

THE BUSINESS

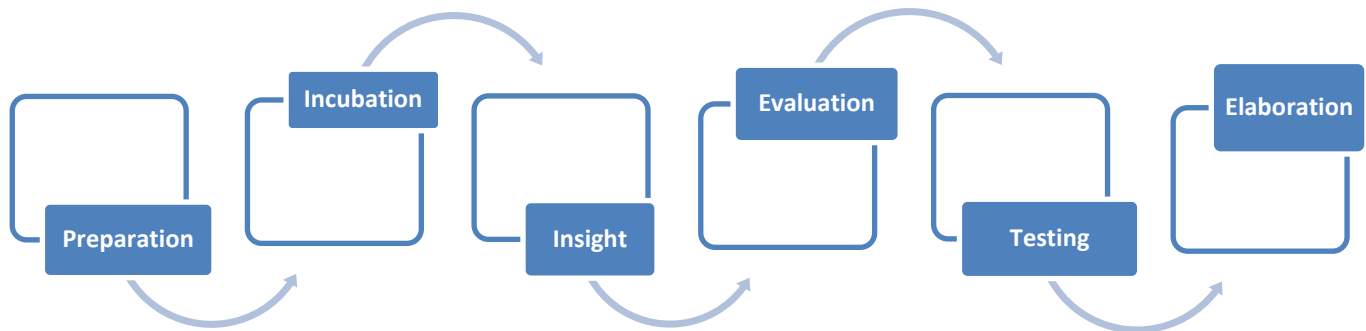
Our business will going to depict our culture and will show the taste of people of Punjab. Our firm will provide more opportunities of livelihood.

Lahore is the biggest city of Punjab and the most famous city of Pakistan for its handicrafts. Its market contains small products like pots, bags, greeting cards, toys, wall clock, jewelry, decoration pieces etc. In rural areas of Pakistan the people are more talented but they have less opportunity. Therefore our organization is utilizing man power. This make window of opportunity opens for entrepreneurs to re-launch or provide improvements in existing products.

Through this thought **DASTKAR** want to create a change. As we all know that Pakistan is recognized by its rich culture. The beauty of these things lies in the hands that make these things. No machine can give such beauty to the product as hand can give.

Our business is also providing the opportunity to recognize those people who have the ability and skills for crafting. We want to show the whole world that the manpower is more powerful than machines.

OPPORTUNITY RECOGNITION



DESCRIPTION

Opportunity recognition is a creative process, and the CEO of our firm recognized the opportunity.

PREPARATION

In the Preparation stage of **DASTKAR**, we are making awareness of traditional culture in the society.

INCUBATION

DASTKAR is trying to fill an opportunity to recognize our rich culture that has hidden somewhere.

INSIGHT

After opportunity gap recognition **DASTKAR** came up to an idea to promote our culture by making hand made things which was a revised version of already existing markets of handmade products

EVALUATION

The idea of **DASTKAR** was being discussed among the 8 active partners weather it will going to successful or not.

TESTING

Testing is done with the help of concept testing by tweaking the idea according to demand of our customers.

ELABORATION

Then **DASTKAR** decided to gather finance by all its members in conduct all paper work and develop a business plan.

DESCRIPTION OF THE BUSINESS

SOLUTION OF THE PROBLEM:

DASTKAR is the company which is going to emphasis on our Pakistani traditional culture of handicrafts. This company is coming as a representative of our culture. **DASTKAR** is providing very attractive products which are handmade and also help to provide value to those individual who are not given importance. **DASTKAR** will also give importance to customer choice and will provide customization option by taking orders at the spot.

BRIEF COMPANY HISTORY OR BACKGROUND

Mr. Kazim,CEO discussed with his friends that there is lack of cultural representation. He also observed that in the going age there is a growing trend of machines rather than manpower which is creating problems for those who are making things with their hands. All the tasks of production were held by the machines, no man power was involved. These machines are the biggest source of pollution and also decreasing the employment rate.

Once he visited a place where the women and girls were making hand made things, which were so beautiful and attractive. There he saw an opportunity that the decoration pieces and bags and very unique representative of our culture and no machine would involve. It was a biggest step because now a day, it is all machine age and the pollutions spreading and environment is getting polluted day by day. So, we thought that we should utilize the manpower in best possible way and as we all know that Pakistan is famous or known by its “Hand made things”. So, he saw an opportunity gap there and also analysis that there is a growing rate of unemployment. That is why he created a company where the promotion of hand made things could be made easy. The thought behind this idea was to create employment by using manpower, and to promote the culture of Pakistan which is famous or well known for its beautiful and attractive handicrafts.

MISSION

Exploiting the opportunities of handicraft industry for our valued clients/customer by giving chance to learn skills needed and to excel in field; representing them worldwide and finally to promote and boost our country culture.

VISION

To become global name in handicrafts along with bringing positive change to economy in life of customer and clients we serve.

OBJECTIVES

SHORT TERMS OBJECTIVES:

- Availability of products to easily accessible places
- To maximize our profit
- To provide after sale services
- To provide better product or services within reasonable prices.
- To expand our product lines.

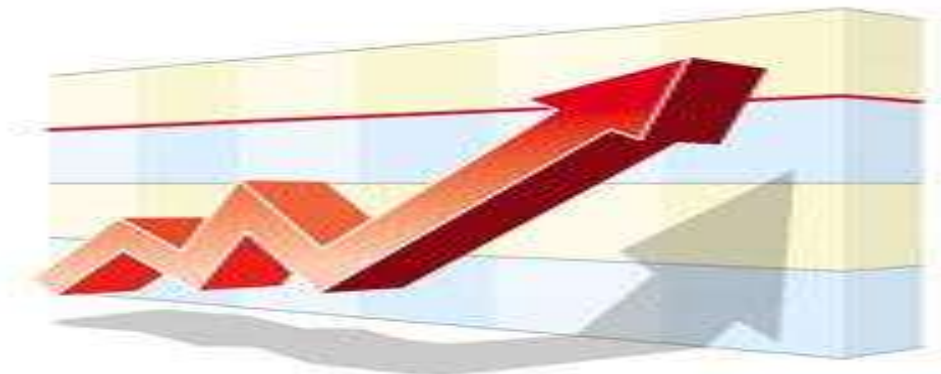


LONG TERMS OBJECTIVES:

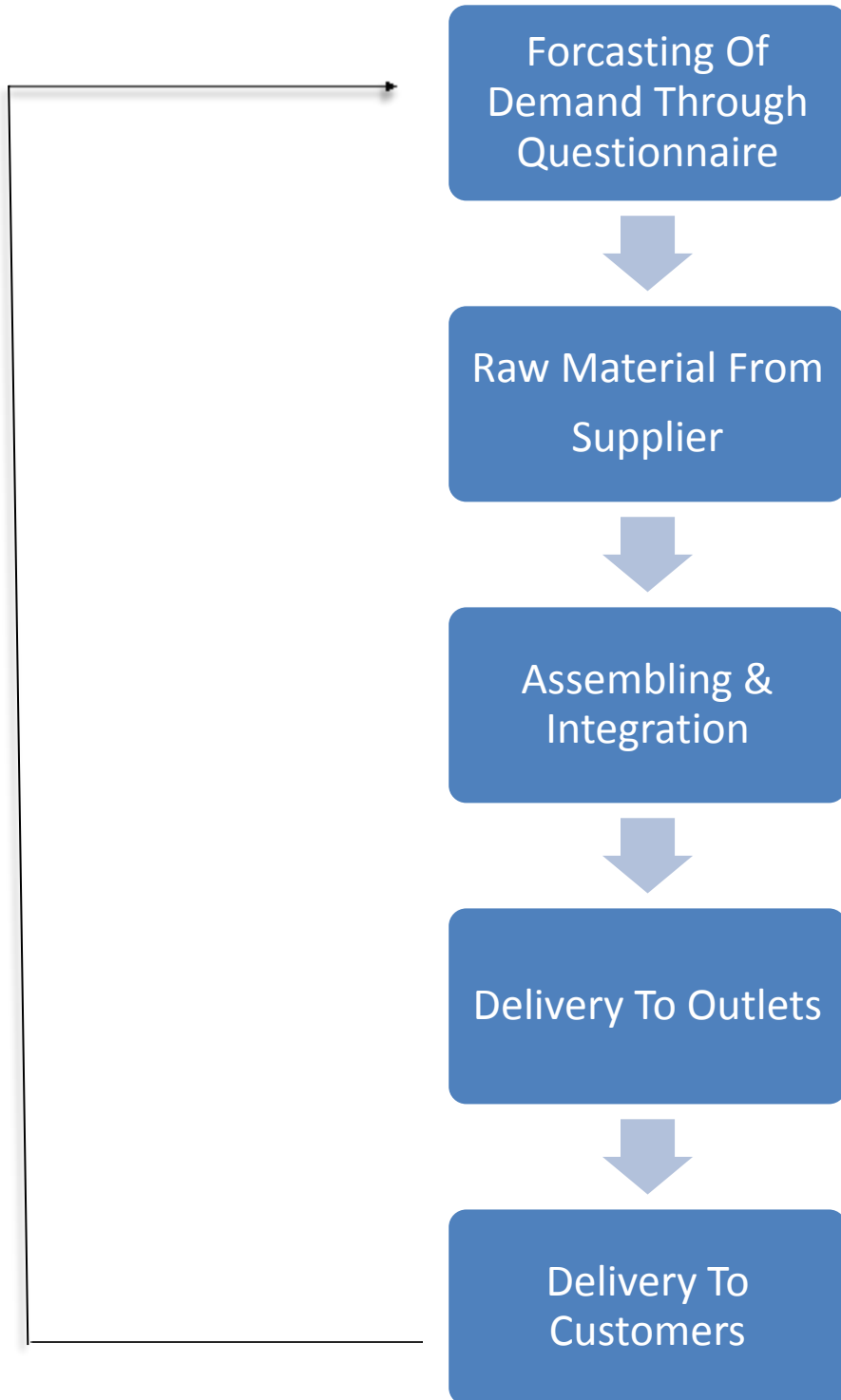
- To establish our brand name in Pakistan
- To open our outlets in all the leading cities of Pakistan
- To expand our market by providing online services

