



**FINAL REPORT**  
**ENTREPRENEURSHIP AND SMALL BUSINESS**  
**FALL 2021**



**BRAND NAME: OLUS**  
**CATEGORY: MOBILE ACCESSORIES**  
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**COURSE CODE: ENT-403**  
**SECTION CODE: M-11734**



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## 1. Acknowledgment

Miss Samiya Hameed  
Course Instructor (Entrepreneurship and Small Business Management)  
Institute of Business Management

Subject: Completion of final report, fall 2021.

Dear Miss Samiya Hameed,

I'm very honored and pleased. I'm very grateful to your support and motivation throughout the semester and particularly for this my new venture. I've enjoyed your classes throughout the semester just because you're great in terms of knowledge and effort you put on student so that they can be motivated. There's no doubt I personally have learned a lot of new things such as, new techniques including napkin sketches.

Apart from this, I've finally established an online business for now and the nature of business is the production and manufacturing of electronic products related with mobile phones such as adaptors for now. The name of the company is OLUS.

I really appreciate and am very much thankful to you if you read this out and provide me positive and constructive criticism. Since, I've put my all efforts and give my 100%.

Thank you,  
Kind regards,  
Muhammad Hassan (20181-24866)



## 2. Concept Statement

I'm Muhammad Hassan studying BBA with majors in management from IOBM. I belong from small city located in Sindh, Pakistan. I'm very confident and potential individual who has done intermediate from The Educators Tando Allahyar back in 2018. as far as experience is concern, I'm having experience of almost four years in assembling mobile related products and one year in PCB Designing and soldering components.

I've started my entrepreneurial journey on 5th November 2021. The idea was to use the skills, knowledge and experience to produce something very much affordable and better product rather than so called already existing products.

Have you ever face difficulty while purchasing or buying some mobile related products that has a significance in terms of money but when you see it and it turns out to be actually bad than what you have expected? Or may be worst with that prices range? Yes, all may have faced it, even I have faced it. For this regard and concern, we are coming in the market with some great offerings including; durability, power, warranty and competencies.

OLUS is an online venture that ensures its consumers that the products are reliable, durable and claimable. OLUS is fully based upon customer oriented. OLUS offers great products with exceptional prices. It doesn't cater only high class people but also have some genuine love with common people. OLUS will be having different categories in future or nearby but for now, OLUS have only single product in their pipeline. Since the products are safe and secure enough to use, OLUS is demographics free which means the product can be used by any age group, any gender or profession.

Currently, OLUS is using Facebook, Instagram and OLX for its selling platform. Meanwhile, OLUS is working on it's website. OLUS uses different channels for its marketing. One can find it more on Facebook, Instagram and OLX. OLUS will constantly updating about its new arrival products on its Facebook page and Instagram.

In the beginning, OLUS will be having trust issues but need to be cater soon. People often don't reluctant on buying and trying different brands. OLUS is inviting social media influencer to be part of our campaign that is "Some positivity". It is campaign shall be run by February 2022. The idea is that the influencer can try over products and post and honest reviews on their timelines, stories and posts.

We highly appreciate and value our customer and consumer feedback and love to work on it as soon as possible and immediately.

Kind Regards,

Muhammad Hassan.



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### 3. INTRODUCTION

OLUS is an online startup. It is a manufacturing and production of mobile related products including; traveling chargers, adaptors, data cables, charging cables, earphones, headphones. A primary concern was to produce sober and stylish in design and affordable for everyone. deliver high class and topnotch products with reasonable prices. and we don't compromise on quality. Since, our products are customer oriented.

The idea of this particular startup is simple and that is I (Muhammad Hassan) wants to be completely dependent. I want to bear my all expenses including tuition fee, fuel expenses, other food expenses and so on. The second aim was to produce something valuable product that at least depicts the value of product and the money that has been put into it. It's harsh to say but it is true that here in Pakistan, products aren't as much as great according to their price range. I've many options for the startup, I choose it because, I've plenty of experience, skills, knowledge and passion to produce.

