

## (Questions)

Question No: 01

Business is essential to the working of a modern society. Briefly describe the products and characteristics of at-least ten different types of Business which you have seen in your town.

Ans:

Business play a huge role in culture and society in general. They not only take up the most amount of time in most peoples lives, but they also help create innovations and make important technological advantages.

The existence and expansion of business are justification of the importance of business. Business provides a lot of services to the human beings that highlight its significance.

Business provides goods and services to the society. Business produces different products which are sold or supplied to the society. The creator creates and creates things but processing the individuals or business does processing and preservation and ultimately new utility is created. So business provides goods and services to the society. Business

collects the drifts of saving from different individuals, especially through banks and financial institutions and employs those in productive activities and, thus harnesses capital in economic activities to utilize natural resources in utility creation.

or value addition and consequently helps production

## Different types of Businesses

### (i) Food shops:

In every areas like local society and modern society Food is important. Much needed food shops in society. If you have good cook and introduce interesting and new products for eating so its good business. A great way to success with a business or product it to fill a need and every one needs to eat. If you love to cook and have access to a kitchen you're halfway there. Shelf-stable products candy, jekky, baked good, If food is your passion. There way to make it a business.

### (iii) Services Business:

It refers to all those types of business which provide various useful services to the people. The services sector business includes banks, insurance companies, law firm, doctors, engineers, advertising agencies, television, radio channels etc. Refers to the services provided by a business for the entertainment purpose. These include movies, theater, tourism, telecom.

### (iii) Clothing Shops:

In clothing shop a product can sell clothes in different design and colors. A clothing boutique is potentially very profitable. The gross profit margins of apparel retailers have leapt up in recent years going from just above 36% in 2014 to almost 81% in 2015.

## Q.1 (iv) Business of Manufacturing:

Manufacturing refers to these business which take raw material from others business and process it to make a finished good. Example of such industries including cement factories, car manufacturing etc.

## (v) General Store:

General store business detail store in a small town or rural community that carries a wide variety of goods, including groceries. In the United States the general store was the successor of the early trading post.

## (vi) Trading Business:

It refers to the exchange or buying and selling of commodities; especially the exchange of merchandises on a large scale, between places or communities extended trade traffic

or traffic includes all those activities which help directly or indirectly in the distribution of goods to the end users.

### (Vii) Agriculture Business:

This is very profitable business. Agriculture is considered the backbone of Pakistan economy which relies heavily on its major crops. Pakistan's principal natural resources are arable land and water.

### (viii) Poultry Farm Business:

Poultry Farm Business is one of the effervescent segments of agriculture industry in Pakistan. It's very profitable business. Now days chicken value cost is very above and its profit so good.

## (ix) Restaurants Business:

It refers to a form of business in which any of the above mentioned two types of activities are combined to satisfy the customers. The different hybrid brand exist in Pakistan.

## (x) Limited Liability Company Business:

Limited liability companies are one of the most flexible types of businesses. LLCs combine aspects of both partnerships and corporation. They retain the tax benefit of sole proprietorships and limited liability of corporation.

Questions No: OR

A newly developed brand of ladies cloth is planning to expand in different small cities of Pakistan. Please advise this business on how to advertise their products to attract customers within limited budget.

Ans:

Different advertising ideas to attract customers within limited budget. Some write down some ideas.

- (i) Create a catchy tagline
- (ii) Use social media to tell story
- (iii) Launch your brand Campaign
- (iv) Find a promotional partner
- (v) Find influencers talent on Youtube to be your brand ambassador



Using social media, facebook and instaxam making a page over these and sending product to some in fluencers so that they can tell and promote you product on these facebook or instaxam pages.

Its super important to think about your customer when you do anything for your brand, but especially marketing. Sales is so much about psychology and making a connection with someone so its important to know who your customer is new brand. If you're not sure what information you need about your audience there's a blog post here which can help.

I see so many brands talking about themselves their collection, their promotion, but you really need to change the conversation and make it about what's in it for the customer. How will your

product; help them to make it better. Talk about benefit of your product and how they will effect the customer, rather than just listing genes features of them.

Also make sure that you're not just talking about yourself. Think about your customers other interest too and create contents on a few key topic and try to problem solve for your customers - people are a lot more likely to click on some thing which offers a solution to something they've been struggling with. For instance if you have a fitness brand, you could share tip for smoothies that give you energy your favorite workout routine or ways to minimise feeling sore the next day, whatever you think your customer would find helpful.

## Think past social media :-

There's a lot of other options out there, both free and paid so it's important to consider if social media is the best option for you. I'd encourage brand to choose 1-2 marketing method to start with and do them really well, rather than doing too many things and not achieving much in reality. Some other effective marketing ideas are:

- Improving your Seo so you appear in search result.
- Email
- Referral - encouraging previous customers to share their experiences
- Podcasting
- Collaborating with other brands
- Affiliate marketing
- Holding events relevant to your audience's interests.

