

***Feasibility of a Marketing Agency in
Islamabad / Rawalpindi***



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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.

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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.

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Executive Summary:

The task is about the Imaginative Showcasing Organization, entering the significantly conventional market of North and explicitly in Islamabad/Rawalpindi cities. The primary extent of the venture is to upgrade the brand bubble in Islamabad/Rawalpindi markets. As the cities have acquired the standing of a metropolitans so in light of its potential market we mean to make it a place of brands. The possibility and meaning of the undertaking has been happy with the assistance of statistical surveying as information has been accumulated with the assistance of google docs of 165 reactions from business-arranged individuals. Four accomplices from NUST Business School advertising personnel are beginning the office. The administrations being offered are various advertising and marking related consultancy items with the upper hand of evaluating as well as appropriate deals preparing and thoroughly prepared deals force supplier. Our picked advertising medias for this undertaking are Out of Home, Online Entertainment and Individual Selling.

Our cycle will be straightforward and all around oversight as the acceptance will be taken through web-based structure and afterward eye to eye meeting with the client and further procedure will be finished by point by point statistical surveying. As every one of the accomplices independently shapes the principal group keeping various situations as an Expert, Brand Planner, Brand Examiner and Brand Trained professional, in light of their down to earth and scholastic involvement with promoting. Our office is arranged in a rental structure at Gulberg Greens Islamabad correspondingly our clients can associate with us via online entertainment too the installment won't be finished in that frame of mind after the help conveyance to client.

Similar to our rivals we are zeroing in on the private companies portion rather than corporate firms as we have find in our exploration that independent companies are forgotten to profit particular promoting administrations because of less spending plan. For the monetary angle every one of the four accomplices are equivalent value holder in the business. Brands rise is currently happening much more quickly on account of formative tasks like CPEC and more outsider inflow. Presently there's need of good Promoting and Marking specialist organizations to support the development and maintainability of the organizations in an exceptionally serious business climate.

Introduction:

Showcasing is about buyer brain science, how purchasers see a brand and its contributions, once in a while an organization has the right item yet offering it to wrong section of clients, unpredictably they focus on the right client yet couldn't convey to them suitably and some of the time an essential increase in special strategies is expected to keep a brand running and being cutthroat too. We are giving one sole stage to figure out a total Showcasing plan particularly for new business and experience all promoting obstacles a new or existing B2C model organization could confront, Focusing from New companies to Sme's.

Our tasks start with issue distinguishing proof, a definite showcasing examination will be led of the business, market circumstance and the particular issue regarding the objective market against the incentive, done by our master Investigator and as indicated by determined consequences of quantitative information alongside SWOT investigation of the business climate, procedures will be planned and will be recommended to the client and with the common assent and consultancy endorsed methodology will be executed with the skill of our Image Trained professional. We as an organization are here to assist you with situating yourself in a correct way as for your objective market and speak with your client in the most reasonable and powerful way likewise to lay out your value according to your client as well as offering you a specialist guidance to develop you as a better brand continuously keeping you than be on the influence of upper hand from the part of Showcasing.

Through showcasing an organization can tell its clients that it exists as well as exists to cater their requirements through imparting its message properly. Over the period, discipline of promoting is changed so momentarily which stands apart with no correlation due to the change in purchaser ways of behaving, globalization and innovation upgradation, showcasing is continually changing because of these elements and this produces a half and half methodology of engaged as well as performing multiple tasks to cater the changing requirements of various kinds of clients. This complicated business climate requests 360 brand stewardships since fostering the brand character is the place of distinction we have on the grounds that prior to imparting its message to the right clients a brand should have a fitting brand picture to foster a close to home association among client and the brand which helps the component of procurement aim which is moved by determine brand realness in the personalities of the client which eventually fosters the feeling of value responsibility and truthfulness of brand with its clients.

With the assistance of exploration, we are not just going to focus on the featured issue of our client yet in addition a determined circumstance since we accept that a conscious brand personality is the key of each and every flourishing brand through which it can foster huge brand mindfulness towards new clients as well as laying serious areas of strength for out steadfastness with old clients, we are here now to assist you with rethinking not a singular help but rather a total showcasing division.

Background:

Essentially, Promoting itself arose as a need when the neo-old style financial experts thought of the idea of interest and supply during the period of Modern Insurgency and Worldwide Exchange. It developed by twentieth century it turned into a cutting edge and fundamental methodology of business and various strategies went under its tremendous umbrella, the historical backdrop of marking goes a long ways past the referred to history of showcasing as whenever it first was utilized in the bygone eras when shepherds used to put a consume blemish on their Domesticated animals with the end goal of ID.

Alongside these advancements one more need rose with part of trouble in imparting the message in the market that wouldn't just give data to the clients yet will likewise convince them in each way, that is when ad appeared. The thought began with the most conventional print media which was Paper and afterward arose into another knowledgeable classification and a part of showcasing. First Notice organization was established by Willian Taylor tracing all the way back to late 1700's in London, after that V.B Palmer was the main man presenting commercial in U.S and altered the business climate of U.S which later arose as the huge center of imaginative publicizing offices like Ogilvy and Mather.

The Principal Pakistani began promoting offices are Manhattan Pakistan and Situate what began their tasks back in 1950's, before that Worldwide showcasing offices were working in Pakistan on a base scale and they were obliging just the enormous associations and Mnc's. With regards to showcasing, Pakistan confronted a misfortune right from its creation since all the promoting organizations of the subcontinent were in Calcutta, Delhi and Bombay. Generally the extent of promoting was very less due to the denied proficiency rate and customary business climate.

In the start of Pakistan, the most utilized showcasing or promoting media was the print media including Paper and Magazine alongside that Radio used to assume a crucial part in advertising

efforts, later followed by Outside media (Boards) in light of the fact that these were the main mediums to advertise an item or administration till 1980's when pattern moved to TVs and ATL crusades followed the way of TV Plugs (Tvc's). This stayed same until the 21st 100 years and the rise and development of Dotcom bubble (web). Presently most broadly utilized advertising media is the web and presently individuals are greater quality cognizant and brand cognizant yet in the past individuals were more cost cognizant. Throughout the time showcasing has made its secret spot in the personalities of shoppers and an item which not promoted or all in all the item which is definitely not a marked one is seen as a bad quality and third evaluated which is valid in this period. In beyond 10 years Pakistan has seen an unexpected ascent in the development of nearby brands and then again, passage of unfamiliar brands too. However Pakistan is as yet ailing in full scale showcasing organizations while the business is partitioned into lumps of sponsors, advanced advertisers, PR advisors and so on. To break down an issue and figure out a coordinated procedure to kill that issue so business can go smooth and succeed in this complicated time has helped the need of a full-scale promoting organization more than ever.

Significance:

The Significance of Showcasing can be portrayed with the immense sum being spend on it which has been recorded \$550 Billion overall in 2017 (source: statista.com). Also, with regards to Pakistan Showcasing spending has expanded from Rs.423 Million to Rs.90 Billion in beyond 34 years (source: Aurora Truth Document). After the Worldwide financial emergency from 2008 to 2010 we have seen sensible development in the Gross domestic product and Buying Power Equality in Pakistan alongside that after the Activity Zarb-e-Azab and Officers sending in Karachi we have seen a significant decrease in the psychological warfare exercises, every one of these were the causes that had choked business climate which has been waved off and praiseworthy positive change is seen in recent years, A colossal elevate in the rise of brands in Pakistan, either as brand augmentation, section of new global brands or expanding prevalence of neighborhood brands. At the end of the day, this situation has granted us with a reasonable picture that individuals will burn through cash and purchase premium quality items in contrast with earlier years which is a productive sign for advertisers. The rise of CPEC has begun pouring more FDI in Pakistan alongside disposal of energy emergency and a fast improvement of framework, as the North district will be a fundamental travel zone for CPEC. In 2016 Pakistan was evaluated among the top purchaser spending economies on the planet (source: tradingeconomics.com). In light of CPEC individuals of Pakistan as well as China are making

Balochistan another market center point which before long will be inviting various enormous and limited scope brands, both nearby and Global.

An undeniably exhilarating straight on contest in pretty much every area among brands (for example Media transmission, Cheap food and Clothing and so on) Practically all brands are giving refreshed items great quality and cleanliness yet at the same time some are producing deals past sky level and some are closed down inside the principal year of startup, here comes the job of a decent promoting methodology, coordinated with client and market examination alongside specialized possibility and right situating regarding the main interest group. This start need of an exhaustive promoting division prompted with specialists in particular areas of showcasing. The issue is just colossal corporate monsters or MNC's can manage the cost of this and, surprisingly, on occasion enormous partnerships will generally deliver a disappointment showcasing system in light of the faculty unequipped with most recent promoting bits of knowledge.

Furthermore 'no' MNC in this world execute each Showcasing or Marking movement on their own even organizations like Coca-Cola, Unilever and P&G enlist different advertising organizations for the limited time work like creation of Commercials and Computerized Promoting. Down the line in Pakistan the shopper is turning out to be increasingly more modern which has ejected the need to Client driven approach. Presently individuals will pay something else for good client support due to the achieved notoriety however sadly, we are very ailing in great client support which is the one most significant disregarded viewpoint. CRM and Individual Selling instructional meetings are required to further develop our deals force at last coming about support in the brand dependability. Fundamentally due to the more brand cognizant and quality cognizant shopper conduct, the need of sensibly great showcasing has ascended higher than ever with regards to Pakistan and in light of the fact that there is a tremendous hole in this field so a ton work should be possible in light of the fact that throughout the long term just Ads have been the focal point of consideration for most promoting organizations while disregarding different aspects.

