



## **M.A. HAKIM & BROTHERS**

(Project Profile)

### **Submission to**

*Meghna Petroleum Limited*

*Head Quarter:*

*58-59, Agrabad C. A., Chittagong, Bangladesh*

*Dhaka Office:*

*Meghna Bhaban, 131, Motijheel C/A Dhaka,  
Bangladesh.*

### **SITE OFFICE**

**Gudir Pukur Par, Chawkbazar, Comilla**

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## FACT SHEET OF THE PROJECT:

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### **PROJECT NAME: M.A. HAKIM & BROTHERS**

#### **KEY ACTIVITIES**

Sale/Supply of Fuel Products like diesel, octane, petrol, etc. in Comilla city in mobile mode through the Use of Digital Technology.

*Our online ordering system will be designed with security in mind. Customers must register on the app or Web Link, providing detailed information. This ensures transparent tracking and minimizes the risk of misuse.*

**Required Budget** : 7,00,00,000.00 BDT.

**Project goal:** The primary goal is to establish a digital platform for mobile ordering and delivery of fuel products (diesel, octane, petrol) in Comilla city.

**Implementation Period:** 10 (Ten) Month

**Project Period:** 25 (Twenty Five) Years

## **OBJECTIVES OF PROJECT:**

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#### **Primary Objectives:**

- Increase market share and customer base: Capture a significant portion of the Comilla fuel market by attracting new customers through the convenience and accessibility of mobile ordering and delivery.
- Enhance customer satisfaction and loyalty: Offer a seamless and positive experience with transparent tracking, secure transactions, and efficient delivery, leading to repeat business and positive word-of-mouth marketing.
- Improve operational efficiency and reduce costs: Streamline fuel order processing, delivery routing, and payment procedures to optimize logistics and minimize operational expenses.

### **Secondary Objectives:**

- Promote digital adoption and innovation: Drive the adoption of digital technology in the Comilla fuel market, setting a precedent for other businesses and contributing to the city's technological advancement.
- Expand service offerings and geographic reach: Explore the possibility of adding additional fuel products, services, or expanding operations to other cities based on initial success and market demand.
- Strengthen brand image and reputation: Position M.A. HAKIM & BROTHERS as a forward-thinking and customer-centric company, enhancing brand recognition and reputation within the fuel industry..

### **CUSTOMER SATISFACTION:**

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Customer satisfaction is crucial for the success of M.A. HAKIM & BROTHERS' digital fuel sales and delivery project in Comilla. Here are some key aspects to consider:

#### ***What Drives Customer Satisfaction?***

- Convenience: Ordering and receiving fuel directly through a mobile app or web platform saves customers time and effort compared to traditional methods.
- Transparency: Real-time order tracking and clear communication throughout the process build trust and ensure customers know what to expect.
- Product Quality: Delivering the correct fuel type and quantity in good condition is essential for customer satisfaction.
- Delivery Speed and Reliability: Timely and predictable deliveries are crucial, especially for urgent needs.
- Ease of Use: The online platform should be user-friendly and intuitive, even for individuals less familiar with technology.
- Payment Security: Secure payment options and transparent pricing are essential for building trust and avoiding concerns.
- Customer Service: Responsive and helpful customer support ensures issues are addressed promptly and efficiently.

***Strategies to Enhance Customer Satisfaction:***

- Invest in a user-friendly and intuitive mobile app/web platform.
- Offer clear and accurate product information and pricing.
- Provide real-time order tracking and delivery updates.
- Implement robust security measures to protect customer data and transactions.
- Train delivery personnel to be professional, courteous, and efficient.
- Establish a clear and responsive customer service system for addressing inquiries and resolving issues promptly.
- Gather customer feedback regularly and use it to improve the service.
- Consider offering loyalty programs or other incentives to reward repeat customers.

***Measuring Customer Satisfaction:***

- Conduct customer satisfaction surveys after deliveries.
- Track customer reviews and feedback on the app/website and social media.
- Monitor key metrics like order completion rate, delivery times, and customer complaints.
- Analyze customer support interactions to identify areas for improvement.

By prioritizing customer satisfaction and implementing these strategies, M.A. HAKIM & BROTHERS can build a loyal customer base, differentiate themselves from competitors, and ensure the long-term success of their digital fuel sales and delivery project in Comilla.

