



Handbook

Business Management & Development Skills

For Migrants and Local Population

Responsible

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Empowerment Thru Creative Integration – ECI (Consultant)

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Training Objectives and Agenda



Objectives









By the end of this training participants will be able to:



- Understand and apply concept and skills of conventional, digital and green business;
- Know and start business management according to their trades;
- Learn about marketing, costing, linkages building, financial management and bookkeeping;
- Understand business planning and prepare an initial business plan for their business;
- Learn about financial resources and access them as needed.

Agenda

Session Title	Topics	Duration
 Setting the Stage	<ul style="list-style-type: none"> ▪ Welcome and Pre-Test ▪ Introduction ▪ Expectations and Norms ▪ Training Objectives and Agenda 	55 Mins
 Current Financial Situation of Pakistan	<ul style="list-style-type: none"> ▪ Stand Up and Rise ▪ Pakistan and its Economic Situation ▪ Akram Story ▪ Problems of Returnees ▪ My Country – My Business 	1 Hour 30 Mins
 Basic Concepts of Business	<ul style="list-style-type: none"> ▪ Introduction and Types of Business ▪ Digital Business and Freelancing ▪ Environment Friendly Business ▪ 4 Stages of Business Cycle ▪ Legal Status of Business and Registration ▪ Questions for Business Selection 	4 Hours
 Business Competencies	<ul style="list-style-type: none"> ▪ Alia and Zaheer Story ▪ Sharpen your Axe ▪ Entrepreneurial Competencies 	60 Mins

Session Title	Topics	Duration
 Concepts of Marketing and Sales	<ul style="list-style-type: none"> ▪ Market and Marketing ▪ 6 Ps of Marketing ▪ Social Media Marketing ▪ Use of Online Platforms for Marketing ▪ Marketing of My Business ▪ Social Media Marketing of My Business ▪ Steps for Sales Promotion 	3 Hour 10 Mins
 Market Survey	<ul style="list-style-type: none"> ▪ King and Ministers Story ▪ Market Survey Questionnaire 	50 Mins
 Costing and Pricing	<ul style="list-style-type: none"> ▪ Concept of Costing ▪ Depreciation ▪ Rasheed's Business (Exercise) 	1 Hour 15 Mins
 Linkages Building	<ul style="list-style-type: none"> ▪ Linkages Building for Business ▪ Linkages Benefits and Long-term Relations 	45 Mins
 Business Records	<ul style="list-style-type: none"> ▪ Financial Management ▪ Business Records ▪ Important Business Records 	1 Hour 50 Mins
 Business Planning	<ul style="list-style-type: none"> ▪ 2 Stories ▪ Irfan's Story ▪ Business Planning, Parts and Preparation 	1 Hour 40 Mins
 Access to Financial Services	<ul style="list-style-type: none"> ▪ Microfinance Institutes ▪ Terms and Conditions for Loan ▪ General Tips for Taking Loan ▪ Identification of Financial Services 	45 Mins
 Training Evaluation and Close	<ul style="list-style-type: none"> ▪ Post Test ▪ Verbal and Written Feedback ▪ Certificate Distribution and Closing Remarks 	50 Mins

Stand Up and Rise



Someone has said it well

Dreams are not what we see while sleeping, but rather the ones that don't let us sleep!



What is your opinion about this?	Do you have a dream? If yes, what is it?
<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
Do you also think that the situation is very bad and nothing can be done?	Do you have hope for better times? If yes, why?
<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>







Keep your spirits high. If you have returned to the country, no matter what the circumstances were, or if there are problems in the country, still don't lose hope. Stay persistent, keep trying, and do your work with passion.

Which of the two verses below do you like more and why?







اُٹھ باندھ کمر کیا ڈرتا ہے پھر دیکھ خدا کیا کرتا ہے		جواں مردی اُسی رفعت پہ پہنچی جہاں سے بُردلی نے جست کی تھی	
<hr/> <hr/>		<hr/> <hr/>	

Pakistan and its Economic Situation

Nowadays, Pakistan is facing various economic problems. The current political and social situation in Pakistan has affected our country economically. Economic problems of Pakistan are as follows:

 <p>Lack of jobs</p>	 <p>Less Income</p>	 <p>Day by day Inflation</p>
 <p>Increase in unemployment</p>	 <p>Increase in poverty ratio</p>	 <p>Rising costs of education and health</p>

The following steps can be taken to resolve these issues:

 <p>Creating business trends and opportunities</p>	 <p>Assistance from modern business facilities</p>	 <p>Developing skills</p>
 <p>Trainings on business development</p>	 <p>Access to Microfinance</p>	 <p>Support in initiating business</p>



The Story of Akram – a returnee from Dubai













<p>Akram had been working as a plumber in Dubai with his uncle for the past ten years. Meanwhile, his wife Rubina stayed at home, doing stitching work.</p>	<p>After becoming unemployed there, Akram returned to Pakistan almost empty-handed and in a state of deep disappointment.</p>	<p>He spent some time idly at home and used up his savings, but now he does not want to seek job.</p>
<p>Akram wants to start his own business, but he lacks the information and resources needed for it.</p>	<p>Akram's father is a bus driver, but he had Akram work as a plumber at his younger brother's shop.</p>	<p>But Akram's desire is to start his own business, although he does not know the methods of running a business.</p>
<p>Akram does not have money to start his own shop and Akram does not know about microfinance institutions.</p>	<p>Akram's wife knows good tailoring but is doing limited work because of no awareness about online selling.</p>	<p>Akram does not know where he should start his plumbing business. Nor is he able to support his wife.</p>

Instructions

Discuss the following questions within your group:





1. What are Akram and Rubina's problems, and what solutions might be available for them?
2. Are you facing similar problems?
3. What effects do these problems have on your life, and how have you addressed them?

Issues of Returnees

 <p>High expectations of the family Yes <input type="checkbox"/> No <input type="checkbox"/></p>	 <p>Disappointment and anxiety about the situation Yes <input type="checkbox"/> No <input type="checkbox"/></p>	 <p>Waste of resources due to inexperience Yes <input type="checkbox"/> No <input type="checkbox"/></p>
 <p>Being socially isolated Yes <input type="checkbox"/> No <input type="checkbox"/></p>	 <p>Less motivation to do anything Yes <input type="checkbox"/> No <input type="checkbox"/></p>	 <p>Lack of information and resources Yes <input type="checkbox"/> No <input type="checkbox"/></p>
 <p>Lack of entrepreneurial skills and abilities Yes <input type="checkbox"/> No <input type="checkbox"/></p>	 <p>Lack of knowledge of Microfinance institutions Yes <input type="checkbox"/> No <input type="checkbox"/></p>	 <p>Lack of knowledge of government and other institutions Yes <input type="checkbox"/> No <input type="checkbox"/></p>
 <p>Lack of information and access to the market Yes <input type="checkbox"/> No <input type="checkbox"/></p>	 <p>Unfamiliarity with business procedures and policies Yes <input type="checkbox"/> No <input type="checkbox"/></p>	 <p>Lack of knowledge about online business Yes <input type="checkbox"/> No <input type="checkbox"/></p>

