

## Proposed NU Business Name: M/S DREAM MEDIA



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Sonatala unit.Bogra

Project verified by: Md. Mozaharul islam Sarker



**Grameen Shakti**  
**Samajik Byabosha Ltd.**

## **Brief Bio of The Proposed Nobin Udyokta**

Name	:	<b>MD. YEASIN ALI</b>
Age	:	14-11-1995 (22 Years)
Education, till to date	:	Diploma
Marital status	:	Unmarried
Children	:	None
No. of siblings:	:	1 Brother
Address	:	Vill: Shehepur,P.O: S.A Collage.P.S: Sonatala Dist: Bogra.
Parent's and GB related Info		
(i) Who is GB member	:	Mother <input checked="" type="checkbox"/> Father <input type="checkbox"/>
(ii) Mother's name	:	<b>Most Rahima Begum</b>
(iii) Father's name	:	<b>Md Omes Ali</b>
(iv) GB member's info	:	Branch: Digdair, sonatala, Centre # 29(Female), Member ID: 3072, Group No: 02 Member since: 10-02-2005 (12 Years) First loan: BDT 5,000/-
Further Information:		Existing Loan: BDT 20,000/-, Outstanding loan: 10320
(v) Who pays GB loan installment	:	Father
(vi) Mobile lady	:	No
(vii) Grameen Education Loan	:	No
(viii) Any other loan like GB, BRAC ASA etc..	:	No

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

Present Occupation(Besides own business, i.e., persuading further studies, other business etc.)	:	Nil
Business Experiences and Training Info	:	05 years experience in running business. He has no training.
Other Own/Family Sources of Income	:	None
Other Own/Family Sources of Liabilities	:	None
Entrepreneur Contact No.	:	01786-076981
Mother's Contact No.	:	01723-084276
NU Project Source/Reference	:	Grameen Shakti Samajik Byabosha Ltd. Sonatala Unit, Bogra

## BRIEF HISTORY OF GB LOAN UTILIZATION BY HIS FAMILY

**Most Rahima Begum** joined Grameen Bank since 12 years ago. At first she took 5,000 taka loan from Grameen Bank. She gradually took loan from GB. Utilize loan in business.

# Proposed Nobin Udyokta Business Info

Business Name	:	<b>M/S DREAM MEDIA</b>
Location	:	S.A Collage, Bottola, Sonatala, Bogra.
Total Investment in BDT	:	BDT 100,000/-
Financing	:	Self BDT 50,000/-(from existing business) 50% Required Investment BDT 50,000/-(as equity) 50%
Present salary/drawings from business (estimates)	:	BDT 5,000/-
Proposed Salary	:	BDT 5,000/-
Size of shop	:	07 ft x 15 ft= 105 square ft
Implementation	:	<ul style="list-style-type: none"><li>▪The business is planned to be scaled up by investment in existing goods; Paper, Photo paper ,Print coular etc.</li><li>▪Average 25% gain on sale.</li><li>▪The business is operating by entrepreneur. Existing one employee.</li><li>▪One employee will be appointed.</li><li>▪The shop is rented.</li><li>▪Collects goods from Bogra Bazer, Bogra</li><li>▪Agreed grace period is 3 months.</li></ul>

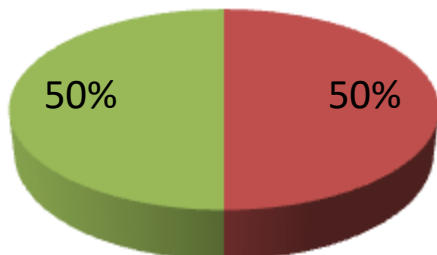
## Existing Business (BDT)

Particular	Daily	Monthly	Yearly
<b>Revenue (sales)</b>			
Stationary items	1,500	45,000	540,000
<b>Total Sales (A)</b>	<b>1,500</b>	<b>45,000</b>	<b>540,000</b>
<b>Less. Variable Expense</b>			
Stationary items	1,125	33,750	405,000
<b>Total variable Expense (B)</b>	<b>1,125</b>	<b>33,750</b>	<b>405,000</b>
<b>Contribution Margin (CM) [C=(A-B)]</b>	<b>375</b>	<b>11,250</b>	<b>135,000</b>
<b>Less. Fixed Expense</b>			
House rant		1,000	12,000
Electricity Bill		600	7,200
Salary (self)		5,000	60,000
Entertainment		200	2,400
Guard		150	1,800
Mobile Bill		300	3,600
<b>Non cash item</b>			
Depreciation		0	0
<b>Total fixed Cost (D)</b>		<b>7,250</b>	<b>87,000</b>
<b>Net Profit (E) [C-D]</b>		<b>4,000</b>	<b>48,000</b>

