

Feasibility of a Drag Racing Resort in Islamabad



By

Shariq Abdullah Ejaz

Fall-2K21-EMBA–363515

Supervisor

Dr. Muhammad Shariq

2023

A Business Project submitted in partial fulfillment of the requirements
for the degree of Executive Masters in Business Administration

In

NUST Business School

BUSINESS PROJECT ACCEPTANCE CERTIFICATE

It is Certified that final copy of EMBA Business Project written by Shariq Abdullah Ejaz Registration No. 363515 of EMBA 2K21 has been vetted by undersigned, found complete in all aspects as per NUST Statutes/Regulations/MS Policy, is free of errors, and mistakes and is accepted as fulfillment for award of EMBA degree. It is further certified that necessary amendments as pointed out by GEC members of the scholar have also been incorporated in the said business project.

Signature of Supervisor with stamp: Dr. Muhammad Shariq

Date: _____

Programme Head Signature with stamp: Dr. Fawad Khan

Date: _____

Signature of HoD with stamp: Mr. Saad Al Marwat

Date: _____

DR. M FAWAD KHAN
Assistant Professor
Program Head (EMBA)
NUST Business School H-12 Islamabad

SAAD KHAN ALMARWAT
HoD, Finance & Investments
NUST Business School (NBS)
Sector H- 12, Islamabad
Tel: 051-90853150

Countersign by

Signature (Dean/Principal): _____

Date: _____

Principal & Dean
Dr. Naukhez Sarwar
NUST Business School

Acknowledgment

I owe it all to Allah, the All-Mighty, who gave me the strength to overcome every obstacle in my path and see this project through to a successful conclusion under the direction of Dr. Muhammad Shariq, my superb supervisor.

Table on Context

Sr. No	Contact Description	Page no.
1.	Executive Summary	05
2.	Introduction	06
3.	Background/ History	07
4.	NEED/GAP Analysis	08
5.	Industry Analysis	10
6.	Proposed Solution	11
7.	Objective	11
8.	Methodology	12
9.	Marketing Plan	26
10.	Brand Elements	27
11.	Marketing Mix	28
12.	STP Analysis	33
13.	Flower of Services Marketing	38
14.	Porter Five Forces Model	39
15.	SWOT Analysis	40
16.	PEST Analysis	42
17.	Competitor Analysis	43
18.	Human Resource Plan	44
19.	Hierarchy	45
20.	Initial Team.	47
21.	Hiring Process	47
22.	Firing Process	47
23.	Wages/Compensation	48
24.	Operational Plan	48
25.	Development Plan	50
26.	Financial Plan	51
27.	Conclusion	63
28.	Limitations	64
29.	Future Prospects	64
30.	Critical Risks	64

Executive Summary

Since our nation has a lot of skill and promise in this field but the government hasn't done anything to expand it, I've always wanted to establish a racetrack for my fellow auto fans. This area of Pakistan's economy has experienced rapid growth since the release of the first Fast and Furious movie. This results in several automobile and pedestrian fatalities as a result of the unlawful street racing that constitutes their sport. As a person who enjoys cars, I feel compelled to back Pakistan's racing scene. To allow Pakistan's racing enthusiasts to compete with the finest in the world, I decided to construct a quarter-mile drag strip. I intend to build a racetrack that meets all international safety requirements so that people from all around Pakistan may enjoy it. With a total of 32,000,000 RUP, I shall be the Chief Executive Officer of this endeavor. This is a lot of money for a new company to spend, but it's what the company needs to get off the ground. After discovering that the majority of racers are males between the ages of 20 and 35, I was able to divide my potential customer base into more manageable subsets. They are well-educated and typically hail from affluent or privileged families. I want to focus most of my marketing efforts on Facebook and Pak-wheels, two sites with many users and several automobile clubs. My service is a little café for racers and spectators, and my product is a quarter-mile drag track with laser timers and strong floodlights. Since my industry has nothing in the way of real rivals, I am able to charge more than the going rate for my services. By promoting it on blogs, Pak-wheels, and social media platforms like Facebook, I can, for instance, make my campaign become viral in a matter of days. My plan for getting my business off the ground is to assemble a crew of hard-working experts in order to boost output and delight my clientele. To make sure that the track conforms to international standards, we will use a prototype designed in San Francisco. Once I have been granted a license by the Capital Development Authority, the six-month project will start in July of this year. In the study, we go into further depth about the setting, the activities, the financial projections, and the major threats.

Introduction

Though our country's motorsport scene is rich in skill and potential, the government isn't doing anything to promote it. This industry had dramatic growth in Pakistan with the release of the Fast & Furious film series, as the country's youth were enamored with the films' protagonists and the events they depicted. While a result, many people die as they play their sport of illegal street racing. All of these losses are directly attributable to the government's stubbornness in not allowing for the construction of appropriate racing circuits.

What else is there to hope for if there isn't such a place?

I want to construct a quarter-mile drag strip where auto enthusiasts from all over Pakistan may congregate and compete to the utmost degree allowed by international safety laws and with approval from the appropriate authorities like the CDA (Capital Development Authority) and the TDCP (Tourism Development Corporation of Punjab). Motorsports are intended to draw and excite newcomers to the sport of automobile racing, coupled with other enjoyable activities like a cafeteria and car tuning and modification services.

Tourism is one of the fastest-growing economic sectors, accounting for 10% of the worldwide GDP. It helps with economy, jobs, poverty, forex, and international understanding, and it also generates a lot of cash. It includes several other fields, such as transportation, communication, food service, hospitality, event production, sports, and marketing. The tourist sector is growing rapidly in Pakistan.

Lonely Planet warned its 2010 readers away from Pakistan due to its dangerous conditions "...the tourist industry's "next big thing" for longer than we like to admit. However, foreign news stories often throw a wrench into plans ". Natural wonders, historical sites, cultural offerings, and recreational opportunities abound in this geographically and culturally varied country. According to the World Economic Forum's Travel and Tourism Competitiveness Report 2017, the travel and tourism industry in Pakistan contributed US\$ 328.3 million to the country's GDP in 2015. According to research conducted by the World Travel and Tourism Council, in 2016, tourism accounted for US\$ 7.6 billion (PKR 793.0 billion), or 2.7% of Pakistan's GDP.

The government of Pakistan estimates that motorsports might contribute Rs1 trillion (US\$9.5 billion) to the country's tourist industry by 2025.

Background/History

People of various ages and fitness levels engage in sports as a means of informal and formalized physical competition. It aids in the preservation of one's physical capacities and skills. People join in because they're having a good time doing it. Most athletic events have two competing teams that are both aiming to come out on top. Sports and games may be broken down into two broad categories: those played in the open air, or "outdoor games," and those played in an enclosed, climate-controlled space, or "indoor games," such as a gymnasium. One of the two players emerges victorious and the other loses. Sports are vital for everyone, but they are especially crucial for young people because they help them maintain a healthy body and mind as they develop.

Extreme sports, which are dangerous and quick-paced, are also known as action sports and alternative sports. Skateboarding, snowboarding, freestyle skiing, street lugging, mountain biking, and motorsports racing are some of the most well-liked activities in this category. Extreme sports, which are well-known for their great risk and danger, are a well-liked substitute for conventional athletic competition. Extreme sports include things like snowmobile acrobatics and racing cars.

As soon as the first automobiles were manufactured in 1867, numerous sorts of races were planned. After starting off as simple reliability tests to verify that these new cars were a viable source of transportation, contests quickly grew into big forums for competing manufacturers to show off their products. In the 1930s, custom race cars were finally being produced. Fast cars, like fast horses before them, became coveted by individuals who craved for the rush that comes with rapid acceleration. Drag racing was the natural progression from other types of speed-related competitions as time went on.

The National Hot Rod Association (NHRA) was established in 1951 to put a stop to illegal street racing and is now responsible for organizing and promoting motor racing events all over the globe with the support of several commercial sponsors. Pakistan is home to many skilled racers, but the government doesn't invest enough in the sport.

Need/GAP Analysis

The Bahrain International Circuit in Bahrain, the Las Vegas Motor Speedway in Nevada, and the Gateway Motorsports Park in Illinois are a few of the most well-known racetracks in the world. Sadly, Pakistan lacks any secure location where young people may participate in racing. In Pakistan, after midnight on Saturdays, the sound of fast, extensively modified cars accelerating into the night and leaving tire burns and imprints is audible throughout the streets. It's time to check out the newest craze sweeping Pakistan: street racing. Both countries have outlawed street racing, but that hasn't stopped young people from engaging in the activity with a passion and dedication that is unrivaled by any other sport.

Teenagers in Mazda Rx7s, Toyota Supras, BMWs, Hummers, and even modified Honda Civics congregate at night on a desolate stretch of road for "drag races." This is a regular occurrence on Saturday night. When the cars start fighting, it's like something out of the movie "Fast and Furious." Only late at night or very early in the morning, when the roads are desolate, are these events held. Festival celebrations take place in all of Pakistan's major cities, including Islamabad/Rawalpindi, Lahore, Karachi, Multan, Sialkot, and Faisalabad. Former racer and software engineer Ali filled me in. Most racers are between the ages of 20 and 35, and they all come from extremely rich aristocratic backgrounds. Because of his enthusiasm for cars, Ali is very involved in the Islamabad Underground Racing Facebook group. After tying the knot, he says he retired his racing shoes. He said, "There are no fixed prizes," when questioned about possible incentives. Both rivals have the option of getting their vehicles serviced. However, under the current "pink slip" method, the victor can keep the defeated driver's car.

The "Racing Community of Pakistan" (RCOP) has over 300,000 likes on Facebook, and the "ISB Underground," which regularly shares photographs and videos from the races, has over 200,000 likes. On the web, you may find a variety of other pages that serve the same purpose. The year 2000 saw an uptick in street racing as people began modifying their (Honda) Civics, says Arslan Mustafa, a 24-year-old racing enthusiast. He continued by saying that the racing sector in Pakistan had been adversely impacted by the deaths of five spectators in December 2010 when a sports vehicle slammed into them during a drag race.

Once the legal system became engaged, law enforcement began taking a more severe stance. It's just recently that the races have been underway again after having essentially ceased before 2012. Mustafa says, "We use severe precautions and constantly monitor the area for law

enforcement.” He also talks about how strict the Islamabad Traffic Police are, which is interesting. For these young racers, Mustafa has asked the government to construct a genuine racing track so they may compete in a safe and legal environment. According to the RCOP website, the organization serves as "a forum for everyone in Pakistan's racing community to join forces and work on a bigger scale to make racing lawful in Pakistan." The group often hosts car exhibitions where owners of exotic automobiles may show them off.

When a man from Islamabad placed nitrous oxide in his car and competed in drag racing, he effectively crushed every other vehicle and disproved the claim made by white people that we couldn't produce more than 500Bhp.

Smart individuals may be found working in any field in Pakistan, including but not limited to drag racing, auto tuning, and stunts. You may find some of the best drag racers in the world from Karachi to Khyber, despite the fact that the government does not consider drag racing to be a legitimate sport. Although increased security measures are implemented, the government allows such protests. To the contrary, hooligans spend their weekends engaging in wild dance parties rather than watching or participating in drag races. Though professional racers take every measure to provide a safe event, spectators are often instructed to stand on the sidelines so the track may stay open despite the risk this poses to them (obviously not a safe practice, but one that must be followed in the absence of government regulation). The government sponsored the TDCP car race, but other drag racing events were organized privately by those who saw financial potential in the activity. Street racing will continue to take place on the streets indefinitely until suitable alternatives are provided.

Industry Analysis

First of all, Arslan says, "car racing events do not occur in Pakistan," and secondly, "when they do, they have less than satisfactory safety arrangements for the public," citing the TDCP event in Lahore and the Hamara Karachi event as two examples. "I was there to watch both of the events, apart from the cars, everything was below par," he says. A number of altercations occurred at the TDCP event because police had a hard time maintaining order in the massive crowd. The story was repeated over again at the Hamara Karachi ritual.