My Country – My Business

Asghar returned permanently from Germany just a month ago. He had worked there for almost ten years and now wants to start his own construction business in Pakistan. Having worked with experts in Germany, Asghar has gained considerable experience. He is a highly skilled craftsman and can earn a good income through his hard work and dedication. Let's see how Asghar started his business:

 <p>Business Idea and Planning</p>	<ul style="list-style-type: none">▪ Asghar assessed his area and found that a housing society is being developed nearby, and there are some sand, gravel, cement, and shuttering shops around.▪ While there are laborers available, there is a shortage of skilled craftsmen.▪ Asghar gathered all the necessary information and developed a business plan.
 <p>Resource Mobilization</p>	<ul style="list-style-type: none">▪ He prepared a separate list of essential resources for the business, including place, basic facilities, tools, boards, and chairs, etc.▪ He obtained information from the market on where to find good construction materials and tools at reasonable rates.▪ He selected a suitable location within the housing society and set up his shop there.
 <p>Starting Business</p>	<ul style="list-style-type: none">▪ Asghar started his business by arriving at his shop at the designated time, where people would hire him for work.▪ As his workload increased, he hired another skilled mason to assist him.▪ If any tools broke, he would promptly get them repaired to avoid disruptions in his work. He made sure to use all resources efficiently to keep costs low.
 <p>Profit and Growth</p>	<ul style="list-style-type: none">▪ He always take care of his records. He has printed a receipt book that he uses for receipts and payments.▪ Along with daily wage, he started getting small contracts as well. He maintains his records every week with the help of these transactions, and he closes his records daily after updating them.▪ In order to promote his business, Asghar created a Facebook page, put up banners, and also personally meets people.

Instructions




Read the given story carefully and answer:

1. What steps did Asghar take at each stage of his business?
2. What benefits did Asghar gain from working through these stages?

Introduction to Business

An activity related to the production, purchase and sale of products or services which is done with the aim of earning profit and also involves the chances of loss is called business.

Types of Business

Types of Business	Overview	Examples
 Production	<ul style="list-style-type: none"> Businesses in which various products/goods are made or produced are called production. 	<ul style="list-style-type: none"> Cooking Stitching and Embroidery Plastic Recycling
 Trade	<ul style="list-style-type: none"> Businesses that involve buying products/goods and then selling them with profit are called trading. 	<ul style="list-style-type: none"> General store Selling products online Make-up supplies
 Services	<ul style="list-style-type: none"> Businesses in which various goods, abilities and skills are delivered to the customers are called services. 	<ul style="list-style-type: none"> Beautician Motorcycle mechanic Business from waste Electrician

Digital or Online Business

Digital or Online Business is the buying and selling of goods and services on the Internet for profit. It is the business running over computers, tablets, smartphones, and other smart devices. Digital business is important because in this one experience:

		
Access to wide range of products	Low cost than conventional shopping	Unlimited time for shopping
		
Vast sales	Easy to choose and compare	Complaint or return mechanism





Digital vs Physical Business

Different Aspects	Physical or Traditional Business	Digital Business
Concept 	A local store that offers products/services/to local customers.	E-commerce refers to transactions or data exchange over the Internet.
Access 	For a limited time	Available all the time
Spread 	Limited to a specific area	For the whole world
Business Relations 	Fewer or limited relationships	Longer and longer relationships
Marketing 	One-way marketing	Face-to-face marketing
Payment 	Cash, Debit or Credit Card, Check	Debit or Credit Card, Cash on Delivery, Mobile Banking
Distribution of Products/Services 	Immediately	It takes some time




Freelancing



Freelancing is when you work for yourself, offering services to different clients instead of having a regular job with one employer. Freelancers often work from home and choose their own projects.

Benefits of Freelancing

			
You can choose when and where to work.	You can work on different types of projects.	You can set your own rates and work with multiple clients.	You can learn new skills through various projects.










Key Steps for Freelancing

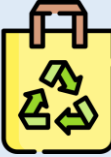


		
Know Your Skills	Create a Portfolio on different platforms	Specialize in a specific area to stand out

	
Decide how much to charge for your services.	Connect with potential clients through social media or online communities







Green Businesses

Green businesses refer to businesses that operate sustainably, reducing environmental impact through environmental friendly practices, resource conservation, and waste reduction. Some examples of environmental friendly businesses are:


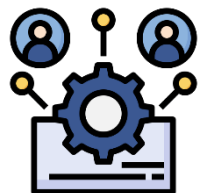


		
Sale of Trash	Sale of paper envelopes	Biogas production and use
		
Planting a nursery	Sale of used paper	Sale of organic fertilizers
		
sale of Solar System	Fish Farming	Providing clean drinking water

 <p>Shopping bag recycling</p>	 <p>Organic farming</p>	 <p>Livestock business</p>
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Never promote a business that:

 <p>Create smoke and pollution. For example, coal, Furnaces etc.</p>	 <p>Produce harmful waste. For example, soap, leather, dyeing etc.</p>	 <p>Damage natural resources. For example, hazardous fertilizers, sprays, burning/cutting of wood etc.</p>
 <p>Make noise. For example, big machinery, different rides, loud music etc.</p>	 <p>Affect human health. For example, gutka, paan, cigarettes etc.</p>	 <p>Destroy morality. For example, pornographic films, gambling, drugs etc.</p>

4 Stages of Business Cycle




			
Opportunity Identification	Resource Mobilization	Initiation of a Business	Running business Successfully and Grow
<ul style="list-style-type: none"> ▪ Area Assessment ▪ Business Identification ▪ Preparation of feasibility ▪ Business planning 	<ul style="list-style-type: none"> ▪ Capital ▪ Manpower ▪ Raw materials ▪ Basic facilities ▪ Transport ▪ Stationery 	<ul style="list-style-type: none"> ▪ Division of Responsibilities ▪ Raw material stock ▪ Quality control ▪ Stock of finished products ▪ Repairs and maintenance ▪ Accounting 	<ul style="list-style-type: none"> ▪ Reinvestment ▪ Accounting, Profitability Analysis ▪ Recovery system ▪ Financial documents ▪ Packing and packaging ▪ Innovation and value addition

Common Problems in Business Cycle

Opportunity Identification	Resource Mobilization	Initiation of a Business	Running business Successfully and Grow
<ul style="list-style-type: none"> ▪ Doing business by seeing others successful ▪ Not conducting market survey ▪ Choosing a business of your choice ▪ Not creating a business plan 	<ul style="list-style-type: none"> ▪ Lack of knowledge of market, products and machinery ▪ Buying machinery and tools at expensive prices ▪ Making unnecessary expenses 	<ul style="list-style-type: none"> ▪ Division of Responsibilities ▪ Failure to repair machinery and equipment in time ▪ Not keeping quality products 	<ul style="list-style-type: none"> ▪ Treat sales as profit ▪ Not reinvesting ▪ Not maintaining proper records ▪ Failure to save records

