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Case Studies The Emerging Entrepreneur Competition

Case Studies

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1. From School Boys to Professionals

Farooq Ahmad, student of mechanical engineering, was ecstatic to find out about the emerging entrepreneurship competition. He, along with five other team members who also happen to be his classmates, decided to use their educational knowledge and came up with the idea of offering mechanical services to the local community at a reduced rate. “We all wanted to be able to use our knowledge that we gained during our diploma and be able to earn from it. Most of us could not take this risk due to our financial conditions. But when this competition was announced, we knew this was our chance”, explained Farooq.

He mentioned that he and his team immediately decided on offering motorcycle tuning services to the community. They knew that the people of their village had to travel long distance to get such a job done since the services were not available in their own village. Initially, they did not have many customers as they were just considered a bunch of school boys but within a week, their services gained popularity with mere word of mouth. The people realized that they were not only offering professional services but also offering the service at a reduced price.

Farooq mentioned, “It was difficult for us in the beginning as we had to overcome the general perception of the people that we were some school boys experimenting with bikes. But thanks to Allah Al-Mighty, our business kicked in with the first 2-3 jobs that we did”. Farooq and his team served more than 50 customers during the competition. He expressed that the opportunity given to them at such a young age taught them how to take risks in life and how to earn money on their own – a lesson every child must be taught in college/university before graduation.

Team Members: **Farooq Ahmad**, Faiz-ul-Hassan, Muhammad Younis, Sajawel Aslam, Najam ul Hassan (Vocational Training Institute Layyah)

2. Made At Home

Ishrat and her team were extremely enthusiastic about the competition. They wanted to sell a product which no other team was selling and gain the highest profit. The team brainstormed for quite a while and came up with the idea of selling dry fruits, fruit chat, dahi bhallay and some local home-made spices such as chaat masala and garam masala. Since the team members lived in a semi-urban locality, the demand for home-made spices was high. People wanted to be able to eat fresh and hygienic. Their food stall selling fruit chaat and dahi bhallay was doing great. Simultaneously, the team conducted a small preliminary round in the commercial market to see the potential of their proposed product. As expected, there were not many options of home-made spices for the customers in the market.

“We are highly thankful to our mentor for guiding us in every step we took”, said Ishrat while mentioning how they were able to carry out such a diversified business such meticulously. For the purpose of selling spices, the team bought the required raw material, mixed it with correct proportions and packed it into small packets over night. The next day some of the team members would go out in the wholesaler’s market and sell the spices. Ishrat mentioned, “We all found it very difficult in the beginning when we had to talk to clients and persuade them into buying our product. However, within a couple of days, we figured out how to tackle different types of customers and our sales dramatically improved. This is also one of the most important things I believe that we learned during the competition”.

Ishrat and her team served more than 120 customers and earned a profit of PKR 675. She mentioned that such opportunities should be offered to all students before they enter their professional lives. Specifically those who are not able to find jobs can surely start a small business of their own and earn through it. She also informed that some of the group members are doing the business they started in the competition till date and earning a handsome amount for their families.

Team Members: **Ishrat Bano**, Rehana Sattar, Kadija Parveen, Abida Parveen, Fozia Fareed (Vocational Training Institute, Mehmood Kot)

3. Healthy Environment

Coming from a family of farmers, Asghar knew what his product idea for the competition was. He floated this idea during the team planning meeting and every team member immediately endorsed it. It was close to the heart of all team members. The team wanted to sell plants to the local people and bring awareness in the community about the importance of fresh air and plants within their households.

Without wasting much time, Asghar and his team bought some indoor plants and divided into small teams of two members each and went door to door in their residential areas to sell plants and to give information on the importance of a healthy environment. Initially, the team had some difficulty convincing housewives about investing in plants but once one of them bought a plant, neighboring household's females would do the same. The team soon realized that their first impression was directly related to their level of sales in the area. Therefore, they prepared a good speech about the importance of plants and greenery within the houses – and this raised their sales dramatically.

Being the team leader, Asghar would purchase plants from a nursery every morning and collect the leftover unsold plants by the end of the day for a daily stock taking. He would follow the same procedure every day. The team sold to more than 100 households in different localities and made a profit of PKR 800. "It gave us immense pleasure when people would buy plants from us not because that would contribute to our profits but also because in a way we knew they understood the importance of a healthy enjoyment", said Asghar. He expressed that the most important thing this competition taught them was how to run a small business enterprise alongside benefitting the society.

Team Members: **Muhammad Asghar**, Adana Iqbal, Dilshad Hussain, Muhammad Shahzad, Muhammad Faheem (Vocational Training Institute Kot Addu)

4. Learning to be a Public Speaker

At the age of 22, Suleman was given the chance to show his leadership skills when he was nominated as the team leader for the emerging entrepreneurship competition by all his group members. “It was an honor for me and I was delighted. But this also meant a lot of responsibility”, said Suleman. He and his team decided to offer door to door repair of electrical appliance services in their community. They knew that due to uninformed electricity shortage and low voltage, most of the household electrical appliances need repairs. From their own experience, they also had an idea of how difficult it becomes for the lady of the house to get those appliances fixed from the market. Therefore, the team decided to offer the service at their door step for a nominal fee.

Suleman mentioned that during their planning discussion they also knew that this would not cost them much as they already had the required material for repairs. Only new spare parts were to be bought which they did right after the meeting. In the beginning, the team faced some resistance as females would not allow them into their house. Therefore, the team offered to repair the appliances on the road. “Once we would repair appliances of one or two households, the others would allow us to come in and also get their appliances checked”, said Suleman explaining how they handled the issue of not being allowed in the houses. He further explained that the entire team used to go to one residential area and then all the members would spread out asking door to door if they needed electrical repair services.

The team served more than 100 households. “The most important lesson we learned was to effectively introduce ourselves. Once we were able to connect with the customer, it became a lot easier and people would allow us into their homes. However, without proper introduction we faced some resistance. This competition taught us how to be a public speaker”, said Suleman.

Team Members: **Muhammad Suleman**, Muhammad Zafar Hayat, Mukhtiar Hussain, Muhammad Amir Ali, Muhammad Ishaq (Vocational Training Institute Layyah)

5. Fancy Frills

Still in her teenage, Sadia was a confident young girl who wanted to do more than just household chores. She always dreamed of achieving something big on her own. While she was completing her degree at the Vocational Training Institute Fateh Pur, she came across the 'Emerging Entrepreneurship Competition' and applied for it immediately. Along with four other classmates, Sadia was delighted to see her name up on the board amongst the groups selected for the competition. Sadia and her group decided to do what they did the best – making clothes. They were enrolled in stitching class in their institute and thought that utilizing what they just learned was the best idea. To bring innovation into the product, they decided to cater to a niche market other than putting up casual clothes as usual. They decided to focus on baby garments. Their product range started from leggings and catered up till fancy frilly fairytale frocks for the baby girls.

“Since we were all students of designing and stitching, we took immense pleasure in working throughout the competition. We used to come to college and make baby garments while some of the group members would set up the stall everyday and sell the products”, said Saida while explaining how the group worked so well. She said that within a week, the demand for their baby garments rose and it became difficult for them to manage the supply. “It was then that I remember seeking help from our families. Our mothers and sisters back at home would also help in stitching so that we could meet the increasing demand of our customers. This was good in a way since it was going to increase our overall profit”, said Sadia.

Sadia and her group made a profit of PKR 1500 and sold to more than 30 individuals. She mentioned that the competition was a huge learning experience for her entire team as it gave them the chance to explore new opportunities – it taught them customer dealing, it taught them what the customer's demands were, and most importantly each one of them learned the basics of a small entrepreneurship and are now capable of running their own enterprise from home if they wish.

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Team Members: **Sadia Kiran**, Nadra Naseem, Shakila Akram, Shazia Irum, Saima Parveen
(Vocational Training Institute, Fateh Pur)

6. A Father's Daughter

"In our village, people didn't send their children to schools. And those who did would most often send boys to school. This is what I saw all my childhood", said Mahreen in a sad tone. She expressed that she was amongst the very few who got enrolled in a school and completed their education. Her family had to face a lot of difficulties due to that; however, she mentioned that her father was different than the rest of the village clan. She attributed all her success in life to her father and mentioned that it was due to his continuous encouragement that she ended up in college and took part in the entrepreneurship competition.

"I still remember telling about the competition at home and my father was the first one to encourage me to take part in it. He said "It will be a lifetime experience for you", and alas! It was", said Mahreen. Mahreen and her team decided to make unique basket decorations which included table settings, wall hangings, and traditional hand fans (called pankhis in local language). She mentioned that her entire team got a lot of support from their families – they were all supportive. The team used to make the items in their college and home both to capitalize on the profit. One of the group members was an expert at these decorations. She taught the basics to the other girls initially and later on everyone was doing a fabulous job. Mahreen mentioned that her team jelled in perfectly and was supporting each other – one of the reasons for their successful enterprise. The team made a profit of PKR 2000 and served about 30 customers.

Belonging to a village background, Mahreen expressed that this was the first such opportunity offered to the entire team. They learned how to interact with clients, how to market and sell their product, and how to satisfy customer needs. She expressed that such competitions should be held more often and girls should be made to take part in it particularly.

