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 Printing at Nogordola Factory
October 19

The committed journey
Embroidery Work at Nogordola Factory

The committed journey
Karchupi and chumki Work at Nogordola Factory

The committed journey
Dress Cutting 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

Finished Products in Nogordola Outlets

## Work Force of Nogordola

- Workers in factory: 40 Persons
- People working at different outlets: 25 Persons
- People working at office: 9 Persons

## Nogordola Target & Achievement

- **2017-18** - Sales target was Tk. 7 Crore
  - Achieved Tk. 4 Crore 36 Thousand & 246 taka.
  - (Approx)
  - That is 57.19% of the target was achieved
- **2018-19** - Sales target is Tk. 7 Crore 20 Lacs.
  - Achieved Tk. 3 Crore 76 Lac & 301 taka.
  - (Approx)
  - That is 52.26% of the target was achieved
Expansion of Nogordola Outlets

- **Nogordola BOGURA**
- **Nogordola NARAYANGONDJ**

October 19

Expansion of Nogordola Outlets

October 19

Nogordola achievement

- Nogordola Factory has been shifted to 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.

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Nogordola achievement(Contd)

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

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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, bedsheets, cushion etc.
- Crafts: toys etc.

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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

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THANK YOU