



**Grameen Kalyan**

***Proposed NU Business Name: New Shimanto Digital Studio  
& Video Center***



# ***BRIEF BIO OF THE PROPOSED NOBIN UDYOKTA***

Name and address	:	Rakhal Chandra Sarkar, Vill: Nupur Chinema Hall road, Post:Trishal, Upazilla : Trishal, District: Mymensingh.
Age	:	22 Years.
Marital status	:	Married.
No. of siblings:	:	1(One) Brother & 5 (Five) sisters.
Parent's and GB related Info	:	
(i) Who is GB member	:	Mother <input checked="" type="checkbox"/> Yes                      Father <input type="checkbox"/>
(ii) Mother's name	:	Shurbala Rani Sarkar
(iii) Father's name	:	Shree Anil Chandra Sarkar
(iv) GB member's info	:	Branch: Dhanikhola Trishal, Group # 05 , Centre # 27/M, Loan no. 3227/1, Member since: 2010, First loan: Tk.6000, Last loan: 30,000, Outstanding: 22,500.
Further Information:	:	
(v) Who pays GB loan installment	:	Father
(vi) Mobile lady	:	Nil
(vii) Grameen Education Loan	:	Nil
(viii) Any other loan like GCCN, GKF etc.	:	Nil
(ix) Others	:	Nil
Education, till to date	:	Class Eight.

## ***BRIEF BIO OF THE PROPOSED NOBIN UDYOKTA (CONT...)***

Present Occupation(Besides own business, i.e., persuading further studies, other business etc.)	:	Business.
Business Experiences and Training Info (years of experience, if s/he received any on- hand training, formal training, working experience as an apprentice etc.)	:	He has no formal training but 07 years working experience in running business.
Other Own/Family Sources of Income	:	Nil.
Other Own/Family Sources of Liabilities	:	Nil.
Contact number	:	01717094165
National ID number	:	19946129404000004
NU Project Source/Reference	:	GK/Trishal Unit/ Kakuly Dewan (2722).

## ***BRIEF HISTORY OF GB LOAN UTILIZATION BY FAMILY***

Entrepreneur's Mother is a GB member since 2010. At first she took GB loan BDT=6000 (Six thousand) and used the money in his business. Gradually Few times she took GB loan and utilized it in business purpose.

# ***PROPOSED NOBIN UDYOKTA BUSINESS INFO***

Project's Name	:	New Shimanto Digital Studeo & Video Center.
Address/ Location	:	Trishal Bazer, Trishal, Mymensingh.
Total Investment	:	<b>BDT = 3,88,400</b>
Financing	:	Self financing: BDT= 2,78,400 ( Existing Business) Required Investment: BDT= 1,10,000 (as equity)
Present salary/drawings from business (estimates)	:	<b>Self-BDT. 6,000</b> <b>Employee-1*3000=3,000</b>
Proposed Salary	:	<b>Self-BDT. 7,000</b> <b>Employee-1*4000=4,000</b>
Proposed Business Implementation Plan	:	<ul style="list-style-type: none"> <li>➤ This is an on going business so the fund need to increase a video camera &amp; IPS in the shop ;</li> <li>➤ The product line in the shop is different services like video program &amp; studio services.</li> <li>➤ Estimated income Tk.1,000 per day from studio service &amp; average Tk. 1800 per day from video program service.</li> <li>➤ Estimated gross profit is 50% on studio service &amp; 80% gross profit on video program service.</li> <li>➤ Payback period is estimate 3 years;</li> </ul>