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Team Members: **Mahreen Hassan**, Samreen Akhtar, Karishma Sattar, Tamsila Rafiq, Mukhtaran Sardar (Vocational Training Institute Fateh Pur)

7. An Attempt to Stand Out

“I am so glad to have an opportunity to look back at my time during the competition because it gives me immense pleasure to look back at those days and it really brings a smile on my face”, Adeela expressed as she went back the memory lane to share her experience of the ‘Emerging Entrepreneurship Competition’ held at her Vocational Training Institute.

Adeela and her team decided to use their skills to come up with the product idea for the competition. They were all students of the dress-making class and hence decided to put baby garments for display. The moment they decided on their product, they knew their competition would be tough hence they had to make their product unique and it had to stand out from the rest to generate revenue. The group held several meetings and soon they had a plan. Some of the girls were assigned the task to gather loose fabric for the baby dresses, some group members were working on the ornaments to be put on them to make them stand out, and others were managing how to attractively display their product. Adeela mentioned that after the initial work, the girls often switched their tasks so that they got the hang of the entire experience and could start a small enterprise of their own sometime later in their life if they wanted to.

She mentioned, “Experiences like this competition are extremely important for the younger generation like us. However, I feel that their importance for a female is much higher. It teaches them how they can manage a small enterprise from something as basic as their own homes and earn money for their family. This competition taught us that the only thing that is needed is hard work and dedication”. Adeela and her team made a profit of PKR 4,500 and served more than 45 customers.

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Team Members: **Adeela Shareef**, Iram Jawaid, Bushra Arshad, Nelam Safdar, Iqra Naheed
(Vocational Training Institute, Fateh Pur)

8. Helping Children Study

At the young age of 18, Kashif had the spark to do something exceptional. He is kind and has always wanted to help the community. Kashif and his team wanted to come up with a product idea that would not only generate profits for them but would also help the community. They finally decided on making LED lights designed for students. "In villages, during summer time there is almost no light. It goes for several hours and no one knows when it would come back. With such a thing, it becomes extremely difficult for the students to study especially during exam days. Therefore, we made low-cost LED lights which would help students study for at least a couple of hours almost every day", said Kashif.

He further explained that the team had to be very careful in using the material for the LED lights as they were not expecting people to pay a high amount for these lights. Belonging to a village, the entire team already knew that parents can hardly afford their children's fees and it would be an added burden on them if the pricing was not done strategically. Yet, they had to ensure that the quality was not compromised.

Once their product was ready, Kashif and his team took off for door-to-door marketing and started selling their product. As expected, initially it was difficult to convince the villagers to spend money on an LED light. However, once we explained its importance, the sales return got better. Kashif and his team made a profit of PKR 7,000 and sold more than 25 LED lights. Kashif also mentioned, "Since we

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were students of the electrical engineering batch, at times we also offered to repair household machines for a nominal amount to increase our overall profit”.

Team Members: **Kashif Muneer**, Muhammad Junaid, Abdul Qayyum, Abdul Qadeer, Umar Farooq (Vocational Training Institute Fateh Pur)

9. Learning Marketing

Shahryar and his team spent hours brainstorming an innovative idea for the competition. They did not want to participate in the competition for the purpose of small money. They wanted to do something different – gain an experience that would teach them a lifelong lesson and would help them in their future. They did not just want to put up a product – they wanted a product which no one else was doing. After several discussions amongst the group and with their teacher, the team decided to offer “marketing and advertisement services”.

With the help of a family elder, Shahryar and his team were able to get their first client who ordered design and distribution of 50,000 pamphlets for their business – which was real estate dealership. The team took the job enthusiastically. Shahryar explained that the tasks were divided such that two group members who were good at designing got the pamphlets designed, the other two helped with the printing, and later on, every single member went distributing the pamphlets door to door. Two members would go to one residential area and distribute pamphlets to every doorstep in the area, while the other pair of the group members would go to another locality and do the same. At the end of

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the day, the entire team would gather at a pre-decided spot and make the distribution plan for the next day. Shahryar and his team did the job tirelessly until all the 50,000 pamphlets were distributed.

“One day while I was distributing the pamphlets with my team members, I got a phone call from the client. I got a little anxious since I assumed we did something which they did not like. However, on the contrary, the client mentioned that they were getting countless calls and wanted us to supply additional 10,000 pamphlets”, said Shahryar. The team made a profit of PKR 12,000 and served more than 12,000 individuals through their services.

Team Members: **Muhammad Shahryar**, Aaqil Hussain, Ghulam Mujtaba, Zareena Bibi, Afzal Rasool (Vocational Training Institute, Rawalpindi)

10. Earning From Scrap

“I was excited to hear about the entrepreneurship competition. I knew what I wanted to do”, said Imran while explaining how he had wanted to experiment in life but due to restrained financial conditions of his family, he couldn't. He already had an idea and once he pitched it to his other team members, they also loved it. They were going to make money out of scrap. “It was my family business. But I was not allowed to join since I was considered too young for it”, said Imran. He said that thanks to the organizers of this competition I proved to my family that I could be a contributor to the family's income.

Imran and his team met with dealers of scrap. Imran's uncle helped them set an appointment with a trustworthy dealer. Imran and his team discussed the deal and kicked off with their business immediately. They would buy burnt or broken (totally unusable) pieces of car scrap e.g. motors and tear them apart for selling different items. Their first client that they sold the steel scrap to became one

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of the most loyal customers. He was happy with the products the team supplied and offered an additional profit on each sale which was higher than the market rate. "Naturally, he became our first go-to person as soon as we had supply. It paid both of us well", explained Imran. He mentioned that their team conducted most of the business with this client and sold only seldomly to others.

The team made a profit of PKR 10,000. Imran mentioned that this experience taught him and his team members a lot about business dealing. It gave them the confidence to deal with professionals in the market, and due to interacting with them it gave them the required knowledge to conduct a business of this nature on their own.

Team Members: **Muhammad Imran**, Shahid Mehmood, Mansoor Qadeer, Mehreen Pervaiz, Noshi Anjuman (Vocational Training Institute, Rawalpindi)

11. Fighting Dengue

Having a soft and caring nature, Ahsan wanted a product idea which would reap profits for the competition and also help them bring some goodness into the society. Ahsan and his team had several discussion meetings and finally decided on launching an awareness campaign for dengue virus and offering products which could help in preventive measures.

Ahsan and his team went door to door raising awareness about the dengue virus and told people how they can avoid it. Alongside, they also offered small products like tinned boxes for preserving air conditioning water. They started the awareness campaign from their own residential areas and moved

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to adjacent areas. They informed the general public of ways which could cause the dengue mosquito to be around. “It gave us a joyous feeling when ladies of the house would bid us farewell with prayers and wishes for giving them information which could avoid such a disastrous disease”, said Ahsan. He also mentioned that they got some pamphlets printed which listed the symptoms of the dengue virus, the causes, and some possible preventive measure that could be taken and distributed these pamphlets to all houses in the locality that they went to. This way, people would also call them back for the products, if they needed it.

Furthermore, the team also went to AC repair shops in the commercial market and kept their products with those shops. The AC repair staff would take the team’s products to their client’s houses and ask if they wanted them. The AC repair shops kept a small margin of their own and sold to quite a few customers. This helped the team generate some extra revenue. Ahsan and his team were able to collect a profit of PKR 5,000.

Team Members: **Ahsan Ali**, Kabeer Khan, Shahbaz Ahmed, Usman Safdar, Muhammad Asad (Vocational Training Institute, Rawalpindi)

12. Food Fantasy

Sonia and her team of four other girls decided to put up a stall of food items. “Being girls who have never had such an opportunity, we were a little hesitant. We didn’t know how people would respond and if we would be able to pull this off well”, said Sonia while expressing that each of them was a little scared inside in the beginning. However, with much dedication and a little boost of self-confidence, the girls did a brilliant job. They kept a tempting menu every day. People would wait for their stall to

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open up so they could enjoy the scrumptious food items. Their food products ranged from fruit chat, dahi bhallay, chana chaat to kheer and other traditional items. “Our food stall gained so much popularity that even we were surprised”, said Sonia. She mentioned that people would come with special request for menu for the next day. Though they couldn’t keep a special menu on each customer’s request but they tried their best to incorporate as much as they could.

Seeing the phenomenal response, Sonia and her team decided to expand their business venture. They wanted to make as much profit as they could. They increased the number of items and soon started selling in different schools. They set up small stalls in other institutes and sold their products to a greater audience. Sonia further explained that all the girls of her team participated fully and cooperated with each other. Each day the team would sit and decide the next day’s menu and divide tasks accordingly. Their good planning was clearly reflected in the expansion of their business venture. The group served to more than a 100 customers everyday and made a profit of PKR 10,000. Sonia also mentioned that this competition was a lifetime experience not just for her but also for each one of her team members.

Team Members: **Sonia Rabab**, Fiza Pervaiz, Amna Jahangir, Zeenat Sultana, Maria Kanwal (Vocational Training Institute, Rawalpindi)

13. Trading Accessories

“Having experienced various phases of life, I knew this was a great opportunity for me to learn and I was not ready to let it go. I wanted to learn and I wanted to grow. An opportunity like this is hard to

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find”, expressed Faiza as she mentioned what a tough life she has had. Being the eldest in the group and with the most experience at life, Faiza, now 31, was chosen as the group leader.

