

# Kichai Business Solutions Limited

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## Company Profile

### EXECUTIVE SUMMARY

#### 1.0 INTRODUCTION

##### 1.1 Background

Md. Abdul Hakim Bhuiyan (a UK based NRB) had passed his boyhood in a remote village of Comilla, and later in capital city Dhaka of Bangladesh. He saw the life of both farmers in a village to workers in a city. Due to financial constraints both are under privileged in the society and struggling in their whole life to buy food and basic need for the family ignoring education of their child. Their child starts contribution in the family through physical labor even at 6-7 years of age due to poor financial condition. In some rare cases they send their child in school without proper care and support. Some of them were successful due to their creator gifted intelligence. It might happen in one out of 100 families. Moreover, they become unemployed after completion of education due to non-availability of backing i.e. link to grab a job. After liberation a very few private entrepreneurs started their business with very few job opportunities meaning supply of job was much less than demand. It has created a pile of educated but unemployed people. To solve this kind of problem requires huge investment which is a very difficult task but not impossible if all capable person come forward including government. This has inspired him to put his effort to innovate a unique business model suitable for developing country like Bangladesh. The business model is a mixture of commercial and social business. Socio-commercial business model is a hybrid of traditional business added with social well being. This will help to generate necessary earning to create job and pay them a fairly good salary/remuneration, pay a fair return on investment to the investors, create income opportunities for the entrepreneurs, and above all help educated poor people and educated disabled poor people to become entrepreneur or work and earn at the same time.

The prime motive of this venture will be to develop cloud-based business solutions with a view to create entrepreneur so as to generate job for mass. To this in mind Kichai Business Solutions was created in 2022.

Main target of his business model is to create an innovative IT Enabled Service infrastructure which will help to create entrepreneurs who will in turn create job and mitigate poverty. As a result of his thinking effort to contribute to the society, this company has come into reality. Products to include Accounting & Book Keeping for non-accounting entrepreneurs and employees, Image to texts to data processing, voice to text to data entry and many others.

KBSL with some missions, visions has planned to set-up a sustainable socio-commercial business.

In brief:

1. Name of the Company : **Kichai Business Solutions Ltd.** (A private company limited by share)
2. Registered Address of the company: : 52/2 Toyenbi Circular Road, Dhaka-1203, Bangladesh

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|     |                               |                                                                                                                                                                                                                                                                                                     |
|-----|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3.  | Operating Head office         | : Plot-41, AB Super Market, 6th Floor, Dhaka- Mymensingh Road, Sector-3, Uttara Model Town, Dhaka-1230, Bangladesh.                                                                                                                                                                                 |
| 4.  | Overseas office               | : 36 Fowler Road, Hainault Business Park, Ilford IG6 3UT, Essex, UK                                                                                                                                                                                                                                 |
| 5.  | Type of company/ Legal Status | : A private company limited by shares registered with joint stock companies of Bangladesh on 26th October, 2015.                                                                                                                                                                                    |
| 6.  | Company registration no.      | : No.C-126459/2015<br>(Issue no. 3584 dtd. 26.10.15)                                                                                                                                                                                                                                                |
| 7.  | E-TIN No.                     | :                                                                                                                                                                                                                                                                                                   |
| 8.  | E-CAB membership no.          | : 140 (E-CAB [E-Commerce Association of Bangladesh])                                                                                                                                                                                                                                                |
| 7.  | Nature of business            | : Software development, e-commerce, online classified and Web based IT Enabled service provider / BPO service provider with socio-commercial business model basis.                                                                                                                                  |
| 8   | Authorized Capital            | : Tk. 500.00 Lac                                                                                                                                                                                                                                                                                    |
| 9.  | Paid up capital               | : Tk. 1.00 Lac                                                                                                                                                                                                                                                                                      |
| 10. | Number of Products            | : 14                                                                                                                                                                                                                                                                                                |
| 11. | Products                      | : a. Business directory; b. classifieds; c. event; d. Jobs; e. Real Estate; f. Auto (car/vehicles); g. Matrimony (Patro-patry); h. Local News; i. Accounting software (len-den); j. ERP software; k. CRM software; l. BPO; m. Website/software development; n. Education, Training and Development. |

## 1.2 Location

**Head office :** The main operating office of the company is situated at : 52/2 Toyenbi Circular Road, Dhaka-1203, Bangladesh (working from home).

**Reg. office :** 52/2 Toyenbi Circular Road, Dhaka-1203, Bangladesh.

**Other office and agency offices:** 36 Fowler Road, Hainault Business Park, Ilford IG6 3UT, Essex, UK. More offices will be arranged in future throughout Bangladesh and abroad.

