



**Business Market**

کاروباری مارکیٹ کی تفصیلات

**When it took off**

کاروبار کب شروع ہوا

**The results so far**

اب تک کے کاروباری نتائج

**Employment Details**

ملازمین کی تفصیلات

**Financial Details**

مالی تفصیلات

**Business uniqueness etc.**

کاروبار کی انفرادیت

**Future Plans**

مستقبل کے منصوبے

**Business & Entrepreneur's Contacts**

کاروبار اور انٹرپرائیور کے رابطے

**Annexure**

دیگر معلومات

## **GUIDELINES**

Follow the guideline given under the each header

### **Introduction of the entrepreneur**

(It includes information regarding the owner of the business like what is the educational background, skills, other information related to the owner of the business how he developed the idea of the current business. And also Name, Age, Gender).

### **Introduction of the business**

(It includes information relating to what the business is all about (Business name etc) like the Products/Services information, Target Market of the business).

### **Market Details**

(It includes information relating to customers or the product/service made for, social strata, city, district, province and or international, gender, age, etc.

### **When it took off**

(Start date)

### **The results so far**

(Sales/Turnover, Client List)

### **Employment size**

(What is the direct employees (personnel directly involved in the business operations and on the company pay roll of the business and what's the size of indirect employees the personnel who have jobs because of the business in one or other way).

### **Financial Details**

(Investment, Revenue, Profit, Source of investment, Payment, Schedule, etc.)

### **Business uniqueness**

(Core Competitiveness, what are the things, which are making you different from your competitors like innovation in the business, process innovation, product innovation, service innovation etc?)

### **Future Plans**

(What are the plans for the future like strategies for selling and marketing? What are the future expansions plans like increasing the product line or setting up of new braches of the business etc

### **Business & Entrepreneur's Contacts**

(Postal, Telephone, Fax, Mobile, Website, E-mail, etc.)

### **Annexure**

(Attached brochure, photos, etc.)