



13th Social Business Design Lab
15th March, 2014

What we do

Tanklean is a Safe Scientific Concept to clean and disinfect Drinking Water Storage tanks that involve a 5-stage cleaning process using state-of-the-art imported equipment and proprietary Anti-bacterial agents that are safe, effective and eco-friendly.

The entire process takes just about **90 minutes** of cleaning time for an average capacity of up to **50,000 liters** which keeps the tanks safe and healthy for the next **90 days**.

The Five stages of cleaning >>



Continued..

Today **TANKLEAN**, has set a benchmark for Cleaning of any kind of Drinking Water Storage Tank, whatever its capacity and wherever its location, ever since its inception in early 2012.

Social Objectives:

- Drinking Water Tank Cleaning only is our top priority.
- Creating job opportunities for landless worker.
- We take pride in our work and set high standards for the quality of our service.



Will set up a company and Existing business will be converted into **the social business.**

Marketing and Quality

Marketing Plan:

The project will prepare a documentary highlighting the scientific processes, differentiation of traditional tank cleaning and safety process. This documentary will be shown at community level using TV and DVD/CD player. Personal Network will also be used.



Quality Assurance:

UV Radiation equipment will be used to ensure quality. And final Stage of the **TANKLEAN** process final sterilization and disinfection will be done using UV Radiation by a specially developed UV Radiator which is used to kill any suspended or floating bacteria remaining in the tank.

SWOT Analysis

STRENGTHS

- Scientific method – unique technique
- Use of healthy agent cleaning agent

WEAKNESSES

- Working capital
- Network and marketing

OPPORTUNITIES

- Cater to the increase in demand of scientific cleaning
- Well recognized and used in the developed countries

THREATS

- Introduction to more new and approved technology

Investment

Project Cost: 3,002,000/=

Existing Investment:	
Equipment & Accessories (1 Set)	200,000
Research & Development	300,000
Computer & Printer	40,000
Vehicles investment	500,000
Advance agt. Office Rent	50,000
Existing Investment (Taka)	1,090,000
Seeking Investor for:	
Equipment & Accessories (6 set)	1,012,000
Vehicles (50%)	500,000
Working capital	250,000
Furniture & Fixture	150,000
	1,912,000
Total Investment in cost	3,002,000
Entrepreneur's fund	1,090,000
Fund seeking	1,912,000

Financials – profit and loss

Particulars	1st year	2nd year	3rd year	4th year	5th year
Turnover	4,620,000	7,128,000	11,484,000	12,276,000	13,860,000
Total expenses	4,376,063	6,617,500	10,003,772	10,992,398	12,388,854
Net profit	243,937	510,500	1,480,228	1,283,602	1,471,146

Break-even point: **1st Year**

Payback period: **3.5 Years**

Social Impact

- Lack of awareness and irresponsible attitude and lethargy towards Health, Hygiene and Sanitation are some of the important problems and Challenges related to Drinking Water Supply in our country. This business tries to tackle this problem primarily in a small scale and in a much bigger scale in the long run.

- **Tanklean** will provide the service from 1st year to 1848 homes and 16368 by 5 years.

- 45 Permanent employment for landless workers .

- It will create employment and in the long run will also employ a larger proportion of people as detailed later on in the presentation.