

Project Brief

Name

Akhoni.com Social Business Project

Rationale of the Project

The internet has become an all-pervasive force, not just in business but also in people's day-to-day lives. Its impact on the world of marketing has become immense, with many businesses now spending significantly more on web-based marketing than on traditional offline marketing activities. The benefits of an effective online marketing campaign are significant.

Through this project Social Business products/services will get a new marketing channel to boost-up sales.

Project Proponent

This project may become a joint collaboration with Akhoni.com. Under this project, Akhoni.com will support the promotion of different social business products through online branding, marketing and sales.

Akhoni.com is a pioneer online marketplace/e-commerce platform in Bangladesh specializing in digital and social media marketing. Akhoni.com is featuring clients' businesses crafting innovative 'Digital Marketing' in its website. It uses different strategic marketing and highly effective promotional tools via social media, namely facebook, twitter, google, etc to reach out to customers who might be interested to avail the offers.

Project Component

- Market research
- Product sourcing and inventory management
- Product showcasing and marketing online
- Payment and product delivery
- Customer supports.

Methodology

- We have already done intensive market research to find appropriate and demanding products to sell online which will be extend further to find opportunities for products by Social Businesses.
- Products will be sourced from different social businesses who are producing tangible goods.
 - Contracts will be established with producers;
 - Customers' need and feedback will be communicated with them to get better products;
 - An inventory management system will be installed.
- An online platform will be created at Akhoni.com for showcasing products.
 - Products will be promoted through SEO, SEM and SMM campaigns;
 - Different interactive communication channel will be formed to contact with customers and their feedback.
- Online payment gateway will be integrated with the platform to enable payment
 - Online payment like debit/credit card will be integrated;
 - Cash on delivery (COD) and Mobile payment will also be available;
 - Delivery channel will be assimilated to facilitate home delivery all over Bangladesh and abroad.
- A dedicated customer support team will be available.

Impact

- Sales boost of Social Business products eventually creates more jobs for the beneficiary;
- People will get good quality products at comparatively low price;
- A mass awareness will be created on Social Business among youth;
- Many new jobs will be created.

Investment and Pay Back

The capital expenditure and working capital for this project will be BDT 4.8 million. This investment will be paid back in 4 years with a total amounting to BDT 8 million.