

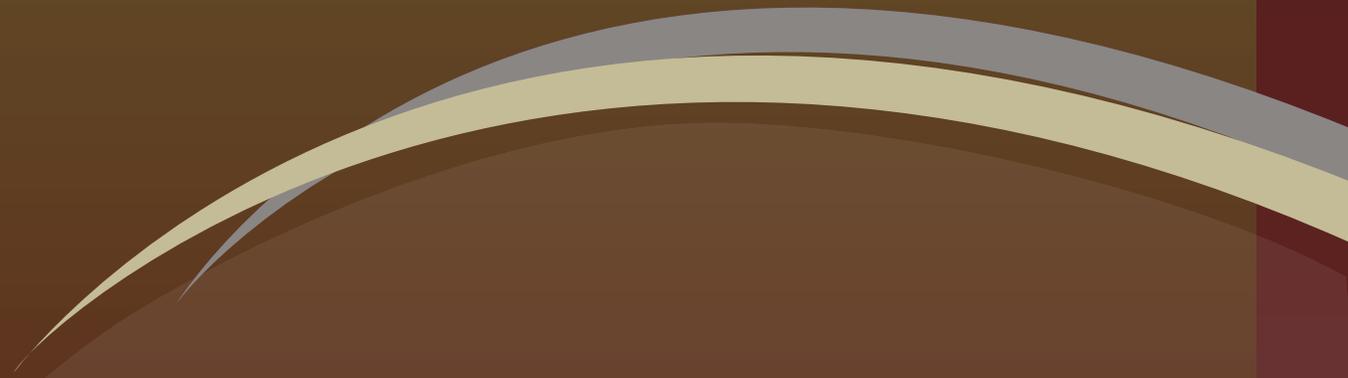


# INTERNSHIP REPORT

on



## **Feasibility Analysis of Unilliance Furniture Limited**





BRAC Business School

**Internship report on**  
**Feasibility Analysis of**  
**Unilliance Furniture Limited**

**Submitted By**

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**Submitted To**

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## Letter of Transmittal

11 January, 2012

Sayla Sowat Siddique  
Lecturer  
Department of Business Administration  
BRAC University

**Subject: Submission of internship report on “Feasibility analysis of *Unilliance Furniture Limited* ”**

Madam,

I, hereby, submit you working report on “**Feasibility analysis of *Unilliance Furniture Limited***” which has been prepared as a partial fulfillment of the requirements for the degree Bachelor of Business Administration. I tried to put in all my knowledge that was gathered through the period of my graduation in order to complete this report. However, all the internship and report completion period was a learning experience for me. The report might fail to notice any important condition. I hope that you would disregard my mistakes considering my limitation.

Hence, I would be wondering if you go through my report and give your assessment to my work considering my limitation.

Yours sincerely,

---

Md. Tazul Islam

Id- 07204007

## Acknowledgement

First of all, I would like to express my deep gratitude to the GOD for fruitfully preparing this Internship Report.

It was a great pleasure to prepare project paper on the various operations by Unilliance Textiles Limited. I would like to thank and convey my gratitude to honorable Supervisor **Sayla Sowat Siddique**, Business Administration Department, BRAC University, for letting me to prepare this report. I would also like to express my sincere appreciation to her for her support and guidance and comprehensive feedback.

I am also grateful to the management of Unilliance Textiles Limited for offering me the Internship Report. My special thanks to, **Abu Saleh Md sayem** (Vice president, Finance), **Saiful Bahar** (Finance executive), **Shah Jalal** (Associate Manager) and many more.

Finally, I would like to thank all those people who have shared their views about my work, provided me with necessary information, criticized me, and congratulated me. This acknowledgment is not enough to tell them how profound the impact of their opinion is on this report, how indebted I am to them. I express my heartiest gratitude to all of them.

This report is not free from limitations. There might still be some minor mistakes such as typing errors despite my utmost care. I apologize for this.

## Table of Content

Item No	Particulars	Page No
	Executive Summery	v
	<b>Chapter 01 (Company Overview)</b>	
1.1	Introduction	01
1.2	About Company	01
1.3	Mission Statement	02
1.4	Product and Service	02
1.5	Location	03
1.6	Management	04
1.7	Owner ship	04
	<b>Chapter 02 (Job Description)</b>	
2.1	Working Experience	05
2.2	Responsibilities	05
2.3	Critical observation and Recommendation	06
	<b>Chapter 03 (Project Description)</b>	
3.1	Origin of the Report	07
3.2	Methodology	07
3.3	Limitation of the study	08
	<b>Chapter 04 (Financial Data Projection)</b>	
4.1	Assumption	09
4.2	Sales Forecast	09
4.3	Cost of Project	10
4.4	Means of Finance	12
4.5	Depreciation and Written off	12
4.6	Manufacturing Overhead	13
4.7	Cost of Goods sold	13
4.8	Administrative Expenses	14
4.9	Selling and Distribution Expenses	14
4.10	Financial Charges	15
4.11	Working Capital	15
4.12	Income Statement	16
4.13	Cash flow Statement	16
4.14	Balance Sheet	16
4.15	Pay back Period	16
4.16	Net Present Value	17
4.17	Internal Rate of Return	17
4.18	Ratio Analysis	17
4.19	Recommendation	21
4.20	Conclusion	22
	<b>Annexure (1-31)</b>	

