**Entrepreneurship Project   
Part#2**

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Section: BSCS\_3A  
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**Group Information:**Group Member#1: Kunzah Shahid (19L-1204)  
Group Member#2: Maryam Shahid (19L-1215)  
Group Member#3: Zanjeel Tariq (19L-1216)  
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**Comparative Analysis:**This is to compare my idea with the rest of my group member’s ideas and find the pros and cons that my idea has over their ideas (if any) and determine which idea is the best to implement from all four ideas. So, I’ll be comparing my business idea with the ideas of my group members individually. We will compare on the basis of multiple aspects such as financial statistics, feasibility, trend, so on.  
  
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**Maryam’s Business Idea:**

● Strengths of her idea over my idea:   
They are:   
- Her idea is basically focused on solving a real-life issue that has never been addressed in Pakistan, whereas as my idea is focused on solving a virtual-life issue that has already been addressed by many people before (not the way my idea is addressing it but still they know that the issue is there), so even if at the start, both of our businesses don’t have any competition or competitives, my competitives will grow easily and might come close to me maybe take a lead on me, if I am not careful, given a few months, but Maryam’s business won’t have to face any competition for at least a year or two, as people will still be unfamiliar with the problem.  
  
- Her idea is following the middle-man methodology, where she is only providing a platform where for the workers to meet the employers, and hence her business don’t demand much funds or working for its maintenance in the long term, also there won’t be much liabilities as her platform will only work as a middle-man and will not be held responsible for any issues that might occur between the worker and employee or vice versa. My idea is following the seller methodology, where I am selling my services of data management and connectivity, so my business will directly be held responsible for any inconvenience that the user might face(such as lose of data).  
  
  
● Strengths of my idea over her idea:   
They are:   
- Her idea will only cover or focus on Pakistan and this can also be considered as a limited market, however my idea is focus on all the users that are currently using Google, which is a global market. So, due to the difference in market, my idea will cover much larger customer base then her idea and will be much more profitable.  
  
- For her idea to be truly implementable, her business will have to verify the ids and credentials of the workers in real life as if not done then the workers can pull all kinds of scams with people by using her platform, and to verify this many credentials, her business must have a franchise in different areas of Pakistan, so her business will be operating in multiple offices, demanding a much larger sum of money for the workspace cost as compared to my business as my business can be easily implemented through a single office building.  
  
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**Kunzah’s Business Idea:**

● Strengths of her idea over my idea:   
They are:   
- Her idea will be more user-friendly as compared to mine. As her customers will be able to interact with the customer care directly and tell them where they are facing issue, so it will be much more human based rather than automated( bots, auto-replies etc.) which my plan will largely demand on.  
  
- As all the products in her business will not be connected or dependent on each other, so her product will be more secure from cyberattacks and will recover easily as her product will not be interconnected. In my business, if someone hacks my extension, then all of my customers will be at security risk and my business will not be able to recover easily as due to the fact that my idea is based on connectivity so the cyberattack will affect all parts of my business collectively.   
  
  
● Strengths of my idea over her idea:   
They are:   
- Her idea will take a lot of time before become a stable and well recognized business as the services provided by her business are time demanding, even in making a single application, it can take days and as she won’t have a larger working staff, so the time it’ll take to fill the demand of her customers will always vary with the type of request the customers have put, hence no predictable growth can be estimated. My Business don’t vary with the requests of each individual customer(in other words, it’s not user-specific), and will be generalized for all the users, hence, predictable growth can be estimated.  
  
- As with the passage of time and advancements in technology, her business will have to invest a considerable amount of funds in keeping her office equipment up-to-date as without the lack of proper equipment, it will be hard for her employees to deliver the products, requested by the customers, on time. My Business can be easily be run and maintained by a single desktop as it will only be for the management and connectivity of the data that is stored in the data banks of Google and therefore, I don’t require much funds for updating my equipment.  
  
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**Zanjeel’s Business Idea:**

● Strengths of her idea over my idea:   
They are:   
- Her idea will have a huge advantage in terms of trend as compared to my idea. As getting custom printed stuff made is becoming more and more popular in many sectors especially in gaming and social media industries, so there will be a lot of demand for her business as the trends, related to her business will move in her favor, much faster as compared to the trends related to my business.   
  
- Unlike the rest of the businesses, her business will not only be used by a specific demographics but will become a common-use service as anyone who wants to get some custom printing and design will contact her business and it can be anyone irrespective of age, profession etc. whereas my business is only specified with the demographics of the people who are related with computer fields or use their computer and mobile devices frequently.  
  
● Strengths of my idea over her idea:   
They are:   
- Her idea has a large room for errors and problems in its implementation as compared to my idea. Her business will not only be related with the printing of products, but also with the delivery of those products, quality of the products, and manufacturing of products. Therefore, my business has less room for error occurrence as compared to her business.  
  
- Her business will demand much larger sum of money for the manufacturing of its products as compared to my business product.

**Conclusion of Analysis:**   
In conclusion, I have evaluated that although all of the three ideas put together by my group members are truly wonderful and have a good chance of success but they are not the easiest to implement. Each idea is very promising and also has a high profit margin but all of them involves a high amount of financial risk. Therefore, I consider my idea to be the most implementable in terms of cost, required resources, risks involved and time.