It goes without saying that drivers in drag races risk their lives by driving their cars at high speeds down the track, but spectators who choose to attend these events also put themselves in harm's way due of the lack of a safe environment in which to do so. It would be insensitive of us to talk about drag racing without bringing up the terrible tragedy in Rawalpindi, Bahria. After years of planning, High-Performance Racing and Bahria Town Rawalpindi hosted the best drag racing event ever conducted in Pakistan, sponsored by PTCL.

The situation deteriorated when the driver of an 800 horsepower Supra lost control of his vehicle and slammed into pedestrians on the sidewalk. The racers were promoted as Pakistan's fastest RWD (Rear Wheel Drive) drag cars, and the crowd was urged to stay off the sidewalk and behind the banners. Tragically, the driver lost consciousness and caused an accident that killed five people; an accident is the worst thing that can happen to a motorist, and murder is a horrible crime. Pakistani media launched a false anti-racism campaign without first investigating the genuine cause of the catastrophe, which has had negative consequences for the country's drag racing culture.

Many people now feel that race organizers should be held accountable for the racers' flagrant disregard for human life. I think a catastrophe might have been prevented if the government had worked with the event organizers and paid for the building of safety barriers or concrete slabs, but that's a huge "if."

The racing community is astonished and saddened by this news, as auto racing is typically seen as a sport where participants can have a good time while challenging each other. The government and authorities in Pakistan should officially recognize drag racing alongside hockey, cricket, and squash. Some of the larger towns may have circuits and drag strips built to help stop incidents like these and provide the talented a chance to perfect their abilities. People will eventually understand that drag strips are safe enough for families to visit without worrying about their safety or the outcome of the races. People of all ages enjoy the thrill of

car racing; all we need is some backing and funding to get our brilliant drivers on the track. Maybe there will be a racer from Pakistan who will change the country's image.

However, given the rise of street racing in Pakistan, it would be ideal if the government constructed a legitimate racing track for the fans to compete on. We excel in a wide range of motorsports, including drag racing, circuit racing, and drifting, but we lack a suitable venue to showcase our abilities. On the other hand, for certain people, the streets will always be the best stage to display their talents.

The information supplied by Pak-wheels interviews, Pakistan's largest and most reputable website and a partner/sponsor of motor vehicle motorsport events such as car exhibits and the TDCP Jeep Rally in Pakistan, backed up the facts and arguments shown before. Another reason to believe in Pak-wheels is that it is the only website that Pakistan's 40% of invaders regularly access, which speaks to its reputation and trustworthiness.

Proposed Solution

A properly prepared course (track) is the only method to guarantee the safety of racers and spectators alike (mechanics, first aid, fuel tanks, signal lights, boundary gates, etc.). There will always be passionate race fans in the Islamabad/Rawalpindi area, and for them, a racing track is the best possible option.

Objectives

- We're doing everything we can to spread the word about racing in Pakistan.
- Succeeding in taking over the Pakistani car racing scene.
- Offering up-and-coming sportsmen and women in Pakistan, and particularly in the capital cities of Islamabad and Rawalpindi, a platform to demonstrate their abilities and make a mark on the growth of their respective sports is a priority.
- Pique the curiosity of curious onlookers and encourage them to give the sport a go.
- Maintaining a fruitful rapport with the car fans who've sought our assistance.

Methodology

For this task, I decided to use a quantitative methodology. There are two primary justifications for taking this course of action. The first is that, because quantitative research relies so heavily on numerical methods of data collection and analysis, it requires collecting information from a large sample to ensure the validity of its findings. Quantitative research methods can also be used to confirm that the correct units of measurement were employed in the survey.

Data Collection Sources

Population:

Islamabad and Rawalpindi's thriving racing culture.

Sample:

From the racing community in Islamabad and Rawalpindi, 100 were chosen.

Sampling Technique:

Randomized sampling with a snowball's chance of success.

Primary Data:

Original research is founded on the researcher's own first-hand experiences, interviews, and other primary sources. Researcher second-hand familiarity with issue by examination of secondary sources or evaluation of primary data obtained before. A well-designed questionnaire will serve our purposes here.

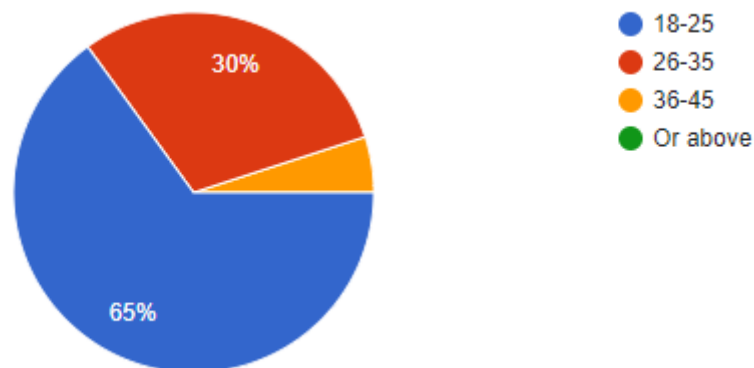
I was able to get comments from the most pertinent people by employing a snowball's chance-of-hits strategy. I reached out to experienced racers who were receptive to responses when doing research for this piece, and they connected me with other local racers in Islamabad and Rawalpindi. The questionnaire I created included 25 questions in total, all of which related to the needs of modern car racers in Islamabad/Rawalpindi and the general direction of racing. The poll also aimed to learn more about the socioeconomic origins of racing lovers, their favorite advertising mediums, their purchasing power, their impressions of how government officials see this sport, and the need/gap in the sector.

Results:

I received 100 actual questionnaires, which I have shown below with pie charts next to each topic the respondents responded.

Demographics

Age:

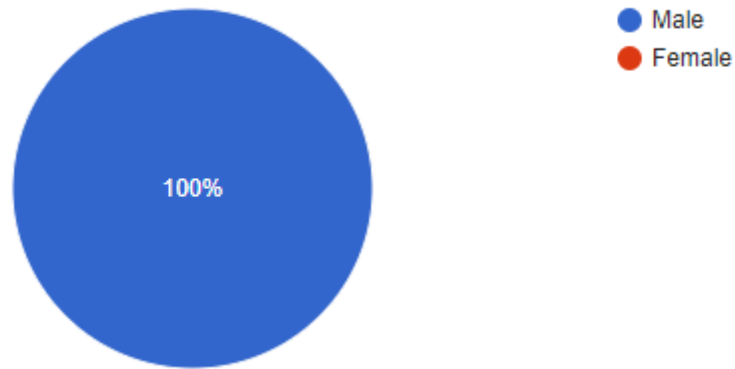


Among the 100 respondents:

- ✚ 65 were of the age group 18-25.
- ✚ 30 were of the age group 26-35.
- ✚ And only 5 were among the age group 36-45.

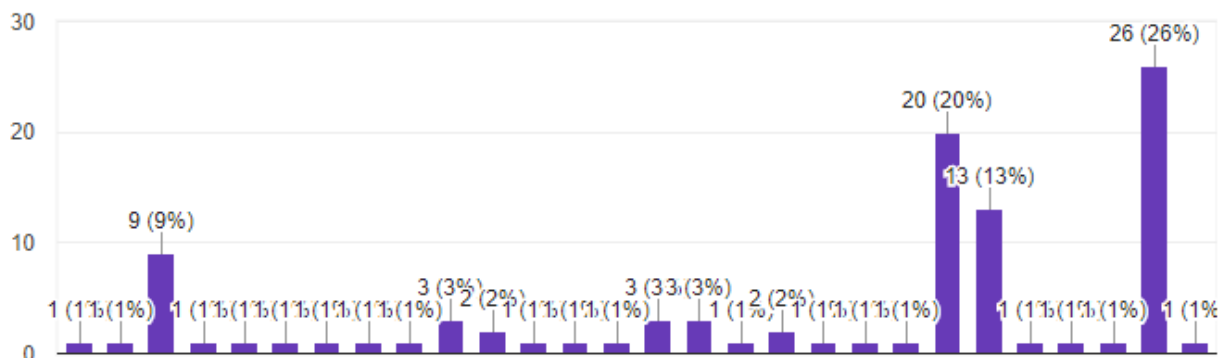
This example demonstrates that a youthful population between the ages of 18 and 35 is our main target market.

Gender:



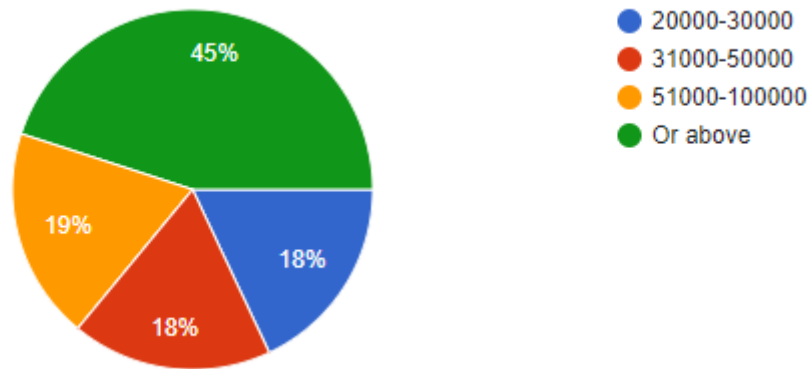
As previously said, a snowball sampling method was used, and I had little luck finding any female racers. The respondents in this research are all guys as a result.

Occupation:



Of the 100 respondents, more over 60 were students, with the other respondents mostly being businesspeople and landowners.

Income:

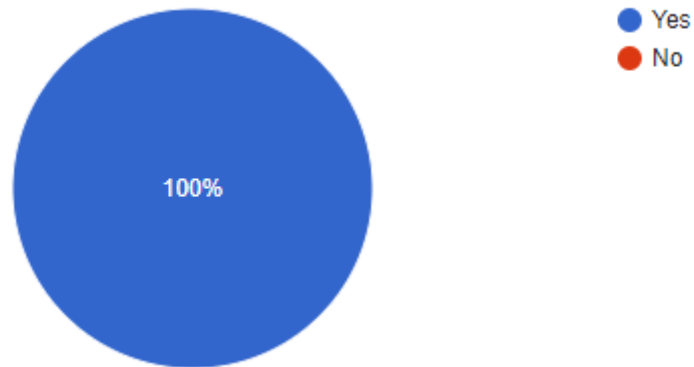


The remaining respondents were evenly distributed across the income groups 20000-30000, 31000-50000, and 51000-100000, with nearly half of the respondents earning more than one lac.

This implies that the majority of the sample has a high purchasing power, which enables us to demand a higher price for our services.

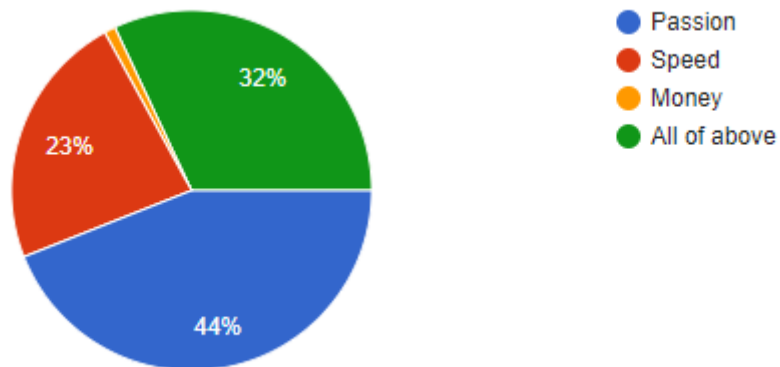
Motor Racing Behavior

Do you like motor racing?