## Executive Summery

Furniture business is one the important business of our country. The market is also competitive and the demand of modern furniture is also increasing. The test of people is developing with the education rate. Considering all of those factors **Unilliance Corporation** is going to open new SBUs named ***Unilliance Furniture Limited***. The company will be providing everything for home furnishing as well as for office decoration in the local market. The company will be unique in terms of its services, sourcing, production process, people and products. The company will provide at reasonable cost and ensuring an elegant life style. It will gain success from the very beginning of their operation and will capable enough to hold the success year after year because it has a very strong financial backup from **Unilliance Textiles Limited** One of its sister concerns. They will also share their experience. From the feasibility study of ***Unilliance Furniture Limited*** it is clear that they will earn profit and the amount of profit will be increased day by day. To start the business they have to take loan from the bank but with in time they will repay the loans. The project will be a profitable concern and will be able to meet all of its long term and short-term obligations. So this project is financially feasible in all aspects. They are strongly looking forward to utilize their opportunity, strengthen their strengths, removing weakness and overcoming business threats. It would be easy to run the business in partnership form, because of complementary skills of partners, larger pool of capital and single taxation facility. It is quite apparent that the successful implementation of such a plan would have positive impact.

# INTRODUCTION

## 1.1 Introduction

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The furniture industry of Bangladesh is very big and has unlimited opportunities. Now a day's furniture business is one of the important and profitable businesses in our country. The market is also competitive and the demand of modern furniture is also increasing. So considering all of those factors **Unilliance Corporation** is going to open new SBUs named ***Unilliance Furniture Limited***. ***Unilliance Furniture Limited*** is coming up with a different type of strategy, which is a forward integration with one of its retail outlet. The product assortment itself is an innovative type of offering in the business category in Bangladesh.

## 1.2 About Company

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The name of the company is ***Unilliance Furniture Limited***. It formed as a private limited company. ***Unilliance Furniture Limited*** will be a trendy, modern, well organized, internationally standardized furniture manufacturing company which is totally inspired by the customer's needs and with efficient sourcing, superior after sales service, and integrated thru sourcing to selling. ***Unilliance Furniture Limited*** will be the sister concern of **Unilliance Textiles Limited, HomeStlye & More, Unilliance Software Limited and Unilliance Training Institute** under the **Unilliance Corporation**. These concerns will be the strategic partners for supporting information system, developing human resources for the retail business operations and finally to sell those furniture through retail outlet. The name of the retail outlet is **HomeStlye & More** and this store outlet is located at 1st and 2nd floor of Latif Emporium, Uttara. The location of the factory will be in Shreepur, Gazipur as well as the office. The company will be providing everything for home furnishing as well as for office decoration in the local market. The company will be unique in terms of its services, sourcing, production process, people and products.

### **1.3 Mission Statement**

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The mission of *Unilliance Furniture Limited* is to be one of the most renowned companies in the furniture industry of Bangladesh through its state of the art technologies with innovative and modern trendy products and also being responsible to the people and environment.

### **1.4 Product and Service**

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One can have a clear idea about the products from the name of the company, which is *Unilliance Furniture Limited*. *Unilliance Furniture Limited* will be manufacturing different types of furniture both for home and office decoration. The category will include bed room sets, furniture for kid's room and also to decorate living rooms with innovative design and modern technology.

In addition to that *Unilliance Furniture* will involve with a forward integration by supplying the furniture items to one of its strategic partners *HomeStyle & More*. This will be an added advantage for us as we will be able to sell our manufactured goods in the local market through the different designated outlets of *HomeStyle & More*. Other than that *Unilliance Furniture* will also look for other customers to whom it will supply the manufactured goods to sell in the local market for end users. Finally, with its wide range of products *Unilliance Furniture* will also concentrated with high standard after sales service to the customers. The list below is the initial product range for the furniture product line.

- Baby Cot
- Bed
- Bed side Table
- Cupboard
- Chest Of drawer
- Wardrobe
- Dressing table
- Stand mirror
- Reading table
- Book Shelf

- Different Type Chairs
- Dining table
- Showcase
- Sofa set
- Divan
- TV Cabinet
- Rocking Chair
- Kids Bed
- Kids Dressing table
- Kids Cupboard
- Kids Chest of drawer
- Kids Reading table
- Toy Box
- Computer Table
- TV Trolley
- Tea Trolley
- Paper Stand
- Telephone Stand

## **1.5 Location**

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*Unilliance Furniture Limited* operates its business from 1 location. Its headquarters & production units will be located at Shreepur, Gazipur and comprise 20,000 square feet of space. The headquarters includes the senior management of the company, and all sales and administrative functions including Marketing, Research and Development, Finance and Accounting, and Customer Service. The company's warehouse will be located at same place.

