

COURSE:
TECHNOLOGY ENTREPRENEURSHIP (103742, FRIDAY)
INSTRUCTOR:
SIR BURHAN SAYED

Slogan: Start earning through Working



Khudmukhtar Pakistan



ACADEMIC YEAR SPRING-20

INTRODUCTION TO BUSINESS PLAN

Khudmukhtar Pakistan Consulting Service

Prepared By:
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2020

PROJECT REPORT OF TECHNOLOGY ENTREPRENEURSHIP

INTRODUCTION:



Khudmukhtar Pakistan is an initiative towards those students and youngsters who study and get education but doesn't know how to utilize their education and skills to earn money. Khudmukhtar Pakistan is a startup to

support females and students who suffer from financial crises, who stuck in those crises and missed the opportunities they had', those opportunities which led them to become independent individuals. Khudmukhtar Pakistan is a counseling service which helps students and females to get out from the problems they are suffering from and explore their selves, their skills and their purpose of life. We give a way and a direction to those females, youngsters and students in accomplishing their goals so that they can live their lives for constructive purpose without being financially dependent on others. To remove financial dependency is the aim of Khudmukhtar Pakistan.

VISION:

"To make every individual independent and financially established, each individual is important for our Pakistan."

MISSION:

"To provide a platform to support individuals and give them motivation and moral support as well as guideline and direction which fulfill the counseling requirement of their carrier and profession."

PROJECT BACKGROUND:

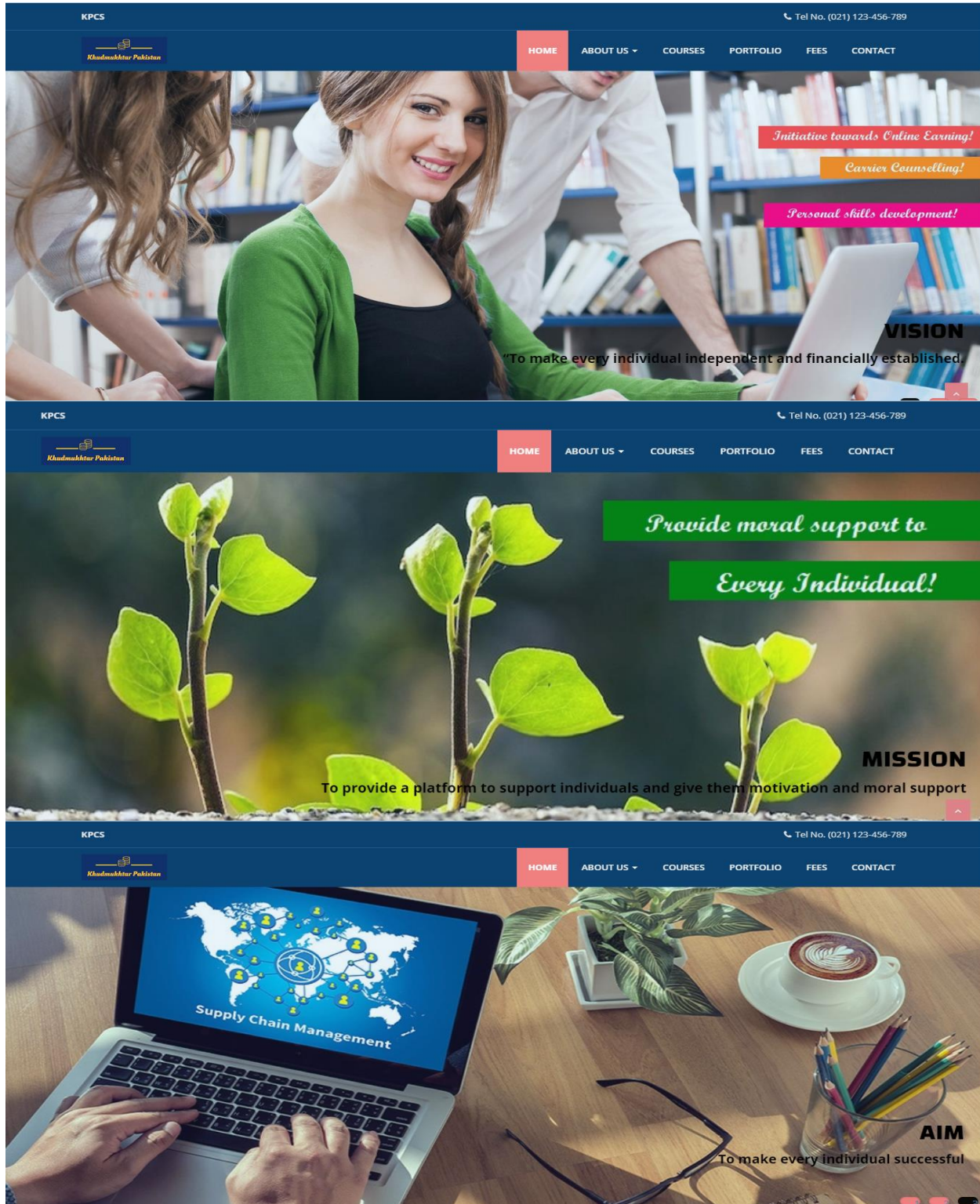
This project is to establish the usage of our latest technology in giving advice and motivation to people who are in need. Counseling is given to those people after they ask question in the website. Our aim of this system is to make user to feel comfortable to tell and ask people about their hardships, which will give impact for their whole life. Counselors are ready to give their best services in term of giving a way to earn money to others. Meanwhile, other user can also give their opinion or suggestion based on their experiences before.