People is really facing some issues related to this sector that is prices, products aren't up to mark, less durable and of course there's no warranty claim even with standard prices. I've experienced it by myself and after working on customer profiling, I get to know that the factors that are mentioned above is right.

OLUS is looking forward to add values and contributes in the Corporate social responsibilities (CSR) by hiring and learning and skill development and training programs. Since, it is the startup, there is not enough capital to hire and train so CSR might take place within a year or so. We are aiming at economic development through our business. We appreciate and say warm welcome to those who really wants to learn and start his/her venture. We wouldn't only share our expertise with our employee but also with the one who really is passionate about the work and want to contribute for the betterment of Pakistan.

Since the covid19, most of people shifts towards online shopping. We've optioned Facebooks, Instagram and OLX for its selling and marketing purpose. I hope people will consider us as good and at least experienced once.



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#### 4. Problem Statement

OLUS is looking forward to cater and captured the market by offerings including; warranty claim, durability, and less prices but great quality. Hence, we don't compromise on quality. Our mission is to win the hearts and souls of our every customer by producing and delivering better products at very much reasonable and affordable prices.

##### **Warranty Claim:**

It is really rarely that companies offer warranty claim even at a higher or medium prices. OLUS offers to its consumer six months' official warranty. Warranty includes; replacement of fired items within the product. OLUS also offers adaptor Case replacement to its consumers.

##### **High price**

Price has been the issue for all the common people. We are offering products at exceptional prices even lower than the market prices. We ensure that we don't comprise on quality. Our vision is to deliver high class and topnotch products with reasonable prices and we don't comprise on quality. Since, our products are customer oriented. We also ensure that our prices are affordable and will be affordable in the future.



## 5. Customer profiling

### Customer profile: B2B

Name: Aqeel

1. Job:  
Own mobile store
2. Pains:  
The finding of best product in order to capture the customer isn't an easy task. His major pain is that the products aren't up to mark with respect to price and quality what actually manufacturer offers.
3. Gains:  
After having a chat with him he said it is easy to get and since it is hot product. He was happy that if he gets better product from us by sitting at his shop then it would be more than preferable.
4. Discussion:

I had a talk with him. He was literally worried about the customer even he said that if you really want to produce than you must have to lower your cost. He ensures that if you deliver product on customer expectation such as better quality if not better quality than at least price should be less than other offerings. He was glad to hear that shown extremely positive response.



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Name: Faraz

1. Job:

Owner

2. Pains:

He was literally angry with the current situation so he was blaming that each company comes up with great idea and ended up selling cheaper products in terms of quality. He said his biggest pain is when Circuits sucks.

3. Gains:

We had a long conversation and he believes that if you offer cheaper in terms of price keeping same quality than it would be great and make it easily available for all.

4. Discussion:

We had a great talk at his shop. He was enthusiastic and on the same time showing some dead circuits. Though he was happy that he will get better thing from us. He further added that circuit should be Solid and soldering or peasting components should be aligned and we ensure that he will get it easily with lower cost.





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Name: Waqar

1. Job:  
Distributor
2. Pains:  
He said that the products we get from manufacturer at higher prices and we offer little profit margin to wholesaler. Since, the price and quality aren't good.
3. Gains:  
He was pleased that the product is Easy to sell because it is daily useable product. We ensure that distributor and wholesaler will get good enough profit margin.
4. Discussion:  
I also told that there will be Customer service or counter warranty that will be good enough. And we brief a little idea of prices what will be and he shown positive response. he was glad to hear at that price if you offer all these offerings that would be wonderful.



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Name: Farooq

1. Job:  
Wholesaler
2. Pains:  
The biggest pain he was telling to us that either the adaptor wire or circuits sucks.  
He said that it should not be like that.
3. Gains:  
He believes that you are working on these and if you offer better that it would be  
hot selling product.
4. Discussion:

He was delighted and shown positive response towards the product. He also contributed by saying that you should offer the product at lesser cost, you should provide counter warranty and of course packaging plays here the rest role.



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Name: Arslan

1. Job:

Owns shop

2. Pains:

He was not delighted and said that custom duties and prices are higher made everything worst and even making worst day by day.