## **PROJECT BENEFICIARIES/TARGET GROUP:**

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### ***Primary Beneficiaries:***

- Individual Consumers: Busy professionals, families, residents of densely populated areas, and anyone who values convenience and time-saving solutions will benefit from the ease of ordering fuel directly through their mobile devices.
- Businesses: Companies with vehicle fleets, such as transportation companies, logistics providers, construction firms, and agricultural businesses, can streamline their fuel procurement process and potentially benefit from bulk discounts or customized solutions.

### ***Target Groups:***

- Geographically: Initially focusing on densely populated areas of Comilla city with high vehicle ownership rates can be strategic. Expanding to peri-urban areas or neighboring towns can be considered later based on success and demand.
- Demographically: Young adults, professionals, and families with busy lifestyles are likely to be early adopters due to their comfort with technology and appreciation for convenience.
- Vehicles: Initially targeting two-wheelers and cars can be practical due to their higher numbers and wider range of usage scenarios. Expanding to larger vehicles like trucks or buses might require additional considerations and infrastructure development.

## **PROJECT IMPLEMENTATION DURATION:**

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The project implementation duration for M.A. HAKIM & BROTHERS' digital fuel sales and delivery project in Comilla is 10 months, starting from FY-2023 and ending in FY-2024.

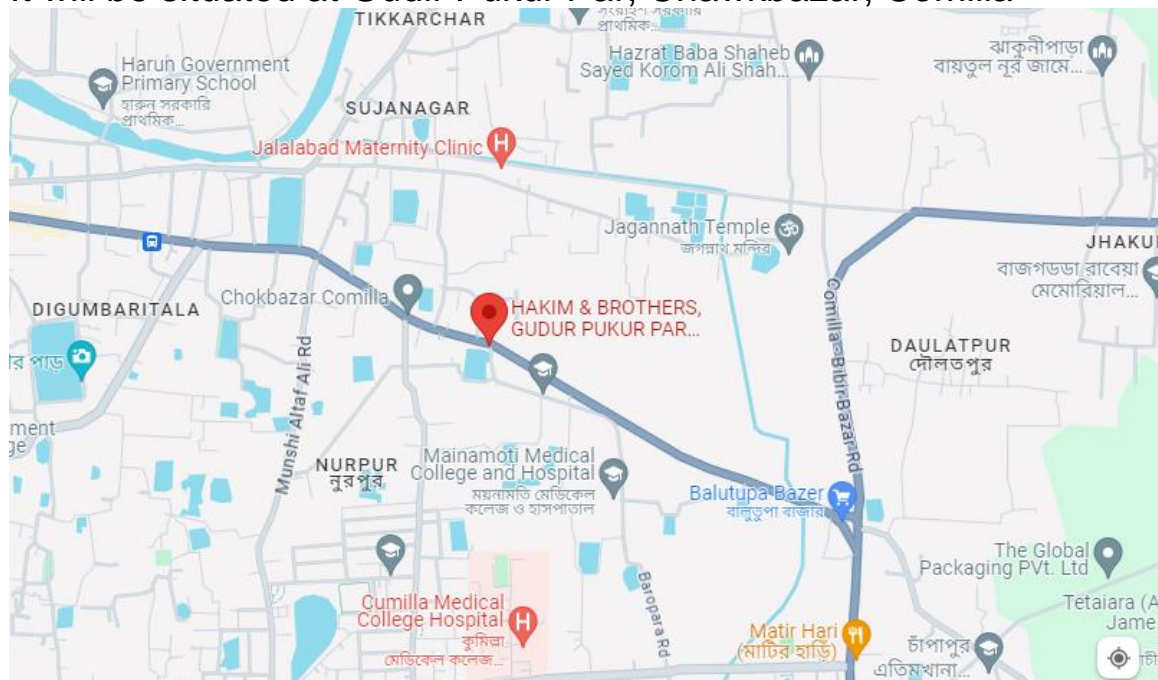
However, it's important to note that this is only an initial estimate and the actual duration may vary depending on several factors. Here are some things to consider:

- **Project Scope:** If the project scope expands beyond the initial plan, it could add time to the implementation phase.
- **Resource Availability:** Delays can occur if there are staffing issues, lack of access to required technology, or challenges with logistics partners.
- **Regulatory Hurdles:** Obtaining necessary permits or approvals from regulatory bodies can sometimes take longer than anticipated.
- **Market Response:** If the market adoption of the service is slower than expected, it could impact the timeframe for achieving project goals.

