

# **Project Implementation on “Business Plan of Riddho Digital”**



**Submitted by:**

Sheik Md. Farhan Afiful Haque

191-45-184

Department of Innovation and Entrepreneurship

Daffodil International University

**Project Implementation**  
**on**  
**“Business Plan of Riddho Digital”**

Course Name: Project 12

Course code: PW-612

Semester: Summer 2022

Submitted to:

Md. Kamruzzaman Didar

Assistant Professor & Head

Department of Innovation and Entrepreneurship

Daffodil International University



**Submitted by:**

Sheik Md. Farhan Afiful Haque

191-45-184

Department of Innovation and Entrepreneurship

Daffodil International University

## LETTER OF TRANSMITTAL

To  
Md Kamruzzaman Didar  
Assistant Professor & Head,  
Department of Innovation & Entrepreneurship  
Daffodil International University

Subject: Submission of "**Business Plan of Riddho Digital**"

**Respected Sir,**

With great pleasure, I am presenting my project report on the topic "**Business Plan of Riddho Digital**" While preparing this report, I have followed your instructions and guidelines. This report has been completed by my experiences and ideas. 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 on primary and secondary sources.

I, therefore, request you to accept this report and give me proper suggestions to work in my professional life and I pray and hope that the mistakes the report may have will be kindly Excused.



**Sheik Md Farhan Afiful Haque**

ID: 191-45-184

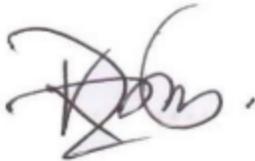
Batch: 13

Department of Innovation & Entrepreneurship  
Faculty of Business & Entrepreneurship  
Daffodil International University

## **CERTIFICATE OF APPROVAL**

This is to certify that the final project report entitled "**Business Plan of Riddho Digital**" has been prepared by Sheik Md. Farhan Afiful Haque; ID: 191-45-184 as a partial fulfilment of the the degree from the Department of Innovation & Entrepreneurship of Daffodil International University

I wish him every success in life



**Md Kamruzzaman Didar,**

Assistant Professor & Head

Department of Innovation & Entrepreneurship

Daffodil International University

## ACKNOWLEDGEMENTS

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

I express my sincere gratitude to my report supervisor **Md Kamruzzaman Didar, Head** ,  
Department of Innovation & Entrepreneurship, Faculty of Business & Entrepreneurship,  
Daffodil International University

I have tried my best and worked hard over the last three weeks to prepare this report.

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

I am very thankful to them.

## **Executive Summary:**

Riddho digital is one of the fastest growing 360 digital marketing agencies in Bangladesh. Riddho digital has a wide range of services including digital & tech service. Riddho digital only deals with Canadian clients. They are mainly Canadian SME focused agencies. Riddho digital provides services from Dhaka Bangladesh. We are actually a very SME friendly startup in Canada, And earning foreign remittances for Bangladesh.

In Canada our main target is SME. Our cost of service is very minimal only for the SME owners. For our minimal service charge they hire us and get quality service. Which actually helps them to grow their business and also helps us to boost our country's economy.

We have a great professional team for tech and digital. We are now providing all kinds of digital and tech services. Our team members are highly professional and they are very motivated to provide the best service at any cost.

That's why we are growing every day with our team and services. And increasing our diversified services.

## Table of Content

Section	Details	Page No.
<b>Formal Section</b>	Letter of Transmittal	i
	Certificate of Approval	ii
	Acknowledgement	iii
	Executive summary	iv
<b>1.0 Introduction</b>	1.1: About Riddho Digital	1
	1.2: Objectives of the report	1
	1.3: Background of the report	1
	1.4: Methodology	2
	1.5: Limitations	2
<b>2.0 About Riddho Digital</b>	2.1: Business Description	3
	2.2: Mission	3
	2.3: Vision	3
	2.4: Core values	3
	2.5: Business model	3
<b>3.0 Riddho Digital Business Overview</b>	3.1: Business Model of Riddho Digital	4
	3.2: Target Markets	4
	3.3: Service Offerings	4
	3.4: Revenue Model	5
	3.5: Competitive Analysis	5
<b>4.0 Riddho Digital Marketing Plan</b>	4.1: Short-Term Marketing Plan	6
	4.2: Long Term Marketing Plan	6
<b>5.0 Riddho Digital Financial Analysis</b>	5.1: Revenue Model Explained	7
	5.2: Customer Lifetime Value Analysis	7
	5.3: Accounting of Riddho Digital	7
	5.4: Financial Forecasting	8

