



Southeast University

Department of CSE

Assignment – 01

Course Title: Introduction to Business & Management

Course Code: MGT281.28

Submitted to:

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Submitted by:

Group Name: TRADITIONALFOOD

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Introduction

Business Name: Traditional Food

Business Type: Online E-Commerce Platform Specializing in Traditional Bangladeshi Sweets and Famous Food Items.

A: Executive Summary

Traditional Food is an online e-commerce platform dedicated to delivering authentic Bangladeshi sweets and traditional food items directly to consumers' doors. Our platform will feature a curated selection of renowned regional delicacies from across Bangladesh, including Sidal of Rangpur, Chuizhal of Khulna, and Bogra Curd. With a focus on quality, authenticity, and convenience, Traditional Food aims to capture the hearts and taste buds of expatriates and Bangladeshi cuisine enthusiasts worldwide.

- **Marketing:** Our marketing strategy will leverage social media platforms, targeted online advertising, and partnerships with Bangladeshi cultural organizations and influencers to reach our audience. We'll also use SEO optimization to attract organic traffic to our website.
- **Finance:** Initial funding of TK 5,00,000 will be sourced through a combination of personal savings, a small business loan, and potential investor contributions. We project monthly revenues of TK 20,000 within the first six months, scaling up as our customer base grows.
- **Operations:** Operations will be managed from a centralized warehouse where products from various regions will be consolidated, quality-checked, and shipped. We will employ a team of 10 individuals initially, including customer service representatives, logistics coordinators, and marketing specialists.

B: Business Philosophy / Mission Statement

Mission Statement: At Traditional Food, our mission is to bring the rich, diverse flavors of Bangladesh to the global community through an accessible and reliable online platform. We are committed to promoting Bangladeshi culture and heritage while ensuring customer satisfaction through exceptional service and high-quality products.

Business Philosophy: Our philosophy is rooted in authenticity, community, and innovation. We believe in preserving and sharing the culinary traditions of Bangladesh, supporting local artisans and food producers, and leveraging technology to provide an unmatched e-commerce experience.

C: Product/Service Description

Traditional Food will offer a variety of traditional Bangladeshi sweets and famous food items. Below are detailed descriptions of our initial product offerings:

1. Sidal of Rangpur: Sidal is a type of food made with dried fish and kachu. The Rangpur region (Rangpur, Gaibandha, Kurigram, Lalmonirhat, Nilphamari, Dinajpur, Thakurgaon, and Panchagarh) is highly valued as a delicacy of rural Bengal. Due to its completely different characteristics and taste, it is a favourite food of the people of this region.

It is also sold in rural markets. The hands make this delicious dish for women from rural families.

The traditional dish is still made. However, Siddle is made with different types of small fish, such as mala, darka, or putti, with different small fish - Price: 700 per KG

- Monthly Sales Estimate: 300 units

2. Chuizhal of Khulna: A spice plant used as a culinary ingredient, known for its spicy flavor. Chuijhal is a tradition of Khulna region of our country. Apart from Khulna, this spice plant is found in the hilly areas of Sylhet, Rangpur and Chittagong. However, in terms of taste and quantity, Chuijhal of Khulna and Bagerhat is the most delicious and superior quality. Due to this, the reputation of this spice has spread in the country and abroad

- Price: 900 TK per KG

- Monthly Sales Estimate: 250 units

3. Bogra Curd: Bogra curd is a famous dessert of Bogra district located in northern part of Bangladesh. In 2023, Sarar Dai from Bogra received Geographical Indication (GI) recognition.[1] Curd or curd is a type of dairy food prepared from bacterial fermentation of milk. Yoghurt is available all over Bangladesh, but because of its incomparable taste and

quality, Bogra Yoghurt is very popular in the country and outside the country. Its fame has spread everywhere since the British era.

- Price: 350 TK per KG
- Monthly Sales Estimate: 500 units

4. Kachagolla or Natore: Kachagolla is a sweet made from milk produced in Natore district of Bangladesh. This dessert is known as kachagolla as it is prepared from cow's milk raw chickpeas. Although it originates from Natore, this sweet is available in several districts of Bangladesh apart from Natore.