COMPETATIVE ADVANTAGE

BY PROVIDING CUSTOMIZATION OF PRODUCTS IN ORDER TO FULFILL THE REQUIREMENTS OF OUR CUSTOMERS



BUSINESS MODEL



DESCRIPTION OF BUSINESS MODEL

Business model of **DASTKAR** is very simple to understand.

Firstly, **DASTKAR** forecasts the demand through questionnaire. The questionnaire depicts the taste of people. It contains different questions which help **DASTKAR** to identify most wanted products. After forecasting demand the operational manager appoints the duty of two people to go in the market that is not so expensive like **ANARKALI, SHAHALAM MARKET**. They purchase quality raw materials as mention in the list given by the operational manager. They keep with them the receipt of purchases which is to be shown to **DASTKAR** finance manager. After purchasing, the material is checked by assistant operational manager who ensures that there is no breakage and also that no material is of low quality. After quality assurance the raw material is then transferred to manufacturers who are located in different areas. They convert the raw material into refined finished goods within appropriate time. Again operational manager appoints the duty of two people to collect the finish goods from manufacture. They take the goods at **DASTKAR** outlet; again they are checked for quality finishing. Sale manager assign prices to individual items that are meant to be sold. Goods are then purchased by the end users at reasonable prices.

Finally feedback is taken from the customers about products purchased from **DASTKAR** through questionnaire. This information is submitted to board of directors and CEO who take appropriate actions to satisfy the customers.

SUSTAINABLE COMPETITIVE ADVANTAGE

Sustainable competitive advantage is made by the combination of two elements that includes,

CORE COMPETENCY:

First element is core competency which is a competitive advantage of a company. **DASTKAR** is re-introducing those products that are dying out. These products had never been sold under a specific brand name so **DASTKAR** has a first mover advantage by providing quality products under one roof.

STRATEGIC ASSET:

DASTKAR has its business model, product differentiation, management team as its strategic assets, which combinable with core competency creates a sustainable advantage for **DASTKAR**

CURRENT STATUS AND REQUIREMENTS

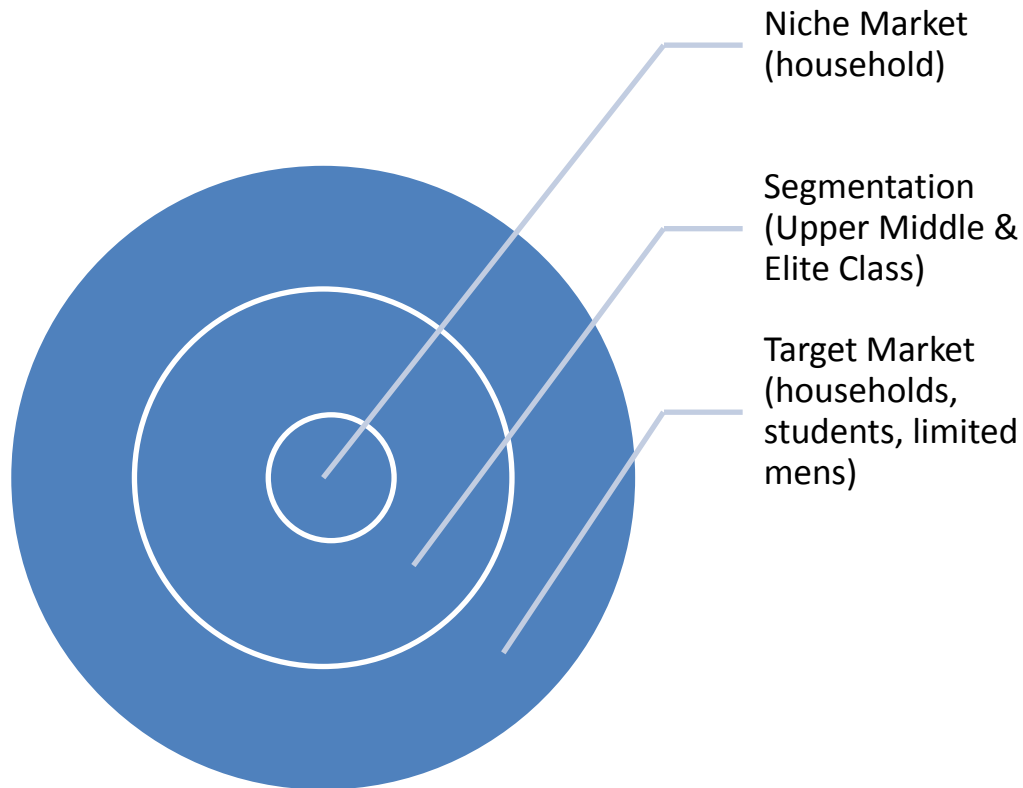
CURRENT STATUS:

DASTKAR is currently in an introductory stage. We have finance and budget of 50,000 PKR under which they have to cover their all expenses. The management team has gone through all its legal documentation with all terms and conditions for the business that they have decided to launch. The first outlet of **DASTKAR** is going to be at LIBERTY MARKET.

FUTURE REQUIREMENTS:

Firstly, **DASTKAR** needs a building to operate and then it will hire employees like Hr. manager, security guard, etc. They will also have to purchase raw material. After meeting all the operating expenses it will need some money or loan to meet further expenses.

TARGET MARKET



DESCRIPTION OF TARGET MARKET

Products at **DASTKAR** are not so much expensive but they are unique. We are targeting household women, students and limited men. The segmentation of our target market on the basis of income is Elite and upper middle class. The niche market of Dastkar is household women as they are more in to buying the household things because they are more curious about decorating and furnishing their houses.

MANAGEMENT TEAM



MANAGEMENT ABILITY AND EXPERIENCE:

The management team of DASTKAR is quite creative, innovative, cooperative and willing to work in any circumstances and is highly motivated in achieving goals and giving their best to their customers, as customers are their priority. It's not the money but the quality they believe in.

The experience of management team of **DASTKAR** is given below

CHIEF EXECUTIVE OFFICER (CEO):

Kazim Ali is CEO OF **DASTKAR**. He did his MBA in marketing from University Of Central Punjab and joined NCA for interior designing diploma. He worked for 6 years with Gull Ahmed Textiles.

Job summary:

In Dastkar he will oversee the work of all the departments

DIRECTOR OPERATIONS:

Atif Qayyum did his MBA from LUMS, and then he worked for 5 years with Amtex as a quality assurance manager. He is well trained personnel and very well can handle all the operations in **DASTKAR**.

Job summary:

He will check all the operations going on in DASTKAR and also ensure the quality of raw material and finished goods

DIRECTOR FINANCE:

Beenish Sattar did her MBA in banking and finance from LSE. She previously worked in Alfalah bank as finance manager for 3 years. She also has an experience of working with government of Pakistan under ministry of finance, now she is well experienced to handle department of finance In **DASTKAR**.

