




**Social Business
to create employment and
livelihood for Savar tragedy
victims**

The entrepreneur

A portrait of Ms. Hema Helal, a woman with dark hair, wearing a blue patterned top, looking slightly to the right. The background is a blurred green outdoor setting.

Ms. Hema Helal
Founder, Sneha Foundation

“Sneha Foundation is an independent non-profit social development organization that mainly works with disadvantaged, orphaned and abandoned children in Bangladesh.”

The problem

On 24 April 2013, **Rana Plaza**, an eight-story commercial building, collapsed in Savar. with the death toll of **1,129** and Approximately **2,515** injured people,

Social Problem Addressed:

1. Post trauma joblessness & overall aimlessness
2. System that perennially traps them on charity dependence mindset and ruins any sense of work ethic. Bleeds to the next generation
3. Deprivation of the much needed and urgent medical, emotional & social support
4. Burden on local and national economy

Objective



- To rehabilitate 30 effected families through employment
- Engage in a similar trade (**bag production**) with minimum job skill transfer
- Tap into high demand industry both locally and internationally
- Promote jute, cotton & other eco-friendly materials



Product Specification

Product Name	Size		
	S	M	L
Shopping Bag	✓	✓	✓
Tote Bag	✓	✓	✓
Laptop Bag	✓	✓	✓
Messenger Bag	✓	✓	✓
iPad Bag	✓	✓	
Camera Bag	✓	✓	✓
School Bag	✓	✓	✓
Travel Bag	✓	✓	✓
Rucksack	✓	✓	✓
Hand Purse	✓	✓	

Investment plan:

Machinery	Units	Cost
Non-woven heat- press machine	1	1,650,000
Non-woven sewing machine	24	440,000
Generator - 20kw	1	85,000
Re-coning machine	1	55,000
Cutting machine + table	1	35,000
Iron	2	2,800
Embroidery machine	1	65,000
Scissors	10	1,200
Housing	30	2,500,000
Furniture and Equipment	x	350,000
Working Capital:	(Salary , RM for 2 months and Advance to Lease Land)	2,500,000
Preliminary expenses		500,000
		8,184,000

FINANCIALS

Market and strategy

Market and Competitors:

- There is plenty of bag factories but none with such detailed facilities
- Competitors are mainly small scale, for profit initiatives
- No such social business model in the country

Target customers:

- Local mega shops and stores
- International chains and corporations



The location of the Project

Rajendrapur, Pabur
- 1.5 acres leased land



Financial Forecast

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Particulars	1st Year	2nd Year	3rd Year	4th Year	5th Year
Sales	46,922,400	52,485,408	60,455,040	69,876,187	79,481,506
Less : Raw Materials Cost	32,628,960	36,668,506	41,184,019	44,603,388	49,297,697
Production O/H:	2,436,480	3,104,112	3,718,282	4,424,244	5,206,105
Cost of Goods Sold	6,394,420	6,708,664	8,962,887	13,611,874	17,029,067
Sales & Promotional Exp.	3,054,240	3,349,901	3,884,112	4,609,466	5,280,155
PBIT	3,340,180	3,358,763	5,078,775	9,002,408	11,748,913
Taxation @ 37.5%	1,252,568	1,259,536	1,904,541	3,375,903	4,405,842
Net Profit	2,087,613	2,099,227	3,174,234	5,626,505	7,343,070

Break Even Period: 1.2 years

Payback Period: 3 years

Social Impact



- The social business creates jobs for 30 effected workers and pays wages at best rate

- The project gives the workers and their families (30x4=120) them a secure place to live with family in a community setting

- A portion of the earned profit form this social business will be spent in bettering their lives [improved living, education fund, entrepreneurial efforts]

- Facilities i.e. children's education, medical support & counseling ensure healing

- Positive impact on the environment

Log-term plans



This bag factory social business will support the above 3 projects to switch from the charity model to self sustenance

1. Scholarship program: 125 Students at the grass root level continue their studies with this fund.
2. Orphan Sponsorship Program: 135 Children who have lost one or both parents in the Savar tragedy are on this registry.
3. Sneha's children's home where 100 abandoned children will be raised from infancy to adulthood.