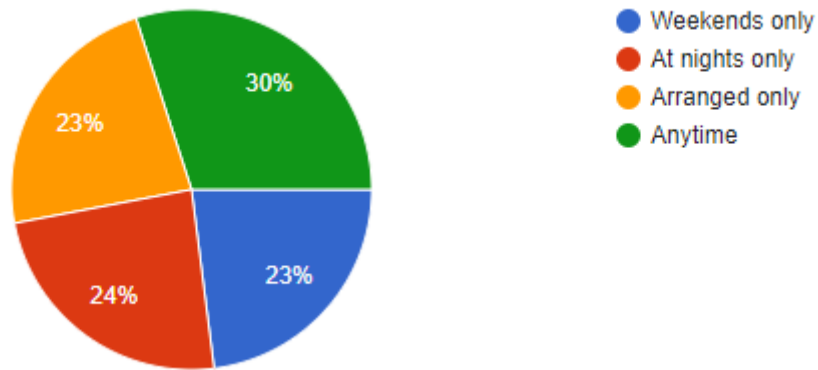
Due to the snowball sampling method and the fact that all respondents had a passion for racing, the response rate was 100%.

What was the motive to start racing?



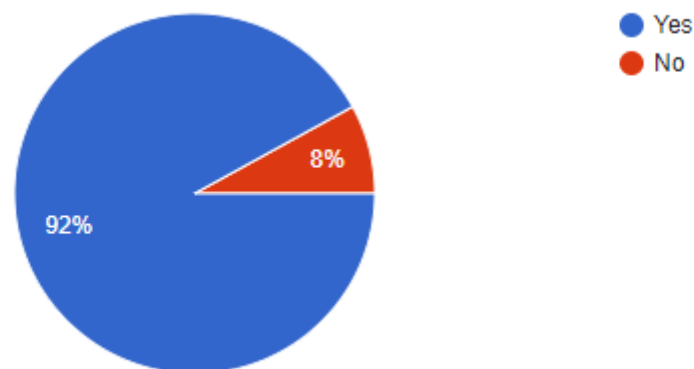
According to 44 respondents, racing began as a result of their enthusiasm. Due of their passion for speed, 23 began. 1 began racing for financial gain. And 32 showed interest in each of the aforementioned elements.

How often do you race?



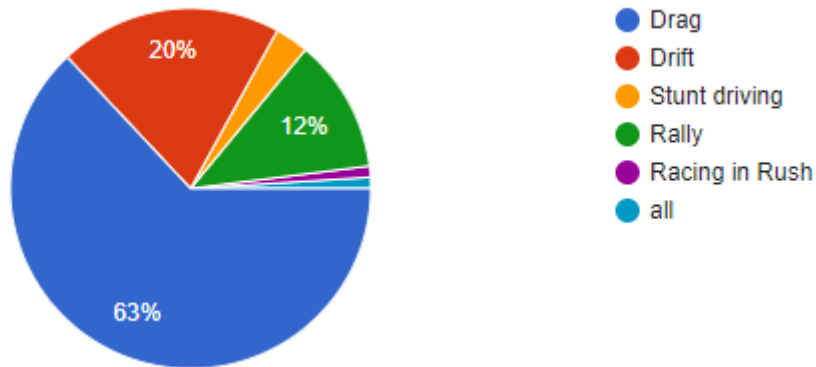
Only on weekends did 23 of the respondents race. 24 responders mention night racing. There were just 23 professionals that competed in the scheduled event. And 30 responders regularly raced.

Do you hold a driver's license?



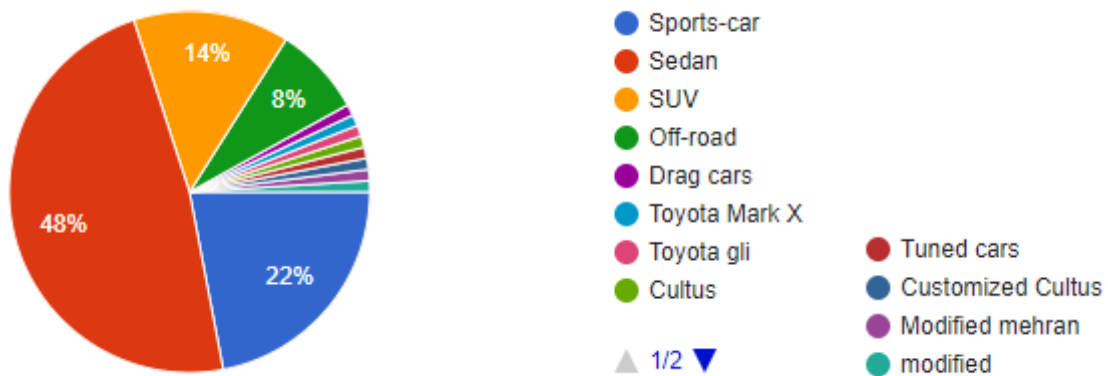
Only 8 of the 92 racers did not possess a driver's license, showing that our potential customers made up the majority of the replies.

What type of racing do you like?



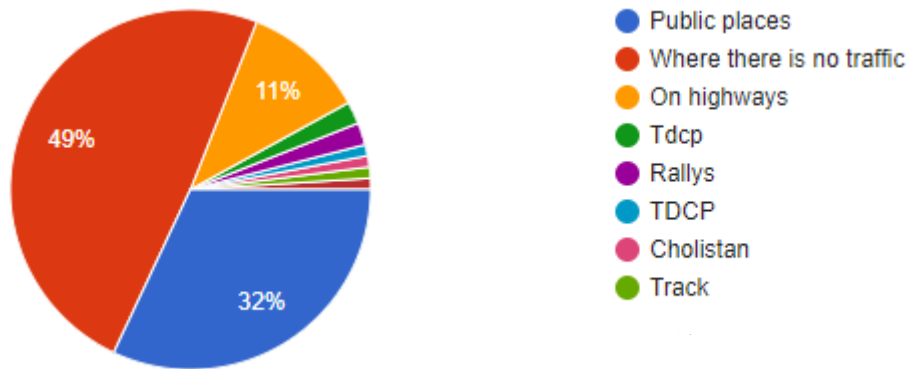
100 people were surveyed, and 63 expressed interest in drag racing. 20 participated in drift racing. Rallying piqued the interest of 12 people. Three were stunt drivers. 1 rush-related notion of racing. Additionally, I was drawn to all forms of racing. This result supports our hypothesis that the majority of racers were interested in drag racing.

On which vehicle do you race?



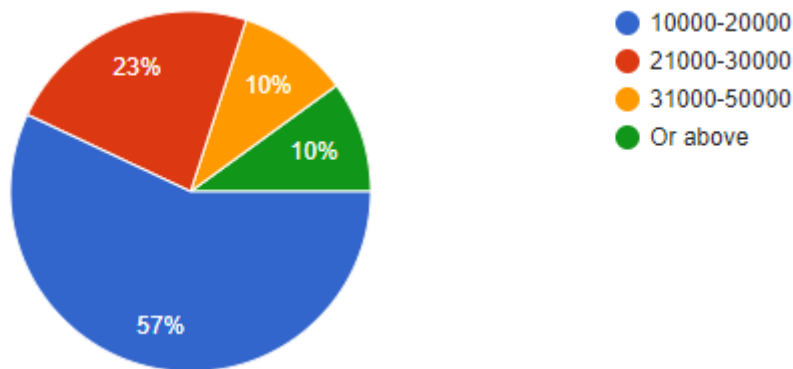
Nearly half of the competitors raced in sedans. 22 pre-owned sports automobiles. SUVs made up 14 of them. 8 of them had off-road vehicles. The remainder drove their variously customized vehicles.

Where do you race?



One-half of the respondents said they preferred areas with little or no traffic. 32 used to compete in street racing. 11 on the roads. And the remainder used to race on TDCP and other public highways, among other locations.

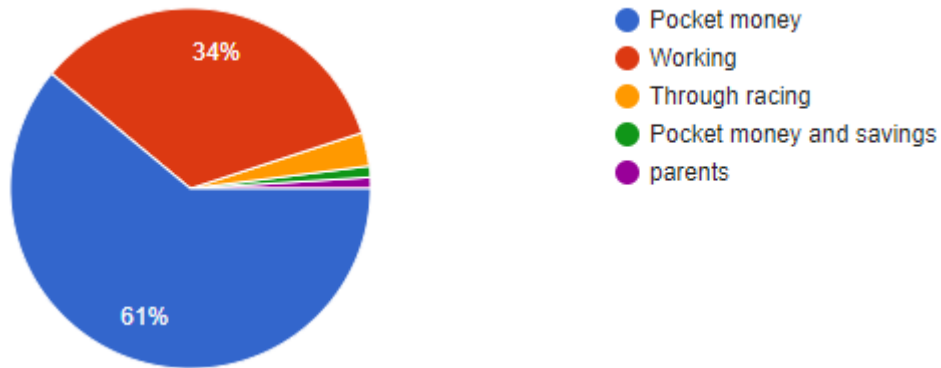
How much are your expenses for racing monthly?



As there was no designated area for racing, 57 respondents reported spending less—between \$10,000 and \$20,000—on racing. 23 were spending \$21,000–\$30,000 a month on racing. 10 people were investing 31,000–50,000 on this sport. The remaining 10 were spending even more on racing each month than \$50,000.

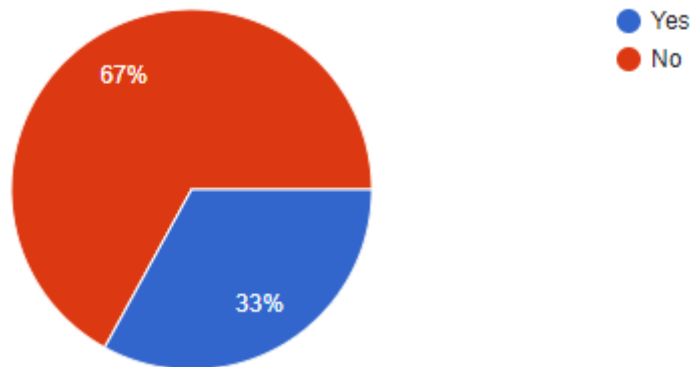
It demonstrates that there is a certain socioeconomic group that would be prepared to pay more for this sport.

How do you manage your expenses?



Because students made up the majority of our sample, they used their pocket money to pay for their racing expenditures. Others, mostly landowners and merchants, controlled their costs by working harder or generating more income. Three responders made it through the race while the others found alternative ways to survive.

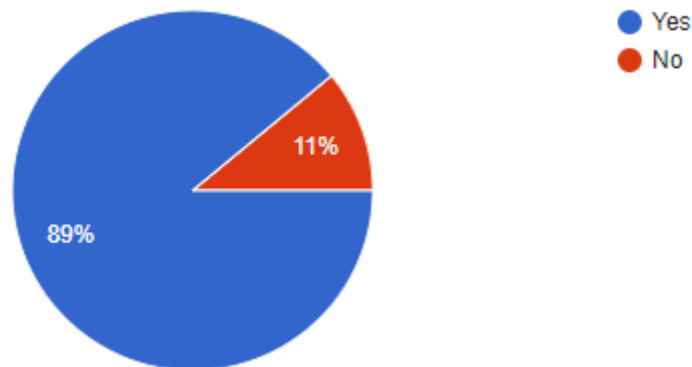
Are you affiliated with any racing organization?



Only 33 of the 100 respondents, including Vikings ISB Wicked, were associated with a certain racing group. Draggers Citizens Riders Swift Followers Goal Racers Racing Team.

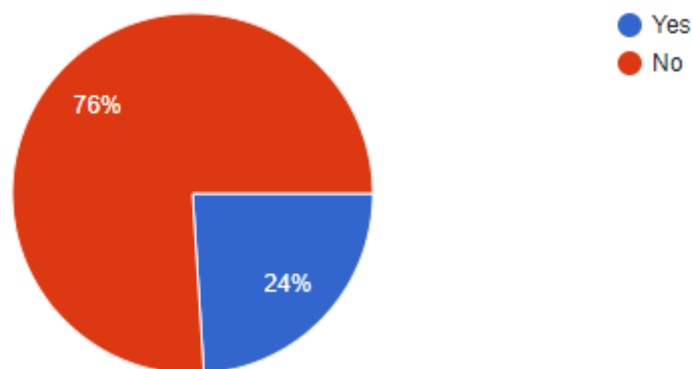
Vehicle Safety and Racing:

Don't you believe spending money on brakes, suspension, safety equipment, and aerodynamics is important given how much you spend on engine modification?



