

# BUSINESS PROFILE



New

# Sarna Bitan



**RELIABLE GOLD & SILVER JEWELLERY  
RETAILER & MANUFACTURER**



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# Sarna Bitan

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# Sarna Bitan

## ENTERPRISE'S BRIEF

Enterprise Name : New Sarna Bitan  
Company Website : [www.newsarnabitan.com](http://www.newsarnabitan.com)  
Email : [info@newsarnabitan.com](mailto:info@newsarnabitan.com)  
Proprietor : Jamil Ahamed  
Job Opportunity : 8  
Location : 224/225, Abdul Karim Patwari Sarak, Chandpur.

### Company Brief

a) Nature of Organization : Proprietorship Business  
b) Business Type : Trading of ornaments made gold and silver  
c) Major Product Lines : Finger Ring, Chain, Earring, Necklace, Bracelet, Pendent, Tikly, Kantanas, Bangles, Mantasha  
d) Total Asset : BDT 2,49,40,162  
e) Total Working Capital : BDT 34,865,138  
f) Age of Business : 8 years





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## ABOUT NEW SARNA BITAN

### Our Enterprise

The enterprise is widely known as reliable retailers of ornaments made of both gold and silver with its showroom at Chandpur, Bangladesh. During last 8 years, we are selling ornaments to various customers with variety of designs. In addition to selling of ornaments, we buy also second hand ornaments from individuals and institutions also. We also provide after sales service to our valued customers.

### History

The enterprise started its business in the year of 2012 trade license # 00051 and ID 09-009-00051. Since then it is doing business with integrity, honesty and customer satisfaction.

### Our Mission

Our Mission is to achieve the reputation of a quality, high standard & reliable retailer of ornaments made of gold & silver and to provide quality after sales services to our valued customers.

### Our vision

Our Vision is to achieve 100% customer satisfaction by delivering quality products and services at an affordable cost. Our forward vision is to strive to become a leader entity as retailer of gold and silver ornaments in the locality. We also believe that for our scope of improvisation – sky is the limit and we are always ready to take our achievements to the next level. We are growing and would always like to remain on the growing streak. In achieving our vision we will run ecommerce business soon and simultaneously through our business, we will create job opportunities.

### We believe in

- Transparency in accurate weight. & Karat.
- Customer needs.
- Affordable cost.
- After sales service.
- On time delivery.

### Legal Existence

The enterprise has obtained license from local authority, City Corporation, for doing business in the locality trade license # 00051 and ID 09-009-00051.



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## **FINANCIAL STRENGTH**

PROPERTY, PLANT AND EQUIPMENT (WRITTEN DOWN VALUE)	: BDT 2,222,192
SECURITY DEPOSIT	: BDT 5,500,000
INVENTORIES (AT COST)	: BDT 26,071,287
ACCOUNTS RECEIVABLE	: BDT 299,214
CASH AND CASH EQUIVALENTS	: BDT 941,537
TOTAL ASSET	: BDT 35,035,230
CURRENT LIABILITIES	: BDT 169,092
WORKING CAPITAL	: BDT 34,865,138

Source: Audited financial statements as on 30 June 2019



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## OUR TEAM MEMBERS



**Jamil Ahamed**

Managing Director

After completing his higher national degree from London, returned home in 2011 and started the business in the name of “New Sarna Bitan” in 2012 with the assistance if his family. It was his family business that was established in 1988 by his father named as “Sarna Bitan” and in 2012 his father retired and handed over the business to his son Jamil Ahamed and renamed the business as “New Sarna Bitan”. Since 2012, “New Sarna Bitan” is successfully growing amid its honesty, sincerity and loyalty.





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## Sales Team



Belayet Hossain  
Head of sales



Md: Sohag Hossain  
Senior Salesperson



Khorshed Alam  
Junior Salesperson



Md. Abdullah  
Junior Salesperson



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## Craft personnel



Jamal Hossain

Specialized in Hand Made Necklace & Bangles



Md. Kashem

Specialized in Hand Made Earrings, Tikly, Finger Rings



Rajib Hossain

Specialized in Hand Made Chain, Stone Work, Polishing.