Business Model Canvas of Khudmukhtar Pakistan Consulting Service

KEY PARTNERS	KEY ACTIVITIES	UNIQUE VALUE PROPOSITIONS	CUSTOMER RELATIONSHIP	CUSTOMER SEGMENTS
<ul style="list-style-type: none"> * Internet Service Provider * IP holders * Content writers * Video makers * Customers * Counselors 	<ul style="list-style-type: none"> * Motivate * Right suggestions * Content licensing * Grow customers * Track web activities * To satisfy customer needs 	<ul style="list-style-type: none"> * Utilization of education, skills and innovative ideas. * Fight from poverty, unemployment, hunger, financial crises * Work from home * To give courage to females * Online earning * Divert individuals towards work force * providing platform Shop.pk * To spread awareness * To counsel individuals * To plan a better future * Career counseling * To remove dependencies 	<ul style="list-style-type: none"> * By building trust, effective environment and protecting their personal information * By providing right solutions * By starting campaigns in schools, colleges & universities. 	<ul style="list-style-type: none"> * Targeting customers are students of age group 8th to masters, also unemployed females, & females suffering from financial crises * We are targeting NGO's to pitch our idea * We are supposed to bring forward rural crafts women's * We are also focused on those females who are educated but not permit to go for a job * We target youth to expose their creative ideas at our platform * Location can be anywhere from Pakistan.
KEY RESOURCES		CHANNELS		
<ul style="list-style-type: none"> * Website & Programmers * Searching algorithms * Content & Content writers * Videos & Video makers * Success Stories * Counselors & suggestions * Subscription * Shop.pk 		<ul style="list-style-type: none"> * By Publicity * Using print media * Appearing in education events and festivals * Through social media * Through ads * Through interpersonal skills 		
COST STRUCTURE		REVENUE STREAMS		
<ul style="list-style-type: none"> * Logo designing, Web hosting, Domain name purchasing * Maintenance of Website, Physical Equipment's, Internet fee * Advertising on social media, print media, Pamphlets and festivals * Salary of counselors, content writers and programmers * Salary of admin and Utilities and miscellaneous 		<ul style="list-style-type: none"> * Subscription fee Rs 500/- monthly * Meeting fees (differs for every meeting) * 30% Commission on product selling * Freelancers fee 5000/- from first income 		

PROTOTYPE OF KHUDMUKHTAR PAKISTAN(MVP):

TAKE A LOOK TO SLIDER OF HOME PAGE:



Welcome to Khudmukhtar Pakistan

Khudmukhtar Pakistan is an initiative towards those students, youngsters and females who want to become financially independent. Khudmukhtar Pakistan is a counseling service which helps students and females to get out from the problems they are suffering from, and explore their selves, their skills and their purpose of life. We give a way and a direction to those females, youngsters and students in accomplishing their goals so that they can live their lives for constructive purpose without being financially dependent on others.

[Read More](#)

COURSES

We offer several different courses to our customers on the behalf of their interest level and carrier selection, after consulting and communicating with them.



Python Course

Vacational courses held at weekend.
Python Programming with simple logics



Web development Course

Weekly course which need 3 days in a week.
Html,css and java script with VS Code



Graphic Designing Course

Weekly course which need 3 days in a week.
Graphic Designing peripherals and Adobe photoshop



asp.net

Vacational courses held at weekend.
building an application on asp.net with MVC

OUR SERVICES

Khudmukhtar pakistan is an initiative for solving the consultancy needs of individuals
It is a startup to support females, students and youngsters to start earning on the behalf of their skillsets.

Our aim is to fight with hunger, unemployment and financial crises by online earning. We counsell students to come and consult their problems they are facing while online earning and also we welcome females to start their own businesses.

- Interview the customers
- Arrange meetings for consultancy
- Communicate with customers
- Track customer for the task assigned by counsellors

[Learn More](#)



"To make every individual independent and financially established, each individual is important for our Pakistan."

Programmes

We counsel females and students to be independent financially to fight with financial crises.
To become an individual who can earn on the behalf of their own skills set and our purpose is to remove financial dependencies from parents and guardians.
We provide awareness about how an individual can earn money.
We provide awareness and information's about which authentic sites are offering online free courses, we promote students towards free lancing as well as we give suggestions by knowing the expertise and skills a student possess.

Who we are?

- Who are our Counsellors?
- Who are our Key partners?
- Can a customer become our Key partner?
- Why we are doing this?

⌚ Time Table

Monday - Friday:
4pm-10pm

Saturday:
8am-10pm

Meeting Timings

Saturday:
2pm-5pm

Our Contact

KHUDMUKHTAR PAKISTAN LTD.
GHA, KARACHI, PAKISTAN
(021) 456-789 - 1555-1234
KHUDMUKHTAR@KHUDMUKHTAR.COM

Quick Links

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Latest posts

We give platform to customers for selling their products.
We customers from to earn money.
We course which need to be better suited for further education.