3. Gains:

He believes that because of load shedding circuits sucks so the demand is high. And if you produce worthy product than would be as great. We ensure that we will provide replacement warranty so that if circuits suck, it will have replaced.

4. Discussion:

After having conversation, he was happy and ready to deliver in the market. When we ensure about the warranty he was pleased with effort. We further ensure that the circuit and built in will be good.



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Name: Waheed

1. Job:

Retailer and wholesaler

2. Pains:

He was not happy with current production so he added that the biggest pain we had that customer are shouting at us since the cost are high with absolutely no performance and product quality and other thing is that we are getting less profit nowadays.

3. Gains:

We ensure that if you purchase these products from us we will be guiding you and giving you warranty plus will have a great profit margin from our end and that would help it as easy selling products.

4. Discussion:

I had a conversation with him he as happy and pleased to hear all the offerings and ensure that he will be taking part. We also ensure that the board and exterior and built in quality and packaging would be good enough to capture your sales.



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Name: Noman

1. Job:  
Wholesale
2. Pains:  
He told us that he had and has facing issues regarding low performance and drains out the mobile phone.
2. Gains:  
We told him that we will guide you about the product specifications and so about the profit margin and that would be good from our end as compare to other providers. He was happy that Profit will be good as per area if not than the sells will be high.
3. Discussion:  
When we had chat with him he said that if you offer complete amperes and quality with great performance that would be good enough. He appreciated tha idea and working. Moreover, he shown positive response.



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Name: Ramzan

1. Job:  
Owns shop
2. Pains:  
` He feels that there is less distribution channel since they belong from a small city. And says even if demand is created than we're unable to provide since, distributor isn't interested to invest here.
2. Gains:  
He feels and believes that if you cater this market that would be good for us since it is every day selling product with minimum profit. We ensure that there will be an distribution channels.
3. Discussion:  
While having cup of tea with him he said I'll be pleased if channels are there and on regular basis. We ensure that there will be channel and better quality in terms of board and circuit. He said Packaging doesn't matter here in small cities unlike Karachi or Hyderabad.



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Name: Asif

1. Job:  
Distributor
2. Pains:  
Another distributor who said that the biggest issue is there is less even considered it as no distribution channels in interior.
3. Gains:  
If there will be a distributor, then would be great. We can save our money in traveling expense if outlet is located here. And thus we will have better profit margin and can sell at any low cost to consumer if required.
4. Discussion:  
We ensure that there will be distribution channels and Quality will be good too. He further added that the packaging should be minimal and if not than there is no big thing in it plus we ensure that we will offer better price and quality. And we might add customer warranty. After hearing all, he said, I'm happy and he thumbs up.



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Name: Shankar

1. Job:

Retailor

2. Pains:

He was another person whose concern was prices are high and quality isn't good. And because of this, people aren't relying and trusting new brand even if they are good enough.

3. Gains:

We had talk with him and ensure that prices would not be high and product will be great and soon will become the Hot selling and daily selling product since it's Traveling chargers.

4. Discussion:

He was interested in our offerings and he said we will have another meet up soon. We ensure that well share you sample and you can test the boards quality, you can assess that if it is less sucking or does it cause draining problems? After all, he was pleased and shown a great positive interest.





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**Customer profile: B2C**

Name: Imran

1. Job:  
Teacher
2. Pains:  
He said that the issue or pain we face is the Quality and high prices. If the quality or performance isn't good, then there should be leverage in the prices.
3. Gains:  
We ensure that we will offer better quality with lesser prices so that it could be easy to buy and have durability. He feels immense good and says I hope it should cater all market.
4. Discussion:  
When we had a discussion, he looks bit worried but we ensure that we are confident that our step will be good thus, it is customer oriented company. quality should be improved over the feedbacks and less cost products will be introducing. He had shown a fine interest after a while.



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Name: Faheem

1. Job:

Student

2. Pains:

He said the biggest pain we are facing is the wire problems, no warranty of duck or adaptors. He was expecting something good from us. He was literally cursing us.