Job summary:

She is responsible for making budget policies and will also involve in dealing daily transactions of **DASTKAR**

DIRECTOR MARKETING AND SALES:

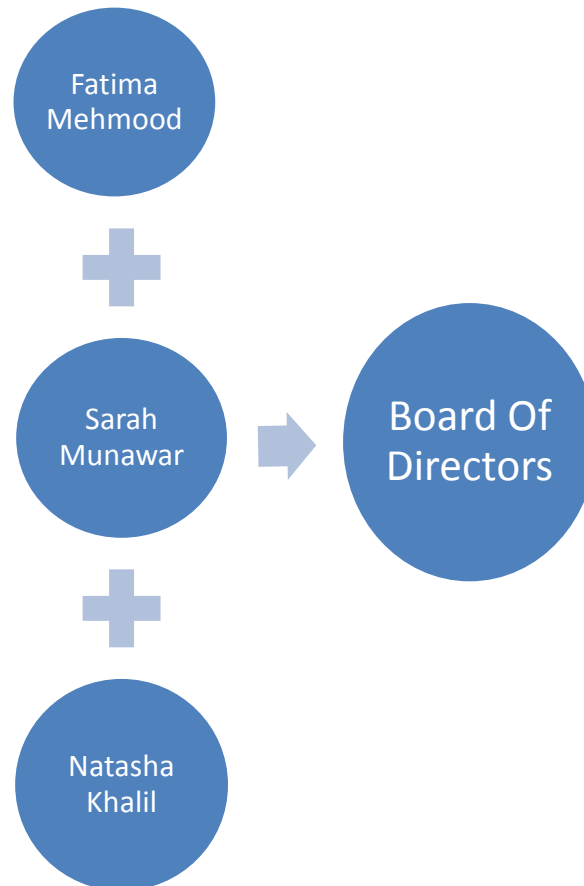
Umar Niaz and Mariam Illyas are working as marketing/sales manager in **DASTKAR**, both have their MBA degrees from IBA Karachi in marketing, Umar Niaz worked for 4 years with Ufone in marketing department and was considered best person for sales. Mariam Illyas have 2 years' experience of working as sales manager in GSK

Job summary:

They will work as representative of Dastkar in market and responsible of major sales at **DASTKAR**

BOARD OF DIRECTORS:

DASTKAR is working under 3 boards of directors



Fatima Mehmood having degree of doctor of pharmacy from Punjab University, and MBA from LUMS .She is also working in board of directors in Punjab University and Merck.

Sarah Munawar did her MBA from LSE and is working with ministry of Punjab

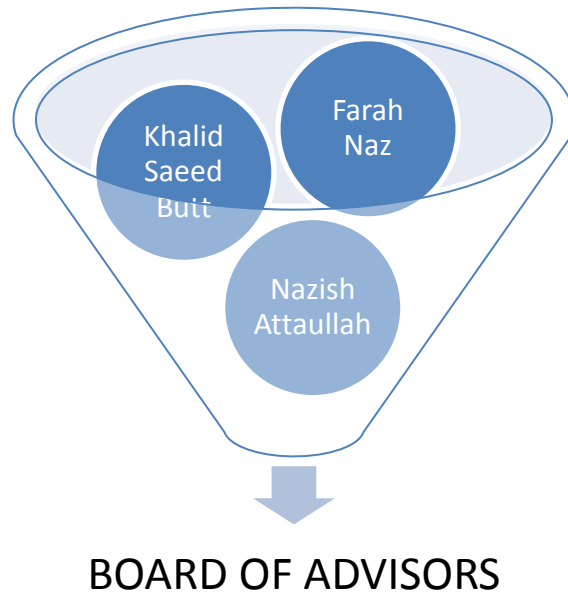
Natasha Khalil done her PhD in management studies from LUMS and is now also in the board of directors in Punjab University

Job summary:

These three members will supervise their sub-ordinates and will be responsible for appointing officers at DASTKAR

BOARD OF ADVISORS:

DASTKAR is having 3 members as board of advisors



Farah Naz is well known for her interior designing, is now working with **DASTKAR**

Khalid Saeed Butt, principal of arts deptt in PUNJAB UNIVERSITY

Nazish Attaullah, principal of National College of Arts and Design

HOW ADVISORY BOARD WILL BE USED IN DASTKAR:

Boards of Advisors provide:

- Source of information and insights regarding about latest trends
- Advice and assist **DASTKAR** in shaping its goals, strategies and priorities
- Help develop distinct identity among others handmade businesses

DESCRIPTION OF ORGANIZATIONAL STRUCTURE

CHIEF EXECUTIVE OFFICER:

Chief executive officer of **DASTKAR** is Kazim Ali who is reported by his sub-ordinates. Board of directors are supposed to report CEO about the position or work of finance manager, operational manager, board of advisory and marketing, sales manager.

BOARD OF DIRECTOR:

Board of director checks the work of his sub-ordinates and manages the work under his authority. His main duty is to supervise sub-ordinates. He is also responsible for appointing officers of **DASTKAR**.

BOARD OF ADVISORS:

Board of advisors are the one who give advices and new ideas how can this organization run much better and what new things can be launched in this organization to make it more attractive.

He also participates in decision making. If any problem occurs they arrange meeting to solve it and what steps can be taken to make it perfect.

DRIECTORFINANCE:

Finance director is supposed to give report about the financial position and all expenses and income made in **DASTKAR** to the **CEO**. Finance director is very important for any organization or business as he is the only member to deal with transactions and related things about finance. They will be responsible for making budget policies by keeping the financial potion of **DASTKAR** in mind.

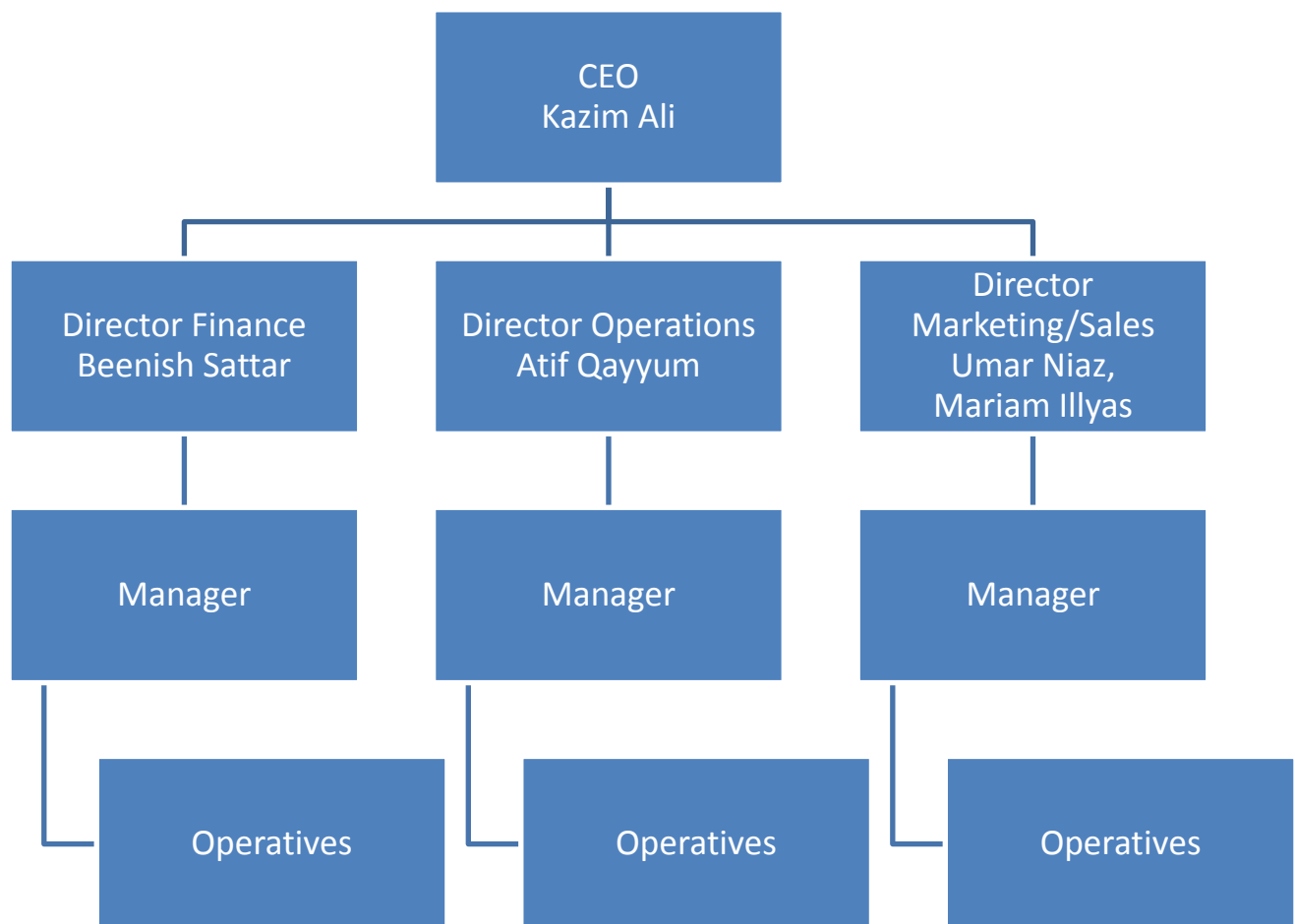
DIRECTOR OPERATIONS:

Operational director is one who checks the operations held in organization and all the operations made by other directors how they are working. Operational director checks whether they are doing as the organization needs. The products made should be according to the requirements.

