Feasibility Study Report: Transforming Lives

Under DANIDA Business Partnership Program

Partners

Development Wheel (DEW), Bangladesh

And

Neuromedia Aps, Denmark

Mymensingh and Dhaka City, Bangladesh

2011

Content List

CHAPTER 01

Report Preliminaries

Introduction

Background

Objective

Scope

Methodology

Study area Profile

1.1 Introduction

A feasibility study was first carried out in Uganda in May 2011 with an idea of using the results of the study as a baselinefor the feasibility study and later for the intervention in Bangladesh. From the survey it was discovered that Uganda has asize of 236,040 sq km and a population of 34,612,250,which is growing at a rate of 3.6%, and it is the 24th poorest country in the world (July 2011 estimates). Given the intervention will be in Bangladesh, a feasibility study was also carried out in this country with the idea of establishing the situation in the country in comparison with that in Uganda, given that both countries are poor, developing countries, facing some of the same challenges. Bangladesh is the 31stpoorest country in the world and also a developing country with a size of 143,998 sq km.It has the highest population density in the worldwith a population of 158,570,535,which is growing at a rate of 1.3% (July 2011 estimates).

Poverty is widespread in both countries. Pervasive poverty affects millions of people in both Uganda and Bangladesh in various aspects of life like education, income, health, standard of living, nutrition etc. According to the World Bank, approximately 33 million of the more then 150 million people in Bangladesh cannot afford an average daily intake of more than 1,800 kilocalories (the minimum standard for nutrition as set by the World Food Program). In Bangladesh, 49.6% and 81.3% of the people are living below 1.25 and 2 US Dollars per day respectively, while this is at 51.5% and 75.6% respectively in Uganda making the situation in this aspect slightly better in Uganda than in Bangladesh.

Unemployment is one of the major problems in Uganda and Bangladesh. This is at 4.2 % and 5.1 % respectively. Bangladesh suffers from large-scale disguised unemployment. Unemployment among the educated youths is one of the major problems in Bangladesh as it is in Uganda, where more than 50% of the graduates have no jobs. The unemployment rate for the population having secondary school certificate level education and above is significantly higher than those with a lower level of education in both countries. The unemployment rate for educated women is higher compared to that for the male population. According to a study of the International Labor Organization (ILO), Bangladesh is in the twelfth position among the top twenty countries in the world where unemployment is rising. The number of the unemployed in Bangladesh is now estimated at more than 40 million. The way the rate of unemployment is increasing, it is feared that unemployment wills oar to some 60 million by 2015. According to another estimate, every year some 2.7 million young people are becoming eligible for jobs whereas only about 0.7 million of them are getting employment.

Women involvement in economic activity: In Bangladesh, women constitute almost half the population (75 million). In such a context, women must be involved in income-generating activities to promote economic growth and social transformation; otherwise, no development approach can get its real shape. But the majority of them are marginalized, underprivileged, illiterate and poor. The labor force of Bangladesh is about 60 million, of which 20 million are women, and a large number of these women work in the informal sector, but the real value of their participation and contribution is not recognized in society. Differences and inequalities between women and men exist in terms of opportunities, rights, and benefits, however, it is heartening to note that despite many barriers and challenges, a significant segment of women are involved with economic activities through labor selling and small scale entrepreneurship development in the country. There are various constraints in the way to the up-gradation of their skills and enhancement of their productivity; these include lack of skill and know-how, poor access to labor market, information, technology and finance, poor linkages and networks with support services and an unfavorable policy and regulatory environment. If the constraints facing women can be addressed, this huge segment of the population will be converted into productive resources, which, in turn, will contribute to national economic growth and development.

Trade and business development can play a vital role in poverty reduction: In view of the above situation, poverty reduction remains the major focus in economic planning for both Uganda and Bangladesh and, thus, poverty alleviation requires diverse measures. The most important interventions are those who provide both employment and income generation opportunities to the rural and urban unemployed, enabling them to enhance their standards of living. The overarching goal of the Government of Bangladesh (GoB) matches with the Millennium Development Goals (MDG) of achieving 49% reduction in the proportion of population living below the poverty line by 2015.

Uganda has made great progress in terms of reducing the proportion of the population below the national poverty line. The poverty headcount (i.e., the share of people living in households below the poverty line) declined from 56% in 1992/1993 to 31% in 2005/2006.

Using the former survey as the benchmark, this means that Uganda is well on its way to meeting the 2015 global target of cutting poverty in half, which would correspond to a poverty level of around 28% for that year. The poverty gap, a measure of how far the poor are below the poverty line, has also narrowed. This is an indication of improvements in monetary welfare even among those who have not risen above the poverty line. The rapid reduction of poverty in Uganda is a result of several factors; according to a 2008 evaluation of the Poverty Eradication Action Plan, overall growth in GDP per capita in the period from 1992-1997 seems to have been particularly effective in fuelling growth in per capita consumption. Moreover, the PEAP prioritized expenditure since 1997 to improve personal security and access to primary education, health care and water, which alongside continued robust economic growth probably helped to reduce poverty.

The government has also made a counter plan of encouraging all people to engage in self-employment. From the feasibility study carried out in Uganda, the respondents were asked whether they would like to start their own businesses and the findings clearly presented thatthe majority, i.e. 85% of the respondents, considered starting their own businesses(see Annex 1), and as our cases show, the marginalized women in Bangladesh are also very interested in starting their own business, as opposed to being employed. This plan can be duplicated to Bangladesh in order to achieve the MDGs since trade can play a vital role. Trade is not a zero sum game with a few winners and many losers; if managed properly it is win-win situation with mutual benefits. Trade is the transfer of goods and services and the exchange of Money or value. Economic growth through trade has occurred everywhere both at micro and macro level. Economic theory tells us that growth should ideally result in poverty reduction, by what is called the “trickle-down effect”. It requires a level playing ground, where market, position of the value chain actors, and a business-enabling environment are in a neutral position. The majority of the population in Bangladesh is stuck in a poverty trap. They don’t have any capital, and as a result they cannot make investments and generate earnings. Consequently, they remain poor and it becomes a vicious cycle. However, these poor people are extremely hard-working, and if theycan get financial support to kick-start them to trade their labor or trade any product which can be available and has market value, get proper training, supervision and proper guidance with their limited resource, they can gradually come out of poverty. This opportunity to trade their labor or any product can make a huge difference if they get some support from the private sector, NGOs and government organization in the form of training, awareness, information, market linkage, etc.

If the women in an area can trade with some product or their produce at a good price, it will generate income for many other people in the area like the other shop-keepers, day labors, etc. They too, will create trickle down impact. Increase in income increases demand for other products and services, subsequently creating jobs and trading opportunity for others and thus turning the cycle of poverty into a cycle of prosperity.

In Bangladesh salaried/wage employment in the formal sectors is not big enough to take care of the huge number of unemployed, and the salaries paid are often extremely low, especially in the typical female jobs of e.g. working in a textile factory. Employment promotion, especiallycreation ofself-employment opportunities of women, is continuously the most important functions of the Bureau of Manpower Employment and Training.Therefore, a joint and collaborative initiate is required where private sector, NGO and public sector work for a win-win situation with mutual benefits with respect to their own mission and goal, which ultimately results in poverty reduction by increasing income and employment for both men and women.

1.2 Background of the Study

Joint Development Initiatives under DANIDA Business Partnerships (DBP) in Bangladesh: The Danish International Development Agency (DANIDA) is playing a vital role in poverty alleviation in both Uganda and Bangladesh. Under DBP program in Bangladesh, Neuromedia and Development Wheel (DEW) have now come up with a joint development project, hopefully with the support of DANIDA, where the goal of the project is to reduce poverty amongst the poor and marginalized women in Bangladesh by increasing income and employment opportunities. Specifically, to create self-employment, promote entrepreneurship and increase the ability of marginalized women to start-up and manage their own business, without becoming indebted.

For the first step of the project, Neuromedia and DEW, with the support of DANIDA ,agreed and planned to conduct a feasibility study, first in Uganda, and use the results as a baseline/benchmark to the feasibility study in Bangladesh and later to the project at large. The findings will be analyzed to identify the viability of the project and used for the project development process.

1.3 Objectives of the study:

Overall objective of the study in Uganda was to establish the situation of the economy and particularly identify some of the measures used to cab down poverty and unemployment with the view of using the results of the study as a comparison/pre –learning experience to the study in Bangladesh. The objective of the study in Bangladesh was to assess the feasibility of the joint development program under DBP program in Bangladesh. Subsequently, in the next step, a development project will develop as per study findings. Specific objectives of both studies conducted in Uganda and Bangladesh are as follows:

To assess and analyse existing market platform scenario:

- Existing value-and supply chain
- Existing employment situation
- Existing health situation of target customers
- Awareness, information and knowledge on general health issues and other diseases amongst the target customers
- The possibility of locally produced handcrafts as a business amongst marginalized women (since this will be a focus point of the additional projects related to the program as a whole)
- List of existing health products and services used by the target customers
- Market assessment of listed products and services (demand and supply, price, customer satisfaction, problems, etc.)

To assess and analyse the problems and possible solutions related to the following issues:

- Promotion of gender equality and empowerment of women: The study gives a presentation on how to:

    1. Involve as many marginalized women in the project as possible

2. How the project will secure this involvement and which steps will be taken
3. Any special requirements to be taken to advance and safeguard the involvement of women.

- Combating HIV/AIDS, malaria and other diseases: The study gives a presentation on how the partners intend to work towards combating HIV/AIDS:

    1. Development of an awareness programme
    2. Combating HIV/AIDS via project resource utilisation

- Promotion of employment and decent jobs: This project is about job opportunity creation and the study describes:

    1. A baseline description of the present situation
    2. Description of the project's job creation mechanisms
    3. Job target groups and self-employment
    4. How to increase the number of female entrepreneurs
    5. Managing self-employment and tools to grow your personal platform

- Protection and improvement of the environment: The study describes how the partners' intend to safeguard the environment from any waste from the project activities as well as waste from consumed products.

To develop a project by using study findings during project phase, which will be structured as per DANIDA prescribed form, including–

- Project goal and objective
- Project output and activities
- Project description
- Methodology

- Partnership model
- Role of Neuromedia and DEW
- Logical Framework
- Budget

1.4 Scope of the Study:

In Uganda, the scope of the study was limited to Kampala district the capital city of Uganda. In Bangladesh, the scope of the study was limited to Mymensingh and Dhaka district, where background information was collected and questionnaires conducted. Target groups of the study were consumers (both male and female), potential entrepreneurs, existing health and beauty product sellers (of other brands) and key informants (mostly government stakeholders). Later, in-depth, semi-structured interviews where conducted in Dhaka with existing female entrepreneurs (women already doing the business), and women likely to become entrepreneurs. The studies provided information and know-how to achieve the objective of the study in the selected areas. Information include-

- Area profile: demographic composition, education, health, income, economic class, employment, etc.
- Customers' information: existing health and beauty products, brand, quality, buying mechanism, price, usage, satisfaction, expectations, etc.
- Potential entrepreneurs information: Existing profession, know-how about business, business skills, how to improve business skills, expectation to start a new business, etc.
- Sellers information: Existing product line, brands, product quality, business skill and management, existing buyers, business potentiality, buying/selling arrangements, sales and after sales service, yearly turnover, satisfaction, etc.

1.5 Methodology of the study:

The studies in Uganda and Bangladesh were carried out by maintaining certain steps, within a systematic approach, putting much emphasis on both qualitative and quantitative procedures.

Step 01: Planning

With a view to bring out key findings, before going deep into the study, a strategic planning meeting was done as first step of the study in association with the concerned teams of DEW and Neuromedia. A well-defined strategic framework was developed in planning for the viable accomplishment of the studies within a systematic process. At this regard, a field survey technique was selected to conduct the studies with selected respondents.

Step 02: Data Sourcing

The Area Potential Study report is prepared on the basis of both primary and the secondary information which is basically collected from different respondents and government publications, I/NGOs, donor, multilateral agencies, etc.

- ***Primary Data:*** Primary information sourcing was done mainly by conducting structured and in-depth interviews in Kampala, greater Mymensingh and Dhaka. The respondents include consumers, potential entrepreneurs (people without any business in this segment, but interested in making one), and existing sellers (people with already existing business, selling health and beauty products of other brands or handcrafts).In depth interviews with existing female entrepreneurs selling Forever products, and women wishing to become one, was also carried out in Dhaka, and used as cases in the study.
- ***Secondary Data:*** Requisite information and data were both from key informants (government stakeholders' interview) and collected from processed and printed sources, such as the available published reports, BBS publications, BCSIC printed matters, Planning Commission report, etc. In addition, necessary information from different surveys and studies were explored and finally undertaken in Kampala, Mymensingh and Dhaka for further enriching and complementing this report.

Step 03: Team Building

A research team in Uganda that comprised of two directors of the survey from both Neuromedia and DEW, one senior research consultant and six research assistants played important roles as indicated in data collection, entry, management, analysis and report preparation of the survey in Uganda.

Name	Role	Country
Mr. Salam	Director	Bangladesh
Ms. Nanziri Sophie I	Director	Bangladesh
Mr. Kitakule Fredrick	Senior research consultant	Uganda
Ms. Bazirake Augustine	Data entry & Cleaning	Uganda
Ms. Enid Namirembe	Research assistant	Uganda
Ms. Mary Nakato	Research assistant	Uganda
Ms. Sumayah Namutebi	Project co-ordinator	Uganda
Ms. Rachael Aguto	Data entry	Uganda
Mr. Ivan Ssentongo	Research assistant	Uganda

The research team in Bangladesh comprised of four professional enumerators, and two experienced field survey specialists played active roles in data collection and report preparation. The table shows the composition of the professional team.

SL	Name	Responsibility
01	Shah Abdus Salam	Planning, developing methodology and questionnaire, mentoring support to field enumerators, analyzing findings, preparing reports
02	A.B.M Feroz Ahmed	Planning, developing methodology and questionnaire, mentoring support to field enumerators, analyzing findings, preparing reports
03	Fahim Shahriar	Data collection, data compilation, data masking
04	Nerupoma Bhaumik	Data collection, data compilation, data masking
05	Mohammad Ali Tatul	Data collection, data compilation, data masking
06	Nusrat Sharmin	Data collection, data compilation, data masking

Both research teams had a greater responsibility in initially designing the surveys both in Kampala and Bangladesh, developing the questionnaires, identifying the areas for primary and secondary data collection, analyzing and interpreting the data and finally documenting the data into draft, and preparing it into a final version. Field survey enumerators had a major responsibility in collecting the primary and secondary data, and finally assisting the survey specialists in developing documents.The collected data was repeatedly checked to ensure quality and accuracy, which was important for further processing.

Step 04: Study Implementation

During the study, the study team pursued the following approach

- Designing the Area Potential Study and identifying the Target Respondents (Sampling).

Bangladesh		Uganda	Total
Dhaka	Mymensingh	Kampala	
210	100	100	410

- Developing the Process Action Plan, Report Outline, Criteria for Initial Screening and Interview Questionnaires ***(see Annex 02).***
- Organizing and conducting a meeting between DEW and Neuromedia to finalize the above mentioned documents
- Finalizing the survey team comprising field enumerators and survey specialist.
- Designing the field survey and introducing an orientation workshop/training for the survey team members for conveying them with basic ideas about the survey, guidelines, questionnaire structure, expected outputs and the concept of participatorytechniques.
- Collecting primary and secondary information by using structured questionnaires.

Step 05: Study Findings Analysis and Report Writing

- After field level study, all data were compiled, analyzed and interpreted.
- Preparing the report as per the contract of the assignment and forwarding the report to DANIDA for comments or suggestions.
- Submitting the final report to DANIDA after incorporating further comments/changes that were suggested by them.

Time Frame:

The studies were conducted during the period of May to June 2011. The latter interviews with women in Dhaka was conducted in beginning to mid April 2012.

Limitations:

Due to partial availability of required quantitative information on different topics from various primary and secondary sources, the numerical charts presented in the report might not reflect the actual condition of the location. But still, it serves as strong basis for identification of required health and beauty services, employment, women's involvements, etc. in Mymensingh and Dhaka city corporation area.

1.5 Study area Profile:

Kampala:

Kampala City Council (KCC) is administratively divided into 5 divisions, 99 parishes and 802 villages.It covers a total area of 195 sq. km of which 86.7% is land and accommodates 45% of all urban residents. The population concentration per square km is very high at 7,378 persons per sq km of land in 2002. High proportion of youth is between the age of 15 and 30 years with children (below 10 years) covering a percentage of 29%.The majority of people who reside in Kampala are job seekers, children below 5 years, and women in the reproductive age comprise nearly half the population of Kampala (i.e. 44.6%).Although poverty in Uganda has a "rural face", the urban poor in Kampala are much more disadvantaged. They live in very poor and shanty housing conditions, lack access to a supportive social network and most of the population (i.e. 54%) lives in one-roomed houses (Muzigos).Poverty is one of the underlying causes of low functional accessibility to health services since most people cannot afford service costs.

Mymensingh:

Mymensingh was chosen as study area due to DEW's many connections and long time experience of working in this area. Also, the partners wanted to obtain background information from an area smaller and more rural than Dhaka, in order to better understand the needs of the country as a whole, and not just the capital. Greater Mymensingh is one of the former major districts of Dhaka division and is located in the northern side of Bangladesh. Mymensingh has 12 sub-districts, 232 unions and 2,712 villages, total area coverage is 4,363 square km, and total population is

4,460,000. The medical institutions in the district are experiencing increasing demands, emphasizing the need for general awareness on health and diseases.

Over the last few decades, education has been centralized only to the richer section of the population; hence the mass population remains under-educated. The average literacy rate of Mymensingh is 33.7%. The percentage of economically active people that are involved in the major agricultural occupations and other related occupations include 49.1% in agriculture, 9.4% in commerce, 5.1% in transport, 2.1% in construction, 3.3% in service. In addition there are 23% of agricultural laborer, 3.1 % of wage laborer 3.1% and 11.6% of others.

Dhaka City:

Dhaka is the capital city of Bangladesh and the fastest growing mega-city of the world. It is centrally located in Bangladesh, in the southern part of the district of Dhaka. According to the adjusted population of the Census 2001, the total population is increased from 1.98 million to 9.91 million between 1974 and 2001 experiencing a growth of 400% in that period (BBS 1997. 2001a). World Bank reported that the current population of Dhaka is about 15 million and the city is doubled in size by 1999-2005. UN predicts that Dhaka will be the home of 21.1 million people ranking fourth of ten mega-cities of the world by 2025.

Moreover, urbanization in Dhaka is happening at a faster pace, which is defined by UN as an ‘exceptional growth’, among mega cities of the world. UN estimates that about half a million people pour into Dhaka each year (2009). Rural-urban migration due to both push and pull factors is influencing the rapid urbanization in Dhaka and the growth rate is 3.15% (BBS-2003). The number of the young population is relatively higher due to age selective rural-urban migration (Afsar-2000). About 40% of the total city’s population is in the unproductive age groups of 0-14 and 60 and above, which indicates a high dependency burden on the working age population (BBS-1997). The high dependency ratio causes poverty especially among low-income groups in the city.

At the same time, the poverty situation in Dhaka is very acute with many levels due to uncontrolled rural-urban migration. Dhaka is characterized by extreme poverty and inequality. About 55% and 32% of the city’s population are poor (2112kcal per day per person) and absolute poor (1805kcal per day per person) respectively (Islam et. al). Here, population below both the upper poverty line and the lower poverty line have increased by 4.6% and 4.2% respectively during 1995 to 2000 (BBS-2001). 28% of the population in Dhaka are living in the slums because of rural-urban migration where as only 3% of the total city's population are rich with an extremely high standard of living. The disparity among the urban population is higher due to unequal distribution of income and resources.

The per-capita annual income is US$327, which is lowest among mega-cities of the world (Siddiqui et. al.2000, Hossain 2004). The unemployment rate in Dhaka is 23% and slum people are mostly involved with non-formal activity. About 21% of the total city's population is involved with informal activity, 28% with household work and 25% with other services. The number of garment workers in the city is getting higher and proportionately 0.8 million are women. Tough poverty in Dhaka city has somewhat declined over time but the magnitude of poverty still remains quite staggering. Also, many people are suffering from poverty on many levels, like lack of services, sanitation, education, social respect and server infrastructural deficiencies.

The existing health care centers of the city have failed to cope with the rapid growth of the city's population. During the last decade there has been no significant increase in number of beds or hospitals in the city. The number of private hospitals and clinics has notably increased in the last decade, but these provide medical services to only 30% (upper class and upper-middle class) of the city's population (Siddiqui et. al. 2000). Again, literacy rate among the city population is about 63.2% but the existing educational institutions have also failed to meet the demand of the city dwellers. Though the number of private schools, colleges and universities has significantly increased in the last decade, they are meeting demands of only an insignificant portion of the city's population belonging to the upper class. About 45% of the school age children (7years and above) are not attending schools (BBS-1997).

