

# BUSINESS PROFILE

We welcome you to Syantia Nafisa International, where technology meets affordability, and aspirations become possibilities.



## SYANTIA NAFISA INTERNATIONAL

SCRAN ME



## CORE VALUES OF CYNTHIA NAFISA INTERNATIONAL

At Syantia Nafisa International, our core values serve as the guiding principles that shape our business philosophy, drive our actions, and define our identity. These values are the foundation upon which we build our relationships, make decisions, and chart the course for our collective success.



### INTEGRITY:

We are committed to the highest standards of integrity in all our interactions. Honesty, transparency, and ethical conduct underscore every decision and action we take. We believe that trust is earned, and we strive to uphold the trust placed in us by our customers and community.



### CUSTOMER-CENTRIC APPROACH:

Our customers are at the heart of everything we do. We prioritize their needs, listen attentively to their feedback, and continuously seek ways to enhance their experience. Our commitment to a customer-centric approach ensures that every interaction with Syantia Nafisa International is positive and meaningful.



### INNOVATION:

We embrace innovation as a catalyst for growth and positive change. In an ever-evolving technological landscape, we are proactive in exploring new ideas, adopting emerging trends, and continuously improving our services. Innovation drives our ability to provide cutting-edge solutions and stay ahead in the industry.



### SUSTAINABILITY:

We are committed to conducting our business in an environmentally and socially responsible manner. Sustainability is not just a goal but a responsibility we uphold. From the selection of products to our business practices, we strive to minimize our environmental impact and contribute to a sustainable future.

*These core values are not just the essence of who we are and our journey. As we grow and evolve, our values remain unwavering, leading to success.*





## TARGET AUDIENCE:

*Our primary focus is on the underserved communities, starting with day laborers in Bandarban district. We aim to expand our reach to neighboring districts and upazilas, providing smartphones to both economically disadvantaged individuals and unemployed, educated people interested in freelancing.*



## WHAT SETS US APART:

01

### AFFORDABLE TECHNOLOGY:

We specialize in offering a diverse range of smartphones, catering to different budgets. From budget-friendly options to feature-rich devices, we have something for everyone.



02

### COMMUNITY FOCUS:

Our initial focus is on reaching out to underserved communities, starting with day laborers in Bandarban district. As we grow, we aspire to extend our services to neighboring districts and upazilas, ensuring that no one is left behind in the digital age.

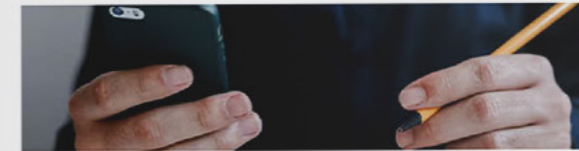


09

03

### EDUCATION AND EMPOWERMENT:

*Beyond providing mobile phones, we have a vision to contribute to the education and empowerment of our customers. We aim to reach unemployed, educated individuals, introducing them to the world of freelancing through accessible installment plans.*



10





## CORE VALUES OF CYNTHIA NAFISA INTERNATIONAL

*At Syantia Nafisa International, our core values serve as the guiding principles that shape our business philosophy, drive our actions, and define our identity. These values are the foundation upon which we build our relationships, make decisions, and chart the course for our collective success.*



### INTEGRITY:

We are committed to the highest standards of integrity in all our interactions. Honesty, transparency, and ethical conduct underscore every decision and action we take. We believe that trust is earned, and we strive to uphold the trust placed in us by our customers and community.



### CUSTOMER-CENTRIC APPROACH:

Our customers are at the heart of everything we do. We prioritize their needs, listen attentively to their feedback, and continuously seek ways to enhance their experience. Our commitment to a customer-centric approach ensures that every interaction with Syantia Nafisa International is positive and meaningful.



05



### INNOVATION:

We embrace innovation as a catalyst for growth and positive change. In an ever-evolving technological landscape, we are proactive in exploring new ideas, adopting emerging trends, and continuously improving our services. Innovation drives our ability to provide cutting-edge solutions and stay ahead in the industry.