## 1.3 Sponsors / Promoters

The name, designation and structure of share holdings is given below:

Operating Office: 52/2 Toyenbi Circular Road, Dhaka-1203, Bangladesh (working from home).  
Reg. office : 52/2 Toyenbi Circular Road, Dhaka-1203, Bangladesh

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| Sl. # | Name                    | Designation                  | % share |
|-------|-------------------------|------------------------------|---------|
| 1     | Md. Abdul Hakim Bhuiyan | Chairman & Managing Director | 95%     |
| 2     | Muhitur Rahman          | Director                     | 5%      |
|       | Total                   |                              | 100%    |

## 1.4 Mission

To run a software development and other associated business to create employment, earn, grow and remain with a sustainable development and to broaden the domestic IT enabled services infrastructure by developing /professionally managed web based IT Enabled service as an alternative form of traditional Business which is economically viable and socially acceptable to mass people and discharge social responsibilities thereby.

## 1.5 Vision

The vision of the company is as under:

- Will be a number one web based IT enabled business House in Bangladesh supported by a very good start, grow and succeed through innovative management within 5 years;
- Will generate an adequate (higher the market rate) return on assets for the investors;
- Clients/customers/suppliers/agents/strategic partners / entrepreneurs will view KICHAI Business Solutions Ltd., as their partner of choice;
- Market will be whole world gradually whereas Bangladesh is the starting point;
- Portfolio will be shaped by core competencies;
- Will welcome change as an opportunity;
- Employees will be the key to success; and
- Slogan is to Fit For the Future (FFF) with "helping you make a better life".

## 1.6 Goals

The following goals are considered appropriate for the KICHAI BUSINESS SOLUTIONS LTD:

- To establish web based IT enabled services infrastructure with a view to **manage professionally** so as to **create** easy access for mass people to save their time and cost;
- To ensure services are **accessible** and **affordable** to mass;
- To promote **clean and healthy** environment for all; and
- To create **employment opportunities**.

**Vision 2021** stands as a political vision of Bangladesh for the year 2021, the golden jubilee of the nation. **Digital Bangladesh** implies the broad use of **computers**, and embodies the modern philosophy of effective and useful use of **technology** in terms of implementing the promises in **education, health, job placement** and **poverty reduction**.

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The philosophy of “Digital Bangladesh” includes all classes of people and does not discriminate people in terms of technology.

The government further emphasized on the four elements of “Digital Bangladesh Vision” which are **human resource development, people involvement, civil services** and use of **information technology** in business.

Kichai's goal is to fulfill at least 3 out of the 4 elements.

## 1.7 Objectives

1. Main objectives are to create an IT infrastructure to run a socio-commercial business;
2. Create entrepreneurs with a view to create jobs to mitigate poverty;
3. Help educated and educated disabled through proper training and support to earn and serve the society simultaneously.

## 1.8 Strategies

The main strategies of the company is to operate/run web based IT enabled service in a professional manner, ensure participatory management style, maintain high ethical standard, pay more importance on the clients/suppliers/agents, employees & their creativity and mankind.

## 1.9 Kichai's Business Model

Kichai's business model comprises of many areas under a single platform. Socio-commercial aspects enriched with strong networking is the main driver of KICHAi. KBSL creates a platform to create around 2,000 entrepreneurs through Bangladesh who potentially work for themselves, employ more people to work for them while KBSL will provide necessary enhancements and improvement of functionality, vigorous Marketing, Branding, training & logistics support. The service to general users i.e. mass people. Only, associated beneficiaries will be charged at a bare minimum to cover development and maintenance expenses. Revenue generation will be mainly through SaaS. Main purpose is to create entrepreneurs and jobs thereby. However, KBSL will also earn for its sustainability.

## 2.0 SOCIO-ECONOMIC ASPECT

Macro level activities are nothing but the summation of all micro level activities. Thus, without having micro level development no macro level development can actually be made. A single citizen is an integral part of total human resources and does have a responsibility towards him/herself first followed by his/her family and again followed by the society. The promoter is assumed social responsibility in addition to their own

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responsibilities e.g. to take part in the economic development of the society with a view to be a corporate citizen through KICHAI BUSINESS SOLUTIONS LTD.

## 3.0 OUTLOOK

Outlook of the promoter is crystal clear. It can be witnessed from the VISION (sub section 1.5 of section 1.0). Promoter is high ambitious and positive. Like other successful entrepreneurs he is focusing on employees, investors, society, innovative & participatory management with long-term foresight-ness to create, grow and sustain. The outlook can also be seen from the following points:

**Target:** Main target of KBSL is to become market leader with a view to create, grow, sustain and serve the society together with maximizing the wealth of investors along with business associates and employees.

**Expansion:** Expansion is a continuous process. KBSL will continue to explore opportunity and expand horizontally and vertically step by step i.e. to both direction (backward and upward). Its backward plan include training facilities for staffs and agents and gradually move to establish world class IT education as a part of human resources development, establishment of R&D to innovate application for commercial use and upward plan includes to become a leader in web based application, establish data warehouse, BPO, Call Center, internet TV, interactive video ad, and many more. It has also plan to expand its business in other areas as and when possible both in and outside the country.

**Change as an opportunity:** The mentality of the promoters is highly positive. They always prefer to take challenge and view change as an opportunity.