



Social Business

To Create Employment Opportunities to Fight Smuggling

What is the Social Problem?

Scarcity of employment opportunities is causing women and young girls and boys in the border areas of Jessore to resort to:

- Illegal smuggling of goods
- Prostitution
- Drug Addiction
- Other anti-social activities

How can the problem be solved?

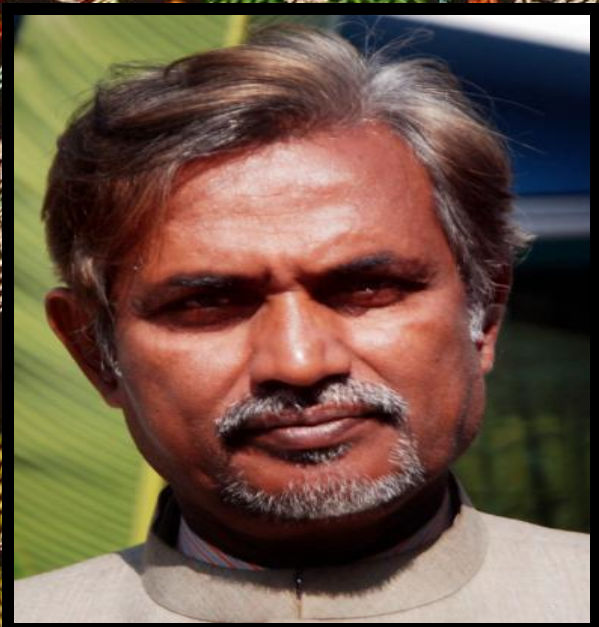
Engage this high risk group in the production of superior quality clothing and handicrafts items so as to create employment opportunities and pay fair wages.



Entrepreneur: **Ms. Binu Ara**

- Member of Grameen Bank since 2006
- Borrower No:1859, Group 4, Jessore
- Proprietor, **AHONA FASHIONS**, Jessore New Market

Set up in 2000, Ahona Fashions engages in the production of clothing and handicraft items. She currently employs 32 day workers and 2000 field workers in Jessore Area.



Entrepreneur: **Mr. Fakir Shawkat**

- Editor, **The Daily Provat Ferry**, Jessore
- Ex-President, **Jessore Press Club**

Presented a project proposal of doing a handicrafts related social business at 5th Social Business Design Lab. Now has collaborated with Ms. Binu Ara for this new endeavor.

WANTS TO CONVERT CURRENT BUSINESS INTO A SOCIAL BUSINESS



LOOKING FOR:

Business Expansion

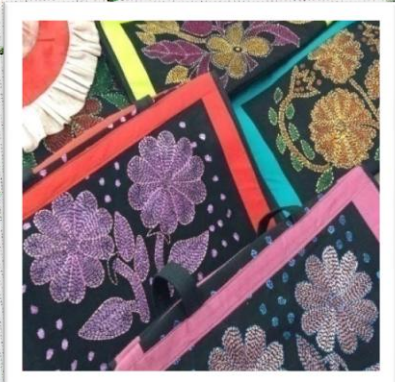
New marketing channels locally and internationally

Investors for business growth



Clothing Items

- Panjabi @ Tk. 600-720
- Fotua @ Tk.500 - 600
- Baby Dresses@ Tk. 300-TK 500



Nakshi Katha Items

- Bags @ Tk. 100-Tk. 200
- Nakshi Katha @ Tk 4000-4800
- Naskshi Shari @Tk. 1000-1200