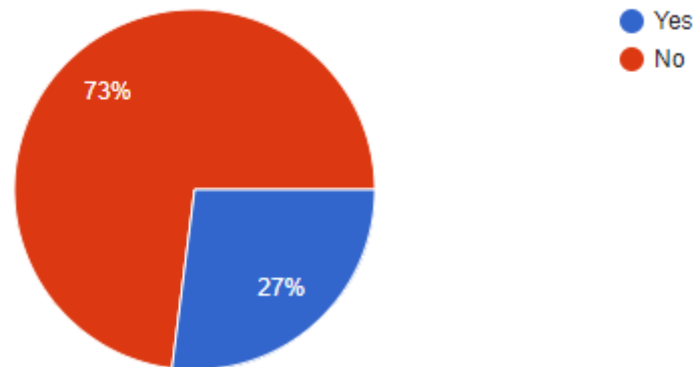
- 89 respondents agreed to this aspect and only 11 disagreed, which shows that there is a need for a workshop for timely maintenance/checkup of the cars along with the track.

Are there prompt medical facilities accessible to you in the event of an accident?



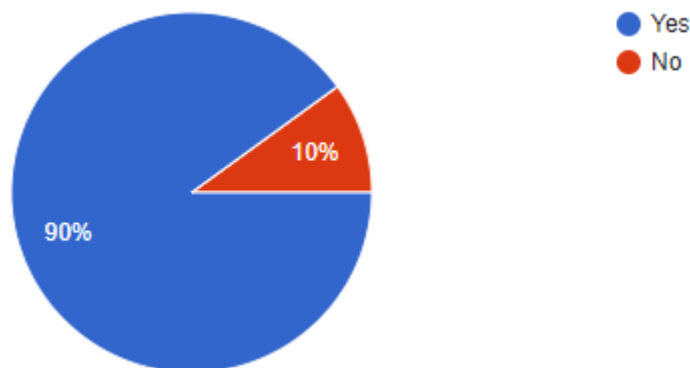
- 76 respondents were of the view that there are no/poor medical facilities available in case of an accident, which leaves a need for on-spot first-aid on the track with a physician as well.

Are there any impediments or safety precautions in place for the viewers?



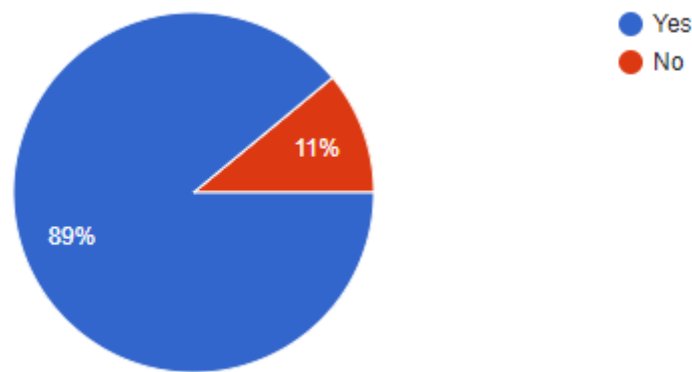
73 respondents which were involved in racing were of the view that there are no safety measures/barriers for the spectators which resulted in a drastic outcome as of the incident in Bahria Town Rawalpindi.

Do you believe that some injuries and fatalities may have been prevented if medical services (First Aid) had been accessible sooner?



90 respondents were in favor of this argument referring to the incident of Bahria Town Rawalpindi as if there were immediate medication available, such a radical situation could have been avoided.

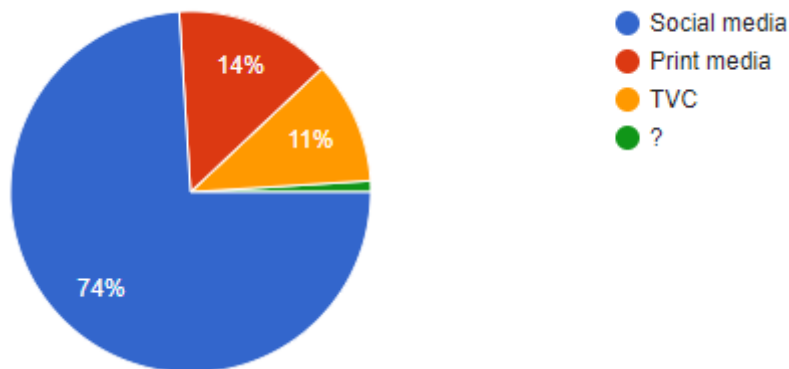
Do you believe that the interest of spectators in this sport would be increased if all required safety precautions were taken?



- ✚ 89 respondents voted in favor of this argument that for the ones who don't have cars yet have an interest in this sport, safety assurance would be an encouragement for them to be a part of this.

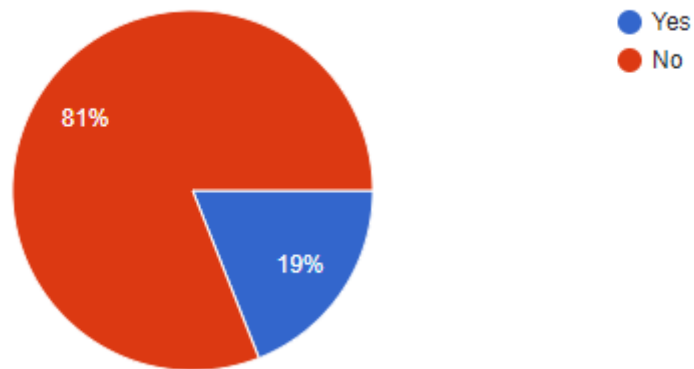
This leads us to the clue to cater to them as our customers through revenue could be generated in form of an entry fee and positive word of mouth.

What media advertisement had the biggest impact on you?



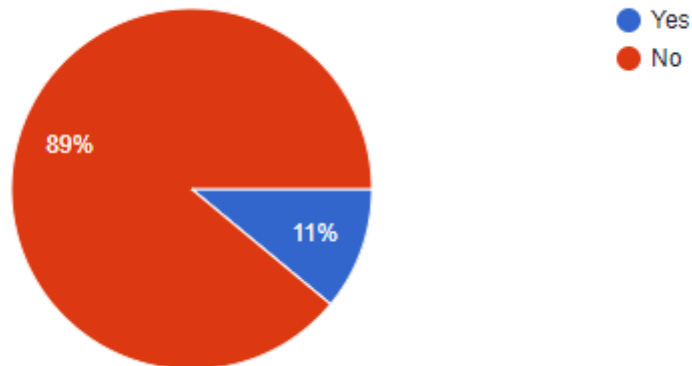
- ✚ As the majority audience of young people, they preferred social media as a platform through which they are influenced presently.
- ✚ 14 preferred print media while only 11 preferred TVCs as the media by which's advertisement they are influenced.

Are the traffic police's present efforts sufficient to halt illicit racing?



- ✚ The results show that 81% of the respondents thought that despite all the efforts the traffic police department is unable to stop Illegal Street racing which creates an immense GAP to cater to that sport in a legalized manner.

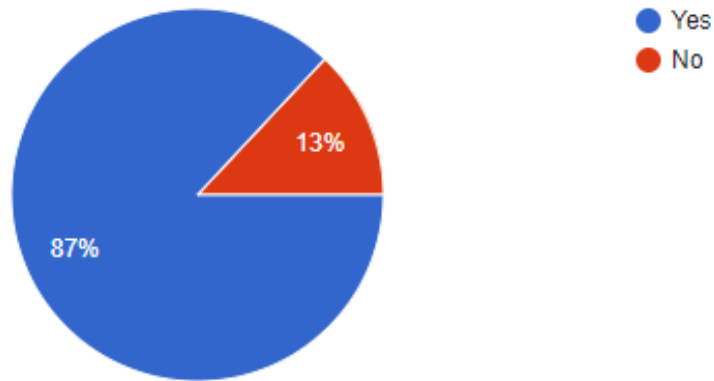
Is there a venue where races may be held in your city or country?



- ✚ 89 respondents claimed that there is no platform available where they could practice this sport.
- ✚ While 11 respondents claimed that there are few platforms where this sport is taken care of, including a few in Karachi and TDCP.

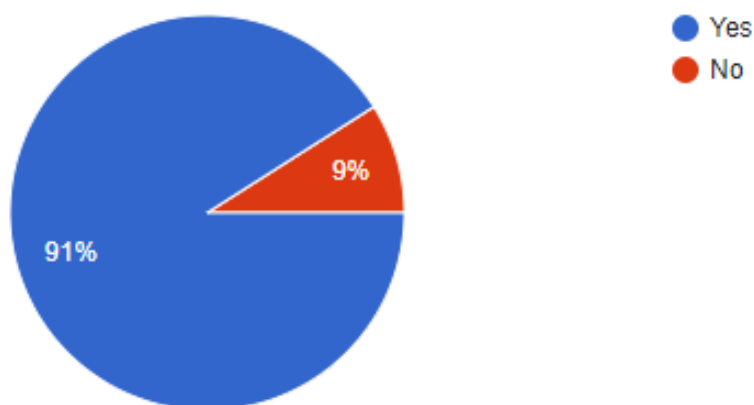
Possibility of using Speedway Arena

If a sanctioned racing track is made available to you, will you quit racing on public roads?



- ✚ If given access to a racing track, 87 respondents would agree to end illegal racing on public highways, while 13 disagreed.
- ✚ However, this significant response in our favor motivates us to carefully continue our initiative.

Would you be prepared to pay more for such a platform?



- ✚ Major chunk of the racing crew of Islamabad/Rawalpindi was willing to pay a premium price against our services.

- ✚ Only 9% of respondents were not willing to pay a higher price for the racing track, and these were the same people who won't stop racing on public roads even if provided with a track.

Even so, the favorable responses encourage us to provide a platform for individuals who wish to race passionately and to the best of their abilities.

Summary

I, together with my project manager, developed a set of twenty technical questions to poll residents of Islamabad and Rawalpindi on their thoughts on a nearby racetrack in light of our aims. Our market research shows a huge need for this service in the region, and our surveys showed a lot of enthusiasm for this venture. If a racetrack invests in all of the proposed upgrades, it will have a lot of room to grow in the years to come.

Marketing Plan

I plan to primarily use social media platforms to reach out to my target demographic. The money needed to invest extensively in marketing is limited in my field. Since this would be Pakistan's first racetrack, little promotion effort has been put into the idea. Word of mouth and advertising on social media platforms like Facebook and Pak-wheels will be the main means by which I disseminate information.

The following aspects are elaborated upon in the marketing strategy:

- Traits That Define a Brand.
- Mission and Vision Statement.

- Mixture de marketing.
- STP (System Transfer Protocol) Analysis.
- In the service industry, a "Flower of Services" is used.
- Model of Porter's Five Forces
- Strengths, Weaknesses, Opportunities, and Threats.
- The PEST Study

Brand Elements

Name:

"SPEEDWAY ARENA"

Logo:



Explanation:

The logo features what seems to be the burning exhaust pipe of a racing car with racing flags superimposed over the name within a series of boundary lines. The reason red has become the dominating color is because it is the most noticeable and attention-grabbing color. Red is

known as the color of fire and blood and is also connected to vitality, power, resolution, desire, and passion.

Tagline:

“LIVE YOUR LIFE A QUARTER MILE AT A TIME”

Vision Statement:

Our goal is to create a secure setting for all Pakistani auto fans and race fans.

Mission Statement:

Our company's goal is to construct the finest racing facility on the planet, one that meets or exceeds all applicable international requirements and is completely safe for all spectators. To do this, we assembled a group of experts whose single mission was to maximize returns for shareholders while simultaneously satisfying our clientele.

Marketing Mix

Product/Service:

In this way, I'll be able to provide a hand to a passionate fan base. A quarter-mile drag strip will be available at the club for timed races amongst members. The racetrack would comply with all applicable international safety requirements. The track would have an asphalt surface, which is both stable and fast. Those that join will have access to a service center for quick fixes (outsourced). A (outsourced) café will be available for the convenience of both spectators and participants.