CHAPTER 02

Data Analysis and Findings

Data Analysis and Study Findings

Background Information and Questionnaires

Interviews with Women in Dhaka

Potential Entrepreneurs

Existing Sellers

Cases

2.1 Data:

The collected data and information from the field survey are analyzed and the relevant findings for discussion and recommendations are presented. The background data collected in Dhaka and Mymensingh will be used to conclude overall findings (see Annex 3 for raw data), while specific cases of women in Dhaka will be written and used as benchmarks for the project.

2.2 Background information and questionnaires made in Mymensingh and Dhaka:

To get a comprehensive understanding of the actual scenario, the gathered information is presented as potential entrepreneurs, potential customers and also existing sellers, addressing their various aspects in order to analyze the broader scenario of the existing market platform dealing with health, beauty and handcraft products.In this regard, each of the respondent groups among the divided three actors, are initially analyzed in terms of their gender, age, education and occupation information on the basis of the data collection tool. The results are presented in the next section after being processed in accordance with the study conducted in Dhaka city and Mymensingh.The study findings were analyzed and discussed following actor specific questionnaire.

2.3 Interviews with Women in Dhaka:

Since the time the feasibility study was made in Uganda and Bangladesh, more observations have been made about existing entrepreneurs selling health and beauty products. Almost one year has gone by since the data was collected and in the mean time more experience about how the target group of women work with the products has been obtained. Neuromedia has been active in the country for some time now, and has gathered experiences on how to work with women from all levels of the society as well as arranging trade fairs, seminars, trainings etc. In order to utilize this knowledge in the project, it was decided to conduct more in-depth interviews with women in Dhaka in order to gain knowledge about the issues faced by existing and potential female entrepreneurs of the target group. These women consisted of existing entrepreneurs (already running their own business selling Forever products), and women familiar with the business model, but for some reason not yet doing it. Overall conclusions will be drawn from the interviews, and a couple of cases will be described in the following section.

The additional interviews with women in Dhaka where conducted between $2^{nd}$to 17^{th} April, 2012, in order to access live cases of women that are doing the same business as proposed in the project, to understand how they have benefited from the business, the challenges they face doing the business, their monthly incomes from the business and how it has helped to support their families. The group consisted of women from the ageof 20 – 56 years old and included housewives as well as women working with low paid jobs (earning from 8,000 – 20,000 tk a month). In total, 22 existing sellers and 18 potential entrepreneurs were interviewed. The potential entrepreneurs where all friends or relatives of existing sellers and knew a bit about the business model. To a large extent consistency was found in the answers given by the women, and below some of the main points are highlighted.

2.3.1 Potential entrepreneurs:

Interestingly all women, young and old, were interested in doing the business. As a number one reason why, nearly all mentioned the fact that it was a home-based business, and especially for the housewives, this meant they would be able to take care of their daily chores at the same time as making a profit contributing to the family income. As a number two, the pureness and quality of the products where mentioned. Some of the women already had positive experiences with the products, which is why they wanted to sell and recommend. Others knew of the benefits from their friends and wanted to try it themselves. They were interested in selling a product with a good reputation, and one they thought they would be able to sell to their network of friends and relatives. All thought the business model is a good one to do for housewives across the country as well as for working women to support their low income and in time pursue the business on a full time basis. Important for all interviewees who were considering starting up the business, was the need for support and training. Some mentioned financial support as a prerequisite, others focused more on in-depth product knowledge, as well as training in how to market the products and expand their business.

When talking about challenges of the business model, the price of the products was mentioned as a concern. Price comparisons with other brands in the market show that they are 3 or 4 times cheaper, which made them worry that it could be difficult for them to convince their customers to buy this particular brand and not the other cheaper products in the market. However, since they themselves had been convinced, most believed that they would be able to pass it on to potential customers.

2.3.2. Existing sellers of Forever living health and beauty products:

All sellers were positive about selling the products and the business model. They were happy to sell products they liked themselves and with such a high quality. Again, the fact that it is a home-based business with independently managed time was very important for most of them. The women liked talking to other women, getting in contact with people and using their networks of friends, relatives, neighbors, school children's parents etc. to sell the products. Most of them lived together with their husbands, kids, and in many cases also in-laws, grandparents, siblings, aunts and uncles etc, so they were happy to be able to have an income to contribute to the household, and also to have some money for themselves. For the younger and unmarried group of the interviewees, financial independence was a very important motivator of doing the business.

When asked if they could recommend other women to do the business, 100% said that it was a very good idea to help the thousands of housewives in Bangladesh who sit home without jobs and yet they need to have an income of their own to take care of their personal financial problems. An increase in their incomes at home would help with issues like children's education and food in the household. They also mentioned that any business venture that needed no big investment and no repayments would be a welcomed idea and revolutioning in creating home jobs for the Bangladeshi women. Many felt that it would be possible for all kinds of women to do the business as long as adequate training and support was provided. They also highlighted the need for their own training to be continuous, so they could expand their business and get ideas on how to increase sales.

Majority of the existing distributors were earning between 4,000- 100,000tk per month retailing products within their friend circle, relatives and strangers that they meet during their small day-day activities. The primary customers are coming from the middle class, but 80% said that they were also selling the products to the upper middle groups and 30% were selling to lower middle class. Many mentioned that it was not a problem to sell to higher-class people if they were given the contacts.

The price of the product can be a hindrance, especially for first time sales, which is why most of the women mentioned product trainings, marketing trainings, promotional material, samples etc. as something they needed in support and in order to grow their business. A couple of the women also mentioned that multi-level-marketing companies have had a history of cheating people in this country, which is why many are skeptical at first. However, the women found themselves able to explain the direct selling model of this business, so that their customers understood that there are no bad intentions. Existence of fake and duplicated product in the market has also made it hard for the sellers to introduce their product to the market since people are scared that it could be a locally made duplicated product.

2.3.3. Cases:

In order to highlight some interviews, three cases are described below

Shelley (a potential entrepreneur):

Shelley, 45 years old, is a widower and lives together with her three children. As a living she teaches in singing, earning approximately 15,000 tk a month. Her expenses are the same as her income and since she is the only provider for her family, she is looking for an extra income. She is a graduate and has worked in a number of different jobs, but nothing has been long lasting, and her income has not been consistent. She mentioned that she would love to take up an opportunity as an entrepreneur in the business model suggested and that she would definitely need product training and financial support to start up, but otherwise she saw it as a 'simple' task to start selling the products. She has a large network, through her work, parents of children's school friends etc., and as all others she saw it as no problem selling to friends and family. She found the products very interesting, and working with health and beauty was something that inspired her. She did see challenges in the fact that many people in Bangladesh are poor and lack knowledge on health, but she was confident that, after receiving training, she would be able to explain the benefits of the product and sell them in her network.

Kamurul Nahar Shliule (housewife and existing seller):

Kamurul Nahar Shliule, aged 39, is a housewife, who started doing the business 7 months ago. She lives with her husband, two children, in-laws and grandparents. She needed to have a job, since her husband's monthly income of 20,000 tk was not sufficient to support their joint-family. She heard about the business from her brother, decided to start up and now earns 8,000 tk a month, which mainly supports her children's education. She sells to the people in her network, mostly housewives, but also the younger generation and students. She has made a couple of home parties, which she has found to be helpful in selling skincare products for women. She would like to do even better in the business, but feels she needs more training as well as support for making marketing material and attending trade fairs, since there is competition in the health and beauty product market. One challenge she has encountered is that some customers are initially skeptical about the products thinking that its a duplicate Bangladeshi product, but when she takes her time to talk with them, explain about the product and quality, people understand and are also more likely to accept the price.

Nurul Nahar (long time seller and entrepreneur):

We also interviewed one woman who has had great success in the business; Nurul Nahar, aged 52, started working with the business 10 years ago, when she was living in Dubai with her husband and three children. She worked as a nurse at a hospital making 40,000 tk a month. However, she and her family came into trouble when her husband lost his job, and she also had a hard time working due to increasing pain caused by water in her legs. After a friend recommended her to try the Forever products, she fully recovered and became interested in the products and doing the business. She starting working full time selling the products to,mostly the women in, her network and succeeded in the business, now earning 100,000 tk every month and has a husband that is helping in her business. Besides from the money, she is very satisfied with recommending the products and being able to work with something she enjoys. In general she sees it as a good business for many women in Bangladesh, being able to increase their income if working hard towards it. As a challenge, she mentioned that the people in Bangladesh can be narrow-minded and not all husbands want their wives to have a job.

CHAPTER 03

Discussion on Findings

Generic Findings

Findings on Potential Entrepreneurs, Consumers and Sellers

3.1 Generic findings:

Huge market potentiality of health and beauty products in the study areas: The growing size of the population and increased purchasing power of the middle and affluent class has not only led to an increased demand for goods and services, it has also created a positive push for health and beauty products. There is market potentiality both in Mymensingh and Dhaka city. Increasing awareness about general health issues and lifestyle diseases is creating demand for the products.

Middle class is the driving force of the demand of health and beauty products: The demand for health service is increasing in trend with an increasing population and their increasing purchasing power. The rates of rich and middle class families who prefer to take better health services including nutrition and beauty care are increasing. The highest demand lies in Dhaka, but also in other cities like Mymensingh, where people now prefer to consume and use a substantial quantity of quality nutrient and beauty products.

Unemployment rate is increasing: The unemployment rate, both in Dhaka city and Mymensingh, is increasing. Educated youth and women mostly depend on public and private jobs, not self-reliant business. They lack awareness, knowledge and skill on business management as an entrepreneur.

Women involvement in economic activity is not significant: The majority of the labor/employment is male dominated while the female workforce is either low or absent. There is no usage of child labor in any of these sectors. Wage differentials and discrimination exists where there is substantial numbers of female workers. Most jobs where women are employed are very labor-intensive jobs, combined with an extremely low wage. 60% of women employed in Bangladesh work in the garment sector, doing very labor intensive work in factories, earning the minimum income of USD $44 a month, just above USD $500 a year.

The direct selling model does not exist in the study areas: There are no business model or project that address the problems or needs in this way- “Selected direct beneficiaries that shall receive a start-up package will be trained about the business idea, product trainings, how to reach out to customers, customer care, follow ups on customers, how to take care of their health, how to teach and reach out to other community members, who will also be the indirect beneficiaries of the project, how to build their business to a much bigger business in the near future and lastly how to coach others using the same knowledge they will have gained."

Sellers' willingness to work with a model that does not include lending and interest rates: Most sellers wanted to work with any kind of business where they did not have to borrow any money, pay interest rates or repay anything. They were willing to work with any business concept that offered trainings, constant support and follow-ups, financial advice, business planning etc. This model shows the difference between the model utilized in the project and microfinance. Microfinance have in some cases proven to result in a vicious cycle, if repayments have been delayed or not possible. Furthermore, very often, these loans have just been granted, without proper screening or questioning about the business. Also, rarely, is business advice and financial management training offered along with the loan.

Target group of women: As the results of the study indicates, working with the bottom of the pyramid and the very poor people, cannot sell to the upper middle class, which is a target group for the entrepreneurs. Since it would be difficult to work with this margin of people in this project, it was decided to focus on the marginalized women instead. As it is known, Bangladesh has a very large group of women who are either unemployed housewives, or working for a very low salary, who cannot provide for their family, especially if single or if their husbands are unemployed. These women can be educated or not, but similar to all is that they have less self-motivation and less access to opportunities, which is exactly what the project will provide them with.

3.2 Findings on potential entrepreneurs, sellers and consumer

Women are the main focus of the business: Demographic aspects linking gender, age, education and occupation information of the respondents for potential entrepreneurs is employed here for analysis in order to formulate a comprehensive policy planning, addressing their identified needs. It is significantly relevant here in order to facilitate further employment opportunities for them along with increasing their income level to better off their livelihoods by fostering their capacities as an individual entrepreneur. They are found, to a large extent, to be ignored in getting proper access to required employment opportunities and thus remaining unemployed. They are also found to be hindered in obtaining loans and the required support and training to start up their own business, which many of them wish to do.

Positive response from target groups: The study has tried to identify the current status of women, where in most cases they are found to be interested in starting a business. Women are also notable here along with their opinion in starting business as an individual entrepreneur. And, they are all found in need of various supports giving major focus on funding and also training in order to individually start a business.

Everyone interested in starting an own business needs support. The most important factor here is the training from the company. The lack of training is clearly a barrier for the people to manage their own business. Well-defined management systems along with adequate funding are also stressed as important factors hindering the start-ups. Other issues are also mentioned, like a non-stringent time schedule, so that women can work easily even besides their study or home-stead chores, and proper share of profit and bonus provision in terms of the amount of sale. As seen from the data, existing sellers have not received any training and they also lack informing their customers about the products, which could be included, if they themselves had received initial trainings. Furthermore most sellers are not satisfied with the products they are selling and show demand for quality products.

19 to 65 aged women are the most potential consumer of the health and beauty products: Women aged in between 19 – 65 years old are found to be the most potential customers of various health, beauty and handcraft products. Men are considerably more reluctant in consuming these products. The products have a general market of different kinds of people ranging from housewives, families, working class-people, students etc. Almost all of them are consuming various beauty products for their skin and beauty care, hair care etc. For these, they are using products with both herbal and non-herbal (chemically processed) ingredients of various brands, both national and foreign. Mostly, they rely on foreign brands for non-herbal products that are available in local markets whereas for herbal products they depend on national or in some cases foreign (Indian) products. But for handcraft products they are entirely favoring national brand products.

Lower end of the supply chain is the most available source of the products: Existing sellers collect products mostly from lower category of sources i.e. from the local market, due to availability. They also collect from brand-shops in some cases addressing mainly quality issues. They mention that some products are not suited for the skin or the weather, along with their unavailability at the local market. Some products, especially of foreign brands, are very costly to purchase and proper manufacturing dates do not always appear. Again, some of them are not satisfied with the quality. Moreover, sellers rarely explain to the customers the proper usage of the products.

Existing health and beauty product sellers are mostly male: Existing sellers' opinion are also incorporated here to get a comprehensive understanding of the overall market situation to identify the promising options for fostering health, beauty and hand-craft products. Most of the existing sellers are found to be male. They are the ones involved in carrying out the business and leading the market mechanisms. They are educated from primary level to tertiary level even when they are working as businessmen, salesmen, hairstylists or beauticians. However, most of them have not received any relevant training for the well management of their business while some of them are skilled by the tradition of their ancestors simply to carry out the profession by generation. They are, very often, found to be in a competitive market environment where other sellers like them are also involved with similar business. The demand for female sellers is there, especially when it comes to the sales of skincare and make-up. A female with sufficient training will be more successful in advising on products, and selling to her peers, than a male counterpart.

Health and beauty products are not stand alone business for existing sellers: Most of the sellers are involved with business relating both to health and beauty products. This is not stand alone business; sellers sell other products like cosmetics, pharmaceuticals, etc. Their average monthly turnover dealing with those products is ranging BDT 10,000 to 50,000 and few are also earning more than BDT 76,000. In most cases they are buying these products either from the company distributor or even from the wholesale market. Very few of them buy from the retail market whereas handcraft products are mostly manufactured by their own producers. Basically, credit is the major medium for buying agreement with their companies where some other provisions like bonus, incentive or even profit share are also found, but very few in counting.

Consumers are not found to be satisfied with the available products: Nearly all respondents are consumers of beauty and health products, however most are not satisfied with the quality of the products they buy, and most have also not received information or explanations on how to use the product from their seller. Many are negative towards the products, since they do not feel that they serve the desired purpose, but buy the products mainly out of availability factors.

CHAPTER 04

Partnership Idea

Business Model

The Products

Business Model

Qualifying for the Program

Trainings

Sustainability

Marketing Model, Sales and Additional Programs

4.1 Business Model:

4.1.1 The Products

The Business model in the project is based on a top class natural product (Forever Living Products), which are manufactured in Scottsdale, Arizona with buyers worldwide. The products are a range of aloe vera based ecological nutritional and skin care products. There is no utilization of chemicals, gene modification substances and suchlike artificial additives. The partners wish to use this platform to provide for well-proven and well accepted products to support poverty eradication activities and therefore all candidates shall be trained in these health and beauty products as a basis for their business.

4.1.2 Business Model

The business model is based on developing an alternative boosting business development tool. Neuromedia and DEW have developed a program where they will train and teach as many marginalized women as possible to become entrepreneurs through providing trainings, support and follow up programs to ensure the success of the business of the candidates. The partners will provide knowledge of the products that the entrepreneurs will be working with, give them selling skills, give them an identity that they can use to present themselves in front of their customers and they will be given a product that is highly demanded by the lower middle, middle and upper middle class segments of the people in Bangladesh. Thus, they will earn an income that can sustain them and their families, ultimately fighting widespread poverty.

Neuromedia, as explained in the study report, has tested this model before, in Uganda. However, it should be noted that this was done with no funding and that in most cases these entrepreneurs used their own capital to start up the business and only got free trainings and support from Neuromedia. The model was based on a process of finding local entrepreneurs who received training and management support to build up their personal competences to manage the job. Once signed up and having completed initial training, the entrepreneurs would buy a starting product package, which they sought to sell to potential buyers. This is the model being utilized worldwide, and Neuromedia utilized this model in Uganda, also providing support to thousands of poor female entrepreneurs, in order for them to build up a good business. However, Neuromedia wish to utilize the model otherwise in Bangladesh in order to bring out as much entrepreneurial spirit as possible. The program will focus on marginalized and unemployed women who will undergo a critical selection criterion as determined by partners. After qualifying and earning the trust of the partners, they will receive the trainings as well as a startup package with products worth the amount of 3,500 tk. This package is provided by Neuromedia and will never be repaid by the entrepreneurs. The income earned from the starting package will enable the entrepreneurs to be able to buy more products and supply their customers. Furthermore, the profits from selling will be entirely up to them on how they wish to spend it. Candidates are not bound by a contractual relationship and should they regret, they are not forced to finance the free of charge starting package.

4.1.3 Qualifying for the Program

The local partner, DEW, has worked long-term with marginalized women in Bangladesh and due to their extensive experiences will be able to identify a large group of women as potential candidates.

- **Step 1:**This group will join an initial introduction session to get information about the project as a whole.
- **Step 2:**After the introduction session the women interested in joining will fill out a questionnaire and undergo some individual follow-up questions to show if they are in the marginalized group of women as well as their need and interest of joining the program, e.g. unemployed, employed but underpaid and not able to provide for their family, interested in doing direct selling, hard-working and trustworthy.
- **Step 3:**From this information the partners will select the ones who have qualified for the training program.
- **Step 4:** The selected women will receive the trainings (details of trainings in below section)
- **Step 5:** After successfully completing the trainings they will receive a certificate, the starting package of products, and will be continued in the project.

In brief, the business model is based on a person to person sale where the candidates will be trained via selling their first free of charge product package into saving a portion of the profits to be re-invested into new products. The candidates will have complete ownership of the business and there will be no middle-men within the business, therefore the program is aiming at educating the individuals to become direct sellers. The trainings will consist of the following;

4.1.4 Trainings

The products

When accepted to the program the women will receive a well-structured and thorough training about the Forever Living products. This is a prerequisite for them to be able to sell the products, appear trustworthy, and able to offer customers the best service, which will distinguish them from sellers of other health and beauty products in the market. Furthermore, the detailed training will highlight common diseases, which will increase the women's understanding of these. These are general lifestyle diseases, such as; obesity, digestion problems, mal-nourishment, cholesterol problems, rashes, insect bites, immune defense problems, as well as skin and beauty issues. When reviewing these issues the women will naturally learn more about them, understand how to prevent them and know which supplements can be effective in treating/preventing these conditions. Additionally, as explained later, health professionals will provide knowledge about serious diseases such as malaria and HIV/AIDS.

Retailing

As well as in-depth knowledge about the products is necessary, so is training about retailing. These women will be using direct selling, and will receive information about how to market their products, how best to make use of their existing network as well as extending it, how to appear trustworthy and not just appear to be pushing for sales. Furthermore, when customers have been acquired, the customer care dimension must be emphasized. Following up on your customers' needs, making sure that they have a good experience, is vital in order to secure re-buying customers. The women will always be able to access the products they need and offer Forever's money-back guarantee (in the 30 days from buying a product customers can always get a full refund if they are not satisfied, even though the whole product is used) as insurance for the products. This form of retailing also offers an easy way for the women to independently manage their time and day. Since they can work whenever they want and how much they want, they will have time to e.g. manage their household work.

Savings management

With increased income, it will also be beneficial to train the women in how to handle their money and the importance of having a saving. The program will include a plan for each woman, made in collaboration with her. This plan will contain an estimate of their earnings, expenses and savings, which will offer a general overview and understanding of their finances. Also, their possible investments and their long-term goals will be discussed, and a realistic estimate of time scope to achieve this will be written down. This will increase the incentive for the women to work hard and provide them with an understanding of what is possible with their business. Furthermore, it offers the partners a way to follow up on each individual and track their progress.

