Company Profile

Cye Retail Tech. Limited

Company Values:

Inclusivity: Cye Retail Tech business model is based on inclusivity of the target segment around their digital eco-system. Company wants to serve those users who are currently either unserved or underserved. Bringing all of them into a single platform for creating an even playing field for further enabling them to transform their business. Cye retail Tech Ltd is committed to engrave this value inside the company's culture so that it spread all around the stakeholder in a same manner.

Empowerment: Cye Retail Tech ltd wants to make the empowerment visible and usable in function not in spirit only. Specially into the segment of woman participation into the economy. Therefore; it is creating a working force with gender balance and at the same time targeting a significant portion of women entrepreneurs. By embedding the core essence of empowerment through the technology women entrepreneurs will be able to solve some of their problems and will be able to bring in more contribution to the economy.

Valor: Cye Retail Tech Ltd wants to practice valor for creating a willingness to participate into economic participation regardless of user's background. It also encourages to confront limitations and mistakes.

Honor: Cye Retail Tech ltd wants to practice this value to build high esteem amongst the stakeholders. Company wants to give a playful space where stakeholders can make mistakes for building greater esteem.

Loyalty: Cye Retail Tech Ltd always believes to ensure a feeling of strong support all across of stakeholders. One for all and all for one is the driving ethos for establishing this loyalty. Company wants to build a community based on shared struggle where each and every one is loyal to the common causes.

Business Concept

Idea:

CYE Retail Tech Ltd provides a platform to small and medium size enterprises enabling them to organize their information and transform the way they buy, market and operate.

Products/Services:

Sales- CYE app enables your business to keep track of it's over the counter sales, credit sales, gross profits, top selling products & buyer's needs. The app also enables your business to conduct sales online by providing connection to buyers, who shop on e-commerce websites & social media pages

Inventory Management- CYE app enables you to catalogue and digitize your products associated with your business by providing you with a selection of preloaded products relevant to your business, however the app also provides option to add new products easily by you. This allows you to quickly know availability of your stock at any given time, which helps you to differentiate your fast-moving & slow-moving products, thus enabling you to optimize your product purchase, overall leading to maximizing your profits. Other features allow you to place order to the suppliers for your required products through the app with just one click

Reports- Cye app enable you to take quick and informed decision, which is essential to the sustainability & growth of your business by providing you with simple and easy to understand reports that is automatically generated based on your inputs. However, you can also place a request for customized reports from CYE Retail Tech Ltd.

Business News & Alerts- CYE app also provides you with updated news relevant to your buyers and notifications from your suppliers. This allows you to take business decisions factoring in social, lifestyle & shopping patterns of your buyers and updates from suppliers. The app also provides you with news of your choice regarding your daily entertainment.

Free to Use- CYE app respects your freedom regarding its usage for as long as you want, even if you do not pay for the subscription. CYE Retail Tech Ltd cares for your essentials.

Value Chain- CYE's primary activity is providing services regarding resource management, efficient supply chain, effective distribution channels and accessibility to market and finance on a much wider scale

Target Segment-MSME

Problem Identification- Barely any retail micro-merchants keep written records of their financial transactions, sales, inventory, etc. They do however jot down records of credit sales, which happens to account for almost 73% of their total sales. Apart from the money lost caused by the inefficiencies that come hand in hand with the lack of a book-keeping system, they also face losses caused by errors in manual calculation and low value credit sales often being overlooked. This causes a massive barrier to the growth and sustainability of their businesses.

With their finances generally being left obscured, it becomes an unsurmountable task to accurately track cash flows. This brings the financial viability of the business into question as it is very difficult to gather a clear portrait of costs and hence profitability. This explains why the majority of these micro-merchants are not able to access finance through formal channels, therefore often having to rely on MFIs and the informal financial sector for loans. Access to finance is one of the biggest barriers that retail micro merchants when expanding their business.