- Price: 400 TK per KG
- Monthly Sales Estimate: 400 units

5. Nawgar Sandesh: A delicate, sweet treat made from fresh chhena (paneer) and sugar.

- Price: 400 TK per KG
- Monthly Sales Estimate: 300 units

6. katkati of bogura: It looks like a small square. In the blink of an eye it will seem quite solid. The name of the dish is Katakati. When you hear the name, you will think how strong the food is. But after putting it in the mouth it will feel quite soft. This delicious dish is available only in Bogra.

The history of Bogra is mixed with the tradition of Cuttack. This cuttack is mixed with the history of Bogra's Mahasthangarh. Mahasthangarh travel is in great demand in Asha or surrounding districts. On an average, about 150 manas of Cuttack are sold every day. -

- Price: 300 TK per KG
- Monthly Sales Estimate: 200 units

7. Kaun Rice: A special variety of rice used in traditional Bangladeshi dishes, typically steamed to make pies.

- Price: 150 TK per KG
- Monthly Sales Estimate: 600 units

8. Pumpkin Pills: According to health experts, kumaro pills help in increasing our digestive sugar. Besides, the pumpkin used in pills contains a lot of vitamins, minerals, sugars and

fiber which are very beneficial for our body. Pumpkin pills help us to avoid the outbreak of diseases. Pumpkin seeds also help in increasing the taste

- Price: 200 TK per KG
- Monthly Sales Estimate: 350 units

9. monda of muktagacha in Mymensingh: Monda is a kind of sweet/dessert. It is made only with curd and sugar. But the real secret of taste is hidden, in a hundred-year-old traditional way. Price: 600 TK per KG

- Monthly Sales Estimate: 250 units

10. Satkara of Sylhet: A citrus fruit from Sylhet, often used to flavor curries and pickles.

- Price: 80/120 TK per KG
- Monthly Sales Estimate: 400 units

11. Pabnar Ghee: High-quality ghee from Pabna, essential for many traditional recipes. Mainly in biriyani, paratha. Ghee is rich in important nutrients like vitamin A, omega-3 fatty acids, and conjugated linoleic acid. It may also help reduce gut inflammation and support heart health. - Price: 1000 TK per KG

- Monthly Sales Estimate: 300 units

12. Beef Jerky: Spiced, dried beef, a popular dish in Bangladesh. First, the meat should be cut into small pieces without loss and fat. After that, mix all the spices as much as possible. After that add 1 cup of water and put it on medium flame. Care should be taken to ensure that the meat is cooked thoroughly and the water dries up. After that, put the pieces of meat on a steel plate or tray and dry them in the sun for 1/2 day. If the meat turns black or brown after drying, it should be understood that the meat is dry. In this way, beef shutki can be prepared and eaten all year round in the refrigerator or at normal temperature. There are many delicious recipes that can be made with beef shukti, but the most interesting recipe is beef shukti bharta. - Price: 1500 TK per KG

- Monthly Sales Estimate: 250 units

Customer Benefits: Customers will enjoy access to a wide range of authentic Bangladeshi foods that are otherwise difficult to find outside of Bangladesh. Our products are carefully selected for their quality and authenticity, ensuring that every purchase offers a true taste of home.

D: Self Analysis

I am a passionate entrepreneur with a deep appreciation for Bangladeshi culture and cuisine. My background not be in business management and e-commerce, but my research and combined my personal connection to Bangladesh, positions me well to lead Traditional Food. I possess strong organizational skills, creativity in marketing, and a commitment to customer service excellence.

Skills and Qualifications:

- **Special Talents:** Proficient in digital marketing, SEO, and social media strategy.
- **Personal Traits:** Reliable, detail-oriented, and a strong team player with a passion for promoting cultural heritage through food. I believe these attributes, coupled with my dedication to showcasing Bangladeshi delicacies, will drive the success of Traditional Food.

Traditional Food Marketing Research Plan

As a marketing researcher for a business centered on traditional food, it is crucial to structure our research and analysis comprehensively. Here's a detailed approach based on the provided guidelines-

Geographic Data:

- **Population Description:** Gather data on the population size and density of the area where you plan to operate. Identify regions with a high concentration of people who might appreciate traditional foods, such as areas with significant cultural or ethnic communities.

