



Proposal For MI-Store

Store Name: M.M Traders

Store Address: Shop#51, Block #B, Level#1, Bashundhara City Shopping Mall, Dhaka-1215

Partner Name : Umma Roman Ismail

Partner Contact Number: 01617413442

SM Name:

ASM Name: Md. Razoan Ahamed

TSM Name: Md Towhidur Rahman

City & Catchment Profile

City Profile	
Area Name	Bashundhara City
Area tier	1
District	Dhaka
Population	2268740
No of Mi Stores	08
Market universe(Value)	60cr
Mi Biz value (Avg last 3 months)	6.2cr

Application form to
be filled



Microsoft Excel
Worksheet

	Immediate Catchment profile	500 mtrs radius of Proposed MI store
Industry	Market universe (Cr.)	60cr
	Xiaomi Avg Biz value last 3 months (Cr.)	6.2cr
	Xiaomi ASP	15000
Retail	# Mobile Retails	80
	# Branded Retail stores (competition)	52
	# SIS retail	41
	# GRT retail	60
Proposed Mi Store	Expected Value gain with addition of MI Store (incremental)	5000000

Partner & Store Profile

Partner profile	
Name of Partner	Umma Roman Islam
Firm Name	M.M Traders
Nature of biz	SEBL
Current Retail ventures	Yes
Annual turnover	3.6 Cr
Financially solvent for Mi Store venture	Yes
Any relationship with current RD	No
Any relationship with current retail	No
Any MI Store/SIS/Grt of the Owner	No
Projected Sale Volume:	
1 st Month	180
2 nd Month	200
3 rd Month	220



Store Profile	
Carpet Area (Sq ft)	140
Super Area (Sq ft)	135
Facade (ft)	10
Ceiling Height (ft)	10
Type of store	Mi Store

