

# Business Profile

**Name of the Company :** **Nihao Group of Companies**  
**(Nihao Food Company Ltd and Golden Sea Foods)**

## Information Memorandum

Registered and Corporate office of **Nihao Food Company Ltd and Golden Sea Foods**, Head office and Factory all are in same premise for one stop service

Address: Plot-17, BFDC, Issanagar, Charpatharghata, Karnafully, Chittagong, Bangladesh. Phone: +880-31-633326-7

Email: [nihaofoodcompanyltd@gmail.com](mailto:nihaofoodcompanyltd@gmail.com); [goldenseafoodbd@gmail.com](mailto:goldenseafoodbd@gmail.com)

## **A. Executive Summary:**

### Background

Nihao Food Company Ltd (herein after called NFCL) and Golden Sea Foods (GSF) is an infrastructural strategic business with a vision to provide the country a sustainable nutrition calories food with skill and financial strength to make a mark in the world as a successful nation. Bangladesh deep sea belt is a completely natural resource and to make a proper distribution of sea fishes among 170 Million people is also our vision.

Catching of God gifted sea fishes is not unique round the year. Normal pick season is August to May. Some sea fishes are cynical in local market but demandable in abroad and some are vise-versa. Utility is also depends upon seasons. NFCL & GSF having exposures in storing frozen fishes in pick season and processing the whole products in exportable manner, maintaining 100% quality for security concern.

Though NFCL is corporate on May 18'2009 and went into commercial production on 16.10.2016, in fact, Managing Director Mr. Shumendhu Bose (47+) was engaged with his family lubricant oil business (renowned at Chittagong city) since 1987, and flabbergasted/amazed that he started his new (complete separate business) own proprietorship sea fish business since 1997 named [Golden Sea Foods\(GSF\)](#) as a non packer/trader. For marketing purpose Mr. Bose visited different 24 countries to boost up his business several times and last three years his business turnover exceeded BD Taka one billion.

### The Plant:

The Running Plant is an International Standard Frozen Sea Fish Procuring, Processing, Buying, Selling and cold storage centre. Situated at declared Industrial Area and one third kilo miter (km) distance of the biggest fish landing centre of Bangladesh, 2.14 km air distance of GPO and Mercantile Bank Ltd corp. branch, 6.14 km of Chittagong International Air Port, boundary attached of Bangladesh Fishing Development Corporation(BFDC) Chittagong Head Office, International standard Swimming pool, Chief of Coast Guard , Coast Guard Head Quarter and Coast Guard Hospital, near of Bangladesh Navy, Marine Fishing Academy etc.

### Opportunities

- a. Proximity to suppliers,
- b. Owned business premise.

- c. Adequate safe zone.
- d. Tax concession and benefits.
- e. Well transport communication with Capital City.
- f. 5 %( other fish) -10 %( shrimp) cash incentive on export performances.
- g. Foreign investor can take back their margin after tax formalities.
- h. Reprocess value added imported frozen fish exporter allowed to get back duty on coefficient calculation basis.

## **B. Qualitative Information:**

Bangladesh domestic fish market (170 Million people) is very big market (4 Million MT as per government calculation) and sea fish is one forth of total demand whereas importing & supply chain supporting only 3% of sea fish. Our processing plant and storage infrastructure facilities playing a potential rule to domain the domestic market as well as international market is also feasible for positive marketing.

### **Brief of Company:**

- |                                     |   |
|-------------------------------------|---|
| 1. Location:                        | Plot-17,BFDC,Issanagar,Charpatharghata,Karnafully,Chittagong,Bangladesh.  |
| 2. Company Name                     | : <b>Nihao Food Company Ltd (2009) &amp; Golden Sea Foods (1997)</b>  |
| 3. Date of incorporation            | : 18th May, 2009 for NFCL and 1997 for GSF  |
| 4. Commercial Operation             | : 16th Oct'2016 for NFCL and 1997 for GSF.  |
| 5. Relationship with NFCL and GSF   | : Common shareholders/Directors and Proprietor.   |
| 6. Current capacity and Utilization | : 24.4 M.tons / day and utilize 6.10 MT.  |
| 7. Strong Customers base            | :i. India, Pakistan, Sri Lanka, Vietnam, South Korea, Australia, UAE, China, Yemen, France, etc.(Importer and Exporter)<br><br>ii. Local Buyer and Seller (Chittagong and Dhaka). |