## ***EXISTING BUSINESS OF NOBIN UDYOKTTA***

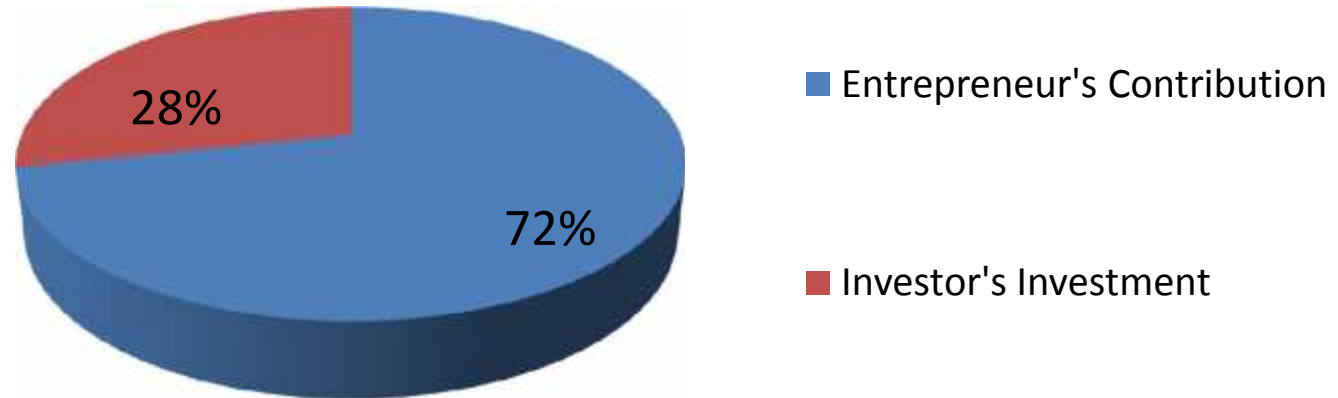
Particulars	Existing Business		
	Daily	Monthly	Yearly
Income from studio	1,000	25,000	300,000
Income from video program	1,200	30,000	360,000
<b>Total Income(A)</b>	<b>2,200</b>	<b>55,000</b>	<b>660,000</b>
Cost of studio	500	12,500	150,000
Cost of video program	240	6,000	72,000
<b>Less: Total Cost of Sales(B)</b>	<b>740</b>	<b>18,500</b>	<b>222,000</b>
<b>Gross profit (GP)= [C (A-B)]</b>	<b>1,460</b>	<b>36,500</b>	<b>438,000</b>
<b><u>Less: Operating Costs:</u></b>			
Electricity bill		400	4,800
Shop Rent		900	10,800
Mobile bill		600	7,200
Salary-self		6,000	72,000
Employee-1		3,000	36,000
Other Expenses		500	6,000
<b>Non Cash Item:</b>			
Depreciation Expenses			5,000
<b>Total Operating Cost (D)</b>		<b>11,400</b>	<b>141,800</b>
<b>(C-D) Net Profit</b>		<b>25,100</b>	<b>296,200</b>
<b>Retained Income:</b>			<b>296,200</b>

## ***PROPOSED PROJECT INVESTMENT BREAKDOWN***

Particulars	Existing Business (BDT)	Proposed Business (BDT)	Total (BDT)
<b>Investment in different categories:</b>			
Shop advance	40,000	-	40,000
Decoration	60,000	-	60,000
Electric fan 2*1000	2,000		2,000
Volt Stabilizer-1	3,500		3,500
Laminating machine-1	3,500		3,500
UPS-1	3,000		3,000
Photo frame 60*240	14,400		14,400
Computer + Laptop	55,000		55,000
IPS-1	-	20,000	
Lighting stand	7,000		7,000
Video camera-1	40,000	90,000	130,000
Steel Camera-2	35,000		35,000
Printer-3	10,000		10,000
Cash in hand	5,000	-	5,000
<b>Total Capital</b>	<b>278,400</b>	<b>110,000</b>	<b>388,400</b>

# Source of Finance

Particulars	Amount in BDT	In %
Entrepreneur's Contribution	278,400	72
Investor's Investment	110,000	28
<b>Total Investment</b>	<b>388,400</b>	<b>100</b>





