



海格客车



BK Automobiles Ltd Business Plan Presentation

SOLE AGENT :

MAN TRUCK INDIA PVT LTD

HIGER BUS COMPANY LTD

FORCE MOTOR INDIA

Section I.	Corporate Summary
Section II.	Dealership Summary
Section III.	Proposed Location
Section IV.	Marketing Plan
Section V.	Financial Projection





Section I. Corporate Summary

Dealership Application





Company Name

BK AUTOMOBILES LTD

Year Founded

2016

Paid-up Capital

USD 2.5 million / 20 Crore BDT

Core Business

Fruits Business , Housing Business, Automobiles Business etc.

Number of Employee

45

Board of Directors

1. Mr. Abdul karim Sheikh
2. Mrs. Momotaz begum
3. Mr. Solaiman sheikh
4. Mrs. Maimuna Akther Mim

Contact

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Vision

- Moving Forward > To be a Key Dealer in Bangladesh to establish MAN Truck & Bus in the Market Place

Mission

- One-Stop Motor Solution provider in Sales and After – Sales in Service, Parts and Body & Paint
- Ensuring the best customers' satisfaction
- Being a preferred employer and empowering our staff to excel
- Enhancing financial strength with sustainable return to shareholders



OUR PRESENCE – CURRENT OPERATIONS



	Location	Land Area	Year of Operation	Facility	State
1	3/5, Ishwar Chandra Ghosh Street, Badamtoli, Dhaka-1100.	400000 sq. ft (20 storied Building)	1975	Head office	
2	Rupayan Trade Center 6 th Floor, 114 Kazi Nazrul Islam Avenue , Dhaka-1000	3000 sq. ft	2016	Corporate Sales and spear	
3	BolieaPur , AminBazer , Dhaka	12,000 sq.ft	2016	3S	
4	Tongi Showroom & Workshop: Address :- KuniaPachar, Targach,Tongi,Gazipur	8000 sq.ft	2014	3S	





Managing Director : - Al-Haj Abdul Karim Sheikh was born in a respectable family of Munshiganj in 1968. A charming gentleman who is very hard working, social, and pleasant personality by nature. Now He is present union Chairman of his own District Munshiganj . It is indeed a great pleasure to see that BK Automobiles Ltd is one of the most highly reputed and esteemed companies in the automobiles sector in Bangladesh. Started in 2014 as importer & distributor of MAN Truck India Ltd Commercial Vehicles Named Tuwa Motors Ltd (Partnership business) . BK Automobiles Ltd (**Sole agent of – Force Motors India & Higer Bus Compay –China**) is now the most reliable of Commercial Vehicles all over Bangladesh. With the passage of time, the Company has diversified its business, to heavy duty commercial vehicles, industrial and construction equipment, etc. It is a matter of great satisfaction for us that today MAN with Mammoth from MG group India & super Luxury Buses (Hingo P11c Engine) from chian occupies the good position in AC luxury buses throughout Bangladesh. To revolutionize the transportation sector and to minimize the costs of CBU vehicles, we have set up a Workshop to give better after sales service to our valuable customer. . This big step forward is another milestone in the history of BK Automobiles Ltd. All these successful ventures of BK Automobiles Ltd are humble beginning towards making our country self-reliant in the automobiles sector in near future. Simultaneously we have also significantly contributed to the national economy. Our companies have employed over 225 personnel. All these have been possible with the honest and sincere efforts of our employees, cooperation of our foreign partners, trust of our clients and well-wishers. We believe that alone we cannot prosper. Given with a conducive business environment and political stability, BK Automobiles Ltd can flourish to its full potentials. Our relentless efforts will continue to bring about a qualitative change and fair competitive atmosphere in the business of automobiles.. **Kingfisher Holding Ltd** for Building contraction and develop land, **River Cutter / Dresser** which is round the year engaged with government project. **Fatima Enterpriser , Fahad International , Mayer dowa Enterprise and Zahid Enterprise is our fruits and Beverage company** which is our main business since last 35 years. We have import min USD-100,000/Day fruits from India, china, KSA, Egypt, Australia @ all over the world. Lastly, I gratefully thank you all for the support and trust you have placed in BK Automobiles Ltd.



Mrs. Momotaz begum
Chairman



Mrs. Maimuna Akther
Share Holder



Mr. Solaiman sheikh
Share Holder

Section II.