## **C. Management Aspect**

### **Management and Organization:**

Qualified energetic and devoted Management personnel have been adapted for looking after the day to day activities. Planned works is being allocated to the Management personnel slowly removing the policy of "hard work" traditional concept. Scientific and human Management concept in collaboration with information technology will be under process to fulfill the need of the 21st century. The Management will slowly take adequate steps to meet the management demand of the century to come. The concept of management by supervision will be replaced by the concept of "Management by the Participation"

### **Background and Experience of the Sponsoring Directors**

(Photo of their Social Responsibilities Activities attached)

i. **KONA RANI BOSE:** Chairman and Director

ii. **SHUMENDHU BOSE:** CEO & Managing Director and Director

#### Short Bio Data of the Directors:

i. **Mrs. Kona Rani Bose**

Chairman and Director of the company, Mrs. Kona Rani Bose also well experience business magnet and Mrs. Bose grew up in the port city of the country "Chittagong", where she inspired to build the Industry with Mr. Bose. She has 15 years of experience in the different business field and she is also a valued member of Chittagong Woman Chamber of Commerce and Industries.

ii. **Mr. Shumendhu Bose:**

Managing Director of the company , Mr. Shumendhu Bose is a well experienced businessman who has long business acumen in trade , commerce and Industry. Mr. Bose is a renowned businessman grew up in the port city of the country "Chittagong", where he builds an Industry. He had a vision of providing the finest quality frozen fish products to different companies around the world & inside the country and contributing to the country's economy by boosting the export in the sector. He has dedicated his utmost effort in establishment of frozen fish industry so as to facilitate the process and to have a brand image in internationally for sustainable frozen fish food system for global & domestic food security and nutrition. He completed his graduation in commerce and finally became an industrialist with the 29 years of experience in the different business field. Mr. Bose domain at this business in Bangladesh, he is the founder Vice president of Bangladesh non-packer Frozen Fish Exporter Association, member of Bangladesh Frozen Fish Exporter Association (BFFA), General Secretary of Bangladesh Fish Importer Association , member of Sylhet Club Ltd and ex-Member of Governing body of [The Federation of Bangladesh Chambers of Commerce and Industry](#)(FBCCI) and VVIP member of ISKCON.

#### Ownership and control:

Ownership of the company is concentrated to the family members of Mr. Bose. However the investing institutions are also family members of Mr. Bose. That major ownership and control is vested on Mr. Bose's family. Among the individual shareholders Mr. Shumendhu Bose holds the share (60%) and Mrs. Bose (40%). The Board held 3 meetings during financial year 2016-17 and mainly dealt with policy, issues, reviewed business performance etc. The details of the shareholdings, Director's age and experience are stated below:

Name	Designation	Relationship with company	Academic Qualification	Experience	Nos of Share	Share %
Kona Rani Bose	Chairman	Spouse	Graduate	15 years	4000	40%
Shumendhu Bose	Managing Director and CEO	Self	Graduate	29 years	6000	60%

#### Corporate Management

Company is operated under the common management .The corporate management team of the company is headed by the Managing Director and CEO, Mr. Shumendhu Bose who has a long history of managing business since 1988.In the management team he is aided by a director operation, a General Manager, a Factory Manager and other high official

having good experience. The total operations are divided into four departments namely Production, Marketing, Accounts and Finance, Admin and HR, Commercial and IT. All the head of department are having long experience in managing the department and directly reported to him. The Organizational structure of NFCL Group is divided into four functional divisions namely 1).Marketing and Commercial, 2) Accounts & Finance, 3).Operational and 4) HR and Admin. The top management of the company is formed as follows:

Name	Designation	Academic Qualification	With Nihao & Golden Sea Foods	Total
Kona Rani Bose	Chairman	Graduate	9th year	15 years
Mr. Shumendhu Bose	Managing Director and CEO	Graduate	20th year	29 years
Mr. Bimal Datta	Director Operation	Post Graduate	14th year	18 years
Atindra Mohan Das	General Manager	Post Graduate	1st year	33 years
Mr.Md. Tajul Islam	Factory Manager	Marine Graduate	2nd year	25 years

#### QC Department:

Preproduction inspection, audit finishing and final random inspection, basically the inspection conducted base on international standard AQL, Attention to each and every detail at every stage of production prove trade mark of Nihao Group. Our Policy is "No compromise in regards of quality.

