Student Roll Number: 211-5654_____Student Name: Muhammad Hamza Khan_____

Activity

Generate Ideas: Recycling Business Concepts

1. Spend a day searching the internet to find stories of entrepreneurs who started interesting businesses that are located in another country. Some good websites to begin with are:
   http://www.businessinsider.com/
   http://www.entrepreneur.com/
   http://www.google.com/
   http://www.businessesforsale.com/

2. As you read an article about each small business ask yourself some questions:
   - What is the primary need this company appears to be trying to fill?
   - Would the people in my community likely have a similar need for this type of business and could I introduce something similar locally?

   If the answers are "yes" then document the business concepts below:

Name of company # 1 **Fortress square Mall**	City, country of headquarters: **Lahore,Pakistan**	Website **https://fortresssquare .com/**
Business concept & need being filled: Fortress Square Mall offers variety of clothing brands and retail stores. The Mall also provides entertainment facilities, food court, cinema and play area zones. This business concept fulfills the needs of customers looking for leisure shopping experience with entertainment facilities promoting attraction and ease.		
How I could improve this idea: - Brand expansion such as Al-Karam, Nishaat Linen, Khaas and Engine. - Smart parking management, as it has a steep height and often gets full in peak times. - Increasing the number of lifts as there are only 2 in the whole mall resulting crowded situation.		

3. Another approach is to call a member of the family or a friend located far away and asks them if they know of any innovative or note-worthy businesses near where they live. Or if you are going to university far from home you can always just walk around town and see if there are any local businesses worth emulating back at home. Either way, write down a few notes about each idea so you can add these new business concepts to the interesting ones you learned about via the internet.

4. Repeat step 2 as you read articles or hear about other small businesses:
   - What is the primary need this additional company appears to be trying to fill?
   - Would the people in my community likely have a similar need for this type of business and could I introduce something similar locally? If answer is "yes" then document the business concept below.

Name of company # 2 **Tehzeeb Bakers**	City, country of headquarters: **Islamabad, Pakistan**	Website **https://www.tehzeeb.com**

Business concept & need being filled:
Tehzeeb Bakers is a well-known brand in Pakistan for offering high quality bakery items ranging from bread, sweets, cakes to ice-cream. The business concept is based on standardized high quality bakery items, promoting healthy nutrition.

How I could improve this idea:
- Café integration
- Traditional foods
- Special discounts
- Sitting Area

5. Repeat this process in the spaces that follow:

Name of company # 3 **TCS**	City, country of headquarters: **Rawalpindi, Pakistan**	Website **https://order.savourfoods.com.pk/**

Business concept & need being filled:
Tranzum Courier Service known as TCS offers courier services all over the world. It covers wide range of services to individuals and businesses.

How I could improve this idea:
- Pick up order from house.
- Integrate e-commerce platform plugins.
- Offer Discounts at occasions to boost customer attraction.

Name of company # 4 **inDrive**	City, country of headquarters: **Mountain View, United States**	Website **https://indrive.com/**

Business concept & need being filled:
Transporting service, helping people to reach their destinations in less time and better budget. Benefits both ,the driver and the passenger.

How I could improve this idea:
- Phone number exchange feature in case of poor internet connection.
- Pre-planned bookings to allow passengers to book their ride before.
- Monthly services to provide pick and drop service for daily passengers.

Name of company # 5 **Lahore Metro bus**	City, country of headquarters: **Lahore, Pakistan**	Website **https://pma.punjab.gov.pk/lahore_metrobus_system**
Business concept & need being filled: A bus rapid transit service providing efficient transportation along fixed routes, helping people reach their destinations easily.		
How I could improve this idea: - Develop a mobile application for routes - Increase the number of buses - Implement Mobile ticketing and fare management		

6. Review the business concepts listed above and circle the top concepts that you feel are most interesting and promising.

If you'd like to generate more business ideas then you may want to try:

- Combining two of your existing ideas together to create an interesting new idea
- Analyzing an industry that is rapidly growing or that you find interesting to seek what problems people in this industry may be facing and what opportunities may exist to solve these problems
- Re doing any of the four strategies already reviewed in this packet to generate even more ides

Home Task 1
Listing of ideas that you are interested

The key aim of this assignment is to generate at least 5 ideas that interest you. You should try to identify gaps and weaknesses in existing products/services available in the market. You can also observe your community of residence and think about key challenges or issues which your community is facing daily. After generating ideas of your interest, enlist them into the given template.

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Enlist your ideas

Smart Virtual Augmented Mall Platform

International Foods Fusion – providing variety of international desserts and bakery items

Pickup logistics connected with E-Commerce business platforms

Mobility Companion App- multimodal transportation connecting public transport services

University Admission AI Assistant – Analyse student data to recommend university based on merits, combined institutions app

How to Quickly Evaluate Ideas

After you generate a good number of new business ideas you will need to determine which ideas are most promising and which ideas to cross off.

1. For each of the best business ideas you generated, write each idea in the BUSINESS IDEA sections of the following pages (one idea per section). This will make it easier to evaluate each idea quickly.
2. In the section below, write your answers clearly and concisely to the three key questions listed about your business idea.