### COMMUNITY EMPOWERMENT:

Syantia Nafisa International is dedicated to empowering the communities we serve. Beyond providing smartphones, we aim to contribute to the education, digital literacy, and economic development of our customers. We view our success as intertwined with the well-being and prosperity of the communities we are a part of.



### SUSTAINABILITY:

We are committed to conducting our business in an environmentally and socially responsible manner. Sustainability is not just a goal but a responsibility we uphold. From the selection of products to our business practices, we strive to minimize our environmental impact and contribute to a sustainable future.



### EXCELLENCE:

Excellence is our standard in everything we do. From the quality of products we offer to the level of customer service we provide, we aim for excellence. We set high standards for ourselves and continually challenge ourselves to exceed expectations, ensuring that Syantia Nafisa International is synonymous with quality.

*These core values are not just words on paper; they are the essence of who we are and the principles that guide our journey. As we grow and evolve, our commitment to these values remains unwavering, serving as the bedrock of our success.*



06

**ENABLE ENTREPRENEURSHIP:**

We envision a future where our services not only provide communication tools but also act as a catalyst for entrepreneurship. By targeting unemployed, educated individuals, we seek to enable freelancing opportunities, fostering economic independence and self-sustainability.

**CULTIVATE SUSTAINABLE GROWTH:**

As we expand our reach and services, we are committed to cultivating sustainable growth. Our vision includes building a business that not only thrives economically but also contributes positively to the communities we serve and the environment.

**BE A TRUSTED TECHNOLOGY PARTNER:**

We aim to be more than a retail outlet. Our vision is to become a trusted technology partner for our customers, guiding them through their digital journeys with reliable products, affordable solutions, and unparalleled customer service.

**REDEFINE ACCESSIBILITY:**

Syantia Nafisa International aspires to redefine accessibility to technology. Our vision is to make high-quality smartphones affordable and within reach for everyone, creating a more connected and empowered global community.



*In pursuing this vision, we are dedicated to innovation, integrity, and a customer-centric approach. Join us as we strive to make a lasting and positive impact, one smartphone at a time.*



**WORDS FROM OUR FOUNDER**



**FIRUZUL ISLAM**  
Proprietor  
Syantia Nafisa International

**DEAR VALUED CUSTOMERS AND COMMUNITY**

It is with immense pleasure and gratitude that I address you as the founder of Syantia Nafisa International. From the outset, our journey has been fueled by a vision of empowerment, inclusivity, and positive transformation through technology.

Syantia Nafisa International was born out of a deep-seated belief in the power of technology to break barriers and create opportunities. I have always envisioned a world where access to modern mobile phones is not a luxury confined to a select few but a right for all. This belief is the driving force behind our commitment to providing affordable installment plans, making cutting-edge smartphones accessible to everyone, from day laborers to aspiring freelancers.

As we embark on this endeavor, our focus goes beyond business. We are on a mission to bridge the digital divide, starting right here in Bandarban and expanding our impact to neighboring districts and beyond. Our goal is to reach those who have been left behind, ensuring that they not only own smartphones but also understand and harness the full potential of technology.

To the communities we serve, I extend my heartfelt commitment to your growth and well-being. We are not just a retail business; we are partners in your journey towards empowerment and progress. Through our services, we aim to foster digital literacy, enable entrepreneurship, and contribute to the sustainable development of the regions we touch.

As we grow, we remain dedicated to the values of integrity, innovation, and customer satisfaction. Our team is here to serve you with passion and commitment, and we invite you to join us on this exciting journey of redefining accessibility and fostering positive change.

Thank you for choosing Syantia Nafisa International. Together, let's embrace the future and unlock the boundless possibilities that technology brings.



## ABOUT OUR BUSINESS



Welcome to Syantia Nafisa International. Syantia Nafisa International, led by proprietor Firuzul Islam, a pioneering mobile phone retail business committed to making cutting-edge technology accessible to all. Established on the Chittagong-Cox's Bazar highway in Aziz Nagar, Lama. Our commitment is to bring modern mobile technology within reach by offering affordable installment plans.