There will be another corporate office for maintaining commercial and bank communications. The office comprises of 2,000 square feet. *Unilliance Furniture* will maintain its operating activities from here and management believes that it will be able to achieve the sales goals outlined in this plan without any additional manufacturing capabilities.

## 1.6 Management

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The core management team of *Unilliance Furniture Limited* includes several executives with successful backgrounds in the international textile and home fashion industry and experienced with startup operations. They will utilize their in depth expertise of startup operations of *Unilliance Furniture Limited*. Moreover, the company will also hire experienced and professional locals and expatriates in deferent departments.

The managing Director of *Unilliance Furniture Limited* is Mr. Shah Shaheedul Alam. He is also holding the position as Chairman of **Unilliance Corporation**. He has over 15 years of experience of manufacturing and marketing in the area of home fashion textiles & oven garments.

## 1.7 Ownership

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*Unilliance Furniture Limited* will issue 2,000 shares that are distributed as follows:

Shareholders	Number of shares
Shah Shaheedul Alam	1,900
Farida Parveen Alam	100
<b>Total</b>	<b>2,000 Shares</b> (two thousand)

## JOB DESCRIPTION

### 2.1 Working Experience

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**Unilliance Textile Limited** is one of the leading textiles mills in Bangladesh. **Unilliance Textile Limited** has the factory at Gazipur and Corporate head office at Uttara, Dhaka. I was more than excited at the opportunity to join their internship program. Being able to work in this Organization I find myself lucky. I worked at the Corporate head office at Uttara, Dhaka. The working environment of **Unilliance Textile Limited** was really nice. The experience that I collect in three months that is very effective for me. I do my internship under Abu Saleh Md. Sayem. Vice President Finance, Unilliance Textiles Limited.

### 2.2 Responsibilities

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During my internship I worked in finance department. That is a great opportunity for me. At first I worked with Finance Executive for 2 months and then with Associate Manager for 1 month. It was a great experience for me to work in this department. In that time my Responsibilities was\_

- Help Associate manager for doing task.
- Help Finance Executive for financial analysis of textiles.
- Go to bank to deposits or withdraw Bank cheque or cash.
- Help to open Letter of credit for textile goods.
- Scan signature card and photograph.
- Fill up different important form.
- Had to rearrange all the financial files.
- Printing, typing and photocopying documents.

## **2.3 Critical Observation and Recommendation**

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- A good chain of command is always followed.
- Work load of finance department was more than compared to the number of working employees.
- There has not any chance of job rotation. To motivate employees it is much needed.
- To increase the rate of Work they need faster computer with user friendly operating system.

## PROJECT DESCRIPTION

### 3.1 Origin of the report

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Internship Program brings a student closer to the real life situation and thereby helps to launch a career with some prior experience. It is also a part of our education. In our university we learn only theoretical knowledge but to collect practical knowledge we have to do intern. One of the main objectives of the BBA program is to create skilled professional for various sectors. This program is designed to meet the needs of each student who want to develop their career as executives in the field of different business areas as well as teaching and research positions in different institutions. BRAC University offered an opportunity to do intern. For the competition of this internship program, the author of the study was placed in “Unilliance Textiles Limited”. My paper topic is Feasibility analysis of a new Furniture project named Unilliance Furniture Limited. My internship was at the corporate office, Unilliance Textiles Limited, Dhaka. During my internship, I had to prepare a report under the supervision of Sayla Sowat Siddiqui. Lecturer, BRAC University.

### 3.2 Methodology

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For preparing this paper, I used both Secondary and Primary data.

- Collection of Primary Data:
  - Many of the data and information were collected from my practical.
  - Experience queries from the executives while doing my internship at The Unilliance Textiles Limited
  - Collect data by overview the organization.
  - Interviewing staffs.
  - Direct communication with Vice president.

- Collection of Secondary Data:
  - Annual Reports.
  - Brochures, Manuals and Publication of the Organization.
  - Internet and websites.

### **3.3 Limitation of the Study**

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- Data are not available in a systematic way.
- The duration of the internship is only 3 months (12 weeks) is not enough for the study
- The authorities were unwilling to provide data because of confidentiality of the organization.

## FINANCIAL DATA & PROJECTION

### 4.1 Assumptions

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- The operating life of the project has been assumed 10 years.
- The project will be operated for 350 working days in a year.
- The price of raw materials and finished goods have been kept constant through out the projected years of operation on the assumption that any increase in the price of raw materials will be offset by corresponding increase in the price of finished goods.
- Annual increment of 5% has been considered for calculation of wages and salaries on gross salary up to 3<sup>rd</sup> year and after that it has been considered 8%. Festival bonus and gratuity is 2 (two) months basic which is 50% of gross salary.