Therefore, it's important for M.A. HAKIM & BROTHERS to have a robust project management plan in place that identifies potential risks and mitigation strategies. Regularly monitoring progress and being flexible in adapting to unforeseen circumstances will be crucial for staying on track and completing the project within the estimated timeframe.

## PROJECT LOCATION:

It will be situated at Gudir Pukur Par, Chawkbazar, Comilla





## PROJECT BACKGROUND:

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### ***Company Background:***

- M.A. HAKIM & BROTHERS is a well-established filling station in Comilla with a strong reputation for service and community involvement.
- The company is a dealer for Meghna Oil Co. Ltd., one of the leading oil companies in Bangladesh.
- The company was founded by Md. Abdul Hakim, a renowned politician and Parliament Member for Cumilla-7.

### ***Project Motivation:***

- The project aims to leverage M.A. HAKIM & BROTHERS' existing reputation and experience to offer a new and convenient service to customers in Comilla.
- It appears the project is driven by a desire to:
- Further enhance customer convenience by providing mobile ordering and delivery of fuel products.
- Utilize digital technology to improve operational efficiency and potentially reach a wider customer base.
- Maintain the company's commitment to community prosperity and innovation.

### ***Project Details:***

- While the specific details of the project (like launch date, target audience, etc.) are still unclear, we know it involves:
- Mobile ordering and delivery of fuel products (diesel, octane, petrol) in Comilla city.
- Utilization of a mobile app or web platform for ordering and tracking.

### ***Additional Insights:***

- The project aligns with the growing trend of digital transformation in the fuel industry.
- By leveraging their existing reputation and community connections, M.A. HAKIM & BROTHERS may have an

advantage in gaining customer trust and adoption of the new service.

- Understanding the specific needs and preferences of the target audience in Comilla will be crucial for the project's success.

## **PROJECT RATIONALITY:**

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Bangladesh is a small country with high traffic volume in City from areas where lack of modern facility equipped Filling Stations for existing citizens. This has resulted in increase of unplanned refueling stations and environmental degradation specially related to social, health & hygiene of town /city dwellers. Moreover due to rapid urbanization gradual decrease of environmental standards are significant.

In order to overcome this situation M.A. HAKIM & BROTHERS plans to establish a well facilitate and modern digital technology based fuel delivery system which meet the demand of International Standards and criteria within stipulated time frame.

## **SOCIAL ASPECTS:**

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Social Aspects of M.A. HAKIM & BROTHERS' Digital Fuel Delivery Project in Comilla:

### ***Potential Positive Impacts:***

- **Convenience and Time-Saving:** This project can offer significant convenience for individuals and businesses, saving them time and effort associated with traditional fuel purchase methods. This can be particularly beneficial for busy professionals, families, and residents in densely populated areas.
- **Economic Opportunities:** The project can create new job opportunities for delivery personnel and potentially support the local economy. Additionally, it may increase efficiency and reduce fuel waste, leading to cost savings for both businesses and consumers.



- **Environmental Benefits:** Digital fuel delivery could potentially lead to reduced traffic congestion and emissions associated with individual trips to filling stations. This could contribute to improved air quality and a more sustainable transportation system in Comilla.
- **Improved Accessibility:** For individuals with disabilities or mobility limitations, digital fuel delivery can offer a more accessible and convenient way to obtain fuel.
- **Financial Inclusion:** Offering various secure and convenient payment options can facilitate financial inclusion for unbanked or underbanked individuals in the community.

***Potential Challenges and Considerations:***

- **Job Displacement:** While the project may create new jobs, it could also lead to the displacement of existing fuel station workers. It's crucial to have a plan for addressing potential job losses and retraining opportunities.
- **Digital Divide:** Not everyone in Comilla may have access to smartphones or the internet, potentially excluding certain segments of the population from accessing the service. Strategies to bridge the digital divide and ensure inclusivity are necessary.
- **Safety Concerns:** Delivering fuel safely and responsibly is paramount. Measures to address potential safety risks, such as accidents, spills, and theft, need to be carefully considered and implemented.
- **Environmental Impact:** While potentially reducing traffic congestion, the project could also introduce new environmental concerns related to delivery vehicles and their emissions. Sustainable practices like using electric vehicles or optimizing delivery routes should be explored.
- **Community Impact:** The project may impact local businesses, such as small-scale fuel retailers, and it's essential to consider their interests and potential challenges. Collaboration and community engagement can help mitigate negative impacts and ensure the project benefits the broader community.