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## OUR PRODUCTS IN GOLD AND SILVER



Finger ring



Chain



Earring



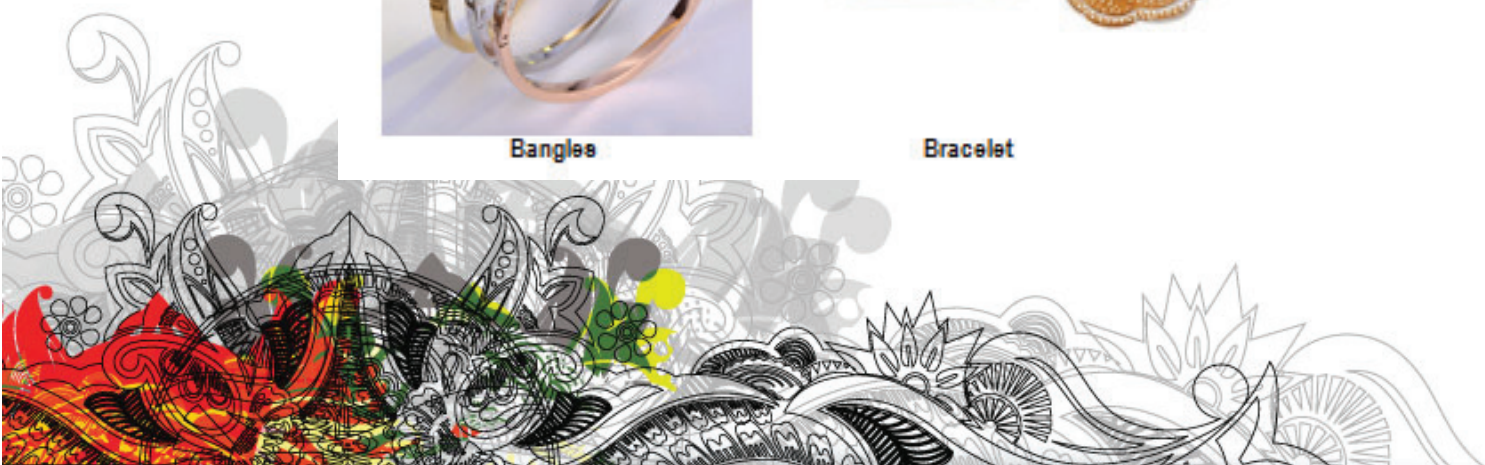
Necklace



Bangles



Bracelet

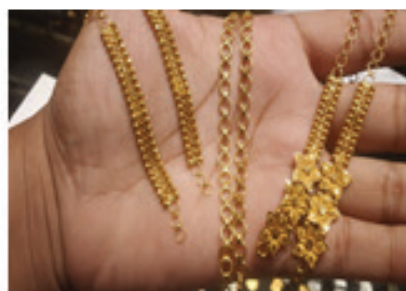




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## OUR PRODUCTS IN GOLD AND SILVER



Kantana



Pendent



Mantasha



Tikly



Payel





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## WHAT WE SELL

### Gold Jewellery:

Since the start of our business in 2012, we sell all kind of gold jewellery as per customer choice and requirements. We always focus on solid gold jewellery, as it's the main attraction in Asia.

### Pearl Jewellery:

Pearl jewellery is always made with gold and silver. As most customers prefer pearl with gold, we always try to collect authentic pearl from our local sources then we design with gold and silver for making ornaments.

### Silver Jewellery:

In silver jewellery, we sell Payal, Chain, Bracelet, Finger Ring etc. among these Payal is the most attractive product in our shop. We collect latest design silver ornaments from the importer as well.

### Wedding Wear:

Wedding wear is called a total set of ornaments that a bride wears in marriage ceremony. This includes Necklace+ Earrings+Bangles+Tikly+Finger Ring. We have wide range of readymade wedding wears in our showroom.

### Party Wear:

People love to wear jewellery that made of Stone, Pearl, Mina Colour, Antique Colour, and Matt Finish in parties. All types of party wear jewellery are available in our shop.