<b>6.0 Riddho Digital Expansion Plan</b>	6.1: Growth Model	<b>9</b>
	6.2: Enhancement of Customer LifeTime Value	<b>9</b>
	6.3: Customer Acquisition	<b>9</b>
	6.4: International Expansion	<b>9</b>
<b>7.0 Riddho Digital Challenges</b>	7.1: Funding	<b>10</b>
	7.2: Accounts Receivable	<b>10</b>
	7.3: Lost Revenue	<b>11</b>
	7.4: Exchange Rate Fluctuations	<b>12</b>
	7.5: Fund Transfer	<b>12</b>
<b>8.0 Riddho Digital Conclusion</b>	8.1: Conclusion	<b>13</b>

# **1.0**

## **Riddho Digital**

### **Introduction**

## **1.1: About Riddho Digital**

Riddho Digital is an innovative Canada-based Digital Marketing Company that helps small businesses succeed online. We work closely with our clients to develop a comprehensive digital marketing plan that leverages the latest and best marketing techniques to drive growth. Our team consists of experts who can help your company achieve success through digital marketing, including website design, SEO, PPC, SMO, social media marketing, and more. With offices located in Canada and Bangladesh, we offer services across the globe. Our mission is to empower small and medium sized businesses to grow and thrive, so they can continue to contribute to the economy during these uncertain times.

## **1.2: Objectives of the report**

- The main objective of this report is to examine Riddho Digital and its objectives, strengths and weaknesses. The report provides an outline of the company focusing on its business model, marketing efforts and financials.
- A detailed analysis of each section is provided along with my thoughts and observations on the future prospects of Riddho Digital. I have also included strategies that could help the company remain profitable and growing.
- There are various ways to manage your business for success; from improving sales methods, to restructuring your business operations for greater efficiency. The report provides information about these aspects, and how to implement them.
- I hope that this report helps potential entrepreneurs by providing insight into the ins and outs of starting a successful online marketing business.

## **1.3: Background of the report**

In the background of our research, we've analyzed everything we can about Riddho Digital, starting with their website, social media pages, press releases, and any other relevant publically available material.

I've also interviewed the founders of Riddho Digital, Shakhawatullah Badhon and Safiul Bashar, to learn more about their company and how they've managed to achieve success. Their growing strategy , operational financial plan and so on.

Additionally, we've investigated all aspects of the business including finances, marketing strategies, operations plans, customer targeting, expansion plans, and threats to growth, to gain an in depth knowledge of how Riddho Digital operates.

## **1.4: Methodology**

For this project, I used multiple methods to acquire data including conducting interviews with the company's founder, reviewing financial statements, and analyzing the company's website and social media posts.

In addition, I consulted several third party resources to verify key facts about the company. Lastly, I interviewed a number of employees who were familiar with the company's operations. Through these various means, I was able to produce a comprehensive report that accurately characterizes the business's current position and future prospects.

## **1.5: Limitations**

While going through the documents, I've come across a number of issues. Some of these issues can be viewed as shortcomings of my research. Lack Of Information: Despite being able to obtain many of the current operational and financial details about the company,

I haven't been able to obtain an overall view of the whole firm. This is mainly because the firm is itself quite new, so all the information is liable to change. Changes could make the data inaccurate. Lack of Industrial Data : The digital marketing industry is a rather vague one. Companies don't give out their return on investment for their campaigns.

This leads to uncertain data collected from various sources as well. Lack of Experience : I'm still learning about digital marketing, and I might not have fully understood certain strategies used by experts. That could cause vague explanations in my research paper.