Faiza and her group decided to go with fashion accessories for girls. They decided to buy fashion accessories at a cheaper price from a wholesale market and planned to sell it to different girls’ colleges and institutes during break time. “Being girls, each of the group members loved the idea and we immediately started working on it. We made a list of all basic accessories that a girl needs”, said Faiza while explaining how she planned for the business with her entire team. Once the products were bought, the group members displayed the material in attractive baskets so that young girls are immediately attracted to the products. After the school time, the group would go to different residential areas and sell door to door. Thanks to the unique display, the team was successful in getting attention of the girls immediately. They made a profit of PKR 3,500 and served about 80 customers.

“This exercise was an eye opener for each of the group members. It taught us how to manage our finances with limited resources and how to make best use of it”, said Faiza. She also said that this competition gave the girls confidence and taught them that they can also contribute to family income and should not underestimate themselves due to societal taboos.

Team Members: **Faiza Naz**, Misbah Batool, Sehrish Khan, Umaira Khan, Sofia Akhtar (Vocational Training Institute Rawalpindi)

14. Support of the Family

“Having complete support of my family in anything I have ever wanted to do in life is a blessing not all girls have”, said Aneela. She expressed that with the encouragement of her family she has always taken part in competitions and extra-curricular activities in her school. The emerging entrepreneurship competition was another challenge Aneela took and with a team of three other girls, she decided to offer clinical services to marginalized groups at a reduced cost. “This would mean that our group would be treating the poor i.e. improving their health at a very low cost and it makes each one of us proud that we were able to pull off such a venture”, explained Aneela.

With complete support from the families, the group didn't have many hurdles to face. They were offering clinical services like checking blood pressure, weighting, checking their height, and conducting a small sugar check up. The team would go door to door informing people of their purpose and convincing to get them checked. It was tough in the beginning as due to lack of knowledge about how important these tests are, the response was less than the expected. However, the team did not give up and continued. In fact, they improved their communication and soon they were getting customers. If one person from the village would get their checkup done, the remaining would circle around and wait for the procedure to complete and get results. This way, a lot more customers joined in.

The services provided by the team were close to their own heart as they were studying the same subject. The team served more than 60 individuals and made a profit of PKR 3,500. Aneela mentioned that she and her team were able to make such a good profit was because they had total support of their family and the confidence that they can do it.

Team Members: **Aneela Kosar**, Komal Jahanger, Sobia Afzal, Humara Bibi, Saba Tariq (Vocational Training Institute Rawalpindi)

15. Let's Make Up

Make up is a girl's dream come true. Thinking on every girl's dream products, Ammara and her team selected that they would sell branded makeup products (a unique brand that was already not in the market). Ammara, 23 years of age, was known as a person with outclass makeup skills. She guided her team what products to buy and where to buy them from at a cheaper price.

The team bought their supplies of material and alongside bought other fashion accessories like hair pins, head clip and some attractive bangles. Their marketing and selling strategy was such that each of the group member had to start by selling from their own residential areas. The initial response was great and that boosted the spirit of the entire team. Ammara mentioned "It was an amazing feeling that the ladies listened to us about makeup advice and bought the products that we recommended". It was a memorable experience for the entire team. The competition not only increased their own knowledge about makeup products but also taught them customers dealing, client satisfaction and most importantly communication.

Ammara mentioned that while they went door to door to sell the products, some of their school and college friends also helped by taking the products to their institutes and selling them there. The team capitalized on the help offered by friends and family. They made a profit of PKR 3,000 and sold to more than 70 clients. Ammara said that this competition was a lifetime learning experience for all her group members. They are not only more confident and but could also handle real life situations with a lot more care and precision. She also expressed that such opportunities must given to every girl before finishing school.

Team Members: **Ammara Kiran**, Aamir Ali, Muhammad Junaid Bilal, Muhammad Qadir, Ahmed Jamil, Ahsan Zaheer (Vocational Training Institute Rawalpindi)

16. Grabbing the Opportunity

At the age of 23, Shahbaz was still studying. However, at the back of his mind he knew that his time to share the financial responsibilities of the house was near. Knowing his financial condition, he knew his father had invested a lot in his studies and he was now looking towards him to get a good job and support the family so he could reduce his workload. Shahbaz had mixed feelings as he never considered himself a job oriented person. He wanted to do a business of his own. But with so much investment in his studies, he knew his father could not spare anymore money. It was at this crucial point in his life that he found out about the emerging entrepreneurship competition. “I was jumping with joy”, were the words of Shahbaz.

He knew this was the opportunity he had been waiting for. Shahbaz had studied electronics during his course work. Thinking about long term sustainability, Shahbaz and his team decided to provide air conditioner repair and maintenance services. With the initial investment, the team rented a portion of a shop in a commercial market and distributed pamphlets about their new entrepreneurship in the nearby residential areas. Soon they were getting calls for repairs. At the same time, some of the team members would go door to door inquiring about AC repair services and/or any other electronic equipment that needed repairs. At times, ladies would bring kitchen machinery for repair and once that was done, than they would let the team have a look at the air conditioner. The team made a profit of PKR 5,700 and made long term clients.

“I was serious about the investment and the entire team worked hard to establish the business. For me, specifically this was my only chance and I was not ready to waste it”, said Shahbaz who is currently doing the business and supporting his family.

Team Members: **Shahbaz Mehmood**, Mobeen Zaman, Nauman Manzoor, Adana Saleem, Umer Saeed (Vocational Training Institute Rawalpindi)

17. Competition within a Competition

Munazza showed meticulous leadership skills as she led a group of girls who went school to school selling their products. Munazza and her group was not only selling products but making people smile with the way they conducted business. The group was selling ladies hand bags, trend pouch bags for young girls, and stickers and toys for kids. But the most unique part was the small competition they kept in each and every institute they visited which caught the attention of countless students. Being girls, they visited girl's schools and organized a mehndi competition. Girls would come and apply mehndi in a given time span and the one with the best mehndi was given a small gift hamper. The girls who wanted to take part in the competition had to pay a small nominal fee to enter the contest. The idea did not involve a lot of cost and grabbed a lot of attention. Girls would gather around the stall each time the competition began and hoot for their friends. This created an air of festivity and gave the students a nice break from their studies. The group did not take any external help and was able to make a profit of PKR 2,000.

Munazza expressed that the competition helped her gain confidence in talking to people outside her comfort zone. It taught her and the other group members how to engage people in an activity and attract customers. She explained that this competition made them realize that not a lot of money is needed for business ideas – it's more about innovative business idea and how one conducts the business that determines the success or the failure of the business. She thanked the organizers of the emerging entrepreneurship competition for giving her and her team this learning opportunity.

Team Members: **Munazza Shaheen**, Umaira Rani, Uzma Ghafoor, Mehwish Batool, Sonia Shaheen (Vocational Training Institute Kallar Syedan)

18. Food Festivity

Despite being the youngest member of the group, Suqana was selected as the group leader owing to her shining leadership skills. Suqana and her team decided to have the most desired product for their small venture – they decided to sell food item at different schools and colleges. During their planning meeting, they discussed changing the menu every day at different schools and also kept a provision for customer's special requests.

“Being girls, our only little trouble was the commute. It was difficult for us to move from one school to another with all our things as we did not have a personal transport. Our only mode of travel for a rickshaw or a local bus”, said Suqana. However, despite the little difficulty the girls did not back off and traveled to as many schools and colleges as they could during the day. They kept one main dish which was for lunch e.g. biryani, pulao, and naan kabab and always had snack items for those who were not interested in proper lunch. Children at schools were more inclined towards junk food whereas students in colleges wanted affordable home cooked lunch item. The group was catering to the demand of both types of customers.

Suqana mentioned that the girls divided every day cooking tasks and did the preparation as they went home. They would meet at their own institute, combine the ingredients and take off for their daily plan. The team made a profit of PKR 1,000 and served countless customers every single day. Suqana mentioned that they loved every bit of their small business and learned how to handle different situations at the real time. She mentioned that this competition gave them a level of confidence which no text book or lecture could ever have.

Team Members: **Suqana Munir**, Gulnaz Akhtar, Huma Jahangir, Maria Ilyas, Adeela Parveen (Vocational Training Institute Kallar Syedan)

19. Clutch It!

“I love designing and dress making. It has been my passion since childhood. I used to make frocks and outfits for my dolls when I was young”, said Aneesa while expressing her love for dress making and designing. Owing to Aneesa’s dedication and passion for designing, her team decided to do something on similar lines. They decided to make hang bags for working ladies, pouches for young girls, and fancy school bags for school girls.

Aneesa mentioned that her entire team had a lovely time throughout the competition as it was a learning experience – they felt connected to the latest fashion trends and took pride that they were able to transform their class-learning into something concrete. Soon after they started selling, clutches became the hot favorite item. The team had to make extra ones on special orders. “We kept them at a reasonable price so that every girl could buy them. And we also tried to keep each product piece different from the other so that every customer feels important and unique”, said Aneesa.

Explaining the division of work, Aneesa mentioned that she kept rotating the task of each group member so that each one knew how a every single task is done. For example, the girls who initially bought the raw material were asked to stitch the bags in the second phase and vice versa. Aneesa mentioned that their group sold to more than 50 customers and made a profit of PKR 10,000 in total. She said that she continued with taking orders for the clutches and is doing it till date. “I want to thank the concerned individuals who organized the competition at our institute as it opened up means of earning for a lot of us especially me – now I am earning from something I love doing”, said Aneesa.

