Name: Maaz Habib

Section: C

Req no.: 20PWCSE1952

**Q. No.2:** Write an email to the Chairman of your department seeking approval for arranging an

educational trip for your batch. Incorporate at least 5 Cs of communication in the message and

explain under separate headings which Cs have you taken into consideration and why?

**Ans:**

**From: Maaz.habib@gmail.com**

**To: Dani47@gmail.com**

**Subject: “Approval of arranging educational trip for batch (22)”**

Respected Sir,

I hope u are doing well, we (**batch 22/DCSE)** wanted to request for approval for an educational trip that the campus could arrange for the students. As from last year we all are hunted depression, stressfulness and its effects on students have got (due to the pandemic). So, a trip will brighten up their mind. It will be kind of you to allow and arrange for us, we will be thankful for this kind act of yours.

Thank you!

Batch 22/DCSE (Maaz Habib)

**Used Cs of communication in email:**

**(1): Consideration:**

I have used consideration in my email because I have learned to use “We” rather than using “I”.

**(2): Complete:**

I have used this cs of communication because it has all the information and described/requested sir on what we want and what they have to do.

**(3): Correctness:**

Used correctness due to checking and going through my email again and again for mistakes.

**(4): concrete:**

Used this because in email I have showed the facts and it is to the point.

**(5): Clear:**

Used this as in communication being clear and talking to the point is important.

**Q. No.3:** Write a letter to the Deputy Commissioner of your area and bring his attention

towards an administrative issue that you are facing. Also, request him to take necessary

remedial actions in order to resolve the highlighted issue**.**

**Ans:**

**Ref. No: DCSE/UET/201 Dated: 27/July/2021**

The respected Deputy Commissioner,

Peshawar,

**Subject: THE INSTALLMENT OF MORE WATER COOLERS IN CAMPUSES.**

**Respected Sir,**

With the reference of educational issues of Peshawar.

We have visited a lot of university in Peshawar, and mostly many of them are lacking with water coolers. As you are well aware of the hot climate of Peshawar, which may cause dehydration and can lead to many more issues. In many university water coolers are installed but they are not in working conditions.

In lieu thereof, it is requested that you take action on it and install as much as possible water coolers.

Regards.

Your faithful,

Maaz Habib

DCSE, UET

Peshawar

**Q. No.1:** You have studied in detail the process of creating an effective business plan, the

structure of a business plan and the steps involved in formulating a good business plan. Using

these skills, devise a business plan based on the below mentioned assumptions:

1. You, are working as a Business Development Manager for a company that manufacture

consumer goods. Your company has decided to enhance their product line and launch a

new product. Assuming that, write a brief business plan targeting a commercial bank in

order to seek investments required for launching the new product.

**Ans:**

**Business plan:**

**Summary:**

As from the past few years we are doing great in the market, and to keep it that way we will be launching a product for our company. We need such a product that is above the competition, also better to take the market from the competition. As the sales of our product are rising, we have to keep in order to take down the competition.

**Research:**

According to the researchers we have been in the competition for selling **nail polish**, which have been good. As to take down the competition we have to become better than the competition. For that we are laughing the new sticker nail polish. As mostly all nail polish gets remove while washing. The sticker nail polish will be water proof to prevent it from get removed. As it is just a sticker it will be easily removed by just pealing it off.

**Purpose of plan:**

Why do we have to do this? This is because we want the product to be the best of best, beat the competitor and take away all the customers attention. So, by launching a new product, with a new idea, With strong motive and affordable prize. As the all-new idea with attract a whole lot of publics towards us and our product may become the best. Raising the value in the market.

**Company profile:**

As we have been in the market for almost 7 years now and have gained attention of customers as well as competitors. Your company focus on customers view, reviews they give us and then we overcome them in the next product we have to launch. We even see the price ranges according to the market are they willing to buy the product for rates or quality. We offer discount and yearly sales. We are available with customer services and with close outlets which are for the customer view.

**Advertising:**

Not only releasing but also hitting the market by advertisements are also required to let the customer know what are we doing, what are our planes and what will be up to? We can advertise with the help of bill board but we can get them selling with the package of other good like shampoo or remover. We can coordinate with other company to take down the market as well as the customer.

**Market planes:**

Keeping in mind the competition we have to come up with some things extra like deals buy one get one free. Or a package with buy one large and get small for free and fixing the prices for them. We have to see the market, what does the customer what, how does they need it, how much they need it. Keeping in mind all the market we have to proceed accordingly. We can make a website in which people can order online. We can open outlets in every mall or story etc. We have to target the customer as well as the product.

**Sponsors:**

We can also take help from the sponsor. We sponsor them or they sponsor as. By this we can sell our product more and winning the trust of people ensuring the quality. We can show our brand on TV ads or YouTube as many people use them a lot. There are many plate foams we can do advertise on.

**Why we care:**

We care for the customer needs and their point of view. We want them to have the best of best. Caring is as important as the quality of the product. We listen to the customer and fix the problem even in the old product.

**Customer service:**

Our company offers customer service to listen and note your reviews or any complaints u have according to the product. It is available in working hours only in weekdays.