**Store selection
form to be filled**

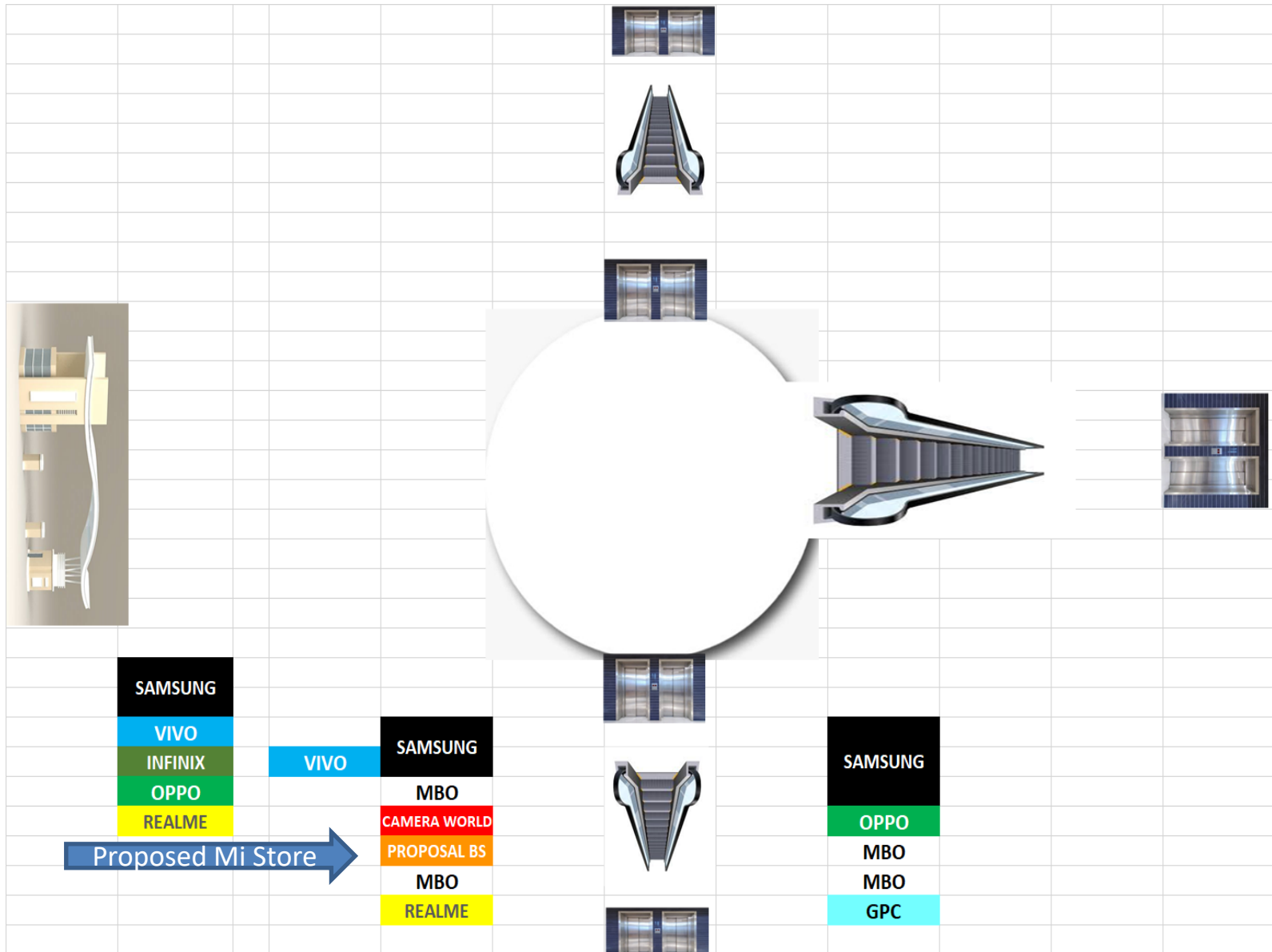


**Microsoft Excel
Worksheet**

Market Info

Channel	# (<500M)	Monthly Ave S/O (<500M)	# (District/ Thana Coverage)	Monthly Ave S/O (District/ Thana)
Xiaomi	8	6.2cr	01	11.5cr
Samsung	9	7cr	01	12.4cr
VIVO	11	5.7cr	01	10.5cr
OPPO	11	5.2cr	01	10.1cr
INFINIX	1	25lac	01	92lac
Realme	11	6.9cr	01	12.1cr
Tecno	2	55lac	01	1.15cr
Total	53	31.75Cr	01	58.77cr

Marker Floor Layout



Front View



Store Picture



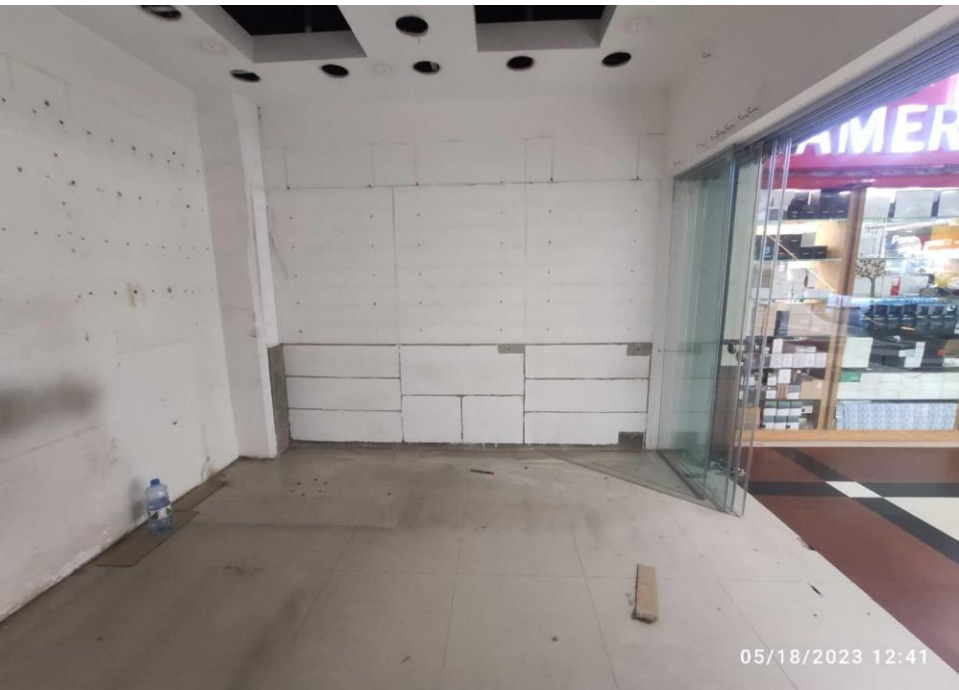
Opposite



Front Side



Store Inside Picture



THANK YOU