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**SUBJECT:**  STRATEGIC MARKETING

**MODULE:** 8TH SMEMSTER BBA

**TEACHER:** SIR ZEESHAN IBRAHIM

**Q.No.1: Discuss in detail any five cases of Companies Merger in Pakistan. ANS.**

1. **AL Baraka Bank:** Burj Bank Limited, formerly known as Dawood Islamic Bank Limited, now a part of [Al Baraka Bank](https://en.wikipedia.org/wiki/Al_Baraka_Bank), was Pakistan's sixth full-fledged Islamic commercial bank. The bank received its license from the [State Bank of Pakistan](https://en.wikipedia.org/wiki/State_Bank_of_Pakistan) in May 2006, and officially commenced its operations on Friday, April 27, 2007. The bank was the result of an initiative of the [First Dawood Group](https://en.wikipedia.org/w/index.php?title=First_Dawood_Group&action=edit&redlink=1), with the Islamic Corporation for the Development of the Private Sector in Jeddah, Unicorn Investment Bank in Bahrain, Al Safat Investment Company in Kuwait, Gargash Enterprises (LLC) in Dubai, the Singapore-based entrepreneur Azam Essof Kolia and Shaikh Abdullah Mohammad Al-Romaizan, an entrepreneur from the Kingdom of Saudi Arabia. In July 2011, the bank was renamed Burj Bank.

[Mufti](https://en.wikipedia.org/wiki/Mufti) Muneeb-ur-Rehman is heading Shariah Department of the Bank as the bank’s Shariah advisor. It currently has 75 online branches.

Burj Bank has a diversified range of shariah-compliant funded and non-funded products and services aimed at both individual and corporate customers. The bank also offers investment and corporate advisory services.

Burj Bank merged into Al Baraka Bank in 2016.

1. **MCB Bank:** [Lahore: 11th July 2017] NIB Bank Ltd (NIB)’s merger with and into MCB Bank Ltd (MCB) has come into effect from close of business 7th July 2017. All properties, assets, liabilities, rights and obligations of NIB now stand amalgamated and vest permanently in MCB. For now, no changes will be made to the banking services of former NIB customers who will be able to conduct their banking transactions as usual. Once the full integration of both banks is complete, the merger will provide additional synergies, banking services and added convenience to customers of both Banks. Former NIB customers will gain direct access to MCB’s extensive network of branches and ATMs alongside enhanced portfolio of products and services. Additionally, they will also gain access to banking services in several new geographical segments. This merger has taken place under a share swap arrangement in accordance with the Scheme of Amalgamation as approved by State Bank of Pakistan on June 13, 2017, without involving any foreign exchange transaction. MCB Bank already enjoys the confidence of foreign investors including Malaysia based Maybank, and with this strategic merger, MCB Bank is honoured to welcome Fullerton Financial Holdings (International) of Singapore as another significant international shareholder of the Bank.
2. **Bestway Cement Limited:** Karachi, Amtex Limited informed Pakistan Stock Exchange the material information regarding sanctioning of Scheme of Merger of Pakcem Limited with and into Bestway Cement Limited by the Islamabad High Court. The scheme is duly sanctioned and shall be effective in accordance with terms thereof.

Bestway Cement Limited is a public limited company incorporated in Pakistan on December 22, 1993. The foundation of the company is laid under the Companies Ordinance, 1984. The principal activity of the company is production and sale of cement. The products in which the company deals are Ordinary Portland Cement, Sulphate Resistant Cement, Quick Setting Cement, Low Alkali Ordinary Portland Cement and Clinker. The shares of the company are quoted on the Karachi Stock Exchange of Pakistan. The registered office of the company is located in Islamabad.

The symbol “BWCL” is being used by the stock exchanges for the shares of Bestway Cement Limited.

1. **Standard chartered:** Union Bank was a Pakistani [bank](https://en.wikipedia.org/wiki/Bank) based in [Karachi](https://en.wikipedia.org/wiki/Karachi), [Pakistan](https://en.wikipedia.org/wiki/Pakistan). It was established in 1991 with its headquarters in [Lahore](https://en.wikipedia.org/wiki/Lahore), [Pakistan](https://en.wikipedia.org/wiki/Pakistan). In 2000 the bank relocated its headquarters to Karachi.

