality seafood products. The business strives to meet the needs and expectations of the customers by providing a variety of seafood products that are both convenient and affordable. The seafood business Sea Zone BD also aims to promote sustainable fishing practices, which will help to preserve the world's fisheries for future generations.

2.3 Vision

The vision of our sea food business is to provide fresh and sustainable seafood to consumers. The company seeks to provide a unique experience through its storefront and online presence. It will offer a variety of seafood options, including fish, shellfish, and crustaceans. The business will seek to use local resources as much as possible in order to reduce its environmental impact.

Chapter 3: Marketing Plan

3.1 Offline Marketing

Offline marketing for a seafood business generally refers to traditional marketing methods that are executed outside of the digital world. This might include activities like television or radio advertising, print ads in newspapers or magazines, or direct mail marketing. Offline marketing can be a very effective way to reach potential customers, but it can also be expensive, so it's important to carefully plan and execute any campaigns.

We are planning to do offline marketing with print media to establish our brand locally and earn the trust of being a sea food business that people can rely on.

3.2 Online Marketing

Online marketing for a sea food business can include developing a website, creating a social media presence, and using search engine optimization techniques to improve the visibility of the business online. Advertising and promotional campaigns can also be conducted online, and email marketing can be used to reach potential customers.

We are planning to launch our website. We are now operating our business through Facebook Page to reach out to potential customers all over the country.

3.3 Expansion Plan

We are planning to expand our business internationally. We are already exporting to gulf countries and asian countries. We are planning to expand our business to reach maximum customers. Our target customers include big frozen sea food firms and restaurants.

Chapter 4: Strategic Plan

4.1 Operations

The business of harvesting, processing, and marketing seafood is a complex and challenging one. There are many factors to consider when operating a seafood business, from the type of seafood being harvested to the market conditions. The goal of any seafood business is to produce a high-quality product while making a profit. There are many different ways to achieve this goal, and each business must find the approach that works best. We operate very simply in the country we take orders from our customers after we process our products. Our unique selling proposition is the packaging. Our packaging maintains international standards.

4.2 Transportation and Logistics

Transportation and logistics for a seafood business generally refers to the process and systems involved in getting seafood from where it is caught or harvested to where it will be sold or consumed. This can include activities such as fishing, farming, harvesting, processing, packaging, and shipping. In order to ensure that seafood is fresh and meets quality standards, it is important to have a reliable transportation and logistics system in place.

We have frozen containers and truck for transportation and we have 100% local logistics for processing and packaging our frozen sea food and dry fish products.

4.3 Export

Export for a Sea Food Business in Bangladesh refers to the process of sending goods or services from one country to another. In this case, a sea food business in Bangladesh is looking to export their products to other countries. There are a few things that need to be considered when exporting goods, such as tariffs, quotas, and shipping costs. It's also important to find a market for your product and make sure that there is demand for it in the destination country.

We export our sea food products in Malaysia, Singapore, Taiwan, China and so on. We deal with our foreign customers through online media then we take orders from them and ship our products to them easily. When exporting these kind of products you need to have an export license.

Chapter 5: Competition

In business, competition occurs when two or more organizations attempt to serve the same customers with similar products or services. This can lead to price wars, innovation, and even market saturation. In a competitive environment, businesses must continually improve their products and services in order to stay ahead of the competition. They must also find ways to differentiate themselves from their rivals, in order to attract customers.

5.1 Local Competitors

The local seafood market in Bangladesh is highly competitive, with a variety of businesses competing for market share. Some of the key competitors include major grocery stores, restaurants, and street vendors. Each business has its own strengths and weaknesses, which makes for an interesting and challenging market landscape. The businesses that can best understand their customers and adapt to changing trends will be most successful in the long run.

Businesses that compete with a sea food business in Bangladesh would include other seafood restaurants as well as supermarkets that sell seafood products. These businesses may be located in the same city or in other cities in Bangladesh. The competition may be influenced by the prices that the seafood restaurant sets for its products, the quality of the food, the level of customer service, and the atmosphere of the restaurant.

Our competitors are Swapno from ACI Limited, Agora, Uni Mart and Meena Bazar. They also sell sea food products. Sometimes they are our customers but most of the time they source the products themselves where they become our direct local competitors.

5.2 Competitive Advantage

There are a few key things that a seafood business in Bangladesh can do to create a competitive advantage for itself. First, it is important to have a strong reputation for quality seafood. This can be done through providing high-quality products and excellent customer service. Additionally, businesses should focus on keeping their costs as low as possible in order to remain competitive. Finally, it is important to have a good distribution network in order to get the seafood to customers quickly and efficiently.

5.3 SWOT Analysis

Strength:

We have the frozen containers and truck to transport our sea food products to deliver on time all over the country as quickly and efficiently possible. Our packaging is unique and follows international standards.

Weakness:

We are lacking to overcome cold storage facilities. We need bigger facilities to store our processed sea food products.

Opportunity:

We have an opportunity to attract foreign customers to buy from us and we export our products to them.

Threat:

Big corporations like ACI Limited or Pran RFL Limited can become a major rival in the industry.

Chapter 6: Conclusion

A market feasibility study for a seafood business in Bangladesh found that there is significant potential for the business to be successful. The study showed that there is a large demand for seafood in the country, and that there are few competitors in the market. Additionally, the study found that the seafood industry in Bangladesh is growing rapidly, and that the country has a favourable business environment. Based on these findings, the study recommends that a seafood business be launched in Bangladesh.

A complex business analysis of a sea food industry in Bangladesh would likely conclude that there are a number of opportunities and challenges for this type of business. The main opportunities may include the growing demand for seafood in the country, as well as the potential to export products to other markets. The main challenges are likely to be related to the limited infrastructure and lack of experience in the industry.



SEA ZONE BD
An Unique Frozen Sea Fish And Dry Sea Fish Provider In Bangladesh
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01537537617

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The banner features a stylized fish logo on the left, a cartoon man in a blue shirt pointing towards a frozen fish in a white box, and a yellow delivery van with 'DELIVERY' written on its side. The background is a gradient of blue and white.



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