

# Adhare Alo Enterprise

Nobin Uddogta

**Presented by**

**Nazmul Ahmed**

# Entrepreneur Background

## **Nobin Uddogta**

**Name: Nazmul Ahmed**

Academic Qualification: M.S.S

Present Occupation: Currently runs Adhare Alo Enterprise.

Experience: 1 Year

3 weeks training from Metro Solar and Power engineer's Ltd.

## **Relationship with Grameen**

➤ Mother is a member of GB

Name: Haowa Nasrin

Member ID: 2963/3

Branch: Baroboika, 42/mo, Bason, Chandona

P/S: Gazipur

Member from 16 July, 2003

➤ Took part in 1st GT Social Business Workshop on 31 October, 2013

➤ Project presented at the 10<sup>th</sup> YC Social Business Design Lab on 21 December, 2013



# Introduction to Business

- *Adhare Alo Enterprise*
- Provides 50-130 watt Solar system and 500VA-2000VA IPS setup with warranty and home service
- Address: Teknagopara, Chandona Sadar, Gazipur.
- TIN: 293498988787  
(Previous TIN: 8101004242)
- Trade License No: 1275/13-14



# Proposed Project Summary

- Proposal for expansion of business.
- Sell additional unit of Solar system, IPS and related products.
- Currently selling 2-3 units/month, with additional investment will sell 6-7 units/month.
- In Chandona, Gazipur there is huge demand for IPS or Solar system.
- Target customers are Local households, shops and markets.

# Project Objective

- Self employment for Nobin Uddogta
- Create employment opportunity for others
- Promote Green Energy
- Providing quality solar system to the community
- Improve business and livelihood of local community by access to providing electricity.
- Improving livelihood of Nobin Uddogta's family.

# Project Budget

<u>Particular</u>	<u>Amount</u>
1. Solar Equipment Cost	= 3,55,000
2. Showroom Cost	= 1,20,000
3. Operating Expenses	= 1,25,000
<b>TOTAL INVESTMENT REQUIRD</b>	<b>6,00,000</b>

Break Down of Equipment Cost	
	Amount
<b>Cost of Solar</b>	
50 Watt	17,850* 2 set = 35,700
65 watt	21,850* 2set = 43,700
75 watt	25,850* 2 set = 51,700
85 watt	29,850* 2set = 59,700
130 watt	43,850* 1 set = 43,850
<b>Cost of IPS:</b>	
600 VA	21,500* 1 set = 21,500
800 VA	25,500* 1 set = 25,500
1000 VA	29,500* 1 set = 29,500
<b>Cost of AVS:</b>	
600 VA	1,650*10 pc = 16,050
1000 VA	2,050*10 pc = 20,500
<b>Cost of fan:</b>	
8''	1,200 6 pc = 7,200

## SOURCE OF FUNDS

Own equity : 2,00,000 (33%)  
 Being sought : 4,00,000 (67%)  
 from Grameen Trust

# Financial Projection

Item	Monthly	1 <sup>st</sup> year	Monthly	2 <sup>nd</sup> Year
<b>Revenue</b>				
Selling Solar system	2,07,100	2485200	245950	2951400
IPS/Others	1,17,400	1408800	152700	1832400
Sub total	3,24,500	3894000	398650	4783800
<b>Expense</b>				
Purchasing Solar system	1,35,100	1621200	160950	1931400
IPS and others	95,200	1142400	125500	1506300
Servicing and Warranty of Solar system	27,000	324000	31500	378300
Servicing and Warranty of IPS	3,000	36000	4500	54000
Shop rent	6,000	72000	6000	72000
Salary	18,000	216000	26000	312000
Other	3,000	36,000	5000	60000
Sub Total	2,87,300	34,47,600	359450	4313400
<b>Net Profit</b>	<b>37,200</b>	<b>4,46,400</b>	<b>39200</b>	<b>470400</b>
<b>Pay Back</b>		<b>2,00,000</b>		<b>2,00,000</b>



# SWOT Analysis

- Sell Solar panel that are more than 50 watt
- Warranty and home delivery

- Marketing
- Pricing

Strength

Weakness

Threat

Opportunity

- Local Competition
- Over Stock
- Theft

- Huge Demand
- Palli Biddut requirements
- Grameen Shakti sells solar panel that are less than 50 watt



*THANK YOU*

**For Further Information-**

- Grameen Trust, Phone No- 9017038
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