01



## MISSION

At Syantia Nafisa International, our mission is to close the digital gap by providing high-quality mobile phones at reasonable prices. We aim to empower individuals from diverse economic backgrounds with access to technology, fostering opportunities for personal and professional growth.



## VISION

*At Syantia Nafisa International, our vision is to be a catalyst for positive change, leveraging technology to create a more inclusive and empowered society. We aspire to:*

### BRIDGE THE DIGITAL DIVIDE:

We envision a world where everyone, regardless of their economic background, has access to the transformative power of technology. By bridging the digital divide, we aim to empower individuals, opening doors to new opportunities and enriching lives.

### EMPOWER UNDERSERVED COMMUNITIES:

Our vision extends beyond commerce; it encompasses a commitment to uplift underserved communities. We strive to reach those who have been traditionally left behind, starting with day laborers in Bandarban district and expanding our impact to neighboring regions.

### FOSTER DIGITAL LITERACY:

In the pursuit of empowerment, we aim to foster digital literacy among our customers. Through education and support, we want to ensure that individuals not only own smartphones but also understand and leverage the full spectrum of possibilities that technology offers.



02



## WELCOME

*We welcome you to Syantia Nafisa International, where technology meets affordability, and aspirations become possibilities.*

## TABLE OF CONTENT

SL.	DESCRIPTION	PAGE
01.	About Us	01
02.	Mission/Vision	2-3
03.	Words From Our Founder	04
04.	Our Core Values	5-6
05.	Product/Services	7-8
06.	Target Audience	09
07.	What Sets us Apart	10
08.	Why Choose Us	11-12

# WHY CHOOSE US?

*Choosing Syantia Nafisa International means choosing a transformative and customer-centric experience. Here are compelling reasons why we stand out as your preferred mobile phone retail partner.*

## 1. Affordable Accessibility:

We understand that modern technology should be accessible to everyone. At Syantia Nafisa International, we offer affordable installment plans, ensuring that high-quality smartphones are within reach for individuals from diverse economic backgrounds.

## 2. Diverse Product Range:

Our curated selection includes smartphones from renowned brands like Infix, Techno, Vivo, Samsung, Xiaomi, OPPO, Benco, Walton, Realme, Symphony, and others. This diverse range allows you to choose the perfect device that suits your preferences and budget.

## 3. Community-Centric Approach:

We are committed to making a positive impact on the communities we serve. By targeting underserved populations, starting with day laborers in Bandarban, we aim to empower individuals through technology, fostering digital literacy and economic opportunities.

## 4. Founder's Commitment:

Our founder, Firuzul Islam, envisions Syantia Nafisa International as more than a business—it's a mission. His commitment to empowering communities, bridging the digital divide, and fostering entrepreneurship is the driving force behind our efforts.



## 5. Customer Satisfaction:

Your satisfaction is our priority. Our customer-centric approach ensures that you receive personalized attention, timely assistance, and a seamless shopping experience. We listen to your needs, address your concerns, and strive to exceed your expectations.

## 6. Strategic Location:

Situated on the Chittagong-Cox's Bazar highway in Aziz Nagar, Lama, Bandarban, our location is strategically positioned between Chittagong and Cox's Bazar. This central placement ensures easy accessibility for customers from surrounding areas.

## 7. Focus on Education and Empowerment:

Beyond providing smartphones, we are dedicated to fostering education and empowerment. We aim to introduce unemployed, educated individuals to freelancing opportunities, equipping them with the skills they need for a brighter future.

## 8. Inclusive and Sustainable Practices:

Our commitment to inclusivity extends to sustainable business practices. We operate with integrity, ensuring ethical conduct in every aspect of our business. Sustainability is not just a goal; it's a responsibility we uphold for the benefit of the environment and our community.

## 9. Redefining Accessibility:

Syantia Nafisa International is on a mission to redefine accessibility to technology. By making smartphones affordable and providing flexible installment plans, we are breaking down barriers and bringing the benefits of modern technology to every doorstep.

*Choose Syantia Nafisa International for more than just a smartphone purchase. Choose us for a partnership in empowerment, accessibility, and positive change. Join us as we pave the way for a connected and empowered future for all.*





## PRODUCTS/SERVICES:

We specialize in offering a variety of mobile phones through convenient installment plans. Our current range includes smartphones from reputable brands, including the popular Realme series.