As already discussed, the women of the program are not bound by any contract and are free to stop their work at any time. The partners do not anticipate that this will happen in very many cases, since the business model offers them a way of work that is managed by themselves, and they can always get support from the training centers. However, should they choose to end the collaboration, the learnings mentioned above will be something they will take away with them, and are very relevant and usable in their lives as well as in any other business they choose to make a living from. Education is always a necessity for development, and these trainings will certainly equip the women to take charge of their own future.

4.1.5 Sustainability:

The project will be able to sustain itself in a number of ways.

Firstly, the financial aspects will be covered by the 50% of Neuromedia's profits that continously will be reinvested into the project. Also, the first 2 years of the project 100% of Neuromedia's profits will go back into the project, and some of these will be put aside for maintaining the project, when the funding ends (see budget for details).

Secondly, the Train the Trainer program (see below in additional programs) will facilitate sustainability. Of the existing project beneficiaries the project manager will identify some of the best entrepreneurs to provide continuous trainings and, if interested, the person will be hired by the project to be a part of train the trainer programme. The objective is to develop a local trainer workforce with the ability to secure proper training and day-to-day support to the sellers. The trainers will be identified all over the districts and they shall provide continuous trainings in the local language and also identify other trainers in the programs who will be suitable to carry on daily trainings and support to several groups of people.

Thirdly, the additional programs will also ensure sustainability of the project. With the profits reinvested into the project the partners intend to create low cost beauty training schools, that will continously train the women and give them career development. Also, this will facilitate the success of the beauty palours that are being set up and which will continue to generate income, even after the funding is ended. This creates employment for the women hired to train in massages, pedicure, manicure, skincare etc. plus further educates the women entrepreneurs.

4.2 Marketing Model, Salesand Additional Programs:

The partners shall provide all sorts of promotional material, market identification, trade fairs and exhibitions, organizing campaigns and provide constant help to the candidates on how to sell and grow their business;

Promotional material:printed marketing material of the products will be made and provided for the entrepreneurs, this will include; business cards, leaflets, handouts, product descriptions, etc. Jute bags with logos, for carrying and selling the products in will be provided by the partners. Also, material with information about the general health issues will be made and can be combined with marketing/selling the products.

Trade fairs: The partners will arrange own trade fairs as well as participate in other fairs and exhibitions concerning health and beauty, in- and outside the city. They will encourage all entrepreneurs to join these events and help them with practical issues relating to this. This will aim at creating much awareness about the products and extend the entrepreneurs' networks with customers as well as other professionals. Moreover, they will gain experience and skills in dealing with customers and selling their products.

Awareness campaigns: DEW has a great deal of experience with these kinds of awareness workshops and campaigns and have previously used these very successfully in their women's rights and sexual harassment projects. Their model can be transferred to this project so that awareness about health issues is raised, contributing to overall development in Bangladesh.
This activity will also create awareness amongst consumers about the benefits and importance of health and beauty products, which, in turn, will stimulate the demand of the products.

Home parties, product launches and displaying their products: The partners will help organize and fund home parties, so that the entrepreneurs have a change of inviting large groups of people, which will gain knowledge about the products, as well as test some of the products (free testing products will be provided by the partners). This will help the entrepreneurs get new and continuous consumers. Via the training centers, the partners will be able to offer a professional location, where the women can invite larger groups of customers.

Beauty schools: With the profits reinvested into the project the partners intend to create low cost beauty training schools, that will continously train the women and give them carrier development. Also, this will facilitate the success of the beauty palours that are being set up and which will continue to generate income, even after the funding is over. This creates employment for the women hired to train in massages, pedicure, manicure, skincare etc. plus further educates the women entrepreneurs. The partners intend to recruit women from outside the project, who for a small fee, can attend the beauty schoolc, receive trainings and a certificate, which they can use in a future job. The profits earned by this, will ensure sustainability of the schools.

Beauty parlours: The partners willcreate beauty parlours where interested candidates can work and promote their products. They will be able to use their new skills in beauty treatments, massages etc, and will have an excellent platform for selling many of their products.

Handcraft: As an additional program the partners will help the entrepreneurs to identify any other local product that they can make or create and can be promoted in the international markets. This product will be made out of local raw materials such as jute and local silk to make an exclusive product that can be promoted under fair trade in the western markets. This initiative will create further income for the women as well as take advantage of any skill or interest in handcrafts they might have. DEW has already had success with their fair trade programs, selling locally made handcrafts internationally, and their connections will facilitate this program.

CHAPTER 05

Reference of the study

Entrepreneurship Development Program

Project Management Activities

Revenue and Profit

Development Objectives

Increased Employment

Positive Effect on the Local Society

Improved Gender Equality and Women's Empowerment

CSR and Environmental Measures

Entrepreneurship and Private Sector Development

The Innovative approach

Partner Resources

Organisational set- up

Analysis of need for Training and Technical Assistance

Preliminary Plan of Project Implementation

Risk factors and Competition

Development Profile

5.1 Entrepreneurship Development Program:

Millennium Development Goals:

Although Bangladesh is making progress towards achieving the MDGs, recent economic growth in the country has not led to a major decrease in poverty (Overseas Development Institute, 2008). This has been exacerbated by the 2008 global economic crisis, volatile food and fuel prices and debilitating natural disasters, which have had a significant negative impact on the proportion of people living in extreme poverty in the country (UNDP Bangladesh, 2009). For example, it is estimated that the economic crisis pushed more than four million people back into poverty, negating progress in achieving the MDGs (World Bank, 2010).

By enabling people to increase their incomes through trade, increased access to knowledge, and services, this project will directly address these targets and contribute to the achievement of MDG 1. The project will also tackle concerns raised by the MDG progress report by focusing on economic growth that is “pro-poor’’ and leads to more jobs, better employment and higher household income. There has been criticism that progress towards MDG 1 in Bangladesh has been ‘gender blind’. Attention must be focused on the equal opportunity to access resources such as economic assets (e.g. land), income, employment and political opportunities. This project will ensure that women are involved as much possible, which will also help address some of the targets within MDG 3 which Bangladesh is not on track to achieve, such as the share of women in waged employment. This project can also make an important contribution in attempts to meet greater gender equality, as women will be provided with opportunities to improve their income generation, gain employment, develop their skills and take up leadership positions.

Objectives of the project:

Overall Objective: Reduced poverty and create more sustainable livelihoods for poor and marginal communities in Bangladesh

Specific Objective: Ensured sustainable livelihoods for poor and marginal communities, particularly women, in Bangladesh by increasing income and employment opportunities, as well as promoting women’s empowerment and health awareness.

Beneficiaries of the project (estimated number)

Direct beneficiaries: 1,000 households (entrepreneurs) and their families in Dhaka and Mymensingh districts will directly benefit from the project. With an average family size of five, 5,000 people will directly benefit in total.

Indirect beneficiaries: The consumers are the indirect beneficiaries. Each can deliver services for up to 50 consumers. Therefore, the 1,000 entrepreneurs will go on to provide benefits to a further 50,000 consumers and their families.

Expected Result:

Result 1: Target entrepreneurs have enhanced their organizational and business management capacity. They have increased their knowledge on products, health, and savings.

Result 2: Target entrepreneurs have increased income and employment through improved access to market

Result 3: Women have gained economic independency, social respect and empowerment

5.2 Project Management Activities:

Activity 1: Project planning, set up and management

This set of activities involves preparation and ongoing management to ensure effective project implementation. The objectives and results of this set of activities are:

Objectives:

- To establish systems to ensure effective on-going project management, monitoring and evaluation
- To fine-tune project activities
- To ensure the involvement of key stakeholders and clarify their respective roles and responsibilities
- To recruit and induct staff
- To establish full-functioning project offices

Results:

- An appropriate monitoring and evaluation system is developed
- Detailed action plans are developed
- Job descriptions for the project staff are developed and appropriate staff are recruited and trained
- Fully functional project offices are established

Activity 2: Capacity building of partner and project staff

As this project is part of broader efforts to reduce poverty, it is essential that partner and project staffs have a good knowledge and understanding of project management skills, enterprise development, business counseling and client management, and the issues facing entrepreneurs. This will enable partners and project staffs to manage and deliver the project effectively, provide effective support to target entrepreneurs, and to engage more effectively with other stakeholders. The objectives and results of this activity are:

Objectives:

- To build capacity of project and partner staff to implement project activities and engage with target entrepreneurs and consumers
- To train project and partner staff on project management, business counseling and enterprise development skills

Results:

- Appropriate consultants are contracted
- Training modules are developed
- Capacity of project and partner staff is built for implementing the project
- Capacity of project and partner staff is built for improving their understanding on business counseling and enterprise development skills

Activity 3: Establishing links among entrepreneurs, consumers and other stakeholders

This activity will teach the entrepreneurs to establish/strengthen linkages between entrepreneurs and consumers to ensure that consumers get the benefits of the product and services developed under this project. Even after building the capacity of entrepreneurs, the services may not reach the consumers if consumers do not know about these services or about their own service needs, or if they lack the confidence to approach entrepreneurs. It is therefore crucial to establish good linkages between entrepreneurs and consumers to ensure effective service delivery. This will be done through the health awareness campaigns, as well as the other aspects of the previously mentioned marketing plan. The objectives and results of this activity are:

Objectives:

- To establish linkages among entrepreneurs, consumers and other stakeholders
- To encourage entrepreneurs to promote the market effectively

Results:

- Increased understanding of the importance of linkage among entrepreneurs andconsumers
- Improved information sharing, networking and linkages amongst entrepreneurs, product manufacturing company and consumers

Activity 4: Monitoring, evaluation and dissemination

Monitoring and evaluation is vital to track project progress and ensure the project is having its desired impact. The objectives and outputs are:

Objectives:

- To ensure the project is moving on the right track
- To ensure that the project will have the desired result
- To report to DANIDA and other funders on the projects effectiveness and project expenditure
- To share project learning with key stakeholders
- To inform the development of future project initiatives in Bangladesh

Result:

- A monitoring and evaluation system is developed and in place
- Mid-term and final project reports are completed (including an external evaluation)
- Project learning is shared with all key stakeholders

5.3 Revenue and Profit in DDK:

Product range/revenue	2012	2013	2014
Deodorant	100.000	250.000	400.000
Lip balm	30.000	55.000	100.000
Toothpaste	25.000	50.000	125.000
Gel drink	500.000	1.000.000	2.000.000
Gelly	50.000	75.000	150.000
Heat lotion	125.000	200.000	300.000
Total sales	**830.000**	**1.530.000**	**3.075.000**
Total mark up project	**249.000**	**459.000**	**922.500**
Cost of operation			
Local staff salary	50.000	150.000	200.000
TA advisor salary (50%)	198.000	198.000	198.000
Office lease	36.000	36.000	36.000
Transport	50.000	75.000	125.000
Communication	30.000	25.000	20.000
Marketing cost	40.000	80.000	100.000
Total cost of operation	**404.000**	**564.000**	**679.000**
Total result project	**-155.000**	**-5.000**	**243.500**

The total mark up of the project is the profits earned by Neuromedia. 100% of these profits will be contributed to the projected for the first two years after its inception, in order to kick start the project and ensure resources. Neuromedia’s profits will go back into the project and be reinvested in this and other projects (e.g. beauty parlors, developing talents in handcraft production, etc.). After the initial first two years, 50% of Neuromedia’s profits will continue to be reinvested. This is intended for keeping the project running, as well as to create more sustainable developmental projects aimed at poverty reduction.

The entrepreneurs will have 43% retail profits from each product they retail, e.g. if they retail one aloe vera gel they will earn 488 Tk per bottle. This means that eventhough they only sell 1 bottle per day they can have an income of 3,416tk per week and 13,664tk per month from just one product.

5.4 Development Objectives:

The main development aspect of the project is focused on utilizing trade as a poverty-eradicating tool and to involve as many women in the process as possible, offering them ownership of their business. If proven successful, the partners will have developed a tool which will prove easy to understand and easy to implement. The simplicity has a strong potential in development terms and the partners are committed to strive for success. Specifically the project will address three development objectives:

5.4.1. Increased Employment

The number one development aspect of this project is creating increased employment. It is in the large group of marginalized women in Bangladesh that employment will increase and not only will employment increase but the jobs the project creates will ensure increased living standards for many women and their families as well. The employment will consist of very independently managed work, which the women can spend as much time on as is possible, aided by the partners' support. The women will have full ownership of their business and will be able to use their individual skills. Furthermore, the employment will continue to increase along with the project, since it is intended to expand across the country, local trainers will be hired, beauty schools and palours will be created etc.

5.4.2. Positive Effect on the Local Society

Beside from creating employment, and increasing living standards for many families, the project has a positive effect on society, since awareness about beauty and health issues will be raised. The awareness campaigns will facilitate this, along with the intensive trainings the women get. The continuose support from the trainers, will enable the women to grow and reach their goals. Furthermore, empowering women will help increase gender equality in the local society.

General business knowledge will increase in the society, helping the entrepreneurs to manage other businesses besides the one in the project. The communities that the project is operating in will see a demonstration of an untraditional method of establishing a business without having access to a great deal of financial resources. The project offers a breaking-away effect from traditional methods of establishing one-self as an entrepreneur depending on the goodwill of family and friends and the local community's backing. Picturing normal traditional entrepreneurship, participation in this project's entrepreneurship program will offer a flexible and straight-forward method of success without binding resources to banking facilities and without seeking acceptance from peers in the local community.

The project seeks to increase understanding, harmony and trust in communities, and bring families together, since the proposed business model is based on a trust-based business and family/friends' recommendations. Communities will enjoy a new kind of business where they have to work together, help and advise each other on health issues and provide eachother with solutions. This will be a break-through to all communities where the project is implemented and will bring communities to work together as a team, which is something that will spillover and affect other areas of the community, bringing about several other positives developmental changes.

5.4.3. Improved Gender Equality and Women's Empowerment

This project is solely focused on women for several reasons. As one of the MDGs, gender equality and women's rights must be addressed, in order for other developmental goals to be fulfilled. Equal rights and opportunities are an universal human right and, furthermore, research shows that a key to development and economic growth in the developing countries and emerging markets is women and the increased inclution of them in the labor force. Therefore, facilitating the work of women brings much positive development to the local society, one is the economic but, additionally, the increase of women working, empowers them, giving them pride, independence and value in society. The importance of women entrepreneurship is increasingly emphasized in international development policies, in order to utilize their skills, increase the living standards of their families, as well as contribute to overall economic development.

This project facilitates the inclusion of many women in the labor force. The women will receive trainings in health issues and business mangement, and the possibility of working as much as they want makes them entrpreneurs themselves. The business model offers many ways of individuality in the business, and along with the expertise of the partners, the women will be able to influence how they will be working. The inclusion of additional programs, such as beauty palors, trade fairs etc., enables the women to develop on the economic level as well as the personal.

All in all the project will improve women's opportunity to become entrepreneurs (also in the case they wish to start another business), help dissolve social and cultural barriers, prioritize women's health and rights, enable economic independence and increase overall living standards.
The project has marginalized women as the main focus for employment; the reason being that a substantial amount of the products are cosmetic oriented with natural healing features and it is believed that the involvement of women will create a professional and trustworthy impression for customers.

To secure the involvement of women, the project will interact with groups of unemployed women such as educated women without jobs, women who want to become independent both in terms of becoming an entrepreneur and, in some situations, independent from their domestic economies. Via DEW's local network, approaches will be taken inside and outside Dhaka to contact groups of women and to present the project opportunity to them and to recruit suitable and interested candidates for the training program.

5.5CSR and Environmental Measures:

Combating HIV/AIDS, malaria and other diseases

The partners will ensure the development of an awareness program on how to combat HIV/AIDS and how to avoid some of the most common health issues and problems from living in Bangladesh. The awareness program will involve an external expert to provide training to the project staff and to the training and distribution center heads. At the distribution center heads, information and training on health will become a natural part of the project activities. The training centers will become a point of access to information not only on the products, but also on health related issues. Since it is likely that the project will involve a high number of individuals, the partners will be open towards utilizing the training centers for important social information in general.The partners have chosen to outsource this information and training sessions to professionals in order to always have access to updated information. It is likely to involve training by nurses and medical doctors. As part of the projects work, it is currently being evaluated by the partners how to “spread the word” by letting the entrepreneurs carry information jointly with their production information to the end-users.

Protection and improvement of the environment

The project is not as such a challenge to the environment. One issue is the waste related to using the products, which in most cases are made of plastic. All distribution centers will provide training in collecting the waste for re-use or for collecting for public waste handling. Other than this, the project is not harmful to the environment.

Promotion of transparency and anti-corruption practices

As part of the project, the partners will develop a project handbook, which will describe the partners’ working methods and a set of ethical project rules. These rules will focus on corruption as an unacceptable working method and not to be applied in any of the project’s activities. Involvement in corruption or bribery will result in expulsion from the project whether as an employee or as an entrepreneur.

Community effects

The communities that the project is operating in will see a demonstration of an untraditional method of establishing a business without having access to a great deal of financial resources. The project offers a breaking-away effect from traditional methods of establishing one-self as an entrepreneur depending on the good will of family and friends and the local community's backing. Picturing normal traditional entrepreneurship, participation in this project's entrepreneurship program will offer a flexible and straightforward method of success without binding resources to banking facilities and without seeking acceptance from peers in the local community. Apart from this, the project will focus on involvement of women and demonstrate to the local communities that women play a central role in the continued positive development of Bangladesh.

The consequences of not obtaining DBP support would not mean that the CSR and OHS issues would not be dealt with, but that the implementation of the components would be planned over a longer time span thus creating a scenario where the reaching of commercial objectives would require an extended patience from both sides.

5.6 Entrepreneurship and Private Sector Development:

The partners have engaged into establishing a project for which there is today growing awareness of the need to increase national self reliance, namely supporting the development of entrepreneurship in many more fields than garments and textile, shrimp and fish, laborand a long list of other well-known business areas. This is supported by transferring knowledge from Denmark to Bangladesh and by setting up an untraditional business method based on a mix of Danish and Bangladeshi knowledge and aiming at sales of the quality products to the domestic market.

This project directly supports the necessary processes of creating awareness of the benefits of supporting entrepreneurship and increasing trade. By cooperating in international business partnerships, Bangladesh will gain access to competence upgrading projects and improve its attractiveness towards other private sector initiatives.

Furthermore, the partners would be working generally to strengthen the Bangladeshi private sector, create a number of challenging and competence-upgrading jobs, supporting the private sector enterprises demonstrating consciousness with regard to the environment and gender issues. Moreover, the following issues would be results of the project’s agreed business outputs:

- Organized in Bangladesh based on Danish know-how will be important aspects of the same project that both partners are convinced will be the key factor for success in the domestic market. This step will support the trend that Bangladesh is able to manage high quality products limiting the dependence on imported solutions
- The Bangladeshi work force is demonstrating competence levels supporting the attraction of professional product suppliers and demonstrating a market in positive development
- The partners will be offering job opportunities where competence upgrading factors play a major role
- The partners will welcome as many female employees as possible at all levels
- The partners will secure employees with proper working conditions including proper salary.

The need for DBP support to the project is absolutely necessary. In other words, since the partners are pursuing a sector in Bangladesh in need for, radical improvement, the project would be seriously delayed in its commercial implementation without DBP support. The need for training and technical assistance would entirely be a matter for the partners to manage. The need in Bangladesh to attract knowledge partners such as Neuromedia is in high demand and therefore the DBP program’s support is both relevant and necessary. If the partners achieve their objectives, Bangladesh offers a very fertile and long lasting market opportunity for the partners’ product scope.

5.7 The Innovative Approach:

The innovative approach is focused on utilizing an untraditional commercial method to promote entrepreneurship extensively and with very low cost to the involved entrepreneurial candidates. By promoting trade based on quality products and in a framework of processional training, continued on-going supervision and follow-up, the candidates will have every opportunity to develop their business and to support their own and their families financial needs. The case is moreover untraditional in the sense that a Danish entrepreneur involves his whole experience, organization and network to support a successful development, which normally in such cases would be managed fully locally.

In addition, an innovative aspect of this business model is that the entrepreneurs will be offered a free of charge starting package with products worth 3500 tk that does not bind the women in any way or requires repayment.As previously mentioned this model differs from microfinance in the sense that the beneficiaries can never be trapped in a situation where repayment is impossible, resulting in further loans, business failure or social exclusion. Also, the fact that the women are provided with continuing guidance, but no control on how to run their business, how to use their savings, and their additional skills or interests offers a way of doing business that is concerned about the success of each individual in the project, and provides ownership for the women involved. The nature of the products utilized in the project offers a unique way of combining product information with health awareness, and the partner's committed efforts to trainings in diseases, health and human rights, only increases the beneficial societal impact.