Recent Posts

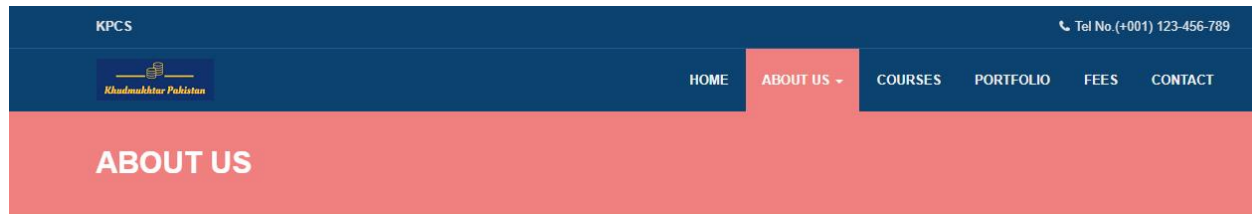
We customer how to earn money.
We customer from students who are not independent financially.
We will provide necessary services of our customer needs.

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[Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#)

*****end of Home page*****

TAKE A LOOK TO ABOUT US PAGE:



Our aim is to make you financially independent!



About Khudmukhtar Pakistan

Khudmukhtar Pakistan is an initiative for providing youngsters and needy females a way and direction to earn by their self, while not to be dependant on others and become khudmukhtar in that sense. Khudmukhtar Pakistan welcome females and students to come with their product or either their skills set and promote their product and start online earning from today

Khudmukhtar Pakistan also give guidelines for future carrier planning and online earning, enhancing skills and improve english. Promoting, appreciating and provide moral support to individuals is part of our consultancy

Why Choose Us?

We are providing solution for the basic need which is earning money to fight with hunger, unemployment and inflation.

We are giving our potential customers a way to utilize their education to earn money and become financially stable. We also give moral support and spread positivity among customers to develop a constructive environment. We let our customers to do something meaningful in their lives for the security of their futures

Our Solution

- > Who we are?
- > Who are our Key partners?
- > Can a customer become our Key partner?
- > Why we are doing this?

Our Expertise

Communicating

Promoting

Consultancy

Web Development

Our Team



Anum Hassan
Creative Writer



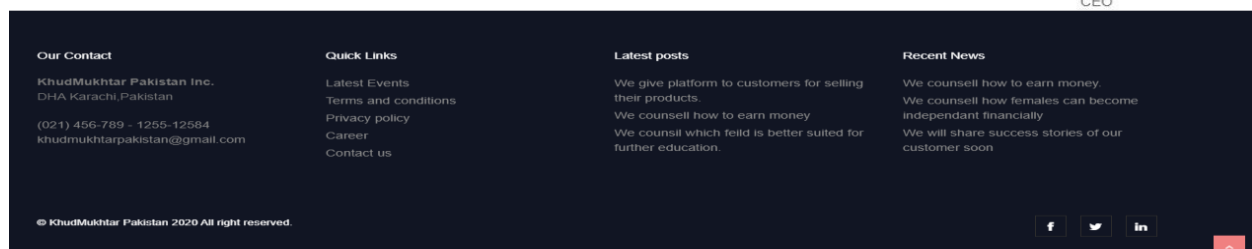
Javeria Hassan
Software Developer and handler



Jaweria Asif
Manager



Raheel Dastagir
CEO



-----**end of about us page**-----

TAKE A LOOK TO COURSE PAGE:

KPCS

Tel No. (+001) 123-456-789



HOMEABOUT US ↓COURSES (active)PORTFOLIOfEESCONTACT

COURSES

Our Best Courses

We are providing several different courses on the demand of our customers, not only this those customers who are availing counselling from our counsellors, we are also providing and suggesting different courses accepted the three mentioned below.

We have a wide variety of courses but we just suggest those courses to individuals on the behalf of their desire and the below mention courses are for those who demand for it



Front-End-Developer

GUI designing as a Front-end-developer course will be offer to individual after consultancy.



Back-End-Developer

Database designing as a Back-end-developer course will be offer to individual after consultancy.



Web-Development

Web development with Html, CSS, bootstrap complete course will be offer to individual after consultancy.



Graphic Designing

Designing certificates and much more as a graphic designer, course will be offer to individual after consultancy.



Content Writing

Content writing and much more as a content writer, course will be offer to individual after consultancy.



Craft Work

Material for craft work will be provided as an individual after consultancy



Promote your Product through Shop.pk

We are providing our customers a platform called "Shop.pk" which help them to promote their product, but a customer has to let the consultancy service first for further discussion and promotion of their product. Customer request should be accepted for product promotion after consultancy and an agreement.



Become part of our online course

We also provide different courses depending on the desires and interests of the customers, but a customer has to let the consultancy service first for further discussions.



Need consultancy for online earning, career planning and further education

Our main motive is to divert the student, females and youngsters towards online earning, but we also counsell students for further education, career plannings and implementing innovative ideas. Our aim is to make each individual financially independant.