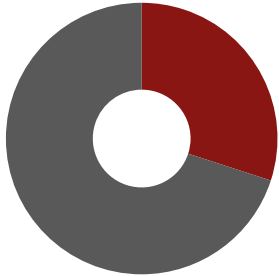
Dealership Summary

Dealership Application



Dealership Summary

Capital Resources



OPERATIONAL OVERVIEW

Principal	BK AUTOMOBILE LTD – ABDUL KARIM SHEIKH
Total Investment	USD 5 million
Land	} USD 30 million (Renovation)
Building	
Proposed Location	DHAKA , BANGLADESH
Capital Resources	MOST OF OWN SOME BRACK BANK LTD
Credit Facility	USD 4.00 million

	New Truck & BUS Sales	After-Sales Service
Car Sales Plan	Unit(s)	Unit(s)
2017	16 BUS	240
2018	160	1450
2019	250	2500
2020	300	4500
2021	360	7000

Business Development Plan

- 1. To provide one-stop auto service to customers
- 2. Maintain a strong brand presence and outlet awareness with frequent advertising & promotion activities
- 3. Long-term focus on after sales in general and body & paint services

5 YEARS STAFF PLANS

		2017	2018	2019	2020	2021
Director / General Manager	*	1	1	1	1	1
MARKETING						
Marketing Manager	*	2	2	2	2	2
FINANCE						
Finance Manager	*	1	2	2	2	2
SALES						
Head of Sales	*	1	1	2	2	3
Sales Consultant	*	5	5	6	8	9
Administrative Staff		1	1	2	2	2
Customer Relation	*	1	2	2	2	2
General / Dispatch	*	1	1	2	2	2
Total Sales		13	15	18	20	21
SERVICE & TECHNICAL						
Head of After Sales	*	1	1	2	2	3
Technicians	*	3	3	4	4	5
Service Advisers / QC	*	2	2	3	3	4
Storekeeper		1	1	2	2	3
Total Service & Technical		7	7	11	11	14
PARTS & ACCESSORY						
Parts & Accessory Manager	*	1	1	1	2	2
Parts & Store Staff	*	2	2	3	3	3
Total Parts & Accessory		3	3	4	5	5
GRAND TOTAL		23	25	34	37	43



The operational staffs, i.e. sales consultant, service advisor and technicians are increased in consistent with the increase in sales forecast.

