Bangladesh Youth Enterprise Advice & Helpcentre

Zoom Live session on
How to Diversify your Business in COVID-19 Situation
under Rapid Recovery & Response Programme
22 June 2020

Presented by
Md. Aminul Islam
Founder & CEO
Shahin’s Helpline & Mentor, B’Yeah

Discussant
Mr. Ubadur Rob
Bangladesh Country Director, Population Council & Board member of B’Yeah

Implemented by B’Yeah

Supported by ybi Youth Business International with support from Google.org
How to Diversify your Business in COVID-19 Situation.
Md. Aminul Islam
Founder & CEO
Shahin’s Helpline & Mentor, BYEAH
Why Business Diversify Important?
Why Business Diversify Important?

- Take Your Product to the Next Level.
- Find Related Products.
- Use your Resources in Different way.
- Reduce your Business Cost.
- Make sure your Client more Comfort.
When you take initiative for Diversify your Business?
<table>
<thead>
<tr>
<th>SL #</th>
<th>Question</th>
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<tr>
<td>01</td>
<td>Do you think your business/product demand is increased/ new created?</td>
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<td>Do you think you have special business strategy for diversify your business?</td>
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<td>07</td>
<td>Have any scope to continue your diversify business?</td>
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Demand Analysis
Demand Analysis

Running Business.

New Diversify Business Opportunity.
Business Strategy
Business Strategy

Finance.
Finance Manage from...

Internal Sources.

External Sources.
Workforce
Existing employees manage the work schedule.

Appoint new employees.
Legal Issues
Legal Procedure is Easier/Tough?

Have any incentive?
Is it right time to Diversify your business in COVID-19 Situation?
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Government of Bangladesh's response to the crisis compared to other economies

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<th>Country</th>
<th>Total Stimulus Package (USD)</th>
<th>Startups and/or SMEs (USD)</th>
<th>Package Type and Mechanism</th>
<th>Package Details</th>
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<td>Bangladesh</td>
<td>10.9</td>
<td>2.35 BN</td>
<td><strong>Concessional Loan</strong>&lt;br&gt;<strong>Refinancing Loan</strong>&lt;br&gt;<strong>Working Capital Finance</strong></td>
<td>The stimulus package caters to CMSMEs, Low-Income People, Farmers and Micro/Marginal businesses by varied type of schemes and financing.</td>
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<td>India</td>
<td>34</td>
<td>13 BN (Proposed)</td>
<td><strong>Refinancing Loan</strong>&lt;br&gt;<strong>3-month moratorium of loan repayments</strong></td>
<td>The primary focus has been to back workers in the informal sectors who have experienced a steep decline in income or have lost jobs.</td>
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<td>Malaysia</td>
<td>9.47</td>
<td>2.31 BN</td>
<td><strong>Working Capital Loan</strong>&lt;br&gt;<strong>Refinancing Loan</strong></td>
<td>The declared amount will be available for early stage and growth stage Malaysian companies.</td>
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<td>Indonesia</td>
<td>8.7</td>
<td>Included in the main package</td>
<td><strong>Tax Relief</strong>&lt;br&gt;<strong>Soft Loans</strong>&lt;br&gt;<strong>2-month moratorium on loan repayments</strong></td>
<td>The package provides a range of fiscal and non-fiscal incentives in addition to a special stimulus for startups and small and medium-sized (SMEs) businesses.</td>
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<tr>
<td>Thailand</td>
<td>46.3</td>
<td>15.4 BN (SMEs)</td>
<td><strong>Soft Loans @ 2% with initial 6 months interest payment deferred</strong>&lt;br&gt;<strong>6 months loan payment holiday for SMEs &amp; Tax Reliefs</strong></td>
<td>Package to support SMEs, specially tourism-related businesses, allowances worth USD 305 million is approved.</td>
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</tbody>
</table>

Source: Bangladesh Bank, Media Room Circulars & IMF, Policy Responses to Covid-19; Retrieved on 24 April, 2020
Payment Gateway/Digital transaction/Digital wallet

Using Software, online presence.

Using automation

Faster Delivery
Develop Entrepreneurship / Venture culture

Needs New Education / New Skill development

Technology uptake and 4th international Revolution

Financial availability for SME’s (cluster)

Regulatory Changes (TAX, VAT) for SME’s
Future Business trend in Bangladesh

- Online Platform / online Marketplace
- Agree Business
- Logistic Support (Courier, payment gateway, etc)
- Health Equipment.
- IT / ITES
thank You!