Team Members: **Aneesa Yaqoob**, Raina Andleeb, Sidra Bibi, Nadia Noreen, Tabassum Najfi (Vocational Training Institute Kallar Syedan)

20. Everyone Wants Food

Junaid wanted to keep a product that would sell for sure. He did not want to take any risk. After much discussion with the team, they decided to keep food items. Being the leader it was Junaid's duty to distribute the work evenly and to ensure that the entire process went smoothly. Junaid along with two team members went to purchase the raw material. Once the ingredients arrived, the group cooked food together and as planned would go out the next day to sell the product together. They sold their food items outside schools and in commercial markets during lunch time. Their product range varied from naan pakoray, samosay, and shami tikki. They would change the menu every alternate day.

"I was afraid in the beginning since I have never been given such an important task before. However, with the cooperation of the team, I felt much relaxed. In just a couple of days, I knew we were doing well as the response from the customers was great. They would keep asking for more. Some even came and requested to bring particular food items the next day", said Junaid. The team served about 60 customers and made a profit of PKR 500.

Junaid explained that the competition taught them a very important lesson – if one starts something from scratch and puts in hard work and dedication, there is no way it is not bound for success. Those who start from the bottom always make it to the top no matter how many hurdles there are. Due to the lesson Junaid learned during the competition, he is still running a food stall alongside studying and is supporting his family financially.

Team Members: **Junaid Ali**, Aamir Mehmood, Abdul Munaam Khalid, Aamir Saghir, Zulqurnain Ali (Vocational Training Institute Kallar Syedan)

21. From Stationary to Story Books

Learning from her personal childhood experience, Iram decided to have a mobile stationary stall with fancy stationary items which attract young children. She explained how she used to be fascinated by funky stationary items when she was in her school and always wanted to spend her canteen money on stationary items. The team liked the idea proposed by Iram and started working on it. Iram divided the tasks and soon enough the sub-teams were on their way for their tasks – one group was to bring stationary material whereas the other had to get a weighing machine. It was proposed by another team member that they could also charge a nominal amount for weighing the children in the school and children have the tendency of copying their peers. So all they had to do was get one or two children to get their weight checked and the rest of the children would follow automatically.

Iram and her team went from school to school in nearby localities and sold different stationary items. After a few days, they also kept different story books for children – to create awareness about reading other than the course books. “It was a pleasure engaging with young children who wanted to learn about different story books and were keen to buy them”, said Iram as she explained that the demand for story books picked up really quickly. Iram and her team made a profit of PKR 100 and sold items to about 40 students. Iram expressed that the only challenge they faced was the commuting. To make as much profit as possible they had to move from one school to another. The distance between schools was long and they often had no choice but to walk in the hot weather. However, the end product was worth all the effort.

Team Members: **Irum Saghir**, Nazma Shaheen, Kainat Bibi, Anila Mehboob, Tabinda Sakhawat
(Vocational Training Institute Kallar Syedan)

22. Fauzia's Cooking Corner

Everyone in the college had heard about Fauzia's cooking skills. She was praised by all the teachers and quite a few students who got the chance to have her food. With the competition in full swing, Fauzia and her team decided to benefit from Fauzia's cooking skills. They decided to put a food stall. During their planning sessions, the group came up with a pre-decided menu for a week. They were selling food items like fruit chat, chana chat, somosay and biryani. Every day the menu was a little different.

Fauzia's team members learned how to make delicious food under Fauzia's guidance. As expected the return was phenomenal. The stall was crowded with students during every single break period. Some of the group members also put up small stall outside other schools and colleges to increase the profit margins. Everyone learned how to communicate with clients, how to manage supplies, and how to put up a beautiful food plate in limited time. "It was a great learning experience as prior to this I had never made food for clients so I was naturally a little anxious at the beginning. But seeing the response changed everything. I felt more confident and the feedback from customers boosted my moral even more", said Fauzia. The team made a profit of PKR 2,000 and served more than 50 customers.

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Fauzia expressed that her team was extremely supportive. Everyone was helping each other and hence it did not feel for a single second that it was work – everyone took it as a learning opportunity. Fauzia mentioned that the most important thing the entire team learned during the competition was confidence and the art of dealing with the clients. Each client is different from the other and wants that their needs be met their own way.

Team Members: **Fauzia Riaz**, Raheela Ishfaq, Salia Amtiaz, Muqaddas Jabeen, Hameeda Kanwal (Vocational Training Institute Kallar Syedan)

23. Cooling it with Cold Drinks

Humaira is a girl of today's generation with practical approach. She knew being the team leader, the performance of the group was her responsibility. She wanted the group to pick up a product that would be profitable for sure. They ended up with food items. Humaira and her team decided to put up a stall for refreshments and would keep one eatable each day such as fruit chat, chana chat, and dahi bhallay. However, the focus was to be on the cold drinks. The group aimed at selling really cold drinks in the hot weather and since the drinks were actually cold – the instantly started making money.

The group was selling food inside their own vocational training institute at Daultala and the response was great. Their food stall was always busy with customers and it never allowed them to think about taking their stall anywhere else for more profits. Each of the group members was given the chance to interact with the customers as that was the most important learning experience. "No class work can teach students to be confident in dealing with customers. That is one thing one learns with

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experience. And this competition did exactly that. This chance has allowed all of us to apply all the theoretical concepts we studied during our classes”, said Humaira while praising the competition.

She further explained that the group members would bring ingredients from home every day and compile the dishes in the college before the break time. Often they had to get extra supplies to meet the demand of the customers. The team made a profit of PKR 7,000 and offered services to more than 300 individuals. Being the team leader, it was Humaira's job to ensure that the entire group learned how to run a business and she did her job well.

Team Members: **Humaira Rafique**, Samina Rasheed, Yusra Jabeen, Sonia Saeed, Sania Irum (Vocational Training Institute Daultala)

24. Designing Differently

Samina and her team wanted to come up with an innovative product idea – they brainstormed for a long time and finally decided on something unique. They were going to offer mehndi services. Being students of the beautician course at the vocational training institute, all group members had expertise in the field. They were amongst the toppers of their course.

Samina and her team got small pamphlets printed describing the different types of mehndi and their cost and distributed them in the entire institute. Just after a couple of hours, the group started receiving calls and customers started coming in. The group was charging a very nominal price and that attracted a lot of clients. After school timings, the group would go to different residential areas and

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knock door to door to find out if the ladies wanted mehndi application. Some of the group members improvised and offered other beauty services if the clients seemed interested. Due to the nominal pricing, the group served more than a thousand customers and got a profit of PKR 900. Samina mentioned that this opportunity raised the confidence level of all the group members. "The timing of the competition was perfect. We were almost graduating and not everyone gets the permission to do a job. This competition taught us how we can manage a small enterprise from home and earn from it", expressed Samina.

Samina also mentioned that two of the group members are offering mehndi application services even until now. They do so from their home. Interested clients call them and come to their house to get mehndi. "This competition has allowed many girls to support their families which was much needed", said Samina.

Team Members: **Samina Parveen**, Samina Sattar, Sobia Ayaz, Saddiqua Bibi, Aqsa Mehboob (Vocational Training Institute Daultala)

25. The Heavenly Hairstyles

Being students of the beautician course at the Vocational Training Institute Daultala, Hajra and her team decided to have a product/service that would put their education to use. They decided on offering beautiful hairstyles to females. Marketing and selling a service is much harder than a tangible product - this was something Hajra knew. The team kept several meetings and decided to have a pamphlet which described various types of hairstyles and mentioned the cost alongside so that those

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who are interested in the service should know the price and should only call if they want the service done. The team distributed the pamphlets in their college as well as in their residential areas.

Alongside attending the clients who called after going through the pamphlet, Hajra and her team also visited people door to door and offered services like haircuts at a reduced price. Females in rural areas generally do not get the chance or the time to go out and get haircut or pamper themselves. This was one way of bringing luxury to their door step. “The response we received was unbelievable. It felt as if the ladies were waiting for such an idea. We were invited in almost every other house and the ladies thanked us for coming to their doorstep to offer the services”, said Hajra. She also mentioned that some of our first clients kept telling others by word of mouth. The team was overwhelmed at the response.

“We soon divided into smaller teams and worked tirelessly all day as we knew every single penny counted”, expressed Hajra. The hard work of the team paid off and they were successful in making a profit of PKR 750 and offered services to more than 30 clients.

Team Members: **Hajra Kanwal**, Khadija, Hifza Bibi, Khabib un nisa, Anum Parveen (Vocational Training Institute Daultala)

26. Risk & Return

Awais Naeem and his team members from Liaqat Pur had completed their basic education in ‘electrical appliances’ when they learnt about the emerging entrepreneurship competition. He

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explained, “It was perfect timing. If we had not found out about the competition we would have started working for someone for mediocre pay to afford living.”