### SAMSUNG:

A global leader in mobile technology, Samsung offers a range of smartphones known for their quality, innovation, and durability.



### XIAOMI:

Xiaomi smartphones blend cutting-edge technology and affordability, making advanced features accessible to a broad audience.



### OPPO:

OPPO's sleek and powerful smartphones redefine user expectations, delivering a perfect blend of style and performance.



### VIVO:

Elevate your mobile experience with Vivo's stylish and high-performance smartphones, designed for the modern lifestyle.



### TECHNO:

A global leader in mobile technology, Samsung offers a range of smartphones known for their quality, innovation, and durability.



### REALME:

Experience the innovation and performance of Realme smartphones, known for their cutting-edge features and stylish designs.



### INFINIX:

Cutting-edge technology meets affordability with Infinix smartphones, ensuring a seamless and feature-rich user experience.



### BENCO:

Benco smartphones are designed to provide reliable performance, offering a budget-friendly option without compromising on quality.



### SYMPHONY & OTHERS:

Explore a variety of smartphones from Symphony and other reputable brands, ensuring a wide range of choices for our customers.



### WALTON:

Walton smartphones boast a perfect combination of functionality and affordability, catering to diverse customer needs.





## ABOUT OUR BUSINESS



Welcome to Syantia Nafisa International, Syantia Nafisa International is a pioneer in providing mobile phone, tablet, laptop, and other electronic devices. Established on the Chitragong-Coy's Bazar High Street in Baran Lama. Our commitment is to bring modern mobile technology reach by offering affordable installment plans.



At Syantia Nafisa International, our mission is to close the digital gap by providing high-quality mobile phones at reasonable prices. We aim to empower individuals from diverse economic backgrounds with access to technology, fostering opportunities for personal and professional growth.



At Syantia Nafisa International, our vision is to be a catalyst for positive change, leveraging technology to create a more inclusive and empowered society. We aspire to

### BRIDGE THE DIGITAL DIVIDE

We envision a world where everyone, regardless of their economic background, has access to the transformative power of technology. By bridging the digital divide, we aim to empower individuals, opening doors to new opportunities and enriching lives.

### EMPOWER UNDERSERVED COMMUNITIES

Our vision extends beyond commerce; it encompasses a commitment to uplift underserved communities. We strive to reach those who have been traditionally left behind, starting with day laborers in Bardarban district and expanding our impact to neighboring regions.

### FOSTER DIGITAL LITERACY

In the pursuit of empowerment, we aim to foster digital literacy among our customers. Through education and support, we want to ensure that individuals not only own smartphones but also understand and leverage the full spectrum of possibilities that technology offers.

## TARGET AUDIENCE:

Our primary focus is on the underserved communities, starting with day laborers in Bandarban district. We aim to expand our reach to neighboring districts and upazilas, providing smartphones to both economically disadvantaged individuals and unemployed, educated people interested in freelancing.

Cutting  
afford  
ensur  
user e

## WHAT SETS US APART:

01

### AFFORDABLE TECHNOLOGY:

We specialize in offering a diverse range of smartphones, catering to different budgets. From budget-friendly options to feature-rich devices, we have something for everyone.



02

### COMMUNITY FOCUS:

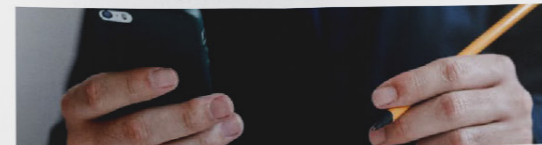
Our initial focus is on reaching out to underserved communities, starting with day laborers in Bandarban district. As we grow, we aspire to extend our services to neighboring districts and upazilas, ensuring that no one is left behind in the digital age.



03

### EDUCATION AND EMPOWERMENT:

Beyond providing mobile phones, we have a vision to contribute to the education and empowerment of our customers. We aim to reach unemployed, educated individuals, introducing them to the world of freelancing through accessible installment plans.



10