

# ***SHARNA TWINKLE CRAFT LTD.***

A Nobin Udyokta Project

Presented By

Md. Abdur Rahman

# Entrepreneur Background

## **Nobin Uddogta**

**Name: Md. Abdur Rahman**

Academic Qualification: B.S.S (Hon)

Present Occupation: Currently runs “*Sharna Twinkle Craft Ltd.*” and “*Mrs. Fahad Medical Hall*”

Experience: 24 years, since 1990 as family business

## **Relationship with Grameen**

➤ Mother is a member of GB

Name: Mst. Sara Khatun

Member ID: 2465

Branch: Balla Bazar, 36/Mo, Kalihati, Tangail

Member since 1987

➤ Father known as “Dofadar” in locality

➤ Took part in 3rd GT Social Business Workshop on 16 January, 2014

➤ Project presented at the 14<sup>th</sup> YC Social Business Design Lab on April 19, 2014



# Introduction to Business

- ◆ Sharna Twinkle Craft Ltd.
- ◆ Selling Tangail Daba, Baluchori Sarees and others
- ◆ **Address:** Rampur, Kalihati, Tangail.
- ◆ Trade License: 79
- ◆ Selling price Daba saree-550 tk pc and Baluchori Saree- 770 tk pc
- ◆ Cost of Daba saree- 500 tk per pc, Baluchori saree- 700 tk per pc
- ◆ Wednesday is the weekly Bazar day
- ◆ Off season- January to June
- ◆ Pick season- July to December















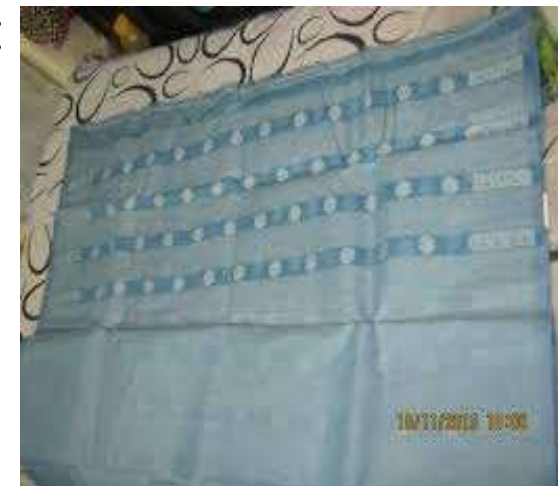


# Proposed Project Summary

- ◆ Proposal for expansion of business
- ◆ Sell Tangail Daba, Baluchori and other kota Sarees.
- ◆ Currently selling per month:
  - ◆ Daba sarees: 250-300 pcs
  - ◆ Baluchori sarees: 100-150 pcs
- ◆ Increased sales with new investment:
  - ◆ Daba sarees: 400-450 pcs
  - ◆ Baluchori sarees: 200-250 pcs.
- ◆ Target customers are wholesalers from Dhaka (most), Kurigram, Chittagong, etc.



Baluchori Saree



Daba Saree

## Project Objective

- ◆ Self employment for Nobin Uddogtta
- ◆ Create employment opportunity for others
  - ◆ Employment for more than 10 artisans
- ◆ Provide quality sarees
- ◆ Add new designs and patterns
- ◆ Improving livelihood of Nobin Uddogtta's family



## Project Budget

<b>Particular</b>	<b>Amount</b>
1. New inventory	300,000
2. Present investment	100,000
<b>Total investment required</b>	<b>400,000</b>

### **SOURCE OF FUNDS**

Own equity:	100,000	<b>(25%)</b>
Being sought:	300,000 (from Grameen Trust)	<b>(75%)</b>

### 1<sup>st</sup> year

**Sell (Daba):** 400 pc per month @550 Tk

**Sell (Baluchori):** 200 pc per month @770 Tk

**Sell (others):** 400 pc per month @320 Tk

**Profit Margin (Daba):** 10%

**Profit Margin (Baluchori):** 10%

**Profit Margin (others):** 6.7%

### 2<sup>nd</sup> year

**Sell (Daba):** 500 pc per month @550 Tk

**Sell (Baluchori):** 300 pc per month @770 Tk

**Sell (others):** 500 pcs per month @320 Tk

**Profit Margin (Daba):** 10%

**Profit Margin (Baluchori):** 10%

**Profit Margin (others):** 6.7%

**□ Making Cost includes Electricity, Labor and Travel expenses.**



# Financial Projection

Item	1 <sup>st</sup> YR Monthly	1 <sup>st</sup> YR Annual	2 <sup>nd</sup> YR Monthly	2 <sup>nd</sup> YR Annual
<b>Income</b>				
Selling (Daba)	220,000	2,640,000	275,000	3,300,000
Selling (Baluchori)	154,000	1,848,000	231,000	2,772,000
Others	128,000	1,536,000	160,000	1,920,000
<b>Total Income</b>	<b>502,000</b>	<b>6,024,000</b>	<b>666,000</b>	<b>7,992,000</b>
<b>Expense</b>				
Making Cost (Daba)	200,000	2,400,000	250,000	3,000,000
Making Cost (Baluchori)	140,000	1,680,000	210,000	2,520,000
Making Cost (others)	120,000	1,440,000	150,000	1,800,000
Rent (Bazar space)	200	2,400	300	3,600
<b>Total Expense</b>	<b>460,200</b>	<b>5,522,400</b>	<b>610,300</b>	<b>7,323,600</b>
<b>Net Profit</b>	<b>41,800</b>	<b>501,600</b>	<b>55,700</b>	<b>668,400</b>
<b>Pay Back to GT</b>		<b>150,000</b>		<b>150,000</b>
<b>Retained Earnings</b>		<b>351,600</b>		<b>518,400</b>

# SWOT Analysis

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- The diagram is a 2x2 grid of rounded rectangular boxes. Each box is connected to a circular icon containing a letter. The top-left box is connected to an 'S' icon, the top-right to a 'W' icon, the bottom-left to a 'T' icon, and the bottom-right to an 'O' icon. Each box contains a list of points, each preceded by a purple diamond symbol.
- ◆ Long standing relationship with Grameen
  - ◆ Family Business
  - ◆ Competitive price
  - ◆ Well known businessman

- ◆ Making costs are becoming higher
- ◆ System loss

- ◆ Increasing Competition
- ◆ Low barrier for entry
- ◆ Potential new competition

- ◆ Growing market
- ◆ Attractive Designs
- ◆ Huge Demand





# THANK YOU

## For Further Information-

- ❖ Grameen Trust, Phone No- 9017038
- ❖ Md. Abdur Rahman, Mobile No- 01713 512016