**2.0**  
**About**  
**Riddho Digital**

## **2.1: Business Description:**

Riddho digital is one of the fastest growing digital marketing agency in Canada. Riddho provides 360 marketing and web development solution services to the SMEs of Canada. In Canada, we provide highly competitive and affordable services to our customers. Our main focus is not to make money only. We believe in sustainable development. So we maintain some core values that provide customers advice. We study about customer business, their target and so on.

We help our clients to achieve their target and our business expertise team always looks forward to understand about the trends, achievements and so on. So it helps our clients to grow more. And we maintain a good relationship with them. So they stay and being loyal with us.

## **2.2: Mission:**

To ensure the effective creation of exceptional products and services, and the effective delivery of quality customer service, we develop strategies to achieve measurable results, improve operational efficiency, and create an organizational culture built upon shared values, mutual respect, trust, integrity, accountability, and responsibility.

## **2.3: Vision:**

To offer web, digital and software services in the competitive global market. And being a market leader. And shine the name of country

## **2.4: Core Values:**

Treat others how they would like to be treated. If you're not sure what someone wants, ask them. If you don't understand something, just say so. Just listen to understand. You'll learn faster if you do things differently. Be open about your progress. Share your findings with those who care. Keep working until it stops being hard. Know when to quit. Keep learning. Always strive to improve.

## **2.5: Business model:**

Riddho digital offers three types of service.

- **Monthly package:** It includes a 360 solution package for a company. It also can be customized package according to the client's demand.
- **One time purchase:** This package offers one-time service to our clients. Like if our clients want to develop a website they can buy a website from us. Also they develop it for one time. And they can maintain it through others or in-house.
- **Customized Package:** This package actually works based on what customers want from us. Here we talk with our clients share both of us our demand and wants and then we fix a service price and time line.

# **3.0**

## **Riddho Digital Business Overview**

### **3.1: Business Model of Riddho Digital**

Riddho Digital will be a British-Columbia-primarily based totally promoting Agency that specialize in offering innovative virtual promoting answers for little to medium-sized corporations. With a crew of practised and licensed professionals, the company assist to require corporations to successive stage with ultimate promoting strategies.

Riddho Digital will be a full-provider enterprise, which means that they offer a very good kind of offerings as nicely as internet site fashion and development, SEO, social media promoting, PPC, and e-mail promoting. The enterprise additionally gives a very good kind of custom answers that rectangular degree tailor-made to fulfill the unique dreams in their consumers.

The enterprise version of Riddho Digital revolves round offering its consumers with measurable results.

The enterprise prides itself on its capacity to force traffic, leads, and income for its consumers. so one can try and do this,

Riddho Digital employs a very good kind of virtual promoting strategies that rectangular degree attempted to determine out.

By offering cost-green promoting, they're geared up to cater to their goal market (small & medium enterprise owners) United Nations enterprise has the little or no finances to pay for exposure and helping them to develop their enterprise.

### **3.2: Target Markets**

The target market of this business is small to medium sized businesses in Canada. They specialize in providing digital marketing services to enhance the businesses' growth without having them pay extra for the service.

These techniques ensure that clients don't have to pay any additional to grow their businesses further. This allows them to make the process of advertising more sustainable and economical. Additionally, helping these businesses grow helps contribute to the overall social well being of the country.

Small and medium sized businesses are the backbone of the Canadian economy. Helping them grow means we're supporting the economy and society in general.

### **3.3: Service Offerings**

Riddho Digital aims at creating a safe environment where they could assist new businesses and small business owners discover how to improve their operations through digital technologies.

Their primary focus on website design and development, custom software and app development, and technical strategies. They also offer a number of additional services including API development, custom application programming, web application development, mobile app development, user interface (UI)/user experience (UX) design, responsive design, WordPress website development, Magento e-commerce store development, Shopware e-commerce store development and more.