Prior to the merger with Standard Chartered Bank in 2006, it was Pakistan's eighth largest bank and had 65 branches in some 22 cities, about US$2 billion in assets, and about 400,000 customers.[[1]](https://en.wikipedia.org/wiki/Union_Bank_%28Pakistan%29#cite_note-1)

In 2000, Union Bank acquired [Bank of America](https://en.wikipedia.org/wiki/Bank_of_America)'s operations in Pakistan. Then in July 2001, Union Bank signed an Independent Operator agreement for [American Express](https://en.wikipedia.org/wiki/American_Express) Cards in Pakistan. In 2002, Union Bank acquired the operations in Pakistan of [Emirates Bank International](https://en.wikipedia.org/w/index.php?title=Emirates_Bank_International&action=edit&redlink=1). This purchase helped Union Bank become one of the larger private banks in the country.

In 2006, [Standard Chartered Bank](https://en.wikipedia.org/wiki/Standard_Chartered_Bank) acquired 81% of Union Bank's shares for US$413 million. Under Pakistani law, it had to delist Union Bank and make an offer for the outstanding shares; the offer raised the total purchase price to about US$511. On 30 December 2006, Standard Chartered merged Union Bank with its own subsidiary in Pakistan, which has 46 branches in 10 cities. The merged bank is named [Standard Chartered Bank (Pakistan)](https://en.wikipedia.org/wiki/Standard_Chartered_Bank_%28Pakistan%29) and is now Pakistan's sixth largest bank.

1. **The Gadoon Textile Mills:** The Gadoon Textile Mills (GADT) approved ‘Scheme of Arrangement’ of merger with Fazal Textile Mills (FZTM) on Tuesday.

The decision comes seven months after the Yunus Brothers Group (YBG) companies first passed a resolution on May 13, 2014, to enter into discussion for evaluation of the feasibility including due diligence and valuation.

The stock prices of both companies have taken a big leap forward in the last seven months. GADT stock on May 13 stood at Rs189, which closed Tuesday at Rs299, while share in FZTM which was at Rs435 seven months ago now trades at Rs853.

The board of GADT and FZTM approved ‘Scheme of Arrangement’ whereby the textile undertaking of FZTM is to be merged with and into GADT subject to obtaining all necessary shareholders, creditors and regulatory approvals and sanctions of the scheme by the High Court along with fulfilment of related legal formalities.

**Q.No.2: If you are a CEO of any big company and you have a chance of cross border acquisition which country you will select among Brazil, Philippine, Tajikistan and Turkey. Also discuss the reason of selection and rejection of other countries.**

**ANS.** Cross border M&A can help to get a good price with the sale of your business. Cross border M&A is not only suited for large multinationals but also for companies with revenues from 5m euro and more. Within Europe there might be buyers with more funds and willing to pay higher multiples for your company. For the sale of your business cross border M&A is the key to get a better price for your company. IfI was a CEO of a big company and have a chance of cross border acquisition, I will select turkey**.** Many European consolidators are waiting to enter the fast-growing Turkish market and can be the buyer of your company. When selling a Turkish company support from an advisor who speaks the Turkish language is very important. When buying a company in Turkey it is necessary to have a M&A advisor who knows Turkey inside out. Is it pleasant to have a Turkish speaking advisor? CFIE always has local M&A advisors on the ground that speak the local language. Is it important that your adviser speaks other European Languages When doing business with CFIE you are always working with M&A advisors that speak various languages and can help you to advise best in your M&A project?

Are excellent businesses build by passion and hard work? If you have worked hard to build up your business you deserve an excellent support in the sale of your company.

**Q.No.3: In this situation of COVID 19 being a student what will you suggest how Higher Education Institution run their classes and take exams explain in detail.**

**ANS.** As a student I recommend that the Higher Educational Institute must consider the situation of all the students, there are a lot of students that belong to tribes or many other remote areas in Pakistan, they don’t have a facility of internet, due to which they are not able to attend online classes at regular base. The board must have to find a solution for them, like to arrange a hostel facility with regard to SOP’s, which will help them to take regular classes and to appear for the exam. The Higher Education should have to create an online website that work efficiently even on a low bandwidth network, we are facing a lot of problems in “zoom meeting”. It is not working properly, even though I have a strong WIFI connection at my home but still I have faced a lot of issues regarding zoom. It’s a responsibility of an institute to build an app for online classes which can easily be accessible and friendly to use and should be operated easily. The teacher has to provide all the necessary knowledge to the students regarding their courses. For online exams the same criteria as our university is following, I think it’s a best way for exam. Our teachers are giving us an assignment-based question, which is interesting way of taking exams, the students collect the data and then type it in their own words. This is helping us to get a command on MS word. I think in todays world everything gets practical and students needs a practical work in their field.