Lack of proper inventory management is also another huge barrier to growth. Retail micro-merchants are generally blind to inventory, often over stocking and under stocking both which cause serious losses to the business. Another point to be noted is that retail micro merchants primarily deal with their suppliers in cash, making payments upon delivery of supplies. Very few have access to credit purchases.

Solution- Cye Retail Tech Ltd. offers a mobile application which enables our users by allowing them to organize their information and access it with ease. By using our application our registered users, namely the retail micro-merchants will be able to track their transactions via our built-in accounting system easily. This will eliminate the hassle of manual calculations and provide with the ability to track credit sales which comprises of three quarters of their total sales. The application will also provide the users with consolidated financial statements allowing them to realize on pen and paper the health of their business. All this will allow the business to operate with higher efficiency allowing it to be more profitable and hence sustainable.

The app also comes with a built-in inventory management system allowing our users to monitor their stock in relation to evaluation of stocks-outs, identify fast-moving and non-moving stock, prioritize stock and orders, forecast future demand and make cost-optimized orders

Benefits of the Target Segment

Cye retail tech ltd wants to provide a platform, where users can do the followings-

- Users can connect to the suppliers easily for a seamless supply chain integration
- Users can connect to online sellers and can also promote their service/products online to connect consumers.
- Users can benefit from increased access to Finance.
- Users can digitize their core business operation through a smart phone application where machine can assist them for their informed decisions.

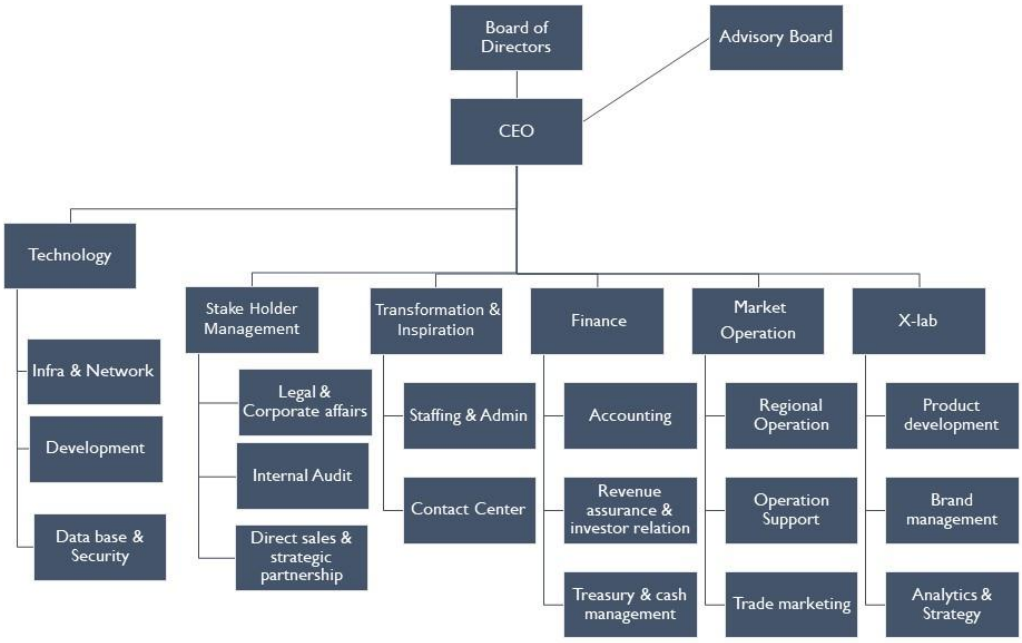
Business, Administrative & Contact Information

Business Name	Cye Retail Tech Ltd.
Business Type	Technology Service Provider
Company Registration Number	C-16632/2020
Tax Identification Number	581328494438
Phone	09610000099
E-mail	contact@cye.com.bd
Location	House#11, Road#5, Block#F, Banani 1213, Bangladesh
Website	https://www.cye.com.bd/

Ownership Structure

Name	Designation
Gias Uddin Khan	Chairman
Golam Anjumanarul Islam	Managing Director
Sakib Raihan	Director
Irfan Islam	Director