### **3.4: Revenue Model**

Riddho Digital currently operates on a monthly retainer service, where clients pay a set amount every month for its services and receive updates on progress throughout the project. In addition, clients receive ongoing support after project completion. For some services, such as social media management, they provide a pay per activity model.

Client can choose to pay a certain amount everytime they witness a success from their campaigns. This revenue model helps the company remain afloat and continue providing its valuable services to clients. Additionally, it helps the company reinvest its profits back into the business.

For some services, client pays only once, typically including site design and development services. They generally include initial consultation and setup to ensure the new website meets your needs.

### **3.5: Competitive Analysis**

Marketing agencies in Canada offer extremely competitive prices to small businesses, ensuring they can afford quality services. Those firms offering low-cost marketing services tend to specialize in serving smaller clients who may not require the same degree of expertise as larger clients do.

One such company is Riddho Digital, who provides digital marketing services at affordable prices. Located in Toronto, the agency works closely with small and mid-sized business owners to help them increase their online presence. Most projects are managed remotely from a separate offshore branch, where client support staff can communicate directly with the team responsible for project management. Clients receive the benefits of accessing a broad range of skills, resources, tools, and technologies at a fraction of the cost of hiring full-time employees.

What distinguishes Riddho Digital from other companies is its commitment to quality service at a highly competitive price. With an offshore office in Dhaka, the company can easily outsource most of its work to its Dhaka office, where staff members handle every task efficiently. As a result, it's able to save significant amounts of money without affecting its profits.

# **4.0**

## **Riddho Digital Marketing Plan**

#### **4.1: Short-Term Marketing Plan**

In order to acquire leads and increase brand awareness for their business, Riddho Digital utilizes a variety of internet marketing strategies. They employ traditional inbound and outbound methods such as website posting and emailing.

They also make use of newer forms of digital marketing which include SEO (search engine optimization), SMO (social media optimization) and PPC (pay per click). Depending on the clients' needs and budget they utilize different combinations of these digital marketing techniques.

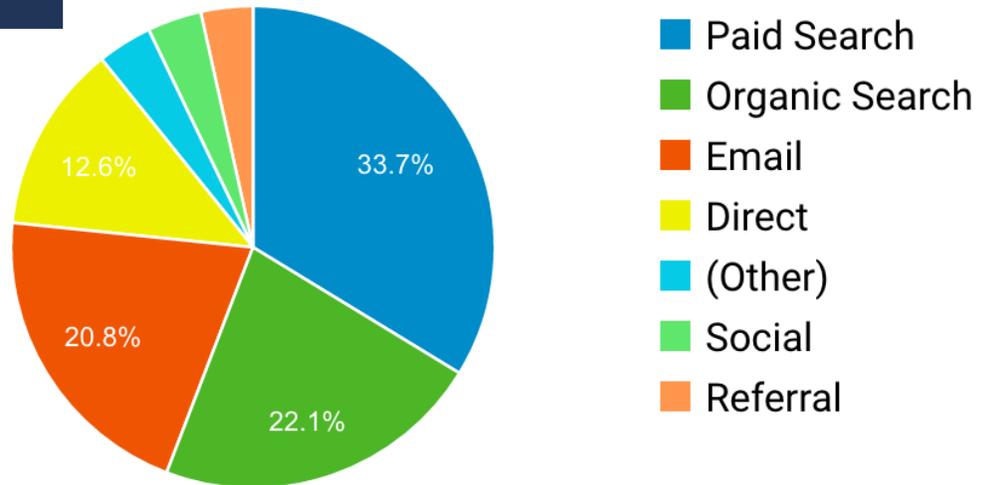
#### **4.2: Long Term Marketing Plan**

The long term growth strategy for Riddho is based around expanding the client base and increasing the services offered. In order to do so, Riddho will focus on growing its digital advertising and marketing campaigns, as well as hiring new sales personnel. Sales & Marketing Sales and marketing will continue to be integral parts of Riddho' business, as they were key in winning new customers and increasing overall revenues.