### 4.2 Sales forecast

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*Unilliance Furniture Limited* will involve the production according to their sales target. They will produce 32 types of furniture. They have categorized this furniture into some categories as Bed room, Living room, Kids room, Dinning room and Accessories items. Their monthly target sale is about Tk. 93, 53,500 and monthly production cost is about Tk. 5,612,100. It has been assumed that the yearly production cost will increase by 5% and sales will increase by 7%. The complete sales forecast of the company for the 5 years has been shown in Annexure 1 & Annexure 2 respectively.

### **4.3 Cost of the Project**

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The total cost of the project has been estimated at Tk. 91,691,337 Details break up has been shown in Annexure 3. The cost of the project is summarized below:

<b>Particulars</b>	<b>Foreign Currency</b>	<b>Local Currency</b>	<b>Total</b>
Fixed Cost	-	91,691,337	91,691,337
<b>Total</b>			<b>91,691,337</b>

This projects cost includes the cost of Land, Building, Machineries, Electric works, Vehicles and Preliminary & pre operational expenses.

#### **Land**

There is 70.25 Decimals of land allocated for the factory of *Unilliance Furniture Limited* at Sreepur, Gazipur. The total value of the land is Tk. 21,075,000 Shown in Annexure 3.

#### **Building**

The factory building will be located at Gazipur and comprise 20,000 square feet of space, and it will worth of Tk. 16,000,000. The Warehouse will also be made on there and its value will be Tk. 8,000,000. And the cost for the corporate office at Dhaka will be Tk. 2,400,000. (Annex-4)

#### **Machineries**

*Unilliance Furniture Limited* will be equipped with Both Imported and local machineries and equipments. The total cost of these machineries will be Tk. 20,711,337. (Annex-5)

The list of machinery and equipments are given below:

Process	Machinery			Required
	Model	Brand	Origin	Quantity
<b>Imported Machineries:</b>				
Edge Bander - Auto	FTY-E320	Fantastic	Taiwan	1
Multi boring (Triple Head)	FTY-63T	Fantastic	Taiwan	1
Surface Planer	FTY-916J	Fantastic	Taiwan	1
Thickness Planner	FTY-20A	Fantastic	Taiwan	1
Double Side Planer	FTY-450B	Fantastic	Taiwan	1
Circular Saw	FTY-12T	Fantastic	Taiwan	1
Cut off Saw	FTY-24	Fantastic	Taiwan	1
Multi Rip Saw	FTY14-2	Fantastic	Taiwan	1
Band Saw	FTY-20LB	Fantastic	Taiwan	1
Spindle Moulder	FTY-625TS	Fantastic	Taiwan	1
Chisel Mortiser-Pneumatic	FTY-120CM	Fantastic	Taiwan	1
Oscillation Mortiser	FTY-120	Fantastic	Taiwan	1
Round End Tenoner	FTY-115	Fantastic	Taiwan	1
Continuous Dove Tailer	FTY-480A	Fantastic	Taiwan	1
Single End Tenoner	FTY-152 AS	Fantastic	Taiwan	1
Horizontal & Vertical Sander	FTY-80B	Fantastic	Taiwan	1
Drum Sander (25")	FTY-25D	Fantastic	Taiwan	1
Dust Collector	FTY-003	Fantastic	Taiwan	9
	FTY-004	Fantastic	Taiwan	1
Turning Lathe	J-921	Jai	India	1
CNC Router	J-1224	Jai	India	1
Panel Saw	J-3200A		Bangladesh	26

### **Other Costs of the Project**

Other costs of the project are Electric works costs, cost of Purchasing vehicles, Preliminary expenses, pre operational expenses and Security Deposits. These are shown in Annexure-6, Annexure-7, Annexure-8, Annexure-9, Annexure-10, Annexure-11 and Annexure-12 respectively.

#### 4.4 Means of Finance

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The above estimated cost of the project is proposed to be financed as under:

Nature of Cost	Bank	Equity	Total
Fixed Cost	44,860,337	46,830,901	91,691,337
	49%	51%	100%
<b>Total</b>			<b>91,691,337</b>

#### 4.5 Depreciation and Written off

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Depreciation has been charged on **Straight line method** for the tangible assets at the following rates:

Building & Civil Works	15%
Machinery	15%
Power & Electric Works	15%
Office equipments	15%
Vehicles	10%

The total depreciation of the project at above rate is Tk. 9,162,951 every year for 5 years. Shown at (Annex-13). There is no depreciation charged for Land. And for the Preliminary expenses and Pre operational expenses the written off has been charged at following rates.

Building & Civil Works	10%
Machinery	10%

The total written off for the project at above rate is Tk. 653,000 every year for 5 years (Annex-13).