Price:

The strategy of charging more is one that I want to implement. When a company intentionally charges more than the market will bear in order to sway favorable consumer perceptions based only on cost, we call this premium pricing. The tactic rests on the (not always correct) assumption that more expensive goods are of greater quality, more reliable and desirable, and/or more indicative of social status. This tactic is used since there are few other options and

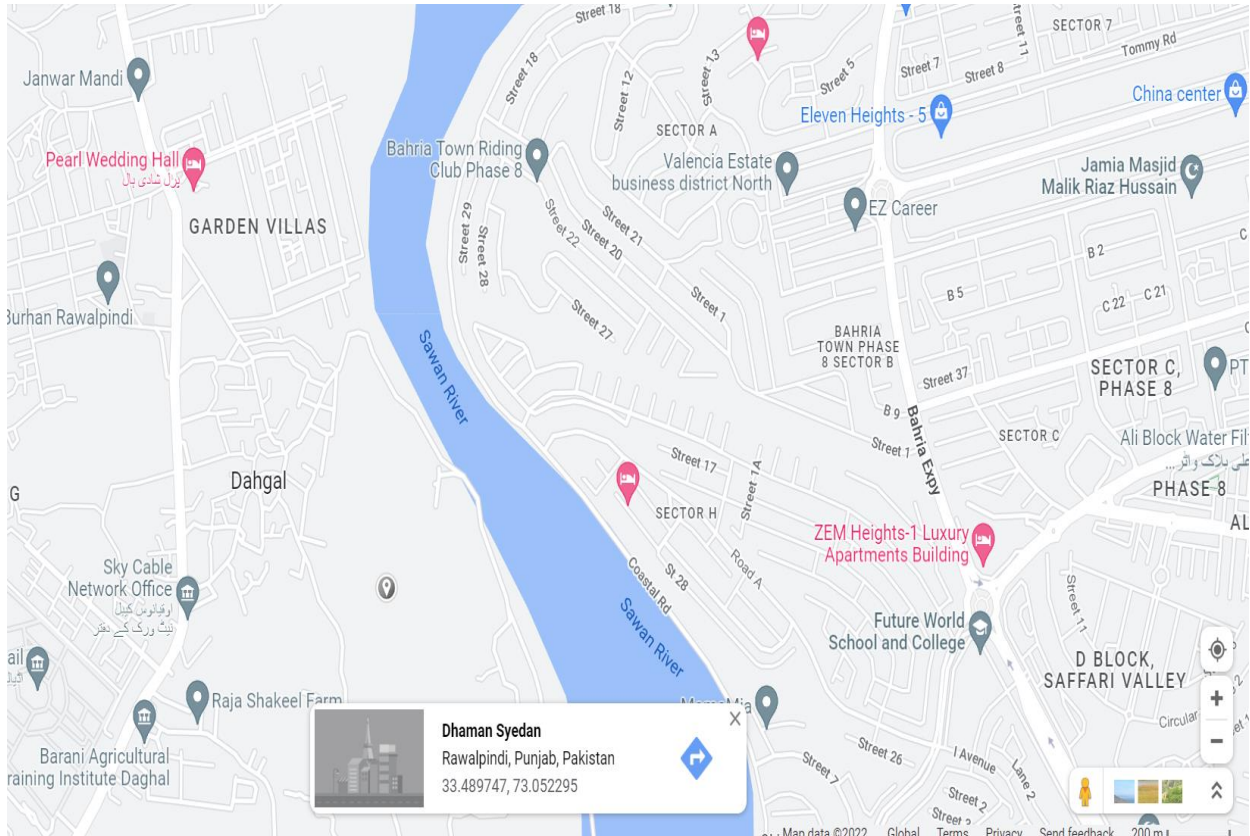
high-end automobile buyers are willing to pay a premium. People in the middle class and above are who I'm aiming my marketing towards. Therefore, a high price tag is justifiable. Getting a business off the ground is expensive, therefore you'll need to charge a lot merely to cover your expenses. Memberships will go on sale six months before the completion of the racetrack.

Pricing structure:

- A yearly membership fee of \$50,000 is required.
- Daily membership in the racing club is \$3,000.
- Daily costs for non-members are \$5,000.
- A single run for a non-member costs \$2,000.
- The amount of money raised from sponsorships will be used to set the cost of entering the tournament.

Place:

Dhaman Syedan, which is adjacent to Adyala Road and next to Bahria Town Phase 8 in Islamabad/Rawalpindi, is where the proposed racetrack would be built. I can witness to this as a resident of Islamabad, where the standard of transportation is only surpassed by that of Karachi. The area for the track must be large enough to accommodate a 1-kilometer-long access road and ample parking. The government is leasing out eight acres of land on that road, and I want to put it to good use. It's convenient to get to DHA, Bahria Town, and PWD from here. Sports fans will go to extraordinary lengths for this. Fans of motorsports in Pakistan come from all across the country to take part in events like auto exhibitions and jeep rallies on the weekends, demonstrating their openness to trying new things. Even though most racetracks are located on the outskirts of big cities, Adyala Road is in the heart of Manila. Thus, it makes perfect sense to build a track there.

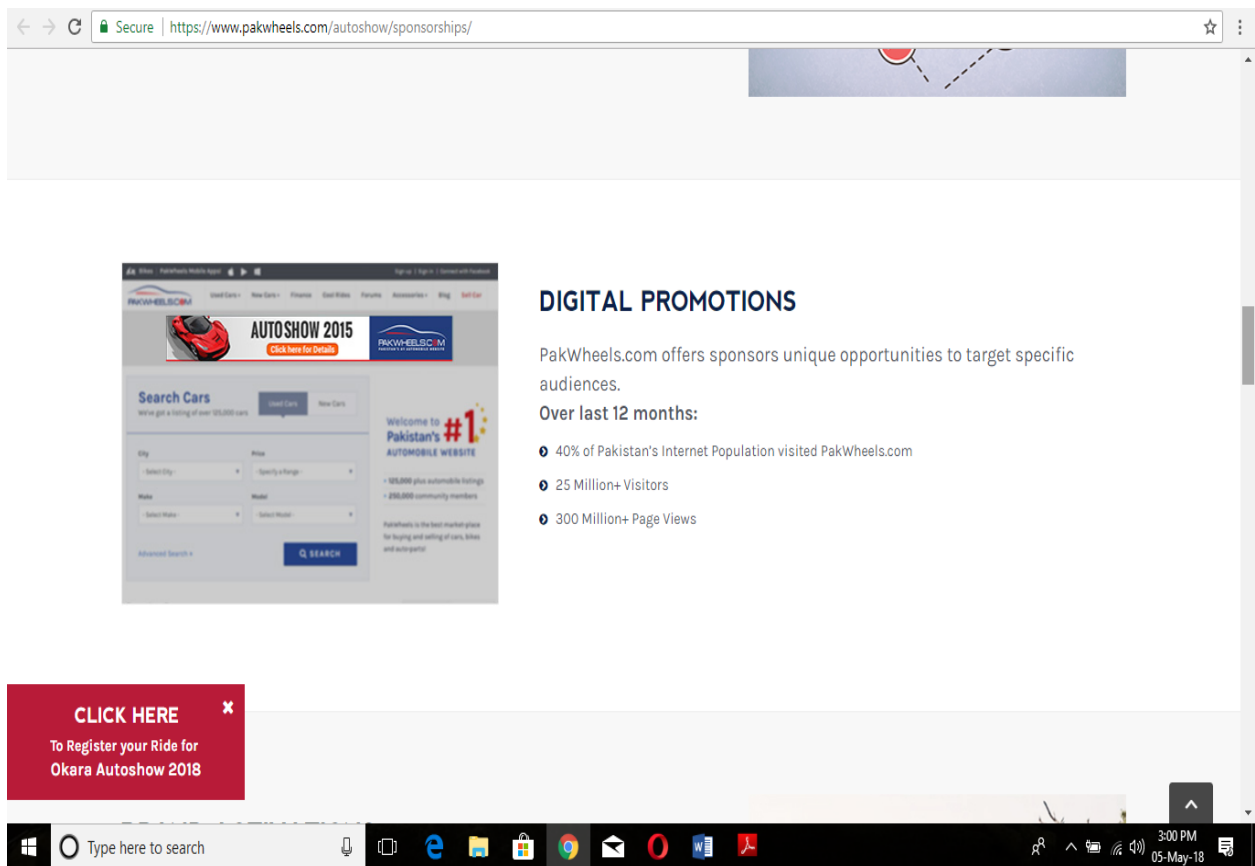


Promotion:

Even before the final stages of construction are complete, the racetrack will begin its promotional activities, which will include:

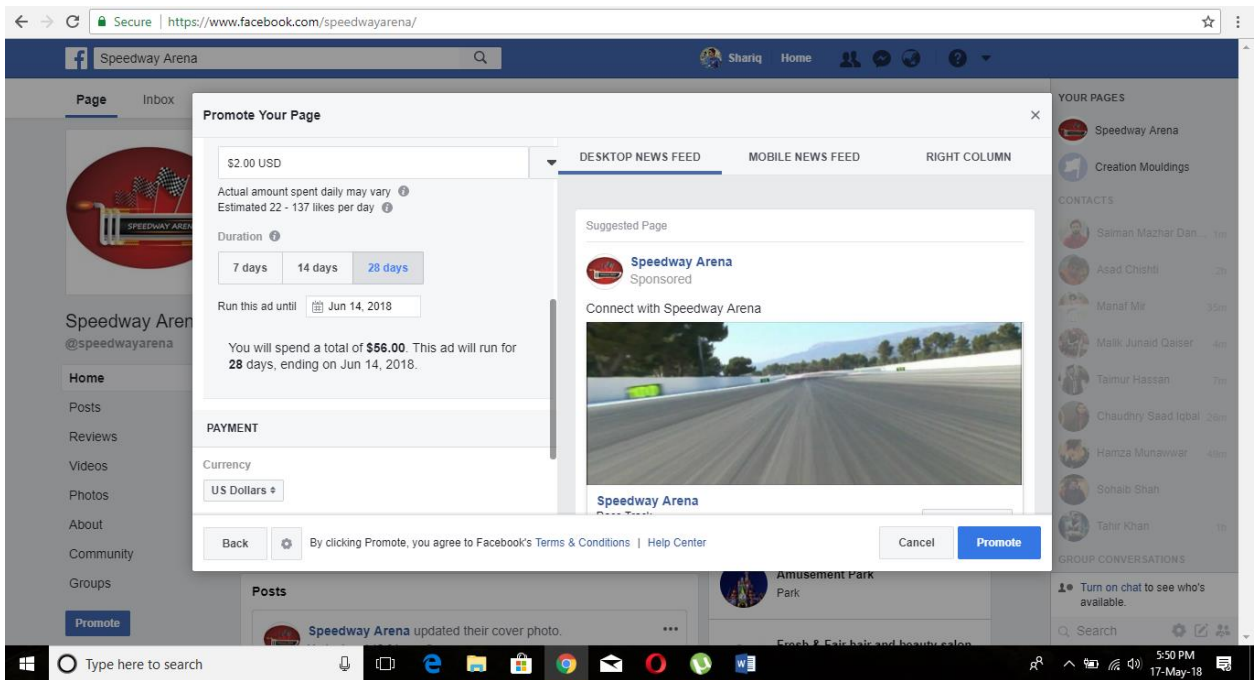
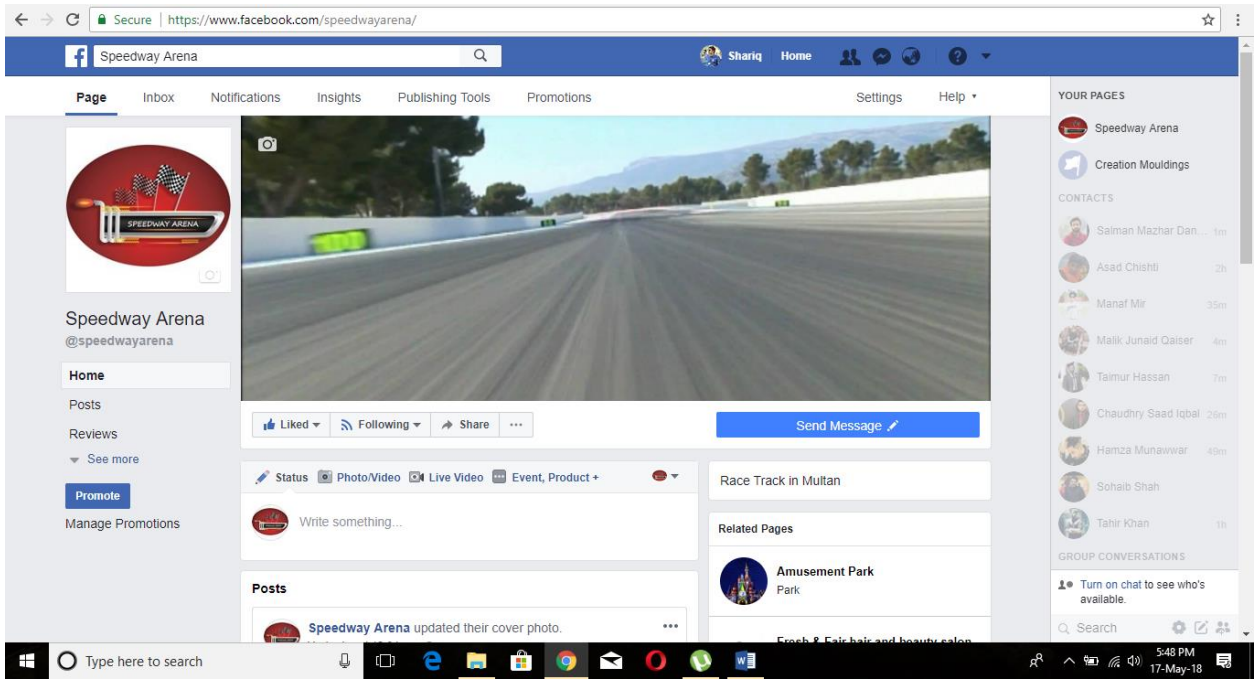
Digital Marketing:

Pak-wheels, Pakistan's most visited website, will soon launch a new blog titled "The Racetrack." As a result, awareness of this paradise for speed demons will spread rapidly as a



Social Media Marketing:

Over 300,000 people follow the Racing Community of Pakistan (RCOP) on their fan page, which can be used to access their other social media accounts. That alone would be enough to spark conversation about the racetrack, since everyone would understand its goals.



Sales Promotion:

A special discount of fifty percent would be granted to the first fifty subscribers before the track's formal launch. This would not only bring in some much-needed cash flow, but it would also increase the company's profile.



Merchandising:

T-shirts, caps, and car stickers will be among the freebies offered to customers and vendors at Speedway Arena, with brands including "Filter House," "Innovators," and "Sehgal Motors" among those recognized. This will eventually help us become more well-known within our target audience.



Company finances prevent substantial investment in advertising. There is no need for a large-scale advertising campaign because it is a need, not a luxury, for auto fans.

STP Analysis

My target audience consists of weekend track warriors who drive modified street cars or sports cars for fun. Those who risk injury or death in dangerous competitions for the rush they get from exertion and the prestige they gain from victory. Racecar enthusiasts are a subset of my

target demographic. In my mind, my company plan would provide such people with a haven where they could unwind and take their minds off their problems.

Since the outset, spectators have gathered at several vantage points, including "Bahria Town and near DHA," to catch a glimpse of the race vehicles. They haven't been provided a place to calmly show their autos or rest in the open air since the police are called if more than 10 sports cars cluster in one spot. Since the sheesha prohibition, Islamabad and Rawalpindi have lost much of their appeal, and as a result, fewer young people attend the city's cafés. For me personally, the sheesha catastrophe made this clear. Teenagers may now relax in comfort at the track's outside cafe thanks to the racing club.

Who exactly are all these auto enthusiasts?

Toss aside your judgmental attitudes toward meatheads. A large and diverse population shares a passion for autos. Fans of automobiles are overwhelmingly male (66%) and young (18-35) (2x as likely as older (35+) in age. Men in their fifties and sixties are more than twice as likely as women of the same age to be enthusiastic online automobile lovers. The high cost of upkeep and additions means that seventy percent of vehicle enthusiasts in Pakistan have monthly incomes of more than two hundred thousand Pakistani rupees. 60% of auto enthusiasts have some college education, and 24% have a bachelor's degree or more, suggesting that these individuals are highly educated and well-off.

There are car enthusiasts all throughout the world, but they really shine in Pakistan. A large percentage of the population resides in the country's biggest cities, including Islamabad/Rawalpindi, Karachi, Lahore, Peshawar, and Multan. Automobile enthusiasts are a diverse bunch. They also have a strong interest in technology, in addition to other popular culture pursuits like sports, music, and video games. Music sites like iTunes.com (86%), video and movie sites like YouTube.com (85%), and sports sites like ESPN.com (70%), are the top three most popular online destinations among vehicle enthusiasts, per a Nielsen online poll. In addition, they often use platforms like Facebook to check on discussions in the Pak-wheels community.

Demographics:

The following criteria will be used to divide the population into distinct subgroups for further analysis.

Gender

- Male
- Female

Age

- 18-25
- 26-35
- 36-45
- Or above.

Income

- Lower class: a monthly income of less \$50,000.
- Lower middle class: monthly income between \$50,000 and \$100,000.
- Upper middle class: a monthly salary of \$100,000–\$200,000.
- Upper class: income of 200000–500000.
- Wealthier class: above \$500,000.

Education/Occupation

- Employees \s
- Students\s
- Businessmen
- landlords, athletes, sports figures, teachers, etc.

Geographic:

- inside of the city.

- throughout the nation.

Targeting:

We will be targeting our audience on the following criteria:

Income

- Upper Middle class
- Upper class.
- Elite class.

Gender

No segregation of any kind is made on the basis of gender. We're shooting for a wide gender split among car- and racing-obsessed readers.

Age

People of all ages who own cars and have racing aspirations make up our core demographic.

Education/Occupation

A recent online survey found that 60% of car enthusiasts have at least some college education, with 25% having earned a four-year degree. However, we won't separate our readers into categories depending on their level of education or profession.

Geographic

Our first base of operations will be in the Islamabad/Rawalpindi area, but we welcome competitors from all around the world.

Positioning:

Without strategic placement, it is impossible to establish a unique brand identity. A company's brand persona can be developed once its brand identity has been solidified. People often picture a brand as an individual, and just like actual people, brands have unique characteristics that influence how customers feel about them and whether or not they'll make a purchase.

My primary goal was identifying my company's POD (Points of Difference), which are essential for any business, and POP (Points of Parity), which are essential for marketing my company.

Focus:

By keeping our word to consumers, we can help put an end to the normalization of illegal street racing and provide motorsports lovers a place to let free while still respecting the law.

POP: Point of Parity

Given that I'm the only person in Pakistan to offer this service inside the Drag Racing sector, I don't need to brag about how fantastic I am.

Points of Dissimilarity (POD):

- Even though I have no direct competitors, I feel it is important to set my business apart from its indirect competitors (TDCP Jeep Rally and a few illegal underground racing organizations) on the following grounds:
- Races at a high rate of speed, as a drag race.
- There will be concrete barriers erected around the track to protect spectators, and in the case of an incident, first aid will be provided for racers.

Positioning Statement:

"We are racing lovers here to serve other racing enthusiasts."

Flower of Services Marketing**Information:**

This information will be sent to anyone who knocks on our door or writes us an email inquiring about our services. Customers are given clear information about our company and its offerings, as well as the costs and timelines associated with using its services.

Consultation:

If a prospective member isn't ready to sign up for our service right after hearing about it, we let them know what other options they have for racing and what would be best for them.

Ordering:

After deciding to utilize our services, the customer will be given a form to fill out so that we may generate his membership card and join him to our system.

Hospitality:

Instead of seeing them as customers, we'd prefer to treat our visitors as honored guests. After we've all exchanged pleasantries, he sits down. After calming him down with water, he inquires as to whether or not they require further assistance before advertising our offerings.

Safekeeping:

Any insider knowledge a client may possess regarding our company would be quite helpful. In accordance with our privacy standards and policy, we never reveal any information about our customers to outside parties.

Exceptions:

As long as there are extremes, there will be opportunities for problems to arise. Our success is directly tied to the satisfaction of our customers.

Billing:

A company with similar values and interests in the environmental movement. E-billing is preferred over paper bills, however, because of the positive impact it has on the environment.

Payment:

You can pay in a variety of ways, including cash or online banking transfers.

Porter Five-Force Model:**Obstacles to entry:**

Barriers to entry describe how tough it would be for a new company to break into an existing market. We stand to benefit from the high expenses and stringent restrictions that come with running a business of this nature. Since the first mover always has an edge, new entrants have difficulties in terms of land, capital, expertise, goodwill, and other considerations while trying to replicate my company's strategy.

Bargaining Power of buyers:

Customers have stronger bargaining power when they have access to several vendors offering the same or similar goods or services. Since we are the only game in town, we can charge whatever we choose, and our customers don't have much of a say in the matter. In light of this, we may safely increase our prices without worrying that customers would go elsewhere.

Bargaining power of suppliers:

They have bargaining power to demand their own terms and conditions when there are just a few suppliers to select from and we have nowhere else to turn. Given the nature of my business,

I may be forced to accept the reality that only a small number of companies are prepared to support my endeavors, and that I will have to rely heavily on public institutions to assure my company's survival.

The threat of substitutes:

The risk of replacement increases in a market when consumers have many options to select from. Since I am the sole provider of my services to the market, my customers have nowhere else to turn. That's why I can charge what I want since no one else can match my ability to satisfy my customers' requirements.

Industry rivalry:

Industrial rivalry occurs when companies in the same sector of the economy engage in predatory pricing and other types of unfair competition. With no real opposition, I don't think it's necessary to encourage rivalry. Since my business is unique, we won't have to worry about any pricing wars. It's not easy for newcomers to enter into the sector.

SWOT Analysis

Strengths:

- This firm pioneered the industry in the country.
- As of right now, there are no major rivals in this industry.
- The study indicated widespread support among the intended readership.
- Assisting racers with the routine maintenance of their vehicles.
- Respecting one's legal responsibilities in all business dealings.
- Adhering to worldwide safety regulations will encourage spectators to watch the races as well as the participants.

Weaknesses:

- This is a new brand that has just been introduced to the market.
- Because we are aiming for a certain subset of the market, our potential customers are smaller.
- Off-road and underground street racing feature few direct rivals.
- Difficulty in contacting city rescue services in the case of an emergency or accident; high initial expenditure; extended duration to breakeven. Location far from the city.

Opportunities:

- Increasing numbers of young people are taking an interest in racing.
- If the advertised services are actually provided, customers will have a positive impression of the organization.
- Since we are catering to a very small subset of the population, we may need to charge more for our services.
- In addition to having significant sponsors like Pak-wheels, Shell, and PARCO as commercial partners, we will also be maintaining a website with information about our services and upcoming events. Which we plan to take advantage of by expanding our operations to additional key cities in Pakistan.

Threats:

- The emergence of new players in the market who provide an identical product or service.
- The legal framework for car racing in the country as established by the government.
- The recession will have an effect on consumers' buying patterns.
- As a result of the potential for dangerous behavior among racers during races and other automobile-related events, the government has imposed new taxes on the industry.

PEST Analysis

Political:

My line of work is heavily influenced by politics. It might be a new law or policy affecting businesses or a new set of rules imposed by the government. Whether or whether the government raises or lowers taxes has a significant impact on my company's bottom line. These are the important political figures and organizations that will shape the global economy: (bureaucracy, corruption, press freedom, trade tariffs, control of education law, anti-trust law, employment law, data protection law, environmental law, health and safety law, competition regulation and deregulation, tax policy, political stability, and related reforms.) The sad events at the drag racing race in Bahria Town, Islamabad, in which five random individuals lost their lives, have been one of many recent challenges faced by my business, which is among the largest of its type. It is imperative that I grow my business while adhering to all applicable regulations.