BUSINESS IDEA # 1 – Clearly describe the idea in a few sentences Smart Virtual Augmented Mall Platform allows people to window shop and purchase items online. The platform addresses space issues by integrating a vast array of brands and facilitating product delivery.	Rate Each answer from 1-10
a) What is the compelling need that is not currently being met: There is a lack of parking spaces and overcrowded malls. Additionally, brand-rich malls are often far away, resulting in increased transportation expenses.	9
b) Who is the target market that has this need (demographics, characteristics, etc.) everyday consumers, common people, and business professionals.	10
c) Does this idea sound interesting and exciting to me, if so, why: Yes, a smart virtual augmented mall will benefit everyone from everyday consumers to business professionals.	8
Total Score (a+b+c)	27

3. The rate of your answers from 1-10 in the "Rate each answer from 1-10" column on the right. An Outstanding idea with a compelling need should be rated a 10, an idea with a clearly defined target market should be rated a 10, and an incredibly interesting and exciting idea should be rated a 10. Anything less should be rated lower. A rating of 1 is the lowest rating. Most answers will likely fall in between and should be rated accordingly. So, rate each answer listed above.
4. Add your three ratings together to comprise your total score (maximum total is 30) which you should write in the shaded TOTAL SCORE section above for future comparison.

BUSINESS IDEA # 2 – Clearly describe the idea in a few sentences: International Foods Fusion offers a variety of international desserts and bakery items, resulting in a diverse selection of food products.	Rate Each answer from 1-10
a) What is the compelling need that is not currently being met: Most shops provide traditional food, but international desserts and bakery products are not available in the market.	9
b) Who is the target market that has this need (demographics, characteristics, etc.) : Common people, laymen, and businessmen	10

c) Does this idea sound interesting and exciting to me, if so, why: Yes, people who enjoy tasting new things can benefit from this concept.	9
Total Score (a+b+c)	28
BUSINESS IDEA # 3 – Clearly describe the idea in a few sentences: Pickup Logistics is a courier service connected with e-commerce business platforms, providing efficient and reliable delivery solutions for online retailers.	Rate Each answer from 1-10
a) What is the compelling need that is not currently being met: Many e-commerce businesses struggle with timely and reliable delivery services, leading to customer dissatisfaction. A dedicated courier service can fill this gap by offering specialized logistics tailored to the needs of online retailers.	9
b) Who is the target market that has this need (demographics, characteristics, etc.) : The target market includes small to medium-sized e-commerce businesses, online retailers, and customers who value fast and reliable delivery services.	10
c) Does this idea sound interesting and exciting to me, if so, why: Yes, this idea is interesting because it addresses a critical pain point for e-commerce businesses, enhancing their service offerings and improving customer satisfaction.	9
Total Score (a+b+c)	28
BUSINESS IDEA # 4 – Clearly describe the idea in a few sentences: The Mobility Companion App is a multimodal transportation application that connects various public transport services, allowing users to plan, book, and pay for their journeys seamlessly.	Rate Each answer from 1-10
a) What is the compelling need that is not currently being met: There is a lack of integrated solutions that facilitate easy navigation and access to multiple forms of public transport, leading to confusion and inefficiencies for commuters.	10
b) Who is the target market that has this need (demographics, characteristics, etc.) : The target market includes urban commuters, students, and professionals who rely on public transport and seek convenient, efficient travel options.	10
c) Does this idea sound interesting and exciting to me, if so, why: Yes, this idea is exciting because it enhances the commuting experience by simplifying travel planning and promoting the use of public transport through a user-friendly platform.	10
Total Score (a+b+c)	30

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	Rate Each answer from 1-10
BUSINESS IDEA # 5 – Clearly describe the idea in a few sentences: The AI-Powered University Admission Assistant is a platform that utilizes student data to recommend merit eligible universities, streamlining the university application process for students. The app has data of all local universities in Lahore.	
a)What is the compelling need that is not currently being met: Many students find the university admission process overwhelming and complex, with limited personalized guidance on suitable universities based on their profiles.	10
b)Who is the target market that has this need (demographics, characteristics, etc.) : The target market includes high school students, college transfer students.	9
c)Does this idea sound interesting and exciting to me, if so, why: Yes, this idea is exciting because it leverages AI technology to provide tailored recommendations, making the admission process more accessible and efficient for students.	10
Total Score (a+b+c)	29

Generating and Screening Ideas

Step 1: Expand your list if possible: As you have already developed a list of 5 ideas according to your interest. Now think about your personal interests, your desired lifestyle, your values, what you feel you are likely to do very well, and contributions you would like to make.

1. Developing Ethical AI apps to help people.

2. Learning about new innovative technology.

3. Solving real world problems.

4. Interest in Health and E-learning systems.

5. A health-focused virtual shopping advisor

Step 2: Ask at least three people who know you well to look at your list, and revise your list to reflect any new ideas emerging from this exchange.

Original Ideas Enhanced:
1. **Smart Virtual Mall Platform + Educational Shopping Experience**
2. **International Foods Fusion + Wellness Programs**
3. **Pickup Logistics + Medical Supply Chain**
4. **Mobility Companion App + Sustainability Metrics**
5. **University Admission AI Assistant + Career Guidance**
New Ideas Emerging:
6. **AI-Powered Preventive Healthcare Platform**
7. **AI powered Reminder application.**

Step 3: Jot down insights, observations, and conclusions that have emerged about your business ideas or your personal preferences. Which ones solve the greatest pain point/aggravation/frustration for which you (and others you have spoken with) would pay a significant premium to eliminate?

Highest Premium Potential Ideas:

1. University Admission AI Assistant

-   Pain: Complex admission process & career uncertainty
People willing to pay heavily for education guidance
-   Recurring annual market

Moderate Premium Potential:

1. Smart Virtual Mall
2. Logistics Platform
3. Mobility Companion App

Greatest Overall Pain Point Solved:
University Admission AI Assistant because:
-   High emotional stress
-   Significant financial decisions
-   Clear target market
-   Scalable solution
-   Multiple revenue streams
-   Combines AI + Education

Personal Preference Alignment:

Matches your interest in ethical AI
Uses innovative technology
Solves real-world problems