## 4.6 Manufacturing overhead

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Manufacturing overhead costs are the costs related with manufacture. Here the depreciation of Building, Machinery, and Power & Electric Works are assumed as manufacturing overhead cost. That is shown at Annexure-13. 1% of project cost will be charged as Insurance premium. The Insurance premium, Depreciation and Rent, Rates, Taxes will be same over the years but other costs will be increased at 5% at every year (annex-14). Other costs as manufacturing overhead are given below.

For manufacturing overhead:	Assumption	Amount
Electricity	Tk.100000*12 month	1,200,000
Gas	Tk. 1500* 5 nos.* 12	90,000
Oil for Generator	Tk.85* 2 lit* 2 nos.* 26 days* 12	1,060,800
Repairs & Maintenance	Tk. 30000*12	360,000
Rent, Rates, Taxes & fee etc	Tk. 50000*12	600,000
Oil for Covered Van	Tk. 85 * 15 lit * 1 nos.* 350 days	446,250
Gas for Pickup van	Tk. 300 * 350 days*1nos.	105,000
Others	Tk. 30000 * 12	360,000

## 4.7 Cost of Goods Sold

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The cost of goods manufactured statement and cost of goods sold statement of the company for the 5 years has been shown in Annexure 19 and Annexure 20.

## 4.8 Administrative Expenses

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Administrative Expenses are the expenses incurred for administrative works. The depreciation of Office equipment and Vehicles are assumed as administrative Expenses. That is shown at Annexure-13. *Unilliance Furniture Limited* will be operated by around 77 workers and staffs while commencing its operation and expected to be increased by a growth rate of 5% in each year. The salary of these workers and staffs is also administrative Expense. The detail of employee's salary is shown in Annexure-21. The administrative expense will be increased at 5% at every year (annex-14). The assumption of administrative expense is given below.

Administrative Expenses:	Assumption	Amount
Printing & Stationery	Tk. 50,000 * 12	600,000
Entertainment	Tk. 20 * 10 person * 26 days * 12	62,400
Travelling & Conveyance	Tk. 500 * 26 days * 12	156,000
Telephone, Telex & Fax	Tk. 10,000 * 12	120,000
Repairs & Maintenance	Tk. 20,000 * 12	240,000
Postage, Stamp, papers	Tk. 5,000 * 12	60,000
Fuel for Micro Bus	Tk. 300 * 2 nos. * 26 days * 12	187,200
Misc. Expenses	Tk. 20,000 x 12	240,000

## 4.9 Selling and Distribution Expenses

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Selling and Distribution Expenses is assumed Tk. 10,000 monthly. And this expense will be increased by 5% yearly due to the increase of promotional activities. Selling and Distribution Expense is shown in Annexure-16.

#### **4.10 Financial Charge**

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This charge is including of project loan charges, Working capital loan charge and miscellaneous charges. The long term project loan at 13% interest, charges below amount interest yearly. Detail of this long term project loan interest is shown in Annexure-26.

Year	Interest payment
1st Year	5,524,488
2nd Year	4,795,413
3rd Year	3,965,702
4th Year	3,021,464
5th Year	1,946,890
6th Year	723,990

Working capital loan charges 13% interest yearly. And other miscellaneous charges will be assumed Tk. 100,000 monthly (Annexure-17).

#### **4.11 Working Capital**

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Working capital represents the operating liquidity available to a business. Net working capital is a derivation of working capital. Net working capital is calculated as current assets minus current liabilities. Raw materials, Work in process, finished goods and accounts receivable has been assumed as current assets for Working capital for *Unilliance Furniture Limited*. Tide up period for Raw materials, Work in process, finished goods has been assumed are 60 days, 45 days, 30 days and for Accounts receivable it will be 30 days. And amounts of 1 month for Salary, Electric bill, telephone bill, Gas bill, Rents & fee has been assumed as liabilities. Net working capital and the change in net working capital for 5 years are given below. Detail of the working capital is shown in Annexure-22.

	1st Year	2nd Year	3rd Year	4th Year	5th Year
<b>Net Working Capital</b>	<b>34,485,750</b>	<b>36,212,538</b>	<b>38,039,883</b>	<b>39,958,596</b>	<b>41,973,245</b>
<b>Changes in Net Working Capital</b>	<b>34,485,750</b>	<b>1,726,788</b>	<b>1,827,346</b>	<b>1,918,713</b>	<b>2,014,649</b>

The financing for the Net Working Capital will be 60% by Bank loan and 40% by equity for the 1<sup>st</sup> year. But gradually the Debt to Equity ratio for Working capital will be decreased to 30:70 at the 5<sup>th</sup> year.

#### **4.12 Income Statement**

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The projected Income statement or earning forecast has been shown in Annexure 23.

#### **4.13 Cash Flow Statement**

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The project is expected to have comfortable cash position to meet its operational expenses, debt obligation and long term loan and interest expenses. Details are shown in Annexure 24.