For Awais and his team, the competition was a perfect opportunity to measure their performance and gauge the return; if they were to start working independently. Putting in long hours of hard work, the group offered an all-inclusive service of electrical appliances including motor winding, electrical wiring of buildings under construction and fixing ordinary home appliances. Awais explained, “We knew we had to do our best in this one month period. This was our chance to take the leap of faith and prove that we could manage a small enterprise of our own. So, we started off immediately. We advertised about our services at different shops, newly built houses and/or office buildings, and held meetings with brokers who could possibly get us clients.” He pointed out that these tasks allowed them to gain immense experience. He also appreciated the brokers who got him and his teams the initial job as it was difficult to enter the market. Once they entered the market, they were rather surprised at the response. Awais mention, “If it wasn’t for the support of the competition, none of us could have taken the risk”.

Awais and his team completed at least 14 jobs during the competition and earned well around PKR 2,700. Awais mentioned having some difficulty managing the team as only two of them could to the wiring job while others had to small jobs like motor winding etc. In the end, Awais stressed that competitions like these are very important in developing countries like ours since many people with potential lack the definite resources and are afraid to take risk since they cannot afford it.

Team Members: **Awais Naeem**, Zia Ur Rehman, Usman Abbasi, Moazzam Ali, Sajid Nawaz (Vocational Training Institute Liaqat Pur)

27. Fulfilling Big Dreams at a Young Age

17 year old Muhammad Sajid considered it to be a great opportunity to lead a group of five in a competition as unique as the “Emerging Entrepreneurship Competition”. Realizing that he was quite lucky to have the chance at a very young age, Sajid vowed to put in all the efforts regardless of the result. Sajjid and his team members decided to work on electrical projects.

Considering that they were younger than others in the electrical field, Sajid knew that he and his team members had to do more and put in an extra effort to stand out from the rest. Consequently, Sajid’s team went door-to-door looking for small projects while inquiring about large construction sites and if they had an electrical job available. Much to their surprise, the response was very good. According to Sajid, “Mostly it was because we were part of the competition, people respected that we were stepping out of our comfort zone and taking an initiative at a very young age. We took the opportunity and showed them that we were no less than other elderly professionals in the industry”. Sajid and his team managed to successfully complete up to eight projects and gain a profit of PKR 800.

Being the team leader, Sajid recalled that it was his additional duty to coordinate among group members and delegate small jobs if they had multiple projects at one time. However, he expressed that it was a great opportunity and the team gained a lot of confidence. He stressed, “I do not see any better way that would have allowed me to gain experience at this age. Thanks to the competition I now have means to earn and support my family at this age”.

Team Members: **Muhammad Sajid**, Usman Arif, Ali Raza, Talha Malik, Muhammad Arslan (Vocational Training Institute Liaqat Pur)

28. Learning to be a Leader

Catering to the increased demand in repairs of electrical appliances owing to the record breaking load-shedding in the area, Muhammad Safdar and his group decided upon offering repair of electrical appliance services. The team knew that with the increased load shedding there will be a higher need of electricians to fix routine home appliances. They offered to fix almost any home appliance, for example, fans, irons, air conditioner maintenance, motor winding services and many more.

“Though we were prepared to make home-to-home rounds in different areas, we were surprised to see that there was already a shortage of electricians in various electric stores.” Therefore, Safdar and his team members were in business the very first day. He explained that during the competition, they were able cater to the needs of at least 30 or more customers and they earned around PKR 1,100. He recalled, “It did not take us much time to realize that we had made the right decision to enter this market and the timing was just perfect. If it was not for the competition, we would have still be second guessing to start this work or not”.

Being the team leader, it was Safdar’s call whether the team would work together on one project at a time or delegate tasks to all team members individually. He mentioned that his team management experience during the competition gave him a lot of confidence for his professional life ahead. Safdar stressed, “I owe everything, including my current job at a large electric store, to the experience I gained while working tirelessly in the competition. It motivated me a lot and helped me overcome my to deal with customers and to run a business on my own.” Safdar also mentioned that the competition taught him budget management which is very important for an entrepreneur.

Team Members: **Muhammad Safdar**, Muhammad Boota, Amir Mushtaq, Muhammad Irfan, Farooq Ahmed (Vocational Training Institute Liaqat Pur)

29. Being Your Own Boss

20 year old Muhamad Azam from Shujabad felt overwhelmed at being nominated as the leader of the group. He admitted to being scared initially but expressed that with the cooperation of the team, he was able to perform his duties as the team leader fully. Azam and his team decided to capitalize on the business they were most familiar with i.e. buying fresh vegetables from wholesale suppliers and selling them to small retailers on a daily basis.

A few of Azam's family members were already doing this business and the group unanimously agreed that some guidance from them would be helpful. After the initial planning, Azam delegated two of the team members the task to buy fresh vegetables at good rates from wholesalers and/or at times directly from farms near the city. The other two members were given the task to sell those fresh vegetables to small shops and *rari* (moving cart). Azam recalled that "initially we started small because we wanted to play safe. But within few weeks, as we got more customers, the demand grew and we had to buy almost 2 or 3 bags of vegetables daily." Azam and his team mostly traded seasonal vegetables like *bhindi* (lady finger) and *Shaljum* (Turnip). Overall, Azam mentioned that they sold more than 300 bags during the competition. He explained that initially the profit was less and the team even suffered loss for some days, but the sales increased and losses turned into profits.

"I can proudly say that after gaining this experience, I am confident that I can manage my own living cost at least", said Azeem. He said that in his opinion, no job is an equivalent to having your own business and being your own boss. Azam pointed out that if it was not for the competition, he would still be considering himself unskilled and be waiting for a job opening somewhere and would have never considered starting his own business.

Team Members: **Muhammad Azam**, Saeed Ahmad, Muhammad Bilal, Muhammad Fareed, Umar Shah (Vocational Training Institute Shujabad)

(440 Profit not mentioned)

30. A Different Toy Shop

Tanveer Afzal and his team members from Shujabad chose a unique business strategy for the 'Emerging Entrepreneurship Competition'. The team planned to purchase canteen items and other small items like toys for children. The idea was to purchase items that could be sold to children at schools and in the playgrounds in the evening.

Afzal's team started off with purchasing eatables like *toshay* and *barfi* along with several general store items and toys for kids. He explained that they bought the toys from a nearby factory and the eatables were from another renewed factory that produced eatables. The team used to make daily fresh purchases for eatables and buy toys after every 2-3 days. The sooner the team sold the items, the more they purchased and the higher the chances of making bigger profits. Being the team leader, Afzal explained that he allotted different geographical areas of their district to each group member and delegated them to cater schools during the day time and play ground and housing areas in the evening." Soon Afzal realized that there was more demand for their business in the market than they had anticipated. He recalled to have sold all the items in just one week and gained a profit of PKR 565. In order to capitalize on the profits, Afzal and his team bought extra items for the second time including *laddu* and *ladu peethiyaan*.

"This experience allowed us to believe that no matter if you have little or no investment available, if you have the vision and a business plan you can start doing business with less money", said Afzal. He also mentioned that he is doing the same business till date and plans to do so until he completes his studies.

Team Members: **Tanveer Afzal**, H. Amir Hussain, Khaliq ur Rehman, Salman Sarfraz, Gulzaib (Vocational Training Institute Shujabad)

31. Two Businesses, One Team

Applying the rule of not keeping all the eggs in one basket, Muhammad Amir and his team members were adamant to run two different small businesses rather than risking it all in just one business. In order to operate two businesses, Amir had to divide his team into two groups who would conduct two completely different businesses - selling eatables at a stall and running a stationary shop.

Amir explained that the concept was to keep each member of the team involved in some activity and to ensure that the team made profit even if one of the ventures was not profitable. The group selling eatables kept items like *gol gappy* and *papar* on a moving vehicle, locally called *rairi*. Since the eatables were on a moving vehicle, the team could cater to various types of audience. They primarily targeted areas near schools, colleges or residential colonies. On the other hand, the second group sold every day stationary items like course books, pens, pencils and/or other stationary items at their college. Amir recalled that in the first week, they realized that the second group could benefit further if they moved their stall from inside the college to outside as that would cater to students and children of other nearby colleges as well.

Amir and his team members managed to serve at least 100 customers during the competition and pocketed a profit of around PKR 3,500. Amir mentioned that his entire team was happy to make the decision of running two businesses because it allowed each one of them to gain more exposure and experience. Amir recommended such competitions to his fellow students and pointed out that apart from the money one makes, students of his age really learn the value of money once they participate in such competitions and start earning on their own. He said, "Once we had to earn money by hard work, we spend differently and avoid spending carelessly as we would do with our parents money."

Team Members: **Muhammad Amir**, Shah Nawaz, M. Waseem, M. Furqan, M. Irfan (Vocational Training Institute Shujabad)

32. Helping the Marginalized

Being medical students, Amir and his team did not take much time deciding on the services they planned to offer for the competition. They aimed at offering basic tests-based medical services at doorsteps of the poor and underprivileged people of their society. The team had ample experience in handling medical equipment so they borrowed all necessary medical gear from a local clinic and started offering various tests including vitals test, sugar test, hepatitis B and C test, HIV test and others.