DIRECTOR MARKETING AND SALES:

In our organization “DASTKAR” products need marketing for this requirement sales manager plays a vital role. His work is to communicate customers to advertise their organization and products. Marketing director should be publically involved. He reports to CEO

STRUCTURE OF ORGANIZATION



LEGAL STRUCTURE

LEGAL FORM:

Our company “**DASTKAR** “is formed under the Partnership Act, 1932

Partnership Act, 1932 is as follows:

A **partnership** is an arrangement where entities and/or individuals agree to cooperate to advance their interests. In the most frequent instance, a partnership is formed between one or more businesses in which **partners** (owners) co-labor to achieve and share profits or losses.

DASTKAR fulfills all the conditions and requirements of this agreement.

OWNERSHIP STATUS:

Being an entrepreneur business, our company has a single type of partners

- **Active partners**

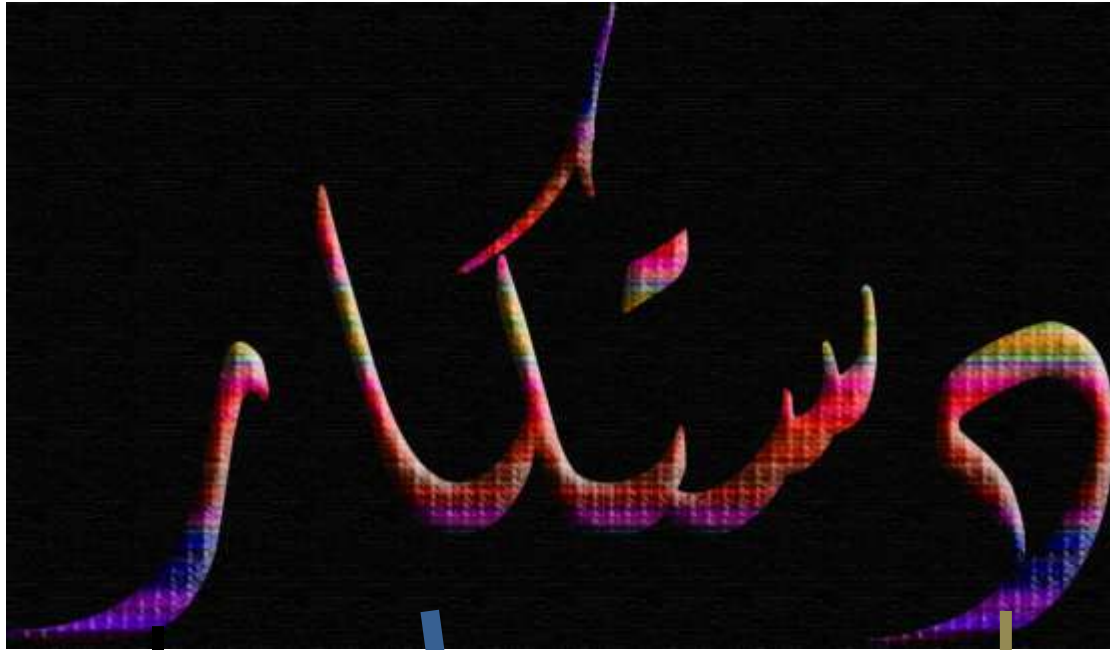
ACTIVE PARTNERS:

Active partners are those partners that take actively part in the operations of the business. In our company the actively partners are Kazim Ali, Fatima Mehmood, Beenish Sattar, Sarah Munawar, Natasha Khalil, Mariam Illyas, Umar Niaz, Atif Qayyum.

OWNER'S LIABILITY:

The liabilities of our business partners are limited which means that the owner is liable to the company only up to the extent of his or her share in the capital.

INTELLECTUAL PROPERTY



Font: Naqvi (Inpage 2000)

BLACK Back ground

Multi-color text

Size: 1.5" * 2"

Representing Culture of the four provinces of Pakistan. The name is in Urdu which is easily understandable, as Urdu is our National language.

©Copyright reserved

™Trade mark

Specifications:

- Font: Naqvi (Inpage 2000)
- Resolution: 300 dpi
- Color black background with multi-color text

INDUSTRY ANALYSIS

INDUSTRY DESCRIPTION

Handicrafts are specialized skills passed on from one generation to the next. The term 'handicrafts' refers to a wide range of items carrying utilitarian and artistic value that are made by hand, or with the use of simple tools. Pakistani handicrafts reflect unmatched workmanship, fine designs, and subtle elegance. This makes Pakistan one of the chief exporters of handicrafts in the world market. Punjab is always famous for its traditional culture. In such industry of handicraft, our culture is losing some traditional items like wall hangings and wall clocks which are made by hand not by machines and pots etc. **DASTKAR** is entering into this big HANDICRAFT industry, by promoting our dying culture, in order to revive the traditions of our culture by providing our customers value added stuff. We have analyzed the approximate numbers of competitors in the market, size of industry, industry attractiveness, and the potential profits. We have also examined the problem that we could face by entering into this industry along with the strategies to cope up with them.

INDUSTRY TRENDS

The Asian manufacturing industry of handicraft is highly diversified, comprising of several establishments engaged in manufacturing of pottery, ceramics, clay pieces, paintings, sculptures, metal craft, antique furniture, antique jewelry, gems and stones, textiles, paper craft, toys, leather based products. These industries provide additional employment and raise the level of living for both rural and urban populations. The global handicrafts industry accounts for a market share of 100 billion. This industry plays a dominant role in the economic development of the rural mass of every country and earns substantial foreign exchange.

Ceramics:

Ceramics is an art of making different kind of objects such as earthenware, porcelain, tiles, cookware, dinnerware etc with the help of fired clay. The leading Asian countries that produce ceramics based articles are India, Pakistan, Nepal, Sri Lanka, China, Iran, and UAE.

Glass crafts:

includes assorted range of crafts such as glass blowing, glass bead making, stained glass paintings, hand painted glassware, glass pearls etc.

Leatherwork:

Comprises of wide range of activities such as leather carving, leather painting, leather-stamping etc.

Wood crafts:

Covers broad range of techniques such as woodcarving, woodworking, and wood burning etc. Woodcraft refers to the skill in carving or fashioning objects from wood.

Stone Crafts:

Is an art or skill of manufacturing objects by combining together pieces of rough natural stones.

Metal Crafts:

Contains diverse range of objects such as metal jewelry, metal utensils, silver ware, brassware, metal statues etc.

INDUSTRY SIZE

The attractive things for the visitors in Pakistan are the hand made things. These things show the culture and also reflect the beauty of the four provinces of Pakistan. Handicrafts industry is a small size industry. In Pakistan cottage or household industries hold an important position in rural set-up. Most villages are self-sufficient in the basic necessities of life. Many families depend on cottage industries for income.

Cottage industries have also gained immense importance in cities and towns. There is great demand for hand made things. These are also considered important export items and are in good demand in international markets.

S T A G E O F I N D U S T R Y L E V E L	D E C L I N E	Small business	Large business
		CELL 5 Niche low cost Niche low cost/differentiation	CELL 9 Low cost Low cost/differentiation multiple
	M A T U R I T Y	CELL 4 Niche low cost Niche differentiation	CELL 8 Low cost Differentiation Low cost differentiation multiple
	S H A K E O U T	CELL 3 Niche low cost Niche low cost differentiation	CELL 7 Low cost Differentiation Low cost differentiation multiple
G R	CELL 2 Niche low cost	CELL 6 Low cost	

O W T H E M B R Y O N I C	O	Niche differentiation	Differentiation
	W	Niche low cost/differentiation. FASHION & APPAREL	Low cost differentiation multiple
	T		
	H		
	E		
	M	CELL 1	
	B	Niche differentiation	
	R		
	Y		
	O		
	N		
	I		
	C		