Overall, the project has the potential to bring significant social benefits to Comilla. However, it's crucial to carefully consider and

address potential challenges to ensure a positive and inclusive impact on the community.

### **ECONOMIC ASPECTS:**

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Economic Aspects of M.A. HAKIM & BROTHERS' Digital Fuel Delivery Project in Comilla:

#### ***Potential Positive Impacts:***

- Increased revenue and market share: By offering a convenient and accessible service, M.A. HAKIM & BROTHERS can attract new customers and potentially increase their market share in the Comilla fuel market.
- Improved operational efficiency: The digital platform can streamline order processing, delivery routing, and payment procedures, leading to cost savings and improved operational efficiency.
- Reduced fuel waste: Precise ordering and delivery can minimize fuel waste compared to traditional methods where customers might estimate their needs inaccurately.
- Job creation: The project can create new employment opportunities for delivery personnel, customer service representatives, and potentially IT specialists.
- Economic growth: The project's success can contribute to the overall economic growth of Comilla by attracting investment, stimulating related businesses, and generating tax revenue.

### **ENVIRONMENTAL ASPECTS:**

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Environmental Aspects of M.A. HAKIM & BROTHERS' Digital Fuel Delivery Project in Comilla:

#### ***Potential Positive Impacts:***

- Reduced traffic congestion: Delivering fuel directly to customers can potentially decrease the number of individual trips to filling stations, leading to less traffic congestion and associated emissions.

- Lower fuel waste: Precise ordering and delivery can minimize fuel waste compared to traditional methods where customers might estimate their needs inaccurately. This can conserve resources and reduce harmful emissions.
- Potential for using electric or alternative fuel vehicles: Utilizing electric or alternative fuel vehicles for delivery could significantly reduce greenhouse gas emissions and air pollution compared to traditional gasoline-powered vehicles.
- Improved fuel efficiency: Optimizing delivery routes and using fuel-efficient vehicles can minimize fuel consumption and associated emissions.

### ***Potential Challenges and Considerations:***

- Emissions from delivery vehicles: Even with optimized routes and fuel-efficient vehicles, delivery operations will still generate emissions. Strategies to minimize these emissions, such as exploring electric vehicles or carbon offsets, are necessary.
- Accidental spills and leaks: Implementing stringent safety protocols and spill prevention measures is crucial to minimize the risk of environmental damage from fuel spills or leaks during delivery.
- Disposal of used batteries and lubricants: If electric vehicles are used, proper disposal of used batteries and lubricants according to environmental regulations is essential.
- Impact on local air quality: Depending on the number and type of delivery vehicles used, the project could contribute to localized air quality issues, especially in densely populated areas.

Overall, the project has the potential to have a positive impact on the environment, but careful planning, implementation of sustainable practices, and ongoing monitoring are essential to mitigate potential negative impacts.

## **IDENTIFICATION OF IMPACTS & ALTERNATIVES**

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Environmental issues, concerns, development constraints and possible development alternatives will be identified using professional judgment, project information, experience of similar

projects, a review of available literature, site visits and consultation with authorities and the public.

## **EVALUATION OF IMPACTS**

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The significance of environmental issues will be evaluated and mitigation and management measures will be identified and recorded.

## **KEY FACILITIES OF THIS PROJECT:**

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### ***Digital Platform:***

- ✓ Mobile app or web platform for placing orders, tracking deliveries, and making payments.
- ✓ Secure user authentication and data encryption to protect customer information.
- ✓ Order management system to process orders efficiently and optimize delivery routes.
- ✓ Inventory management system to track fuel stock levels and ensure availability.

### ***Logistics Network:***

- ✓ Fleet of fuel delivery vehicles, potentially including electric or alternative fuel options.
- ✓ Efficient delivery routes and scheduling to minimize emissions and fuel consumption.
- ✓ Trained and certified delivery personnel equipped with proper safety gear.
- ✓ Secure storage facilities for fuel products.

### ***Supporting Facilities:***

- ✓ Customer service center to respond to inquiries and address issues.
- ✓ Data center to store and manage platform data securely.
- ✓ Maintenance facilities for delivery vehicles and equipment.
- ✓ Partnerships with fuel suppliers and technology providers.