Business Registration and Documentation

Process of Business Registration

Business Type and Details	Registration Process
<p>Sole Proprietorship</p>	
<ul style="list-style-type: none"> Online Federal Board of Revenue (FBR) official website Only NTN is required. NTN registration is available online 	<ul style="list-style-type: none"> The Income Tax Ordinance handles taxation issues for sole proprietorships. An individual can request his business name in the NTN certificate. By doing so the individual will be liable for personal and business tax under the same NTN.
<p>Partnership Firm</p>	
<ul style="list-style-type: none"> The documents have to be submitted at the office of the District Registrar of Firms, and cannot be done online 	<ul style="list-style-type: none"> Preparation of partnership agreement on stamp paper of Rs.1000. Signature and seal of this Probate Commissioner and Notary Public. Payment of challan of hundred rupees in National Bank of Pakistan (NBP). Issuance of certificate of registration of firm. Preparation of form, name of firm on form, address of office, details of partners and 2 witnesses. Submission of a copy of the partnership agreement along with Form-1 and the original receipt of the challan to the office of the District Registrar of Firms.
<p>Private Limited Company</p>	
<ul style="list-style-type: none"> Online Official website of Security and Exchange Commission of Pakistan (SECP). Registration documents can be submitted in original form at SECP offices. 	<ul style="list-style-type: none"> Application to SECP Registrar of Companies on plain paper for availability of name. Rs.500 for each name of the business to be deposited in MCB or Rs.200 in case of online application. Submission of 4 copies of Memorandum of Association and 4 copies of Articles of Association of filled application form to SECP within 90 days after receiving the receipt of

Business Type and Details	Registration Process
	<p>Name Availability Certificate.</p> <ul style="list-style-type: none"> ▪ Form Submission: <ul style="list-style-type: none"> ○ Form – 1: Applicant's declaration for compliance ○ Form – 21: Notice of status of registered office of the company ○ Form - 29: Details of First Directors of the Company (CNIC or Passport etc. in case of foreigners) ○ Attaching the receipt of Rs.2,000 (Rs.1,000 in case of online deposit) deposited in MCB with the above documents. ▪ Issuance of Certificate of Incorporation by Registrar of Companies

Important Documents and License for Business

Sr. #	Name of Document	Name of Issuing Authority	Federal/ Provincial	Sector Specification
1.	National Tax Number	Federal Board of Revenue (FBR)	Federal	<ul style="list-style-type: none"> ▪ Manufacturing ▪ Trading ▪ Services
2.	Sales Tax Number	Federal Board of Revenue (FBR)	Federal	<ul style="list-style-type: none"> ▪ Manufacturing ▪ Trading ▪ Services
3.	Intellectual Property Rights (Trade Mark, copy right, patent etc.)	Intellectual Property Rights Organization (IPO) Pakistan	Federal	<ul style="list-style-type: none"> ▪ Manufacturing ▪ Trading ▪ Services
4.	Professional tax with Excise and Taxation Office	Excise and Taxation Officer (ETO)	Provincial	<ul style="list-style-type: none"> ▪ Services
5.	Employees Social Security Institution	Provincial Social Security Institution	Provincial	<ul style="list-style-type: none"> ▪ Manufacturing ▪ Trading ▪ Services
6.	Employees Old Age Benefits Institution	Employees Old Age Benefits Institution of Government of Pakistan (EOBI)	Federal	<ul style="list-style-type: none"> ▪ Manufacturing ▪ Trading ▪ Services
7.	Certificate of environment protection	<ul style="list-style-type: none"> ▪ Pakistan Environmental Protection Agency (PAK-EPA) ▪ Provincial Environmental Protection Agencies / Department (incl. AJK and Gilgit Baltistan) ▪ Departments Forest Environment & Wildlife, Sindh 	Federal and Provincial	<ul style="list-style-type: none"> ▪ Manufacturing ▪ Trading ▪ Services

Questions for Business Selection

Even if you have chosen a business, you must have answers to these questions:

Questions	Yes	No	Explanation
Are there customers (buyers)?	<input type="checkbox"/>	<input type="checkbox"/>	
Do I have skills or are there skilled Person?	<input type="checkbox"/>	<input type="checkbox"/>	
Is capital available to operate the business?	<input type="checkbox"/>	<input type="checkbox"/>	
Are there many people doing the same business in the area?	<input type="checkbox"/>	<input type="checkbox"/>	
Are the resources needed to do this business readily available in the area?	<input type="checkbox"/>	<input type="checkbox"/>	
Will my business provide something different than other businesses?	<input type="checkbox"/>	<input type="checkbox"/>	
Doesn't the society or my family consider it bad to do such a business?	<input type="checkbox"/>	<input type="checkbox"/>	
Is this business harmful to the environment?	<input type="checkbox"/>	<input type="checkbox"/>	
Have I consulted a specialist?	<input type="checkbox"/>	<input type="checkbox"/>	



Alia and Zaheer's Story

	<p>Aaliya is less educated and works in making decorative items.</p>		<p>Zaheer works as a plumber and has spent most of his time abroad.</p>
	<p>She manages her business with the help of her apprentices.</p>		<p>He is very responsible and hardworking, and he also adheres to punctuality.</p>
	<p>Due to a high number of orders, she brought more women on board to help.</p>		<p>Zaheer has complete command over his work and appears reliable.</p>
	<p>She can effectively use mobile phones and social media with the help of her son.</p>		<p>Zaheer planned his business in a step-by-step manner.</p>
	<p>Aaliya used social media to promote her business across Pakistan.</p>		<p>He gathered information and took advantage of business opportunities</p>
	<p>She deals with customers very sympathetically and provides them with complete information.</p>		<p>If any issues arise during work, he resolves them in a better way.</p>
	<p>Aaliya set business goals and achieved them through hard work.</p>		<p>He completes the work as promised.</p>
	<p>Aaliya has established better business connections and is benefiting from them</p>		<p>He effectively persuades her customers, which is why they remain in touch.</p>



Aaliya delivers good and quality work in a short time, which is why her customers are satisfied.



Due to Zaheer's high-quality and durable work, all his customers are very satisfied.-

Instructions

Read the given story carefully and answer:

1. What business skills did Zahir and Aaliya use?
2. How did the use of their skills benefit their businesses?



Sharpen the axe!

Once upon a time, a woodcutter asked a timber merchant for a job, and he was hired. The salary was quite good, and there was plenty of work. For these reasons, the woodcutter was determined to put in his best effort. The owner gave him an axe and showed him the area where he needed to work. On the first day, the woodcutter brought in 18 trees. "Congratulations," said the boss. "Come here!" The owner's words greatly encouraged the woodcutter.

The woodcutter tried very hard the next day, but he only managed to bring in 15 trees. On the third day, despite his efforts, he could only bring in 10 trees. Day by day, he was bringing in fewer trees. "I seem to be losing my strength," thought the woodcutter.