## Investment Breakdown

Existing				Proposed			
Particulars	Qty.	Unit Price	Amount	Qty	Unit Price	Amount	Proposed
			(BDT)			(BDT)	Total
Photo paper	70	150	10,500	0	0	0	10,500
Paper	40	220	8,800	0	0	0	8,800
Printer coular	45	380	17,100	0	0	0	17,100
Camera	0	0	0	0	0	0	0
	0	0	0	1	50000	50,000	50,000
	0	0	0	0	0	0	0
Others	1	3600	3,600	0	0	0	3,600
Security	1	10000	10,000	0	0	0	10,000
Total	<b>157</b>	<b>0</b>	<b>50000</b>	<b>1</b>	<b>50000</b>	<b>50000</b>	<b>100000</b>

## Source of Finance



- Entrepreneur's Contribution 50,000
- Investor's Investment 50,000
- Total 100,000

## Financial Projection (BDT)

Particular	Daily	Monthly	1st Year	2nd Year	3rd Year
<b>Revenue (sales)</b>					
Grocery items	2,000	60,000	720,000	756,000	793,800
<b>Total Sales (A)</b>	<b>2,000</b>	<b>60,000</b>	<b>720,000</b>	<b>756,000</b>	<b>793,800</b>
<b>Less. Variable Expense</b>					
Grocery items	1,500	45,000	540,000	567,000	595,350
<b>Total variable Expense (B)</b>	<b>1,500</b>	<b>45,000</b>	<b>540,000</b>	<b>567,000</b>	<b>595,350</b>
<b>Contribution Margin (CM) [C=(A-B)]</b>	<b>500</b>	<b>15,000</b>	<b>180,000</b>	<b>189,000</b>	<b>198,450</b>
<b>Less. Fixed Expense</b>					
House rant		1,000	12,000	12,000	12,000
Electricity Bill		600	7,200	7,200	7,200
Salary (self)		5,000	60,000	60,000	60,000
Entertainment		200	2,400	2,400	2,400
Guard		150	1,800	1,800	1,800
Mobile Bill		300	3,600	3,600	3,600
<b>Non cash item</b>					
Depreciation		0	0	0	0
<b>Total fixed Cost (D)</b>		<b>7,250</b>	<b>87,000</b>	<b>87,000</b>	<b>87,000</b>
<b>Net Profit (E) [C-D]</b>		<b>7,750</b>	<b>93,000</b>	<b>102,000</b>	<b>111,450</b>
<b>Investment Payback</b>			<b>20,000</b>	<b>20,000</b>	<b>20,000</b>



# Cash flow projection on business plan (rec. & Pay)

Sl #	Particulars	Year 1 (BDT)	Year 2 (BDT)	Year 3 (BDT)
<b>1</b>	<b>Cash Inflow</b>			
1.1	Investment Infusion by Investor	50,000		
1.2	Net Profit	93,000	102,000	111,450
1.3	Depreciation (Non cash item)	0	0	0
1.4	Opening Balance of Cash Surplus		73,000	155,000
	<b>Total Cash Inflow</b>	<b>143,000</b>	<b>175,000</b>	<b>266,450</b>
<b>2</b>	<b>Cash Outflow</b>			
2.1	Purchase of Product	50,000	0	0
2.2	Payment of GB Loan	0	0	0
2.3	Investment Pay Back (Including Ownership Tr. Fee)	20,000	20,000	20,000
	<b>Total Cash Outflow</b>	<b>70,000</b>	<b>20,000</b>	<b>20,000</b>
<b>3</b>	<b>Net Cash Surplus</b>	<b>73,000</b>	<b>155,000</b>	<b>246,450</b>

# SWOT ANALYSIS

## **S**TRENGTH

Employment: Self: 01 Family:0 ,Others:01  
Experience & Skill : 3 Years  
Quality goods & services;  
Skill and experience; 1Years

## **W**EAKNESS

Lack of Capital/Investment

## **O**PPORTUNITIES

Huge demand in the community  
Location of shop;  
Regular customers;

## **T**HREATS

Theft  
Fire  
Political unrest

Pictures







# ড্রীম মিডিয়া



ডিসের চ্যানেলে প্রচারের বিজ্ঞাপন তৈরি করা হয়।



# ড্রীম মিডিয়া



ডিসের চ্যানেলে প্রচারের বিজ্ঞাপন তৈরি করা হয়।

স্ট্রিমিং



ডিসের চ্যানেলে প্রচারের বি

কন্টেন্ট

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# Family Picture



# Family Picture