Amir and his team were asking for less than half the price of the tests as compared to other competitors. He explained that their goal was not just to make money through this but also to be able to contribute to the society in a positive manner. Hence, the team decided to keep the costs really low for the marginalized community. In order to gain some experience, Amir and his team kicked off the venture from their own college. Within a couple of days, they tested quite a few individuals and gained firsthand experience. “Once we stepped out of the college, there were no boundaries. It felt satisfying and fulfilling when we conducted tests in underprivileged areas so we visited almost a dozen housing societies”, expressed Amir. He mentioned that the team usually preferred going to areas outside Bahawalpur City and served more than 100 customers in total to earn nearly PKR 1,000 in profit.

Confessing that his team's profit was not as much as it could have been, Amir explained that it was not all about making profit for his team. He said, “We knew we wouldn't make as much profit when we offered 50% less than the market rate. But it was worth it to learn how to treat public and have the first-time experience of business handling. When we met random people and convinced them to avail our services, we realized that it was an invaluable skill that we had learned.”

Team Members: **Amir Ali Qadir**, Imran, Bilal Warsi, Saeed Ahmed, M. Waqar Iqbal (Vocational Training Institute Bahawalpur)

33. What Our Country Needs

Belonging to the city of Bahawalpur, 22 year old Muhammad Idrees and his team members took part in the “Emerging Entrepreneurship Competition” to start earning and sharing some financial responsibility with their family members. Since the team members had recently received vocational training to service motorcycles, they chose to business the same skill.

Idrees explained that the team offered a variety of services including but not limited to motorcycle tuning, service, head servicing and other small issues. The idea was to market an all-in-one shop for solutions to every problem related to motorcycles. Being an avid learner, Idrees had more grip over the skills learned during their training and that helped him delegate different tasks to different group members. He mentioned, “After some time, I observed the weak and strong areas of each team members and then I would just know what task is most suitable for which team member.” Collectively, the team served 25 customers and gained a profit of PKR 1,200.

Now, Idrees is working as a full-time employee at a spare parts manufacturing company in Lahore and credits all his success to the competition. He said that the amount of experience and exposure he received through the competition is invaluable for a new entrant like him. He thanked his team members who kept a positive attitude towards work and fostered a positive environment. “Competitions like these are extremely beneficial for people my age and while I would like to thank its organizers, I would also urge them to carry on the good work and expand this project since it is exactly what is needed to develop a lucrative workforce in a developing country like Pakistan”, shared Idrees.

Team Members: **Muhammad Idrees**, Muhammad Maqbool, Muhammad Naveed, Muhammad Shahid, Abdul Samad (Vocational Training Institute Bahawalpur)

34. Benefitting from Electricity Shortages

Hafiz Asim and his team member from Bahawalpur were quick to choose the most demanded business idea for the “Emerging Entrepreneurship Competition.” The team members offered to repair a wide range of electrical home appliances including fans, motors, washing machines and more. Asim explained, “Due to the extreme load-shedding in the area, there was an increase in the number of electrical appliances malfunctioning and we hoped to benefit from this amplified demand for electric repairmen.”

Asim and his team members got different banners printed to advertise their services and gain maximum customers through mass marketing. He explained that the team started off the business by offering discounted services for a while to attract customers. Once they established themselves, the discount offer was off the table. Asim explained that he maintained a shift managing formula which ensured that at least two group members were always available for any job during the working hours. He said that since they were delivering services to the customer’s doorstep, they had to be competitive, quick and transparent in dealings. Asim’s team dealt with almost a dozen clients during the competition and managed to earn PKR 300 in profit.

At the end, Asim shared that the competition taught him that if anyone wants to start working, they can do so even with the minimum investment. The illusion that you need a ‘lucrative investment’ to start your own business does not stand valid after this competition. Asim recalled that he learned a lot about business management and customer dealing from this competition. Sharing an example of what he learned in customer dealing, Asim explained that he had to cope in situations in which “people often called for one service but ask for other services too upon arrival.”

Team Members: **Hafiz Asim**, Khurram, M. Nabeel, Belal Khalqa, M. Hamid (Vocational Training Institute Bahawalpur)

35. Gaining Management Experience

Nadir Abbas and his team members decided to provide electrical repairing services in the “Emerging Entrepreneurship Competition”. They were well aware of the increasing demand for electricians in their area. The team offered to repair all housing appliances including air conditioners and fridges.

The team leader, Nadir, had earned a diploma in electrical field and so other team members were comfortable following his lead. Nadir explained that since they were mostly fixing home appliances, it made sense to provide home service rather than maintaining a shop and bearing the additional cost and time of transporting home appliances. Therefore, they used the stall space at their institute for advertisement and publicity of their services. Nadir explained that he divided the group into two teams of two members each who would go to a particular address while he himself randomly accompanied either one of them. Nadir confessed that the first few orders they received were due to his personal relations, but soon the business grew and they also received orders from residents of far flung areas.

The team addressed almost 15 different jobs and accumulated a profit of PKR 2,150. While sharing his team’s performance, Nadir expressed that having the opportunity to gain the experience of managing a team was fabulous. He admitted that his team was very cooperative and helped each other.

Nadir said, “This experience allowed me to gain managerial skills that I would have otherwise not had a chance to learn until a lot later in my career.” In addition to that, Nadir shared the competition taught him that even the smallest investment, if coupled with maturity and hard work, can foster a sustainable small business which will can an invaluable asset for people like him.

Team Members: **Nadir Abbas**, Hafiz M. Pervaiz, Umar Farooq, M. Sarwar, M. Kashif (Vocational Training Institute Bahawalpur)

36. Dreaming the Design

In order to pursue her dream of becoming a renowned designer one day, Shazia Malik Din from Sadiqabad participated in the “Emerging Entrepreneurship Competition” and convinced four of her friends who shared the same passion to form a team. Together, the girls started designing clothes. They started from the starch by stitching and doing embroidery themselves.

Discussing her business plan, Shazia expressed, “I knew this could be the only chance I ever got to make my dream come true. From the very first moment, I decided to give it my ultimate best.” The girls marketed their designed material at a stall set up at their college, while also sending several in-demand suits to markets outside the college. Shazia expressed, “We developed different designs keeping in mind the diversified audience. We knew that at the institute’s campus kurtis and funky tops would be more in demand. Therefore, we kept a higher supply for kurtis and tops at the college and sent some others for display at shops in nearby markets.” Recalling those tireless days and nights, Shazia quoted to have successfully sold 15 suits during the competition. Her team gained a profit of PKR 12,000 from the sales.

Conclusively, Shazia admitted that she could not think of a better opportunity that could’ve come her way. She stressed that “I always wanted to give fashion designing a try but at the same time, I also knew that this line of business requires a lot of investment or at least the startup money to buy the material to get a few dresses going.” She further explained that owing to the competition each of the group members learned a very important lesson – money cannot be the basis of any business, it is hard work and dedication that takes a business enterprise to a successful level.

Team Members: **Shazia Malik Din**, Maria Amanat, Alia Aslam, Rifat Yousaf, Nargis Saleem (Vocational Training Institute Sadiqabad)

37. Bag it on!

Faiqa and her team members held a brain storming session after entering the “Emerging Entrepreneurship Competition” and mutually decided to start a business of handmade bags and clutches. According to Faiqa, the idea was chosen because it allowed them a chance to demonstrate their originality and creative minds for decoration, while also giving them a product that could be taken and sold anywhere easily. The product would not involve a lot of transportation cost or hassle.

The group started off by buying a list of items they needed to make two or three bags. Each team member picked a department they were most experienced in and soon the group had their first product line ready. Faiqa explained that “since two girls of our group had the experience of marketing, it was decided to hand them the responsibly to sell our products while the rest of the team members worked on developing new designs.” This division of labor allowed each member of the group to work at their best capacity towards a unified goal. Faiqa recollected to have sold more than a dozen bags and collected a profit of PKR 1,125.

In her remarks about the experience she gained from the competition, Faiqa explained that “since we had allotted different tasks to each group members, each one of them gained experience in the field of their interest. So it was not just a competition but also a learning activity for all of us since we were working for the first time.” She also expressed that dealing with customers and convincing them to buying our products was the most challenging part of the entire competition and surprisingly enough, this was also the part where the entire team improved the most. She acknowledged that majority of her clients could not afford expensive items, so the team sold its products at cheap rates.

Team Members: **Faiqa Aslam**, Faria Khan, Nadia Yousaf, Bushra Ghafoor, Sana Mehreen
(Vocational Training Institute Sadiqabad)

38. The Balloon Business

Muhammad Umar and his fellow group members had a very unique business idea for the competition. Explaining what they did, Umar mentioned that they basically sold helium-filled gas balloons, but their method to generate helium was very cost-effective and environment friendly. Taking pride in his team's product idea, he said "we purchased waste materials from different dump areas and stores like *kinariya, burn kinaari*, filtered and burned the mixture in a can at a fixed pressure to generate and trap helium gas through the process."

Once they had filled balloons with helium, Umar stated that it was a fairly simple task to divide the total balloons among group members who would go to different city and village areas to sell them. The team members used to go and sell outside schools during the first half of the day and go to residential areas and/or academies during the second half of the day. Parks and commercial shopping areas were another attraction for the team since they would sell in large numbers without traveling much. Additionally, Umar said that "in order to expand our customer base, we also kept several balloons at general stores of our trusted shopkeepers." Overall, Umar recalled to have sold more than 500 balloons and accumulated up to PKR 2,500 in profit.

