**Sehamuddin**

**13125**

**Mid exam**

**Submitted to sir Zeeshan Ibrahim**

**Q1 if you want to open any business, briefly explain what sort of business you will start and why.?**

**Ans:** if I ever wanted to start a business I will do clothes business both male and females cloth as cloth is something everyone wants to have the best quality and right now in the market there are a lot of businesses of clothes which provide bad quality of clothes by saying it’s the best one. So after searching on it I came to the conclusion that I will have my own brand of clothes with the best quality.

**BRAND NAME:**

The name of my brand will be KHAN clothes. Which will be famous nationwide very soon

**Mission statement:**

The mission of my business is to provide a quality of clothes to the customer. At first my costumers will be only people of Peshawar with time I will extend my business outside Peshawar.

**Vision statement**:

We strive to be a national leader in clothing outerwear by empowering innovation and design to provide total customer satisfaction. To innovate, to lead, to enhance, to provide best-value products and services to global customers.

**Target market:**

My target market or audience will be upper class only. The reason for that is because they don’t compromise on quality and pay for it despite being expensive.

**Quality:**

No compromise on quality I will provide the best quality for my customer just to make them happy and satisfied because people do want quality and that’s what make them loyal customer. I will provide quality just to make them loyal so that they become my permanent customers.

**Marketing:**

I will spend a lot of money on marketing of my business once people get to know my business than its easy to make them buy. For marketing I will do advertisements on TV also make banners and brousers. As everyone now adays use social media so I will also make a page on Facebook and a website as well just to catch the audience and more people know about my business.

**celebrity endorsement:**

many people follow celebrities and they love them I will also do a celebrity endorsement of my business and the celebrity will be Fawad khan for male clothes and Mahira khan for female clothes as half of Pakistan follow and love them. Once they do advertisement of my brand clothes no doubt my brand and business will be so much famous and more and more people will come and buy my clothes just because of these two.

**Investment:** I need to invest a lot of money so that I can take over the market and give tough time to my competitors and to catch all the customer. In start I will invest about 50 lacs and then with the passage of time I will do invest more when needed.

**Shop location:**

I will have a shop in sadar bazar as in Peshawar its on of the biggest business bazar. One shop in arbab road as well. These two places are important places for any business.

**home delivery service:**

For comfort of the people and to give them ease my business will also have online home delivery service. If someone cant come to the shop they can order it online from our website by selecting a clothes. And that delivery service will be free of cost.

**Social welfare:**

Every month my business will give 5% of the profit earned in that month to the orphanage organization as well and on every festival we will give free suits to them so that they can also wear new clothes in the time of happiness.

**Question 2 write detail note on the role SMEDA to initiate new business?**

**Ans: Small and Medium Enterprises Development Authority - SMEDA,**Premier institution of the Government of Pakistan under Ministry of Industries & Production. SMEDA was established in October 1998 to take on the challenge of developing Small & Medium Enterprises (SMEs) in Pakistan. With a futuristic approach and professional management structure it has focus on providing an enabling environment and business development services to small and medium enterprises. SMEDA is not only an SME policy-advisory body for the government of Pakistan but also facilitates other stakeholders in addressing their SME development agendas.

According to the criterion worked out by SMEDA all those business enterprises having 10 to 40 employees and having productive assets excluding land and building worth 2 to 20 million are small business establishment. While those having more than 40 employees up to 99 with productive assets worth over 40 million have been classified as medium size business establishment.

**Vision**

"Growth of globally competitive SME sector, through a conducive environment and support services, serving as an engine of sustainable growth for national economy"

**Mission Statement**

"To assist in Employment Generation and Value Addition to the National Income, through Development of the SME Sector, by helping Increase the Number, Scale and Competitiveness of SMEs"

 **Objectives of SMEDA:**

1 formulate policy to encourage the growth of SMEs in the country and to advise the government on fiscal and monetary issues related to SMSs.

2 facilitation of business development services to SMEs.

3 set up and manage a service provider database including machinery and supplies of SMEs.

4 conducting sector studies

5 analysis for sector development strategies.

**SME sector in Pakistan.**

1 3.2 million business units in Pakistan.

2 over 99% business units’ employee less than 99 persons.

3 generate 78% of non-Agri sector employment.

4 direct contribution to GDP over 30%

5 contribute 35% in manufacturing value addition.

**Functions of SMEDA:**

SMEDA has a country wide outreach with four main regional offices each headed by a provincial chief for each of the 4 provinces of Pakistan i-e Punjab, Sindh, Baluchistan, KPK. These are further extended to 23 major cities of the country with a one man office housed in prominent chamber of commerce and industry which are called regional business coordinator. The out reach division also includes industry support cell and training services to SMEs.

**Challenges to SMEDA and lesson learned.**

1 public and private sectors roles need to be defined very clearly to reduce power struggle.

2 the roles should contain a balance of power and performance as otherwise dialogue turns into monologue.

3 constitution of such structure should try to make them safe from political changes in leadership.

4 A balanced system of incentives both for public and private stakeholders encouraging cooperation needs to be design to create motivation for result.

**SMEDA achievements:**

SMEDA has so far successfully formulated strategies for sectors including dairy and livestock , marble and granite, gems, and jewellery marine fisher, leather and footwear. Textiles etc.

**Strategies of SMEDA:**

The SMEDA is planning to take two major initiatives which will have far reaching effect on industrial development in the country specially the small and medium scale industry.

The SMEDA has asked the government to carry out the information that how much small and medium size businesses working in Pakistan through the federal bureau of statistics.