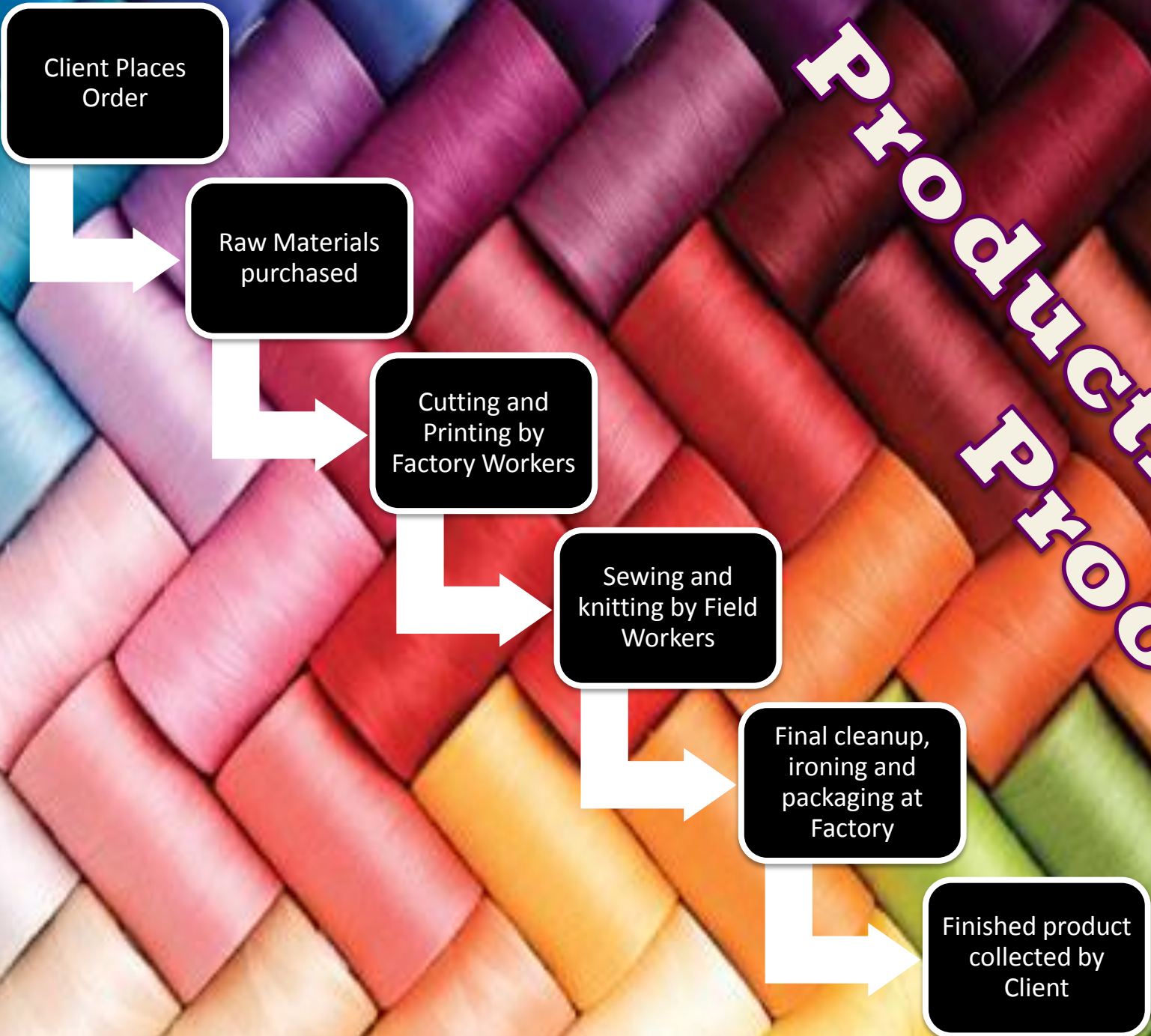
Household Items

- Wall Mats @ Tk.450-Tk.480
- Cushion Covers @ Tk.200-240

Production and Pricing

Existing Production	Existing Month-wise Production in Pcs.	Production Price of each item(Taka)	Selling Price of each item (Taka)
Bag: (i) Big	1050	200	240
(ii) Small	1500	100	120
Naskshi Saree	100	1000	1100-1200
Salwar Kameez	150	800	960-1000
Nakshi Katha	7	4000	4800
Blanket	10	2000	2400
Wall Mat	15	400	480
Cushion Cover	100	200	240
Panjabi	50	600	720
Fatua	50	400	480-500

Production Process



Client Places Order

Raw Materials purchased

Cutting and Printing by Factory Workers

Sewing and knitting by Field Workers

Final cleanup, ironing and packaging at Factory

Finished product collected by Client

Existing Operating Cost

Operating Income

<u>PARTICULARS</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
Sales in Taka	10,166,400	12,199,680	14,639,616
Production Cost	8,472,000	10,166,400	12,199,680
Gross Profit	1,694,400	2,033,280	24,39,936
<u>Administrative Cost:</u>			
Salary & Wages	600,000	700,000	800,000
Remuneration	750,000	960,000	960,000
House Rent	120,000	130,000	140,000
Electricity bill	36,000	42,000	48,000
Bank Loan	156,000	156,000	0
Depreciation	16,433	16,433	16,433
Total Administartive Cost	1,678,433	2,004,433	1,964,433
PBIT	15,967	28,847	475,503
Taxation @37.5%	5,988	10,818	178,314
Net Profit	9,979	18,029	297,189

Investment Costs · Break-Even Point · Pay-Back Period

• **Total Investment –**

Assets	316,000
Stock of RM	600,000
Working process	400,000
EXISTING INVEST:	1,316,000

• **Break-Even Point –**

End of Year 1

• **Pay-Back Period –**

End of Year 5

100

Social Impact



Help build alternative lifestyles to discourage involvement in illegal and anti-social activities

Create Employment Opportunities for disadvantaged groups

Women Empowerment