"Making gas from scrap material and selling balloons might seem a very ordinary or basic task but we learnt a lot about conducting business from the experience", said Umar. He elaborated that they learned how to survive independently in this world and how to start earning even with small monetary investment. He expressed that if his team could make profit with no prior experience in the business, they can surely do well if they continue with this business and earn serious money.

Team Members: **M. Umar Mukhtatr**, Muhammad Bilal, Waqar Ahmed Shan, M. Atif Yasin, Ghazanfar Ali (Vocational Training Institute, Liaqat Pur)

39. Leading the Team

After completing a diploma course in electrical wiring, 18 year old Muhammad Abid entered the “Emerging Entrepreneurship Competition” with high hopes to work passionately towards gaining firsthand experience in the field. Complying with his role of team leader, Abid explained “My other team members were young and had not completed their studies yet. They did not have any prior experience in electrical wiring either but they were very keen to learn. So we decided to stick to the plan of offering electrical repair services”.

Abid and his team members advertised their services to different electric and hardware stores in the area in order to gain jobs on commission basis from shop owners. According to Abid, “this was the most widely used method to get work related to electrical wiring. Usually customers would buy large amount of expensive wiring material from various shops and would trust the shopkeeper to refer to a trust worthy electrician rather than find one on their own individually.” After initially marketing, the team started to get wiring assignments. Being the group leader, Abid mentioned that he would finalize the rates with the customers. Once the deal was made, the entire team would do the job with Abid leading and other group members following and learning. Towards the end of the competition, Abid mentioned that all the team members were equipped to handle wiring assignments on their own. He said that they mostly catered to houses, offices and shops that were under-construction. It gave them a good profit margin. Abid and his team served more than 10 clients during the competition and made a profit of PKR 1,500.

Admiring the competition, Abid mentioned, “I think it was a great opportunity for me and my entire team. I gathered management skills and my team learned a valuable skill which they can now use at any stage in their life to earn money if need be.”

Team Members: **M Abid**, Aamir Hussain, Laieq Ahmed, Waqas Afzal, Muhammad Ibrahim, (Vocational Training Institute, Sadiqabad)

40. Expressing through Art & Design

Having passion for decorations and card designing, 22 year old Shahida Iqbal from Rahim Yar Khan knew what she was going to do in the competition even before she got selected for the “Emerging Entrepreneurship Competition.” In the first group meeting, Shahida pitched in her idea and her four group members loved it. They decided to offer dynamic range of products at their stall including decoration pieces and charts, greeting cards and *mehndi*.

Shahida confessed to have chosen these products and service because “they were mostly tasks her team members felt confident about.” The group began advertising and conducting business from day one as they already had several items ready beforehand. The girls decorated an attractive stall in their college to appeal both the students and faculty members. According to Shahida “*mehndi* application was something that caught on unexpectedly. We had an overwhelming response in that department.” Overall, Shahida counted to have served more than 380 customers and earned a profit of PKR 1,325.

Explaining the division of labor among her group, Shahida said, “I kept two items to myself, i.e. *mehndi* and decoration, because these were the items I had prior experience with. Other items such as greeting cards were handled by other members of the group.” She expressed that alongside getting to know the nuts and bolts of running a successful business, it was really the exposure and experience gained by meeting new people and convincing them to buy their product. Shahida mentioned that all group members gained immense confidence and valuable marketing skills through the competition. “I cannot think of any better platform for girls of our age and in our area to enhance their skills and polish their personality”, said Shahida. She took pride in mentioning to that now she has enough experience of conducting a business that she is now motivated to start her own full-time business once her studies are over.

Team Members: **Shahida Iqbal**, Zunaira Mehboob, Tehmina Zafar, Asia Noreen, Ayesha Bibi (Vocational Training Institute, Rahim Yar Khan)

41. Turning Hobby into Business

At the young age of 20, Sadia Razzaq had some experience of tailoring as she had completed some orders from home in an attempt to earn from her hobby. Eager to turn her part-time hobby into a full-time business opportunity, Sadia formed a group of five girls and began strategizing on how to start the business.

As Sadia already had some viable customers among relatives and neighbors, it was not difficult for her group to score new orders in the beginning. Furthermore, the group decided to have a stall at their college to attract more walk-in customers and collect as many orders as possible. Sadia had mixed feelings about the project – she was excited to turn her hobby into a business opportunity but at the same time she was a little worried to go for such a big scale. However, her fear was soon perished by the large number of orders and compliments the team received. During the competition, she also mentored her group members and encouraged them to take it up as a hobby as well. Sadia appreciated her group members' efforts and said that they were all passionate about stitching clothes and making various designs of dresses for women and kids. The team managed to sell clothes to more than a dozen individuals and earned a profit of PKR 1,450.

Sadia admitted that the girls in her team worked tirelessly around the clock to complete the orders. She also expressed that she wished to have the same team in the future as she was planning on launching a clothing brand of her own. She thanked the organizers of the competition in helping her realize that her hobby could be such a rewarding enterprise.

Team Members: **Sadia Razzaq**, Sadia Parveen, Iram Arif, Sidra Anwar, Maria Khalid (Vocational Training Institute, Liaqat Pur)

42. The Power of Volunteerism

Having the spirit to help others in the community, Faiqa and her fellow nurses from Bahawalpur participated in the “Emerging Entrepreneurship Competition” and planned to set up medical camps in different rural, semi urban and urban areas surrounding the city.

Listing the large number of services available at the medical camps, Faiqa mentioned that they carried out blood tests, sugar tests, Hepatitis B and C tests, and basic pregnancy tests for the community members. She said, “Since our work was not business-oriented and we had a public service approach, it was not difficult for us to receive several applications for volunteering.” The team had an overwhelming response of volunteers wanting to help. With increased human resource, the team immediately decided to expand the number of medical camps such that each group member supervised one medical camp while volunteers were present at all camps for assistance. She said that it was a very positive environment as volunteers were given tasks like collecting payment, giving reports and guiding customers, and the technical clinical tasks like sampling and conducting tests were done by group members.

Faiqa and her team managed to serve more than 300 customers in various camps and earned a profit of more than PKR 89,000. Apart from the great money, Faiqa mentioned “that we were only able to gather this much profit because we focused on quality and not on the charges we received for our services. Our primary goal was to help people and spread awareness, and we obviously did not expect this much profit.” She further said, “I believe we owe our success to timely increasing our medical camps and most importantly to our volunteers – who helped us for our cause and did not ask for any money at all. This allowed us to expand our medical camps to different areas that we had even thought of during our initial planning phase.”

Team Members: **Faiqa Irum**, Adeela Manzoor, Asma Kanwal, Amna Sadaf, Irshad Akhtar (Vocational Training Institute, Bahawalpur)

43. Breaking the Taboo!

A group of five girls from Shujabad aimed to challenge the taboo in their society that women cannot work or conduct public deals as good as men. Amna and her team which comprised of four of her friends focused mostly on female clients as they decided to offer stitching services for the females only. Amna admitted that though it was easier for the girls to interact with their own gender, their product concept was demand driven. With summer season kicking in, they knew there would be a growing demand of *lawn* clothes for women in the area.

Amna mentioned that all the group members had the skills to stitch female clothes; therefore, they knew they could take big orders. In the strategic meeting, they decided unanimously to cater to housewives and working women both so that they can make the maximum profit. They were expecting more orders from the working women as they needed to go out every day and hence needed more clothes in comparison to a housewife who would go out only occasionally. In order to advertise about their services, they put up a stall at their college. As the orders started coming in, the team divided the orders and started stitching immediately. They knew the quicker they would stitch, the more orders they would get. Amna recalled to have completed more than 30 orders during the competition and earned a profit of PKR 1,570 from the orders completed during the competition.

“I think the figures speak for themselves. In my humble opinion, our little venture was a complete success as it taught me and my team members so much. I feel a lot more confident in dealing with the customers than I did before participating in the competition. It has strengthened my belief that girls can work equally well as boys”, said Amna. She mentioned that her group members were also very thankful to the competition organizers as it taught them how to survive in hard time and earn livelihood when need be. They learned about customers’ requirements and dealing, and most importantly how to satisfy the customers.

Team Members: **Amna Nawaz**, Saima Noreen, Asia Shafee, Kausar Nadeem, Nida Rukhsar (Vocational Training Institute, Shujabad)

44. Be Your Own Brand

21 year old Bushra and her four other friends from Shujabad made the wise decision to inculcate their hobby into a business idea in the “Emerging Entrepreneurship Competition”. Living in a rural area, Bushra knew that this opportunity was a blessing and her one and only chance to prove herself to her family. Bushra and her group did not waste a minute in deciding to do dress making in the competition and sale ready-made clothes as they had always dreamed of their own uniquely designed clothing line.

Bushra explained that her group mostly focused on making clothes for children, including frocks, and gowns for adults. Bushra mentioned that they chose these items because they knew these items were easy to make and could earn maximum profit. She added that the strategy worked just as expected and the experience in tailoring the same items allowed them to complete a total of 15 orders during the competition and they made a profit of PKR 6,500. She further explained that the team had placed a stall in their college and mostly fellow peers would shop for their nieces and young ones along with gowns for themselves. In her remarks, she clarified, “Our business was successful because we had a wide range of designs available in both departments. Maybe if we had not focused on several items it would’ve been difficult to maintain variety in our display area.”