### Casual wear:

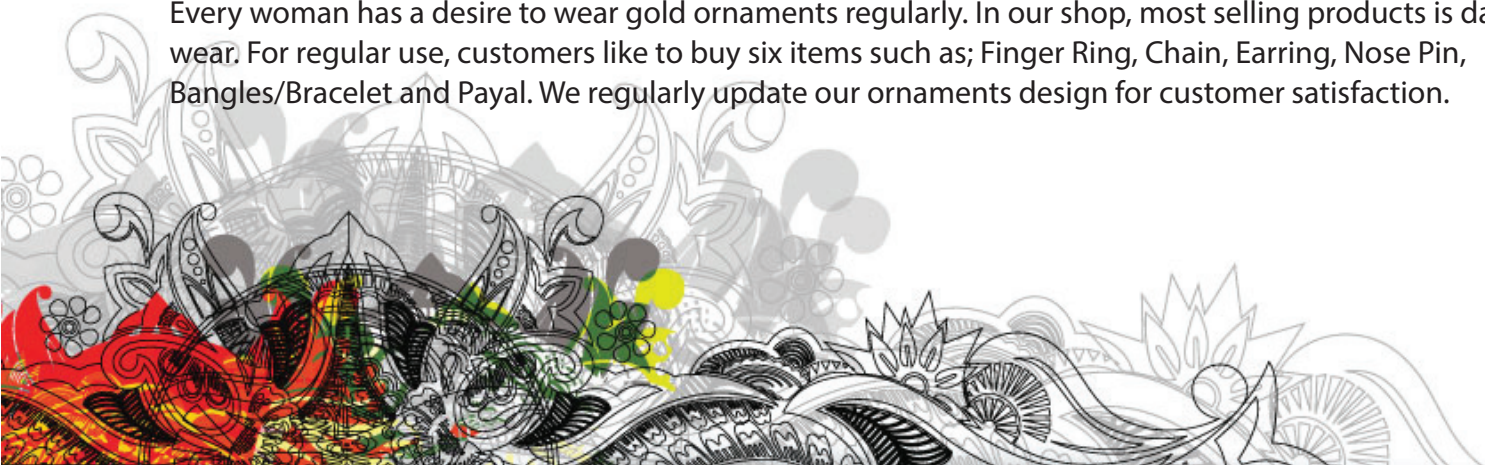
What customers like to wear with casual dress that is known as casual wear. In casual wear, the ornaments design is simple and lightweight. People love to wear simple Chain, Pendent, Finger Ring, and Payal.

### Office wear:

In office, customers like to wear elegant style ornaments. Mostly they use simple tops with Pendant and Bangles. We have large collection of office wear in our showroom available all time.

### Daily wear:

Every woman has a desire to wear gold ornaments regularly. In our shop, most selling products is daily wear. For regular use, customers like to buy six items such as; Finger Ring, Chain, Earring, Nose Pin, Bangles/Bracelet and Payal. We regularly update our ornaments design for customer satisfaction.





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## HOW WE MANUFACTURE

The products we sale in our showroom 40% of which is manufactured in our factory by our skilled craftsmen and another 60% is imported product that we collect from the local importers. Only Quality Controlled (QC) passed product are displayed in our showroom. Our Managing Director checks each and every details of the products. We take orders from the customers as per customer requirements. We believe in 100% customer satisfaction by manufacturing their required ornaments on time.

### PROCESS OF MANUFACTURE ORNAMENTS

Manufacturing process depends on two categories, one is ready made sale products that we made by our choice and customer demands in present market. Another one is custom-made design ornament manufacturing as per customer choice. For making this two categories ornaments we follow the following steps-

- Melting gold

Melting pure gold with certain amount of copper for karat gold. We manufacture three types of karat ornaments that are –

22kt = 916% pure gold+83% copper. [Out of 999%]

21kt = 875% pure gold+124% copper. [Out of 999%]

18kt= 750%pure gold+249%copper. [Out of 999%]



[Gold & silver melting furnace]





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- Order are placed to craftsmen

We provide our skilled craftsmen details of product description in written with design sample and the amount of gold required for the crafting. We ensure the craftsmen finish their job within the stipulated time.

- Quality control



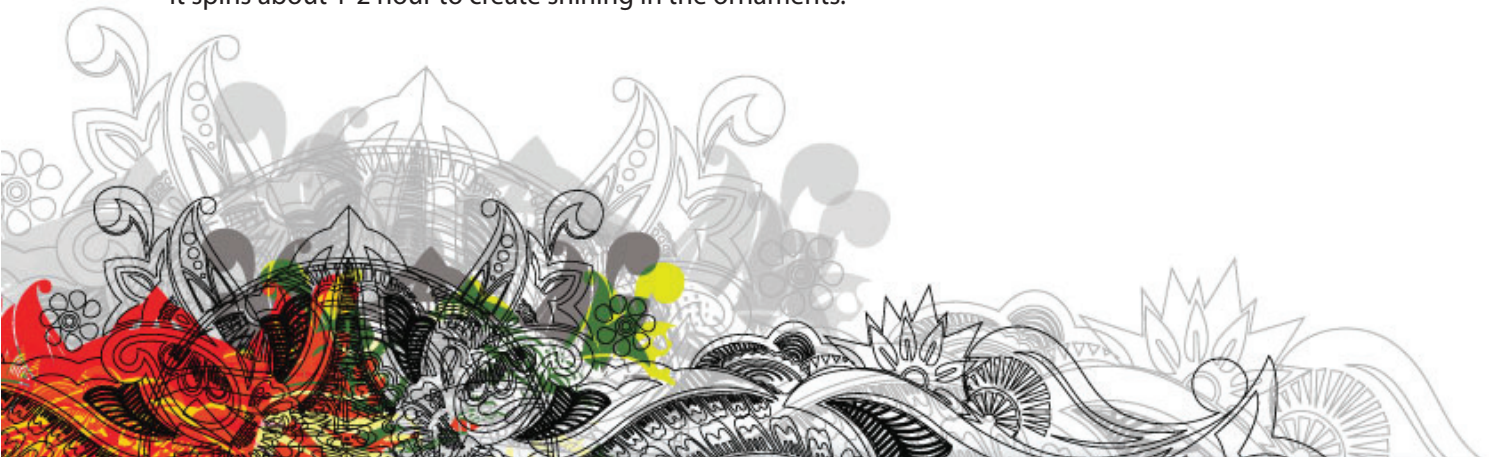
[Gold analyzer]

