

Interview with Abdul Rehman Farooq - CEO of Farooq Plastic Manufacturing

Introduction

Today, we are joined by Abdul Rehman Farooq, the CEO of Farooq Plastic Manufacturing. He founded the company in 2015 in Sillanwali, Sargodha, starting with limited resources. Through hard work and strategic planning, he transformed it into a successful plastic manufacturing company.

Farooq Plastic Manufacturing now produces high-quality plastic products and has gained recognition across Sargodha. Abdul Rehman Farooq aims to expand the company further by incorporating recycling technology to introduce eco-friendly plastic products.

Let's hear more about his business journey in this interview.

Interview

How did you start your plastic business?

I started my business after noticing the high demand for plastic products in everyday life. I conducted market research, identified key products, and launched a small-scale manufacturing unit. Over time, I expanded by improving product quality and increasing production capacity.

How did you arrange the initial investment?

I used my personal savings and took financial support from family and friends. Additionally, I secured a small bank loan to purchase machinery and raw materials.

What challenges did you face in the beginning?

The biggest challenges were market competition, managing production costs, and building customer trust. It took time to establish a strong customer base, but by focusing on quality and affordability, we gained recognition.

How do you market your products?

Initially, I relied on local shopkeepers and wholesalers to distribute my products. Now, I use social media platforms like Facebook and Instagram for digital marketing. I also plan to launch an e-commerce website to expand my reach.

What role does the government play in supporting your business?

The government offers various loan schemes and business support programs. While there are some challenges due to changing regulations, businesses focusing on recycling and eco-friendly production receive incentives.

Have you ever faced financial loss? If so, how did you recover?

Yes, in the early stages, some products did not sell as expected, leading to financial loss. I reassessed market trends, adjusted production accordingly, and focused on better marketing strategies to recover.

What are your future plans for Farooq Plastic Manufacturing?

I plan to introduce advanced machinery to increase efficiency and production. I also aim to develop eco-friendly plastic products using recycled materials to contribute to environmental sustainability.

What advice would you give to new entrepreneurs in the plastic industry?

I advise new entrepreneurs to start with thorough market research. Understanding customer needs is crucial. Focus on product quality, maintain good financial planning, and use digital marketing to expand reach. Patience and persistence are key to success.