5.8 Partner Resources:

Neuromedia:

*Core competences:*Supporting and motivating people in retailing, entrepreneurship and business development. Working in many different countries and societies and successfully devloping entrepreneurs from all social levels, including women from the BOP. Providing guidance and support to enterprenuers and leading them through a step by step procedure that includes personal development as well as business success.

*Motivation:*Neuromedia's motivation is sought in the vision of utilizing an untraditional commercial tool to boost development efforts by involving individuals in a trade-oriented activity. The objective of providing people with jobs, which in turn can provide them with a suitable income and motivation to continue to develop their business platform, has a very positive development in a society where opportunities can be hard to come by. No doubt, the partner can see a commercial advantage in implementing their project idea down the line; nevertheless, this fits perfectly with the idea that development aid can be sustainable and simple. For Neuromedia the strategic importance lies in the fact that the company will expand its business activities and network in Bangladesh, in the long run increasing profits. Furthermore, demand will be increased by the hightened awarenss of the benefits of consuming health and beauty products.

Role and special obligations: Given its 13 years in the field of trainings and business development, Neuromedia shall support the jointly managed project with management support, product information, training and technical assistance planning and development of training content material and special courses, distribution and duplication of knowlgde among enterprenuers. Furthermore, Neuromedia shall carry out its assigned tasks in accordance with agreements and contracts entered into.

*Contribution to business model:*Transfering all its acquired knowledge and implementing it to the project in Bangladesh, ensuring the appropriate trainings in health and beauty, products and business management. Utilizing its experience to ensure the quality of the trainings and the success of the women by giving them marketing and leadership skills

DEW:

Core competences: Working with the poor and marginalized communities of Bangladesh. Working with very diverse development projects, such as fair trade, environmental sustainability, awareness campaigns on sexual harassment and women's rights, private sector development initiatives etc., successfully adressing the multidimensionality of poverty. Many years of experience in cooperating with international development organizations, such as OXFAM, UNDP etc.

Motivation: For DEW the motivation lies in reaching their objectives of giving marginalized women in Bangladesh a voice, focus on private sector and trade as a means of poverty reduction, increasing awareness on diseases and health issues, and adressing gender equality matters. Moreover, DEW is well motivated by the fact that horizontal development approaches are normally the “rule of the game” and Neuromedia’s vertical approach or direct approach straight to the individual benefactor has the potential of involving people in the true meaning of direct development.

Role and obligations: DEW shall make available all knowledge and experience on the Bangladeshi market and all networks that can support the continued positive development of the jointly managed project. DEW shall moreover provide required management support to the project on the same terms as Neuromedia and shall carry out its assigned tasks in accordance with agreements and contracts entered into. DEW will manage authority permissions to operate the distribution centers.

Contribution to business model: Dew's many years of conducting training programs in and around Dhaka and their vast local network and understanding of the processes of motivating the appointed entrepreneurs and working with marginalised groups of women will be an advantage to the continous trainings. Identfying and qualifiying of the project benefiaries due to their vast knowledge of all communities in Bangladesh and having accessibility to the target groups and ability of working with them tackiling both their cultural and religious norms. DEW will contribute with local knowledge on gender issues and realities of working with marginalized women, as well as provide the necessary information and training in the local language.

Staffing:

Neuromedia will allocate the following human resources to the project's initial activities:

- Kim Madsen, MD and company owner
- Sophie Ibrahim, head coach and appointed long term advisor
- Fredrick Kitakule, administration and support trainer

Development Wheel will support with the following human resources to the project's initial activities:

- Shah Abdus Salam, MD
- Feroz Ahmed, Senior Programme Manager

The project shall be staffed as follow (initially):

Management : one representative from DEW and one from Neuromedia

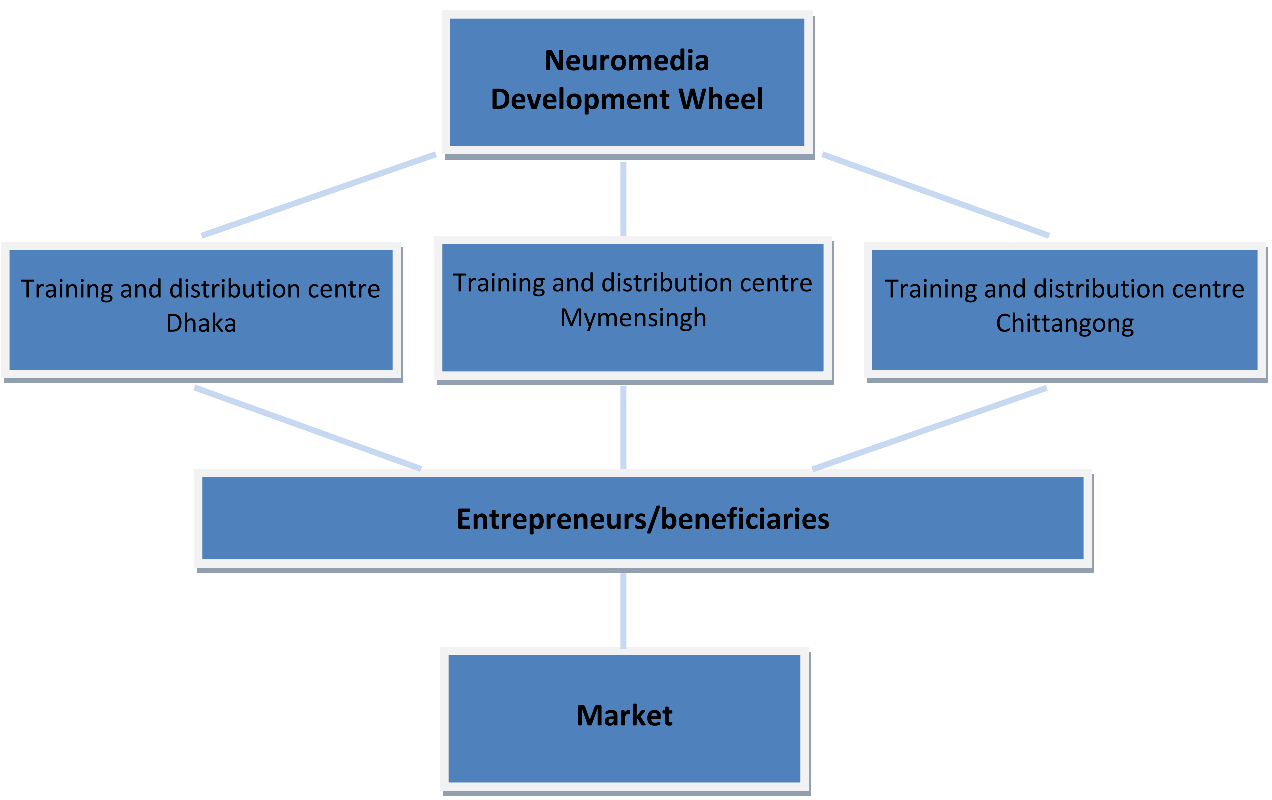
Operational staffing : six people, two candidate supervision trainers at each distribution centre.

Kim Madsen, Shah Abdus Salam and Feroz Ahmed will be contributing directly with management support. Daily management functions will be managed by the expatriated TA (Technical Advisor), Sophie Ibrahim.

Operational staff will be sought, evaluated and hired when the project is approved.

5.9 Organizational set-up:

The partners have organized their project organization as follows:



Training centers:DEW will manage authority permissions to operate the distribution centers. Legal issues will be managed jointly so far as they are concerned with building up the project platform in terms of partners' contracts, potential joint venture issues, etc.As soon as project implementation begins, an appropriate location for setting up the first office and training center will be found. Dhaka will be the first city in which an office and training center is set up, due to the proximity of Neuromedia and DEW staff, products etc. Soon after the next training center and office will be set up in Mymensingh, where DEW has great experience of working and data has been collected from. After successfully operating these centers the next target is setting up a center in Chittagong, which is a natural next step due to the size and business potential of the city. The partners intend to continue expanding the project throughout major cities in Bangladesh, as soon as the current training centers are up and running.

Distribution: The entrepreneurs will buy the products at wholesale price directly from Neuromedia, after having received the initial, free-of-charge, start-up package of products. Neuromedia will keep stock of all products, available in Dhaka, as well as the variouse training centers that will be set up (Dhaka and Mymensingh to start with, and additional cities as the project expands according to the study). The women will utilize the direct selling model, selling the products at retail price to their network of customers. The additionalities of the project, e.g. beauty palours, trainings, trade fairs, promotional material, awareness campigns etc. will all aid the women in selling and increase the demand for the products

5.10 Analysis of the need for Training and Technical Assistance:

a) Candidate Identification Program
b) Candidate Qualifying Program
c) Candidate Educational Program
d) Candidate Examination Program
e) Job Initiation Program
f) Supervision and Career Support Program
g) Mentorship and Train the Trainer Program

Job Task	Key skills needed	New Functions	Need for Technical Assistance
Partner re-orientation meeting	Management	Organizing the venture project	Assistance to be provided in: • Partner project kick-off meeting.
Candidate identification program	Ability to identify suitable candidates to be involved in dedicated training program	Candidate screening process	Assistance to be provided in: • Assessment program • Orientation program • Reporting
Candidate qualifying program	Ability to verify candidature	Candidate qualifying process	Assistance to be provided in: • Sales and marketing preparedness • Ability to work with direct sales • Preliminary micro-test • Reporting
Candidate educational program	Ability to educate and provide a training message to the candidates	Educational process focus on training of selected candidates	Assistance to be provided in: • Sales techniques and organising the tasks • Addressing clients and managing pipeline sales • Organising economy and savings management • Understanding the split of profits into re-events,

			exhibitions and marketing material • Increased knowledge on health and diseases • Support tools and reporting
Candidate examination program	Ability to examine the candidates objectively	Examination and testing program	Assistance to be provided in: • Development of candidate testing program • Candidate testing and examination • Candidate evaluation • Communicating potential gaps with the candidates in a constructive manner • Reporting
Job initiation program	Skills obtained from training sessions and from self-motivation	Job promotion	Assistance to be provided in: • Support to candidates on how to start their work • Motivating factors • Support to "get the first order"; • Continued success
Supervision and Career Support Program	Skills applied	Support functions established	Assistance to be provided in: • After training on the job training and support • Evaluation of the individual candidate's performance and

			identification of gaps and proposal for re-training
Mentorship and Train the trainer program	Skills applied	Mentorship support offer	Assistance to be provided in: • Use of mentorship to enhance the individual candidate's performance • Mentorship to support stronger candidates to become managers • Developing local trainer work force

5.11 Preliminary Plan of Project Implementation:

Project milestones & training and technical assistance components	2012 Q3	2012 Q4	2013 Q1	2013 Q2	2013 Q3	2013 Q4	2014 Q1	2014 Q2
Partner re-orientation meeting	✓							
Candidate identification program	✓	✓	✓	✓	✓	✓	✓	✓
Candidate qualifying program		✓	✓		✓		✓	
Candidate qualifying program		✓	✓					
Candidate educational program			✓	✓	✓	✓	✓	✓
Candidate examination program				✓	✓	✓	✓	✓
Job initiation program				✓	✓	✓	✓	✓
Supervision and Career Support Program				✓	✓	✓	✓	✓
Mentorship and train the trainer					✓		✓	

program								
Qualifying 100 entrepreneurs			✓					
Reaching 200 entrepreneurs					✓			
Reaching 300 entrepreneurs							✓	
Reaching 500 entrepreneurs								✓
Project financial breakeven								✓
Establishment of Dhaka centre	✓							
Establishment of Mymensingh centre		✓						
Establishment of Chittagong centre					✓			

Project monitoring will be carried out jointly by the partners. The partners will meet both in Denmark and in Bangladesh to evaluate the progress of the project and to discuss milestones reached and lessons learned from the processes. The partners will consider the need to invite external experts to participate in the reporting sessions to provide advice on how to strengthen the project management and the partnership development.

5.11.1 The first three years activities:

Briefly summarized, the following activities will be implemented in the first three years of the project:

<u>1styear</u>

- Setting up training centers and offices
- Hiring initial staff
- Identification of entrepreneurs
- Info meetings and qualification process of entrepreneurs
- Trainings + individual workplan (budgets and saving)
- Providing promotional material
- Attending trade fairs
- Implementing awareness campaigns on health issues

<u>2nd year</u>

- Expansion of project into other geographical areas

- Continued trainings
- Implementing train the trainer program
- Setting up beauty schools and beauty parlours
- Handcraft development
- Providing promotional material
- Attending trade fairs
- Implementing awareness campaigns on health issues

3rd year

- Continuation and expansion of activities implemented in 1st and 2nd year.

5.12 Risk Factors and Competition:

Risk Factors:

The main risk factor lies in the challenge of being able to invite the right candidates into the project, provide them with the right education and follow-up support so that the individual entrepreneur will be able to create the necessary success.Working with the marginalized group of women in Bangladesh does pose some challenges. One is the overall level of poverty and illiteracy, which will be a challenge when educating the women. Also, the social class differences that exist in the Bangladeshi society might make it difficult for the women to transcend their own social class and sell to others. However, since Bangladesh is so vastly populated, selling to your own social class, or the ones close to you still offers you a huge market. Another challenge is the general culture of the women who have maybe never had a job before. They are not used to promoting themselves, but might suffer from low self-esteem and confidence, however these issues will be dealt with in the initial trainings of the project and since the entrepreneurs are very willing to work and do well, this will be possible overcome

The partners' development of the project could result in some risks regarding the fact that Neuromedia is a private company and DEW a NGO. The partners should monitor very closely that their individual interests and expectations in the project are being met and it would be beneficial to note those down in writing and discuss those issues at pre-defined partnership meetings.

Normal partnership development risks are always present when dealing with establishment of long-term partnerships between Denmark and Bangladesh. The issues touch various cultural aspects regarding decision-making processes, communication, meeting processes, and managing various potentially challenging situations etc. Those issues must naturally be part of the partnership evaluation processes as well.

Partnership meetings at fixed intervals with third party involvement could have a positive effect on both the general and specific project management development.

Competition:

Bangladesh is one of the Asian countries with a huge market for different products due to population increase and rise in purchasing power and demand. This is also why the competion in beauty products that are imported into the country is high, nevertheless the increasing demand for a high quality, natural product is the advantage that the enterprenuers and partners have over other products. The partnership will affect the current market by introducing a natural product with a 100% gurantee (30 day money back gurantee) which can withstand the competion from products that currently come from both India and several other Western countries.

5.13 Development Profile:

The business model corresponds with the Bangladeshi development priorities as well as with international and Danish development goals.

The business model fits very well with DANIDA's overriding long term goal in Bangladesh; poverty reduction through employment. Initially a smaller group of women, but as the study shows, the quantity of women will quickly increase and the project will continue to expand as well as be self-running after DANIDA support has ended. This is due to the train the trainer program, of local trainers, which the project will focus on from its very beginning, as well as the money reinvested by Neuromedia.

Private sector development is increasingly emphasized by development organizations, including DANIDA, and especially when it entails transferring knowledge and competence upgrading opportunities. The core of this project is training and education and it is recognized that the private sector must be the engine of economic growth, especially through pursuing policies, which encourage entrepreneurs. Bangladesh needs to diversify its economy and local businesses have not been able to introduce substantial innovations on their own, which is why this project offers a unique opportunity of implementing a business which shows that Bangladesh is capable of establishing new business in sophisticated areas.

Gender equality and women's empowerment is a general goal of DANIDA, and has in many ways been pursued through micro-credit facilities. Employment of women in Bangladesh is characterized by the hard labor of working in the garment factories, however, his project, as described, offers an alternative to micro-financing, leaving no debt and no repayment, as well as offering jobs to women that they can take pride in and enjoy. Furthermore, the women will have great ownership of the business, free to retail as they like and utilize additional skills, such as beauty treatments, handcraft production etc. Besides from gender equality, the program focuses on other CSR initiatives such as the improvement of working conditions, information on HIV/AIDS, human rights and awareness about common diseases, etc. Moreover, the project supports DANIDA's "zero tolerance policy" on corruption. All corrupt measures will be avoided, and if any corruption or bribery is discovered it will mean an expulsion from the project. This issue will be emphasized from the beginning, and partners will make sure that information is adequately provided.

CHAPTER 06

Recommandations and Conclusion

Recommandations

Conclusion

6.1 Recommandations :

- During project phase implementation, the project will conduct similar studies in other geographical areas for horizontal expansion, which in turn increases the outreach of the project. This will ensure the expansion of the project, both in numbers of women involved as well as geographically.

- In order to achieve the goal and objective of the project, it is important to involve Government stakeholders/policy makers in the project implementation process in order to create a business-enabling environment that meets the needs of the target communities.

- Most of the consumers lack awareness about the benefits and importance of health and beauty products, so the project will focus on consumer awareness, along with awareness campaigns distributing information about common diseases and health issues in Bangladesh. This ensures demand for the products, as well as beneficial societal development.

- At the same time, potential entrepreneurs lack knowledge and skills on business-and savings management, so it is recommended that the project focus on building the capacity of the potential entrepreneurs on business management skills.

- It is recommended that the profits of Neuromedia that are reinvested into the project will go to initiating the additional programs as soon as possible. Setting up the beauty schools will be a main priority, assisting in the women's handcraft development and promotion will come next, followed by the realization of trade fairs and beauty parlors.

- To ensure sustainability of the project,recruitment of experienced staff must be hired as well as implement the Train the Trainer program as soon as possible. The program transfers the technical training of the entrepreneurs to local women that have already gone through the program themselves and can educate more women to become trainers, ensuring continuous transfer of knowledge and first-hand experiences.

6.2 Conclusion:

Through the data compiled in Mymensingh and Dhaka city areas, the findings show the market potentiality of the health and beauty products in both areas. Despite competition in this sector, the products and business model offers superior quality, availability and product information, which is why the entrepreneurs will be able to succeed. Moreover, the strong emphasis on trainings will be the key success factor, enabling the women to understand the benefits of the products, how to manage their business, their savings, their goals and increase awareness on diseases. The project has an overall health focus, which is shown in the trainings of the women, the information on HIV/AIDS that is provided, and of course the extensive awareness campaigns which the partners will implement.Furthermore, the project promotes more initiatives such as fighting corruption, fair trade, proper working conditions and ethics, environmental and equal rights education etc.

The focus on marginalized women supports the overall development relevance for Bangladesh, providing the entrepreneurs with increased income, business management skills, knowledge and self-esteem, positively affecting women's empowerment and gender equality. Additionally, the strong focus on reinvesting profits back into the project enables the creation of the additional programs, which will ensure developmental impact, success and sustainability, since they offer the possibility of the women to succeed in retailing their products as well as affect so many additional people besides the women directly involved in the project. Also, the nature of the project emphasizes entrepreneurship, start-ups, ownership, innovation and private sector development, which are all factors that the Bangladeshi economy and society is in lack of.

Overall objective of the study was to assess the feasibility of a joint development program under DBP program of DANIDA in Bangladesh. It can be concluded that the study has been successful in respect to its' planning, design, implementation, findings and analysis of findings. The study findings are consistent with the DBP program goals and objectives. All together, the study stated the potentiality of the partnership project between DEW and Neuromedia with a win-win situation with respect to their own mission and vision. The partners therefore conclude that a partnership project is a relevant and necessary step to take to test whether their development method of conduction direct sales, supported with a quality oriented training and supervision model works.Both partners motivation to participate in the project is based on Neuromedia’s initial success story in Uganda where, as described earlier, the entrepreneurship program has resulted in opportunities for a long range of people. The fact that the project idea can support the livelihood of many families and support the development of individual entrepreneurs, is in itself a development tool worthwhile implementing and closely analyzing the effects of the actions taken.

Annex 1

PRESENTATION, INTERPRETATION AND ANALYSIS OF STUDY FINDINGS IN KAMPALA - UGANDA

1.0: INTRODUCTION

1.1: SOCIO-ECONOMIC AND DEMOGRAPHIC ASPECTS OF RESPONDENTS

1.1.1: DISTRIBUTION OF RESPONDENTS BY GENDER

As regards to the results of the study presented in table 1.1, a bigger proportion of respondents were female (n=72, 84.7%) compared to their male counterparts (n=13, 15.3%). This implies that the females were more than five times the males.

1.1.2: DISTRIBUTION OF RESPONDENTS BY EDUCATION QUALIFICATION

The results presented in the table below indicate that a bigger proportion of the respondents have the lowest education qualification (primary education; n=33, 40.2%). As the case is always, the number reduces as the education level increases. 25.6% of the respondents had finished secondary level while tertially and university levels recorded the same proportion of respondents (n=8, 9.8%). Only (14.6%, n=12) of the respondents had no education which reported the presence of some levels of illiteracy.