- ✓ Security measures are crucial to protect against fuel theft, data breaches, and other potential risks.

By carefully planning and implementing these key facilities, M.A. HAKIM & BROTHERS can establish a robust and sustainable digital fuel delivery project that benefits both the company and the Comilla community.

## **TECHNOLOGY:**

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Technology considerations for M.A. HAKIM & BROTHERS' digital fuel delivery project in Comilla:

Here are some key technology considerations for M.A. HAKIM & BROTHERS' digital fuel delivery project in Comilla:

### ***Mobile App/Web Platform:***

- **User-friendly interface:** The app or platform should be intuitive and easy to use for customers of all ages and tech savviness.
- **Secure payment processing:** Integrate secure payment options like mobile wallets or online payment gateways to ensure customer trust and transaction security.
- **Real-time order tracking:** Provide live updates on order status and delivery location to build trust and enhance customer experience.
- **Geolocation features:** Leverage GPS technology to optimize delivery routes, track vehicles, and ensure accurate deliveries.
- **Inventory management:** Integrate a system to track fuel stock levels and availability in real-time, preventing stockouts and delays.
- **Data analytics:** Utilize data collected to understand customer behavior, optimize pricing, predict demand, and improve overall service.

### ***Delivery & Logistics:***

- **Route optimization software:** Optimize delivery routes based

on traffic conditions, customer locations, and fuel availability to minimize travel time and fuel consumption.

- Vehicle tracking: Employ GPS tracking systems to monitor vehicle location and ensure efficient delivery operations.
- Telematics system: Implement a system to monitor vehicle performance, fuel efficiency, and driver behavior for safety and optimization.
- Fuel level sensors: Equip vehicles with sensors to accurately monitor fuel levels and prevent spills or leaks.

### ***Other Technologies:***

- Cloud computing: Leverage cloud infrastructure for scalable and secure data storage and management.
- Internet of Things (IoT): Consider using IoT sensors in storage facilities or vehicles for real-time fuel monitoring and data collection.
- Artificial intelligence (AI): Explore AI-powered solutions for predicting customer demand, optimizing routes, and offering personalized recommendations.

By carefully evaluating these factors and choosing the right technology solutions, M.A. HAKIM & BROTHERS can build a robust and efficient digital fuel delivery platform that provides a seamless experience for customers and drives business success.

### **EXPECTED PROJECT OUTCOME:**

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Expected Project Outcomes for M.A. HAKIM & BROTHERS'  
Digital Fuel Delivery Project:

#### ***Business Outcomes:***

- Increased market share and customer base: Capturing a significant portion of the Comilla fuel market by attracting new customers through the convenience and accessibility of mobile ordering and delivery.
- Increased revenue and profitability: Growing sales volume and potentially achieving higher margins through operational efficiency and optimized pricing strategies.
- Improved brand image and reputation: Positioning M.A.



HAKIM & BROTHERS as a forward-thinking and customer-centric company, enhancing brand recognition and reputation within the fuel industry.

- Enhanced operational efficiency: Streamlining fuel order processing, delivery routing, and payment procedures, leading to cost savings and improved operational performance.
- Reduced fuel waste: Precise ordering and delivery can minimize fuel waste compared to traditional methods, leading to cost savings and resource conservation.

***Customer Outcomes:***

- Enhanced customer satisfaction and loyalty: Offering a convenient, seamless, and transparent experience with real-time tracking and secure transactions, leading to repeat business and positive word-of-mouth marketing.
- Time-saving and convenience: Customers save time and effort by ordering fuel directly through their mobile devices, eliminating trips to filling stations.
- Accessibility and inclusion: The service can be particularly beneficial for busy professionals, families, residents in densely populated areas, and individuals with mobility limitations.
- Transparency and trust: Real-time order tracking and clear communication build trust and ensure customers know what to expect throughout the process.

***Community Outcomes:***

- Economic growth and job creation: New job opportunities for delivery personnel, customer service representatives, and potentially IT specialists, contributing to the local economy.
- Reduced traffic congestion: Fewer individual trips to filling stations can potentially lead to less traffic congestion, improving air quality and overall livability in Comilla.
- Environmental benefits: Utilizing electric or alternative fuel vehicles for delivery, optimizing routes, and minimizing fuel waste can contribute to reduced emissions and a more sustainable transportation system.
- Improved community engagement: Collaborating with local

businesses and organizations can demonstrate social responsibility and create a positive impact on the community.