#### Utility Section:

**a. Power Supply assurance**

- i. 250 KVA ARPFI and HTLBS, and 500 KVA, 11/0.415 KV sub-station
- ii. 24 hours stand by generator.

**b. Air compressor: Assist to control the total atmosphere.**

**c. Water: Required water for the plant is available from Deep Tube-well.**

**d. Pollution and waste water:**

The plant has own ETP plant. All chemicals and waste water recycle by chemical. So it is 100% safe from any pollution .

**Name of commodities :** Varieties Sea Fish (Details attached)

## E. Financial Aspects

### Last three years performances & Existing Financial highlights

Capacity of Cold Storage	1,700	Metric ton/day
Capacity of the Plant	24,400	Kg/day
Utilizing of the plant, Used 25%	6,100	Kg/day
Yearly Work Days	240	Days
Price of commodity	\$ 2.00	Kg

## F: Industry Analysis:

Bangladesh is mainly an agrarian economy, Agriculture is the single largest producing sector of economy since it comprises of 18.62% of the country's GDP and employing 55% of the total labor force. Bangladesh is endowed with vast marine, coastal and inland waters having great fisheries potential, a long 580 km long coastal line and approximately one million hectares of territorial waters. **Moreover** "the present government of Bangladesh has stepped up efforts to develop a blue economy following the settlement of its maritime disputes with neighboring India and Myanmar. The peaceful resolution of maritime discords has opened a golden opportunity for Bangladesh to explore and exploit the vast resources in the Bay of Bengal. It is a historic milestone for Bangladesh for opening new horizon in the socio-economic sector following ITLOS verdicts. Due to this internationally legal Maritime boundary delimitation issues of Bangladesh have come to an end in settlement, Bangladesh is now in a position to establish her maritime rights over sea areas of more than 1,18,813 sq. km". In latter days, **the realm of Bay of Bengal has veered into a synonym of economic and strategic significance and entering into the emerging blue economy based country.** The concept 'blue economy' refers to ocean based economies. It encompasses conservation in tandem with sustainable usages of maritime resources through seamless and integrate spatial planning. Blue economy transforms the ocean resources into development instruments. **Here Nihao Group comes at first to participate with this concept as a strategic partner.**

The Bangladesh Shrimp industry employs a huge numbers of people and produces 50,000 metric tons p.a.in the south and south-east coastal area. The nation's economy zone extends 320 km out into the sea from the coast line. Out of the total fish production only 25% derived from marine fisheries and on an average the annual growth rate of sea fish production for the one decade was around 5%.

(There are 145 fish processing plants in Bangladesh. Out of them 74 plants is licensed by the Govt. of Bangladesh and 71 fish processing plants have approval of the European Union (EU) for Shrimps.) Now a day's fish processing firm collect fish from the agent instant off farmers due to reduce the risk and increasing transparency of trace ability in root label. HACCP test mandatory for USA and UK buyers. If any lot fisheries disqualified in quality control test, have to trace the default source of the lot. It is very difficult for the fish processing plant to trace the default sources. So we fish processing plant have decided to buy fish from Govt. approved fish trading agency.

## G: Future Plan

*To fulfill our Vision & Mission by utilizing our existing capacity comfortably, we need more Fund-investment to materialize our Future Plan.*

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*We are expecting BD Taka 1,500,000,000/ (One Billion Five Hundred Million) to establish our future plans as joint venture.*

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1st Phase	2nd Phase	3rd Phase
To utilize the existing capacity of the plant we need BDT. 750 million taka as running capital to Procure Sea Fish to boost up our local purchase as well as export volume accordingly. In the light of the above projection, the payback period is five years.	We need BDT. 500 million for a new project, to build up a modern Agro based HACCP cold storage with latest technology to feed 170 million people and In the light of the above projection, the payback period is five years.	We need additional BDT. 250 million taka as running capital to maintain safety, security and compliance issues. In the light of the above projection, the payback period is five years.