1.1.3: DISTRIBUTION OF RESPONDENTS BY CURRENT OCCUPATION

According to the results presented in table 1.1, a large proportion (62.2%) of the respondents was reported to be engaged in personal businesses compared to their counterparts who were employed in different places. Of the 62.2%, 41.5%, n=34 owned retail shops selling various types of items mainly household items. Other activities reported to be engaged in were saloons (1.2%, n=1), restaurants (7.3%, n=6), Marketers /distributors (12.2%, n=10). Most of the independent distributors interviewed dealt in forever living products.

Table 1.1 18% of the respondents were employees in different places. Results reveal that civil servants, retail shop attendants and casual laborers had the same proportion of respondents (6.1%, n=5). Results also show that teachers' proportion was slightly lower at (3.7%, n=3). The proportion of the unemployed was at (15.9%, n=13) revealing the prevailing rate of unemployment in the country.

Table 1.1 Showing percentage distributions of the respondent's background characteristics

VARIABLE	VALUES	FREQUENCY	PERCENT
Gender	**Male**	13	**15.3**
	Female	72	84.7

VARIABLE	VALUES	FREQUENCY	PERCENT
	Total	85	100.0
Age group	Below 20	5	5.9
	20-30	32	**37.6**
	31-40	21	24.7
	41-50	19	**22.4**
	51 and above	8	9.4
	Total	85	**100.0**
Education qualification	Primary	33	40.2
	Secondary	21	**25.6**
	Tertially	8	9.8
	Graduate	8	**9.8**
	None	12	14.6
	Total	82	**100.0**
Current employment	Saloon	1	1.2
	Teacher	3	**3.7**
	Marketier/distributer	10	12.2
	Civil servant	5	**6.1**
	Retail shop owner	34	41.5
	Casual labor	5	**6.1**
	Unemployed	13	15.9
	Retail shop attendant	5	**6.1**
	Small restaurant	6	7.3
	Total	82	**100.0**

1.1.4: DISTRIBUTION OF RESPONDENTS BY AGE GROUP

According to the study results, the highest proportion of the respondents fell in the 20 to 30 age group (37.6%, n=32), next was the 31 to 40 age group (24.7%, n=21), 41 to 50 age group (22.4%, n=19), 51 and above (9.4%, n=8) and lastly below 20 (5.9%, n=5)

With reference to the foregoing results therefore, it can be noted in summary that the study was mainly conducted among the females who were not very qualified academically where by majority had at most attended primary school. They were majorly self employed with quite a substantial number of them operating a retail shop where various items especially households were dealt in. The study further shows that the respondents were mainly young people were lying between 20 to 30 years of age. It is against these background characteristics that a conclusion is made to say that the study was carried out in among the intended group/population.

1.2: EXISTING MARKET SCENARIO OF HEALTH AND BEAUTY PRODUCTS

1.2.1: DISTRIBUTION OF POTENTIAL ENTREPRENEURS' OPINIONS ACROSS INDICATORS OF EMPLOYMENT CREATION OPPORTUNITIES

1.2.1.1: Respondent's opinion on whether he/she would consider starting his/her own business

Because of the current population growth rate and an increased campaign to reduce illiteracy, there have been high levels of unemployment with lots of university graduates and other students flooding the economy in search of jobs. However the government has made a counter plan of encouraging all people to engage in self employment. The respondents were asked whether they would like to start their own businesses and their findings presented in fig1.2.1.1. It can be clearly seen that all the respondents considered starting their own businesses (100%, n=85)

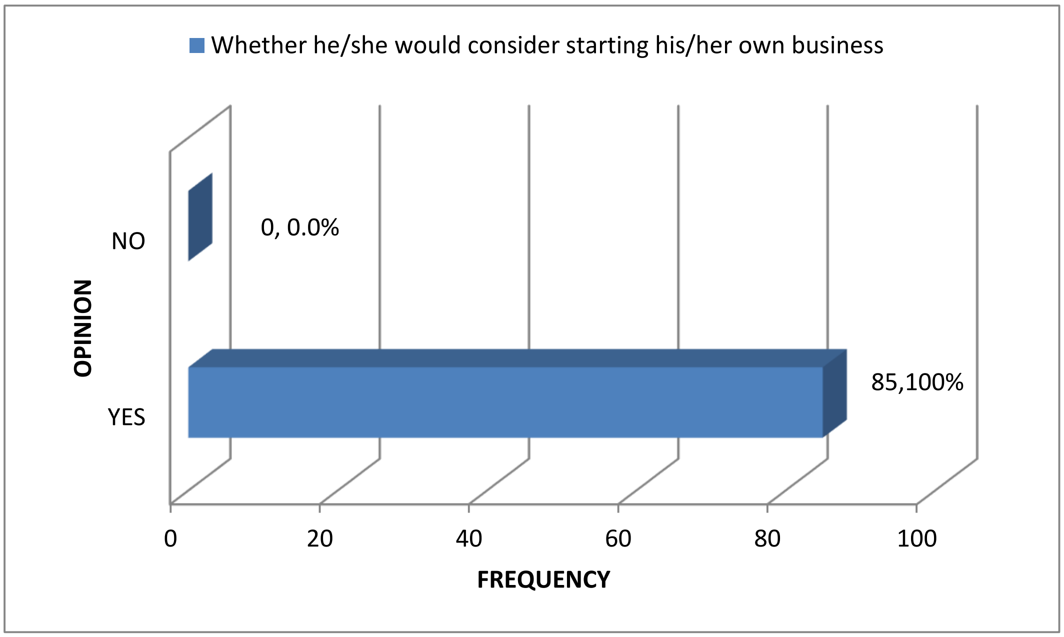


Figure 1.2.1.1: Would you consider starting your own business?

1.2.1.2: Potential entrepreneur's opinion on the type of business he/she would easily work with

Respondents were also asked the types of business they would easily work with. The results in the table1.2.1.1 below suggest that more than half of the respondents preferred owning retail shops (67.9%, n=57). 15.5 %(n=13) of the respondents preferred dealing in restaurants selling food to lower and middle class of people while 6.0%(n=5) preferred networking/multilevel marketing. These mostly desired to continue the marketing of health products. The same proportion of the respondents preferred dealing in health facilities and property management. (3.6%, n=3). Poultry management and saloon business were the least preferred with (2.4%, n=2) and (1.2%, n=1) of the respondents respectively.

Table 1.2.1.1: Distribution of the entrepreneur's by the type of business they would easily work with.

VARIABLE	VALUES	FREQUENCY	PERCENT
The kind of business that the potential entrepreneurs would easily work with if they were to start business.	**Shop owning**	57	**67.9**
	Restaurant	13	15.5
	Saloon	1	**1.2**
	Health facility	3	3.6
	Poultry management	2	**2.4**
	Property management	3	3.6
	Networking/multilevel	5	**6.0**
	Total	84	100.0

1.2.1.1: Respondent's opinion on whether he/she would need support to start the business

Respondents were asked whether they needed support to start their preferred businesses. The study findings in figure1.2.1.2 below indicate that almost all the respondents agreed that they needed support to start business. 92.9 %(n=79) of the respondents admitted they needed support against 7.1 %(n=6)

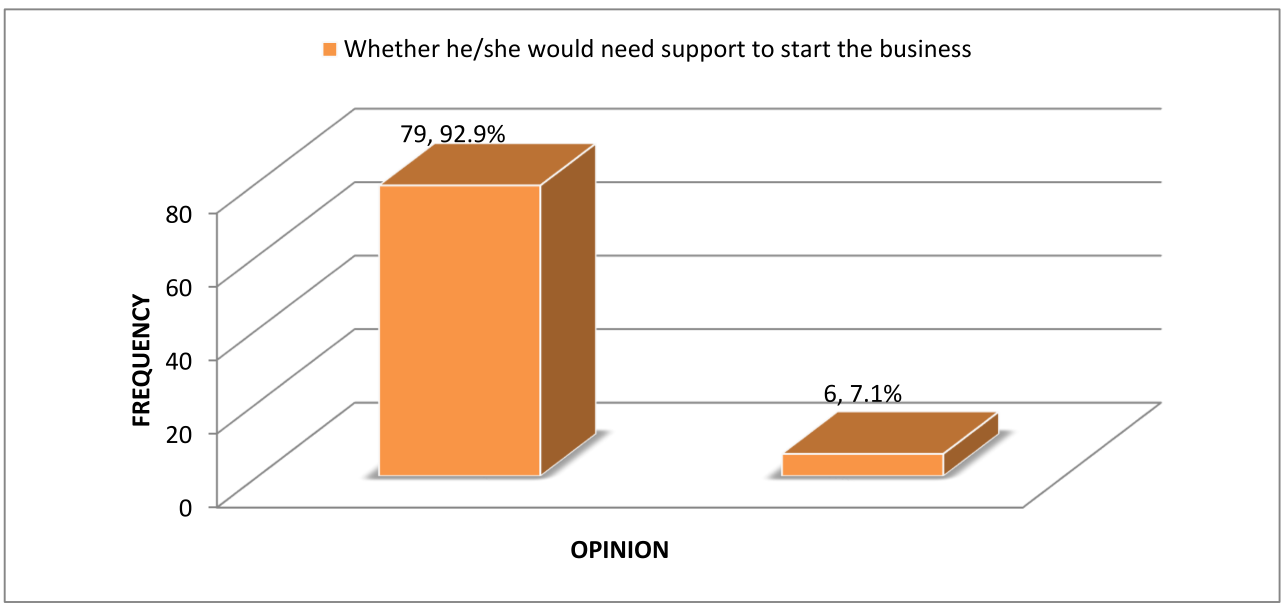


Figure 1.2.1.2: Would you need any support to start the business?

1.2.1.3: Potential entrepreneur's opinion on the type of support he/she would want to start up business

About the kind of support they needed, the study results indicate that majority (49.7%, n=74) cited support in funding, 24.2 %(n=36) cited support in training, 18.8 %(n=28) cited support in equipment/tools, 6.7 %(n=10) noted support in management and 0.7% noted support in other areas

Table 1.2.1.2: Distribution of the potential entrepreneurs by the type of support they would want to start up business

VARIABLE	VALUES	FREQUENCY	PERCENT
The kind of support that the potential entrepreneurs would want if they were to	**Training**	36	**24.2**
	Management	10	6.7
	Funding	74	**49.7**
	Equipment/tools	28	18.8
	Others	1	**0.7**
	Total responses	149	100.0

1.2.1.4: Respondent's opinion on whether he/she sees her/him self selling quality products to the middle and upper classes

Respondents were also asked if they could see themselves selling quality products to the middle class and upper class. According to figure 1.2.1.3 below, almost all the respondents believed they could sell quality product to the middle and upper class (98%, n=79) against (2%, n=2)

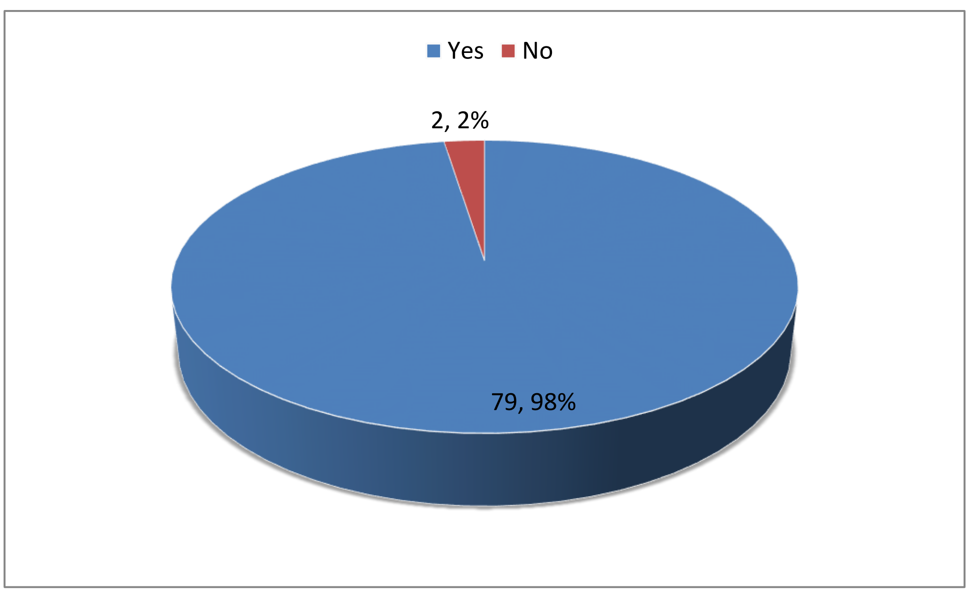


Figure 1.2.1.3: Do you see yourself selling quality products to the middle and upper classes?

1.2.1.5: Respondent's expected reaction from clients in the middle and upper class incase he/she sold to them

It's obvious that some entrepreneurs will either succeed or fail depending on their expectations from their clients on how they would react to them especially their clients are of different socio-economic background. In relation to this study, it can be predicted that majority of the respondents are likely to succeed in case they took up business. This can be evidenced from the fact that a larger proportion of them either think that the clients would be interested in buying their products (n=30, 36.1%) or would simply buy their products (n=45, 54.2%). Although less than a quarter of the respondents may not easily succeed because of their expectations from the clients, this proportion cannot just be ignored. This indicates that some intervention to boost their attitude towards a certain class of people would be needed.

Table 1.2.1.3: Distribution of the entrepreneur's by their attitude towards the expected response from their potential clients in regard to the items sold to them.

VARIABLE	VALUES	FREQUENCY	PERCENT
The potentiel entrepreneures expected reaction from clients in the middle and upper class incase he/she sold to them	**Negatively**	1	**1.2**
	Interested in buying your product	30	36.1
	Simply buy my product	45	**54.2**
	Interested but skeptical because am regarded as a poor person	7	8.4
	Total	83	**100.0**
How the respondents would respond to many contacts but no sales	I will become sad and give up	1	1.3
	I will seek to win the customersconfidence	50	**63.3**
	I will discuss with my contact point and never give up	28	35.4
	Total	79	**100.0**

1.2.1.6: Respondent's reaction towards many contacts but without sales

To expound on the potential entrepreneurs' attitude towards the clients and to understand the potential entrepreneur's reaction towards sales and marketing of the products, the respondents were asked their views on how they would react if they made so many contacts but no sales is made. According to the findings presented in table 1.2.1.3, it was noted that more than half of the respondents (n =50, 63.3%) asserted that they would seek to win the customer's confidence. The proportion of the respondents who showed that they would discuss with their contact point and never give up was significant (n= 28, 35.4%) which is a clear manifestation that the clients respondents were positive minded and have a good business attitude.

1.2.2: DISTRIBUTION OF POTENTIAL CUSTOMERS BY DIFFERENT ASPECTS OF THE HEALTH, BEAUTY PRODUCTS AND HANDCRAFTS MARKET

1.2.2.1: Respondents' opinion on whether they use health, beauty and hand crafts.

As regards to health, beauty and hand crafts, 90 %(n=46) of the respondents were reported to be using health, beauty and handcrafts against 10 %(n=5).

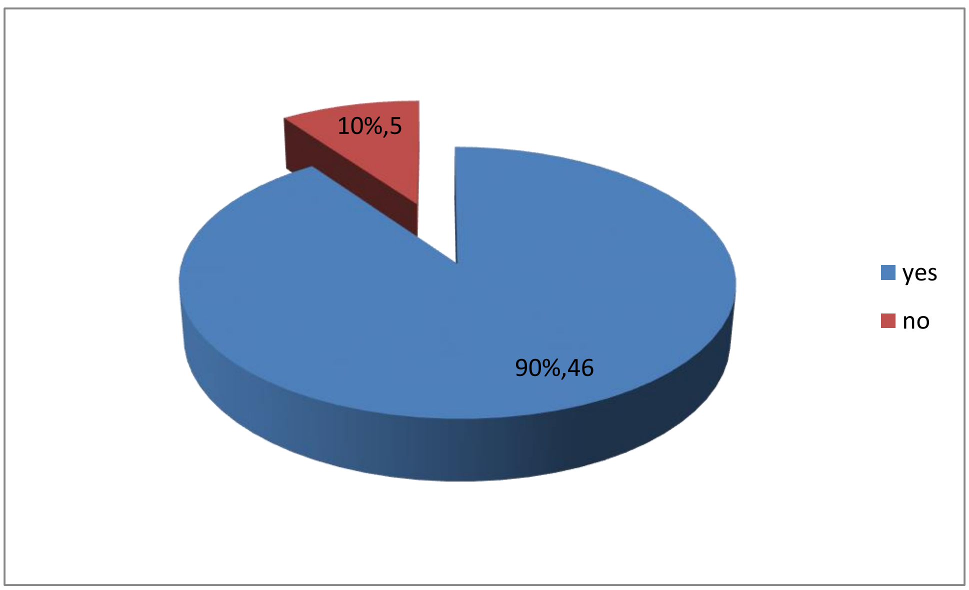


Figure 1.2.1.4: Do you use any health and beauty or handcrafts?

1.2.2.2: Different Health, Beauty Products and Hand Crafts Used By Potential Clients

According to the study findings most of the health products used by the potential clients were manufactured by forever living Products Company. Nutritional products were also included among the health products. It can be clearly observed from table 1.2.1.4 that majority of the potential clients were found to be using health products (48.4%, n=15). Other brands of beauty products used were products by Samona (12.9%, n=4), Movit company (16.1%, n=5) and Claire (6.5%, n=2). 16.1 % (n=5) of potential clients used hand crafts. Hand crafts used included beads, necklaces among others

Table 1.2.2.1: Distribution of the different Brands of Health and Beauty products or Crafts

Brand	Frequency	Percentage
Samona	4	12.9
Claire	**2**	**6.5**
Movit	5	16.1
Health products	**15**	**48.4**
Crafts	5	16.1
Total	**31**	**100**

1.2.2.3: Supply Source of Health, Beauty Products and Hand Crafts Used By Potential Clients.

The respondents were asked where they bought health, beauty products and handcrafts. According to the results presented in table 1.2.1.5, 59.2 %(n=29) of the respondents who were supplied by the lower class of suppliers, 22.9% (n=11) were supplied by the upper class of suppliers and lastly 18.8 %(n=9) were supplied by the middle class of suppliers. Majority were supplied by the lower class of the suppliers because the products they used were locally made.

1.2.2.3: Respondent's perceptions on the various aspects of the health, beauty products and handcrafts.

The customers of the health, beauty and handcrafts products were engaged to explore their experiences with the products and to understand their concerns. In addition to asking them the seller they were getting their products, they were asked whether the products served their desired purpose. According to the findings in table 2.2.2.2, almost all the respondents (n =34, 94.4%) agreed that the products were meeting their intended purpose. In addition, a few of the clients whose purpose for the products was not being met were asked to sate the problem and poor quality of ingredient, product and lack of clear explanation from the distributors about the product were cited out. The respondents were asked whether some of the products they had used were of good quality, and quite a large proportion of them agreed that they were indeed of good quality (n =35, 94.6%). Very few stated that they were of poor quality (n=2, 5.4%). As regards to whether the seller had offered an explanation on how to use the products, it was observed that more than half (32, 51.6%) of the customers had not been offered the explanation. This indicates that though the respondents agreed that the products had met their expectations, the efforts of the seller to educate the client on the usage were futile. This further indicates that if most of the clients had been offered an explanation on the usage, even the small proportion of those saying the product had not met their intended usage would not have emerged.

Table 1.2.2.2: Distribution of sellers by supply of products, purpose of products, problems, quality and whether the seller offered an explanation.

Variable	Values	Frequency	Percentage
From which seller do you buy the product?	Lower	29	59.2
	Middle	**9**	**18.8**
	upper	11	22.9
	Total responses	49	100
Do these products serve your desired purpose?	**Yes**	**34**	**94.4**
	No	2	5.6
	Total	**36**	**100.0**
If not, please mention the problems	poor quality of ingredient	1	33.3
	Poor quality	**1**	**33.3**
	no clear explanation from the distributors about the product	1	33.3
	Total responses	**3**	**100.0**
Were the products you used of good quality?	Yes	35	94.6
	No	**2**	**5.4**
	Total	37	100.0
Did the seller explain how to use the	Yes	30	48.4
	No	**32**	**51.6**
	Total	62	100.0

1.2.3: DISTRIBUTION OF SELLERS BY DIFFERENT ASPECTS OF THE HEALTH, BEAUTY PRODUCTS AND HANDCRAFTS' MARKET

1.2.3.1: Products, product line and services offered by the sellers and the seller's average monthly income.

The results in table 1.2.1.6 reveal beauty products products as products most dealt in by the suppliers (41.5%, n=17). Jewellery and crafts came next with 24.4 %(n=10) of the suppliers and lastly beauty and nutritional products with 17.1 %(n=7) of the suppliers.

According to the results presented in table 1.2.1.6 most all the suppliers of nutrition, beauty care and health care products offered the services of networking and training. 48.5 %(n=16) of the suppliers had beauty care as their product line, 27.3 %(n=9) had their product line as nutrition, 21.2 %(n=7) had their product line as health and lastly, 3.0 %(n=1) had their product line as art and craft.