#### **4.14 Balance Sheet**

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The projected balance sheet of the company for the 5 years has been shown in Annexure 25 which shows sound and satisfactory financial position.

#### **4.15 Pay Back Period**

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Pay back period of this project is 3.35 years which is shown in Annexure 27.

## 4.16 Net Present Value

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The NPV of the project is Tk. 26,378,580 (Annexure 29), which is a big positive amount and it indicates the project will be profitable.

## 4.17 Internal rate of Return

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The IRR of the project is 20.53 % (Annexure 30), which is much higher than the long term bank interest rate and working average cost of capital rate. IRR indicates that the project will be profitable.

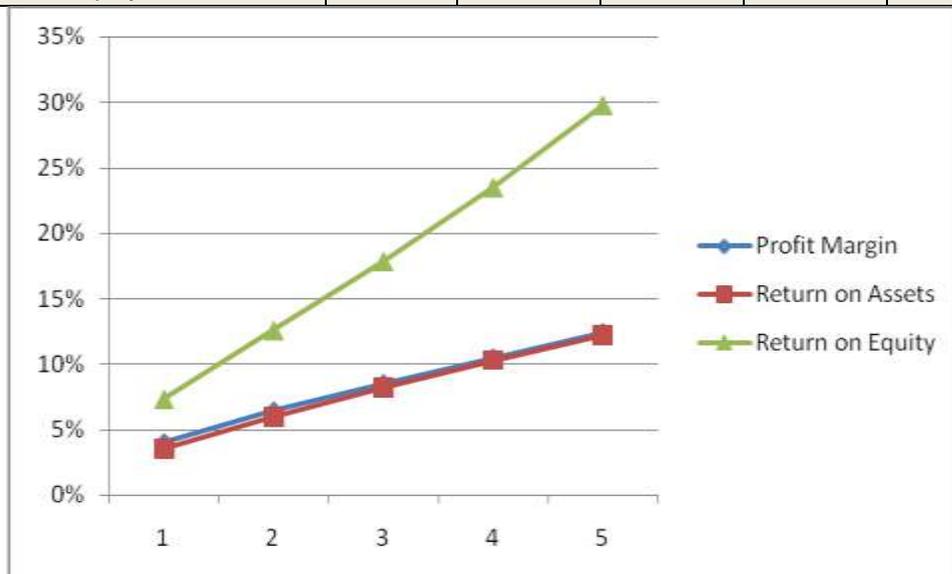
## 4.18 Ratio Analysis

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### Profitability ratios:

Profitability ratios indicate a business's ability to generate earnings as compared to its expenses and other relevant costs incurred during a specific period of time. The Profitability ratios of *Unilliance Furniture Limited* are given below:

Profitability ratios	1st Year	2nd Year	3rd Year	4th Year	5th Year
Profit Margin	4%	6%	9%	10%	12%
Return on Assets	4%	6%	8%	10%	12%
Return on Equity	7%	13%	18%	23%	30%

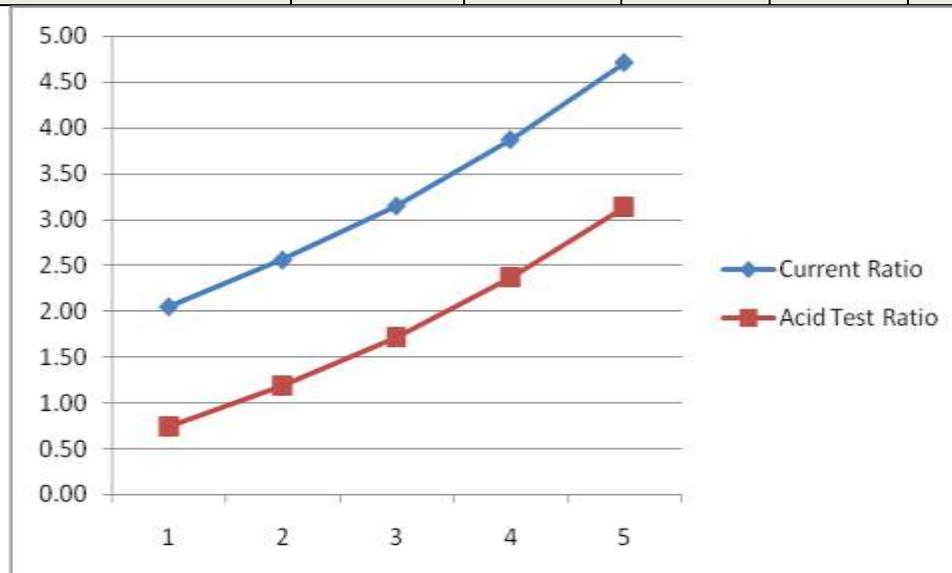


The chart shows that Profit margin ratio is gradually increase year by year. At the 1<sup>st</sup> year it will be 4% but at the 5<sup>th</sup> year it will be increased to 12%. ROA gives an idea as to how efficient management is using its assets to generate earnings. At 1st year company's ROA will be 4% and at 5th year it will be increased to 12%. And the ROE indicates the amount of net income returned as a percentage of shareholders equity. At 1<sup>st</sup> year 7% income returned as the percentage of Equity, and gradually at the 5<sup>th</sup> year it will increase to 30%.