It's really important to think about all of the steps between

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a customer going from never having heard of you, to making a purchase. If you read my recent article on Instagram you'll know that you need to do more than just tag some pretty pictures on social media in order to make the sale. Data tells us that customers need to see our brand multiple times before making a purchase, but as most of your followers won't see your posts online due to social media algorithms, you need to come up with a strategy for not only getting the customer's interest in the first place but keeping their attention, giving them a functional and engaging web experience, getting them to keep coming back and helping them to trust you. Eventually when a customer is invested in you and trusts you, you

can make the sale. This is a process like to call the "the sales journey". It sound like a lot of work right sales do take work, but the great thing about this method is that you build a tribe of raving fans. Raving fans not only become your best customers who keep coming back to buy more product, but they also spread the word about you and your brand. Plus you can actually automate a lot of the process so that you spend less time on marketing and more time working on things you enjoy. It's always an amazing feeling to wake up to sales and I know that with the right sales journey in places this is possible for any fashion brand. It's true there's a lot of competition out there, but with

but with the right marketing proposition, any fashion brand has the opportunity to make it.

These include business papers store displays packages and sampling etc. In addition advertising specialties such as calendars match folders ash trays bottle openers key rings pencils rulers are also used for advertising.

In the advertising process a company inform consumers about a new product persuade potential buyers to purchase or continue purchasing of products.

### Question: 3

Many young persons are starting their online business on social media platform; WhatsApp, Facebook, Youtube etc. What are the advantages and disadvantages of such business models?

Ans:

Businesses operating in today's digital world know that they need to be on social media. But still many organizations have trouble deciding where they need to be.

It's no wonder that it's difficult. There are so many social media platforms for businesses to choose from: Facebook, Youtube and WhatsApp, Snapchat, Insta. That's just talking about a basic presence.

## (i) Online business in facebook:-

Best for consumer

based business lead generation building relationships. Facebook is one of the most popular platform in the world. It's very unusual for a business to not have a facebook page and for good reason.

## (ii) YouTube :-

Best for consumer-based businesses. Companies with video content educational businesses.

Youtube is the video platform. If you have a lot of video content. It's a great places to share that.

## (iii) Whatsapp :-

B2B business lead generation relationship building. Whatsapp is the social platform for business. It can be a great way to expand your



professional network and target others in your industry making it especially great for B2B companies.

## Advantages and disadvantages of Business models.

### Advantages:

#### • Reduced Marketing Costs:

Promote your page or channel on the social media platform by uploading interesting content. People will start following you after gathering a big following. You can simply market all your product and services for free. For more effective marketing campaigns on social media you will be required to avail the premium promotion services.

## • Increased Traffic on You:

You can divert a lot of traffic from social media to your website by pasting links.

## • Good Customer Engagement:

You can directly engage with the customers and take their feedback on your product and services for improve.

## • Access to International Market:

Social media is a vast network spread across the world. It is a great places to search for international market.

## • Improve Relation with other:

Social media also provides great opportunities for B2B sales.

## • Use flexible ad opportunities:

In those location where facebook is allowed, this network as well as other plate form give you very flexible options.

## • Monitor and analyze real-time trends:

In addition to all the advantages of social media marketing listed above social network are a real goldmine for researching trend and hot topics for discussion.

## • Enhance Customer Support:

Social media is an innovative and convenient way to connect with a brand without having to call support team or write an email.

## Disadvantages:

### • No Room for Errors:

Unlike SEO, social media does not forgive and forget. A foolish mistake can easily go viral and literally destroy your brand.

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- **Hiring A Permanent Representative:**

Social media is pretty fast paced and it requires constant updating. To remain active on social media you will be required to hire a full-time representative to work on it constantly.

- **Risk of Unwanted or Inappropriate Behavior on your site:**

Social media has all kinds of people from around the world. Therefore, there is always a risk of running into some bad people.

- **Risk of Exposure to Wrong Sources:**

There is always a chance that you will receive negative feedback from some customers that may tarnish your brand.

- A lot of time is required:

Have you ever clicked on company's facebook profile and found that it was last updating three years ago. Do not let your social media look like a tumbleweed being blown across the desert floor wandering aimlessly wherever the wind blow.

- Some investment may be required:

In addition to the investment of that person who manages your social networks you should keep in mind that some social network are not completely free or at least some of the services they offer often you need to pay for the most interesting ones for your business.

## • Bad Publicity:

Social media can offer you very interesting advertising for your business but keep in mind that they can also spread bad things from your company. To avoid this you can do two things always give the best services and second one Manage your customers complaints, well giving a great resolution.