Demographic Data:

- **Age:** Determine the age groups most interested in traditional foods. Older generations may have a stronger connection to traditional foods, while younger generations may seek authentic culinary experiences.
- **Gender:** Analyze if there is a gender preference in your target market for traditional foods.
- **Income:** Identify income levels that can afford specialty traditional foods, which may sometimes be premium priced.
- **Marital Status and Family Size:** Families and married couples might prefer traditional foods for their nostalgic value and health benefits.

Primary Research -

Surveys and Focus Groups:

- Surveys: Create and distribute surveys to understand consumer preferences, willingness to pay, and frequency of purchasing traditional foods.
- Focus Groups: Conduct focus groups to gain deeper insights into consumer attitudes, perceptions, and the emotional connection to traditional foods.

➤ Survey about traditional foods -

1. How often do you purchase traditional foods?

- Daily
- Weekly
- Monthly
- Rarely

2. What traditional foods do you buy most frequently? (Select all that apply)

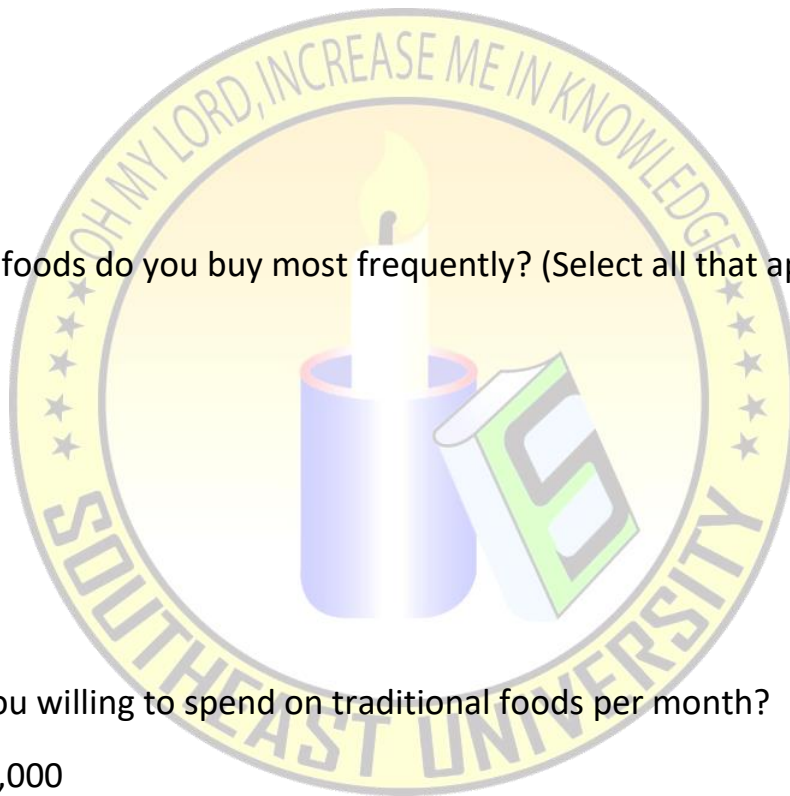
- Breads
- Meats
- Vegetables
- Desserts

3. How much are you willing to spend on traditional foods per month?

- Less than ₪5,000
- ₪5,000 - ₪10,000
- ₪10,000 - ₪20,000
- More than ₪20,000

4. Where do you usually purchase traditional foods? (Select all that apply)

- Specialty stores
- Local markets
- Supermarkets
- Online stores



5. What factors influence your purchase of traditional foods? (Rate each factor on a scale of 1-5, where 1 is not important and 5 is very important)

- Price
- Quality
- Authenticity
- Convenience
- Health benefits
- Cultural significance

Competition -

- Direct Competitors : Identify local businesses selling similar traditional foods. Assess their product range, pricing, and customer base.
- Indirect Competitors : Consider other food businesses vying for the same customer expenditure, such as fast food, modern cuisine restaurants, and grocery stores.

Competitive Advantage -

Emphasize the authenticity, quality, and cultural significance of your traditional foods. Offer unique products or services, such as cooking classes or cultural events.

Market Segment Analysis – Target Customer

Profile: Use the collected demographic data to define your target customer. For example, if you find that middle-aged individuals with families are your primary customers, focus your marketing efforts on this group.

Motivations: Highlight why this segment values traditional foods—be it for health benefits, cultural heritage, or taste.

