Background

- Nogordola, one of the leading boutique houses, created by Dhaka Ahsania Mission on the 2nd of April, 2006.
- With some ups and downs from the beginning of its journey, Nogordola has been grown to 7 branches from one.
Branches of Nogordola

Sylhet

Mission

Promoting the Cultural products to compete with the international brand products

Vision

To develop as a brand of boutique house representing the culture of the country

Objective

Providing quality products to the customers, blending tradition, heritage and folk culture with international styles to be the newest trend of the market of home and abroad executing its work with skilled and professional employees.

The committed journey

Sample Dress & Store in Nogordola Factory

The committed journey

Block Work in Nogordola Factory
The committed journey
Embroidery Work in Nogordola Factory

The committed journey
Karchupi and chumki Work in Nogordola Factory

The committed journey
Dress Cutting Work in Nogordola Factory

The committed journey
Sewing Work in Nogordola Factory

The committed journey
Sewing Work in Nogordola Factory

The committed journey
Hand Stitch Work in Nogordola Factory
The committed journey
Finished Products of Nogordola outlets

The committed journey
Finished Products in Nogordola Outlets

The committed journey
Finished Products in Nogordola Outlets

The committed journey

Work Force of Nogordola

- Workers in factory: 43 Persons
- People working in outlets: 29 Persons
- People working in office: 9 Persons

Nogordola Under new Management: Challenges

- 2017-18 - Sales target was Tk. 7 Crore
  Achieved Tk. 6 Crore 37 Lac. (Approx)
  That is 91% of the target is achieved
- 2018-19 – Sales target is Tk. 7 Crore 20 Lacs.
  In sha Allah we will achieve 100% of it or more.
Nogordola Under new Management: achievement

- 2 new outlets with Deshi Dosh:
  - NOGORDOLA
  - BOGURA

- NOGORDOLA FACTORY has been shifted to its own building (at Mirpur) which is helping increasing production capacity of Nogodola. That’s why day by day our dependency on outsourcing from various producers regarding finished products is reducing.
- Monitoring of the factory is improving.

Nogordola Under new Management: achievement (contd)

Increasing customer satisfaction and customer retention have been achieved by
- Brand loyalty
- Sourcing quality raw materials
- Reasonable price
- Ensuring product quality

Products

- Men’s: shirt, Panjabi, fotua etc.
- Women’s: saree, three pieces, two piece, fotua, kurta etc.
- Children’s: saree, Panjabi, frock etc.
- Family package: theme dresses for all members of a family
- Jewellery: bangles, earrings, necklace etc.
- Home accessories: curtain, bedsheet, cushion etc.
- Crafts: toys etc.

A Fashion show was held 2017 at Basundhara Convention Hall
Action Plan
- To form Nogordola Distribution
- To minimize cost from possible sectors
- To upgrade the outlets of nogordola

Future Plan
- To set new outlets in big cities such as Sylhet, Khulna and Rajshahi
- To put emphasis on promotional activities
- To start online marketing
- To increase production line and quantity
- To work on the issues those support DAM’s social and charitable activities

Any Question
Visit NOGORDOLA
NogordolaBD
facebook.com/nogordolaBD/

Thank You