

# Executive Summary

## Company Overview

Name: Traditional BD Ltd.

Location: Dhaka, Bangladesh

## Mission Statement:

At the Traditional BD, our mission is providing high-quality, stylish and affordable clothing options for customers with sustainable and ethical practices in the fashion industry, empowering individuals to express their personal style, creating a positive impact on the community and environment.

## Vision Statement:

Our vision is to create a globally recognized clothing brand that empowers individuals to express their unique style, feel confident, and embrace their individuality. We strive to be at the forefront of fashion trends, offering high-quality, ethically produced garments that combine exceptional design, comfort, and sustainability. Our goal is to inspire self-expression, foster inclusivity, and make a positive impact on both our customers and the environment. Through innovation, collaboration, and a dedication to customer satisfaction, we aim to build lasting relationships and become a trusted and beloved brand in the fashion industry."

## About Us (Story):

We are passionate to be a leading clothing brand dedicated to providing exceptional style, quality, and value to our customers. At TRADITIONAL BD, we believe that clothing is more than just fabric and stitches; it's a form of self-expression. We strive to create garments that not only make you look good but also make you feel confident, comfortable, and empowered. Our team of talented designers and fashion enthusiasts meticulously curates our collections, staying ahead of the latest trends to bring you the most stylish and innovative designs. From casual wear to formal attire, we offer a wide range of options to suit every occasion and personal style. Quality is at the heart of everything we do. We source the finest fabrics and materials, ensuring that our garments are durable, comfortable, and made to last. Our commitment to quality extends to our manufacturing process, where we work with trusted partners who share our values of ethical and sustainable production. We are dedicated to creating a positive impact on the world around us. We actively seek out eco-friendly materials, minimize waste, and support fair labor practices. We believe in fashion that doesn't compromise on ethics or the environment.

## Sustainability Commitment (Ambition/Values):

At TRADITIONAL BD, we are deeply committed to sustainability and strive to make a positive impact on the environment and society. We understand the importance of responsible business practices and aim to lead the way in creating a more sustainable future for the fashion industry.

## Recent Milestone:

# Business Model Canvas

<ul style="list-style-type: none"> <li>● Key Partner</li> <li>● Ethical fabric suppliers and manufacturers</li> <li>● Local artisans and craftspeople</li> <li>● Sustainable accessory providers</li> <li>● Fashion designers and illustrators</li> <li>● Digital marketing agencies</li> <li>● E-commerce platform providers</li> <li>● Fashion influencers and bloggers</li> <li>● Delivery and logistics partners</li> </ul>	<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>● Sourcing and procuring eco-friendly materials</li> <li>● Collaborating with designers to create unique, innovative designs</li> <li>● Developing and maintaining relationships with ethical suppliers and manufacturers</li> <li>● Production of high – quality, limited- edition garments and accessories</li> <li>● Providing cusstomer service and support</li> </ul>	<p><b>Value Propositions</b></p> <ul style="list-style-type: none"> <li>● Eco-friendly &amp; Sustainable, materials and production processes</li> <li>● Exclusive, one-of-a-kind fashion designs</li> <li>● High- quality, handcrafted garments and accessories</li> <li>● Custom design services for a personalized fashion experience</li> <li>● Limited- edition collections to maintain exclusivity</li> </ul>	<p><b>Customer Relationships</b></p> <ul style="list-style-type: none"> <li>● Personalized design consultations for custom orders</li> <li>● Responsive customers via social through email, chat and social media</li> <li>● Engaging with customers via social media and email newsletters</li> <li>● Loyalty programs and exclusive offers for returning customers</li> </ul>	<p><b>Customer Segments</b></p> <ul style="list-style-type: none"> <li>● Fashion – forward individuals aged 18-50</li> <li>● Customers seeking unique, sustainable and high- quality garments</li> <li>● People who value exclusivity and limited-edition fashion</li> <li>● Eco-conscious consumers interested in reducing their environmental impact</li> </ul>
<p><b>Cost Structure</b></p>	<p><b>Key Resources</b></p> <ul style="list-style-type: none"> <li>● Skilled design and production team</li> <li>● High- quality, eco-friendly &amp; sustainable materials and fabrics</li> <li>● Established brand identity and reputation</li> <li>● Efficient supply chain and logistics management</li> </ul>	<p><b>Revenue Streams</b></p>	<p><b>Channels</b></p> <ul style="list-style-type: none"> <li>● E-commerce website for direct sales</li> <li>● Social media platforms ( Instagram, Facebook, Pinterest) for promotion and engagement</li> <li>● Email marketing campaigns</li> </ul>	

<ul style="list-style-type: none"><li>• Production costs(materials, labor, manufacturing)</li><li>• Marketing and advertising expenses</li><li>• E-commerce platform and website maintenance</li><li>• Logistics and shipping costs</li><li>• Salaries and overhead for in-house design and administrative teams</li></ul>		<ul style="list-style-type: none"><li>• Direct sales of garments and accessories through the e-commerce website</li><li>• Limited-edition collection sales</li><li>• Collaborations and partnerships with influencers and other brands</li></ul>		
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