

Question-1: Prepare a SWOT analysis for the Benarasi saree industry of Bangladesh.

Answer to the question number-1

Strength	Opportunities
<ol style="list-style-type: none"> 1) Using high quality materials. 2) Strong market position. 3) Skill of Bangladeshi workers in terms of delicate hand works 	<ol style="list-style-type: none"> 1) Increasing demand abroad. 2) Different kind of celebrity now wearing bararasi sarees. 3) Banarasi saree exudes nobility and tradition. 4) Bengali wedding Benarasi saree is a symbol attire. 5) Good diplomatic relations with neighbor countries ease exports 6) Technology Development
weakness	Threats
<ol style="list-style-type: none"> 1) High price of product and shortage of workers. 2) Less investment due to lack of fund 3) Lake of proper marketing. 4) Middleman. 5) Educational and language barriers. 6) Technology or machineries do not update. 7) Sarees have to be ironed constantly. 8) Banarai sarees are not attractive as its competitors. 	<ol style="list-style-type: none"> 1) Don't touch of modernity and innovation in the design. 2) Lack of public-private sponsorship. 3) Lack of government oversight and subsidies 4) Dependence of Indian craft masters. 5) Westernization of culture 6) Cheap quality sarees penetrated and captured the market. 7) Corruption in government land grants.

Question-2: How would you suggest eliminating the 'middlemen' from the whole process of weaving and selling Banarasi sarees?

Answer to the question number-2

In Bangladesh Banarasi saree industry, middleman is a pest through which most of the profit is taken by middlemen, the producer is getting low price, similarly the customer has to buy the product at high price.

If we can eliminate the middleman so my suggest are,

- 1) Selling product directly to retail stores or consumers.
- 2) Create companies own outlet in many places where people easily can excess and buy. Like, Arong.
- 3) Online availability. Like, Facebook page, Website.
- 4) Tv advertisement, social media promotion, online /offline campaign.
- 5) Using brand ambassador which is icon of society.
- 6) Training for increase selling knowledge
- 7) Develop government laws for eliminating middle man.
- 8) Use Tag line “আমার ঐতিহ্য, আমার অহংকার” (**Amar oitijjo, amar ohongker**)

Above studies I show some strategies, which we can cover I hope middleman will be eliminate.

Advantage of eliminate of middleman are, Cost Savings, Better Value, Efficiency, Environmental Impact.

Question-3: Now, based on the findings from the SWOT analysis, prepare a detailed strategic plan with more emphasis on the promotional side of the Benarasi industry. Think about the ‘big idea’ you would like to convey, your communication objectives, and the appropriate type of advertisement, media choice, message decision, and celebrity endorsement. Also, consider funding aspects of the plan.

Answer to the question number-3

Benarasi saree, which is most famous saree in Bangladesh. Once upon a time this is very well decorated and popular business. There was a time benarasi sarees were high demand. But with the passage of time this demand has decreased day by day due to various reasons. In this situation we have to make a plan to rise again benarasi saree industry. I will do proper research and make a SWOT analysis. Then follow-up competitor why they are successful? collect internal reports, local and international information. Then make a plan with funding which is given down below.

Source of Funding:

We need to 50,00,000 Taka (fifty lakhs taka only) for rising our industry.

We expect from government give us 20% subsidy of our total funding. Bangladesh's RMG exporters to get export subsidy on 20% value addition. Where we get more 20% (10,00,000tk) subsidy.

We are 4 partners starting this business, each are invested 7,50,000 Taka so our fund will be 30,00,000 Taka. We loan from bank 10,00,000 taka

Particular	Amount
4 Partner's Invest	30,00,000
Bank loan	10,00,000
Subsidy	10,00,000
Total	50,00,000

We are 4 partners start our new journey for rising basarasi industry. One in four partners already has a falling industry. We all are trying to rise aging with “big idea”. We start our new journey with 50,00,000 takas. Down below I shows some strategies and utilization our fund money.

Strategies and utilizing money

- i) We have already a manufacturing industry, where we have a handmade loom machine.
- ii) We buy raw materials 4,00,000 tk
- iii) We are punching power loom machine for the price of 5,00,000 tk.
- iv) Train up our workers for using update machine. 20,000tk
- v) Higher a designer for making verities design with verities colour too understand customer need. 5,00,000 tk
- vi) Rent a house for retail shop, in area of Dhanmondi and Mirpur which is cost by 20,00,000 tk
- vii) We choice to promotion on digital media for advertisement. like, Facebook, YouTube and others social media which budget is 5,00,000 tk
- viii) We are higher brand ambassador “Jaya Ahsan” and “Bidya Sinha Saha Mim”. Which will be cost by 3,00,000 tk
- ix) We are planning for university campaign, budget is 1,00,000 tk
- x) Planning for arranging a competition name “Banarasi Saree Beauty” Competition. Woman are participant on this show by their saree photograph with banarasi sarees. Champion beauty will be get opportunities to do advertisement. This program budget is 3,00,000 tk
- xi) Ramp shows we deliver our sarees beauty. Youth girls are aware from this show. This program budget is 2,00,000 tk
- xii) We create a tag line “আমার ঐতিহ্য, আমার অহংকার” (Amar oitijjo, amar ohongker) and we do heavily publicity on the tag line.
- xiii) We open a website, where people can buy easily. Here our cost will be 50,000 tk
- xiv) We appoint 6 seals person for our 2 retail shop, so here budget is 50,000 tk (their salary earns form our sales. This 50 thousand tk for their recoupment, selection and their uniform.
- xv) Others cost will be 80,000 tk.

Above, I’m showing 50,00,000 tk funding and budget which sector I utilize it and why I utilize.

Here I show my strategy which I take for rising my banarsai saree industry. It’s a challenge but not impossible. Bengali women are like to were sarees but they want to new trends on their sarees. So, we basically work on them. We do market research and open to give suggest us for our betterment.

We export our product because banarasi sarees has huge demand in foreign. We believe proper marketing can be rise this industry.

“আমার ঐতিহ্য, আমার অহংকার”