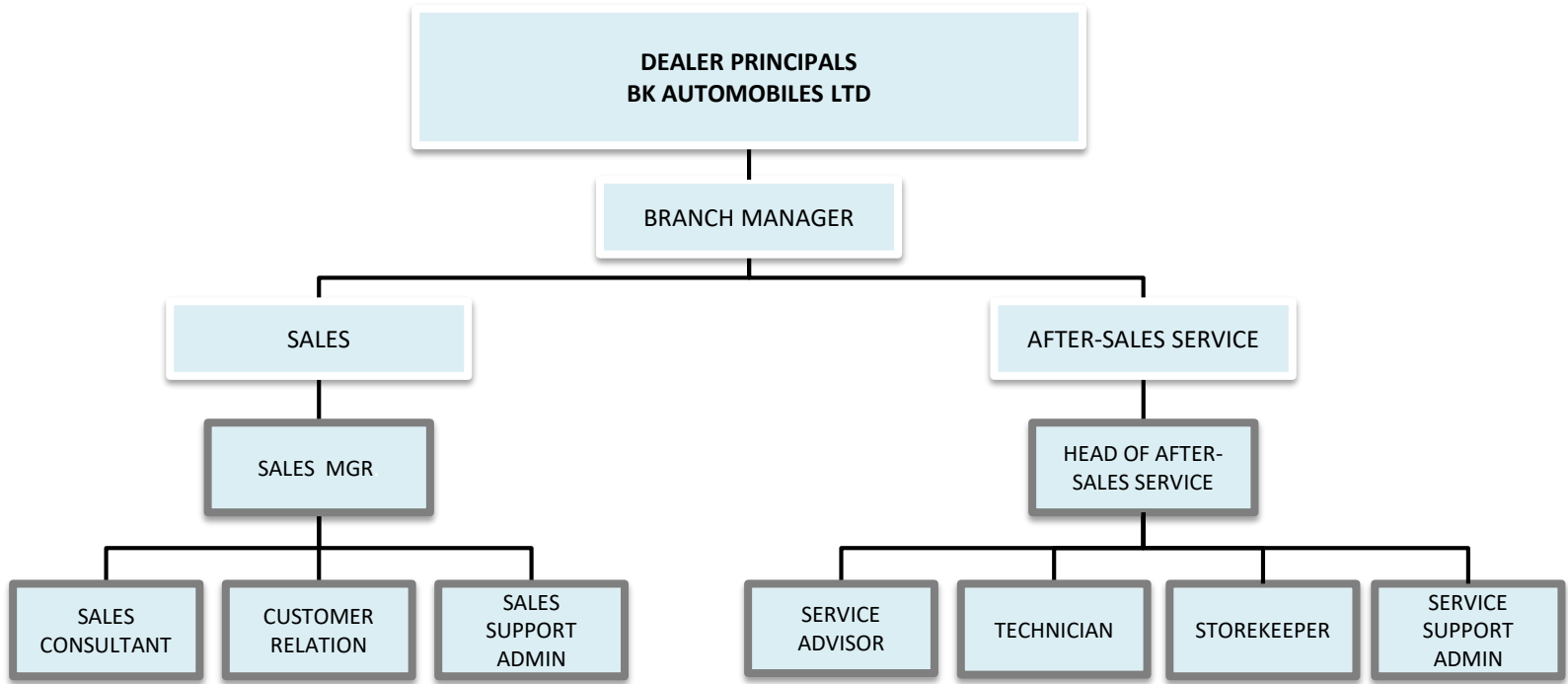


Well trained technicians and service advisors are in place to ensure best customers services is provided.



An overall increase of 50% within the next 5 years to meet the sales & market demand.

ORGANIZATION CHART



Section III.

Proposed Location

Dealership Application



LAND DETAILS & SITE PICTURES



Address of Land	BolieaPur , AminBazer , Dhaka, Bangladesh
Proprietary Owner	BK AUTOMOBILES LTD
Land Area	60,000 sq. ft
Built-up Area	12,000 sq. ft

Title Number	Aminbazar Mouza
Category of Land Use	Industrial
Tenure	Up to 2050
Restriction	No



Corporate Office (Rupayan Trade Centre)



New 3S Centre under constriction



Section IV. Marketing Plan

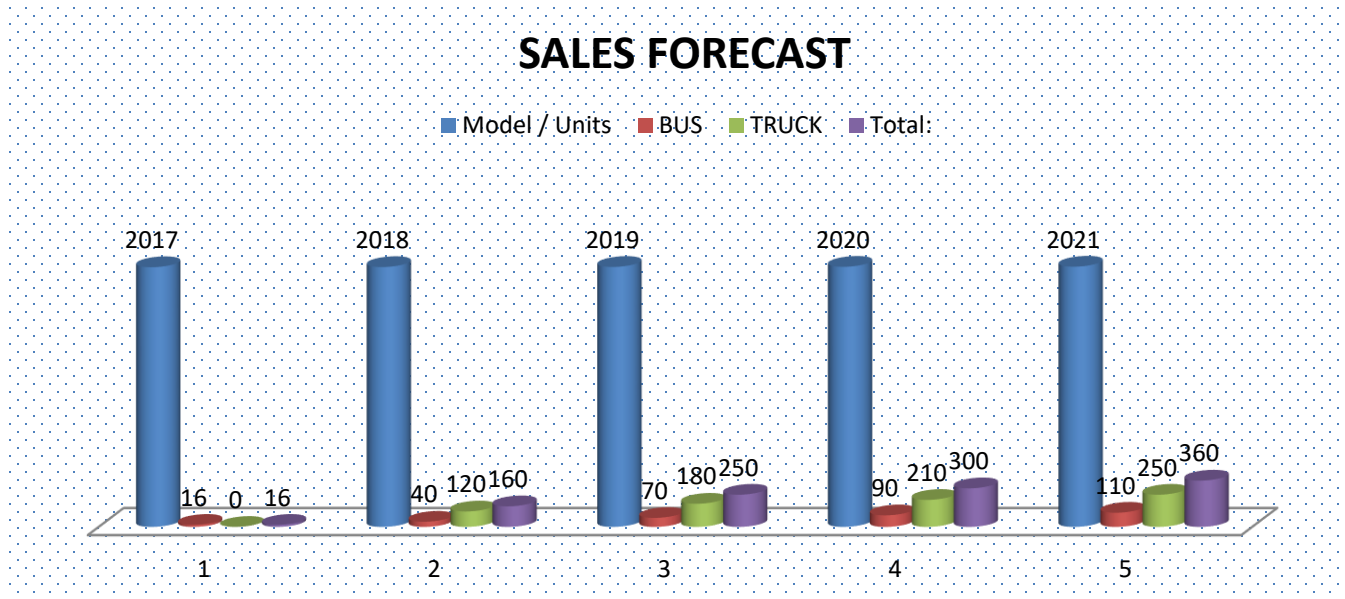
Dealership Application





Model / Units	2017	2018	2019	2020	2021
BUS	16	40	70	90	110
TRUCK	110	120	180	210	250
Total:	126	160	250	300	360

SALES FORECAST



1. To provide one-stop auto services to customers.
2. Maintain a strong brand presence and outlet awareness in Dhaka, Chittagong & Shylhet with frequent advertising & promotions:-
 - Roadshow, dissemination of direct mailers and flyers.
 - Efficient sales team, independently to conduct their own networking activities and businesses.
 - Corporate sales activities, targeting companies and private institutions.
 - CRM initiatives to encourage repeat and fleet purchase.
 - Billboard of signage.
3. To focus on service quality and implement Seven Core Processes to build good after-sales services.
4. Long-term focus on after sales in general and body & paint services.



