



Business Plan





Our Company

TR Trading and Distribution is a growing trading company engaged in sourcing high-quality food products from reputed local manufacturers and supplying them to dealers and retailers across Bangladesh. Established with the vision to bridge the gap between manufacturers and the retail market, the company focuses on efficiency, reliability, and long-term partnerships. With a strong understanding of market demand, TRTD ensures timely delivery, competitive pricing, and consistent product quality. Its mission is to build a trusted name in the food trading industry by emphasizing transparency, operational excellence, and customer satisfaction.



The Founders



Tanveer Rashid, FCCA, ACA
Managing Director

Tanveer is a seasoned finance professional with over 15 years of experience in financial management, strategy, and business operations. A graduate of University College London, he has held senior roles at KPMG, Chaldal Limited, and Green Delta Insurance PLC. Known for his integrity, analytical mindset, and leadership, Tanveer founded TRTD to combine his financial expertise and entrepreneurial vision in building a reliable, growth-focused trading business.



Tanvir Yasin Karim
Director

Tanvir is a graduate from NSU in International Business and Marketing. He started his career in BASF as a marketing manager for potential raw materials in Bangladesh and later joined his family company Karim International. In 2013 he opened up Darussalam Publication in Bangladesh and in 2025 he became one of the Directors of Moonstar Packaging Limited. Tanvir Karim directly looks after the marketing activities and also oversees the day to day operations of the company.



Riasath Ali
Director

Finishing his Diploma in Business Administration from City of London College (UK) and his Bachelor's in Finance and Marketing from IUB, he brings over 8 years of diverse professional experience. His exposure across multiple industries and teams enables him to work effectively with professionals at all business levels. Riasath founded TRTD to bridge the gap between business, ethics, and buyers on a global scale.



Market Analysis

\$4bn

Estimated FMCG market size of Bangladesh

\$1bn

Estimated domestic biscuit market size

9%

Annual growth rate of the domestic market

2.1kg

Bakery consumption per capital in 2021
(0.43kg in 2008)

Growth Drivers

- Expanding middle class and urban population.
- Growth of modern retail and e-commerce.
- Manufacturers outsourcing distribution to trading partners.
- Rising demand in semi-urban and rural markets.

Target Market

- Local dealers, wholesalers, and small retail chains.
- Focus on reliability, timely supply, and credit flexibility.



Current Operation

Supplier

We have an exclusive distributor agreement with **Shimu Bakery & Confectionery** based out of Bogura. They have been in operation for over 20 years and is one of the most reputed bakery companies in North Bengal.

Team

Our Sales division is led by **Md. Masud Rahman**, a seasoned professional with over 25 years of experience in sales and marketing across Bangladesh and abroad. His extensive expertise and leadership ensure the smooth and effective operation of TRTD's sales activities.

Products

We are working with over 40 products such as toast biscuits, salt biscuits, cookies, chancachur, sliced cake, dry cake, muffin cake, beverages etc.

Distribution Network

With more than 10 depots across Bangladesh and a robust sales force, TRTD is well-equipped to distribute a wide range of FMCG products efficiently through its extensive network.



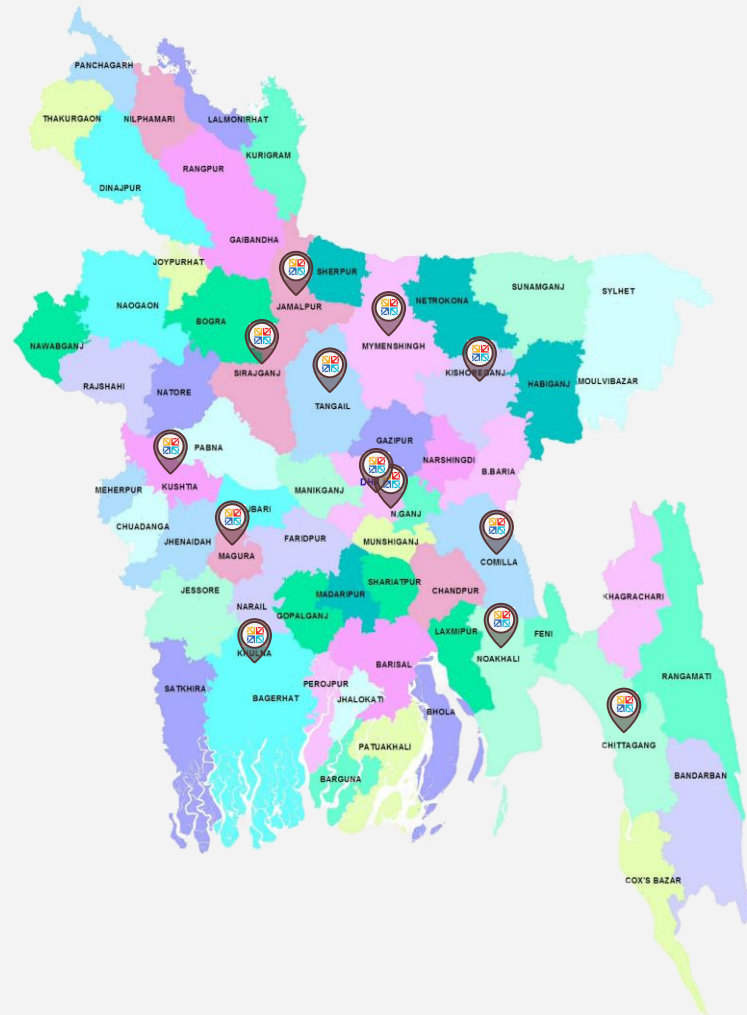
Our Network

List of current depots:

- Dhaka
- Keraniganj
- Jamalpur
- Mymensingh
- Tangail
- Sirajganj
- Kustia
- Magura
- Khulna
- Cumilla
- Noakhali
- Chittagong
- Kishorganj

Upcoming depots:

- Sylhet Division
- Barisal Division
- Cox's Bazar





THANK
YOU