He went to the owner to collect his wages. The owner paid him and said, "you may leave as you can no longer work here." The woodcutter apologized profusely, saying he didn't understand what was happening. The owner then asked him, "When was the last time you sharpened your axe?" The woodcutter replied that he hadn't had time to sharpen his axe, as he had been too busy trying to cut down trees. The owner said, "You worked hard, but because you didn't sharpen your axe, you couldn't achieve more despite your tireless effort."





"What do you think this axe is?"



Business Competencies

These are skills that help entrepreneurs understand customers and their business. Through these skills they get to know all business related information and can grow their business. Some of these skills are for better business management and some for its development.



Competencies	Details
 <p>Information Seeking</p>	<ul style="list-style-type: none"> ▪ Getting information to start a business and explore new opportunities. ▪ Creating a business plan and running your business better.
 <p>Business Planning</p>	<ul style="list-style-type: none"> ▪ Setting business goals and planning to achieve them. ▪ Monitoring the various stages of the running business.
 <p>Persuasion and sales promotion</p>	<ul style="list-style-type: none"> ▪ Buying on your terms, build customers and retain their trust. ▪ Increase sales, improve business operations and increase growth.
 <p>Linkages Building</p>	<ul style="list-style-type: none"> ▪ Obtaining necessary business information. ▪ Obtaining financial services and loans ▪ Finding and identifying new customers ▪ Staying alert and in constant touch with the market
 <p>Financial Management</p>	<ul style="list-style-type: none"> ▪ Assessing necessary and unnecessary expenses ▪ Saving and putting it to good use ▪ Using money properly and getting financial services
 <p>Quality work</p>	<ul style="list-style-type: none"> ▪ Quality work impresses customers and keeps encourages them to rebuy. ▪ Keeping durability and sophistication in mind so as not to damage the skin

Competencies	Details
 <p data-bbox="169 416 520 450">Commitment and Punctuality</p>	<ul data-bbox="563 277 1334 416" style="list-style-type: none"> ▪ Informing customers in advance about the time required for preparation. ▪ Dividing work into stages so that time is not wasted. ▪ Completing the work on time.
 <p data-bbox="204 651 488 719">Passion to do more and better work in less time</p>	<ul data-bbox="563 568 1409 640" style="list-style-type: none"> ▪ Dividing tasks among more than one person even if time is short. ▪ Providing quality and timely services by making better use of time.

Concept of Market and Marketing

Market		Marketing	
A market is a place where buying and selling takes place. In other words, existing and potential customers who can buy your products are your market.		The act of identifying the needs or wants of customers, satisfying them and making a profit is called marketing.	







Types of Market

	
Physical Market	Online Market
In shape of buildings like wholesale market, market/retail shops, where people meet face to face.	A market where there is no direct contact between buyers and sellers.

Marketing vs. Sales






Sales	Marketing
Selling your services/products at a specified price	It caters wider range of activities with inclusion of various products
One-to-one sales	Promote the distribution of services or products
Achieving sales objectives	Analysis of products or services
Once the customer's need is met	Building long-term relationships
Short term work	It is a Long term work
Pushing the customer towards services/products	Attracting customers to services/products
There is an individual approach	There is a common procedure

6 Ps of Marketing




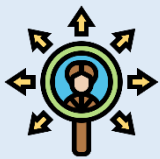





 <p>Product</p>	<ul style="list-style-type: none"> Quality should be according to the customer needs Make a small number of products initially Value customer's feedback and make possible changes 	<p>Say what you want!</p>
 <p>Place</p>	<ul style="list-style-type: none"> Accesible for Customers Should be Safe Should be noticeable and attractive 	<p>This is the same place where we passed by!</p>
 <p>Price</p>	<ul style="list-style-type: none"> Consider the purchasing power of the customer The selling price should be the same for all customers Reduce costs to increase profits 	<p>We are rare to be found!</p>
 <p>Promotion</p>	<ul style="list-style-type: none"> Use new and unique methods Explain the benefits to the customers Adopt an appropriate and easy-to-understand approach 	<p>My message is love, no matter where it reaches!</p>
 <p>Packing & Packaging</p>	<ul style="list-style-type: none"> Packaging should be in accordance with the nature of the product Protection from weather effects Preserves items for long time 	<p>No one's face matches your face!</p>
 <p>Person</p>	<ul style="list-style-type: none"> Good manners Avoid less weighing and mixing Mention the defects of the products 	<p>Was there only one person in the world!</p>

Social Media Marketing

Nowadays, any business needs social media to increase its sales. Whether you run a shop or a home-based business, promoting your products on social media can boost online sales. The following platforms can be used to promote a business on social media

				
Facebook	YouTube	Instagram	WhatsApp	TikTok
A platform to connect with users and share content widely	A platform for posting videos that educate or entertain your users	A visual platform to showcase your products and connect with customers	A messaging app to communicate directly with users	A platform for creating fun, short videos to engage young users

Benefits of Social Media Marketing

		
Access to more people	More publicity in less expenses	Simultaneous use of different methods
		
Custom advertising	Advertising and selling at home	Time savings
		
Maintain contact with customers	Keeping the customers informed about the business	Ease of taking feedback

Creating a social media page for your Business




Instructions for creating a social media page	Instructions for creating a social media group
Create your profile	Create your group and name it appropriately
Use an appropriate profile picture such as your business logo	Decide where the posts should be seen, e.g. public or restricted to members only
Put an image on the cover that makes your brand stand out	Create rules to keep your group positive
Write a brief description of your business	Choose a moderator to keep the group active
Use keywords relevant to your business in the description	Post questions, polls, and topics to get people engaged

Instructions for creating a social media page	Instructions for creating a social media group
Use the tips and story in your promotional post	Live chat and share background videos etc
Use features like Facebook Stories and Articles	Acknowledge and recognize active members to maintain engagement.

Tips for Effective Use of Social Media Pages

1	Post regularly to keep your customers engaged.
2	Keep your style consistent across all posts.
3	Add images and videos to make your posts more interesting.
4	Make sure your posts fit the size and style of the platform.
5	Track how well your posts are performing (eg likes, comments, shares).
6	Respond to comments and messages quickly to build trust and confidence.

Using online methods for marketing

 Social Media Marketing	<p>Social media platforms have significantly simplified:</p> <ul style="list-style-type: none"> • Adding swipe-up links and product stickers to posts • Creating dynamic ads • Uploading entire catalogs • Promoting targeted content
 Email Marketing	<p>You can use emails in various ways:</p> <ul style="list-style-type: none"> ▪ To introduce your brand ▪ Inform the masses about new products ▪ Provide insights or share brand news ▪ Notify about discounts and sales
 Affiliate Marketing	<ul style="list-style-type: none"> ▪ This strategy links an eCommerce business with products to sell to a marketer who is eager to promote them. ▪ Affiliate marketers select and promote products from a brand's catalog, earning a commission per sale, lead, or click.