The agency will use specific sales funnels to track where prospective buyers are coming from, and to determine what stage of the buying process they're in. In order to ensure that those who sign up for the service actually end up buying something, the agency will offer incentives including coupons and discounts. Once the sale is made, the agency will collect payments and send proof of purchase to the client. If Riddho is able to sell the product, it will bill the correct price to the client.

If a client rejects a product after signing a contract, Riddho will get a refund. On the positive side, however, if the client decides not to reject the product, he'll pay a monthly fee for maintenance.

## Our Channels:



# **5.0**

## **Riddho Digital Financial Analysis**

## **5.1: Revenue Model Explained**

The main source of revenue for the company comes from the sales of their services. The company offers a wide array of services, including SEO (search engine optimization), online advertising, content writing, social media marketing, etc. They charge their clients a monthly fee, depending on the scope of the project and the number of hours involved. In addition, they charge an hourly rate plus a setup fee for website development, and various types of marketing and other services. The client pays monthly for the service package based on the number of hours that they require. Their primary source of income is a subscription-based model for their website design, paid SEO services, and various other services. Additionally, the company charges one-off costs for website development, marketing services, etc.

**Subscription Model** The subscription model consists of a fixed monthly rate based around an agreed amount of leads per delivered list. The advantage of this model is that it allows clients to budget their resources, knowing exactly what they're paying for every month. In addition the income is predictable.

**One Time Model** The one time model involves a payment upfront. Clients are charged a set amount of money for the project and the company then delivers whatever it says it will. The main advantage of this model is reduced risk for the agency because they know they get paid regardless of whether or not the project is completed successfully.

## **5.2: Customer Lifetime Value Analysis**

The customer lifetime value (LTV) is a key metric that every business wants to track. A LTV increases the overall profitability of your customer base. By focusing on improving the LTV of its clients, a company can increase its profits. Riddho Digital knows that the best way to increase the LTV of its customers is to make them feel special. No matter what they order, Riddho Digital tries its hardest to provide unique products and services tailored specifically towards the needs of each client. When a customer signs up for one-off offers, he/she receives dozens of additional bonuses and services. This helps the overall value of the customer increase, creating more opportunities for increased profits.

## **5.3: Accounting of Riddho Digital**

**Income** Riddho Digital offers digital media services to clients across the globe. The company primarily provides Digital Marketing Services - including Social Media Management, Search Engines Optimization (SEO), Email Marketing, Content Writing and Other Digital Media Solutions. They offer a variety of services to help clients succeed online. Apart from these services they also provide Web Development, CMS Development, Web Hosts, Domain Registration, Online Public Relations and Reputation Management Services. They have a strong

presence in India, US, UK, Australia, China, Dubai, Singapore, Nigeria and Kenya among others. Some of their major clients are Fortune 1000 Companies, Small Businesses and Startups. They have worked with hundreds of thousands of happy clients who have benefited greatly from their services. They've seen tremendous growth through the years.

#### **5.4: Financial Revenue**

Riddho Digital is an ever growing business that has seen high profits and increasing client base. With more revenue, higher profits and more clients, the agency expects to double its profit margins next year. In addition to expanding, the agency plans to hire new employees and add more staff.