3. Gains:

He was so reluctant and hence shown no real interest. He feels all will be same so there's no gain at all. nothing

4. Discussion:

Though he hasn't shown the great interest towards buying but because his weighting of pain is higher, he advices us that the Warranty should be offer at least for a month and product itself should tell that what it is. built in should be good.



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Name: Waleed

1. Job:

Marketer

2. Pains:

He feels that there is high cost with zero performance of any product. It could be any item of any category. But he persists and keep on realizing us that the product should be at least different from other in terms of quality.

3. Gains:

Well he said that he believes if you are working for the betterment and for the better cause and want to spread all over the country than would be ideal. Than we can buy it any part of country with the same quality.

4. Discussion:

He has shown fine and some positive interest. When we had a talk, we ensure that there will less price of product which can be affordable along with the premium quality and he suggested that if you offer better quality and solid with warranty, then standard prices would not effect it sales or market. He appreciates our efforts towards the quality plus warranty



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Name: Aneeza

1. Job:

Student

2. Pains:

She is studying MBBS and she said I live in a hostel where mostly due to electricity or less durability of charger ends up slow charge basically it drains out.

3. Gains:

She was expecting from us these OEM products but we ensured that our offered product is also good enough.

5. Discussion:

When we had a chat with her, she was upset with other brand promises. We told all the offerings such as durability, built in quality and warranty at lower prices than she started asking questions and seems like she was interested. We ensured about the quality assurance and long lasting of product with good performance at lower budget. We also ensured that there will an improvement in wire and duck quality.



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Name: Maryam

1. Job:

Teacher

2. Pains:

Adaptor works fine for maybe 2 3 months after a while slows down. Which isn't a good sign for any one. Since, I'm a teacher so my phone needs to be charged specially in covid era.

3. Gains:

She was hoping that the issue of wire is resolved and expecting that new brands would not cost high in the start. She said, if cost is less, you can buy some at a time

4. Discussion:

We had a very good conversation, she was interested in the product even she asked for the paid sample. She said that I make sure that I have purchased or invested in a valuable product. She further stated that wire issues needs to be resolved. Prices should be compatible for every class so that can be bought easily. And we confidently assure that all issues will be resolved once you try.



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Name: Uzair

1. Job:  
Technician
2. Pains:  
He had only one issue and that was circuits fails to perform well after some time and he thinks with standard price durability should be at least six months.
3. Gains:  
When we told our offerings, he was interested and said that would be great if the Prices are compatible and products are easily available in market.
4. Discussion:  
We had a very good conversation, he was interested in the product even he asked for the paid sample. He said that I don't belong from here so I have to be very concise and make sure I purchased or invest in a valuable product. He further stated that circuit issues needs to be resolved. Prices should be compatible for every class so that can be bought easily. And we confidently assure that all issues will be resolved once you try.



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Name: Huma

1. Job:

Housewife

2. Pains:

The biggest pain is that chargers usually failed to perform and it needs to be changed and have to buy for every child every second month.

3. Gains:

She was reluctant and seems like don't really like to taste new brands. But she says, if product offered from you is good enough than probably you have won. She was hoping for the durability and we ensure that this shall be durable.

4. Discussion:

When we had a chat with her, she was looks bit upset regarding this topic. We told all the offerings such as durability, built in quality and warranty at lower prices than she started asking questions and seems like she was interested. We ensured about the quality assurance and long lasting of product with good performance at lower budget.



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Name: Deepak

1. Job:

Student and employee

2. Pains:

The biggest pain of him was he was student and he feed himself, and he said that the chargers are Ineffective and design aren't portable. How can we buy all the time new? Should we invest on these or on our self?

3. Gains:

He was not expecting a good new thing from us since he was very upset with his last experiences but we make sure that the prices are compatible and quality will be as good as the higher priced products.