As regards to the seller's monthly returns, it was remarked in reference to Table 1.2.3.1 that majority was earning a return of less than a million (n= 17, 63.0%). This was followed by those earning between one million and two millions and the rest were earning above two million

Table 1.2.3.1: Distribution of kind of product, product line and service and the seller's average monthly income

Variable	Name	Frequency	Percentage
What kind of products are you selling?	Jewellery and crafts	10	24.4
	Beauty products	**17**	**41.5**
	Health products	7	17.1
	Nutritional products	**7**	**17.1**
	Total responses	41	100.0
What is your product line and service?	**Nutrition(networking and training)**	**9**	**27.3**
	Beauty care(networking and training)	16	48.5
	Health (networking and training)	**7**	**21.2**
	Art and craft	1	3.0
	Total responses	**33**	**100.0**
On average what is your monthly turnover	0-1000000 (0 – 500 USD)	17	63.0
	1000000- 2000000(500 – 1,000USD)	**5**	**18.5**
	2000000-3000000(1,000 – 1,500 USD)	2	7.4
	above 3000000 (> 1,500 USD)	**3**	**11.1**
	Total	27	100.0

1.2.3.4: Supplier Sources for Sellers

The study covered the sources of supply of the sellers and according to the study, more of than half of the sellers obtained items from company distribution centers (73.9%,n=17). For example, sellers who dealt in health and nutritional products for forever living products obtained them from their stores. 8.7 %(n=2) obtained items from whole sale shops, retail shops and producer groups. The producer groups mainly supplied suppliers in crafts.

Table 1.2.3.3: Distribution of sources of supplier for the sellers and the range of sellers in the same business

Variable	Supplier	Frequency	Percentage
From whom do you buy these products?	Company distribution centers	17	73.9
	Wholesale shops	**2**	**8.7**
	Retail shops	2	8.7
	Producer groups	**2**	**8.7**
	Total	23	100.0
How many sellers are involved like you in this?	0-100	**17**	**70.8**
	200-300	**1**	**4.2**
	above 300	**6**	**25.0**
	Total	**24**	**100.0**

1.2.3.5: Range of sellers involved in the same business

It is a potential prerequisite to know the market well before entry in which case knowing the number of sellers involved in the business would be important in decision making on whether to enter or not to enter the market. Even so, those already in the market would need the information for strategic planning. According to the findings presented in table 1.2.3.3 about how many people are involved in the market, it can be observed that majority were in the range less than one hundred sellers.

1.2.3.6: Respondents' Opinion on Training in line of business

The study also sought to know whether the various suppliers were trained or not. The results in figure 1.2.1.5 below, almost all the respondents received training in their respective lines of businesses. 89 %(n=24) of the respondents received training against 11 %(n=3).

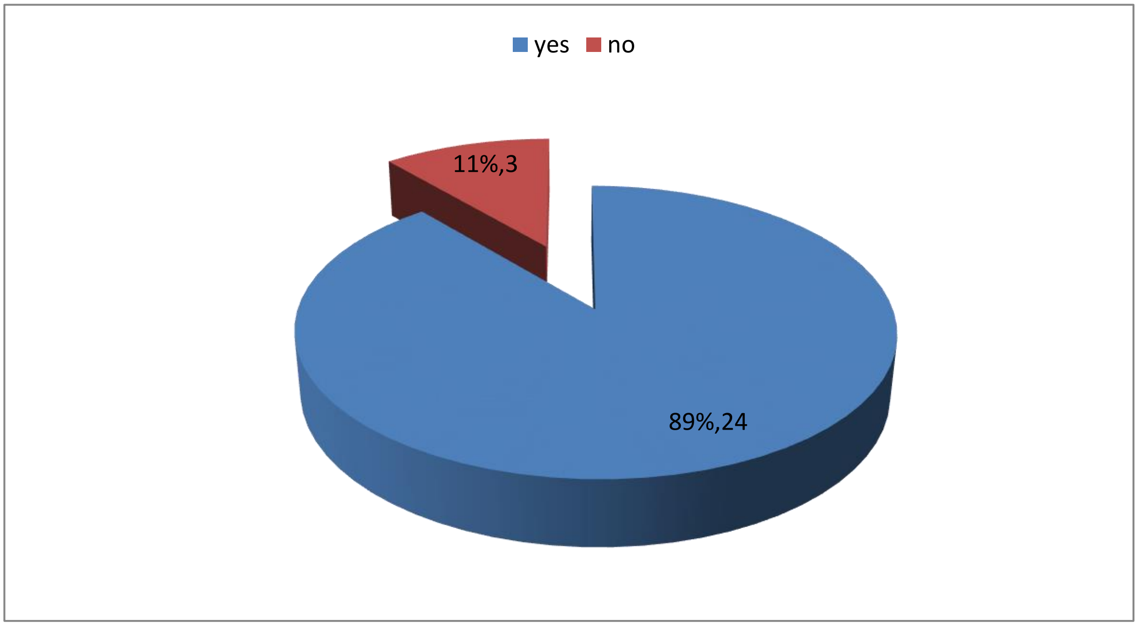


Figure 1.2.1.5: Did you receive any training in relation to your business

1.2.3.6: Distribution of respondents according to where they received training

It was also necessary to understand the place where the seller had received training. According to the results presented in table 1.2.3.4 below, almost more than half of the respondents had been trained from forever living offices (n=13, 56.5%). A good number of them had been trained from product center (n=3, 13.0%) while the rest were trained from Bugolobi, Bukalamuli, Grand imperial hotel, Church and bosses respectively.

Table 1.2.3.4: Distribution of respondents according to where they received training

Variable	Value	Frequency	Percentage
Where did you receive training from?	Bukalamuli	1	4.3
	Bugolobi	**2**	**8.7**
	Church	1	4.3
	Forever living office	**13**	**56.5**
	Product center	3	13.0
	Grand imperial hotel	**1**	**4.3**
	Business partners	1	4.3
	Bosses	**1**	**4.3**
	Total	23	100.0

1.2.3.7: Respondents' Opinion on buying arrangements

Respondents were also asked on their buying arrangements. According to table 1.2.1.8, majority had profit sharing as their buying arrangement (55.0%, n=11), 25 %(n=5) of the respondents hand cash as their arrangement and lastly 10 %(n=2) had both credit and incentive terms as their buying arrangements.

Table 1.2.3.5: Distribution of buying arrangements of the sellers

Variable	Value	Frequency	Percentage
What is your buying arrangement?	Credit	2	10.0
	Incentive	**2**	**10.0**
	Profit sharing	11	55.0
	Cash	**5**	**25.0**
	Total	20	100.0

1.2.3.8: Sellers Response on their Major Buyers and Services Offered

According to the results presented in table 1.2.1.9, 45.7 %(n=16) had their major buyers as upper class, 37.1 %(n=13) of the sellers sold to the middle class of buyers and only 17.1 %(n=6) of the sellers sold to the lower class of buyers.

Sellers were also asked about the services offered to their buyers. According to the results presented in the table below, more than half of the sellers (78.3%, n=18) provided the service of knowledge and support about the respective products bought. This service was provided mostly by sellers that deal in health and beauty care products that need prescription (health products) and knowledge on how to apply (beauty care products).

The service of distribution was also offered by sellers (13%, n=3) dealing in health products. These were mainly distributors/marketers of forever living health products. 8.7 %(n=2) of the sellers offered responded to offer good packaging and customer care. These according to the study dealt in craft

Table 1.2.3.6: Distribution of Major Buyers and services offered to clients

Variable	Value	frequency	Percentage
Who are your major buyers?	Upper class	16	45.7
	Middle class	**13**	**37.1**

	Lower class	6	17.1
	Total responses	**35**	**100.0**
What kind of services do you offer to clients?	**Knowledge and support**	**18**	**78.3**
	Product distribution	3	13.0
	Good packaging and customer care	**2**	**8.7**
	Total responses	23	100.0

1.2.3.9: Respondents' Opinion on their products satisfaction

Sellers were asked as to whether they were satisfied with the products supplied. According to the results presented in figure1.2.1.6 below almost all the sellers were satisfied with the products they supplied (96%) against 4% of the sellers. Some of the sellers were not satisfied with the quality of their quality due to poor quality of ingredients.

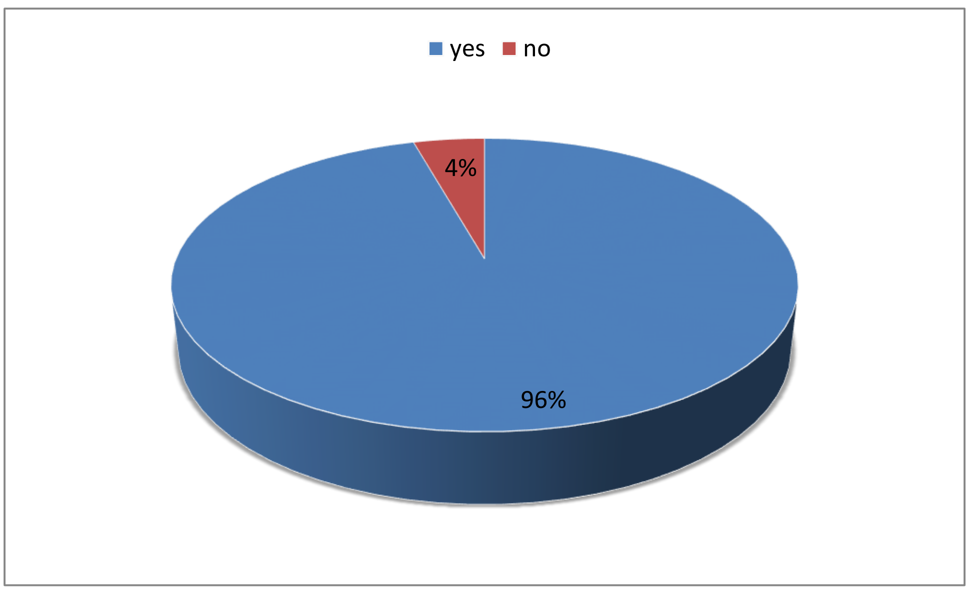


Figure 1.2.1.6: Are you satisfied with your products?

1.2.3.10: Respondents' Opinion on factors affecting better service delivery to buyers

Regarding constraints to better service delivery, sellers mentioned in total 3 factors. According to the results in table 1.2.2.0 below half of the respondents (50%, n=2) had limited capital as a constraint to better service delivery. Low demand and poor credit worthiness had 25 %(n=1) of the respondents citing them respectively.

Table 1.2.3.7: Distribution of Constraints to better service delivery by sellers

Variable	Value	Frequency	Percentage
Why are not satisfied with your services?	Low demand	1	25.0
	Limited capital	**2**	**50.0**
	Poor credit worthiness of customers	1	25.0
	Total responses	**4**	**100.0**

1.2.3.11: Respondents' Opinion products expected in the market

Regarding to the products expected in the market by sellers, majority of respondents being female expected beauty care products without side effects (47.1%, n=8). 35 %(n=6) of the sellers expected more health products, 11.8 %(n=2) of the respondents expected more nutritional products and lastly 5.9 %(n=1) of the respondents expected dental products.

Table 1.2.3.8: Distribution of Products expected on market by the sellers

Variable	Value	Frequency	Percentage
What type of new health and beauty products and services do you expect in the market?	Dental products	1	5.9
	Beauty care products without side effects	**8**	**47.1**
	Nutritional products	2	11.8
	Health products	**6**	**35.3**
	Total responses	17	100.0

2.0 Existing Market Scenario of Health and Beauty product:

2.1 SWOT Analysis and Customer Interview

Strengths	Weaknesses
• **Already using health and beauty products** • **Well acquitted with the product brands** • **Products serve client's purpose** • **Clients have no problem with products** • **Clients already believe products are of good quality**	• **Receive most of products from lower sellers** • **Lack business knowledge(need training)** • **No gender balance, majority ladies** • **No direct marketing experience.** • **Majority illiterate** • **Limited budget.** • **No pilot or trial done yet.**

Opportunities	Threats
• **Competitors don't give detail information to customers**	• **Few clients using the products.** • **The market prices are high for typical clients**

Strengths	Weaknesses
• Self motivation to start business • Positive attitude to compete with products • Willingness to work • Knowledge of the business to undertake • Some respondents are already exposed to business • Direct delivery capability to clients. • Confident.	• Not self supportive, need support to begin • Lack business knowledge(need training) • No gender balance, majority ladies • No direct marketing experience. • Majority illiterate • Limited budget. • No pilot or trial done yet.

Opportunities	Threats
• Could develop new products. • Competitors have poor products. • Competitors have poor marketing strategies • Profit margins will be good. • Competitors may not easily respond to sales and marketing strategies. • May have support from stake holders • Can surprise competitors. • Could seek better supplier deals.	• High competition from the suggested business ideas. • Environmental effects would favour larger competitors. • Existing core business distribution risk. • Market demand very seasonal. • Could face challenges in the already circulated market. • Could be affected by current economic conditions. • Possible negative publicity. • Vulnerable to reactive attack by major competitors.

2.2 SWOT Analysis for potential customers

2.3 SWOT Analysis for sellers

Strengths	Weaknesses
• **Self motivation to start business** • **Self satisfaction on the business** .	• **They almost sell the same products** • **They almost have the same line of service** • **Low monthly turnover**
Opportunities	Threats
• **Majority receive training for their business** • **Competitors have poor products.**	• **So many sellers involved in the business** • **Access to credit is limited for majority.**

3.0 Participants in the study

The research team constituted quite a small number and it remained the same throughout the study. These research team members played different but related roles and were in direct or indirect touch with the study.

Name	Role	Country
Mr. Salam	Director	Bangladesh
Ms. Nanziri Sophie	Director	Bangladesh
Mr. Kitakule Fredrick	Senior research consultant	Uganda
Ms. Bazirake Augustine	Data entry & Cleaning	Uganda
Ms. Enid Namirembe	Research assistant	Uganda
Ms. Mary Nakato	Research assistant	Uganda
Ms. Sumayah Namutebi	Project co-ordinator	Uganda

Ms. Rachael Aguto	Data entry	Uganda
Mr. Ivan Ssentongo	Research assistant	Uganda

Annex 02 (A):

Key Potential Entrepreneurs Interview

IPD STUDY UNDER BOP FACILITY

FEASIBILITY STUDY QUESTIONNAIRE

Potential Entrepreneurs Interview

Country			
Study Area			
Questionnaire SL			

Expected outcome from the study:

The data collected through the survey must to contain information necessary to:

- determine area profile: demography , education, income, economic class, employment, death status, etc
- analyze existing market Scenario of Health, Beauty products and handicrafts : SWOT analysis
- Analyze existing customers' market Scenario of Health, Beauty products and hand crafts.
- Analyze existing sellers' market Scenario of Health and Beauty product and hand crafts.

Sample Distribution:

Uganda	Bangladesh		Total
	Dhaka	Mymensingh	
50	200	100	350

1. Interview identity:

Date of interview (dd- mm- yy)			
Interviewed by			
Reviewed by			

2. Respondent's Profile:

Respondent Name	
Address (Village/ward – Upazilla/Thana – District- Country)	
Sex	
Age (Yrs)	
Educational Qualification	
Current Occupation	

3. Employment Creation Opportunities-self employment : Potential Entrepreneurs Interview

a. Do you think about any business?

Yes No

b. If yes, what kind of business would you easily work with?

c. Do you need any support to start the business?

Yes ☐ No ☐

d. If yes, what kind of support? (Tick more than one if needed)

1. Training
2. Management
3. Funding
4. Equipment/ Tools
5. Others, Specify

e. Do you have any idea about the business where equipping the bottom of the pyramid with products wanted by the middle and upper class? (Please describe the model briefly)

Yes No

f. If yes, from who and how?

g. Do you think this concept would help you and others for self employment?

h. Are you interested to start this kind of business?

Yes No

i. If yes, what type of support and services do expect from the company/manufacturer/market?

Annex 02 (B): Consumer Interview

IPD STUDY UNDER BOP FACILITY

FEASIBILITY STUDY QUESTIONNAIRE

Potential customer interview:

Country			
Study Area			
Questionnaire SL			

Expected outcome from the study:

The data collected through the survey must to contain information necessary to:

- determine area profile: demography , education, income, economic class, employment, death status, etc
- analyze existing market Scenario of Health, Beauty products and handicrafts : SWOT analysis
- Analyze existing customers' market Scenario of Health, Beauty products and hand crafts.
- Analyze existing sellers' market Scenario of Health and Beauty product and hand crafts.

Sample Distribution:

Uganda	Bangladesh		Total
	Dhaka	Mymensingh	
50	200	100	350

2. Interview identity:

Date of interview (dd- mm- yy)			
Interviewed by			

Reviewed by	

4. Respondent's Profile:

Respondent Name	
Address (Village/ward – Upazilla/Thana – District- Country)	
Sex	
Age (Yrs)	
Educational Qualification	
Current Occupation	

4. Potential customer interview:

a. Do you use any Health & Beauty products or hand crafts?

Yes No

b. If yes, please specify (brand and company name).

c. From which category do you receive these products?

1. Lower
2. Middle
3. Upper

d. Why are accepting these products from this source?

e. Do these products serve your desired purpose?

Yes No

f. If not, please mention the problems.

Annex 02 (C): Seller Interview

IPD STUDY UNDER BOP FACILITY

FEASIBILITY STUDY QUESTIONNAIRE

Sellers Interview

Country			
Study Area			
Questionnaire SL			

Expected outcome from the study:

The data collected through the survey must to contain information necessary to:

- determine area profile: demography , education, income, economic class, employment, death status, etc
- analyze existing market Scenario of Health, Beauty products and handicrafts : SWOT analysis
- Analyze existing customers' market Scenario of Health, Beauty products and hand crafts.
- Analyze existing sellers' market Scenario of Health and Beauty product and hand crafts.

Sample Distribution:

Uganda	Bangladesh		Total
	Dhaka	Mymensingh	
50	200	100	350

3. Interview identity:

Date of interview (dd- mm- yy)			
Interviewed by			
Reviewed by			

5. Respondent's Profile:

Respondent Name

Address (Village/ward – Upazilla/Thana – District- Country)	
Sex	
Age (Yrs)	
Educational Qualification	
Current Occupation	

5. Existing Market Scenario of Health and Beauty product: Sellers Interview

a. What kind of health & beauty products or handcrafts are you selling?

b. Please mention your product line and services?

c. On average what is your monthly turnover?

d. From whom do you buy these products?

e. How many sellers are involved like you in this area? (Record their name & address, as much as possible)

f. Did you receive any training in relation to your business? If yes, from where did you receive the training?

g. What is your buying arrangement (credit, incentive, profit sharing, bonus, etc) with your company or distributor? Please mention brand name and company

h. Who are your major buyers? What services you are providing to your buyers? How to promote your market?

i. Are you satisfied on your products and services? If not, what constraints/problem you are facing?

j. What type of new health and beauty products and services do you expect in the market?

g. Were the products you used of good quality?

Yes No

h. If not, what are the problems?

i. Did the seller explain how to use the product?

Yes No

Annex 02 (D): Key Informants Interview

IPD STUDY UNDER BOP FACILITY

FEASIBILITY STUDY QUESTIONNAIRE

Key Informants Interview

Country			
Study Area			
Questionnaire SL			

Expected outcome from the study:

The data collected through the survey must to contain information necessary to:

- determine area profile: demography , education, income, economic class, employment, death status, etc
- analyze existing market Scenario of Health, Beauty products and handicrafts : SWOT analysis
- Analyze existing customers' market Scenario of Health, Beauty products and hand crafts.
- Analyze existing sellers' market Scenario of Health and Beauty product and hand crafts.

