




Vision /Mission:

- The world has enough resources for all their inhabitants to have decent way of life, but resources are wasted and not fairly shared.
- We want valorize resources already produced in Bangladesh and share benefits and work fairly with as many people in need as possible.



Business object:

- Valorize through, poor rural women whose working daily labour in different place, Okaïdi and Obaïbi left over garments to finance slum school or/and training center.

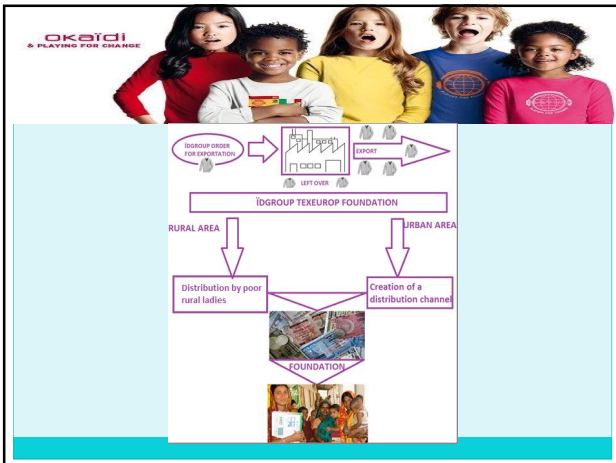



What social problem is it addressing?

- Maintain and develop employment in rural area
- Give access to school and formation to poor children and teenagers

How can it be overcome?

- Selling our clothes will permit to poor rural ladies to have high quality product at a very reasonable price and generate work and employment.
- Our benefits will be invested to set up and run slum school and training center.


Employment opportunity:

- Employment of rural poor women for selling the good
- Employment of teacher and school manager

Social Impact:

- Develop and increase earning and number of selling rural poor ladies.
- Give access to education and formation to slum children.


Legal Aspect:

- Company name and registration On process
- Investor IDGroup and Texeurop

vii) Project Location:

Marketing Strategy:

- Distribution canal
 - For rural area : Poor rural ladies
 - For urban area : Divisional city
- Target market/ area Both urban and rural area
- Competitors All baby and children leftover garments available in Bd.
- Risk factors Non implication of factories



Financial Forecast:


- a) Investment size:

The biggest part of the investment is made every time IDGroup place on order in BD. Left over is include in total order price. but before we never claimed for it. This "left over charge" is a security buffer and it's obligatory for every orders. We can say that until today we made investment for factories owner, from now this investment will be for a social business.
- b) Break Even point:

Be cause investment are constantly made by IDGroup to ensure its good quality and time delivery to Europe, charges for the social project will be low
- c) Pay back period:

Within two years
- d) Source of Fund:

IDGroup and Texeurop at a 50/50 ratio



	Pieces sold per year to GD	Average selling price to GD (BDT)	Total Turn Over (BDT)	Estimated turn over for final seller (BDT)	Job creation by social company + Job creation by education project
2013	90 000	40	3 600 000	7 920 000	100 + 15
2014	195 000	42	8 190 000	18 018 000	10 + 5
2015	210 000	45	9 450 000	20 790 000	10 + 5
2016	225 000	48	10 800 000	23 760 000	10 + 10
2017	240 000	50	12 000 000	26 400 000	10 + 5
Total after 5 years	960 000		44 040 000	96 888 000	175

Expenses ()	Office Equipment	Office worker	Vehicules + gaz	Total
2013	240 000 BDT	180 000 BDT	1 500 000 BDT	1 920 000 BDT
2014	240 000 BDT	180 000 BDT	200 000 BDT	620 000 BDT
2015	240 000 BDT	200 000 BDT	200 000 BDT	640 000 BDT
2016	260 000 BDT	180 000 BDT	200 000 BDT	640 000 BDT
2017	260 000 BDT	220 000 BDT	200 000 BDT	680 000 BDT
Total after 5 years	1 240 000 BDT	960 000 BDT	2 300 000 BDT	4 500 000 BDT

Financial Forecast

Financial Forecast	Revenue ()	Expenditure ()	Profits ()
2013	3 600 000 BDT	1 920 000 BDT	1 680 000 BDT
2014	8 190 000 BDT	620 000 BDT	7 570 000 BDT
2015	9 450 000 BDT	640 000 BDT	8 810 000 BDT
2016	10 800 000 BDT	640 000 BDT	10 160 000 BDT
2017	12 000 000 BDT	680 000 BDT	11 320 000 BDT
Total after 5 years	44 040 000 BDT	4 500 000 BDT	39 540 000 BDT