INDUSTRY ATTRACTIVENESS

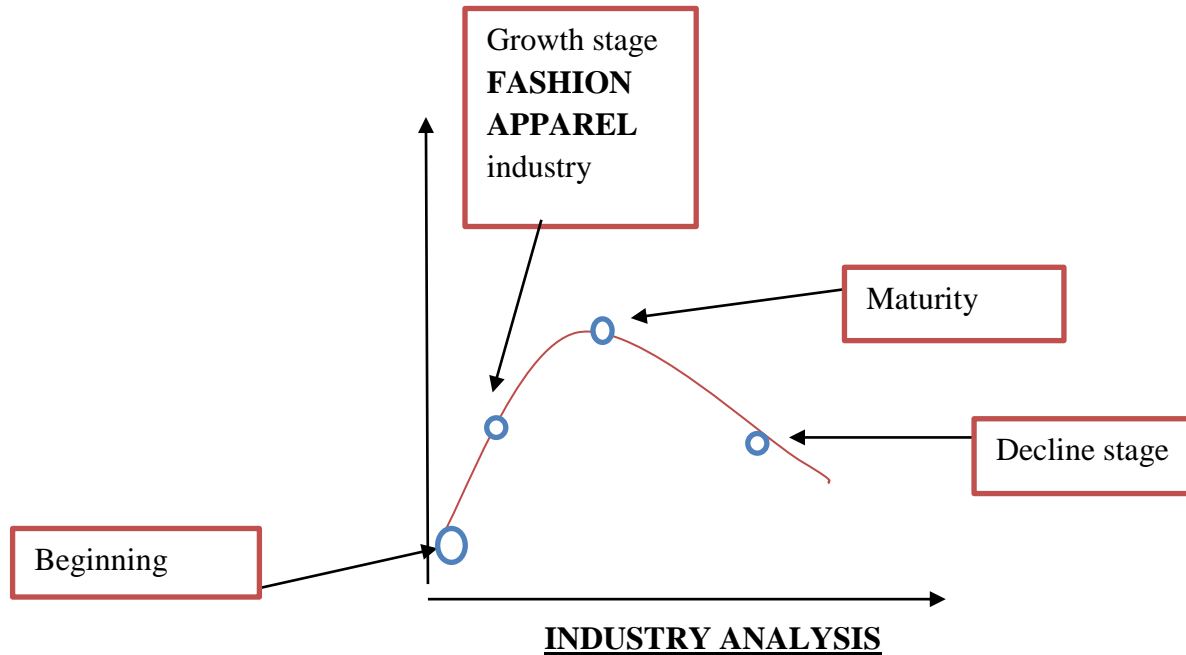
DASTKAR is entering into handicrafts industry. Handicrafts industry is a growing industry because people are thinking of making the products and prefer the hand made products. It is actually becoming attractive for the people of Pakistan. So, now a day the handicrafts industry has become a special place for the most of the people. It is also an attractive industry for the industrialists to invest. There are high profits in this industry, if a handicraft uses the appropriate strategies to capture the market share. The handicraft industry contains a large number of customers that creates an opportunity for a start up to attract more customers in order to generate high profits.

PROFIT POTENTIAL

DASTKAR has high profit potential as its production cost is quite low. More people are attracted towards the beautiful culture of Pakistan. They are willing to pay for the handmade unique things rather than to pay for identical machine made things. So, the profit margin for this industry is high. Everyone wants something new and innovative. This thought cause high profitability. Customers always want something good and new, and thus, **DASTKAR** is focusing on providing them different products from their competitors to gain customer attraction which in turn would generate high profits.

INDUSTRY LIFE CYCLE

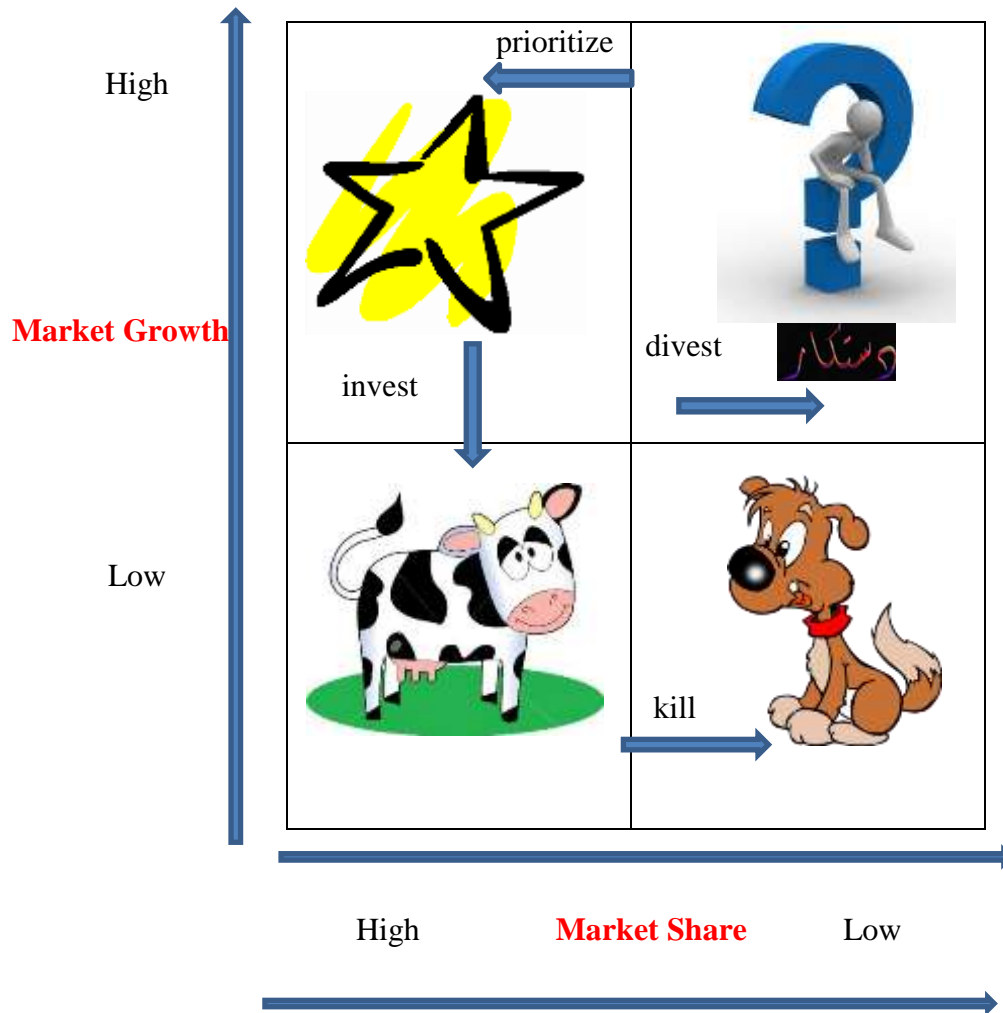
In industry life cycle handicrafts industry is at the growth stage, which reflects high return on investment. There are high profits in this industry, but there is still need to create awareness among the public to appreciate this industry to take it maturity stage.



MARKETING PLAN

POSITION IN BOSTAN CONSULTING GROURP

(BCG) MATRIX:



The position of our product in the BCG matrix can be identified on the basis of following facts regarding our product:

- Industry growth rate is very high
- low market share is there for the product
- the product has strong differential advantage
- Huge marketing efforts are required to make the product a star.

After considering all the above mentioned facts we can say that our product will be a QUESTION MARK (?).

PROTER FIVE FORCES

COMPETITIVE FORCES	THREAT TO INDUSTRY PROFITABILITY		
	LOW	MEDIUM	HIGH
THREATS OF NEW ENTRANTS			✓
BARGAINING POWER OF BUYER		✓	
BARGAINIG POWER OF SUPPLIER	✓		
RIVILARY AMONG COMPETITORS		✓	
THREATS OF SUBSTITUES		✓	

PEST ANALYSIS

Political Forces:

Political force can have real impact in DASTKAR as political changes reduce the GDP of country. As DASTKAR also using trash material government can issue order against this, which in order DASTKAR face in bad way. Business might go down due to political factors against business or some taxation that stop buyers to purchase the product. As DASTKAR focusing on less income people these factors can affect on big state.

Technological Forces:

This is not really a big part for DASTKAR as our main purpose is to made product purely made by hand so no electrical machines are used. Technology is used in making people aware of our business by launching website and creating e-mail id. So, that people can see our products online and customize according to their needs.