The need of exact Promoting Exploration, precise STP Examination, appealing Marking, IMC methodology, Computerized and Web-based Entertainment Showcasing, Execution of 8p's, and so forth. We see corporate level firms getting a charge out of advantages of full-scale promoting however the SME's and independent ventures can't stand to do this much cost by making a showcasing division on a super durable finance. Subsequently, for well-qualified assessment

and detailing and utilization of determined technique a promoting organization is a reasonable thought which can be financially savvy with higher return for money invested.

Competitive Advantage:

As we'll serve just in Islamabad/Rawalpindi cities which is our greatest strategic advantage as in this locale we find just 86 publicizing organizations countrywide which are certify by APNS (source: Aurora Reality Document). There are number of neighborhood incompetent promoters which are fundamentally visual architects and no legitimate advertising organization besides we are local people of the city and very much aware of the market patterns and business execution techniques. On the public level we have examined the vast majority of the immediate contenders are working in joint endeavors with worldwide promoting organizations with their workplaces in Karachi and Lahore for the most part, other than that they all are zeroing in on the enterprises and huge organizations where as SME's and Business people are failed to be profited from master showcasing administrations and particularly the North district. This locale is of good business potential as its developing with a sensibly decent speed from recent years and is needing master showcasing administrations. The exploration inferred procedure making is our most memorable strategic advantage as we'll zero in on diagnosing the ongoing issue as well as far seeing with difficulties of future. Our deals preparing administrations are itself an upper hand in the district in view of the shortage of delicate abilities coaches and in the classification of deals explicitly we don't see as any.

Objectives:

Our goals cover and decides the job of Showcasing blend and IMC's to be played fundamentally with refinement and development so that right message ought to be imparted to the clients concerning brand situating. In spite of being imaginative the message ought not be hard to comprehend.

Decision of Brand Components has an essential impact in general brand worth. We perceive popular brands from very far due to their momentous marking and the affiliation we worked with them. A brand with unfortunate marking is viewed as a mediocre brand and lose its worth. The advertising plan should be incorporated with guiding principle of the association and ought to supplement vision and mission of the association. This way long haul systems can be created and can be executed with no deterrents.

It's a need of a period in each business that you really want to have an outreach group comprising of expertly prepared work force, outfitted with the significant abilities of individual selling which we'll give.

Online entertainment and advanced promoting ought to be utilized as fuel to fire. Ideal routine purposes of Web promoting to help the essential advertising procedure and memorability.

In setting of Retail Promoting the planning of its atmospherics assumes a crucial part in changing the temperament of the clients and establishing a wonderful climate to produce greatest deals, positive verbal exchange and eventually brand dedication. The issue should be distinguished and the right issue must be related to the promoting research and with that we can make really understanding about the momentum situation of the commercial center comparatively the outcomes gives a make way to zero in on long haul objectives

The end of our designated issue and making the improvement in the piece of the pie and in general brand value the degree of consumer loyalty is our objective.

The inferred goals are as per the following:

- Creating association between the brand and its clients in an imaginative way.
- Creating sound base areas of strength for mindfulness and upgradation of generally brand worth.
- Plan of right showcasing methodology regarding the drawn out authoritative objective.
- Preparing successful Showcasing/Deals force.
- Master direction on retail outlet atmospherics.
- Dispensing with the issues caused in light of unfortunate promoting in past.
- Guaranteeing in general consumer loyalty as far as progress in piece of the pie.

Research Methodology:

Population:

The number of inhabitants in particular review comprised of Business understudies and Business people (male and female).

Sampling Technique:

Non-likelihood Advantageous inspecting strategy has been utilized to gather the information. This method has been utilized to survey the right respondents for study, which are businesspersons. The complete reactions gathered are 165.

Sample Size:

Test size is 165 respondents.

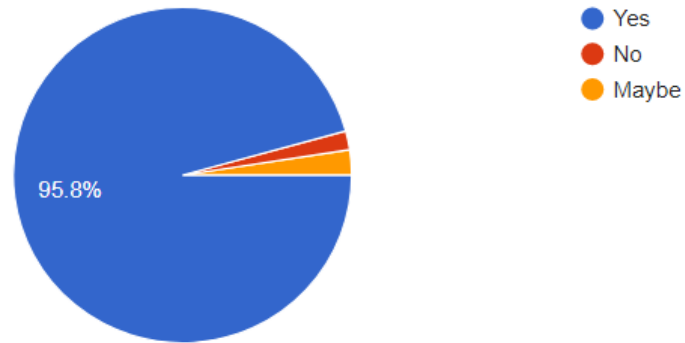
Data Collection Method:

The information was gathered through web-based poll (Google docs). 201 individuals were reached web based starting with close private reference. Out of those 200 individuals, 173 individuals showed their agree to take part in this study. The all out number of fair reactions got are 165.

Results:

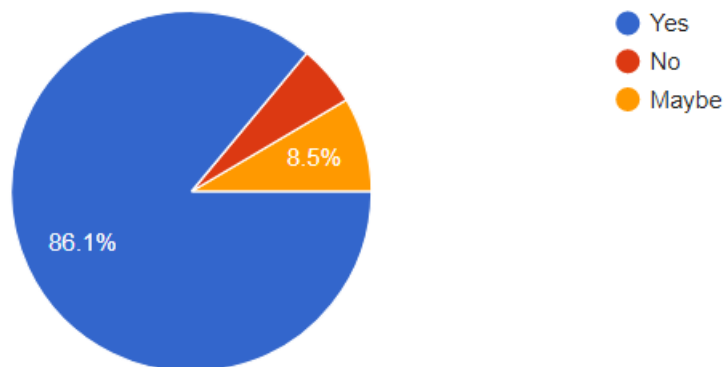
1. Do you think understanding your customer is the most essential element of business?

165 responses



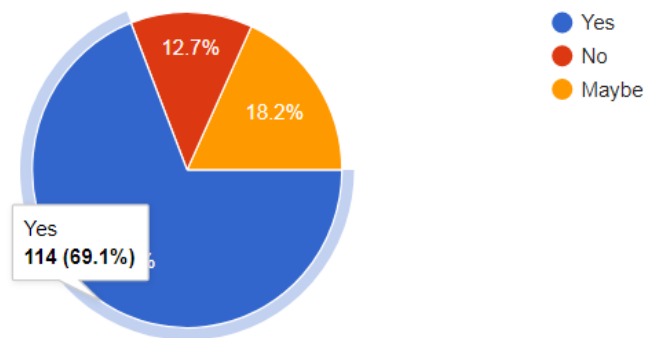
2. Do you think customer is the heart of every business?

165 responses



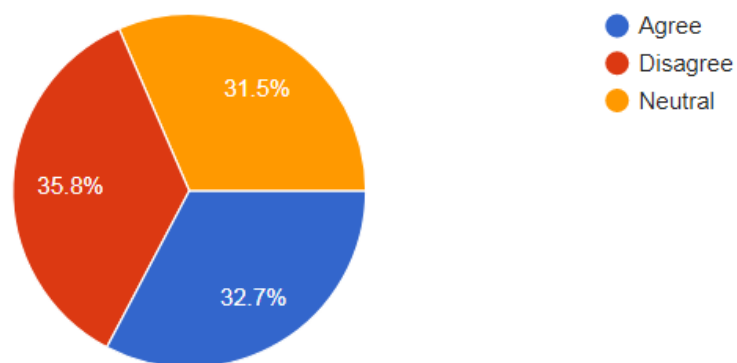
3. Are you aware of the significance of Marketing?

165 responses



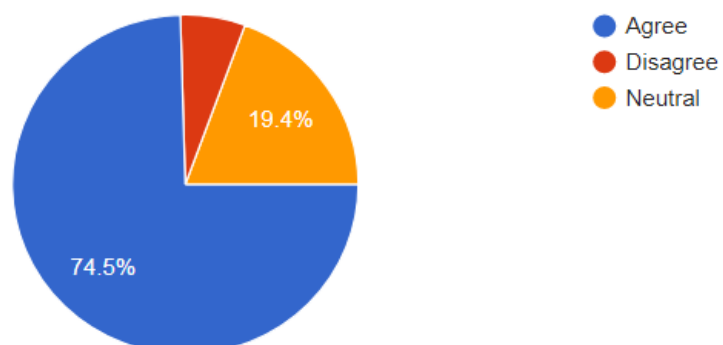
4. Is Marketing merely an investment to generate sales only?