Our Contact

KhudMukhtar Pakistan Inc.
DHA Karachi, Pakistan
(021) 456-789 - 1255-12584
khudmukhtarpakistan@gmail.com

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Latest posts

We give platform to customers for selling their products.
We counsell how to earn money
We counsil which feild is better suited for further education.

Recent News

We counsell how to earn money.
We counsell how females can become independant financially
We will share success stories of our customer soon

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-----**end of course page**-----


[Submitted to Sir Burhan Syed]

Page 7

TAKE A LOOK TO PORTFOLIO PAGE:

KPCS

Tel No. (+001) 123-456-789



HOMEABOUT US ▼COURSES**PORTFOLIO**FEESCONTACT


PORTFOLIO

Portfolio Prerequisite


As a customer if you are going to submit your portfolio on our website so you should have studied the below mention courses, atleast one course should be studied before submitting your portfolio to our website and also before going towards freelancing.

If you don't study below mention courses, then go to our courses page and enroll in any of the course as your desire, Customers having knowledge about these courses and expertise will be highly preferred in freelancing.

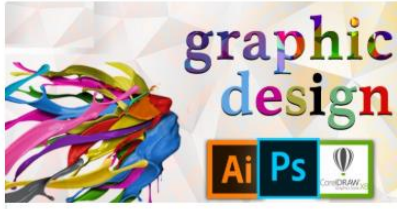
ALL / ARTWORK / CREATIVE / NATURE / OUTSIDE / PHOTOGRAPHY




Python with Django Preferable
A github link should be mention in your portfolio which represent implementation of web application on Django framework




Networking with CISCO
A github and implementation of port security, FTP, ACL and netting required




Graphic Designing with Adobe Photoshop
A github link should be mention in your portfolio which represent implementation of atleast ten graphical images and a pamphlet



Django with Machine Learning
A github link should be mention in your portfolio which represent implementation of any machine learning algorithm in Django



Web development with VS code
A github link should be mention in your portfolio which represent implementation of atleast 4 websites and one should be uploaded on local host



Creative Writing on MS-Word
A github link should be mention in your portfolio which represent implementation of your content and atleast one document should be attached with portfolio as a sample

Our Contact

KhudMukhtar Pakistan Inc.
DHA Karachi, Pakistan
(021) 456-789 - 1255-12584
khudmukhtarpakistan@gmail.com

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Terms and conditions
Privacy policy
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We give platform to customers for selling their products.
We counsel how to earn money
We counsel which field is better suited for further education.

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We counsel how to earn money.
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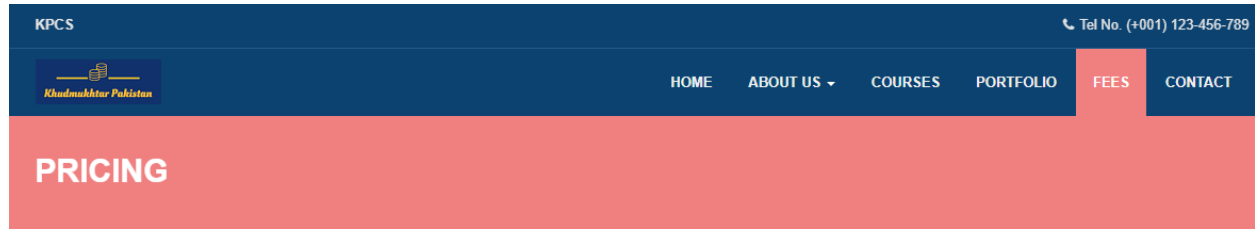
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TAKE A LOOK TO FEE PAGE:



Fees Standards and Charges

Our consulting service follow the mention standards of fees, First we sort out which type of benefits our customer is acquiring from our website.

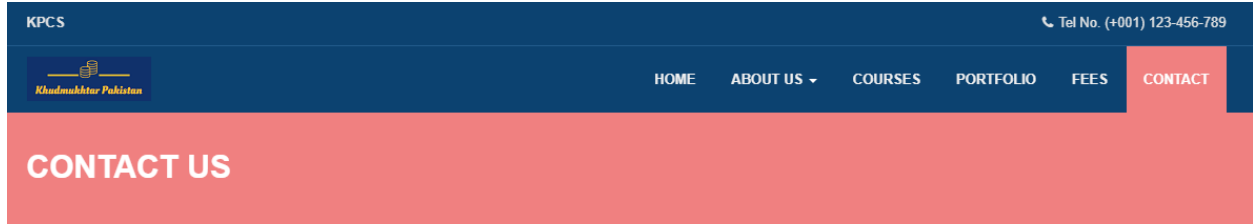
if a customer is new to our website then we will not charge it for the first consulting meeting.