Operation Structure



Biographies of The Founders

Golam Anjumanarul Islam- CEO- He has worked for more than 18 years in various leadership roles in Telecom, Technology companies and FIN Tech. He is one of the pioneers to launch the sales and distribution network to reach out to the maximum population of Bangladesh while working for Banglalink (A VEON Company). Later he was also leading the biggest portfolio of Telco SME in the industry (*Small and Medium enterprises*). He started his career in 2001 with Grameenphone (*A Telenor Company*) where he worked on consumer market adoption. Later in his career, He was leading a mobile payment team at bkash (A Brac Bank Company) which bult a network of merchants of high street retail stores, e-commerce, f-commerce and long tail brick and mortar stores across the country. Besides, his effort to digitize the salaries for ready-made garment workers was pioneering achievement in the industry.

He is a music enthusiast and a painter. He maintains a good relation with various businesses and important social communities across the country. He completed his MBA from Queen's university back in 2000.

Sakib Raihan – Chief Technology Officer-Worked for more than 20 years in the field of IT & software engineering, electrical-electronics and telecom engineering. He was one of the pioneers in launching wimax broadband technology in Bangladesh while working for Motorola. Which eventually paved away for mobile broadband network. Under his leadership the First Data optimization solution was deployed in Grameenphone (*A Telenor Company, Norway)* The deployment provided a staggering 20% reduction in backhaul requirement while maintaining the same or better QoS. He went on to work for Ericsson, Nokia- Siemens Network in various leadership roles. While working for a power Co. He designed a power back-up solution for two of the leading Telco of the country with an innovative business model which saved a significant cost of the buyers. Later he looked after It enabling solutions and software development as well

He is an innovator as a person. He designs automated home solutions and remote temperature monitoring through IoT which is his favorite pass time. He graduated from Bangladesh University of Engineering & Technology (BUET), and completed his masters from RMIT Australia.

Irfan Islam – Chief, Stakeholder Management -Worked for more than 17 years in the field of banking, telecom and Fin Tech. He started working for Grameenphone (*A Telenor Company*) and later at Robi (*A Axiata Company*) at the beginning of his career in the field of direct sales and consumer marketing. Later he pursued his career in Eastern Bank Limited (EBL) for the longest period in his career. Followed by Mutual Trust bank in senior management. He designed and shaped up banking services for high-net-worth individuals. Later in his career he joined Nagad- A fintech for a very brief period of time.

He loves sports. An ardent cricketer, played for the Dhaka premier division. He was JCI (*Junior chamber international*) president for Bangladesh. He also graduated from JCI academy as "global networker". He is a well-travelled person and a speaker across many countries. He maintains peer with high level economic and business forums at home and abroad. He is an active member of some elite clubs at Dhaka like Gulshan Club, Banani Club etc. He completed his graduation from North South University (NSU) and went on to complete his masters from the same institution.

Gias Uddin Khan – Chief, Transformation & Inspiration- An entrepreneur, scientist, social worker and a reformer. His career spans over 40 years. He started his business in the construction industry while he was studying political science at Dhaka University. After couple of successful projects, he went on to establish a textile and ready-made garment manufacturing. He was one of the

few early starters in those years what is known to be the biggest FOREX earning industry of Bangladesh now. He was the chairman of BGMEA (*Bangladesh garment manufacturers and exporters association)* labour welfare committee. His contribution laid the foundation of labour law and welfare policies currently practiced all across the RMG industry. He further pursued his ambition to solve the problems of the backward linkage of the RMG industry and went on to establish one of the early labels and packaging factories which later inspired many to do the same. He was the resource person of UN recommended by MIDAS for reformation of industry while visiting Georgia. In the later stage of his career, he explored alternative medicine industry as an initiative to create access to affordable and quality healthcare to middle class and lower social & economic class.

He has a very active mind combines with active health that always inspires him to learn new things and pursue new challenges all the time. He has many well-wishers and friends across the globe. He obtained his graduation from Dhaka University on political science and went on to pursue his masters from the same institution.