Sample Distribution:

Uganda	Bangladesh		Total
	Dhaka	Mymensingh	
50	200	100	350

4. Interview identity:

Date of interview (dd- mm- yy)			
Interviewed by			

6. Respondent's Profile:

Respondent Name

Address (Village/ward – Upazilla/Thana – District- Country)	
Sex	
Age (Yrs)	
Educational Qualification	
Current Occupation	

Demographic Composition in number			
Total Population	Number of Households	Male	Female
Educational Status in %			
Average literacy rate	**Male literacy rate**	**Female literacy rate**	
Education level in %			
Primary	**Secondary**	**Higher secondary**	**Graduate**
Income Level (Per Capita Gross District Product) in USD :			
Economic Class of Households in %			
Higher Class	**Middle Class**	**Lower Class**	

Economic Activities in %				
Agriculture	Commerce	Service	Day laborer	Others
Employment Level in %				
Area Average		Male	Female	
Wage Rate in USD				
Average Daily Wage		Male	Female	
Health Status				
Average death rate in %		Average nutrition level in Kcal	Number of government Hospitals	Number of Private hospitals

Annex 3, All data from questionnaires done in Mymensingh and Dhaka

Respodent (a): Potential Entrepreneurs

Respodent profile :

78 Male and 37 Female Potential Entrepreneurs were interviewed

Table-a (i): Distribution of Respondents by Gender

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Gender	Male	53	70.7%	25	62.5%
	Female	22	29.3%	15	37.5%
	Total	75	100%	40	100%

In accordance to the presented findings in Table – a (i) it is clear that both in Dhaka and Mymensingh the number of male respondents is higher than female respondents where 70.7% (n=53) is male in Dhaka linking 62.5% (n=25) at Mymensingh. On the contrary, the number of female respondents in both Dhaka and Mymensingh is respectively of 29.3% (n=22) in Dhaka and 37.5% (n=15) at Mymensingh. In addition, total number of respondents especially targeted for potential entrepreneurs is 75 for Dhaka where at Mymensingh is simply 40

21 to 30 year's age group (the youth) were major respondents

Table-a (ii): Distribution of Respondents by Age Group

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Age Group	16-20 years	10	13.3%	19	47.5%
	21-30 years	63	84.0%	21	52.5%
	31(+) years	02	2.7%	0	0.0%

Here, the age variation of the respondents are shown by different age groups and it is clear from the table – a (ii) that the number of respondents is highest within the age group ranging from 21 years to 30 years for both cases of Dhaka and Mymensingh which is respectively of 84% (n=63) and 52.5% (21). Again, 13.3% (n=10) of them are belonging to 16-20 years age group in Dhaka and similarly 47.5% (n=19) in Mymensingh. And, in Mymensingh no one is found aged more than 31years i.e. 0% where as only 2.7% (n=2) are notable in Dhaka of this age group

54 (47% of the total sample) respondents have graduation degree

Table-a (iii): Distribution of Respondents by Education

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Education	Class 1-5	04	5.3%	0	0.0%
	Class 6-9	07	9.3%	06	15.0%
	SSC	04	5.3%	12	30.0%
	HSC	21	28.0%	07	17.5%
	BA/MA	39	52.0%	15	37.5%
	Total	75	100%	40	100%

The education level of the respondents for both Dhaka and Mymensingh is visible indicating the findings shown in table – a (iii) where most are graduated with either Bachelor or Masters degree Actually, 52% (n=39) in Dhaka and 37.5% (n=15) in Mymensingh have done their tertiary level of education. Again, in Mymensingh only 17.5% (n=07) has completed their Higher Secondary education, which is less than the number of Dhaka having 28% (n=21), but 5.3% (n=04) have done their Secondary level education in Dhaka where as 30% (n=12) in Mymensingh. On the other hand, 9.3% (n=07) in Dhaka and also 15% (n=06) have completed their education ranging from class 6 to class 9. But, in Mymensingh no one is found with simply primary education where as 5.3% (n=04) is done with their primary education in Dhaka. Thus, most of the potential respondents of both Dhaka and Mymensingh are notably found to have done BA/MA degree where as no one is identified even with primary education in Mymensingh.

77% of the respondents were different level students:

Table-a (IV): Distribution of Respondents by Occupation

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Occupation	Student	60	80.0%	29	72.5%
	Business	13	17.3%	06	15.0%
	Service	02	2.7%	05	12.5%
	Total	75	100%	40	100%

The respondents in both Dhaka and Mymensingh are found with a variety of education where some of them are engaged in business, some are students and some are in service. Even some who have finished their studies, are found to be unemployed and noted to be students as well. Considering all theses, 80% (n=60) in Dhaka and 72.5% (n=29) in Mymensingh among them are found as students which is higher in scale. Again, of them, 17.3% (n=13) in Dhaka and 15% (n=06) in Mymensingh are found in running business. And, referring to the previous findings, the ratio of service holder is simply 2.7% (n=02) in Dhaka and 12.5% (n=05) in Mymensingh. Hence, in comparison to other profession, the number of students is notably very high both in Dhaka and in Mymensingh where they all are young and even unemployed in most cases.

Respondents' opinion on whether s/he would consider starting a business:

79% of the respondents are interested to start business

Table-a(1): Distribution of Respondents on whether s/he would consider starting a business

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Do you think about any Business?	Yes	59	78.67	32	80.00
	No	16	21.33	8	20.00
	Total	75	100	40	100

All respondents of both Dhaka and Mymensingh are found to be interested in starting a business. At this regard, the proportional amount of their opinion for starting business is noted as 78.67% (n=75) in Dhaka and 80% (n=40) in Mymensingh. Referring to the table-a(1), it is clear that all the individual respondents are interested in starting a business.

Respondents' opinion on the type of business s/he would easily work with:

Majority of the respondents prefer product marketing and retail shop business

Table-a (2): Distribution of Respondents on whether s/he would consider starting a business

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
If yes, then what kind of business would you work easily?	Retail Shop	27	36.0%	19	47.5%
	Marketing/ Sales	28	37.3%	11	27.5%
	Restaurant	01	1.3%	02	5.0%

Considerably, respondents have come up with a variety of business tracks that they want to start as per individual interests. Their choice for new business is well identified as it is presented in table-a(2) showing findings of both Dhaka and Mymensingh. Indicating to the specified table, respondents in Dhaka are mostly found to start Marketing/Sales related individual business where the ratio is 37.3% (n=28). In accordance with their opinion, 36% (n=27) of them are interested to own retail shop, 20% (n=15) of them liking to go with beauty care & service, 10.7% (n=08) of them want to be engaged in health related product selling, 9.3% (n=07) of them aims to be involve with export-import business in a larger scale and the rest 1.3% (n=01) are interested in a restaurant business. In Mymensingh, on the other hand, the larger proportion i.e. 47.5% (n=19) are notably found to be liking to own retail shop whereas 27.5% (n=11) of them are liking marketing/sales business, 17.5% (n=07) want to provide beauty care & service, 5% (n=02) of them looking for restaurant business and lastly 2.5% (n=01) for each options of health related product selling and export-import business. Here, respondent's opinion for their individual choice of starting a business is different from each-other ranging with a variety of ideas. Most of them are identified to own a retail shop of various products likely as daily commodities, stationery, foods & bakery products, clothing, mobile-electronics & IT machineries sales & service, sports kits, tailoring-laundry-house, agricultural products, gift items etc.

Respondents' opinion on whether s/he need any support to start the business:

100% of the respondents expect support from backward linkage actors

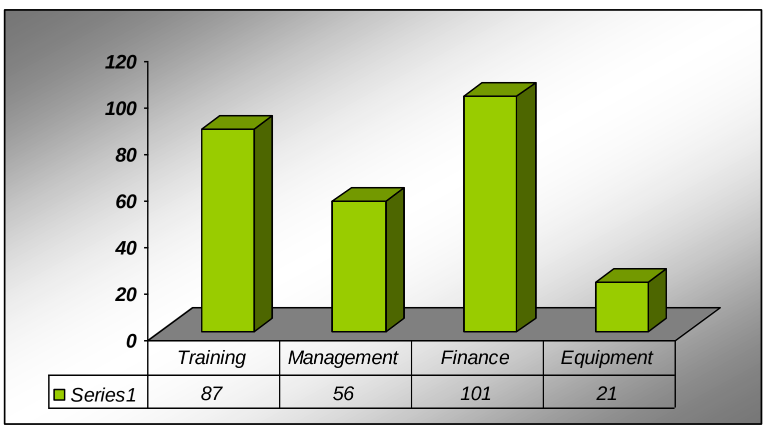
Table-a (3): Distribution of Respondents on whether s/he need any support to start the business

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Do you need any support to start the Business?	Yes	75	100.0%	40	100.0%
	Total	75	100%	40	100%

Consideration for required level of support in starting a business among them who is identified as interested in business, 100% (n=75) in Dhaka and 100% (n=40) in Mymensingh are interlocked as needed to be provided with a certain level of assistance where the introspection is specified in table-a(3).

Respondents' opinion on the type of support s/he would want to start the business:

70% and 88% of the respondents want training and financial support for their business, respectively

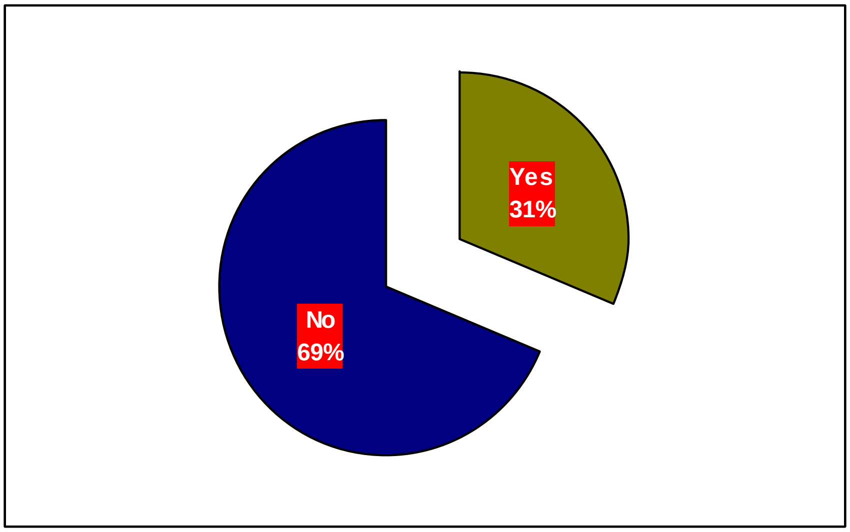


Multiple responses considered

Above graph shows that about 70% of the respondents expect training support and 88% of the respondents want financial support for their business. While only 17% of the respondents expect equipment support from their companies.

Respondents' opinion on whether she/he hasany idea about Direct Selling

69% of the respondents have no idea about the Direct selling



Above graph shows, 69% of the respondents do not have any idea about direct selling. Only 31% of the respondents have some idea about this business model.

Respondents' opinion from whom and how s/he has come to know of the business:

Personal interaction was the key way to know about Direct selling business

Table – a (6): Distribution of Respondents from whom and how she/he has come to know of the business

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
If yes, from whom and how?	Social Interaction	13	22.0%	08	40.0%
	Personal Interaction	43	72.9%	12	60.0%
	Commercial Advertisement	03	5.1%	0	0.0%
	Total	59	100%	40	100%

Findings here relate to the gathered opinions of those respondents familiar with the direct selling business model, and are showing different sources from where the respondents came to know of it which is presented through table-a(6). In Dhaka, 72.9% (n=43) of them have come to learn by personal interaction, connecting parents, siblings, relatives, friends or academic mates, incorporating other sources likely as 22% (n=13) through social interaction with neighborhoods or co-workers and lastly 5.1% (n=03) through commercial advertisement. In Mymensingh, similarly, 60% (n=12) of the respondents have got familiarity through personal interaction whereas 40% (n=09) through personal interaction and commercial add is notably found to be absent.

Respondents' opinion on whetherthis concept would help him/her and others to be self employed:

53 % of the respondents have agreed that this model of direct selling will help them for self employment

Table – a (7): Distribution of Respondents on whether this concept would help him/her and others to be self employed

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Do you think, this concept would help you and others for self employment?	Yes	42	56.0%	19	47.5%
	No	04	5.3%	07	17.5%
	Not as Profession	07	9.3%	0	0.0%
	Confused	22	29.3%	14	35.0%
	Total	75	100%	40	100%

Respondents are found to have different types of sensitivity in conceptualizing the further possibility in helping individuals financially by contextualizing the uttered business model. Regarding this, 56% (n=42) of the respondents in Dhaka feels very straightforward for the model in helping individuals whereas 5.3% (n=04) think it will not be helpful in fostering further income opportunities. 9.3% (n=07) of them, on the other hand, finds it convenient for short-term time period though, for long-term it should be granted as profession where 29.3% (n=22) of them are still confused with no clear concern in mentioning.

Mymensingh, in similar respect, represents respondents opinion that 47.5% (n=19) is in favor of the concept where 17.5% (n=07) disagree. Moreover, 35% (n=14) are confused and have no specific idea further.

Respondents' opinion on whether s/he would be interested to start the business:

63% of the respondents want to start business with pyramid model

Table-a(8): Distribution of Respondents opinion on whether s/he would be interested to start the business

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Are you interested to start this kind of business?	Yes	47	62.7%	25	62.5%
	No	28	37.3%	15	37.5%
	Total	75	100%	40	100%

62.7% (n=47) respondents of Dhaka have expressed their interest in starting the business while 37.3% (n=28) have opposed. Moreover, in Mymensingh, 62.7% (n=25) have accepted the model as suitable for starting their business, however 37.5% (n=15) are reluctant.

Respondents' opinion on the type of support and service s/he would expect from the company/manufacturer/market to start the business:

More than 80% of the respondents expect business management training and financial support from the company

Table-a(9): Distribution of Respondents on the type of support and service s/he would expect from the company/manufacturer/market to start the business

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
If yes, then what type of support and services do you expect from the company/ manufacturer/ market to start the Business?	Training	47	100.0%	25	100.0%
	Management	40	85.1%	20	80.0%
	Funding	22	46.8%	21	84.0%
	Others	34	72.3%	0	0.0%
	Total Count	47	-	25	-

Multiple responses considered

Respondents who want to start such business are expecting a variety of supports, noted in table-a(9). Here, all the respondents i.e. 100% (n=47) in Dhaka are in need of training suggesting 85.1% (n=40) for management system along with 46.8% (n=22) for funding assistance. In addition, 72.3% (n=34) of the respondents need other support, likely to be; related business promotional materials & tools, proper share of profit, feasible working module etc.

Similarly, 100% (n=25) respondents in Mymensingh also require training where 84% (n=21) demands for funds along with adequate management system, 80% (n=20) of them having no other requirement.

Respodent (b): Consumer

Respodent' profile :

47 Male and 78 Female Consumers were interviewed

Gender Table-b (i): Distribution of Respondents by Gender

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Gender	Male	32	37.6%	15	37.5%
	Female	53	62.4%	25	62.5%
	Total	85	100%	40	100%

According to table-b(i), among respondents of the customer group, 62.4% (n=53) are female and 37.6% (n=32) are male, where the total number of respondents in Dhaka is 85. In Mymensingh, 62.5% (n=15) respondents are female and 37.5% (n=15) are male, making 40 respondents in total.

15 to 30 year's age group (the youth) were major respondents

Table-b (ii): Distribution of Respondents by Age Group

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Age Group	15-30 years	61	71.8%	29	72.5%
	31-45 years	21	24.7%	07	17.5%
	46(+) years	03	3.5%	04	10.0%
	Total	85	100%	40	100%

Basically, the customers group is very diverse in terms of their age variation, visibly from table-b(ii). In Dhaka, 71% (n=61) of the respondents are belonging to 15-30 years age limit where 24.7% (n=21) are noted in 31-45 years group and the rest 3.5% (n=03) are found to be 46 years or more. In Mymensingh, 72.5% (n=29) respondents belong to 15-30 years age group whereas 17.5% are in between 31 years to 45 years age group and 10% (n=04) are 46 years or more. Here, most of the respondents are notably of 15-30 years for both cases of Dhaka and Mymensingh.

49 (39% of the total sample) respondents have graduation degree

Table-b(iii): Distribution of Respondents by Education

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Education	SSC	29	34.1%	03	7.5%
	HSC	32	37.6%	12	30.0%
	BA/MA	24	28.2%	25	62.5%
	Total	85	100%	40	100%

Respondents educational status is noted in table-b(iii) for more convenient analysis. At this regard, 34.1% (n=29) of the respondents in Dhaka are found to have completed their Secondary level education whereas 37.6% (n=32) of them have done their Higher Secondary education and lastly 28.2% (n=24) are observed in completion of their Bachelor or Masters degree. In Mymensingh, again, only 7.5% (n=03) are found to have done their secondary education while 30% (n=12) respondents have completed Higher Secondary education along with a larger proportion i.e. 62.5% (n=25) having a BA/MA degree. Commonly no one is found with of primary level of education whereas tertiary degree is higher in Mymensingh among the respondents of both the cases.

Students, house-wife and service are the three major occupations of the respondents

Table-b (iv): Distribution of Respondents by Occupation

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Occupation	Student	41	48.2%	14	35.0%
	Business	08	9.4%	04	10.0%
	Service	19	22.4%	12	30.0%
	House-wife	17	20.0%	10	25.0%

	Total	85	100%	40	100%

The status relating to the occupation of the respondents are significantly relevant to the analysis where the respondents are having a variety of professional outset and table-b(iv) is a representation at this regard. It, with referring to the mentioned table, is observable that 48.2% (n=41) respondents of Dhaka are utterly students while 22.4% (n=19) are found in service, 20% (n=17) are house-wives and lastly 9.4% (n=08) are simply engaged with business. Similarly, among the respondents of Mymensingh, 35% (n=14) are students, 30% (n=12) work with service, 25% (n=10) are house-wives and finally 10% (n=04) work with business. Notably, the respondents are found mostly of students in comparison to other profession which is common even for both contexts.

Respondent's opinion on whether s/he uses any Health & Beauty

About 98% of the respondents use different health and beauty products

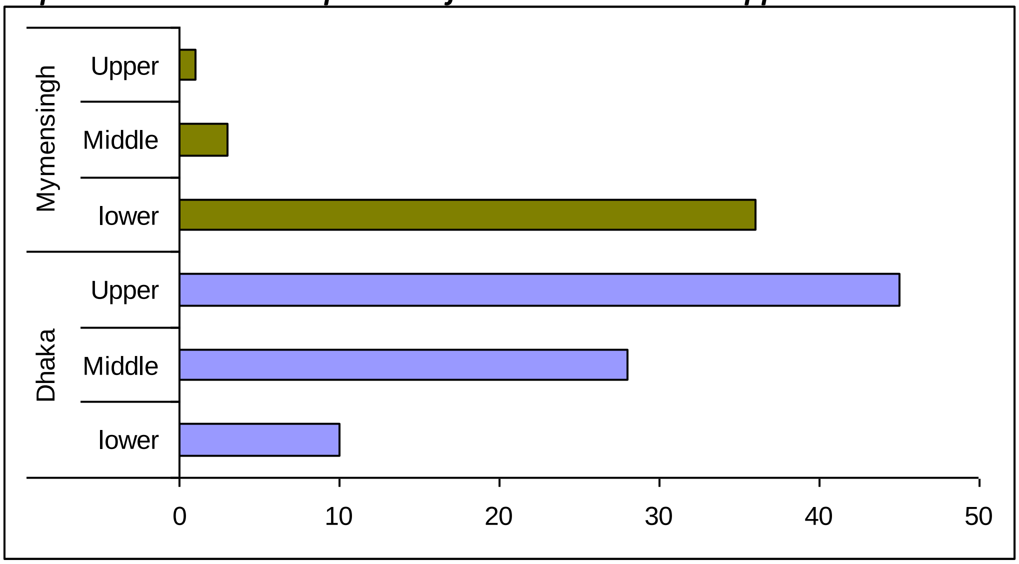
Table-b (1): Distribution of Respondents opinion on whether s/he uses any Health & Beauty products or handicrafts

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Do you use any health and beauty products or handcrafts?	Yes	83	98.4%	40	100.0%
	No	02	1.6%	0	0.0%
	Total	85	100%	40	100%

Respondents using any of the mentioned products are noted in table-b (1) showing that 98.4% (n=83) respondents in Dhaka are using different kinds of products where simply 1.6% (n=02) respondents are using none of the products. Again, all the respondents of Mymensingh area i.e. 100% (n=40) are using various products related to the study.

Respondent’s opinion on from which category s/he does receive these products

Respondents receive the products from both lower and upper end actors



According to the above graph, it is visible that 54.2% (n=45) respondents in Dhaka receive the products from the upper category while from middle and lower class category receiving respectively of 33.7% (n=28) and 12% (n=10). But, in Mymensingh, 100% (n=40) are receiving products from lower category while none receive from the middle or upper class category.

Respondent’s opinion on why s/he is accepting these products from this source

78% of the respondents mentioned availability is the main cause for buying the products from these sources

Table –b (4): Distribution of Respondent’s opinion on accepting these products from this source

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Why are you accepting these products from this source?	Quality	31	37.3%	0	0.0%
	Brand Shop	03	3.6%	0	0.0%
	Availability	57	67.8%	40	100.0%
	Total Count	83	-	40	-

Multiple responses considered

In accordance with respondents opinion, table-b(4) shows reasons for choosing mentioned product with multiple options on their part. Here, 67.8% (n=57) respondents are choosing due to availability where as 37.3% (n=31) for quality and remaining 3.6% (n=03) simply because of brand shop. But, findings shows a different scenario in Mymensingh where all the respondents i.e. 100% (n=40) liking the product only because of availability paying no much concern on other issues like quality or brand. Thus, availability is considerably the major reason for choosing such products.