User Experience

- A user or customer experience strategy is essential for achieving a positive user experience.
- Create a pleasant, value-driven experience that encourages users to return to your platform repeatedly.
-



Search Engine Marketing

- Search Engine Marketing involves promoting your online presence, particularly on search engines.
- This form of advertising is paid search engine advertising.
- Your ads will appear in the right place at the right time when users are actively seeking information or assistance on search engines.

Exercise: Marketing Strategy for your Business



Instructions:

How would you market your business, keeping in mind the 6 elements of marketing?

	<p>Product</p>		<p>Place</p>
<hr/> <hr/> <hr/>		<hr/> <hr/> <hr/>	
	<p>Price</p>		<p>Packing and Packaging</p>
<hr/> <hr/> <hr/>		<hr/> <hr/> <hr/>	
	<p>Promotion</p>		<p>Person</p>
<hr/> <hr/> <hr/>		<hr/> <hr/> <hr/>	

Social Media Marketing for your Business



Instructions:

Considering the concept of social media marketing, how would you market your business on social media?



Facebook



YouTube



Instagram










WhatsApp



TikTok

Steps for Sales Promotion

Steps	Details
 <p>Knowledge of current customer needs</p>	<ul style="list-style-type: none"> Understanding which products or services your customers demand the most allows you to tailor offerings to their needs. For instance, identifying the demand for specific clothing or beverages at the start of summer.
 <p>Price discount</p>	<ul style="list-style-type: none"> Sales can be boosted by offering special discounts and packages. For example, promotions like "buy 1 get 1 free," special bundles, or discounts on bulk grocery purchases.
 <p>Quality of products/services</p>	<ul style="list-style-type: none"> Sales can be boosted by offering special discounts and packages. For example, promotions like "buy 1 get 1 free," special bundles, or discounts on bulk grocery purchases.
 <p>Additional amenities</p>	<ul style="list-style-type: none"> Sales can be enhanced by offering additional services such as home delivery and free repairs. For instance, providing free home delivery or complimentary packaging for agricultural products.
 <p>Standard packing and packaging</p>	<ul style="list-style-type: none"> Offering good quality packaging can also boost sales. Use packaging that is both attractive and absorbent. For example, appealing packaging for canned fruits, vegetables, rice, or other grains.
 <p>Relationships with customers</p>	<ul style="list-style-type: none"> Building a strong relationship with customers increases the likelihood of repeat purchases, leading to higher sales. For instance, establish a personal connection through small favors, sharing in their joys and sorrows, or offering thoughtful gestures.
 <p>Innovative or unique products/services</p>	<ul style="list-style-type: none"> Introducing new or unique products or services not only boosts sales but also enhances the sales of your existing offerings. For example, launching a fast food service in a small area or providing mobile phones and accessories at the village level.



The Story of the King and the Minister

A kingdom was ruled by a king and queen. The queen had a brother whom she wanted to appoint as the minister. However, the king wanted to appoint a more intelligent person to the position. This was a major concern for the queen, and she often argued with the king and presented reasons for her brother's selection. The king came up with a solution.

One day, the king and queen were sitting by the palace window, observing the market scene. The king pointed out a few strangers in the crowd. The queen's brother was also present. The king asked the queen's brother to go and find out about these strangers. The queen's brother went and returned after a while with the news that they were people from a neighboring state and also provided their names. The king asked why they had come. The queen's brother asked the king to wait for a few minutes, went again, and came back to report that they had come for trade purposes. The king asked how long they would stay. The brother again apologized for the delay, went back, and returned to say that they would stay for three days. The king then asked where they would be staying. The queen's brother went once more and came back to inform the king that they would be staying at a nearby inn. The queen was inwardly pleased with her brother's swiftness, observing how he was running back and forth.




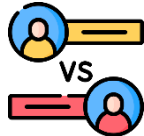


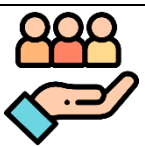



Then the king called the intelligent man he wanted to appoint as the minister. The king sent him to find out about the strangers. The man left, and after a while, he had not returned. The queen said, "What a slow person he is. My brother went immediately and came back with the information." After some time, the man returned and reported the names of the strangers, that they were from a neighboring country and wanted to buy some famous items from the state. They would be staying for three days at a nearby inn. The king then asked both the queen's brother and the man to leave the room.



Then the king said to the queen, "Which of the two is better suited for the position of minister? Your brother had to go back and forth repeatedly for such simple information, while the other person went once and returned with all the details. The queen realized that along with speed, intelligence was also required.

Do you think there is a message in this story?"



Market Survey Questionnaire

Selection of products/services		Raw Material	
<ul style="list-style-type: none"> ▪ What items do you stitch? ▪ Why did you choose these items? ▪ For what reasons do people take these products? 		<ul style="list-style-type: none"> ▪ Which companies or factories make and supply these goods? ▪ How many days after ordering do you receive the goods and how? ▪ What is the minimum amount of goods that can be purchased at one time and at what price? 	
Machinery		Competitor	
<ul style="list-style-type: none"> ▪ Are tools and equipment readily available? ▪ In which markets can these items be found? ▪ Which companies' machinery is available in the market, and which companies offer the best quality equipment? ▪ Does the machinery come with a warranty or service, and if so, for how long? ▪ How should the machinery be used, and what precautions should be taken? 		<ul style="list-style-type: none"> ▪ How many competitors offer products and services similar to yours? ▪ What services are they providing, and where are they located? ▪ What is their approximate customer base, and what are their pricing rates? ▪ What are their business practices (e.g., half services or cash)? ▪ What challenges do they face in running their business? 	
Wholesaler		Supplier	
<ul style="list-style-type: none"> ▪ What types of products do you sell? ▪ Where and when should you buy these products? ▪ Do you purchase the products yourself or do suppliers provide them? ▪ What are the best-selling products, and who are your customers? 		<ul style="list-style-type: none"> ▪ Who are the main suppliers in your business? ▪ What products do they offer, and under what terms? ▪ What is their market area, and where do these products originate? ▪ What is your perspective on the future of the business? 	
For Customers		Enabling Environment Providers	
<ul style="list-style-type: none"> ▪ How many products do you use throughout the year? ▪ Where do you source these products or services from? ▪ Do you prefer a particular brand, and if so, why? ▪ Are you satisfied with these products/services, and why? ▪ How many products or goods do you typically purchase at a time? 		<ul style="list-style-type: none"> ▪ What services do you offer to enhance this business? ▪ Are there any fees or charges associated? If so, how much? ▪ What are the terms for providing these services? ▪ Do you offer any special discounts? ▪ What additional advice or support do you provide after the service? 	

Concept of Costing

 <p>What?</p>	<p>The total costs incurred in producing a product or providing a service, including labor, raw materials, and other expenses, are referred to as the cost.</p>
 <p>Why Important?</p>	<p>Unless an entrepreneur knows how to calculate costs, they may miss out on:</p> <ul style="list-style-type: none"> ▪ Unless an entrepreneur knows how to calculate costs, they may miss out on: ▪ The risk of the business losing money if products are sold below their actual value. ▪ Ensuring that all expenses (e.g., electricity, rent, salaries) are included in the product's price. ▪ Making informed decisions about whether to adjust the product's price in relation to the market.