Analysis of Potential Location –

- Location: Choose an area known for cultural diversity or an ethnic enclave within a larger city.
- Property: Decide whether to rent or buy based on cost-benefit analysis and long-term business goals.
- Type of Building: Opt for a location with high visibility, such as a freestanding building or a spot in a busy mall.
- Hours of Operation: Set hours that cater to your target demographic's lifestyle, possibly including evenings and weekends.
- Parking: Ensure ample parking facilities for customers and staff.

- Mass Transit Access: Select a location easily accessible by public transportation to attract a broader customer base.
- Safety: Ensure the area is safe to enhance customer comfort and loyalty.
- Proximity to Complementary Businesses: Position your business near complementary services, such as cultural centers, grocery stores, or other specialty food shops.

Conclusion -

Conducting thorough secondary and primary research, analyzing competition, understanding your target customer, and selecting the right location are essential steps in successfully marketing traditional foods. By focusing on these aspects, you can position your traditional food business to meet customer needs effectively and outperform competitors.

Traditional Food Management & Employee

BUSINESS PARTNER(PARTNERSHIP):

1. BULBUL AHAMMED (CEO)
2. JANNATUN SIDDIQUA (COO)
3. MASUM RAIHAN (CFO)
4. MD. ZIAUR RAHMAN(CTO)

Employee

IT DEPARTMENT:

1. RAKIB HOSSAIN (HEAD OF IT) – SALARY 40K
2. ROBIUL ISLAM (SENIOR PROGRAMMER) – SALARY 32K
3. RANA ISLAM (BACKEND PROGRAMMER) - SALARY 30K
4. ALAMGIR HOSSAIN (FRONTEND PROGRAMMER) - SALARY 28K
5. HABIBUR RAHMAN (DIGITAL MARKETER) - SALARY 25K

MARKETING DEPARTMENT:

1. AKIK HOSSAIN (HEAD OF MARKETING) – SALARY 35K
2. NAVID ISLAM (SENIOR) – SALARY 28K
3. SAFI ISLAM (JUNIOR) - SALARY 20K

HR DEPARTMENT:

1. MUKTI AKTER – SALARY 30K

ACCOUNTS DEPARTMENT:

1. AMIN HOSSAIN – SALARY 25K

2. RAKIB ISLAM – SALARY 20K

PACKING & PRODUCT UPLOAD DEPARTMENT:

1. MANIK MIA – SALARY 18K
2. KABIR HOSSAIN – SALARY 16K

CRM:

1. MITU AKTER – SALARY 20K

OFFICE ASSISTANT:

1. ROSHID HOSSAIN – SALARY 14K

OTHER PARTNER

1. ONLINE PAYMENT (AAMARPAY)
2. LOGISTIC (STEADFAST)

Marketing Plan

K: Proposed Product or Service Plan:

Our e-commerce platform, "TraditionalFood," specializes in offering a diverse array of traditional Bangladeshi foods, celebrating the rich culinary heritage of the region. From mouthwatering biryanis and aromatic curries to delectable sweets like rasgulla and mishti doi, TraditionalFood curates an authentic selection of traditional delicacies sourced from local producers and renowned culinary artisans across Bangladesh.

- ✓ Establish partnerships with local producers, farmers, and artisanal food makers to source authentic traditional foods.
- ✓ Ensure strict quality control measures to maintain the freshness and authenticity of products.
- ✓ Offer a diverse range of traditional foods, including snacks, condiments, spices, beverages, and ready-to-eat meals.

L: Proposed Pricing Policy:

- ✓ **Proposed markup to cover costs:** We aim to set a markup that adequately covers our procurement, operational, and marketing expenses while ensuring affordability for our customers. The markup will be reasonable, reflecting the value of our products and services.
- ✓ **Relationship to competitors:** Our pricing strategy will be competitive, aiming to offer value to customers without compromising on quality. While our prices may be slightly above some competitors due to the premium nature of our traditional foods, we will ensure that they remain accessible to a wide range of consumers.

- ✓ **Introductory discounting:** Yes, we will offer introductory discounts to attract and incentivize new customers. These discounts will be strategically implemented to generate initial interest and encourage trial purchases.
- ✓ **Profit strategy:** Initially, we will focus on driving profits through volume by attracting a large customer base through competitive pricing and promotional offers. As our brand establishes itself and gains recognition for quality and authenticity, we may introduce premium offerings to cater to customers seeking exclusive traditional foods, thereby incorporating a prestige appeal into our profit strategy.