### Liquidity Ratios

Liquidity Ratios is used to determine a company's ability to pay off its short-terms debts obligations. The Liquidity ratios of *Unilliance Furniture Limited* are given below:

Liquidity ratios	1st Year	2nd Year	3rd Year	4th Year	5th Year
Current Ratio	2.05	2.56	3.15	3.87	4.71
Acid Test Ratio	0.74	1.19	1.71	2.37	3.13

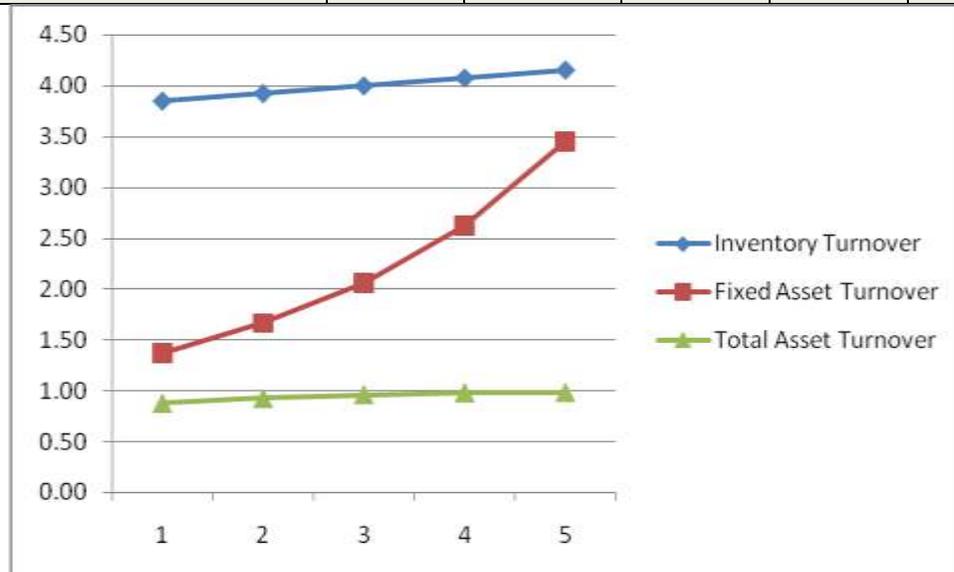


The higher the current ratio & Quick or Acid test ratio, the more capable the company is of paying its obligations. A ratio under 1 suggests that the company would be unable to pay off its obligations. Here the ratios indicate the company will able to meet its current liabilities by its current assets.

### Assets Utilization ratios

Assets Utilization ratios indicate a company's efficiency in using its assets. The Assets Utilization ratios of *Unilliance Furniture Limited* are given below:

Assets Utilization ratios	1st Year	2nd Year	3rd Year	4th Year	5th Year
Inventory Turnover	3.85	3.93	4.00	4.08	4.15
Fixed Asset Turnover	1.37	1.67	2.06	2.62	3.45
Total Asset Turnover	0.88	0.93	0.96	0.98	0.98

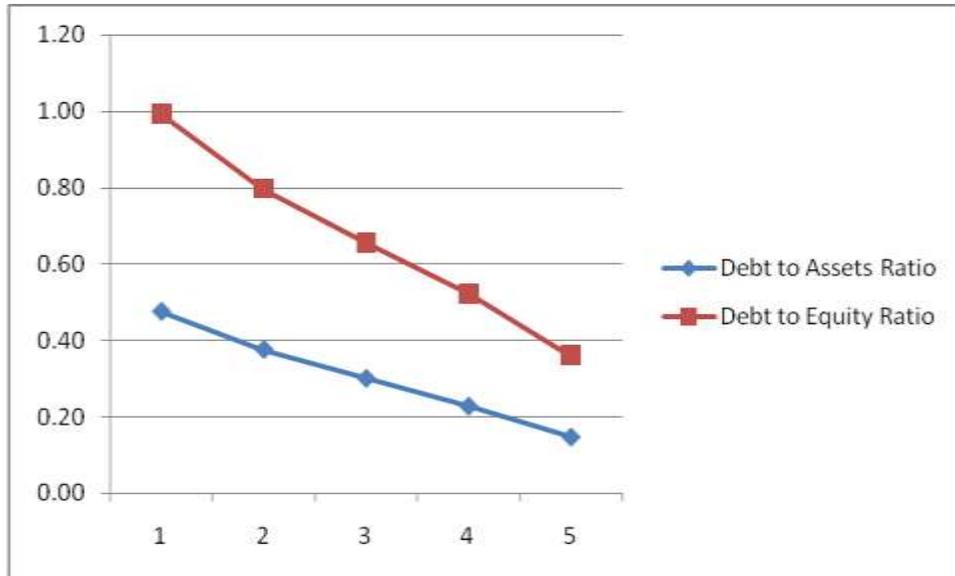


Inventory turnover ratio shows how many times a company's inventory is sold and replaced over a period. The Inventory turnover ratio will be very efficient from the 1<sup>st</sup> year. Here the fixed assets turnover ratio and total asset turnover ratio also indicates that the company will be able to use its assets efficiently.