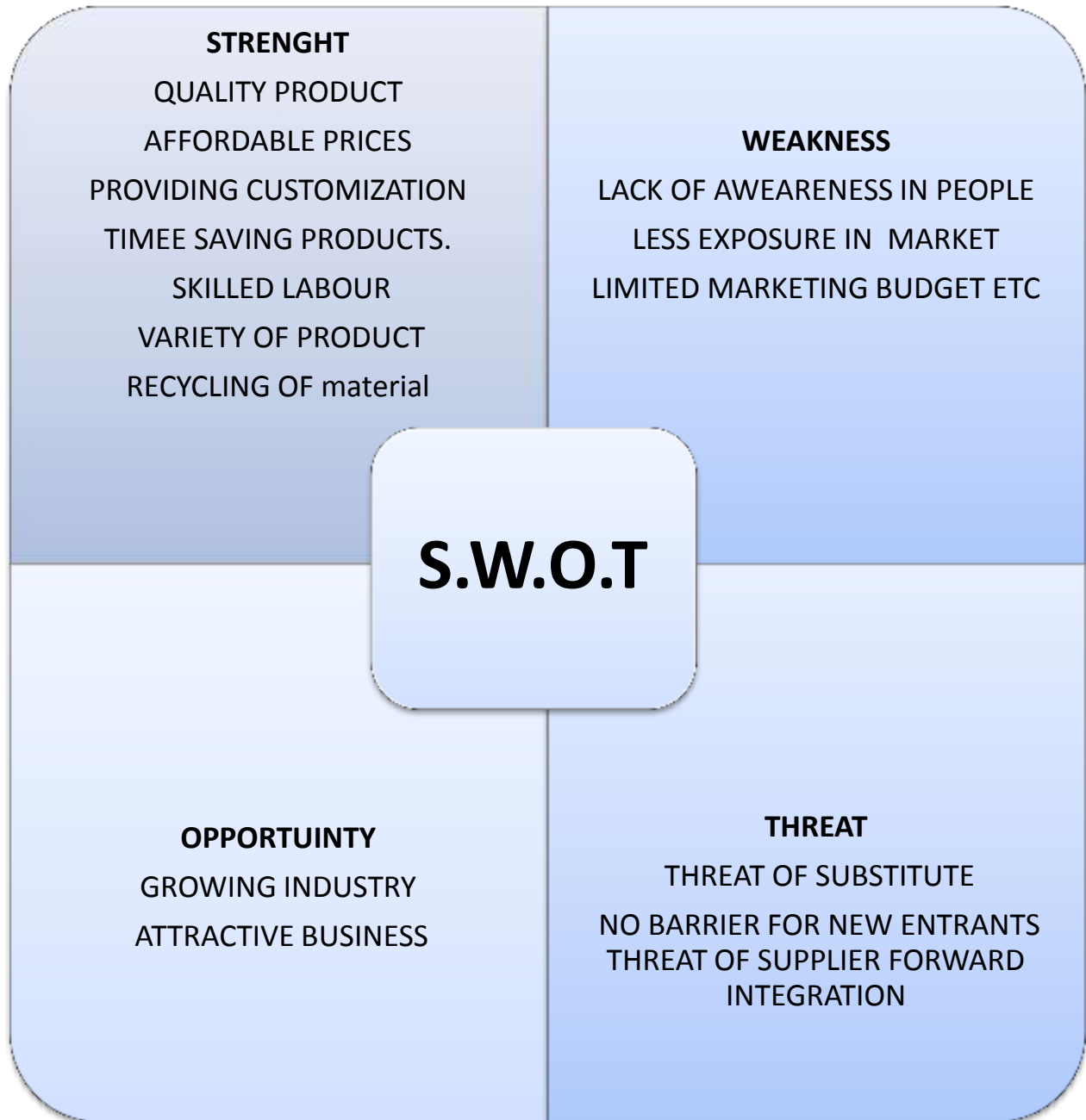
Social Forces:

Social force is the one which impact all kind of organization as it is related to people of country or customer using product. DASTKAR is a man kind business in which social forces has a big affect on organization growth. People requirement is first step in our business if this thing is not done people may step back. Social needs are one which attracts customer push them to bend on our business. DASTKAR is making social environment by communicating customers that what they want what are their desires, like to see in our products.

Economic Forces:

Economy of people matters a lot. If you are starting a business for middle class and prices are not according to income level of them has bad impact on your business. When people are facing bad economy they don't spend extra money for needs of their lives.

S W.O.T.ANALYSIS



S.W.O.T

STRENGTHS:

1. AFFORDABLE PRICES

Our product is cost effective as we are using bootstrapping concept.

The products offered by **DASTKAR** have nominal prices so as a result we are able to sell our products to a large range of customers.

2. QUALITY PRODUCT

But **DASTKAR** provides high quality products with the advantage of low prices.

3. Skilled labor

The labor responsible for the training of employees is highly skilled with vast experience in the related field.

4. Handmade product

As mentioned earlier that now people are moving towards originality so we are giving preference to our customer choices.

5. Rising the living standard of peoples

We are adding value to the life of people, as our motto is to provide employment to the women's so they can earn a ransom amount to earn living besides **DASTKAR** is also going for micro financing.

6. variety of products

DASTKAR is offering a wide range of products under a single roof. A large variation in product line is one of the basic competitive edges we have.

7. RECYCLING OF MATERIAL

DASTKAR always tends to utilize the waste materials. For example the material left after making a huge product such as bed sheet, can be utilized for making small items such as mobile pouches or other smaller products

8. TIME SAVING PRODUCT

9. PROVIDING CUSTOMIZATION

WEAKNESSES

1. Lack of awareness in people:

One of the setbacks for **DASTKAR** is that it is difficult to convince people to send their women out of their houses for work

2. LESS EXPOSURE IN MARKET

WE HAVE A LESS EXPOSURE IN MARKET

3. Limited budgets for marketing

Scarcity of marketing budgets of **DASTKAR** is one of the main problems faced by our organization

OPPORTUNITIES

1. Growing industry

The handmade industry is still progressing and there is a huge window of opportunity available.

2. Raising capital

We see an opportunity to raise capital through presenting our business plan to different investor

5. Attractive business

Growing industry make this business attractive.

6. Expansion

Expansion of product line in vase makings, floral arrangements, candle making and in other accessories is another opportunity.

THREATS

1. Threats of substitutes

A lot of substitutes are available. These include the entire readymade item. Readymade bags, quilts and other accessories are available.

2. Threats of suppliers forward integration



For our organization there is always a threat of forward integration by the suppliers that is the reason the bargaining power of the suppliers is high.

3. No barrier for new entrants

This industry has not yet been developed so far so there are no barriers for entering in hand made industry .any firm can enter or leave the industry with few legal requirements.


Revised BCG Matrix

THE REVISED BCG MATRIX FRAMEWORK

Maintain and Support	Divest
Volume	Statement
Specialization	
	
Unprofitable Fragmented	
Profitable Fragmented	
	

S.W.O.T PORTFOLIO FRAMEWORK

STATUS OF EXTERNAL ENVIRONMENT

STRONG	AVERAGE	WEEK
COMPARTMENT-A	COMPARTMENT-D	COMPARTMENT-G
<ol style="list-style-type: none"> 1. Internal Growth 2. Vertical Integration of related Business 3. Mergers 4. Horizontal Integration 	<ol style="list-style-type: none"> 1. Mergers 2. vertical Integration 3. Strategic Alliance 	<ol style="list-style-type: none"> 1. Turnaround 2. Divestment
COMPARTMENT-B	COMPARTMENT-E	COMPARTMENT-H
<ol style="list-style-type: none"> 1. Vertical Integration of related Business 2. Horizontal related Diversification 	<ol style="list-style-type: none"> 1. Stability 2. Mergers 3. Horizontal Integration 4. Strategic Alliance 5. Divestment 	<ol style="list-style-type: none"> 1. Turnaround 2. Divestment
COMPARTMENT-C	COMPARTMENT-F	COMPARTMENT-I
<ol style="list-style-type: none"> 1. Horizontal related Diversification 2. Conglomerate 3. Vertical Integration of Business 4. Divestment 	<ol style="list-style-type: none"> 1. Divestment 2. Horizontal related Diversification 3. Horizontal Unrelated Diversification 4. Stability 	<ol style="list-style-type: none"> 1. Liquidation

Abundant

S.W.O.T (T.W.O.S) MATRICES

<p>Internal Facts</p> <p>Moderate Opportunities/</p> <p>External Facts</p>	<p>STRENGTH</p> <ul style="list-style-type: none"> • Quality product • Affordable prices • Providing customization • Time saving products. • skilled labor • variety of product • Recycling of material 	<p>WEAKNESS</p> <ul style="list-style-type: none"> • Lack of awareness in people • Less exposure in market • Limited marketing budget etc.
	<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Critical industry • A Threats business • Good profits 	<p>S.T STARTEGIES</p> <ul style="list-style-type: none"> • Low cost structure • Penetration pricing • Specific product line
<p>THREATS</p> <ul style="list-style-type: none"> • Lowering of prices by the competitors • No barrier for new entrants • Threats of suppliers forward integration 	<p>S.T STRATEGIES</p> <ul style="list-style-type: none"> • Specialized in field • Low cost structure • Wide range of customers. 	<p>W. T. STRATEGIES</p> <ul style="list-style-type: none"> • Solid awareness campaign • Developing effective market campaigns in low budget. • Cost based strategy. • Selling benefits to customers.