It's important to remember that these are expected outcomes, and the actual results may vary depending on various factors, including project implementation, market response, and unforeseen circumstances.

## **PROJECT IMPLEMENTATION METHODOLOGY:**

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Project Implementation Methodology for M.A. HAKIM & BROTHERS' Digital Fuel Delivery Project:

### ***Phase 1: Project Initiation and Planning (1-2 Months)***

- Define project goals and objectives: Clearly articulate the desired outcomes, both business and societal, aligned with the company's mission and vision.
- Conduct feasibility study: Analyze market demand, competition, regulatory landscape, technological options, and project costs to assess viability.
- Establish project team: Assemble a team with expertise in fuel delivery, technology, logistics, marketing, and project management.
- Develop project timeline and budget: Create a detailed roadmap with key milestones, deliverables, and resource allocation for each phase.
- Identify and assess risks: Proactively identify potential risks and develop mitigation strategies to ensure project success.

### ***Phase 2: System Development and Testing (3-5 Months)***

- Develop mobile app/web platform: Design and develop a user-friendly platform for ordering, tracking, and payment, ensuring security and data privacy.
- Establish logistics network: Partner with reliable fuel suppliers and secure a fleet of fuel delivery vehicles, potentially including electric or alternative fuel options.

- Develop route optimization software: Implement technology to optimize delivery routes for efficiency and minimum fuel consumption.
- Integrate payment processing system: Partner with secure payment gateways to offer various payment options and ensure transaction security.
- Conduct internal testing: Thoroughly test the platform, logistics systems, and overall functionality to identify and address any issues before launch.

### ***Phase 3: Pilot Launch and Refinement (1-2 Months)***

- Launch in a limited area: Start by offering the service in a specific area of Comilla to gather feedback and refine operations before full-scale deployment.
- Market and promote the service: Implement targeted marketing campaigns to raise awareness, educate customers about the benefits, and attract early adopters.
- Collect and analyze customer feedback: Continuously gather feedback through surveys, reviews, and support channels to understand user experience and identify areas for improvement.
- Refine platform and operations: Based on feedback and usage data, make adjustments to the platform, delivery procedures, and marketing strategies.

### ***Phase 4: Full-Scale Launch and Expansion (Ongoing)***

- Launch the service across Comilla: Expand the service to cover the entire city, potentially offering additional features or targeted promotions.
- Optimize and scale operations: Monitor key performance indicators (KPIs) like order volume, delivery times, and customer satisfaction to identify areas for further optimization and scaling.
- Explore expansion opportunities: Based on success and market demand, consider expanding the service to other cities or regions in Bangladesh.
- Maintain and update the system: Continuously update the platform with new features, address security vulnerabilities,

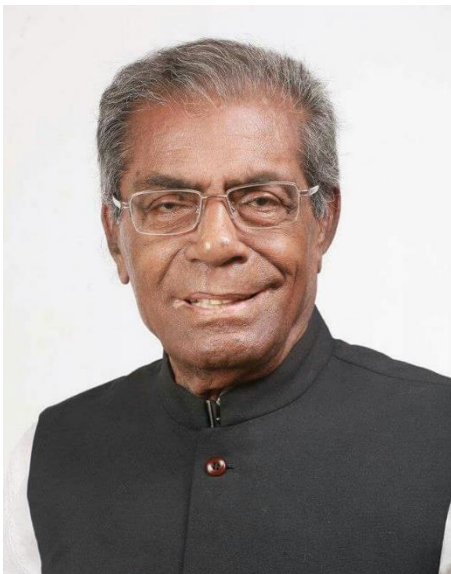
and adapt to evolving market trends and regulations.

By following a well-defined methodology and incorporating these considerations, M.A. HAKIM & BROTHERS can increase the chances of successful implementation and long-term success of their digital fuel delivery project in Comilla.

## MANAGEMENT ASPECTS

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### *The Founder.*



The founder of M.A. HAKIM & BROTHERS was Late Md. Abdul Hakim, who was also a former Parliament Member for Cumilla-7.

**Leadership and Vision:** His role as a politician and Parliament Member suggests he possessed strong leadership skills and a vision for improving the community. This leadership likely played a key role in establishing and guiding M.A. HAKIM & BROTHERS.