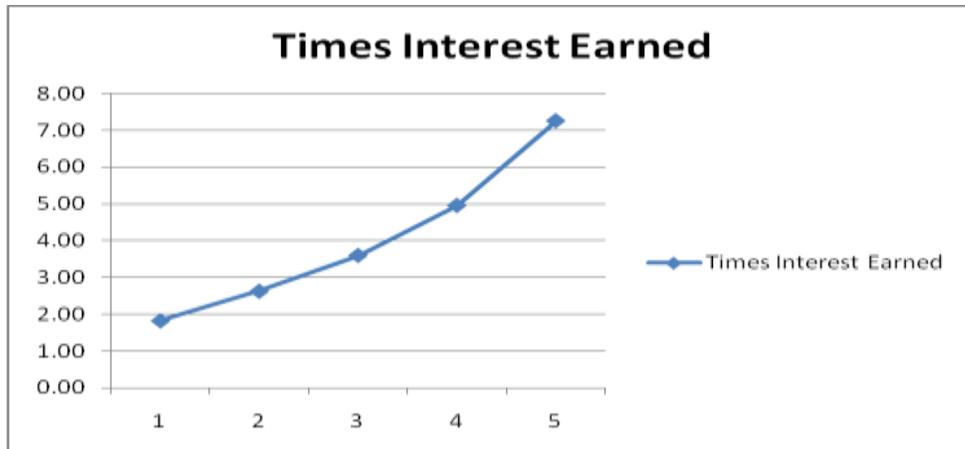
### Debt Utilization ratios

Debt utilization ratios are used to evaluate the firm's debt position. The Debt utilization ratios are given below

Debt Utilization ratios	1st Year	2nd Year	3rd Year	4th Year	5th Year
Debt to Assets Ratio	0.48	0.38	0.30	0.23	0.15
Debt to Equity Ratio	0.99	0.80	0.66	0.52	0.36
Times Interest Earned	1.83	2.63	3.60	4.96	7.25



Here the Debt to Assets ratios shows that at 1<sup>st</sup> year half of the assets financed by Debt but at the 5<sup>th</sup> year most of the assets financed by Equity. And Debt to Equity shows that equity can fulfill the company's obligations to creditors from the 1<sup>st</sup> year.



Times Interest earned ratio known as interest coverage ratio, indicates how well a company can cover its interest payments. The larger the time interest earned, the more capable the company is at paying the interest on its debt. Here we see that at 1<sup>st</sup> year it will be 1.83 and at 5<sup>th</sup> year it will be 7.25. This means the company will be earned seven times its interest charges at 5<sup>th</sup> year.

## **4.19 Recommendation**

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### **Vast Advertising:**

As Furniture Industry is already stable and there are some giant competitors like Otobi, Hatil, Partex, etc. So *Unilliance Furniture Limited* should introduce their brand through advertising and should increase their advertisement and also increase their social activities gradually. So they have to explore their name to the people that everyone can know about the organization.

### **Increase Number of outlet:**

In this time there is so much competition between each other that a single step can change the all direction. Today's people are very much willing to go to the shop, which one is near to them. So if the number of outlet will not increases than it can lose the customer.

### **Production in shifts:**

They should manufacture the products in two or more shifts. So the assets will be utilized properly. And it will make the company more profitable and make strong in competition.

### **Build a strong reliable relation:**

From the beginning they should build a strong relation with the customers. So they have to give after sale service and other facilities to the customer. So it can be a competitive advantage in near future.

## **4.20 Conclusion**

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From the above study it reveals that the main sponsors of the company has expertise and long outstanding knowledge in this sector. With the industrial expertise knowledge & background of the sponsor, the project can be implemented successfully. After its completion, the project will start earning currency and will contribute to the national economy building. Apart from this, the project will create a huge number of employment opportunities directly and indirectly in the country.

The products of this project will be procured locally. There is a huge demand of products of the project in the local market. The products can be easily saleable at a reasonable profit margin.

From the financial evaluation, it reveals that project will earn a good amount of net profit continuously. The project will be a profitable concern and will be able to meet all of its long term and short-term obligations. So this project is financially feasible in all aspects. Therefore, it is found that the project is financially rewarding and socially acceptable as well.