PORTERS MODEL



COMPETITIVE ANALYSIS GRID FOR DASTKAR

NAME	DASTKAR	ART & CRAFT	HM import & export
Product characteristics	DASTKAR is offering wall hangings, handmade clocks, bags, decoration pieces and much more beautiful things which are not easy available or common for use.	ART & CRAFT T offer very few products that are also available at DASTKAR	Same products offered by DASTKAR but at a huge level. And. quality products.
Brand name recognition	DASTKAR is a new brand so it has less brand name recognition	it has a very good brand image	It has also a good brand name recognition
Compatibility of products with popular platform	Good	Very good	Good
Product distribution means	DASTKAR has its own outlets and	it has its own outlet but only in one	Own outlets in different cities.

		products are also available at other stores.	city	
Quality of products		DASTKAR is offering import quality and finished form products	Good	Good
SELLING PRICE		Offering average prices which are affordable by our customers	High prices then DASTKAR	Bit high than DASTKAR
Marketing support	Not applicable	Not applicable	-	
Customer focus	High	Good	Good	

PRODUCT DEVELOPMENT STRATEGY

DASTKAR brand strategy will be focusing on the selling the handmade products and the key objective of **DASTKAR** is to provide employment to the people who are not given respect in the society regarding their skills.

PRODUCT LIFE CYCLE

For this we conduct two type of testing

- **Usability testing**
- **Concept testing**

First there is need how to show or proposed product/services. Before launching product go through is this is what customers want and it will hold market. **DASTKAR** provides such type of products which fulfill consumers need and we made product according customers requirement.

USABILITY TESTING:

DASTKAR has conducted a usability testing in which products are shown to friends, family and relatives. Some of them suggested new idea that **DASTKAR** implemented but most of the items are liked by friends and family because of good quality and excellent design.

CONCEPT TESTING:

DASTKAR gives a representation of its product to customers, and get feedback change it as customer wants. In concept testing we have conducted a questionnaire survey which was filled by a sample. This also helps in creating good impression of product in market. In that questionnaire we asked them different questions related to our project.

This questionnaire helps them to understand the concept behind launching the **DASTKAR**. And after analyzing the idea we have found that people are ready to buy our handmade items, and also asked different questions that can be helpful in order to make **DASTKAR** better in all aspects

QUESTIONIER

1. Did you know our business?
 - Yes
 - No

 2. If yes, how will you rate our products on the following attributes?
 - High quality
 - Expensive
 - Well built
 - A good value

 3. Which of the following age groups do you fall into?
 - 18-34
 - 35-44
 - 45-54
 - 55 or older

 4. Just approximately, which income category best describes your total monthly household income?
 - 10000-20000
 - 20000-30000
 - 30000-40000
 - 40000 or more
- Overall, what is your reaction to the described product?
- Poor
 - Fair
 - Good
 - Excellent
6. Do you feel comfortable in judging the differences between alternatives relatively well?
 - Yes
 - No

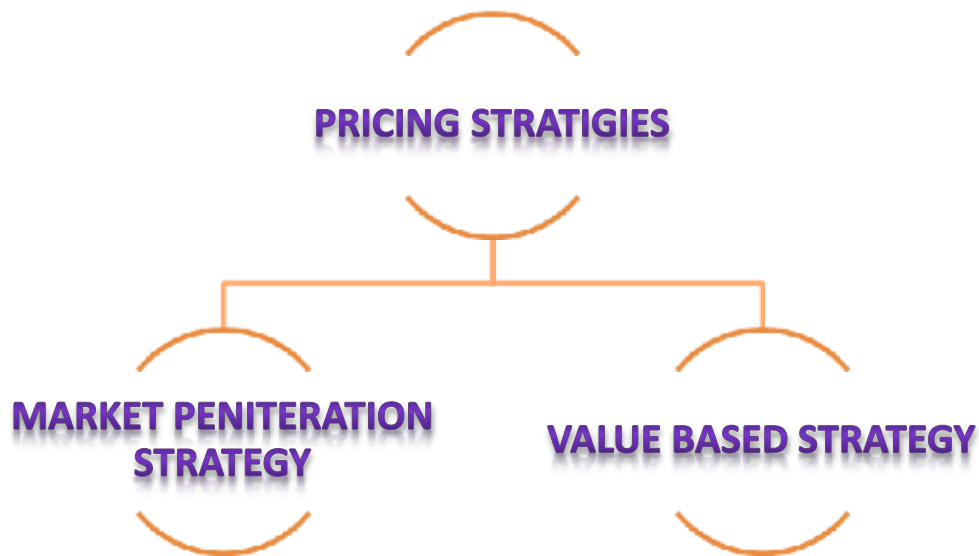
7. If yes, which item you like most among following?
- Decorative items
 - Flower arrangements
 - Jewelry
 - Hand bags
 - Greeting cards
9. What type of handmade item you prefer more made of:
- Glass
 - Metal
 - Wooden
 - Fabric
 - Paper
11. Assuming our products is priced comparably to other major brands, would you say it is a
- Very poor value
 - Average value
 - Fairly good value
 - Very good value
12. What would be your most important factors in choosing our handmade items?
- High quality
 - Good sales representative/dealer/owner
 - Discount
 - Other

PRICING STRATEGIES

DASTKAR is a new business, so it cannot offer very high prices for its products.

PRICING OBJECTIVES

DASTKAR wants to have high growth rate. We have to set that price for our product which gives us maximum profits in the initial stage of business. In pricing, **DASTKAR** is focusing in the following strategies:



Market Penetration Strategy

DASTKAR is using market penetration strategy in which **DASTKAR** is offering high quality products on the lower prices, in order to capture high market share.

Value Based Strategy

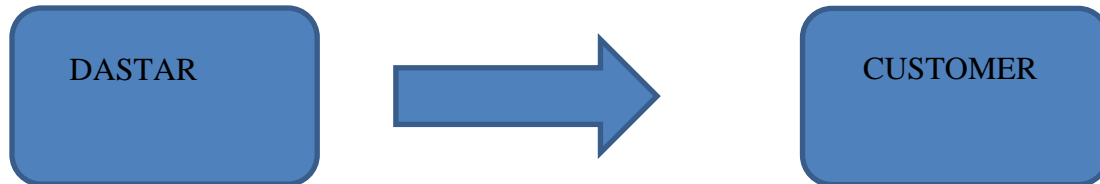
For the pricing of products **DASTKAR** is following the value based strategy, in which **DASTKAR** has usually charges 40% to 70% percent markup on such product and on small products the profit margins are relatively low that is of 30% to 50 % profit on the cost.

PRICING STRUCTURE IN WAPDA TOWN

PRODUCTS	COST	SELLING PRICE
Wall Hanging	500	800
Vases	450	600
Tissue Box	300	500
Dust Bins	150	200
Wall Clocks	700	1000
Handmade Dolls	400	550
Mobile Pouches	45	70
Greeting Cards	60	90
Jewelry Box	220	300
Bottles	250	400
Side Table Flower Arrangement	400	500

CHANNELS OF DISTRIBUTION

Initially, **DASTKAR** is operating from 2 stalls, so it doesn't have any distribution channel right now. **DASTKAR** is using the following approach in this session:



DASTKAR directly takes its products to the customers.

PROMOTION

Creating Awareness about the reason for launching DASTKAR

Creating awareness about traditional culture

MARKETING COMMUNICATION STRATEGY:

We will use pull strategy which involves promoting heavily to end users which will create a demand that will pull the products through the distribution channels.

TYPES OF CAMPAIGN

Our campaign for **DASTKAR** will be product differentiation long with quality focusing the USP (unique selling proposition) which aims at showing that how the products of **DASTKAR** is better than of other brands available in the market by focusing on the key attributes of the **DASTKAR**. Our Aim is to showing how our product is better than our competitors. For promotions **DASTKAR** propose following offers

- Discounts
- Gift hampers

How DASTKAR will promote products

In the business of handicrafts, especially when you made the product yourself You are the business and you specialize in a specific type of product line you must portray yourself as a leader in the field or craft. Let people see your style. To do this you must have material for promotion as you have sign outside your home. No matter what avenue of promotion you chose, something you have to choose. Your business will not get of the ground without publicity. Here are some ideas which **DASTKAR** will consider.

Product brushers:

To show off sample of your work there is a need to give detail how **DASTKAR** started into craft business. **DASTKAR** is influenced by tradition and style that can be made by human skills. **DASTKAR** inspiration is to promote the culture of its country through handmade items

Business cards

DASTKAR will make cards which have brief description where the office locates numbers and logo. If customer needs to make items on order, **DASTKAR** will also facilitate that.

Integration:

DASTKAR will sale its products by holding stall at UCP University, Wapda Town and at liberty. These are the highest selling places where the elite classes and the upper middle classes live and so these are the most favorite places to sell our products.