4. Discussion:

After having conservation with him, he showed a positive intends towards us. We also ensured that the design and packaging will be as good as expecting along with quality. We ensure that these are the original products and more likely comparable with OEM products with average pricing and we will provide warranty and that would be worth full. Since, you cannot buy it on regular basis neither able to wait for a longer time to be claimed, we ensure that we'll claimed it within three (3) days. He was pleased now and appreciates.





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Name: Musadique

1. Job:

IT engineer

2. Pains:

He said since, I'm employee and lives way far away from home. He was not happy with high prices. He said we cannot purchase every two weeks because it sucks and dead.

3. Gains:

He believed that the if you offer better or may be OEM products that you can easily available to markets that would be highly appreciated.

4. Discussion:

When we had a discussion, we ensure that these are the original products and more likely comparable with OEM products with average pricing and we will provide warranty and that would be worth full. Since, you cannot buy it on regular basis neither able to wait for a longer time to be claimed, we ensure that we'll claimed it within three (3) days. He was pleased now and appreciates.



Name: Qaleem

1. Job:

Paper business

2. Pains:

He feels no pain. He said these things doesn't cater the upper class people.

3. Gains:

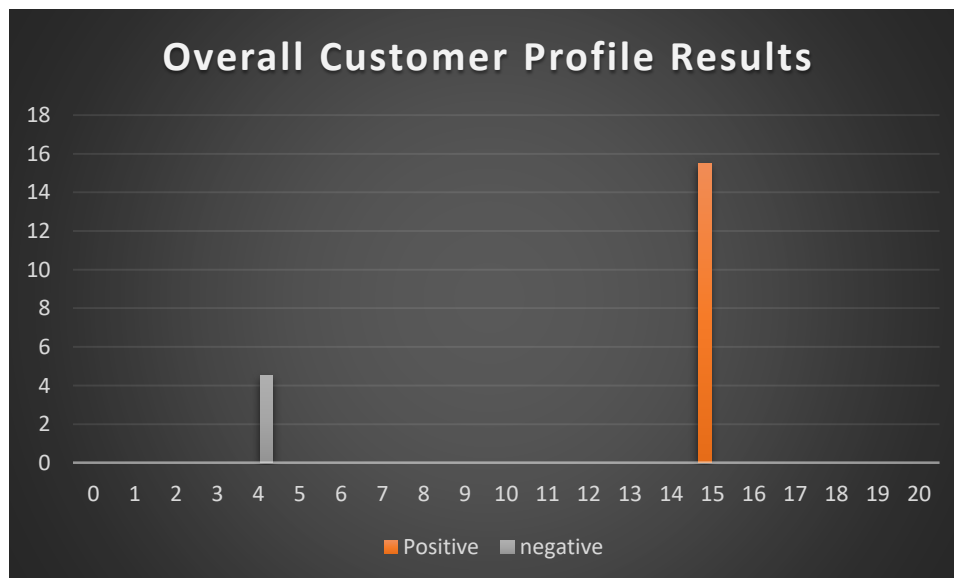
He feels good and said that the higher price wouldn't affect us until or unless it is not draining our phones.