Economic:

The state of the economy is a major factor in every business's choices and activities. Numerous economic factors influence corporate behavior. It's clear that all countries, whether you're just looking at the economy of Pakistan or the economy of the world as a whole, are currently experiencing economic downturns. The high rate of inflation is a global issue that has resulted in unprecedented numbers of unemployment. Businesses will feel the effects of the government's new policies when lending rates and taxes are adjusted to account for these new demands. If the service provider were to make such a change, it would hurt our business.

I intend to invest 32 million rupees in the establishment of my business. For a startup, this sum may seem excessive, but the industry I am breaking into is notoriously cash-hungry. My target audience will value its simplicity much, and it will rapidly pay for itself. A business's initial two to three years of operation, I intend to generate a significant amount of income and to attract important sponsors who will help me expand the company's operations to other cities in Pakistan.

Social:

Society and cultural standards as a whole are changing rapidly. A firm's bottom line is influenced by factors such as income, spending patterns, purchasing power, background, and worldview. It's not uncommon for kids to pick up a love of vehicles and a habit of discussing my profession, motor racing, from parents who also like the hobby. Since most individuals are interested in having high-quality automobiles and flaunting them at events like TDCP and auto fairs, the sociological element is in my advantage. This is due to the fact that a substantial percentage of contemporary society consists of automobile racers searching for a stage to display their vehicles and skills. This cultural change has directly contributed to the growing demand in the goods and services my business offers, which raises the possibility that my pricing may increase without risk.

Technological:

This variable takes into account both the state of the art and the potential for future technological advancements. Rapid technological advancements have spurred fundamental changes in many areas, business being one of them. In addition, using cutting-edge technology is crucial in today's cutthroat corporate climate. Technology improvements such as the internet, a user-friendly website, and an online automation system are essential for modern firms to stay competitive. My company will rely largely on technological advancements for things like advertising, event organization, member connection through database, state-of-the-art lap measurement software, online portal participation, electronic tickets for automobiles and spectators, and so on.

My company could not operate as smoothly as it does without these technical safeguards; without them, things would rapidly get out of hand.

Competitor Analysis

To better understand the market dynamics that have an impact on our firm and the strategies and tools that our current rivals employ, we conduct a thorough analysis of the industry. We are confident in our ability to predict the market's response to our proposal. We'll break down the two categories of rivals in more detail below.

Direct Competitors:

We are happy to find that there is a dearth of direct rivals offering anything even substantially similar to what we want to provide in this market. But there are secret organizations that run drag races with the blessing of the authorities. Car enthusiasts wouldn't have to engage in criminal behavior if they could legally follow their passion.

Indirect Competitors:

There are a few unrelated competitors who might harm our business, such as:

TDCP Jeep Rally, go-kart racing clubs, etc.

There aren't many other locations in the country where people may watch peaceful motorsports other from them.

Competitive Edge:

Since I don't have any direct opponents, I want to focus on TDCP Jeep Rally and a few unofficial underground racing communities as indirect competitors by highlighting:

- As of right moment, you may legally attend a drag race.
- There are concrete fences erected around the track to keep the crowd safe.
- Participants' health and safety are ensured by the availability of medical care in the case of an incident.
- Every effort is made to prevent unlawful or unethical conduct at the weekly races that are planned.

Human Resource Plan

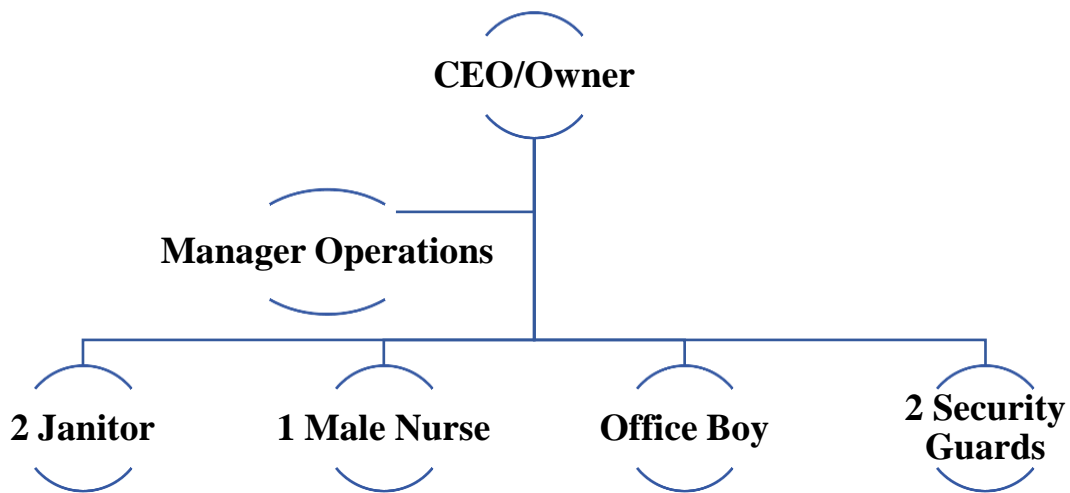
Human Resource Planning ensures that the necessary resources for a company's future operations are readily available. To ensure that business operations run smoothly, it is necessary to put in place a framework that integrates the company's overall strategy with its human resources on a continuous basis. In truth, a company's development and success rely on

a well-developed HR system, and its absence can have disastrous consequences. HR is therefore essential to any company's success.

The HR strategy will also include the following components:

- Hierarchy.
- Starting Group
- The selection processes.
- Firing Technique.
- Wages/Compensation.

Hierarchy:



CEO/Owner:

Being the sole proprietor means that I have to oversee a total of seven employees and make all of the course's operational decisions. I guarantee that I will provide my undivided attention to running my business and will handle all operational matters personally. As I gain experience, I also hope to save costs and boost output for my company.

Manager Operations:

My company needs to hire a manager of operations with a bachelor's degree or higher in business to handle the racing and account maintenance. He will manage the company while my absence and send me regular updates on how things are doing.

Janitor:

For event planning, we'll be relying on two of the hired cleaners. Even though I, as CEO and owner, will be in charge of these initiatives, we will still need a full-time employee to see them through. Once I'm gone, he'll be in charge of scheduling competitions and communicating the outcomes to the higher-ups.

Male Nurse:

Given the significance we place on avoiding injuries and attending to them promptly in the event that they do occur, we have made sure that a medical officer (a male nurse) is always on hand to handle any that may arise and that a fully stocked first aid kit is never far away. As a side gig, he'll help the company's management out with mundane tasks and serve as a liaison between the business and any necessary reaction teams.

Office Boy:

During track hours, one office worker is needed to keep the lights on by keeping an on-site generator well-maintained. He will oversee the opening, closing, and cleaning of the kitchen, office, and cafeteria every day.

Security Guards:

The racecourse will employ two security guards who will work in shifts throughout the day, with one guard always stationed at the front entrance to discourage any illicit behavior. There will be one security officer on duty at the racetrack at all times throughout the duration of the seven-day event.

Initial Team:

Operations Manager, Male Nurse, Janitors, Security Guards, and Security.

Selection Criteria:

The steps listed below provide the parameters for selecting, dismissing, and instructing staff. Furthermore, all staff members will be provided with details about our business and the services we provide.

Hiring Process:

- To ensure the success of my company, it is my duty as the owner to assemble a competent and motivated workforce. I have set up some criteria for the hiring procedure that will be utilized in the search for new staff.
- The social networking sites like LinkedIn and Rozee.pk will have advertisements for the roles of Manager of Operations, Male Nurse, and Janitor. Promotional materials will include their JDs and JSCs.
- Managers and accountants are expected to have a bachelor's degree (16 years) and at least one year of professional experience.
- They all need to have great people skills, but male nurses need a bachelor's degree in nursing and janitors need a bachelor's degree in any field plus at least a year of experience.

Firing process of employees:

Every worker will be given a last warning before being let go if they meet any of the following criteria:

- Any worker who displays unacceptable behavior or fails to fulfill their responsibilities.
- Any employee caught breaking the law or company policy will be terminated immediately.
- Rule breaking by employees or constant whining from regulars

Wages/Compensation:

Manager Operations	50,000
Janitor	30,000
Male Nurse	30,000
Office Boy	20,000
Security Guard	20,000

Operational Plan

On weekends, the CEO will be in charge of seven employees and oversee the racecourse (Friday, Saturday, and Sunday).

Equipment:

- ¼ Mile racetrack (Asphalt)
- ¼ mile shutdown area (Asphalt)
- Signal Lights
- Laser timing machines
- Grandstands for spectators
- Safety Control Fence
- Racing Flags
- Safety gear (helmets)
- Boundary gates
- Medical equipment in case of any accidents

Racetrack Timings:

Hours for the weekend are as follows: Friday, Saturday, and Sunday from 12 PM to 12 AM

Time frames for events and tournaments may shift due to special scheduling arrangements.

Service Design:

14-meter-wide by 1-kilometer-long asphalt road (200 meters parking space and burn box, 400 meters race track, 400 meters shutdown area).

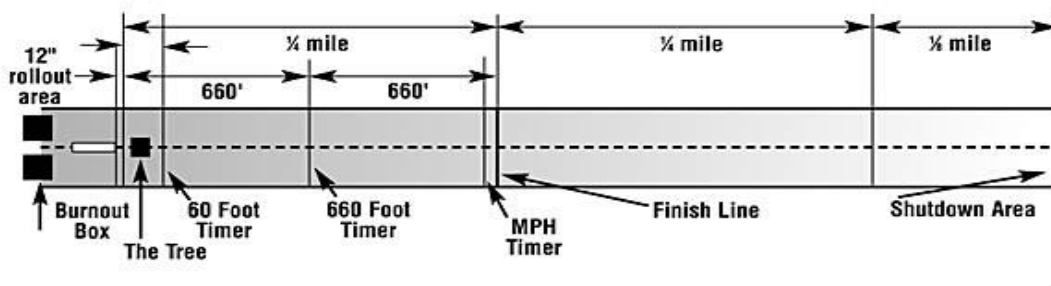
Head-to-head competitions are timed using laser timing technology.

High-powered floodlights for evening races.

An outsourced small café with light fare; a prospective repair/modification business; and a future dry cleaner.

Tournaments will involve races between different "classes" of cars, with "classes" being determined by the horsepower of their respective engines.

Track Layout:



Development Plan

The Capital Development Authority has granted the track a license at a cost of 0.5 million Pakistani rupees.

Eight acres of the property we're utilizing is leased from the government for twenty years. For a cool million per 12 months.

Mr. Shaigan Awan, a contractor, has been tasked with overseeing the development of the 1 km drag strip and the security gates for spectators, a project that is estimated to cost around 25 million Pakistani rupees.

About 3 million Pakistani rupees will be spent on commissioning "Car Craft" to provide and install all of the necessary racing equipment for a racetrack.

Building an office and purchasing the appropriate machinery would cost me close to 2.5 million Pakistani Rupees, where I plan to centralize all of our company's administrative tasks.