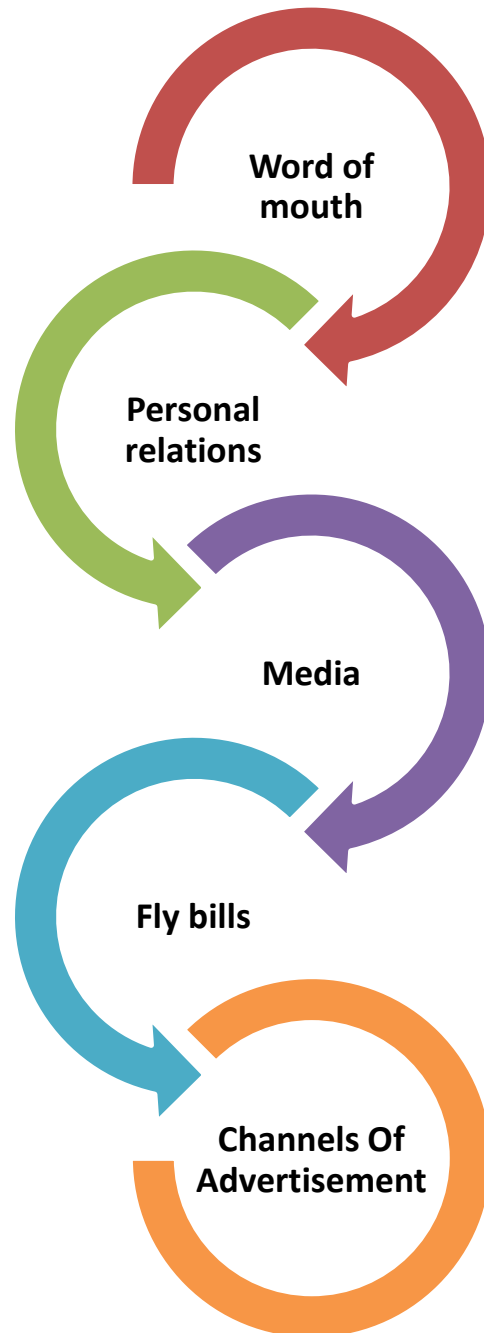
Pamphlets:

DASTKAR will also through pamphlets in different places for the marketing of business. This will make easy people to aware of **DASTKAR**.

Standee:

DASTKAR is also placing a standee for publicity right by the stall. So, when the people come on stall they can have a view about what our stall is basically what products we are presenting.

CHANNELS OF ADVERTISEMENT



WORD OF MOUTH

According to an international research of marketing firm that words of mouth are the biggest source of publicity. The major part of our promotion emphasizes on the words of mouth .when we are going to meet different people, we are going to explain the products and features of DASTKAR and if they get convinced they are going to tell to the other people who might be in their neighborhoods or family members and the person who is going to do this for **DASTKAR** we will give him a discount and this is the cheapest and fastest mean of advertisement and making awareness among the people.

PERSONAL RELATIONS

We are planning to publicize or advertise through our personal relations also. This would help us to create a web in peoples mind about our products of **DASTKAR**. It means using our own links with people to advertise and promote your product in the market. They are usually our Friends, Family members, Relatives, Family friends and friends of friends. This mode of advertisement is cost less and is the best way of catching the market share.

MEDIA

Later on, we are also planning to advertise our products over media by ads. But this would be done on a last stage when the market is well aware of the shop DASTKAR.

Media promotion plan will include:

- **TV Adds**
- **Flex Signs**
- **Billboards**

FLY BILLS

The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. By nowadays fly bills are using as a mean of advertisement. Fly bills are also known as pamphlets. We are also going door to door for giving the fly bills for the advertisement and making the people awareness about the products of **DASTKAR**.

OPERATIONAL PLAN

Methods of production:

DASTKAR is giving prime importance to the value chain of product /services by following steps given below:

- DASTKAR takes raw material on weekly basis from its suppliers to avoid daily hindrance in our production. As soon as raw material is received, a team of two people check material for its quality and also ensure that there is no material breakage.
- After that the operational manager assigns duty of two people to deliver this raw material at the door step of manufacturers that are located at different areas.
- Manufacturers work on raw material and convert it with the help of their skills and creativity into refined final product.
- After this operational manager sends again team of 2 people to deliver finished goods from manufacturer's place to DASTKAR outlets.
- Now, when the customer comes to buy product they select the product of their choice, pay for it and take it.
- On the other hand if customer wants product of his own choice, i.e. related to size and Color, for them we also have a concept of customization in which we take orders, take some time of about 1 week and the make product as per the requirement of the customer.

AVAILABILITY OF QUALIFIED LABOR POOL

DASTKAR has quite innovative, creative and experienced management team. Their names and qualifications are given below:

- **Kazim Ali: (C.E.O)**

He is the CEO in DASTKAR.

Qualification: MBA in marketing

Experience: 6 year's experience in Gul Ahmad textiles.

- **Fatima Mehmood: (Board of Director)**

She is in board of directors of DASTKAR.

Qualification: MBA from LUMS

Experience: .She is also working in board of directors in Punjab University and Merck.

- **Sarah Munawar: (Board of Director)**

She is in board of directors of DASTKAR.

Qualification: MBA from LSE.

Experience: Working with ministry of Punjab

- **Natasha Khalil: (Board of Director)**

She is in board of directors of DASTKAR.

Qualification: Natasha Khalil done her PhD in management studies from LUMS

Experience: and is now also in the board of directors in Punjab University

- **Atif Qayyum: (Director Operations)**

He is operational manger in DASTKAR

Qualification: MBA from LUMS

Experience: 5 years in AMTEX as a quality assurance manager.

- **Beenish Sattar: (Director Finance)**

She is finance manager in DASTKAR.

Qualification: MBA from LSE in banking and finance.

Experience: worked with Bank Alfalah for 3 years

- **Umar Niaz: (Director marketing/sales)**

He is marketing sales manager of DASTKAR.

Qualification: MBA from IBA Karachi in marketing.

Experience: 4 years in marketing department of Ufone.

- **Mariam Illyas: (Director Marketing /Sales)**

She is marketing sales manager of DASTKAR.

Qualification: MBA from IBA Karachi in marketing.

Experience: sales manager for 3 years in GSK.

Other employees:

- **Purchaser/supplier:**

2 persons are working as purchaser/supplier at DASTKAR

Qualification: Intermediate

Experience: not specific.

- **Guard:**

DASTKAR has 2 guards at its outlets.

Qualification: Matriculation

Experience: training to use weapons and retired army men

Sweeper:

DASTKAR has 2 sweepers for its outlets.

Qualification: primary pass.

Experience: not specific.

BUSINESS PARTNERSHIPS

Types of partnerships

DASTKAR being a start-up business has supplier as its partner:

- **Suppliers:**

DASTKAR'S suppliers are its partners; these are those suppliers from whom we get raw material. We get raw material on weekly basis from them. They are not active partners of DASTKAR.

Purpose of Business partnership:

Purpose for making suppliers as business partners of DASTKAR is to get timely and high quality raw material on much cheaper rates than market. It is a big edge for DASTKAR having supplier as its partners because they are well known about market strategies, rates and quality. We do not pay them high because we use their name when advertising our products in our ads, which gave marketing advantage to suppliers.

QUALITY CONTROL

Quality is one of the biggest competitive advantages over its rivals therefore quality is being observed through different approaches.

- **Quality of raw material:**

After the raw material is purchased, its quality is checked by operational manager. There is no compromise on quality. There is strict checking of individual material and insure that there is no breakage. After the final products are received from our manufacturers, again they are checked for any breakage in order to insure the best quality.

- **Total quality management (TQM):**

DSATKAR is using TQM in which every stage. Every employee of DASTKAR is involved in quality control to provide its customers best quality products.

CUSTOMER SUPPORT

Customers are very valuable asset of DASKAR and therefore DASKAR uses the best strategies to gain customer interest and loyalty.

- **Services:**

DASKAR is using every means to satisfy customers for this, DASTKAR has introduced the concept of customization .if the available product's color, size and design are not liked by the customers they can order us there specifications and DASTKAR will provide them whatever they want within a week.

- **Feedbacks:**

Customers will be given feedback cards in which they evaluate and can openly share views, ideas regarding our products. This feedback is given to operational manager who looks after the recommendations and work on the suggestions.

- **Record keeping:**

DASTKAR keeps the record of its regular customers (i.e. contact no., email id and address). Whenever we launch our new product or design we inform and let them know about the innovations.

CUSTOMER SUPPORT OBLIGATIONS

Return of product:

If there is any issue regarding product, e.g. not according to specifications or not finished properly we have proper way to sort it out. First we see that if there is minor damage we overcome at the spot and if there is any brokerage we replace it or take time to fix the breakage.

Customization:

We also have the concept of customization. If someone wants any product of their own specifications, e.g. any change in size or color, we took order from them and make sure to complete the order in 3 hours.

High quality:

There is no compromise on quality. Whatever we make it is quality efficient because our plus point is high quality and we are it. If there is any obligation regarding quality we check it out and try to satisfy our customer that it will not happen again.

Feedback:

We have different ways of getting feedback, i.e. via e-mail, face book and feedback forms, whatever we get feedback we try to give response to customer suggestions and provide them a friendly environment