

# BIMAN PROJATONTRO



Building Tomorrow's Bangladesh, One Journey at a Time

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## Overview

The fundamental problem is the travel crisis facing 10 million Bangladeshi remittance workers due to prohibitive costs. The solution is Biman Projatontro, a revolutionary Bangladesh Airlines idea transforming travel from an elite privilege into an affordable, dignified right.

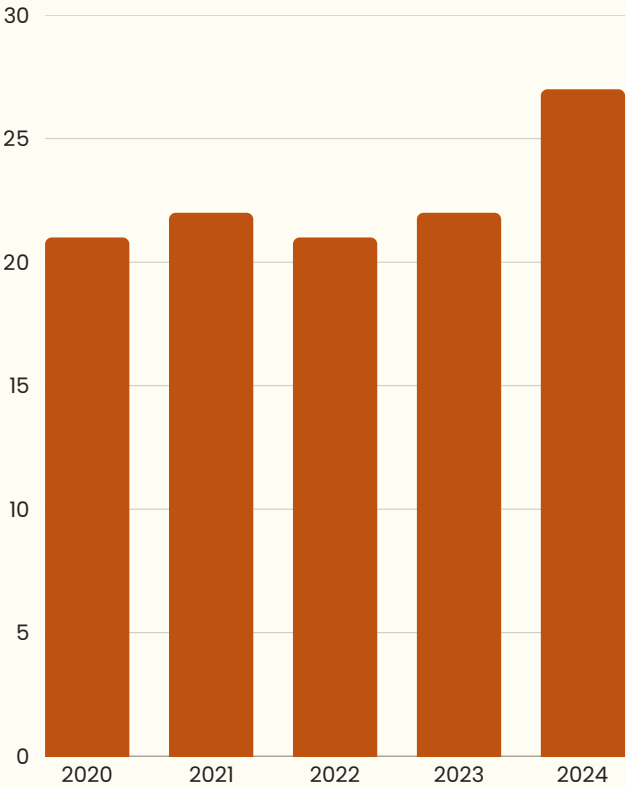
### The Strategic Affordable Solution

| Route                | Regular Biman | Biman Projatontro | Savings    |
|----------------------|---------------|-------------------|------------|
| Dhaka → Dubai        | 40,000 BDT    | 24,000 BDT        | 16,000 BDT |
| Dubai → Riyadh       | 45,000 BDT    | 27,000 BDT        | 18,000 BDT |
| Dhaka → Kuala Lumpur | 35,000 BDT    | 21,000 BDT        | 14,000 BDT |

### Market Opportunity

The massive market lies in serving 10 million Bangladeshi expatriates, with annual migration exceeding 1 million and a \$250 million revenue potential.

Annual Remittance Distribution  
Bangladesh (2020-2024)



### References

Saddif Ovee (2023). What is the actual number of Bangladeshi migrant workers? [online] Dhaka Tribune. Available at: <https://www.dhakatribune.com/bangladesh/migration/333923/what-is-the-actual-number-of-bangladeshi-migrant>.  
Statista. (2025). Bangladesh: value of remittances 2020. [online] Available at: <https://www.statista.com/statistics/880700/bangladesh-value-of-remittances/>.

### Target Market & Strategic Fit

#### 1. High Volume Demand

Capturing just 5% of the 2.5 million workers in Saudi Arabia ensures profitability.

#### 2. Needs Alignment

Features like 40kg baggage and installment payments directly solve critical worker pain points.

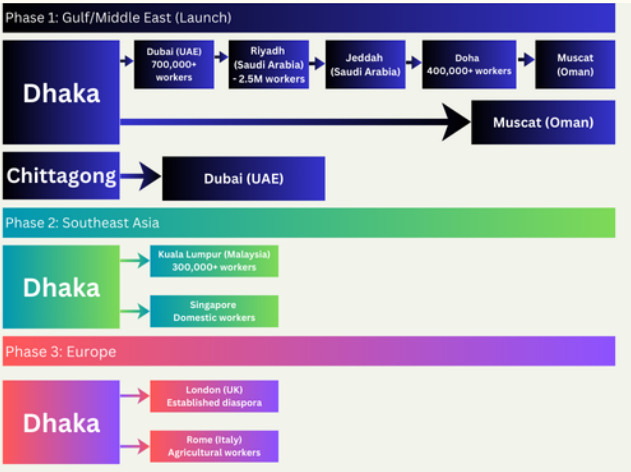
#### 3. Emotional Fit

The "People's Airline" branding restores pride to the working class, securing long-term loyalty.

### Eligibility Fly Biman Projatontro?

Eligibility is strictly for remittance heroes (workers with valid visas/labor cards) and their working-class families, ensuring the brand's social mission and niche.

### Most of Bangladeshi Flying Routes



### Business Viability

High volume of 500,000+ passengers ensures robust ancillary income and revenue potential.

Embodies the revolutionary values of Equality and Justice no class system, fair pricing.

Join the Revolution: "Biman Projatontro gives Bangladesh WINGS." Book your affordable right today.