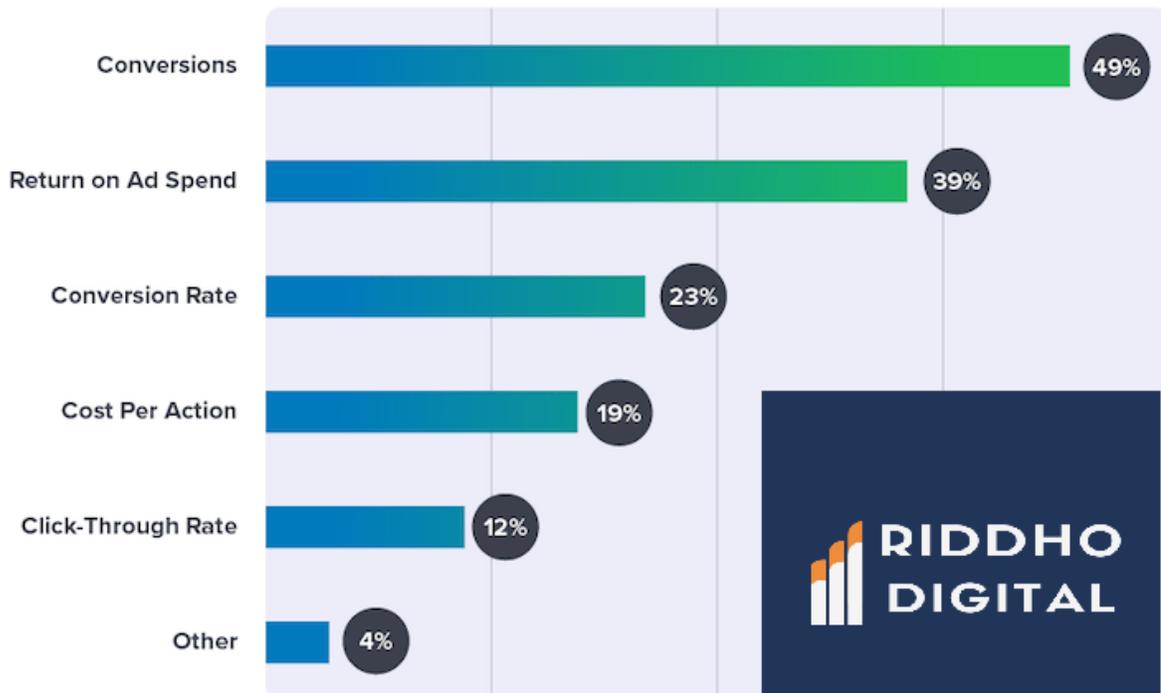
##### **Expense:**

<b>Details</b>	<b>Expense (monthly)</b>
Employee Wage	220,000/-
Office Rent	36,000/-
Operationa and Marketing Cost	100,000/-
Total	356,000/-

### Our Clients List and Turn over

Name of Clients	Their payment
AG Group Canada	650 CAD
Mr Relokate	400 CAD
Traf Construction	700 CAD
Tools Lab	100 CAD
<b>Total Turn over</b>	<b>1850 CAD</b>

### Our Referral:



# **6.0**

## **Riddho Digital Expansion Plan**

### **6.1: Growth Model**

The main growth strategy of Riddho Digital is to attract new clients, and up sell services to existing clients. To do so, the agency must increase its client base. For this reason, the agency is seeking to expand its client base by acquiring new clients, and improving services offered to its existing clients. Currently, the company is trying to grow its business through hiring new employees, as well as increasing office space. However, due to the reasons explained above, the company cannot meet its goals of growing its business without hiring additional staff, and upgrading its physical facilities.

### **6.2: Enhancement of Customer LifeTime Value**

One of the primary objectives of Riddho Digital is to improve customer lifetime value (CLTV). This may be achieved by implementing various strategies including enhancing customer loyalty, improving customer spending habits, and increasing the frequency of purchases from current customers. Furthermore, the agency has already implemented various measures to enhance customer loyalty. Nevertheless, as for the third goal, they're currently exploring new services to complement the existing ones. These additional services won't only benefit existing customers, but will additionally cross sell to existing clients thus increasing the overall CLTV.

### **6.3: Customer Acquisition**

Riddho Digital is one of the leading agencies in the UK when it comes to digital marketing services. The company offers a range of online advertising products including SEO services, pay per click advertising, PPC advertising, social media management and website design. With regard to expansion plans, the firm is already operating in countries such as Germany, France, Italy, Spain, Poland, Sweden, Russia, India and Turkey. In addition, the company is also eyeing opportunities in the USA. As for staff increases, the firm is aiming to recruit new individuals to manage operations in the USA and Australia markets. On the contrary, the firm is seeking experienced personnel to handle the existing client bases.