Respondent's opinion on whether these products serve their desired purpose

80% of the respondents answered negatively on the purpose of the products

Table-b (5): Distribution of Respondent's opinion on whether these products serve their desired purpose

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Do these products serve your desired purpose?	Yes	06	7.2%	17	42.5%
	No	77	92.8%	23	57.5%
	Total	83	100%	40	100%

92.8% (n=77) respondents in Dhaka find the products to be quite negative in serving their desired purpose. Again, in Mymensingh, 57.5% (n=23) respondents are noted to be un-happy with their products.

If not, then respondent's opinion on the problems

Table-b (6): Distribution of Respondents on the problems they were facing

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent

If not, then please mention the problems.	Not Suitable for health/skin	03	50.0%	03	17.6%
	Not suitable for weather	0	0.0%	05	29.4%
	Manufacturing date expired	0	0.0%	01	5.9%
	Unavailability	0	0.0%	07	41.2%
	Higher price	03	50.0%	11	64.7%
	Total Count	06	-	17	-

Multiple responses considered

The products they use are not serving their desired purpose actually due to various problems. 50% (n=03) respondents in Dhaka find problems with the products which are not suitable for their health or skin. The other 50% (n=03) is claiming the price of those products comparatively as higher in the market which is another problem. Also, 64.7% (n=11) respondents in Mymensingh is claiming higher price of products along with 41.2% (n=07) list the unavailability of products as a major problem. 29.4% (n=05) identified other problems with products, such as the products are not suitable for the weather, and 17.6% (n=03) is also saying products are of not favorable for health/skin. Lastly, 5.9% (n=01) stated that in most cases product manufacturing date does not appear properly or even have no mentioning. Thus, some of the respondents are not happy with existing products in most cases having various problems that they are facing every now-and-then.

Respondent's opinion on whether the products they used were of good quality

88% of the respondents mentioned that products quality were not good

Table-b (7): Distribution of Respondent's opinion on whether the products they used were of good quality

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Were the	Yes	02	2.4%	11	27.5%

products you used of good quality?	No	81	97.6%	29	72.5%
	Total	83	100%	40	100%

Respondents' opinion on the product quality is also noted in table-b(7) where 97.6%(n=81) respondents in Dhaka agreed that the products were of bad quality. Again, 72.5% (n=29) respondents in Mymensingh also mention the products as being of bad quality.

Respondent's opinion on whether the seller explained how to use the product

84% of the respondents mentioned that the sellers did not explain the usage of the products

Table-b (9): Distribution of Respondent's opinion on whether the seller explains how to use the product

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Did the seller explain how to use the product?	Yes	13	15.7%	05	12.5%
	No	70	84.3%	35	87.5%
	Total	83	100%	40	100%

Among the respondents in Dhaka, a large portion 84.3% (n=70) noted that sellers did not explain how to use the products though. Similarly, 87.5% (n=35) respondents in Mymensingh stated that they had not received explanation on how to use the products.

Respondent (C): Seller

Respondent Profile

57 Male and 8 Female Potential sellers were interviewed

Table-c(i): Distribution of Respondents by Gender

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Gender	Male	44	88.0%	13	86.7%
	Female	06	12.0%	02	13.3%
	Total	50	100%	15	100%

Existing sellers for the invested course of study were analyzed on the basis of the opinion of the respondents where table-c(i) is presenting related findings. Among the sellers, 88% (n=44) were male in Dhaka and 12% (n=50) were female respondents. In Mymensingh 86.7% (n=13) were male and 13.3% (n=02) were female. Proportionately female were less than male within the ratio scale in both cases.

15 to 30 year's age group (the youth) were major respondents

Table-c (ii): Distribution of Respondents by Age Group

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Age Group	15-30 years	25	50.0%	11	73.3%
	31-45 years	23	46.0%	03	20.0%
	46(+) years	02	4.0%	01	6.7%
	Total	50	100%	15	100%

Age variation of the respondents were also identified and then noted in table-c(ii). It is observed that a higher amount of the respondents in Dhaka i.e. 46% (n=23) were in between 31-45 years age where as 50% (n=25) of them were of 15-30 years and only 4% (n=02) were counted in as aged of or beyond 46. At the same time, bigger portion i.e. 73.3% (n=11) of the respondents in Mymensingh belonged to 15-30 years age group while 20% (n=03) were of 31-45 years and the rest 6.7% were above 46 years old.

42 (64% of the total sample) respondents have secondary certificate degree

Table-c (iii): Distribution of Respondents by Education

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Education	Class 1-5	06	12.0%	02	13.3%
	Class 6-9	02	4.0%	03	20.0%
	SSC	34	68.0%	08	53.3%
	HSC	04	8.0%	01	6.7%
	BA/MA	04	8.0%	01	6.7%
	Total	50	100%	15	100%

Educational status of the respondents were also noted where the respondents in Dhaka were mostly found to be done with secondary education in a ratio of 68% (n=34). 12% (n=06) simply availed their primary level of education and 4% (n=02) had not completed secondary education, though passed primary level. But, the ratio of higher secondary and Tertiary level education in terms of BA/MA was 8% (n=04) for each. On the other hand, in Mymensingh, major portion of the respondents also had completed secondary education by 53.3% (n=08) within a ratio scale where 20% (n=03) of them failed to complete this level, though 13.3% (n=02) did pass their primary level. But, 6.7% (n=01) was found for each of higher secondary and tertiary level education. Notably, the majority of the respondents for both cases were done with their secondary level education in a comparison which is evident in table-c(iii).

Retail business is the major occupation of the respondents

Table-c (iv): Distribution of Respondents by Occupation

		Dhaka	Mymensingh

variable	values	Frequency	Percent	Frequency	Percent
Occupation	Retail Business	28	56.0%	12	80.0%
	Beautician	09	18.0%	02	13.3%
	Hair Stylist	01	2.0%	01	6.7%
	Salesman	11	22.0%	0	0.0%
	Student	01	2.0%	0	0.0%
	Total	50	100%	15	100%

Occupation is another vital concern here as some of the respondents were found to be involved with business. Table-c(iv) is the presentation of this where 56% (n=28) of the respondents in Dhaka were found to be engaged in business. Again, 22% (n=11) respondents were salesman and 18% (n=09) were beautician. Hair stylists and students were also involved with business somehow where the ratio for each was simply 2% (n=01). But, in Mymensingh, no one was found doing business even being student. Rather, 80% (n=12) were entirely engaged in business, 13.3% (n=02) were beautician and lastly 6.7% (n=01) were hairstylist. Notably, most of the respondents were dealing with business as their basic profession for both cases of Dhaka and Mymensingh.

Respondents' opinion on kind of product line and services

52% of the respondents sell both health and beauty products

Table-c(1): Respondents opinion on their product line and services

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
What kind of health & beauty products or handcrafts are	Only Health Product	0	0.0%	03	20.0%
	Only Beauty Product	20	40.0%	03	20.0%
	Only Handcrafts	05	10.0%	0	0.0%

you selling? Please mention your product line and services.	Health and Beauty products	25	50.0%	09	60.0%
	Total	50	100%	15	100%

Respondents engaged with business were selling a variety of products related to health and beauty. In accordance with the table-c(1), no one in Dhaka 50% (n=25) was selling both health and beauty products where as in correspondence to that no one was selling only health products and the ratio was 0% (n=0). Again, 40% (n=20) were selling only beauty products and 10% (n=05) only handcrafts. Moreover, 60% (n=09) respondents in Mymensing were selling both health and beauty products while none of them i.e. 0% (n=0) were selling handcrafts. Only health and only beauty products were sold by 20% (n=03). Notably, no one in Mymensingh was selling handcrafts and similarly no one was found selling only health products among the selected respondents in Dhaka.

At the same time, health products basically were counted employing various fitness drugs, nutritional products, food supplementary products with no side effect simply to keep in sound body and health. On the other hand, beauty products were including various products used for skin & beauty care products, hair care products of national or foreign brands with both herbal and non-herbal ingredients. But, handcrafts were mostly manufactured by national producers. Even jewelry products were common for both beauty and handcrafts.

Respondents' opinion on their average monthly turn-over from health and beauty products/handicrafts

54% of the respondents made monthly turnover from BDT 10,000 to 25,000 from heath and beauty or handicraft products

Table-c(2): Distribution of Respondents on their monthly turn over on an average

variable	Values (in BDT) TK.	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
	10,000-25,000	33	66.0%	02	13.3%

On Average what is your monthly turnover?	26,000-50,000	06	12.0%	08	53.3%
	51,000-75,000	03	6.0%	01	6.7%
	76,000(+)	08	16.0%	04	26.7%
	Total	50	100%	15	100%

Monthly turnover on an average of the respondents, referring to table-c(2), where in Dhaka 66% (n=33) mostly in between 10,000-25,000 Tk in BDT. 16% (n=08) were earning more than 76,000Tk where as 12% (n=06) of them were within 26,000-50,000Tk and the rest 6% (n=03) were in between 51,000-75,000 Tk. On the other hand, in Mymensingh, 53.3% (n=08) were earning mostly in between 26,000-50,000Tk on an average in a month while 26.7% (n=04) earned more than 76,000Tk. At the same time, 13.3% (n=02) were earning 10,000-25,000Tk and the rest 6.7% (n=01) were earning 51,000-75,000Tk.

Respondents' opinion on the source from where they buy the products

77% of the sellers buy their products from wholesale market

Table-c (3): Distribution of Respondents on the source from where they buy their products

variable	Values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
From whom do you buy these products?	Retail Market	11	22.0%	05	33.3%
	Wholesale Market	42	84.0%	08	53.3%
	Company/ Distributor	29	58.0%	11	73.3%
	Own Product	06	12.0%	0	0.0%
	Total Count	50	-	15	-

It is observed that 84% (n=42) respondents in Dhaka were buying their products mostly from the wholesale market whereas the ratio of own products by the manufacturer or the producers was less, only 12% (n=06). 58% (n=29) were buying from the company or the distributor directly and the rest, 22%, bought from retail market. But, in Mymensingh, the majority chose company or distributor, the proportional ratio was 73.3% (n=11). 53.3% (n=08) liked wholesale market more than retail market figuring 33.3% (n=05) in a ratio. No one was found producing products by their own manufacturer.

Respondents' opinion on whether they received any training in relation to their business? If yes, then from where?

86% sellers do not have any training on business management

Table-c (5): Distribution of Respondents' opinion on related training to business

variable	Values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
Did you receive any training in relation to your business?	Yes	09	18.0%	0	0.0%
	No	41	82.0%	15	100.0%
	Total	50	100.0%	15	100.0%
If yes, from where did you receive the training?	Professional Training	09	100.0%	-	-
	Business Management Training	01	11.1%	-	-
	Total Count	09	-	-	-

Multiple Response Consider

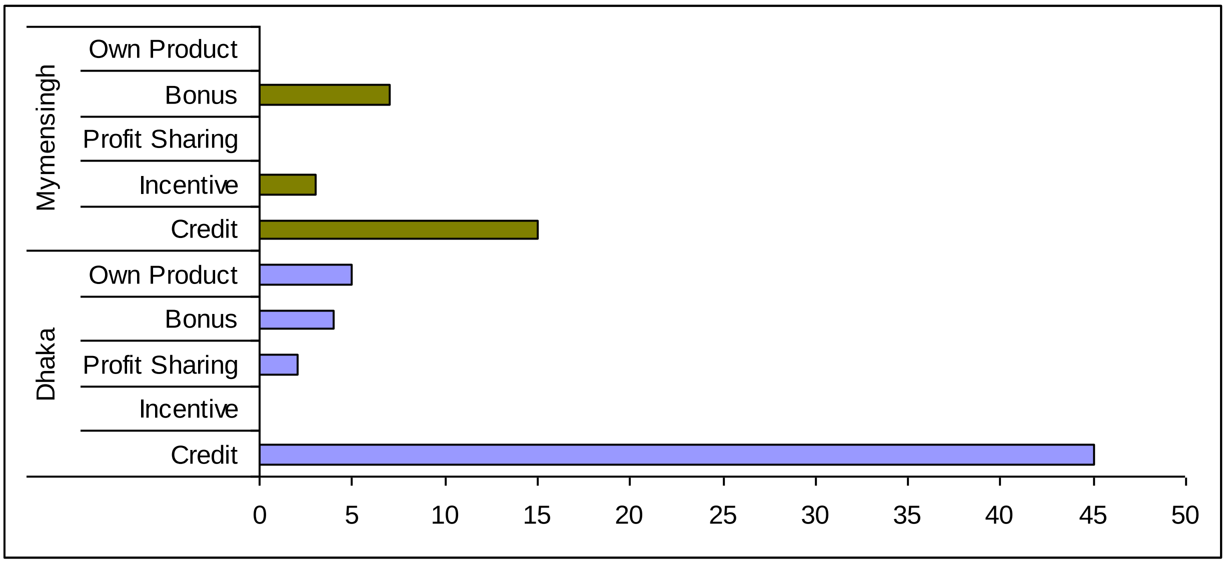
In terms of related training for convenient business, 18% (n=09) respondents in Dhaka assured that they received relevant training and 82% (n=41) respondents confirmed that they did not receive any training to carry out their business. Again, all the respondents, 100% (n=15) in

Mymensingh agreed that they got no training related to their business at all, which is presented in table-c(5).

Among the trained respondents in Dhaka, 100% (n=09) received professional training to carry out their business whereas only 11.1% (n=01) of them received business management training. Mymensingh cannot be considered in this issue as none of them received training.

Respondents' opinion on their buying arrangement with the company/distributor

Most of the sellers have different form of credit for buying their products



Referring to the above graph, 90% (n=45) among the selected sample in Dhaka confirmed credit as their buying agreement with their company or distributor. 10% (n=05) had no agreement, as they were the manufacturer of their own products. 8% (n=04) had a bonus provision agreement and 4% (n=02) had profit sharing, while no one had incentive (0%). In Mymensingh, all the respondents i.e. 100% (n=15) listed credit as their buying agreement, whereas none stated a profit sharing option. No one was identified as manufacturer of own product. 46.7% (n=07) listed a bonus provision along with incentive option in a ratio of 20% (n=03).

Respondents' opinion on their buyer status and business promotion strategy

Health and beauty products buyers are middle class people

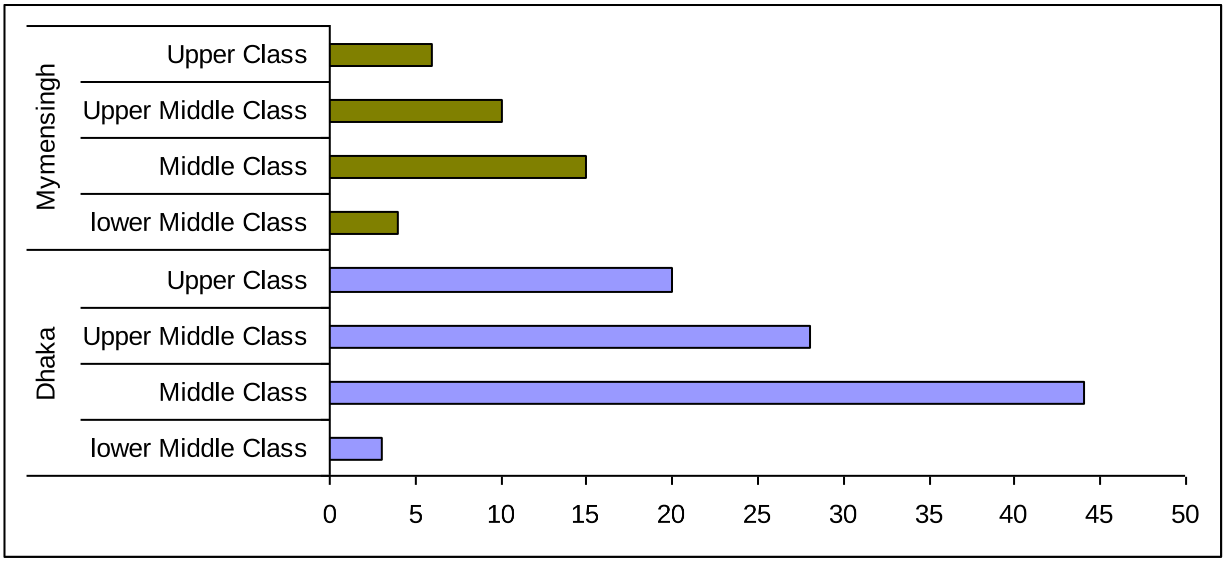


Table C (7)

What Services you are providing to your buyers?	Only Sales	45	90.0%	14	93.3%
	Sales and Service	01	2.0%	00	0.0%
	Only Service	06	12.0%	01	6.7%
	Total Count	50	-	15	-
How to promote your business?	Commercial Add.	22	44.0%	09	60.0%
	Involving Doctors	04	8.0%	03	20.0%
	Others	27	54.0%	04	26.7%
	Handcraft Fair	04	8.0%	00	0.0%
	Total Count	50	-	15	-

Multiple Response Consider

From above graph it is evident that buyers are mostly of middle class. In Dhaka, 88% (n=44) respondents were as the ratio of upper-middle-class buyers. In addition, upper class buyers were also noted by 40% (n=20), however lower-middle-class was only noted by 6% (n=03). For both cases, buyers of middle-class were found as the major focus, having less priority to upper-middle-class.

Referring to the table-c(7), 90% (n=45) in Dhaka stated that sellers were mostly involved with only sales and only providing services was 12% (n=06). Only 2% (n=01) were found involved with sales providing service as well. In addition, the majority of the respondents in Mymensingh was identified as involved with only selling, 93.3% (n=14) while no one was found in doing both sales and service (0%). Moreover, 6.7% (n=01) of the respondents were providing service only.

In terms of business promotion strategy, 44% (n=22) in Dhaka suggested commercial advertisement while involving doctors and also organizing handcraft fair might be other options, as proposed by 8% (n=04) respondents. In addition, 54% (n=27) also mentioned other considerable strategies likely as developing local or personal interaction, door-to-door campaign and also connecting various forms of media etc.

In Mymensingh, the majority of the respondents, 60% (n=09) suggested commercial advertisement. Even, 20% (n=03) of them proposed doctors to be involved relating other options likely as of Dhaka mentioning by 26.7% (n=04) respondents. But, no suggestion for handcraft fair was noted as no one was found to be involved with business related to handcrafts. Notably, suggestions with commercial advertisement as a convenient medium of promoting business, was brought up. Again, the entire assessment showing in table-c(7) was done under multiple consideration.

Respondents' opinion on their product and services in terms of satisfaction, constraints/problems

74% of the sellers are not satisfied with their health and beauty product performance

Table-c (8.i): Distribution of Respondents' opinion on various aspects of their product line and service

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent

Are you satisfied on your products and services?	Yes	11	22.0%	06	40.0%
	No	39	78.0%	09	60.0%
	Total	50	100%	15	100%

In table-c(8.i), 78% (n=39) in Dhaka are not satisfied with the products . Similarly, in Mymensingh, 60% of the respondents are not satisfied with their products. In addition, the respondents were found to mention various problems shown in table-c(8.ii). Here, 81.8% (n=09) in Dhaka mentioned hard cash as the major problem giving less prominence to the lack of availability or even unavailability of the products. 45.5% (n=05) stated that higher price was another problem along with less demand of those products in the market, shown by 36.4% respondents. Similarly, 66.7% (n=04) in Mymensingh were bothered with poor availability of the products in the market as well as higher price. Focus was also on hard cash as another vital obstacle for them, mentioned by 50% (n=03), also giving stress to lower demand of the products by 33.3% (n=02).

Table-c(8.ii): Distribution of Respondents opinion on various aspects of their product line and service

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
If not, what problems or constraints are you facing?	Not Available	06	54.5%	04	66.7%
	Hard Cash	09	81.8%	03	50.0%
	Less Demand	04	36.4%	02	33.3%
	Higher price	05	45.5%	04	66.7%
	Total Count	11	_	06	_

Multiple Response Consider

Respondents' opinion on their expectation regarding new products and services to be introduced

Most of the sellers expect quality health and beauty products in the market

Table-c (9): Distribution of Respondents' expectation of new products and services

variable	values	Dhaka		Mymensingh	
		Frequency	Percent	Frequency	Percent
What type of new health and beauty products and services do you expect in the market?	Health Care Products	17	34.0%	08	53.3%
	Beauty Care Products	14	28.0%	11	73.3%
	Hair care Products	11	22.0%	11	73.3%
	Others	30	60.0%	00	0.0%
	Total Count	50	_	15	_

Multiple Response Consider

The demand for new products and services was also assessed by respondent's opinion. Basically, 34% (n=17) in Dhaka expected new health care products for nutrition and also body & health control products for sound health while expecting new kinds of beauty and skin care products for permanent solution. 22% (n=11) suggested further products of hair care. In addition, 60% (n=50) respondents suggested products of good quality, reasonable price and availability at the market. Similarly, respondents in Mymensingh defined their expectation for more beauty & skin care products by 73.3% (n=11), which was also common for hair care products that would provide permanent solution to the problems. The demand for new health care products was also noted by 53.3% (n=08).