Types of Costs

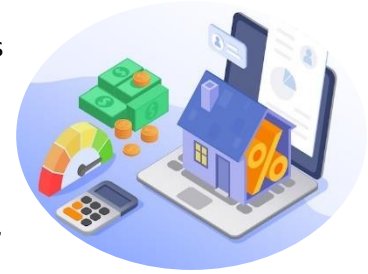
 <p>Direct Cost</p>	 <p>Indirect Cost</p>
<p>Raw Material</p>	<p>Other Expenses</p>
<p>Every business will have varying working capital and material needs, which may be required on a daily, weekly, monthly, quarterly (every 3 months), or semi-annual (every 6 months) basis.</p> <p>Remuneration/Labor: Wages and labor costs vary depending on the nature of the business.</p> <p>Salary is monthly but labor can be daily, weekly, contract and production based.</p> <p>Examples of indirect costs</p> <p>Cement Pipe</p>	<p>Indirect costs, also known as overheads, are expenses that are not directly tied to the production of goods or services but are necessary for running the business. These include expenses like rent, machinery maintenance, milling, and employee salaries.</p> <p>Examples of indirect costs:</p> <p>Shop rent</p> <p>Utilities and food and drink expenses</p>



Depreciation

Assets such as machinery, furniture, tools, and equipment, which have a lifespan or warranty of one year or more and are used over time in a business, are subject to depreciation. Depreciation is the process of allocating the cost of these assets over their useful life. This ensures that when the asset's life or warranty expires, its value is effectively accounted for, allowing the entrepreneur to recover and reinvest this value into new assets.

Depreciation should be included in costing because, when a business sells its products or services, the cost of using the asset needs to be factored in. By tracking depreciation separately, entrepreneurs can plan for future investments. For instance, if a sewing machine has a lifespan of 3 years and its purchase price is recovered over that period, the entrepreneur can use the accumulated depreciation value to invest in a new sewing machine, thereby improving their business operations.



Process for Calculating Depreciation

$\frac{\text{Buying Price}}{\text{Guarantee}}$	1 Year Depreciation
$\frac{\text{1 Year Depreciation}}{12}$	1 Month Depreciation
$\frac{\text{1 Month Depreciation}}{\text{Number of Products Produced in 1 Month}}$	Per Product Depreciation

Note: Entrepreneurs should use it according to the nature of their business and write why depreciation is important.



Rasheed's Business

Rasheeu works as an electrician. He was hired to handle the electrical work for 3 floors of a 10-marla plaza. Rasheed estimated that by hiring 2 additional craftsmen, he could complete the job in a week. For this project, he purchased the following items:

Items	Quantity	Unit Price	Total Amount
Wires	300 Meters	Rs. 20	Rs. 6000
Boards	30	Rs. 200	Rs. 6000
Bulbs	24	Rs. 120	Rs. 2880
Fans	9	Rs. 2000	Rs. 18000

His other expenses are as follows:






Own Labor	Rs. 8400
2 Persons Labor	Rs. 8400
Transportation	Rs. 1400
Food and Tea	Rs. 3500

Rasheed wants to keep a 10 percent profit on his cost so he knows what total price to charge the customer. What will be Rasheed's total cost considering all expenses?

After adding 10% profit to Rasheed's total cost for this work, tell us what is the total cost of this work?

Linkages Building

Linkages building involves creating connections between customers and sellers to facilitate transactions, boost sales, and increase revenue.

Production/Product/Service Linkages
 <p>Suppliers of Required material</p>
 <p>Wholesalers of Required material</p>
 <p>Microfinance Institutions</p>
 <p>Packing and Packaging Providers</p>
 <p>Transport Providers</p>
 <p>Labor or skill providers</p>

Sales Linkages
 <p>Common Customers</p>
 <p>Other Workers</p>
 <p>Small Markets</p>
 <p>Wholesalers/Suppliers</p>
 <p>Supermarkets</p>
 <p>Export to other Countries</p>

Some Enabling Environment Institutes

Organizations/Centers	Overview	Role	Services
 <p>Business Facilitation Centres (BFCs)</p>	<p>Business Facilitation Centers (BFCs) have been established to provide services to entrepreneurs and businesses as a central platform for various legal and administrative processes. These centers are located in various major cities of Punjab.</p>	<p>BFCs work to manage the necessary registrations, licensing and permits for businesses, reducing the time and effort required to comply with government regulations.</p>	<ul style="list-style-type: none"> ▪ Business registration ▪ Obtaining a license ▪ Submission of regulatory documents ▪ Provision of legal information ▪ Assistance and consultation in business planning
 <p>Small and Medium Enterprises Development Authority (SMEDA)</p>	<p>SMEDA is a government agency under the Ministry of Industries and Production, Pakistan, established for the development and support of Small and Medium Enterprises (SMEs) across the country.</p>	<p>SMEDA acts as a facilitator for small and medium-sized businesses, providing them with the tools, resources and support they need to grow and thrive in a business environment.</p>	<ul style="list-style-type: none"> ▪ Business development assistance ▪ Training program ▪ Access to financial resources ▪ Market research ▪ Identification of business opportunities ▪ Technical support
 <p>Technical & Vocational Education and Training Institutes (TVET)</p>	<p>TVET institutions provide specialized education and training aimed at equipping individuals with technical skills required for various trades and industries. These institutions play an important role in developing skilled manpower in Pakistan.</p>	<p>The primary role of TVET institutions is to provide quality technical and vocational training that is aligned with labor market demands, ensuring that graduates are employable and able to contribute effectively to the economy.</p>	<ul style="list-style-type: none"> ▪ Technical training programs ▪ Diploma ▪ Short courses ▪ Career counselling

Benefits of Linkages

Production/Product/Service Linkages	Sales Linkages
To be aware at all times	To increase sales
To get a loan	For potential and new customer information
To acquire more work	To offer improved services/products

Production/Product/Service Linkages	Sales Linkages
To purchase inexpensive yet high-quality goods	To acquire innovation, change, and growth
To buy packing materials	To establish a strong presence
To access transportation facilities	To ensure timely delivery of products to customers
To acquire advanced skills	To stay updated with market information





Linkages are like the backbone of your business. The stronger the linkages, the better the business.

10 Principles of Long-Term Business Linkages



				
Establish a brand or reputation	Prefer face-to-face contact	Identify common values or needs	Keep your deals transparent	Conduct research to identify customers
				
Use email for frequent and direct communication	Ask for honest and consistent feedback	Set clear expectations and be accountable for them	Identify common goals	Use the latest professional services software

Business Financial Management





Financial management involves planning, managing, controlling and monitoring your finances to achieve your business goals. Benefits of financial management are:

	Ensures you have money to pay bills and reinvest.		Helps you avoid financial problems by keeping track of income and expenses.
	Provides accurate financial information for making informed decisions.		Helps you plan for the future by creating a budget.