165 responses



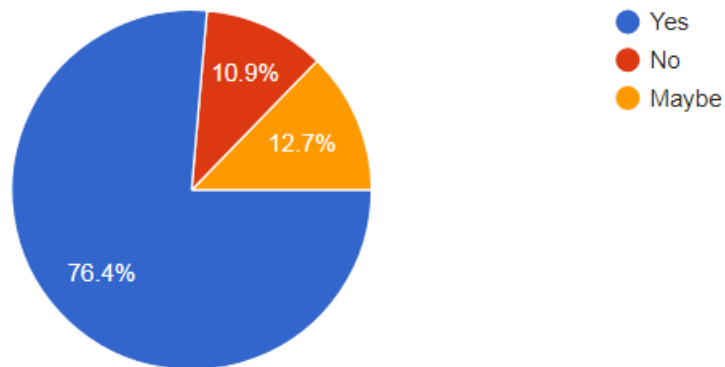
5. Is Marketing capable of prospering as well as collapsing a business?

165 responses



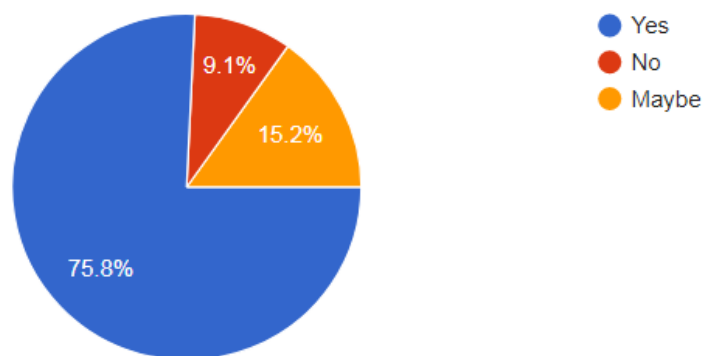
6. Do you think everyone is attracted by brands nowadays?

165 responses



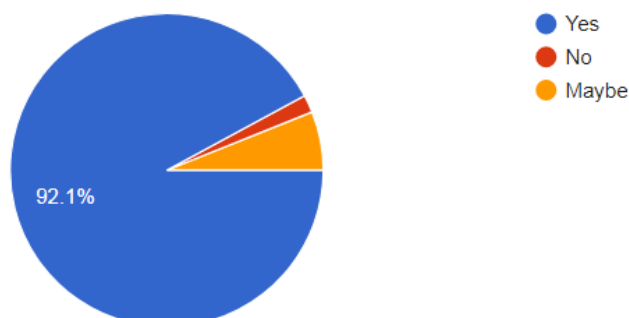
7. Do you think it is necessary for a brand to be well renowned and easy to recall?

165 responses



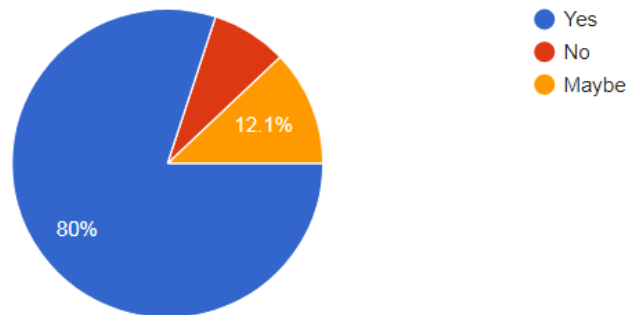
8. Do you think a brand should communicate the right and clear message to its customers in terms of its offerings?

165 responses



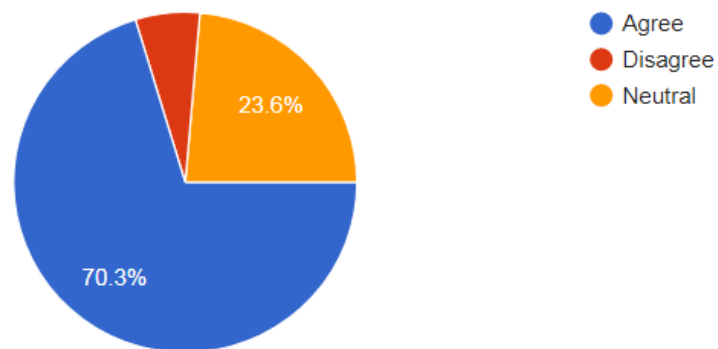
9. Do you think poor Marketing can devalue a brand and build negative perception?

165 responses



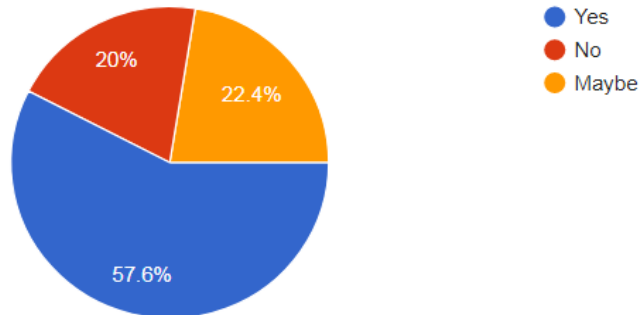
10. Do you think every branded outlet should be having an aesthetically appealing environment? Considering both indoor and outdoor, following a single theme.

165 responses



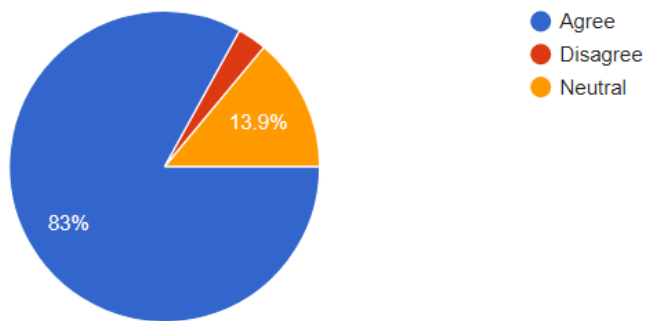
11. Do you feel motivated, comfortable along with increased purchase intention while shopping in a branded outlet?

165 responses



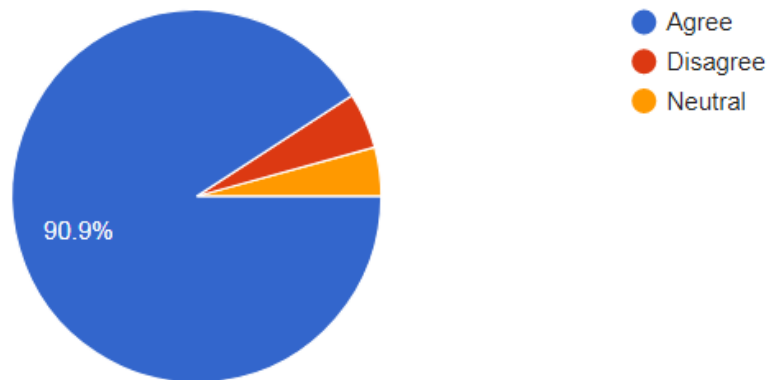
12. Do you think the staff or company personnel plays an important role in building the value of a brand?

165 responses



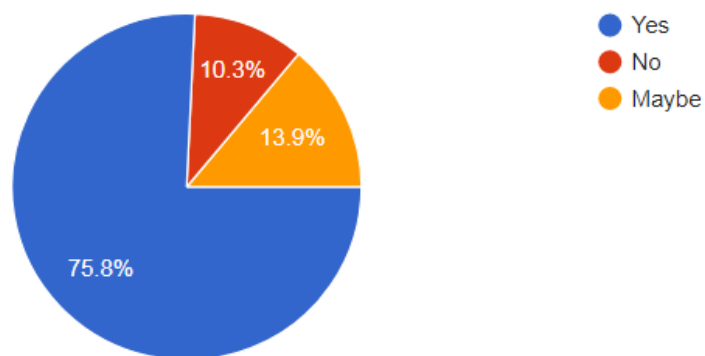
13. Do you think customer relations is an important aspect of a successful brand?

165 responses



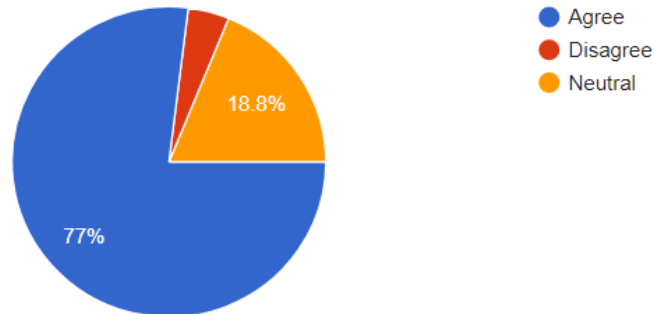
14. Do you think being trendy and constant innovation are key elements for successful brands?

165 responses



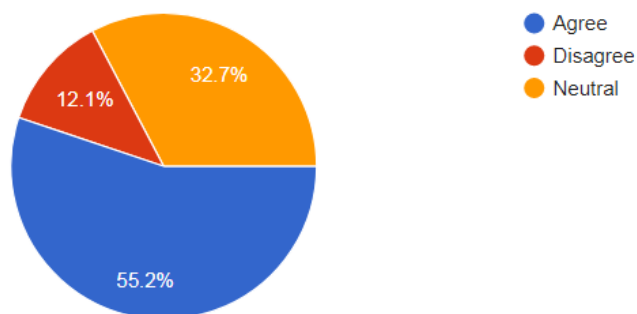
15. Do you think a well-planned Marketing Strategy is behind the success of all well renowned brands?