### **6.4: International Expansion**

The new website is likely to be launched within six months. The company expects to expand its operations to the US and UK soon. The change requires a significant amount of investment in technology, personnel and marketing. The strategy aims to improve client service and increase sales. The company intends to promote its products via social media, online, television and radio advertising, and print ads. The goal is to gain maximum exposure to potential customers. In order to succeed, the company must offer high quality services to its target market. To make the biggest splash possible, the firm is ready to spend money.

# **7.0**

## **Riddho Digital Challenges**

### **7.1: Funding**

One of the primary challenges facing any company is acquiring funds for further growth. With new customers coming on board, Riddho Digital must commit additional capital or raise money through outside financing. In order to do so, they must look for external investments. Due to their financial stability, the firm can tap into various types of funding options, including banking institutions, private equity firms, and Venture Capitalists. Depending upon the type project they undertake, the return may vary significantly.

### **7.2: Accounts Receivable**

A second challenge that agencies face are unpaid bills. Since digital marketing provides services on a monthly basis, it can take longer for clients to pay their bills. This puts a strain in the firm's budget, and limits its ability of investing in marketing tools and technologies. The agency is looking at ways to improve its payment collection procedure, so it can collect payments in better period of time. This will help the agency boost its revenue, and enable them to grow at a rapid pace.

### **7.3: Lost Revenue**

A third challenge that Riddho Digital faces is with losing revenue. Due to the nature of the digital marketing industry, it is often hard to track the results of marketing campaigns. This can lead clients not renewing their contract, or choosing other agencies. To combat this, Riddho is trying to increase its investment in Analytics and tracking tools. These will help the company to track the results of its campaigns, and understand what works and what doesn't. This will help to improve clients retention rates, and increase the profitability of the company. Furthermore, some clients just don't pay after the service period is done, causing a lot of financial stress on the agency.

### **7.4: Exchange Rate Fluctuations**

A fourth challenge that an organization faces is with exchange rate variability. Due to its international expansion goals, Riddho Digital must handle its costs in multiple currencies. This may prove challenging, given the value of these currencies generally fluctuates on a daily basis. In order to protect itself from such fluctuations, the agency is looking into ways of hedging its forex risks, and shielding itself from sudden changes in market values. This will assist in minimizing the negative impacts of forex volatility on the organization.

### **7.5: Fund Transfer**

While most of the firm's main business comes from Canada, they operate from Bangladesh. Although moving the money from Canada to the country requires a great deal of work, it also brings about a lot of benefits. For example, it allows the company to save a lot of time and energy, and it also saves a lot of money. Therefore, the firm is contemplating ways to improve upon these processes to ensure that they can run perfectly smoothly.

# **8.0**

## **Riddho Digital**

### **Conclusion**

## **8.1: Conclusion**

Riddho Digital is a leading provider of high-quality digital marketing solutions that help Canadian businesses manage their online presence. Located in downtown Toronto, the agency focuses on creating innovative strategies and tools tailored specifically to each customer's needs, ensuring an excellent return on investment (ROI).

Besides providing traditional marketing services, the company also takes advantage of modern technologies such as SEO, PPC, mobile app development, and CRM software to maximize brand awareness and conversions. Through advanced analytics and reporting tools, the agency helps clients accurately measure ROI and make informed decisions about future projects. The highly skilled team behind Riddho Digital includes experts with backgrounds in both technology and creative fields, allowing it to provide a full range of services to its customers.

The agency faces some challenging factors, including obtaining funding; accounts receivables; lost revenue; and foreign currency fluctuation. However, it is looking into ways to deal with these issues. Furthermore, as it continues to grow, it faces a number of challenges, including obtaining funding, managing accounts receivables, losing revenues, and foreign currency fluctuations.

Even though it encounters these problems, it has already begun to address them. In addition, as it prepares to expand further, it faces a number challenging factors, such as gaining financing; maintaining accounts receivables; losing revenues; and foreign currency fluctuations. Still, despite these challenges, it is very much looking forward to advancing.

Having said that, Riddho Digital has an exceptionally bright future ahead, and we are delighted to see what the company can accomplish in the coming years.