Subscribers Monthly Fees	New Customers Fees	Old Customers, no Subscription	Student Fees having no Subscription
\$500/-	\$500/-	\$400/-	\$400/-
3 meetings each month	For 1 meeting only	For 3rd meeting	For all meetings
tracking of task	tracking of task for a month	tracking of task for a month	tracking of task for a month
Unlimited Support	Unlimited Support for a month	Unlimited Support	Unlimited Support
communicating through email	communicating through email	communicating through email	communicating through email
sharing updates of given task	sharing updates of given task	sharing updates of given task	sharing updates of given task
Get Now	Get Now	Get Now	Get Now

Our Contact KhudMukhtar Pakistan Inc. DHA Karachi, Pakistan (021) 456-789 - 1255-12564 khudmukhtarpakistan@gmail.com	Quick Links Latest Events Terms and conditions Privacy policy Career Contact us	Latest posts We give platform to customers for selling their products. We counsell how to earn money We counsell which field is better suited for further education.	Recent News We counsell how to earn money. We counsell how females can become independant financially We will share success stories of our customer soon
© KhudMukhtar Pakistan 2020 All right reserved.			f t in

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Khudmukhtar Pakitsan

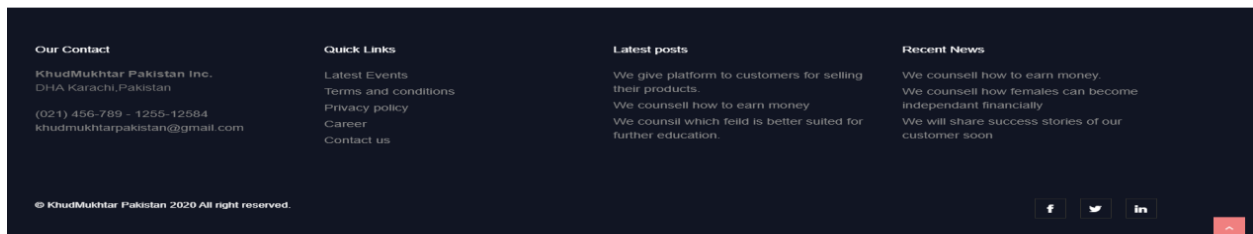
Our main objectives toward this Khudmukhtar Pakistan are that people that have problem regarding their profession, education, online earning, skills set, or any other problem. They can easily write on our website or on our Facebook page

Or they can contact us for further queries and FAQ's we are available 24/7 to solve the problems of our customers and satisfy their needs of counselling.

For more consulting details you can contact us.

Contact us

Send



-----**end of contact us page**-----

Our MVP is a **website** for this counseling service and to approach remote places like interior part of Pakistan through that Website, we also suggest free online courses for enhancing the skills which help students in getting several jobs in the industry related to new technology, we provide counseling towards every domain of education on the behalf of the interest of student. Students can be from any age group. You can take a tour to shop.pk at this link <http://squareshop.somee.com/>

BUSINESS MODEL CANVAS IN DETAILS:

KEY PARTNERS:

1-1 FOR RUNNING WEBSITE:

Our Key partners are **Internet Service Provider** as well as **IP holders** which will provide Internet to us.

1-2 FOR CONTENT:

Our key suppliers are **Content writers** who writes content and success stories for our Facebook page and also for our website.

1-3 FOR VIDEOS:

Video makers and editors who are going to make motivational videos, aspirational videos, success story videos and videos for giving awareness of technology currently being used as well as videos of those courses which are being suggested by our counselors to our customers, For our page and website.

1-4 FOR CONSULTANCY:

Our **Counselors** are also our key partners who are going to communicate with our customers for the purpose of making them a financially stable individual.

1-5 FOR PRODUCT SELLING:

Our **Customers** will also become our key suppliers when they had their product to sell on our platform.

TO SUMMARIZE KEY PARTNERS:

- Key resources which we are acquiring from our Key partners are videos from Video makers, internet from Internet providers, content from Content writers, consulting service from Counselor's.
- The key activities which our partners have to perform are Content writing, Video making, consulting to customers.

KEY ACTIVITIES:

2-1 TO MOTIVATE CUSTOMERS:

Our Key activities include doing counseling and motivate peoples towards earning while sitting at home.

2-2 TO GIVE RIGHT SUGGESTIONS:

It also include suggesting a right job path to right person so that, we can lead our graduates towards freelancing, graphic designing, content writing, blogging, product selling, video making, online teaching and much more.

2-3 TO RESOLVE COPY RIGHT ISSUE:

For our page and website our key activity is to did content licensing and acquisition.

2-4 TO GROW THROUGH ADVERTISING:

Key activities also include marketing and advertising of our products through our page and website.

2-5 TO TRACK ACTIVITIES ON WEBSITE:

It also includes regular monitoring of our page and website activities to control all the activities from both sides (i.e admin side as well as from customer side).

2-6 TO ANALYZE CUSTOMER NEED:

Analyze customer problem and defining the solution is on higher priority and it is also included in our key activities.

KEY RESOURCES:

3-1 OUR WEBSITE:

Our key resources include the website we will develop for giving consulting service and to give suggestions for starting earning to our customers.

3-2 SEARCHING TECHNIQUES AND GUI:

Our searching algorithm which are going to increase efficiency and effectiveness of our website that's why it is also included in our key resources as well as GUI (Graphical User Interface) to attract a large number of customers to better understand our service.

3-3 OUR PROGRAMMERS FOR FUNCTIONAL REQUIREMENTS:

Our Programmers who are going to develop the website for KPCS will going fulfill all of the functional requirements for us to promote our idea that we are going to accomplish through the website.