165 responses



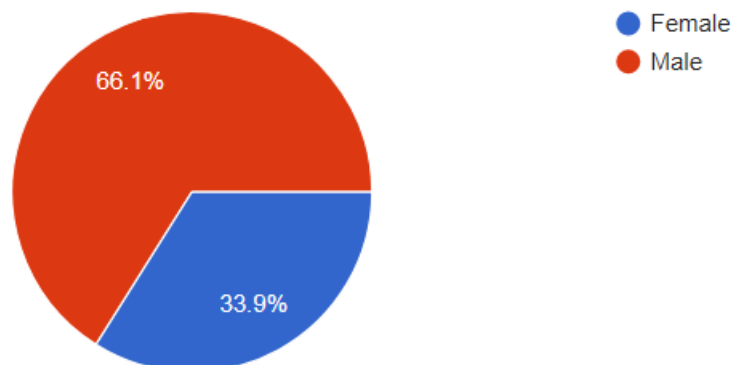
16. Do you think it is more beneficial and cost effective to outsource specialized Marketing Services instead of having a complete Marketing department permanently? Especially for small businesses.

165 responses



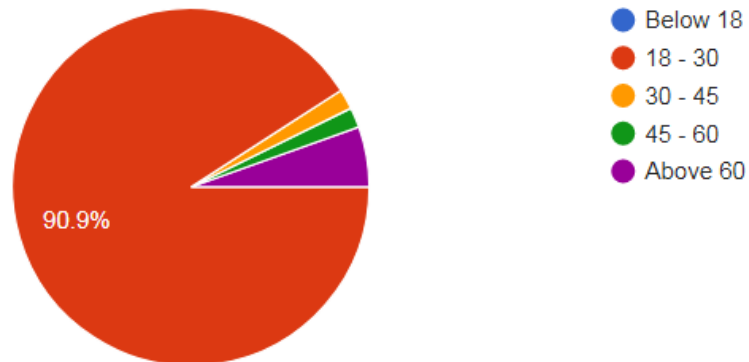
Your Gender

165 responses



Your Age

165 responses



Research Summary:

With the assistance of our arranged goals we planned 16 specialized inquiries to comprehend how individuals of Islamabad/Rawalpindi see the meaning of Showcasing and what is the significance of Brands. The determined outcomes are fulfilling as indicated by our need examination which plainly characterizes that this locale is having potential for brands subsequently here a Promoting Office is having great potential for development.

Business Plan:

The Strategy fills in as the spine of business, no business can be settled without a steady field-tested strategy as it gives the hierarchical design and give help with vital wanting to the business to guarantee the accomplishment of center business goals, for this undertaking a field-tested strategy is built comprehensive of:

- Marketing Plan.
- Competitor Analysis.
- HR Plan.
- Financial Plan.

Marketing Plan:

Promoting Plan is fundamentally the existence emotionally supportive network for any business, that is what's really going on with the organization. Advertising plan comes right into it before the send off of some other action on the grounds that through promoting you get to know your clients, their necessities, conduct and the switching request example of climate up them. Advertising helps to get the market bits of knowledge to foster item and with every one of the joined exercises make that item accessible on the lookout and at last make it alluring for clients to buy it. Promoting expects to fulfill clients as well as focuses to major areas of strength for construct long haul relationship, that is the reason showcasing plan should be planned with a basic eye, remembering the drawn out making arrangements for the business.

In Marketing Plan following components are discussed:

- Brand Elements.
- Vision & Mission.
- Marketing Mix. (7P's)
- STP.
- Flower of Services.
- Porter 5 Forces Model.
- SWOT Analysis.
- PESTEL Analysis.

Brand Elements:

- **Name**

Complete Name: WARHORSE BRAND STUDIO

Short/Nick Name: WARHORSE / WBS

This brand name holds its own importance as its novel along with essential. Its having a feeling of vanquishing strength and a vibe of fortification. As we are tapping another portion so we really want to mediate it on a "War Pony"

- **Tagline:** *“Building Your Brands”*

Since we are in the showcasing industry and in this period the single word that straightforwardly connects with consumer loyalty is brand and that is precisely exact thing we are up for.

- **Logo:**



The logo shows the picture of a pony which is fundamentally the Knight of Chess. Knight assumes the most essential part in the round of chess with its complicated as well as specialized development. The red tone is the most lively and alluring variety as it gets sight inside the small part of seconds. The logo is fundamentally outlining the uniqueness and meaning of the brand and commending its advancement driven approach.

Vision:

“To be the State of the Art Marketing Agency with the strength of diffused creativity and innovation”.

Mission:

“To position ourselves in the minds and hearts of people as a premium brand by providing the best creative and innovative marketing solutions for small businesses”.

Marketing Mix:

The Advertising Blend holds the most essential factors of showcasing as well as the actual business that straightforwardly impacts the client or the objective market. As our business is administration situated we'll apply the 7p's of Advertising Blend.

Product:

The organization's contribution. What an organization has for its clients to cook their requirements. As we are a help situated organization our contributions are in type of consultancy designs and planned techniques for the business issues of our clients, we work with our clients with various administrations including.

- Market Research
- Branding / Rebranding
- Advertisement Design.
- ATL & BTL campaigns.
- Packaging Design.
- Digital Marketing
- Sales Training.
- Marketing Plan for new startups.

Price:

The accompanying costs are the decent base costs of individual help for our estimating procedure which is esteem based valuing as it is being rehearsed by our rivals since it's a B2B business, since we are going into another market and it will require investment to create legitimate informal. These costs might shift as per the elements of the objective issue as well as the size of the comparing industry since it will require exertion and investment as indicated by that. The extra sum will be a variable as well as a debatable one.

Product	Price
Market Research	Rs. 20,000
Branding/Re-Branding	Rs. 30,000
Print Advertisement Design	Rs 7,000
Video Advertisement	Rs 50,000
ATL Strategy	Rs 30,000
BTL Strategy	Rs 15,000
Digital Marketing	Rs 20,000
Sales Training	Rs 1000 Per Person/ Per Hour
Complete Marketing Plan	Rs 80,000

Place:

We'll have our office in Gulberg greens Islamabad. We'll be working from both the manners in which keeping our activities snap and mortar. It's the need of this period to have an internet based appearance to cooperate with long far off clients and with the clients who don't favor eye to eye meeting each time alongside that online is the best source to keep our clients refreshed. Actual Outlet is important it essentially going to server the motivation behind an office and other than that our clients can come and visit us to examine their arrangements, inquiries and encounters. Office ought to be arranged at a spot which should be a helpful area for us and for our clients as well.

Promotion:

Advancement is a powerfully fundamental for new business particularly. We will advance our organization through specific mediums.

Out of Home:

We'll begin with a Bulletins at first for one month to make publicity as well as laying out brand mindfulness this would be a strategy to cause our image to perceive to the end customers too. On the off chance that we can emphatically situate our image in the personalities of end purchasers that would fortify our image worth as the comparable strategy has been utilized by Intel.

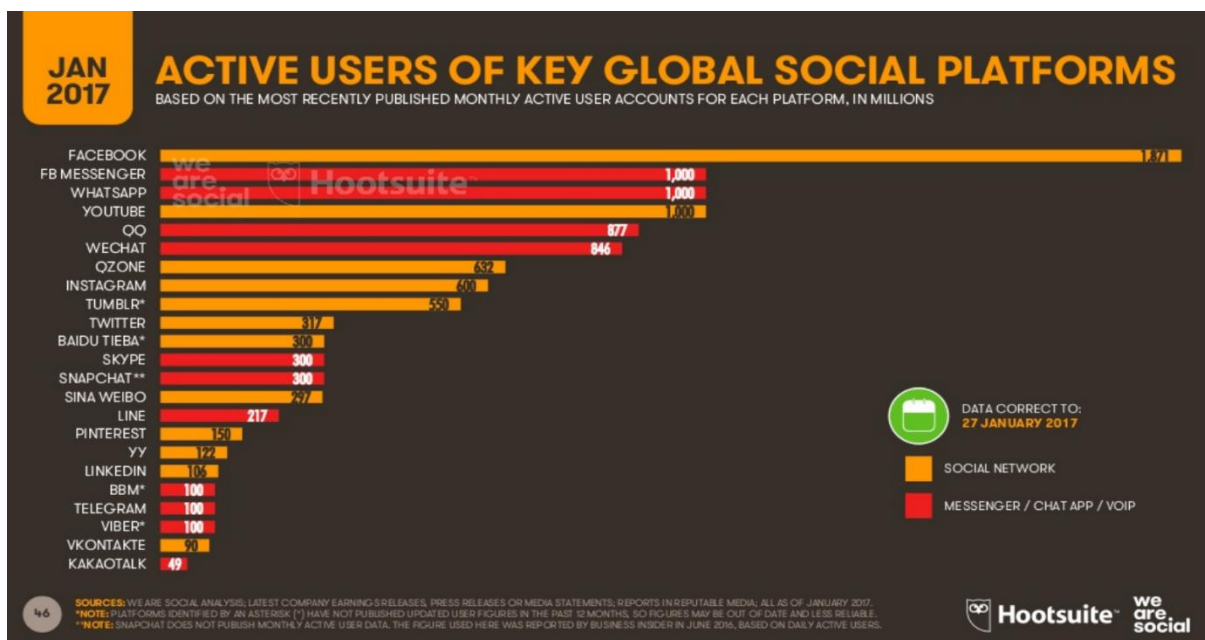


Social Media:

We 'll communicate with our clients with a Facebook page. Much practical however profoundly useful. These will make publicity in our clients and will be a significant channel of criticism.