Some common financial issues

Issues		Solutions	
It happens when your expenses exceed your income.		Solutions include finding ways to cut costs or increase sales.	
Unexpected expenses can disrupt your budget.		Having an emergency fund can help you handle these situations.	
Avoid taking too much debt.		If you have debt, plan to pay it off as soon as possible.	

Important components of financial management



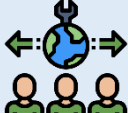



			
Budgeting	Cash-flow Management	Financial Reporting	Cost Control
Making a plan for how much money you will spend and earn. It gives you control over expenses.	Monitoring your expenditures and earnings. This ensures that you have enough money to cover expenses.	Keeping track of financial transactions and summarizing them in reports such as balance sheets and income statements.	Monitor and reduce costs where possible. This helps in increasing profits by reducing unnecessary expenses.

Business Records

"Records are written evidence of anything that has happened, is happening, or will happen. In addition to who said what, for example, income, expenses, debt records".

Benefits of Records

Many people neglect to keep records of their income and expenses either because they lack the knowledge of how to maintain records or do not understand the benefits of record-keeping for their business. Consequently, they are unaware of their actual earnings.

 <p>You will get to know how much money has been spent and how much money has been received.</p>	 <p>You will be able to determine how much material has been used and how much more is required.</p>	 <p>You will be able to determine how much work has been completed and the associated</p>
 <p>You can calculate profit and loss.</p>	 <p>You will be able to make a better decision about what to buy.</p>	 <p>By keeping a record of the loan, the loss can be avoided.</p>

Important Business Records

<p>Cash Book</p>	<p>Receipt</p>	<p>Order Form</p>
<p>A cash book is a financial record in which details of purchases and other expenses are recorded. Through this, the income and expenses of the business can be estimated better.</p>	<p>The price, quantity and description of the items purchased are recorded on the receipt. It is given to the customer by the shopkeeper after the purchase to keep the proof of purchase.</p>	<p>A pre-order is written for the item to be purchased through the order form. The order form states what quantity will be sold at the specified price.</p>
<p>Stock Register</p>	<p>Creditors' Record</p>	<p>Debtors' Record</p>
<p>Most small businesses do not need a stock register, but this register records the purchase and use of raw materials and other supplies.</p>	<p>If the shopkeeper borrows from an individual or a shopkeeper, it is a liability of the business which is entered in the debtor's record.</p>	<p>If an individual borrows an item from a business, the vendor enters it on the borrower's record as a reminder.</p>

Debtor's Record

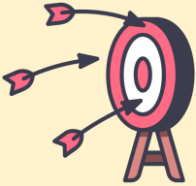
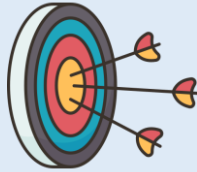
Name: 1 Address: 2

Date	Detail	Rate	Quantity	Total	Received	Receivable	Signature
3	4	5	6	7	8	9	10

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. Name of debtor - person or business 2. Home or business complete address with contact number 3. Date of transaction 4. Detail of sold items 5. Price per Item/liter/kg etc. | <ol style="list-style-type: none"> 6. Quantity in liter/kg/unit etc. 7. Total amount of items sold 8. Amount Received upfront 9. Amount to be received 10. Seller's sign |
|--|---|



Two stories

The Crazy archer		Arjun the archer	
<p>One day, a king passed through a forest and noticed that many trees had circles drawn on them with arrows right in the center of those circles. The king was very surprised and wondered who could be such an excellent marksman to shoot arrows precisely in the middle of all the circles. The king ordered an investigation to find this marksman. Many people set out to find this marksman. Some people hid in the forest and began to wait.</p> <p>What they saw was a crazy archer who made strange movements while shooting at the trees and then went up close to draw the circles around the arrows.</p>		<p>The master of a group of archers asked all his students to make their targets. Then he asked what each of them had targeted. Some said they had aimed at a particular tree, while others mentioned different objects. When it was Arjun's turn, the master asked him what he had aimed at. Arjun replied that he had aimed at the right eye of a bird sitting on the top branch of the right tree among two trees.</p> <p>The master then said, "Whether I live or not, no one in the world can become an archer like you, and you will be recognized in the world because of your target."</p>	

"What did you learn from these stories"?



The story of Irfan

	<p>Irfan is an expert carpenter and wants to prepare a business plan for his business so that he can align his business with the set objectives.</p>
	<p>To gather information for this business, he conducts a market survey and obtains information from vendors, wholesalers, retailers, middlemen, suppliers, and customers about the quality, price, and names of companies providing locations, furniture, products, tools, and machinery, which he records in his diary.</p>
	<p>He has received three days of business training, which has made him well-acquainted with all aspects and stages of a business plan. Using this knowledge, he starts to develop his business plan based on the information he has gathered.</p>
	<p>He writes his and the business's name, includes the complete address, and then explains the rationale for the business in the business plan. This shows why he is starting the business and what need it fulfills.</p>
	<p>Then, considering the business stages, he sets the target for the carpenter's business and establishes it as a monthly goal. He estimates the number of furniture customers and calculates the total expected revenue.</p>
	<p>In the next stage, he creates a list of materials and raw materials for the business plan and details it according to his production targets. He easily accomplishes this task as he is familiar with the calendar and demand-supply system, and knows what his production and sales targets are.</p>
	<p>Now, Irfan prepares a list detailing the quantity of necessary tools and furniture according to his business needs. He is aware that at every stage of the business plan, he calculates everything in accordance with the total investment.</p>



Then he plans the advertising to make people aware that Irfan is in the carpentry business. For this, he has listed the number of banners to be placed around his business location, the quantity of visiting cards, and included a promotional board for the shop.



At this stage of the business plan, Irfan calculates the business expenses in such a way that costs are minimized, allowing profit to align with investment returns. These expenses include one-time costs such as machinery and equipment. He also includes their maintenance costs and then writes down the total expenses.

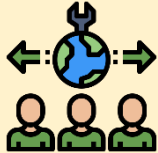


Finally, he sums up all types of expenses, then deducts the revenue from sales and production from this total. Irfan estimates the profit in relation to the investment in the business plan. Based on this, he decides that he will definitely earn the projected profit each month as outlined in his business plan.







Business Planning

Business planning is a process in which, according to the information obtained, steps are taken to start the business and run it on profitable basis. Business plan is a document that outlines business objectives, sales strategy, financial details, products and their sales targets, and profit or loss. A business plan sets the direction for the future of the business and helps prevent losses.

