

ASMA FASHIONS



Grameen Shakti SamaJik Byabosha Ltd.

Business Picture



ASMA AKTER TITHI

NOBIN UDYOKTA (*New Entrepreneur*)



BRIEF BIO OF THE ENTREPRENEUR

Name	ASMA AKTER TITHI
Father's Name	AHAMMAD BHUIYAN
Age	01-01-1985 <i>(29 Years)</i>
Education Qualification	Class Five
Contact No.	01955-096318
Marital Status	Married
Address	Vill: Kawlar Moddo Para, P.O: Khilkhet P.S: Dokshinkhan Dist: Dhaka
Mother (Grameen Bank Borrower)	AMENA Member ID: 7527/3 , Centre No. 77 (Female), Group No.: 08 Branch: Dokshinkhan Uttara GB Member: 01-05-2007 <i>(7 Years)</i> Last Withdrawn Loan: Outstanding Loan: 12,960 taka Mobile Member:
Experience	Two year experience in running business. She is now interested to scale up his business.
Source	Grameen Shakti Samajik Byabosha Ltd.

Picture of NOBIN UDYOKTA & MOTHER



PROJECT SUMMERY



- ✓ Running a business with an experience of three years.
- ✓ Retailer of Sari, Lungi, Three Piece, Jerkins & Kids Cloth.
- ✓ The business is operating by entrepreneur & existing no employee.
- ✓ The shop is situated in entrepreneur own house.
- ✓ The entrepreneur has no other business.
- ✓ Average 12% gain on purchase.
- ✓ Business will be increase from the second year 5% gradually.
- ✓ Collects cloths from Tongi, Shekher hat, Norshingdi.

Existing Business

BDT (TK)

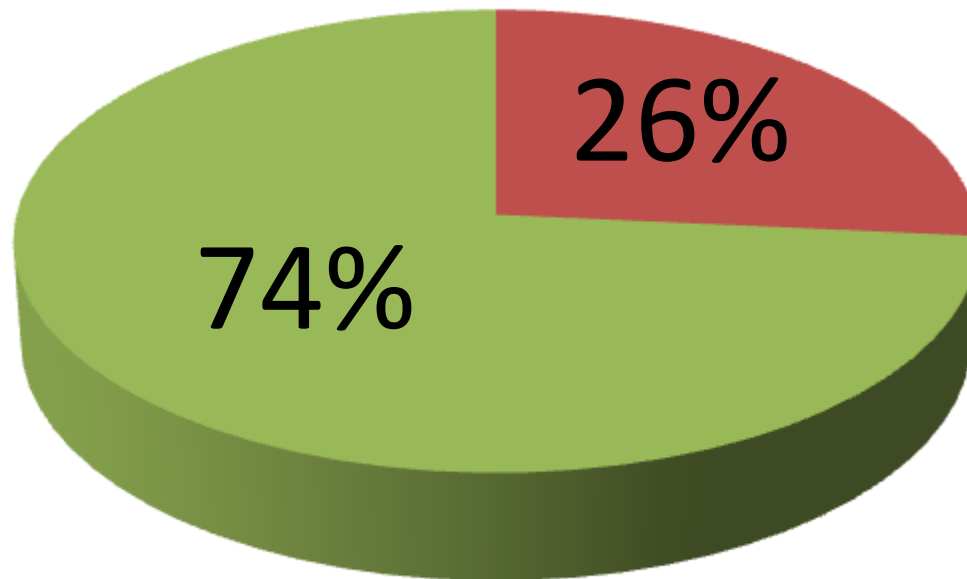
Particular	Daily	Monthly	Yearly
Revenue (sales)			
Three Piece, Jerkins	971	29,130	349,560
Saree, Lungi, Kids Cloth	933	27,990	335,880
Total Sales (A)	1,904	57,120	685,440
Less. Variable Expense			
Three Piece, Jerkins	867	26,010	312,120
Saree, Lungi, Kids Cloth	833	24,990	299,880
Total variable Expense (B)	1,700	51,000	612,000
Contribution Margin (CM) [C=(A-B)]	204	6,120	73,440
Less. Fixed Expense			
Electricity Bill		300	3,600
Transportation		2,000	24,000
Entertainment, SMS & Others		300	3,600
Total fixed Cost (D)		2,600	31,200
Net Profit (E) [C-D]		3,520	42,240

INVESTMENT BREAKDOWN

Particulars	Existing	proposed	proposed Total
Three Piece, Jerkins	20,000	50,000	70,000
Sari	10,000	50,000	60,000
Sewing Machine	6,000	-	6,000
Total	36,000	1,00,000	1,36,000

Source of Finance

- Entrepreneur's Contribution 36,000
- Investor's Investment 100,000
- Total 136,000



Financial Projection

BDT (TK)

Particular	Daily	Monthly	1st Year	2nd Year(+5%)	3rd year (+5%)
Revenue (sales)					
Three Piece, Jerkins	2,614	78,420	941,040	988,092	1,037,497
Saree, Lungi, Kids Cloth	2,240	67,200	806,400	846,720	889,056
Total Sales (A)	4,854	145,620	1,747,440	1,834,812	1,926,553
Less. Variable Expense					
Three Piece, Jerkins	2,334	70,020	840,240	882,252	926,365
Saree, Lungi, Kids Cloth	2,000	60,000	720,000	756,000	793,800
Total variable Expense (B)	4,334	130,020	1,560,240	1,638,252	1,720,165
Contribution Margin (CM) [C=(A-B)]	520	15,600	187,200	196,560	206,388
Less. Fixed Expense					
Electricity Bill		400	4,800	5,040	5,292
Transportation		3,000	36,000	37,800	39,690
Salary (self)		5,000	60,000	63,000	66,150
Entertainment, SMS& Others		500	6,000	6,300	6,615
Total fixed Cost (D)		8,900	106,800	112,140	117,747
Net Profit (E) [C-D]		6,700	80,400	84,420	88,641
Investment Payback			40,000	40,000	40,000

Project Objectives

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graph LR; A[Project Objectives] --- B[Self employment for the promoter]; A --- C[Create employment opportunity for others]; A --- D[To provide best service in the community.]; A --- E[Contribute in improving of socio-economic condition];
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Self employment for the promoter

Create employment opportunity for others

To provide best service in the community.

Contribute in improving of socio-economic condition

Risk Factor & Risk Management

Risk Factor

- ❖ Theft.
- ❖ Political unrest (Strike & Blockade).

Risk Management

- ❖ Proper Security measure will be taken.



THANK YOU

Grameen Shakti SamaJik Byabosha Ltd.

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