Bushra mentioned that all orders were completed at home during the evening and then kept for display at the shop in day time. She stressed that each member of the team participated equally as everyone knew how to stitch. Bushra pointed out that competitions like this are invaluable for students about to graduate as they allow them to gain experience and learn business ethics without really risking anything of their own.

Team Members: **Bushra Ikram**, Rehana, Fouzia Tabusum, Mehwish Kanwal, Safia Niaz (Vocational Training Institute, Shujabad)

45. Do Your Own Windows!

Being computer studies students, Muhammad Farooq and his four team members decided to adopt a business idea related to their education specialization when working for the “Emerging Entrepreneurship Competition.” The group came up with a very unique and much demanded idea to compile an instruction manual that explains “how to install and fix Windows operation system”.

“Windows is one of the most widely used operating systems in our country but if you take your PC to any shop in the market, they still charge high cost for fixing or installing Windows, let alone the fatigue of bringing your PC to the shop, risking your data privacy and transporting the PC back home”, explained Farooq. The group targeted students in different schools and colleges of their area, and managed to sell more than 150 instruction manuals. Explaining the team’s work, Farooq mentioned that the task of compiling the instruction manual was completed in the first two days and after that the group divided into two teams and took different geographical sides for maximum coverage. He expressed that since the activity had to be managed with their own school hours, they were only able to visit one or two schools per day.

Overall Farooq’s group managed to pocket a profit of PKR 500. He highlighted that the team learned a great deal about marketing and the economic concepts of demand and supply in relation to the instruction manuals for different softwares. But most of all, Farooq stressed that “we gathered confidence through this activity that we couldn’t have gained otherwise any time soon. We used to receive queries from our clients about additional services and consult our teachers to reply back. This activity taught us a great deal about softwares too.”

Team Members: **Muhammad Farooq**, Tassadaq Awais, Asasd Rasheed, Numaan, Ghulam Sabir (Vocational Training Institute, Faislabad)

46. All About the Right Computer Accessories

Azeem and his other group members were passionate about adopting the field of computer studies as a career choice in their life; they decided it was best to gain experience and knowledge about the same field while competing in the “Emerging Entrepreneurship Competition.”

Azeem’s team had a brainstorming session on the first day and picked the business idea to sell computer CDs and computers accessories to different shops and students in the schools around their residential areas. Azeem mentioned that they were able to add many small items under the category of computer accessories such as USB, card readers, headphones and many other items. On the other hand, their range of CDs entailed wide variety of softwares, games, and cartoons. This allowed the team to target a wide audience and cater to growing demands for different items.” Since Azeem and his team members were still college students, they had to manage their time with college timetable and were only able to work in the evening shift. Azeem explained that they formed two marketing teams of two members each, which catered different regional areas. On the whole, Azeem’s team was able to accumulate a profit of PRK 2,000.

Summing up his experience of participating in the competition, Azeem mentioned that “just as we expected, it allowed us to gain immense marketing knowledge and broadened our information horizon about different softwares and computer accessories. We made valuable contacts with suppliers and customers of the industry.” At the same time, he also admitted that it allowed them to gain confidence and interact with professionals of the field. He also appreciated his teachers who helped them from time to time and gave us the confidence to attract more and more customers.

Team Members: **Azeem Shoukat**, M. Abbas Junaid, Shahid Mehmood, Humza Khalid, Zeeshan Tariq (Vocational Training Institute, Faislabad)

47. The Art of Handwork

Leading a team of two girls and three boys, Mohsan Ashfaq divided tasks among his team members commendably during their participation in the “Emerging Entrepreneurship Competition. The team sold various hand-made items like cards and CDs with beauty tips. According to Mohsan, the team chose these items because the two girls in the team had experience in hand-made items and were beauticians, so they decided to use their skills for product innovation while the boys utilized their energy in sales and marketing.

The team sold their products mostly to children in schools and to other community members in commercial areas. “We finalized the price of our home-made products after a thorough calculation and kept a profit of roughly PKR 50-70 on each item”, said Mohsan while explaining the pricing strategy for their product. He mentioned that in order to continuously bring new products to our customers, the team members added products like handmade artificial jewelry, special customized birthday and get well soon cards. Mohsan thanked the team members for innovative and consistent supply of handmade products. At the same time, he appreciated the marketing skills of his team as almost all products were sold each day. “Since we had daily meetings, it was easy for us to communicate about customer choice to the production team and always gave them the customer feedback that we received during sales”, said Mohsan. He admitted that despite good marketing skills, the sales team learned a lot with firsthand experience. “It was a completely different scenario. Learning about marketing in classrooms seemed a lot easier. However, doing it was much difficult. But thanks to the young boys in the team, they improvised and always sold almost all products”, said Mohsan.

At the end of the competition, Mohsan and his team sold a total of more than 70 cards and CDs and managed to gather a profit of PKR 1,000.

Team Members: **Mohsan Ashfaq**, M. Bineameen, Tanveer Hussain, Iqra Amanat, Naureen Zahoor (Vocational Training Institute, Faisalabad)

48. Taking a Challenge

Being a victim of the monopolized rates imposed by the medical stores in their region, Mohsan Zeeshan and his fellow group members decided to break this monopoly by stepping into the medicine industry. The team bought medicines in bulk directly from the pharmacy and supplied them on cheaper rates to the public. Zeeshan confessed that the primary reason for his team to enter the “Emerging Entrepreneurship Competition” was to end the monopoly and exploitation by the medical stores in their region.

“We went together as a group to buy on cheaper rates directly from the pharmacies but later we went individually to areas near hospitals and other public areas to sell the medicine with a profit margin lesser to that of the local medical store”, explained Mohsan. In his remarks, he explained that it was not difficult for the team to earn money despite selling at reduced price as the medical stores were keeping a very high profit margin. The team made a good profit of PKR 1,000 by keeping low profit margins as their intention behind the business was to break the monopoly and give some relief to the poor people.

Explaining that selling medicines in open market was not a piece of cake, Mohsan mentioned that people often investigated a lot before buying medicine from the team as they had reservations on the medicines being authentic. The customers were mostly in disbelief that they could get the same medicine at reduced cost. “We had to initially go through a lot of trouble explaining each customer why we were selling at reduced price. And once we gained their confidence, they would come to us for medicines every time they needed any”, explained Mohsan. The reservations of the customers taught the team members good sales skills.

Team Members: **Mohsan Zeeshan**, M. Usman, Usman Tariq, Iftkhar ul Hassan, M. Saqib (Vocational Training Institute, Faisalabad)

49. Being Different

Ummad and his group members had a very unique business idea while entering the “Emerging Entrepreneurship Competition.” The team decided to sell a local-made dish washing powder, which it would purchase in bulk from factories and pack on their own before selling to the final customer. Ummad explained that in order to pack the washing powder ourselves, they had to buy small sachet packets from the market.

“We conducted an elaborate market analysis and calculated the financial figures of our business’s viability. We did not take this decision lightly”, explained Ummad. He said that the entire team would gather in the evening everyday to make packets. For sales purpose, they divided the team into sub teams of two members each. Each team would be catering to a different geographical area in an attempt to cover vast area. The team reported to have sold a total of more than 1,000 sachet packets during the competition and gathered a profit of PKR 1,000 from the one-month activity.

Ummad share that in his opinion there was no better way to learn customer dealing and gain sales and marketing experience. He mentioned that this competition seemed like the perfect opportunity to enter their professional lives with some firsthand experience. He confessed to have learned a great deal about marketing and how to transform general public and into your customers. He said, “We learned the art of selling a product - whether it is packets of dishwashing powders or some other product, the art of convincing people to buying your product is an asset”. He thanked the organizers of the competition and mentioned that all students should be made to take part in such initiatives so that they have some experience of professional life before graduating.

Team Members: **M. Ummad Khan**, Adil Hassain, Umar Farooq, M. Usman Ali, M. Talha (Vocational Training Institute, Faislabad)

50. Everyone Wants Food

Upon entering the “Emerging Entrepreneurship Competition”, 22 year old Tanveer Afzal and his team members from Shujabad did not really have any out of the box business idea. However, they went with the safe idea of selling eatables and snacks to a variety of audiences and made a decent profit out of it.

Tanveer explained that the team sold a variety of items such as home-cooked *Samosas* and *Pakorras* along with snacks like biscuits and toffees. He explained that “we realized that there was a dire need for such items inside our college, because our college lacked a good hygienic canteen”. Therefore, the team first brought raw material for their first day and distributed duties like peeling, frying and other activities among team members to save time. They got popular the very first day. Customers complimented their products and appreciated the effort put in. He added that “contrary to the general perception of working together to save time, we did division of labor so that each team member was doing what they do best”. He highlighted that their team served all types of customers. On the whole, Tanveer and his team served more than 150 customers and earned a profit of PKR 550.

Tanveer mentioned that regardless of the monetary profit out of the deal, it was really the exposure they got due to the competition that benefited them the most. He acknowledged that the competition has given all group members an edge over rest of the peers of same age. He said, “Now if I look at another individual of my own age, I can clearly see the difference in our thinking and manner of dealing with people. I feel more composed and I owe all of this to the competition”.

Team Members: **Tanveer Afzal**, H. Amir Hussain, Khaliq ur Rehman, Salman Sarfraz, Gulzaib (Vocational Training Institute, Shujabad)