Facts about social media:

- 92% of marketers say that social media is important to their business. (Social Media Examiner, 2015) (Source: <https://www.hubspot.com/marketing-statistics>).
- 90% of all marketers indicated that their social media efforts have generated more exposure for their businesses. (Social Media Examiner, 2015) (Source: <https://www.hubspot.com/marketing-statistics>).
- By spending as little as six hours per week, 66% of marketers see lead generation benefits with social media. (Social Media Examiner, 2015) (Source: <https://www.hubspot.com/marketing-statistics>).
- 83% of all marketers actively pursue social media marketing initiatives. (Aberdeen, 2016) (Source: <https://www.hubspot.com/marketing-statistics>).
- Stats about social media global usage according to Hootsuite.



Page Inbox Notifications Insights Publishing Tools Promotions Settings Help ▾



Warhorse Brand Studio
Create Page @Username

Home

Services

Reviews
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Promote

Manage Promotions



LET'S START BUILDING YOUR BRANDS

ARRIVING SOON

Like Follow Share ...
Send Message ↗

Status Photo/Video Live Video Event, Product + ...

 Write something...

Know friends who might like your Page?
Help more people discover your Page by inviting friends to like it.



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Like Follow Share ...



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May 12 at 5:43pm · 🌐

Words of Wisdom by Mr John Long

BY JOHN LONG
GROUP CREATIVE DIRECTOR, OGILVY

5 QUESTIONS EVERY DIGITAL MARKETER SHOULD ASK THEMSELVES

#OGILVYARTICLE

- S **Are you connecting with people emotionally** or just pushing out offers?
- ☺ **Are you talking about things people care about** or just talking about yourself?
- ↻ **Are you showing up in unexpected places and ways,** or just in the same channels and formats everyone else is?
- 👍 **Are you making things that people like to use** or just making ads?
- 💎 **Are you taking meaningful actions that**

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Home
Services
Reviews
See more
Promote
Manage Promotions

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Warhorse Brand Studio
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Everything Digital Marketers must consider.
#foodforthought

2018 This is What Happens in an INTERNET MINUTE

60 SECONDS

- 1.8 Million Snaps Created
- 15,000 GIFs Sent Via Messenger
- 16 Million Text Messages
- 452,000 Posts Updated
- 40,000 Hours Listened Spotify
- 3.5 Million Search Queries
- 70,017 Hours Watched
- amazon echo
- App Store
- Google Play
- 120 New Accounts Created
- 4.1 Million Videos Viewed
- 900,000 Logins
- 452,000 Tweets Sent
- 990,000 Swipes
- \$751,522 Spent Online

Target Market:

We are not focusing on any Specialty. Our objective market is immense. Proprietors of B2C model Sme's, Eateries, Retail Outlets, Shopping centers, Emergency clinics, Land. Entrepreneurs with a cutting edge business outlook, individuals that accept promoting as a venture and accepts that unfortunate showcasing can bring business down near the precarious edge of depression or those organizations, independent companies or brands ready to overhaul their current advertising approach or unsuitable situating and willing.

Positioning:

Situating is very important to lay out a brand personality. Brand character later creates Brand character, We advertisers accept brands as a living substance very much like People, very much like people's brands will quite often foster a character which on the master plan impacts the clients relationship with the brand and at last effects the buy goal. For situating we centers around two primary concerns, Marks of Equality (POP) and Places of Contrast (Case).

Focus:

Our objective market is limited to B2C organizations from New companies to SME. We have held our concentration to the B2C section since we are best in holding our promoting exercises to the end purchaser level, though B2B showcasing is an alternate viewpoint. We as a promoting organization are centered around the end purchasers as we'll concentrate on the purchasing patterns of the market and buyer inclinations. Our technique will be restricted yet powerful as we trust in making little strides prior to scrambling for a goliath jump. The unreasonable utilization of promoting elements is vital in B2C showcasing, while advertising component isn't of more noteworthy importance in B2B model. We are engaged to just a single model to emphatically situate our firm as to unequivocally situate our unmistakable character alongside our center goals according to our objective market.

Points of Parity (POPs):

Like other promoting and publicizing organizations of the country, we are offering administrations like print and video notice, advanced advertising and marking.

Points of Difference (PODs):

We are not the same as them in our qualities and in our cycle. We don't hop on to the arrangements without research, we are offering techniques that best fits to your business in the flow climate, besides we are offering deals preparing as well as complete advertising plan for your business.

Positioning On:

We are situating this brand as a consultant to different brands as how they can work as well as further develop their image value. Our image as the marking arrangement supplier to non-marked organizations those which had been ignored by clients on account of being customary and non-marked, notwithstanding of having great contributions. Being the change impetus for the organizations of North as we are quick to start the significance of advertising to areas of

strength for construct personalities of nearby brands in the personalities of clients and changing the general climate of the neighborhood market.

Our image is the wellspring of current business projection on the grounds that the cutting edge business approach is client driven and clients of today will pay something else for a lofty brand that enhances their buys. We are situating our image as the style detecting body in the market as we simply don't have the foggiest idea yet feel the aesthetical allure that comes from a brand and clients dependent on it and ready to pay something else for itself and at times it impacts brand dedication.

Being the coach in Showcasing viewpoint since we train the brands how they can get by in this complex and ceaselessly changing business climate since advertisers are the ones that causes change with the assistance of development. The one quit promoting investigator as product here to address the obstacles brands can look as well as empowering them to endure to progress with the practicing the components of transformation, impersonation as well as advancement.

Positioning Statement:

“We are marketing doctors at your service to fight every disease your business can suffer from.”

Porter’s 5 Forces Analysis:

Competition:

The opposition situation for our situation is principally feeble on the grounds that in the district of North we are not having promoting organizations and there's no immediate rival especially. We are utilizing this potential chance to make mindfulness in individuals in regards to the more extensive viewpoint of showcasing and enabling the neighborhood organizations.

Power of Customers:

Since we are enjoying the cutthroat benefit in market and no immediate contest which eventually make us the market chief and clients having less force of exchange.

Power of Suppliers:

As our the majority of the capabilities are re-appropriated, for example, the media house and printing. Providers are having more power in such manner as our business is more subject to them.

Threat of Substitutes:

There's a danger of replacement on the grounds that as individuals in the North actually have less mindfulness about the promoting and by and large mistake showcasing with publicizing. A great deal of promoter in the market are directing their business.

Threat of New Entrants:

This is a critical danger for our business as we are managing in the administrations business and administrations business is reliant upon human skill significantly. We are likewise not instigating any mechanical advancement which will require some investment to duplicate or counter. In this way, it's a danger that a group of better Showcasing staff can shape a superior promoting organization.

SWOT Analysis:**Strengths:**

- First mover advantage inside the designated fragment of private ventures and the geological locale of North as no appropriate advertising organization is now working around here and business local area is reliant upon unskilled visual architects.
- Investigating promoting issues with assistance of refreshed showcasing ideas and reasonable information as every one of the four individuals from the group are having specific advertising information.
- Cooperative labor force of companions is bound together areas of strength for and they are partners for recent years and holds an obligation of fellowship which is an extraordinary strength consolidated as a labor force.

- Client driven approach of the organization. As they are advertisers by energy and calling they know the worth of client and all their work approaches are client arranged.
- Research driven work. Since research gives us definite data as well as illuminate us with different components of a review.
- Savvy business since it's a consultancy organization where practically our capital-escalated tasks are all rethought through our merchants.
- Proficient Deals preparing for individuals who expects to make an effective profession in deals we are giving great client situated deals preparing which will permit you to be more cautious with client care and at last prompting positive brand picture.

Weaknesses:

- Restricted Target Market. As we are starting inside the cities of Islamabad/Rawalpindi, its an arising neighborhood market where brands are showing up at high speed yet at the same time it is extremely restricted contrasted and other metropolitan urban communities like Karachi and Lahore.
- Ignorance in the locale. Mostly the locale is loaded up with landowners and customary financial specialists, by and large individuals are less educated and having even less openness of worldwide situations so they ordinarily really like to continue dealing with their organizations customarily by remaining in their own usual range of familiarity.
- High credit contribution. Around here there is high credit contribution, greater part of requests are put using a loan which at some point prompts longer time of no money inflow.
- Absence of mindfulness. Individuals are not that much mindful of the meaning of Promoting and Marking and they accept it as simple cost since they can't compute Showcasing return for money invested that is the reason they expect to be it's futile.

Opportunities:

- Advancement of brands in Pakistan. As we have been seeing the inflow of worldwide brands in Pakistan alongside the rise of neighborhood brands there is as yet immense potential for brands in Pakistan as a result of settled political and financial circumstances.