3-4 OUR DEPLORER'S FOR NON-FUNCTIONAL REQUIREMENTS:

Deplorers who are going to host our project on the Internet for us.

3-5 OUR CONTENT WRITTER'S:

Our content writers who are going to write content for our Facebook page and website to motivate our viewer's to be positive, skillful, purposeful and proactive in life.

3-6 OUR VEDIO MAKERS:

Our video makers who are going to create videos on success stories, latest programming languages also fall into our key resources.

UNIQUE VALUE PROPOSITIONS:

4-1 UTILIZATION OF EDUCATION:

We know several NGO's which are working in Pakistan(CFC and USAID Pakistan reading project) for children's education but still there is a need to aware people how do they utilize their education to earn money

4-2 TO FIGHT WITH CRISES:

We are in the favor that every individual has strength to fight with hunger, poverty, unemployment and financial crises.

4-3 TO SART EARN FROM HOME:

Our desire is to push females towards workforce so that they become able to earn from home and that's how they don't need to get out of their homes for earning money.

4-4 TO GIVE COURAGE:

We want to motivate our females to start earning and start fighting with the crises they are suffering from by giving them moral support and counseling.

4-5 ONLINE EARNING:

Our main objective is to divert our individuals towards online earning because we want that Pakistan achieve ranked # 01 in freelancing

4-6 TO BRING WORKFORCE:

We want to bring individuals towards work force to remove dependencies

4-7 ONLINE SELLING PLATFORM (Shop.PK):

We are trying to solve the problems of those individuals who are studying and want to earn money by itself and also those females who are suffering from financial

crises, we are providing them a platform “Shop.pk” to those who want to sell their products. They can contact us for selling and promoting their products.

4-8 SPREAD AWARENESS:

We spread awareness through our website “Khudmukhtar Pakistan” as well as we are here to support individuals

4-9 TO COUNSEL INDIVIDUALS:

We are also providing counseling services to students and females. We are doing all this for fighting with hunger, unemployment, expenses, dependencies, inflation, and wrong carrier selection. From this counseling site the needs of Neglecting individuals are satisfying.

CUSTOMER RELATIONS:

5-1 BY TRUST BUILDING:

Our first step is to win the trust of customers for making the customer relationship strong.

5-2 BY KEEPING INFORMATION SAFE:

We will keep the information (i.e: interest and dislikes of our customers) confidential so that, a customer can feel free while communicating his/her problem with our counselors.

5-3 BY PROVIDING RIGHT SOLUTIONS:

We try to provide them solutions as better as possible. We are going to use social media and website to interact and communicate to our customers.

5-4 BY MAKING EFFECTIVE ENVIRONMENT:

To make the relationship stronger with our customers we will make an environment which attract and respect our customers and make them belief **we are for you** and we will gather here to be a better person and a better Pakistani.

5-5 BY STARTING CAMPAIGNS:

We will also start campaigns in schools and colleges to grow the number of customers we will also give short seminars. We are going to appear in the educational festival so more customers can get benefits from us.

5-6 BY COMMUNICATING:

By convincing house wives and females through communication.

CHANNELS:

6-1 TO PROMOTE KPCS BY DOING PUBLICITY:

We will do publicity through schools and colleges by giving them awareness about our counseling site, we will discuss their issues so that they can interact and support our startup.

6-2 TO PROMOTE KPCS BY USING PRINT MEDIA:

We started giving pamphlets in streets and roads, we have communicated to our friends, family, siblings and cousins to join and support us to get benefits.

6-3 TO PROMOTE KPCS BY APPEARING IN FESTIVALS:

In educational festivals we are going to be appeared for the sake of growing the circle of our customers so, those people can also reach us who did not use social media but appear in social festivals.

6-4 TO PROMOTE KPCS BY SOCIAL MEDIA:

We also promote our consulting service through our website and our Facebook page although it is also an important source for promoting our startup because we have shared the link of our website and page to our entire contact list and asked them to send this link to their contact lists so this will become a chain.

CUSTOMER SEGMENTS:

7-1 TARGETTING STUDENTS:

Targeting customers are students of age group 8th to masters so that youngsters can also get benefits of KPCS.

7-2 TARGETTING UNEMPLOYED FEMALES:

Unemployed females who are in search of job and also those females who are suffering from financial crises can also avail opportunity to earn.

7-3 TARGETTING NGO's:

We are targeting NGO's to pitch our idea, NGO's which are providing education to youngsters of Pakistan and we want make them realize how education can become a tool for fighting with hunger and how can we earn by utilizing our skills and education

7-4 TARGETTING LOCAL CRAFT's MEN:

We are supposed to bring forward rural crafts women's; we want to promote local men by means of digital marketing.

7-5 TARGETTING EDUCATED FEMALES:

We are also focused on those females who are educated but not permit to go for a job.

7-6 TO TARGETTING YOUTH:

We target youth to expose their creative ideas at our platform.

7-7 TARGETTING LOCATION:

Location can be anywhere from Pakistan but higher priority initially is Karachi, but we are available 24/7 to serve any customer from Pakistan.