**Community Focus:** The company's emphasis on community prosperity aligns with the responsibilities of a Parliament Member. This suggests that Md. Abdul Hakim was passionate about improving the lives of those in Comilla and that this value continues to be embedded in the company culture.

**Legacy:** The success and continued operation of M.A. HAKIM & BROTHERS stand as a testament to Md. Abdul Hakim's vision and leadership. His legacy lives on through the positive impact the company has on the community and the fuel industry in Comilla.

***The Proprietor***



A. S. M. Kamrul Islam, the current proprietor of M.A. HAKIM & BROTHERS.

***Mr. Islam's potential contributions to the project:***

**Business Acumen:** As a successful businessman, Mr. Islam likely brings valuable experience in managing and growing companies. This expertise can be crucial in ensuring the financial viability and sustainability of the digital

fuel delivery project.

**Social Responsibility:** His background as a social worker suggests a commitment to improving the lives of others and contributing to the community's well-being. This aligns with the potential positive social impacts of the project, such as creating jobs, promoting convenience, and potentially reducing traffic congestion.

**Political Connections:** Mr. Islam's political experience may provide valuable connections and insights into navigating regulations and securing necessary approvals for the project. Additionally, his political influence could help raise awareness and promote the project within the community.

Overall, Mr. Islam's diverse background and experience in business, social work, and politics seem to make him well-suited to lead M.A. HAKIM & BROTHERS' digital fuel delivery project. His combination of business acumen, social responsibility, and political connections can be valuable assets in ensuring the project's success and achieving its positive social and economic goals.

## MARKETING ASPECTS:

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Marketing Aspects for M.A. HAKIM & BROTHERS' Digital Fuel Delivery Project:

### ***Target Audience:***

- Primary: Busy professionals, families, residents of densely populated areas, individuals with mobility limitations.
- Secondary: Businesses with vehicle fleets, delivery services, etc.

### ***Key Selling Points (USPs):***

- Convenience: Order fuel directly through your mobile device, saving time and effort.
- Accessibility: Fuel delivered directly to your location, eliminating trips to filling stations.
- Transparency: Real-time order tracking and clear pricing.
- Security: Secure payment options and reliable fuel delivery.
- Potential benefits: Reduced traffic congestion, lower emissions (with electric vehicles), improved air quality.

### ***Marketing Channels:***

- Digital Marketing:
  - Social media advertising (Facebook, Instagram, etc.) targeting local residents.
  - Search engine optimization (SEO) to improve website visibility for relevant keywords.
  - Online influencer marketing with local personalities.
  - Email marketing campaigns to existing customers and potential leads.
- Local Marketing:
  - Collaborations with local businesses and organizations to offer promotions or reach new audiences.



- Flyers and posters in strategic locations with QR codes for easy app download.
- Radio advertising targeting local stations with high listenership.
- Participation in community events and sponsorships.
- Public Relations:
  - Press releases announcing the launch and highlighting USPs.
  - Media outreach to local news outlets and journalists.
  - Partnering with relevant industry publications or blogs.

***Promotional Strategies:***

- Introductory discounts or bundled offers to attract early adopters.
- Loyalty programs to reward repeat customers and encourage continued use.
- Referral programs to incentivize existing customers to spread the word.
- Partnerships with delivery service providers for wider reach and convenience.
- Community engagement initiatives to build trust and brand awareness.

***Metrics and Measurement:***

- Track website traffic, app downloads, order volume, customer acquisition cost, customer lifetime value, and brand sentiment.
- Analyze campaign performance across different channels and adjust strategies based on results.
- Regularly gather customer feedback to understand their needs and preferences and address any concerns.

By implementing a well-rounded marketing strategy that leverages these channels, messaging, and measurement techniques, M.A. HAKIM & BROTHERS can effectively reach their target audience, highlight their unique value proposition, and drive customer adoption of their digital fuel delivery project in Comilla.

**Total Project Cost for**

SL	Items Description	Total Taka
1	Land & Office Building	1,50,00,000.00
2	Website and Mobile App Development	50,00,000.00
3	Server and Data Center	75,00,000.00
4	Vehicles & Dispensers	2,50,00,000.00
5	Furniture & Fixtures	25,00,000.00
6	Working Capital	1,50,00,000.00
	Total Cost=	7,00,00,000.00

Taka Seven Crore Only

**Submitted By**

**A. S. M. Kamrul Islam**  
Proprietor