- Presentation of new intelligent medias of Advertising. Pakistan is still a long ways behind with regards to intelligent showcasing, innovation has driven commercial higher than ever, we are seeing imaginative promotions step by step. Presentation of most recent promotion medias may bring about straight achievement.
- Altering the Political races. In Pakistan Billions of Rupees are spend on political races. In these missions there's a significant piece of advancements, we are as yet promoting political figures by old style ways, while there's a gigantic extent of Marking the political as well as the entire ideological group and alongside that new technique for political race can be embraced.
- Taping the corporate goliaths. When we made areas of strength for an in the private companies and set up a brand character then our next objective is enter in the corporate area and contending head to head with goliaths of the imaginative business.

Threats:

- Awful Obligations. In view of the gigantic credit contribution there's consistently an opportunity of stifled installments at last prompting terrible obligations.
- Decentralized failing. There's an opportunity of fellowship turned out badly on the grounds that every one of the four are equivalent accomplices and holds a similar power, thusly decentralized dynamic methodology has been taken on however one significant clash might prompt breakdown of business.
- Passage of a new or existing showcasing office in our market. The danger of another contestant is consistently there since we are not in the business which neither requires particular specialized aptitude which are by and large scant (for example aeronautical designing) nor our business requires gigantic sum capital. Thus, there's an opportunity to new market office arising as our rival or any current office enters in our market.
- Downturn in the economy. At the point when the economy is hit with downturn then organizations will generally scale down their labor force or either cut promoting financial plan, both causes horrendous outcomes as while advertising spending plan is sliced short that prompts lesser showcasing exercises which prompts decrease in the tasks and at last incomes of advertising organizations.

PESTEL Analysis:

PESTEL Examination is a structure of six worldwide viewpoints, intended to pass judgment on the full scale climate for a business development systematically. Indeed, even minor correction in the large scale climate can acquired radical changes the business climate. PESTEL is led when a business is being started in a particular nation so it is fundamental to intently survey every one of the issues an organization might experience in the full scale climate and limit the gamble likewise.

Political:

- Political Interest lies in the publicizing organizations particularly during the hour of decisions ideological groups burn through millions on promoting.
- Government is supporting Pakistan Promoting Society due to a sensible income produced by them every year alongside developing public interest.
- Due to monstrous spending on showcasing and explicitly on publicizing, government has forced tax collection on notice from a little signage to tremendous bulletins.
- Exchange guidelines can influence our business on the grounds that various organizations depend on product and, surprisingly, more on imports, changes in global exchange strategies might stop various organizations.

Economical:

- In Pakistan we have seen bloom of brands on the lookout. Particularly market development is especially great in Multan city for recent years
- Financial pattern of Pakistani economy is fairly caught in downturn for past numerous years which has prompted ended development in buying force of the customers however presently it's getting to the next level.
- Unsure cost guidelines cause delay in purchasing behaviors of the purchaser and not really great for business.
- Work cost has been continually expanding on the grounds that in the field of publicizing work is viewed as gifted and in advanced advertising it happens to master level appropriately with the expansion in cost charged.

Social:

- Proficiency and Mindfulness level in broad daylight is the most demotivating perspective with regards to promoting particularly for the North area as individuals consider it to be additional spending and not as a venture.
- Joblessness in the economy causes different impacts one of which is less client base for organizations and generally speaking less purchasing power in the economy driving the economy to downturn.
- Enterprising drive decides the progress of promoting and publicizing industry in light of the fact that the pioneering enthusiasm acquires development.
- Purchaser purchasing ways of behaving of the market decides the condition and development of the market and generally speaking state of neighborhood organizations.

Technological:

- Effect of Computerized Promoting has shaken the world as it has molded things right away, individuals are more drawn in towards innovation than some other means.
- Pace of Mechanical dispersion is especially significant, just like the advertising organization, it is important to comprehend the objective client and plan the procedure alongside it comparably because of lack of education individuals of North are less versatile to change.
- State of Internet providers in Pakistan need dependability as because of energy emergency and unfortunate control, the biggest broadband supplier PTCL faces serious availability issues time to time.

Environmental:

- Effect of waste administration could influence our business on the grounds that a ton of paper sheets unloading is being done in the promoting industry.
- The utilization of recyclable material is attempted in light of the fact that in ad the utilization is of one time generally to handle it recyclable material is selected.
- Mentality towards sustainable power is positive as a result of energy emergency in the nation and over the timeframe solar energy has ended up being practical as well as harmless to the ecosystem in the more drawn out run.

Legal:

- Lawful system for authoritative arrangement could bring either hardships or favors since we will sign proper agreement with the clients.
- Keeping in the moral worries, publicizing disallowances like on cigarettes and condoms have cost a ton of potential piece of the pie.
- Cases in customer courts at some point haul along promoting organizations for the issue lying on the assembling organization end.
- Digital insurance regulations are advantageous for all the business which keep programmers from hacking sites and disturbing the organizations.

Competitor Analysis:

Universally as well as locally we see various Promoting and Publicizing organizations in the market which are of impressive significance. For the most part they are isolated in bunches catering various fields of Promoting, some are simply publicists and some are enormous scope advertising organizations having notable MNC's in their client portfolio.

International Competitors:

- Strawberry Frog



Established in 1999 by Karin Drakenberg and Scott Goodson, StrawberryFrog started as a power of nature, charming and winning the world's most respected marks from the colossal worldwide organizations by doing it more brilliant, better and less expensive.

- 72 and Sunny



A worldwide promoting, publicizing and plan company. A soul of cooperation characterizes our way of life and individuals.

- **Publicis Group**



330 workplaces in excess of 110 nations. Thinking up driving methodologies and influential thoughts that permit our clients' brands to become exceptional, indispensable, in charge and ahead is our motivation. In our organization, we as a whole offer a typical desire: help our clients and their brands to be and stay the pioneers they need to be, to Lead The Change.

- **Merkle**



It's simply conceivable to assemble associations with individuals you know. That is individuals based showcasing recognizing genuine individuals, utilizing the information behind them to make customized encounters, and afterward determinedly estimating that over the long run.

- **Ogilvy**



In 1948, David Ogilvy established the office that would become Ogilvy and Mather. Today it has in excess of 450 workplaces in 169 urban areas. The development of exclusive's

viewpoints, gifts, and hard working attitude converted into an organization culture, a characterizing business procedure, a predetermination.

- Omnicom group

OmnicomGroup

Omnicom's worldwide authority in advertising correspondences is cultivated by the business' most creative, cooperative and different ability. Together our kin convey enormous imaginative, serious thoughts in light of significant client experiences.

- WPP

WPP

WPP is the world's biggest correspondences administrations bunch, utilizing 200,000 people* working in 3,000 workplaces in 113 nations. WPP organizations exist to assist their clients with contending effectively: in showcasing procedure, promoting, each type of advertising correspondence and in checking progress.

- Kinetic



An interchanges organizer with profound knowledge into setting. That is our shorthand approach to saying that we have a novel methodology: We connect with crowds while they are progressing and in a setting that impacts their choices the most. In a hurry, purchasers cooperate with touchpoints that convey esteem, just getting content that has significance to them.

Local Competitors:

➤ **Adcom**



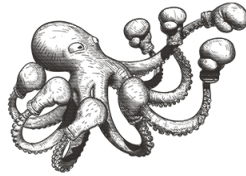
Adcom (Private) Restricted was laid out in 1965 by Mr. S.M.Akhlaq. after 47 years, it has developed into one of the biggest and quickest developing publicizing organizations of Pakistan. Today we work with a group of profoundly imaginative, capable and committed individuals. giving our customers inventive promoting arrangements, account the board, perplexing techniques, and other particular media administrations.

➤ **Argus**



Laid out in 1978, Argus Promoting (Private) Restricted with a group of 40 committed individuals, is a medium measured outcome situated organization having some expertise in customized administration to its clients and perceived for its imaginative innovativeness, outright impressive skill and order of driving edge correspondences methods. Like the 100-peered toward goliath of Greek folklore Argus is ever careful of the interests and needs of its clients.

➤ **Mullenlowe Rauf**



M U L L E N L O W E

We are an innovatively driven incorporated showcasing interchanges network with areas of strength for a legacy and challenger mindset. We use inventiveness to get our clients' brands an uncalled for portion of consideration.

➤ **IAL Saatchi & Saatchi**



Worldwide Publicizing Restricted made its ways for business in Pakistan starting around 1966, and has been taking off from that point onward. Here the entryways are consistently open to clients, companions and every one of the individuals who are interested to know the great blend of rationale and wizardry woven here.

➤ **Orientm McCann**



Each incredible brand is established on a strong truth. We transform brand insights into business changes. Driving the way for publicizing organizations in Pakistan, the late S. H.Hashmi established Situate Promoting in 1953, which before long turned into the biggest promotional firm in the country.

➤ **Prestige**



Call us scholars, call us makers, call us a lot of insane, driven people working nonstop to make our brands an example of overcoming adversity. We are thoughts individuals; continuously hoping to increase present expectations.

➤ **Bulls Eye**



We are occupied with assisting advertisers with making the future they need. What's more, we will do as such through the influence of our thoughts as we truly put stock in the influence of a major plan to change the fortunes of a brand. A major thought that goes after the psyche, heart and body. A major thought that can floor you... and bowl you over!

