

# Jalal's Handmade Bags



# Entrepreneur Background

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## **Nobin Uddogta**

**Name: Muhammad Jalal Uddin**

Academic Qualification: Master's degree

Present Occupation: Currently engaged with a small business (Ladies hand purse)

Experience: 2 years

## **Relationship with Grameen**

➤ Mother is a member of GB

Name: Mrs. Jahanara Begum

Member ID:

Branch: Rampur, Monohordi

Member since .....

➤ Project presented at the .....YC Social Business Design Lab on .....2014

# Introduction to Business

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- ❑ Initial Investment 15,000 Taka only
- ❑ Fancy Ladies hand purse seller
- ❑ Supply purses to different market
- ❑ Weekly sales 40-50 bags
- ❑ Making cost 400/450 taka per piece
- ❑ Selling price 500/600 taka per piece
- ❑ Available in various colors and designs

# Proposed Project Summary

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- ❑ Proposal for expansion of business
- ❑ With additional investment will sell 50-80 bags
- ❑ Will able to bring more enchanted designs and models to meet the various needs of market
- ❑ Huge demand for these kind of ladies hand purse in Market.
- ❑ Target customers are famous shopping malls in Dhaka.
- ❑ Market Linkage through Grameen

# Project Objective

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- ❑ Self employment for Nobin Uddogtta
- ❑ Create employment opportunity for others
- ❑ Provide quality products
- ❑ Add new designs and patterns
- ❑ Want to create a new brand
- ❑ Improving livelihood of Nobin Uddogtta's family.

# PROJECT BUDGET

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<b>Particular</b>	<b>Amount</b>
1. New inventory	1,00,000
2. Cash on hand for special inventory purchase	50,000
<b>Total investment required</b>	<b>1,50,000</b>

## SOURCE OF FUNDS

Own equity:	50,000
Being sought:	1,00,000(from Grameen Trust)

# 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>Revenue</b>				
Selling Purse	90,000			
Sub total	90,000			
<b>Expense</b>				
Making cost	67,500			
Salary	17,000			
Others	2,000			
Sub total	86,500			
<b>Net profit</b>				
<b>Pay back</b>				

# SWOT Analysis

- Popular for lightweight, attractive looks .
- Easy to carry
- Competitive price

Strength

Weakness

- Making costs are becoming higher
- Increasing competition

Threat

Opportunity

- Increasing Competition
- Copying products

- Huge Demand



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# Thank you

**For Further Information-**

- ❑ Grameen Trust
- ❑ Muhammad Jalal Uddin,  
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