M: Proposed Promotional Plan:

- ✓ **Personal promotion:** Our personal selling efforts will involve a dedicated sales team reaching out to potential corporate clients, event organizers, and food bloggers/influencers. They will engage in one-on-one communication, showcasing the uniqueness and quality of our products, and building lasting relationships with key stakeholders.
- ✓ **Non-personal promotion:** Our advertising strategy will leverage various digital marketing channels such as social media advertising, influencer collaborations, and targeted email campaigns. We will create engaging content that highlights the cultural significance of Bangladeshi cuisine, showcasing our products in an authentic and appealing manner. Additionally, short-term promotional events like flash sales, festive discounts, and loyalty programs will be employed to generate enthusiasm and drive sales.

N: Place:

- ✓ **Description of location:** As an e-commerce platform, our "location" refers to our online storefront. The "TraditionalFood" website will feature a vibrant and culturally immersive design, incorporating colors, imagery, and motifs that reflect the essence of Bangladeshi cuisine and culture. The interface will be user-friendly, with intuitive navigation, high-quality images of products, and detailed descriptions. We will prioritize customer convenience and satisfaction, ensuring a seamless browsing and checkout experience. Additionally, we may explore partnerships with local food markets or artisanal shops to expand our physical presence and provide customers with opportunities for offline engagement with our brand.

Financial Plan

Let's create a sample income statement for our E-commerce TraditionalFood business:

- **Reserve fund :** Every month we save profit 10% reserve fund is savings or a liquid asset set aside to cover unexpected costs or future financial obligations.
- **Current Reserve fund:** We have 5,00,000 TK. for reserve fund.
- **Income Statement:**

Description	Amount
Gross Revenue	1,00,000 TK
Returns/Refunds	(-) 5,000 TK.
Net Revenue	95,000 TK.
Cost of Goods Sold (COGS)	(-) 40,000 TK.
Gross Profit	55,000 TK.
Capital or Finance	25,000 TK.
Net Income	85,000 TK.
Operating Expenses:	--
- Marketing	(-) 10,000 TK.
- Website Maintenance	(-) 5,000 TK.
- Packaging	(-) 3,000 TK.
- Employee Salaries	(-) 22,000 TK.
- Utilities	(-) 2,000 TK.
Total Operating Expenses	(-) 40,000 TK.
Operating Income	45,000 TK.
Other Income/Expenses:	--
- Interest Income	2,000 TK.
- Interest Expense	(-) 1,000 TK.
Net Other Income/Expenses	1,000 TK.
Net Income Before Taxes	46,000 TK.
Taxes	(-) 5,000 TK
Net Income After Taxes	41,000 TK

➤ **Explanation:**

- 1.Sales Revenue:** The total revenue generated from sales, which in this case is 1,00,000 TK.
- 2>Returns/Refunds:** Amount deducted from gross revenue due to returns or refunds. In this case, it's 5,000 TK.
- 3.Cost of Goods Sold (COGS):** The direct costs associated with producing the goods sold, amounting to 40,000 TK.
- 4.Gross Profit:** The difference between sales revenue and COGS, equaling 55,000 TK.
- 5.Capital or Finance:** Any capital investment or financing activities impacting the financial position. Here, it's 25,000 TK.
- 6.Operating Expenses:** Various expenses incurred in running the business, such as marketing, website maintenance, packaging, employee salaries, and utilities, totaling 40,000 TK.
- 7.Operating Income:** Gross profit minus operating expenses, resulting in 45,000 TK.
- 8.Other Income/Expenses:** Additional income or expenses not directly related to the core operations of the business. In this case, there's interest income of 2,000 TK and interest expense of 1,000 TK., resulting in a net of 1,000 TK.
- 9.Net Income Before Taxes:** Operating income plus net other income/expenses, totaling 46,000 TK.
- 10.Taxes:** The estimated tax liability, subtracted from the net income before taxes, which is 5,000 TK.
- 11.Net Income After Taxes:** The final profit after accounting for taxes, which equals 41,000 TK.