➤ **Spectrum Y&R**



Y&R is one of the world's driving full-administration promoting organizations, recognized by our restrictive information, insightful meticulousness and clever fixes. Y&R touches off brand energy through large thoughts - previously and past promoting.

➤ **Brain Child**



Brainchild Correspondences Pakistan has turned into the principal media purchasing office in Pakistan to have an information driven automatic purchasing answer for its clients. This is a consequence of an essential arrangement with Prophet BlueKai Information The board Stage (DMP) and Google DoubleClick Bid Director.

➤ **Walnut Media**



Integral to our convictions at Pecan Media is the thought of thinking for even a second to explore. We never settle for the state of affairs and have confidence in facing challenges. It is our conviction that lethargy is the greatest obstruction to human turn of events and to that end we take a stab at and energize change through development and the age of novel thoughts.

HR Plan:

For each association its labor force is the most significant component. As without a doubt, it's the strength of the association. As a result of the human component in labor force it should be planned in fact and afterward oversight basically as it's the on-going cycle. The job of Human Asset has been a urgent one starting from the start and no association can easily overlook the HR Plan, like that we have planned our Underlying enlistment, Progressive system, Enrollment and Terminating process. Since this undertaking is about a help situated firm unequivocally so a precise human asset arranging is on need of importance.

In HR plan we'll be covering following components:

- Hierarchy.
- Initial Team.
- Hiring Process.
- Firing Process.

Hierarchy:



Initial Team:

As it's the start of the business, we plan to keep our authoritative construction straightforward. The underlying group is of 4 accomplices with the portion of equivalent value. I will head the firm and the other 3 accomplices will do this as a side business. The underlying group is of three NUST Business School Promoting Employees and one understudy.

Consultant:

Mr. Shariq Ejaz will actually stand firm on the footing of Advisor, I'll lead the organization from the front just like the Specialist I will take on the regulatory undertakings, my key liabilities will be:

- Business Advancement
- Interior and Outside Liaoning.
- Accounts Handlining.
- Client Help.

Strategist:

Dr. Zaryab Sheikh, a promoting planner outfitted with the refreshed and concentrated information on Applied Showcasing. His essential, most significant assignment of our business, the preparation, counseling and forming technique for the client's business issue and optional errand will be of the ideal use of his public talking abilities in Deals Preparation stages.

Analyst:

Dr. Waqas Ahmad, a promoting expert completely outfitted with the logical information on information as well as the information on Market and Business Climate. Will lead brief yet fulfilling exploration and afterward with the assistance of examination instruments like "SPSS" and "Amos" will work out and decipher the outcomes which will give the data to the tactician and brand subject matter expert, taking into account this information as the base, methodologies will be planned.

Brand Specialist:

Dr. Ali Khan, a brand subject matter expert, furnished with the information and commonsense experience of marking, brand situating and brand initiation, will fundamentally function as the tasks head. He will deal with the web-based entertainment of the organization and his key liability is to work as a team with Dr. Zaryab in system making and afterward its execution by utilizing his abilities of imaginative planning like putting the cherry on the top regarding client fulfillment.

Lower Staff:

The lower staff of office is compulsory it will direct the homegrown work. A peon will be recruited for dealing with the desk work, A sweeper will be employed for wiping and cleaning and a gatekeeper for entryway keeping. Their obligation hours will be 10hrs per day with one free day seven days.

Vendors:

We are mostly showcasing consultancy administrations suppliers and because of that all our broad administrations where procedure execution comes in, will be executed with the assistance of reevaluated merchants. We are having printing sellers for Out of Home ad as well as Media creation house for television plugs. For enormous ventures we'll re-appropriate information assortment groups and field outreach groups for field tasks and this will be reevaluated from the understudies of Promoting of NUST Business School.

Hiring Process:

There's no such recruiting process as the group is exceptionally gifted and learned, as of now serving in NUST Business School Grounds. They have dispersed key obligations among themselves with shared discussion as per the singular ability. An organization deed of 3 years has been consented to with shared arrangement. In which it is plainly referenced that value of every one of the 4 accomplices is similar around here, key liabilities and expected set of responsibilities of each of the 4 has been decided commonly however no severe rule of occupation separation will be observed as they will help each other relying upon various circumstances and situations to satisfy a definitive objective which is client fulfillment.

The lower staff is recruited on the reference premise without marking of any legitimate agreement since there are no specialized Set of working responsibilities for them.

Firing Process:

Every one of the four accomplices are limited by the legitimate agreement of 3 years. To dispense with any accomplice before the killing of agreement takes a serious wrongdoing or wrongdoing directed by the accomplice which ought to be demonstrated and it takes the choice of two accomplices to wipe out an accomplice from the business.

Concerning lower staff, a serious admonition will be given to the specialist concurring the serious wrongdoing and on the reiteration of activity end will be led with the issuance of pay of the next month.

Financial Plan:

Monetary estimation is critical for the projection and useful ramifications of the business. We really want to recognize the expected introductory speculation alongside determined consumption and how lengthy it will take the venture to underwrite into productivity. Following monetary reports are expressed for profound comprehension of business projection.

- Project Financing / Cost.
- Initial Expenditures.
- Abstract Monthly Income Statement.
- Three-year Annual Income Statements.
- Three-year Annual Balance Sheets.
- Abstract of Monthly Balance Sheets.

Financial Projections:

PROJECT FINANCING	
DESCRIPTION	AMOUNT
Total Investment	1326500
total Equity	1326500
Loan Amount	Nil
PROJECT COST	
CAPITAL INVESTMENT	AMOUNT
Office supplies	7000
Furniture & Fixture	186000
Office Equipment	85500
Electric appliance	248000
Down Payment	400000
Cash in Hand	400000
Total Projected Cost	1326500

FURNITURE AND FIXTURES					
Description	qty	unit cost	total cost		
tables	5	5000	25000		
chairs	12	3000	36000		
sofa set	1	10000	10000		
wallpaper			20000		
glass door			15000		
glass walls			50000		
conference table	1	-	20,000		
cabinets	-	-	10,000		
TOTAL			186000		
DEPRICIATION					
Description	cost	salvage value	life	Annual depreciation	Depriciation per month
tables	25,000	5000	10	2000	166
conference table	20,000	3000	15	1133	94
chairs	36,000	8000	10	2800	21
sofa set	10000	2000	10	800	66
wallpaper	20000				
glass wall	50000	15000	15	2333	194
glass door	15000	3000	15	300	66
cabinets	10000	0	15	666	55
TOTAL				10032	662

OFFICE EQUIPMENT			
Description	qty	unit cost	total cost
TELOPHONE SET	1	2000	2000
WIFI ROUTER	1	1500	1500
CLOCK	1	2000	2000
GENERATOR	1	50000	50000
PRINTER	2	15000	30000
TOTAL			85500

DEPRICIATION					
Description	cost	salvage value	life	Annual depreciation	Depriciation per month
TELOPHONE SET	2000	0	10	200	16
WIFI ROUTER	1500	0	5	300	25
CLOCK	2000	0	10	266	16
GENERATOR	50000	15000	10	3500	291
PRINTER	30000	8000	7	3142	261
TOTAL				7408	609

OFFICE SUPPLIES			
Description	qty	unit cost	total cost
STATIONARY	-	-	7000

ELECTRIC APPLIANCES			
Description	qty	unit cost	total cost
AIR CONDITIONER	2	60000	120,000
FAN	4	4000	16000
LED LIGHTS	12	3500	42000
LED TV	1	60000	60000
WATER DISPENSOR	1	10000	10000
TOTAL			248,000

DEPRICIATION					
Description	cost	salvage value	life	Annual depreciation	Depriciation per month
LED TV	60000	8000	10	5200	433
AIR CONDITIONER	120000	20000	8	12500	1041
FAN	16000	0	8	2000	166
LED LIGHTS	42000	0	10	6000	500
WATER DISPENSOR	10000	3000	5	1400	116
TOTAL				27100	2256

ABSTRACT OF MONTHLY INCOME STATEMENT

DESCRIPTION	January	February	March	April	May	Jun	July	August	September	October	November	December	TOTAL
Revenue	110000	135000	160000	190000	125000	135000	145000	200000	170000	150000	175000	180000	1875000
Operation Exp	204127	204127	104127	104127	109127	109127	109127	109127	109127	106627	104127	104127	1477024
Shop Rent	25000	25000	25000	25000	25000	25000	25000	25000	25000	25000	25000	25000	300000
Electric Bill	5000	5000	5000	7500	10000	10000	10000	10000	10000	7500	5000	5000	90000
Telephone Bill	3600	3600	3600	3600	3600	3600	3600	3600	3600	3600	3600	3600	43200
Salary Expence	40000	40000	40000	40000	40000	40000	40000	40000	40000	40000	40000	40000	480000
Employee Refr	15000	15000	15000	15000	15000	15000	15000	15000	15000	15000	15000	15000	180000
Advertisment	110000	110000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	320000
Depriciation	3527	3527	3527	3527	3527	3527	3527	3527	3527	3527	3527	3527	42324
Other Expencise	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Net Profit/loss	-94127	-69127	55873	85873	15873	25873	35873	90873	60873	43373	70873	75873	397976