COST STRUCTURE:

8-1 FOR WEBSITE:

Our cost structure for website includes:

- ✚ Hosting of website
- ✚ Buying a domain name for website
- ✚ Logo making
- ✚ Maintenance of Website
- ✚ Configuration of Laptops
- ✚ Utilities and miscellaneous
- ✚ Counselor's Salary for giving consultancy on our Web
- ✚ The expenses of internet to run the website
- ✚ Salary of content writers
- ✚ Salary of website developer
- ✚ Salary of admin

8-2 FOR ADVETISING:

- ✚ The expenses of advertising include:
 - ✚ Pamphlets making
 - ✚ Conducting seminars
 - ✚ Advertising through social media
 - ✚ Travelling expense for reaching school and colleges
 - ✚ Buying a stall in educational festivals
-

REVENUE STREAMS:

9-1 FOR FIRST MEETING:

Our counseling service is free of cost for everyone for the first meeting. For second meeting we charge 500 rupees for each customer who is not our subscriber and availing our counseling service second time for the sake of earning.

9-2 FOR SUBSCRIBERS:

If a customer has subscribe our website so he/she will get monthly 3 meetings from our consultants and we are going to charge just Rs 500/- from those customers who become our subscribers on our website.

9-3 SECOND MEETING WITHOUT SUBSCRIPTION:

Those customers who avail 2nd meeting without subscription will have a fee 400/- Rs.

9-4 USING OUR PLATFORM SHOP.PK FOR SELLING PRODUCTS:

If our customer is using our platform “Shop.pk” for selling their product so we are going to charge 30% from their monthly income.

9-5 STUDENTS WHO ENTER IN FREELANCING:

Those students will eligible to pay us who did free lancing, content writing, graphic designing after taking counseling from us, will going to give us 5000/- from his/her first income then no additional money is charged from them, If they are not able to pay 5000/- they can also pay in installments.

9-6 FOR PROMOTING VIDEO S:

Also, We are going to communicate from those students who have YouTube channels and they make videos of implementing the programming logics and teach how to program, we promise them to gather viewers on their channel and then we charge money for the viewer’s we gathered for viewing their videos.

These are all our revenue generating strategies.

PROBLEM BACKGROUND:

1-Students are not aware of online jobs and freelancing and those courses related to their particular fields which can be study through internet.

i.e: To achieve ranked # 1 in freelancing.

2-Even computer science students who are doing graduation does not know about which technology is very common in the industry now a days and how they can develop a skillset related to that technology for finding a better job in the future.

i.e: Django, Node Js, .net, cloud computing, AI, Machine Learning etc.

3-Students having passion to earn money but having less resources and minimum knowledge of technology.

i.e: Like those students having no laptops and internet.

4-When students want to seek admission in any university or college they are not aware about the fields they should go on the behalf of their interests and expertise. i.e: Students who stuck to decide which field is better suited for them.

5-Those females having skills but does not know how to earn by using their skills. i.e: those females who know how to made handmade crafts and know how to stich, know how to cook. Just like Air bnb they can start day care centers.

6-Those females having no skills and having less education are suffered through financial crises because they don't have a way or don't have skill to become financially independent.

SOLUTION:

We counsel females and students to be independent financially to fight with financial crises. To become an individual who can earn on the behalf of their own skills set and our purpose is to remove financial dependencies from parents and guardians. We provide awareness about how an individual can earn money. We provide awareness and information's about which authentic sites are offering online free courses, we promote students towards free lancing as well as we give suggestions by knowing the expertise and skills a student possess. We communicate to students to provide them a guideline about how they want to earn money? What their thoughts are? We promote their products through our page, we provide platform to come and sell products to both students as well as females. We welcome them to earn money either by their skills or either by selling something. We counsel students for their further education we provide them knowledge about every domain of education. We counsel females about the issues they are facing while online earning and try to resolve their problems, and we also support those females who does not have any education background and skills and let them start a business from home by giving them ideas and the way which lead to implementation of those ideas. We are available to solve through problems through online communication.

OBJECTIVE:

Our main objectives toward this Khudmukhtar Pakistan are that people that have problem regarding their profession, education, online earning, skills set, or any other problem. They can easily write on our website or on our Facebook page and

there will have counselors to answer and give their suggestions, views, moral support and motivation to support and provide them a direction. As we know that, unemployment and financial crises causes depression to many people and this fact leads to suicide among individuals and youth.

Next, those students who are being pressurized by their parents or guardians to select that field which their parents wanted, and then without any knowledge and research a student is pushed into the desired field of their parents and the dreams and vision of that particular student buried down.

Then, those females who intended to do something in their lives but due to early marriages and less education they have to give up their dreams, this site is also for those females who work from their homes but not being appreciated, thus their moral values down because of not being appreciated as well as it is for those females who are widows having child's and they wanted to earn money by working at home so that they can also look after their child's.

Next, it will make all these customers feel comfortable because it is accessible everywhere at any time without limit. This site will engage each individual to work from home and pushed them to earn money. Our task is to make each individual financially independent. They will feel relieve after they become able to earn money by their self. We also guide them about technology perspective so that every individual of our nation become know which technology is revolving in industry now a days and how they can use these technologies to support their selves, The matter will enhance them to do better and improve their life styles in all aspects.