Financial Plan

Project Financing:

Description	Amount
Loan Amount	32,000,000
Total Equity/Land	0
Total Investment	32,000,000

Project Cost:

Capital Investment	Amount
Track Development	25,000,000
Licensing Fee	500,000
Machinery & Installation	3,000,000
Building	1,700,000
Office Equipment	800,000
Cash on hand	1,000,000
Total	32,000,000

Office Equipment & Furniture:

Description	Quantity	Unit Cost	Total Cost
Chairs	12	2000	24,000
Tables	5	6000	30,000
Sofa Set	1	20,000	20,000
Water Dispenser	1	15,000	15,000
Clock	1	2000	2000
Air Conditioner	1	70,000	70,000
LED	1	40,000	40,000

Generator	1	500,000	500,000
C.C.T.V	2	15,000	30,000
Laptop	1	50,000	50,000
Fans	3	3000	9000
Lights	10	1000	10,000

Depreciation of Assets:

Description	Cost	Salvage Value	Useful Life	Depreciation/Year
Chairs	24,000	2400	5	4320
Tables	30,000	3000	5	5400
Sofa Set	20,000	2000	5	3600
Water Dispenser	15,000	1500	5	2700
Clock	2000	200	5	360
Air Conditioner	70,000	7000	5	12,600
LED	40,000	4000	5	7200
Generator	500,000	50,000	5	90,000
C.C.T.V	30,000	3000	5	5400
Laptop	50,000	5000	5	9000
Fans	9000	900	5	1620
Lights	10,000	1000	5	1800
Machinery & Installation	3,000,000	300,000	10	270,000
Building	1,700,000	0	15	113,333
Track	25,000,000	0	15	1,616,666
Total				2,144,000

Description	Cost	Salvage Value	Useful Life	Amortization/Year
Licensing Fee	500,000	0	10	50,000

Monthly Expenses:

Description	Total Cost
Electricity + Fuel	300,000
Salaries	200,000
Advertising Expense	50,000
Depreciation Expense	178,667
Amortization Expense	4167
Other Expenses	17,166
Total	700,000

Sales Forecasting of Year - 2023:

January:

Description	Quantity	Price	Cost
Memberships	50	50,000	2,500,000
Race for Members	100	3000	300,000
Race for Non-members	50	5000	250,000
Single Race	100	2000	200,000
Total			3,250,000
Expense			-700,000
Profit Before Tax			3,950,000

February:

Description	Quantity	Price	Cost
Memberships	30	50,000	1,500,000
Race for Members	150	3000	450,000
Race for Non-members	75	5000	375,000
Single Race	100	2000	200,000
Total			2,525,000
Expense			-700,000
Profit Before Tax			3,225,000

March:

Description	Quantity	Price	Cost
Memberships	20	50,000	1,000,000
Race for Members	200	3000	600,000
Race for Non-members	100	5000	500,000
Single Race	100	2000	200,000
Total			2,300,000
Expense			-700,000
Profit Before Tax			3,000,000

April:

Description	Quantity	Price	Cost
Memberships	15	50,000	750,000
Race for Members	200	3000	600,000
Race for Non-members	150	5000	750,000

Single Race	150	2000	300,000
Total			2,400,000
Expense			-700,000
Profit Before Tax			3,100,000

May:

Description	Quantity	Price	Cost
Memberships	10	50,000	500,000
Race for Members	250	3000	750,000
Race for Non-members	200	5000	1,000,000
Single Race	200	2000	400,000
Total			2,650,000
Expense			-700,000
Profit Before Tax			3,350,000

June:

Description	Quantity	Price	Cost
Memberships	10	50,000	500,000
Race for Members	250	3000	750,000
Race for Non-members	200	5000	1,000,000
Single Race	200	2000	400,000
Total			2,650,000
Expense			-700,000
Profit Before Tax			3,350,000

July:

Description	Quantity	Price	Cost
Memberships	6	50,000	300,000
Race for Members	250	3000	750,000
Race for Non-members	200	5000	1,000,000
Single Race	250	2000	500,000
Total			2,550,000
Expense			-700,000
Profit Before Tax			3,250,000

August:

Description	Quantity	Price	Cost
Memberships	5	50,000	250,000
Race for Members	275	3000	825,000
Race for Non-members	200	5000	1,000,000
Single Race	250	2000	500,000
Total			2,575,000
Expense			-700,000
Profit Before Tax			3,275,000

September:

Description	Quantity	Price	Cost
Memberships	4	50,000	200,000
Race for Members	300	3000	900,000

Race for Non-members	200	5000	1,000,000
Single Race	250	2000	500,000
Total			2,600,000
Expense			-700,000
Profit Before Tax			3,300,000

October:

Description	Quantity	Price	Cost
Memberships	3	50,000	150,000
Race for Members	300	3000	900,000
Race for Non-members	225	5000	1,125,000
Single Race	250	2000	500,000
Total			2,675,000
Expense			-700,000
Profit Before Tax			3,375,000

November:

Description	Quantity	Price	Cost
Memberships	2	50,000	100,000
Race for Members	300	3000	900,000
Race for Non-members	250	5000	1,250,000
Single Race	300	2000	600,000
Total			2,850,000
Expense			-700,000

Profit Before Tax			3,550,000
--------------------------	--	--	------------------

December:

Description	Quantity	Price	Cost
Memberships	2	50,000	100,000
Race for Members	300	3000	900,000
Race for Non-members	250	5000	1,250,000
Single Race	300	2000	600,000
Total			2,850,000
Expense			-700,000
Profit Before Tax			3,550,000

Income Statement

Financial Year – 2023

Sales Revenue	40,275,000
OPERATING EXPENSE	
Electricity + Fuel	(3,600,000)
Salaries + Land	(3,400,000)
Advertising Expense	(600,000)
Depreciation Expense	(2,144,004)
Other Expenses	(205,992)
Amortization Expense	(50,004)
Total Net Income	30,275,000

Financial Year – 2024

Sales Revenue	32,220,000
OPERATING EXPENSE	
Electricity + Fuel	(3,600,000)
Salaries + Land	(3,400,000)
Advertising Expense	(600,000)
Depreciation Expense	(2,144,004)
Other Expenses	(205,992)
Amortization Expense	(50,004)
Total Net Income	22,220,000

Financial Year – 2025

Sales Revenue	32,220,000
OPERATING EXPENSE	
Electricity + Fuel	(3,600,000)
Salaries + Land	(3,400,000)
Advertising Expense	(600,000)
Depreciation Expense	(2,144,004)
Other Expenses	(205,992)
Amortization Expense	(50,004)
Total Net Income	22,220,000

Balance Sheet

Financial Year – 2023

ASSETS	
Cash	9,454,000
Land	0
Track	25,000,000
License	500,000
Plant & Machinery	3,000,000
Building	1,700,000
Office Equipment	800,000
Accumulated Depreciation	(2,144,000)
Accumulated Amortization of License	(50,000)
Total	38,260,000

LIABILITIES & OWNER EQUITY	
Loan	32,000,000
Retained Earning	6,260,000
Personal Capital	0
Total	38,260,000

Financial Year – 2024

ASSETS

Cash	18,575,000
Land	0
Track	25,000,000
License	500,000
Plant & Machinery	3,000,000
Building	1,700,000
Office Equipment	800,000
Accumulated Depreciation	(4,288,000)
Accumulated Amortization of License	(100,000)
Total	45,187,000

LIABILITIES & OWNER EQUITY

Loan	32,000,000
Retained Earning	13,187,000
Personal Capital	0
Total	45,187,000

Financial Year – 2025

ASSETS

Cash	28,390,350
Land	16,000,000
Track	25,000,000
License	500,000
Plant & Machinery	3,000,000
Building	1,700,000
Office Equipment	800,000
Accumulated Depreciation	(6,432,000)
Accumulated Amortization of License	(150,000)
Total	52,808,350

LIABILITIES & OWNER EQUITY

Loan	32,000,000
Retained Earning	20,808,350
Personal Capital	16,000,000
Total	52,808,350

Conclusion

If the racecourse can operate as designed and deliver the projected benefit to its clients (drivers and spectators) and the government, it will be profitable.

The goal of this research is to determine whether or not it would be possible to construct a racing track in either Islamabad or Rawalpindi, with the expectation that this would help transform horse racing in Pakistan from a socially taboo and illegal activity into a popular spectator sport. My racetrack will revolutionize the racing industry in Pakistan thanks to the concrete barrier I'll build around it to protect spectators and the on-site medical facilities for both drivers and spectators in the case of an accident.

As soon as the track received approval from the District Government and the Capital Development Authority, any criminal activity on the property will be dealt with appropriately.

Using the snowball sampling method, I was able to expand my survey and get the following information:

- One hundred percent of those who filled out the survey had a positive opinion of racing and were involved in the sport in some way.
- 92 percent of those surveyed held a valid driver's license, suggesting that the people we are trying to reach are educated and careful behind the wheel.
- Sixty-three percent of respondents were enthusiastic about drag racing, while the rest preferred other forms of motorsports like drifting and rallying.
- Since they had nowhere else to go, all respondents acknowledged that they have engaged in street racing.
- Seventy-six percent of those who took the survey think that in the event of an emergency, there are either no or inadequate medical facilities nearby, meaning that a doctor would need to provide first aid right away.
- Seventy-three percent of those surveyed said that spectator safety measures are inadequate or nonexistent.
- Referring to the situation in Bahria Town Rawalpindi, 90% of respondents believed that many dire consequences might be avoided if medicine was readily available.
- Eighty-seven per cent of participants thought that illegal racing on public roads would be stopped if a race track was built.
- Since this is more than just a hobby for 91% of respondents, they are willing to pay a premium for this service.

Certain types of auto racing fans are Speedway Arena's target audience. We cater to automobile owners who like racing but don't have easy access to a good site. When finished, the Speedway Arena will not only meet their needs, but it will serve as a model for other arenas around the country.

Limitations:

- Available only in Islamabad and Rawalpindi at first, and only to those with a stereotyped view of the world in which they believe sports to be immoral and illegal.
- What governmental factors are driving this sport's growth in the country?
- In the past, drag racing has been involved in a few high-stakes incidents.
- Because of the state of the economy, present business conditions are not ideal.

Future Prospects:

- I plan to build a workshop, a modifying shop, and a racetrack to accommodate my company's future expansion and to give specialist knowledge in the areas of automobiles and racing.
- Following profitability, I plan to expand my company to other major cities in Pakistan including Lahore, Karachi, and Peshawar.
- I can't wait to get bike racing up and running with the same safety precautions and regulations that have made car racing so popular.
- Working with the government organization "TDCP" to organize drag racing events around the country.

Critical Risks:

The first big obstacle is obtaining the necessary licensing from the Capital Development Authority (CDA). Processes like this are laborious and time-consuming. Many have attempted and failed to get permits, but those who do stand to make a tidy profit.

Hire a seasoned attorney to look into the situation and help you make a strong case for the racetrack.

Second, the project would be a huge disaster due to customer unhappiness and bad press if the racetrack design did not live up to international standards.

To ensure the track is up to international standards, it is planned to use a San Francisco design model as a starting point.

Finally, thirdly, given it is a racetrack, speed will be a priority for the drivers. When this happens, accidents are more likely to happen, and if someone were to be wounded, the business would have to shut down.

Victims of accidents will have access to emergency medical care and be put in touch with the Rescue 1122 Division as soon as possible.

Fourth, if those who don't like the idea of a racetrack sue the company, our license might be canceled or the launch pushed back.

As indicated in the first paragraph, we will be retaining the services of a qualified attorney to ensure that this potentially combustible situation remains under control.

Q9. What methods do you use to keep your spending in check?

1. Pocket money 2. Working 3. Through racing 4. Other, please specify _____.

Q10. Do you belong to a racing group?

1. No 2. Yes, please specify_____.

Q11. Considering how much time and effort you put into tuning the engine, don't you think it's vital to invest in other parts like the brakes, suspension, safety gear, and aerodynamics?

1. Yes 2. No

Q12. Can you go to a hospital quickly in case of an emergency?

1. Yes 2. No

Q13. Are there any safeguards in place to protect the audience?

1. Yes 2. No

Q14. In your opinion, may certain injuries and deaths have been avoided if medical help (First Aid) had been available sooner?

1. Yes 2. No

Q15. Do you think that if all necessary safety precautions were implemented, there would be more interest in this activity among spectators?

1. Yes 2. No

Q16. In what ways have you been moved by advertising you've seen in the media?

1. Social media 2. Print media 3. TVC 4. Other, please specify_____.

Q17. Do you think the current efforts of the traffic police are enough to put a stop to illegal street racing?

1. Yes 2. No

Q18. Are there any good tracks in your area?

1. No 2. Yes, please specify_____.

Q19. Would you quit racing on public roads if you had access to a licensed race track?

1. Yes 2. No.

Q20. How much extra would you pay to get access to such a platform?

1. Yes 2. No