Importance of Business Plan

 <p>To start or grow a business</p>	 <p>To create a marketing strategy</p>	 <p>To specify production/product sales targets</p>
 <p>To run a business better</p>	 <p>To utilize resources better</p>	 <p>To suffice the needs of MFIs for provision of loans</p>
 <p>To ensure safe/better investment</p>	 <p>To deal with potential risks and threats</p>	 <p>To make better decision and ensure monitoring of existing business</p>

Components of a Business Plan

Parts of Business Plan	Details	Information Sources
 <p>Business and its nature</p>	<p>Basic information of the business e.g. name, address, what type of business it will be, which products will be stocked and why?</p>	<ul style="list-style-type: none"> ▪ The business itself ▪ Similar businesses
 <p>Setting and justifying production and sales targets</p>	<p>What will be the production/ products and how many will be sold, what will be their price and what will be the total revenue?</p>	<ul style="list-style-type: none"> ▪ Native people ▪ Similar businesses ▪ Demand and supply calendar
 <p>Marketing Strategy</p>	<p>Pricing, Placement, Product, Promotion, Packaging, Entrepreneurship</p>	<ul style="list-style-type: none"> ▪ Local Community Members ▪ Wholesaler/Supplier ▪ Association
 <p>Resources required and costs incurred</p>	<p>What machinery, raw materials, labor, how many and when will be required? How much will be the expenses like electricity bill, shop rent etc. on a monthly basis.</p>	<ul style="list-style-type: none"> ▪ Wholesaler/Supplier ▪ Machinery and equipment ▪ The owner of the place
 <p>Provision of capital</p>	<p>Where can capital be obtained? What is the current amount, and how much additional capital is required?</p>	<ul style="list-style-type: none"> ▪ Credit Institutions ▪ Native people ▪ Friends/Cousins/Relatives
 <p>Estimating Profit or Loss</p>	<p>Determining whether the business is profitable or not after total accounting.</p>	<ul style="list-style-type: none"> ▪ Calculations

Business Plan

1. Basic Information

Entrepreneur Name: _____
Business Name : _____
Business Nature: _____
Business Address: _____
Contact and Email: _____

2. Business Goals

#	Products/Services	Units	Unit Price	Total Amount
1				
2				
3				
4				
Grand Total				

3. Goals Justification

What is the justification for setting these targets (a survey or contract)?

4. Marketing Strategy

- **Products/Services**

- Price

- Place

- Promotion (Physical and Social Media)

5. Fixed expenses (machinery, equipment and tools)

#	Details	Unit	Unit Cost	Total Amount	Supplier
1					
2					
3					
4					
Grand Total					

6. Variable Expenses

6.1. Raw Material

#	Details	Quantity	Unit Cost	Total Amount	Supplier
1					
2					
3					
4					
Grand Total					

6.2. Wages/Salary

#	Details	Units	Working Days	Salary/Wage	Annual Salary/Wage
1					
2					
4					
Grand Total					

6.3. Other Expenses

#	Details	Monthly Amount	Annual Amount
1			
2			
3			
Grand Total			

Total Variable Cost = Raw Material + Salary/Wages + Other Expenses

Initial Capital = Fixed Expenses + Variable Cost (1 time production cost)

7. Marketing Plan

#	Marketing Tools	When	Quantity	Who will provide?
1				
2				
3				
4				

8. Fundraising plan

#	Sources	Amount	When	Terms
1				
2				
3				
4				




9. Estimating Profit/Loss

#	Details	Amount
1	Income	
2	Variable Cost (Raw Material + Salary/Wages + Other Expenses)	
3	Profit/Loss	

Access to Financial Services




Microfinance Institutes in Pakistan




The microfinance sector in Pakistan has grown over the past few years and is providing services across the country. This sector is being managed by Pakistan Microfinance Network (PMN). PMN currently has 50 registered members who are regular bodies and providing services across the country. Their details are as follows:

		
Microfinance Banks	Non-bank Microfinance Companies	Rural Support Programs
13	32	5

See their details on PMN website: <https://pmn.org.pk/member>

Microfinance institutions (MFIs) in Pakistan provide different loan amounts depending on the specific needs of borrowers. Here are the details about some of the institutes in Pakistan:

Institute Name	Loan Amount Range	Loan Purposes
 Khushhali Microfinance Bank Limited (KMBL)	PKR 10,000 to 500,000	<ul style="list-style-type: none"> ▪ Agriculture ▪ Small business ▪ For personal use
 Finca Microfinance Bank	PKR 20,000 to 500,000	<ul style="list-style-type: none"> ▪ Agriculture ▪ Small business
 U-Microfinance Bank Limited	PKR 10,000 to 500,000	<ul style="list-style-type: none"> ▪ Agriculture ▪ Small business ▪ For personal use

 <small>First MicroFinanceBank Ltd - Pakistan</small> First Microfinance Bank Limited (FMBL)	<p>PKR 15,000 to 500,000</p>	<ul style="list-style-type: none"> ▪ Agriculture ▪ Small business
 MobilinkBank <small>MICROFINANCE</small> Mobilink Microfinance Bank (MMB)	<p>PKR 10,000 to 300,000</p>	<ul style="list-style-type: none"> ▪ Agriculture ▪ Small business
 Akhuwat Microfinance	<p>PKR 10,000 to 100,000</p>	<ul style="list-style-type: none"> ▪ Interest free loan for health and education ▪ Small business

Terms and Conditions for Loan

1	Completion of the loan application form, providing details about the borrower and the purpose of the loan. Valid National Identity Card (CNIC) or passport and proof of residence (e.g. utility bill, rent agreement).
2	A detailed business plan outlining the business idea, operations, market analysis, and financial projections
3	For existing businesses, a brief description of current operations and financial performance.
4	Although many MFIs do not require a traditional credit history, they can assess creditworthiness based on past borrowing and repayment behavior.
5	Financial details, tax, or business income certificates.
6	Guaranteed by community or group members
7	Some MFIs may require assets like gold, land, vehicles etc. for larger loans.
8	Evidence of relevant business experience or skills, which may include previous work experience or education.
9	Some MFIs require borrowers to be part of a group or cooperative, where members guarantee each other, to get a loan from MFIs.
10	Participation in financial literacy or business training programs provided by the MFI, if required

Some Tips for Getting Loan

1	Provide all your details and information completely and correctly .
2	Should know why you need the loan and for what purpose you will use it.
3	Check out various MFIs offering you the best and easiest loan terms.
4	Create a plan that shows how you will use the loan and how it will benefit your business.
5	Read the loan agreement carefully to understand the interest rate, payment schedule, and any fees.
6	Make sure you can repay the loan from your income or business profits.
7	Save all your financial documents and keep a record of your loan payments.
8	Communicate thoroughly with the MFI and let them know if you have any problems repaying the loan.
9	Check if the MFI provides additional support such as business advice or contacts and use these services.
10	Be aware of any additional fees or charges that were not mentioned previously.

Choosing Financial Services for Yourself

"I chose you and left the world behind!"

Question	Answer
Why are you looking for financial services or loans?	
Which scheme or facility have you chosen?	
Why did you choose this scheme?	
What are the conditions to get it?	
Do you meet the eligibility criteria?	
Are you aware of all the terms?	
Do you know how to apply for it?	
What important documents are required? do you have those with you?	
Do you also need a guarantee?	
How long will approval take?	
What is the procedure of returning the loan?	
Will you be able to repay this loan easily?	
Would you recommend these services to others?	
Any other remarks?	