ADVANTAGE OF KHUDMUKHTAR PAKISTAN:

In these present days, people are having lots of things to do rather than go to counselors, but now, technology give advantage for people so that they can easily asking and telling their story through online. Via online, they do not have to make appointment, go to the counselor's firm, waste their energy, money and time. This will be easier for working people, housewives, students, or everyone just to post it online anytime anywhere.

TRUST RELATIONSHIP:

Trust from the users to use our counseling site that will be functioned sooner is one of the obstacles that we have to face because it might have some difficulties to get trust from people. It will take long period to make sure that people believe what we can provide to them in aspect of guidance, develop motivation and open up their mind to accept others.

MARKETING PLAN:

10-1 PROMOTING THROUGH EARLY VANGELISTS:

Our marketing plan for our business idea “Khudmukhtar Pakistan” is that Firstly we prepare those students whom we give tuitions for the purpose of marketing they are going to demonstrate in their schools and colleges about our counseling website they are going to promote the idea by sharing our idea with friends, cousins, sibling who are in the learning stage and studying in schools and colleges.

10-2 TO REACH SCHOOLS NEAR FROM HOME FOR PROMOTING KPCS:

Then, secondly we are going to arrive in schools which are near to our home like (Zaheen Academy, Clifton and Green Flag near IU) to communicate with the students of 8th, 9th, metric, A levels and O levels for the purpose of gathering customers and specially youngsters towards earning and counseling.

10-3 TO REACH COLLEGES FOR PROMOTING KPCS:

In schools and colleges while communicating our idea to students of the above mention classes, we are also going to give pamphlets so that not only the students but also their parents, their siblings, the teachers and management of the school got to know what we are actually doing. And they can also become the part of “Khudmukhtar Pakistan”. And also that anyone can come to our side a teacher, a student, or a school maid.

10-4 TO PROMOTE IN PAF KIET:

Thirdly, we are going to promote this site in our university so that, every individual can be a part of fighting with uncertainty for the sake of better Pakistan.

10-5 TO APPEAR IN FESTIVALS FOR PROMOTING KPCS:

Fourthly, we are going to be appeared in the education festivals occur annually in Karachi because many people and organizations were there so it is the best way in

my opinion to promote our site in educational festivals and grow the circle of our customers and also to interact with other Organizations and to got familiar what other Organizations are doing.

10-6 TO PROMOTE THROUGH SOCIAL MEDIA:

We will also promote through our website by giving ads on social media and on Google so, that social media public can also join us.

10-7 TO SUMMARIZE:

We will get to know our customers that we are able to change direction quickly of our customers, we are awareness driven consulting startup, we will track each of our customer for the task assigned by counselor to the customers, we are passionate to grow our customers each day because this consulting service will be very helpful in the growth of Pakistan, our aim is to make each customer satisfied and a strong individual of Pakistan in terms of financial dependencies.

FINANCIAL PLAN:

We are going to take this initiative by using our money each partner is going to contribute at least 10,000/- for satisfying these cost structure.

- Cost of pamphlet making and creating.
- Cost of Logo designing.
- Cost of hosting our website.
- Expense of Domain name purchasing.
- Maintenance of Website.
- Physical Equipment's (i.e: Laptop configuration).
- Buying a stall in educational festival.
- Internet fee.
- Utilities and miscellaneous
- Cost of arriving to schools and colleges.
- Cost of advertising on social media.
- Cost of counselors.
- Cost of content writers.

11-1 TO TARGET NGO's FOR ADOPTING KPCS:

We target NGO's for making KPCS a project to work with International and local NGO's for diverting workforce online to grow the economy of Pakistan and resolving the basic issues.

11-2 TO TARGET INVESTOR'S FOR FUND RAISING:

We target investor's so that those who are not able to afford our fees can also be part of Khudmukhtar Pakistan by getting services and a way that help them to earn.

11-3 TO TAKE DONATIONS:

We are looking forward for taking donation's for the people who belong to upper class and are passionate to be the part of KPCS like campaigns so that we can full fill the needs of the customers more efficiently and effectively.

11-4 TO SUMMARIZE FINANCIAL PLAN:

When we succeed in promoting KPCS then our target is to hit NGO's which are serving in Pakistan for the sake of education. We want to realize the NGO's that not only the education is important but the utilization of that education is also mandatory to become Khudmukhtar, financially stable and sound to fight with the big enemies like hunger, unemployment, poverty and inflation.

FINAL SUMMARY

Pakistan need's startup's just like KPCS for resolving the issues of common people, issues which are revolving in our society just like street crime, snatching etc. If a person start earning HALAL by itself these all issues can remove gradually sooner or later from Pakistan although, KPCS will also help in growing the workforce rate by gathering and diverting peoples towards online earning (online workforce). KPCS can also become able to fight with hunger, financial crises, unemployment, poverty and inflation if this startup succeeds.

“Turn problems into opportunities.”

“Analyze, Realize and Explore.”

“Nothing is possible if you are not willing to make it possible.”