**Name:** Zaeem Yousaf

**Roll Number:** 19L-1136

**Section:** Entrepreneurship-4B

**Assignment No:** 1

**Date:** 20-04-2021

**Question 1: How would you utilize the creative process to come up with a business idea?**

**Business Idea:**

My business idea is to make a well-organized rickshaw transportation system. This system will specialize in the transportation of construction material and dairy products from construction sites and to domestic houses in the cities. Firstly, I will visit some labour service provider stores, construction material selling stores, or any store that needs cheap transportation (cheaper than trucks anyway) to transport their goods and provide my service to them as a transporter. I will save all the earnings from my labour and try to buy a secondhand rickshaw. Then I will continue transportation business on that rickshaw. I will save all my earnings to buy more and more rickshaws and then rent them to the drivers who want to earn money, thus expanding my business.

**Prior knowledge:**

Even now in Pakistan, approximately 64% of the development construction material is transported from construction material stores to the construction sites on rickshaws (specifically in small scale creation because of their reasonable prices). The well-known charge for the transporting stuff on rickshaw is PKR 800/km in heavy fabric (heavier than 500 kg as a fridge, bricks, iron rods etc.) and PKR 500/km for lighter fabric (much less than 150 kg inclusive of washroom add-ons, kitchen add-ons etc.) I’ll maintain my fees to PKR 500 for the heavy fabric and PKR 350 for the lighter. I believe it will be a reasonable deal.

**Trends:**

Nowadays, the Pakistan government has brought a new scheme of Naya Pakistan Housing Program to build new houses for the needy people. The scheme targets to build houses for 5 Million people. I shall try to reach the area where this development is taking place. There will be a great demand for transportation services there. So I can gain large profit margins from this opportunity. As the people there are not so rich, they will try to find means of transportation that is economical. Furthermore, the government of Pakistan also wants to provide the means of income for the unprivileged class so it will catch the eyes of the government.

**Laws:**

In Pakistan, 12.3% of road accidents occur because of rickshaw drivers transporting goods that are unauthorized to transport via rickshaws on major roads. Goods such as rods,pipes,glass and wood are very detrimental for transportation. If not carefully handled can cause serious accidents. Traffic law guidebook from Punjab Traffic Authority suggests in article (129-A) to not load over 400 kgs of load on rickshaws. I will ensure that laws are carefully abided by me to avoid any unbecoming.

**Question 2: There are 4 types of innovation. Using the 4 types of innovation, come up with some innovative ideas using the above.**

This idea is using the same equipment but the application of shifting it to construction sites in the Naya Pakistan Housing Program is the type of innovation called extension. The usage of low-cost rickshaws will be very economical for the people who are already trying to make both ends meet.

**Thank you for your time.**