ANNUAL INCOME SATMENT		
DESCRIPTION	AMOUNT	2018
Revenue		1850000
Operation Exp		1481740
Shop Rent		300000
Electric Bill		90000
Telephone Bill		43200
Salary Expence		480000
Advertisment		320000
Employee Ref		180000
Depriciation		44540
Other Expencise		24000
Net Profit/loss		368260

ANNUAL INCOME SATMENT		
DESCRIPTION	AMOUNT	2019
Revenue		2035000
Operation Exp		1342740
Shop Rent		330000
Electric Bill		95000
Telephone Bill		43200
Salary Expence		504000
Advertisment		120000
Employee Ref		180000
Depriciation		44540
Other Expencise		26000
Net Profit/loss		692260

ANNUAL INCOME SATMENT		
DESCRIPTION	AMOUNT	2020
Revenue		2238500
Operation Exp		1407940
Shop Rent		363000
Electric Bill		100000
Telephone Bill		43200
Salary Expence		529200
Advertisment		120000
Employee Ref		180000
Depriciation		44540
Other Expencise		28000
Net Profit/loss		830560

ANNUAL BALANCE SHEET 2018			ANNUAL BALANCE SHEET 2019			ANNUAL BALANCE SHEET 2020		
ASSETS	AMOUNT		ASSETS	AMOUNT		ASSETS	AMOUNT	
CURRENT ASSET			CURRENT ASSET			CURRENT ASSET		
CASH	797,976		CASH	1,476,256		CASH	2,583,558	
OFFICE SUPPLIES	7,000		OFFICE SUPPLIES	7,000		OFFICE SUPPLIES	7,000	
INVENTORY			INVENTORY			INVENTORY		
TOTAL CURRE Assets		804,766	TOTAL CURRE Assets		1,483,256	TOTAL CURRE Assets		2,590,448
Non Current Asset			Non Current Asset			Non Current Asset		
office equipment	85,500		office equipment	85,500		office equipment	85,500	
accumulated Depreciation	7,408		accumulated Depreciation	14,816		accumulated Depreciation	22,224	
Net value		78,092	Net value		70,684	Net value		63,276
furniture & Fixture	186,000		furniture & Fixture	186,000		furniture & Fixture	186,000	
Accum: Dep	10032		Accum: Dep	20064		Accum: Dep	30096	
Net Value		175,968	Net Value		165,936	Net Value		155,904
Electric Appliances	248,000		Electric Appliances	248,000		Electric Appliances	248,000	
Accum: Dep	27,100		Accum: Dep	54,200		Accum: Dep	81,300	
Net Value		220,900	Net Value		193,800	Net Value		166,700
Shop security(Refundable)	400,000		Shop security(Refundable)	400,000		Shop security(Refundable)	400,000	
Total Non-Assets		874960	Total Non-Assets		830420	Total Non-Assets		785880
Total Assets		1679726	Total Assets		2313676	Total Assets		3376328
Equity		1326500	Equity		1326500	Equity		1326500
Retained Earning		353226	Retained Earning		987176	Retained Earning		2049828
Ttal Liabilities & Equity		1679726	Ttal Liabilities & Equity		2313676	Ttal Liabilities & Equity		3376328

ABSTRACT OF MONTHLY BALANCE SHEET												
DESCRIPTION	January	February	March	April	May	Jun	July	August	September	October	November	December
ASSETS												
CURRENT ASSET												
CASH	305873	236746	292619	378492	394365	420238	456111	546984	607857	651230	722103	797976
OFFICE SUPPLIES	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000
TOTAL CURRENT Assets	308873	239746	295619	381492	397365	423238	459111	549984	610857	654230	725103	800976
Non Current Asset												
office equipment	85500	85500	85500	85500	85500	85500	85500	85500	85500	85500	85500	85500
accumulated Depreciation	609	1218	1827	2436	3045	3654	4263	4872	5481	6090	6699	7308
Net value	84891	84282	83673	83064	82455	81846	81237	80628	80019	79410	78801	78192
furniture & Fixture	186000	186000	186000	186000	186000	186000	186000	186000	186000	186000	186000	186000
Accum: Dep	662	1324	1986	2648	3310	3972	4634	5296	5958	6620	7282	7944
Net Value	185338	184676	184014	183352	182690	182028	181366	180704	180042	179380	178718	178056
Electric Appliance	248000	248000	248000	248000	248000	248000	248000	248000	248000	248000	248000	248000
Accum: Dep	2256	4512	6768	9024	11280	13536	15792	18048	20304	22560	24816	27072
Net Value	245744	243488	241232	238976	236720	234464	232208	229952	227696	225440	223184	220928
Shop security(Refundable)	400000	400000	400000	400000	400000	400000	400000	400000	400000	400000	400000	400000
Total Non-Assets	915973	912446	908883	905392	901865	898338	894811	891284	887757	884230	880703	877176
Total Assets	1224846	1152192	1204502	1286884	1299230	1321576	1353922	1441268	1498614	1538460	1605806	1678152
Equity	1326500	1326500	1326500	1326500	1326500	1326500	1326500	1326500	1326500	1326500	1326500	1326500
Retained Earning	-101654	-174308	-121998	-39616	-27270	-4924	-2578	114768	172114	211960	279306	351652
Total Liabilities & Equity	1224846	1152192	1204502	1286884	1299230	1321576	1323922	1441268	1498614	1538460	1605806	1678152

Financial Summary:

We are beginning our business with Rs. 1,326,500 the value is partitioned in four accomplices Rs. 331,625 will be individual offer in capital, we have extended a misfortune in the initial two months of the business as that would go in the making brand mindfulness and laying out a traction on the lookout, later we have extended benefit in the pay explanation and for the initial 5 months we are having no held income as we are recuperating the cost caused on showcasing (bulletin for a long time) Afterwards we are partaking in the benefit as our piece of the pie will grow alongside the extension of brands keeping the ongoing situation.

Conclusion:

The thought process behind sending off a showcasing organization in North locale was to work with the arising section of Sme's, private company and pioneering new companies which is fundamentally the most developing and potential business fragment of North and the rise of brands has been quick in the previous 10 years. For this portion promoting can be a cost particularly an immense one as a result of their restricted tasks and crushed financial plan, so it is hard to seek after with a total showcasing division on the super durable finance. We situated ourselves as a particular re-appropriated showcasing division, through which we can deal with building the general brand character, brand character and at last areas of strength for structure value by rolling out logical improvements in your brands or at times marking the conventional organizations or by complete repositioning.

The respondents in our examination upheld the center thoughts of the organization, expressing the realities like world has adjusted marking on the grounds that a brand is something of significant worth and some substance you can trust. Either the organization is an innovative startup or a corporate goliath, the as a matter of some importance instruments to underwrite its situating will be its prominent marking and afterward the utilization of incorporated showcasing specialized devices. The worldwide business climate has definitely changed over the fifty years, presently you simply don't bring to the table for a client driven item or administration however showcasing it in a fitting way is similarly significant, as clients has gone clever and don't request yet expect esteem expansion in the item or administration they buy and comparably clients are more drawn in and related to those brands which have comparative character as the client.

Marking in unambiguous and Promoting overall has advanced progressively and its further developing with the matched speed of innovation and web since that is the best power driving the changing interest examples of the clients. Likewise, the ideal targets of the review accompanied the blessing of greater part. Subsequently, keeping the ongoing situation of the financial improvement in Pakistan and the new brands arising in Islamabad/Rawalpindi makes an impressive need of Vital Showcasing which can serve to firmly situate them for their separate objective market as well as acquiring an upper hand over the contenders by prompting present day promoting strategies and use of persuasive brand components alongside making imaginative special techniques. We are not the same as other inventive organizations since we

own the center of administrations showcasing which is being client situated and following the client driven approach, we accentuation on the improvement and prosperity of our clients that is the reason we give deals preparing in light of the fact that the character and conduct of a deals staff influences the general picture of the brand. Advertising is more huge and complex than we suspect it's dead on to say that showcasing can be formed yet can't be halted and the brand which can succeed it than it can succeed in the business.

Limitations:

- Individuals of North are more into conventional business styles.
- Advertising is by and large not on need and treated as a cost.
- Due to ignorant climate finance managers are hesitant towards marking and ad.
- The unsound economy of the nation prompts chopping down the promoting financial plans.
- The inconvenience of aberrant charges on ad causes stopped promoting exercises.
- Presence of Worldwide monster rivals in the business sectors of large urban areas.

Future Expansions:

- It would be great to target the cottage industry of Pakistan which has been contributor of GDP. It will be a win-win situation by branding the small businesses of great potential.
- Intervening the corporate market can help grab the maximum market share.
- Entering in the B2B segment and also the B2G segment can be the best option.
- Website and Mobile Application is going to be more fruitful in engaging with clients.
- Further expansion to the untapped market of North (Peshawar, Gilgit, Skardu, etc.)
- Expanding the size of the firm in terms of Human Resource is the need of the future.
- Establishing personal printing setup and digital studio will help the firm to achieve economies of scale.
- We will target the emerging market of Gilgit Baltistan which is going to be a global trade hub. It will be fruitful to establish a marketing agency where we can enjoy international benefits.
- As a CSR we will work on the promotions of Charity Foundations and NGO's (e.g. SOS Village, Edhi, Fixit) free of cost as our contribution in the betterment of society.