To maintain the quality of a product is our top priority and that is the reason why our Managing Director himself check the quality of karat, weight, design and match with provided sample, before polishing, cutting and final color.

- Polish



After passing QC check, every product goes to polish sector, there is a machine called "Drum Polish", it spins about 1-2 hour to create shining in the ornaments.





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## HOW WE MANUFACTURE

- Cutting



[HAND CUTTING MACHINE]

Cutting is one of top priority part to make a beautiful product because here cutting the craftsman creates the main design by cutting with the small motorized blade.

- Final color



[COLOR PROCESS]

This is final part of a product before it goes to showroom for display, here every product is washed in a hot sulfuric acid about 1 minute then they are again washed in fresh water and dried them with a dryer.





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## OUR SALES BOOKING AND ORDER PROCESS

### 1. Select

At first, we ask customer what they require. Then we help them to select a product. If their required product is not available, we take an order as per their requirements.

### 2. Sales

In our inventory, we have a wide range of all type's gold and silver jewellery ready for sale that customer can buy on instant payment. For sales we have 6 types of payment option for example-

- Pay by cash
- Pay by check
- Pay by bank Aps
- Pay by bKash
- Pay by all kind of card
- Pay by DBBL rocket

### 3. Booking

Booking is required when a customer wants to buy our readymade or imported product but they did not pay the whole payment on selecting time. In this case, we take 25% advance payment and rest of amount they have to pay on delivery time. Booking period cannot be exceed more than 15 days.

### 4. Order

We take any kind of orders that can be manufactured in our factory as per customer requirements. For order, customers have to deposit 25% of the total amount in advance. We try to deliver any kind of ornament within 20 days of order, which may be shortened on demand and urgency of customers.

### 5. Credit sales

For customer satisfaction and boosting our sales, we do some credit sales; only limited person can get credit sales facility. For credit sales, we look on few criteria such as:

- Must be our regular customer
- Previous record of payment has to be good
- Credit amount cannot exceed 50% of total amount
- Need a guarantor
- Proper address & phone number
- NID photocopy



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## OUR TECHNOLOGY

### Design:

We completely understand our customers' desire for ornament's design and try to fulfill them by innovating new design all time. We always try to get feedback from the customer and try to improve the design. If there is any negative feedback on a product designed, we improve it on next batch of production.

### Software and hardware we use:

We use POS software for our total management system which includes accounts maintenance, recording of inventories, barcode generator etc. In hardware, we use computer, printer, barcode generator, barcode scanner and gold analyzer.

### Ecommerce:

Although ecommerce is not easy in gold jewelry market, we take initiative for doing ecommerce. We are updating our website to an ecommerce site for easiest shopping. Now a days except gold jewellery, we can shop online every other goods from across Bangladesh that is why people are being interested to buy gold as well from online. After All, we believe in 100% customer satisfaction as much hard work we have to do we will keep doing it.

### Conclusion:

In conclusion, New Sarna Bitan will have well performance after the business started. The crucial factors that lead to well performance of New Sarna Bitan are the marketing plan, financial plan and operation plan. In terms of competitors, there are a lot of competitors in jewellery industry. Therefore, New Sarna Bitan should always observe its competitors and do market survey in order to improve the products and services. The recommendation given to New Sarna Bitan is to have more promotion and ask for feedback from customers.

The main objective of the New Sarna Bitan is to give the best quality of products and services to its customers. It is compatible to its mission and vision in order to achieve the goals of the company.





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# **Sarna Bitan**

## **MAIN SHOWROOM**

**Holding # 224/225  
Abdul Karim Patwary Sarak (Cumilla Road)  
Chandpur, Bangladesh  
Telephone :084163621**

## **FACTORY:**

**Holding # 224/225(Back Side)  
Abdul Karim Patwary Sarak (Cumilla Road)  
Chandpur, Bangladesh  
Telephone: 084163621**

**E-mail: [info@newsarnabitan.com](mailto:info@newsarnabitan.com)**

**Web: [newsarnabitan.com](http://newsarnabitan.com)**