# **FINANCIAL PROJECTION OF NU BUSINESS PLAN**

Particulars	Year 1 (BDT)			Year 2 (BDT)			Year 3 (BDT)		
	Daily	Monthly	Yearly	Daily	Monthly	Yearly	Daily	Monthly	Yearly
<b>Revenue:</b>									
Estimated Income from studio	1,000	25,000	300,000	1,100	27,500	330,000	1,210	30,250	363,000
Estimated Income from video program	1,800	45,000	540,000	1,980	49,500	594,000	2,178	54,450	653,400
<b>(A) Total Income</b>	<b>2,800</b>	<b>70,000</b>	<b>840,000</b>	<b>3,080</b>	<b>77,000</b>	<b>924,000</b>	<b>3,388</b>	<b>84,700</b>	<b>1,016,400</b>
Cost of studio	500	12,500	150,000	525	13,125	157,500	551	13,781	165,375
Cost of video program	360	9,000	108,000	378	9,450	113,400	397	9,923	119,070
<b>(B) Total Cost of Sales</b>	<b>860</b>	<b>21,500</b>	<b>258,000</b>	<b>903</b>	<b>22,575</b>	<b>270,900</b>	<b>948</b>	<b>23,704</b>	<b>284,445</b>
<b>Gross profit (GP)= [C (A-B)]</b>	<b>1,940</b>	<b>48,500</b>	<b>582,000</b>	<b>2,177</b>	<b>54,425</b>	<b>653,100</b>	<b>2,440</b>	<b>60,996</b>	<b>731,955</b>
<b>Less: Operating Costs:</b>									
Electricity bil		400	4,800		420	5,040		441	5,292
Shop Rent		900	10,800		945	11,340		992	11,907
Proposed salary-self		7,000	84,000		7,350	88,200		7,718	92,610
Employee-1		4,000	48,000		4,200	50,400		4,410	52,920
Mobile bil		600	7,200		630	7,560		662	7,938
Other Expenses		600	7,200		630	7,560		662	7,938
<b>Non Cash Item:</b>									
Depreciation Expenses			5,000			5,250			5,513
<b>Total Operating Cost (D)</b>		<b>13,500</b>	<b>167,000</b>		<b>14,175</b>	<b>175,350</b>		<b>14,884</b>	<b>184,118</b>
<b>(C-D)Net Profit</b>		<b>35,000</b>	<b>415,000</b>		<b>40,250</b>	<b>477,750</b>		<b>46,113</b>	<b>547,838</b>
<b>Retained Income:</b>			<b>415,000</b>			<b>477,750</b>			<b>547,838</b>

**Notes:** 1. Agreed Grace period: 3 Months.

2. Investment Payback schedule: 12 installment including ownership transfer fee after 3 month grace period.

## ***CASH FLOW PROJECTION ON BUSINESS PLAN (REC. & PAY.)***

	Year (1)	Year (2)	Year (3)
<b><u><i>cash Inflow:</i></u></b>			
Opening balance	5,000	486,000	919,750
Capital Infusion by Investor	110,000	-	-
Income	<b>840,000</b>	<b>924,000</b>	<b>1,016,400</b>
<b>Total Receipts</b>	<b>955,000</b>	<b>1,410,000</b>	<b>1,936,150</b>
<b><u><i>Cash Outflow:</i></u></b>			
Cost of goods sold	258,000	270,900	284,445
Operating expenses	167,000	175,350	184,118
Return to investor	44,000	44,000	44,000
<b>Total payment</b>	<b>469,000</b>	<b>490,250</b>	<b>512,563</b>
<b>Closing Balance</b>	<b>486,000</b>	<b>919,750</b>	<b>1,423,588</b>

# SWOT ANALYSIS

## **S**TRENGTH

- Employment:  
Self: 1  
Employee : 1
- Skill and experience:07 years;
- Trade License: Own name.

## **W**EAKNESS

- Limited product;
- Lack of sufficient capital.

## **O**PPORTUNITIES

- Location of shop;
- Fixed customer;
- Investor's money will be payback in three years.

## **T**HREATS

- Theft;
- Fire burn;
- Local competitor

Presented at 29<sup>th</sup> Ex. SB Design Lab on 28<sup>th</sup> July, 2016  
at Grameen Kalyan.

Thank you



# স্মিট ডিজিটাল কালার স্টুডিও

- আজের স্মিট ডিজিটাল কালার স্টুডিও
- ▶ অনুরোধ করা হয়
  - ▶ মোবাইল ফোন থেকে
  - ▶ MP-3, MP-4, MP-5
  - ▶ মেমোরী কার্ড
- স্মিট ডিজিটাল কালার স্টুডিও

















# NU With his Mother





*Thank You*