Section V.

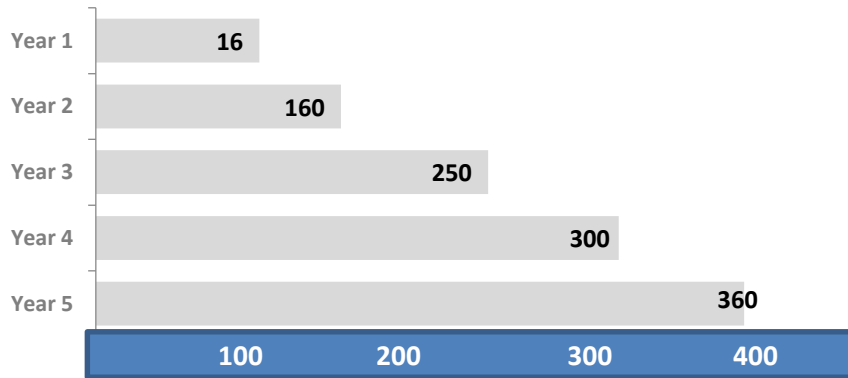
Financial Projection

Dealership Application

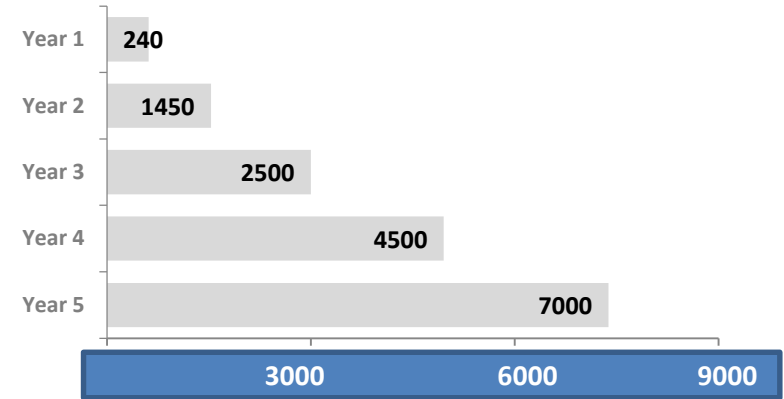




SALES (Units)



AFTER SALES (Units)



OTHERS

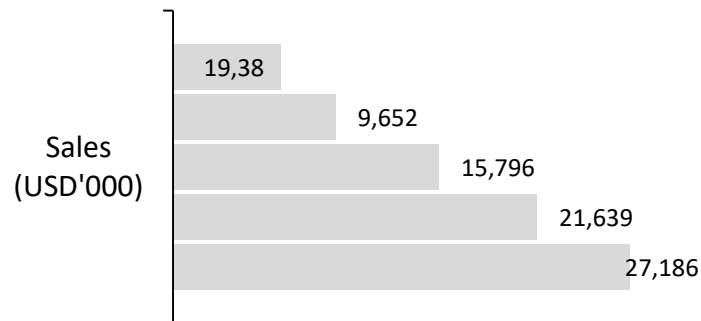
- Cost of Investment : USD 5 m
- Capital Expenditure : USD 9 m
- Finance Cost : 9%
- Gross Profit Margin : 15% (Sales)
34.5% to 36.5% (After-Sales)





Sales & PAT

- Sales is expected to increase within the next 5 years.
- PAT –Expected to breakeven in the second year.
- Due to management focus on after-sales services which contributes higher profit margin.



Cash Flow

- Accumulated net cash flow of USD 4.5 m in the fifth year
- Going forward, BK AUTOMOBILES LTD will have steady stream of cash flow from motor dealership and after-sales service operation.
- Ensure the Capex to be driven by market share growth.





Financial Assumption

- A conservative assumptions have been developed to ensure feasible of the investment.
- Assumptions are made based on management experience and past records.

Cash Flow

- Steady steam of cash inflow to be generated from the business in the next following years.
- Positive cash inflow is partly attributed by low or reasonable Capex in next following years upon commencement of business.

Payback Period

- It is expected to repay the “sum of original investment” within 2.22 years.
- The shorter of payback period, the lower of risk.





The End