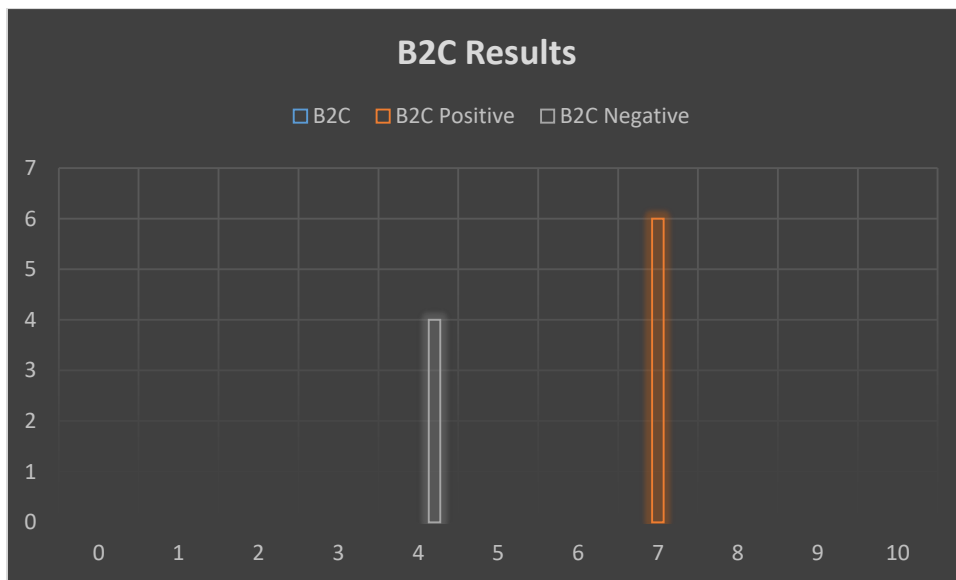
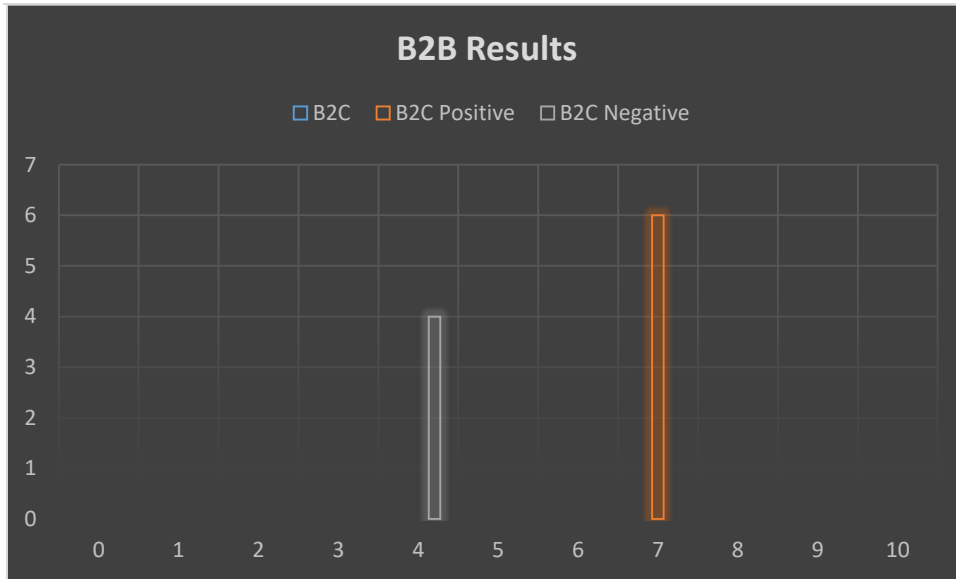
4. Discussion:

When we talk with him, he said that this is good thinking and appreciates. We also ensure that you will be pleased after using it. He hopes that quality will remain same till the end.

### 5.1 Customer profiling Conclusion

I'm using marketing tool to understand the customer profiling or interest of customers towards my venture. I have taken 20 responses in general. Out of 20, 10 were of B2B and rest 10 were of B2C. overall 75% people shown positive response and rest 25% were not ready to test new product.







## 5. Business model canvas

### 6.1 Value proposition

Our aim is to deliver high class and topnotch products with reasonable prices and we don't compromise on quality. Since, our products are customer oriented. We also ensure that our prices are affordable and will be affordable in the future.

We have used the marketing tool that is customer profiling in order to know the customer feedbacks and know whether they are interested or not. about 25% who was not happy or don't want to trust new brand is just because their past experiences. some of the people shown anger regarding every brand start in the start, they sell better products but eventually they sell cheaper. Since, picture isn't good but actually we make sure that people trust on new brands and try OLUS. We ensure them by briefing our offerings.

Our core values are listed here.

1. Customer Service
2. Affordability
3. Customer Satisfaction
4. Quality Assurance

#### 1. Customer Service

Customer service has been the issue for all the Pakistanis. Most of the company even don't care about the customer service. But, OLUS do love its customers and do integrate customer service. Customer service is our core value. We always ready to provide best solution and best product to our customers. We ensure that customer will always be feel good once he/she contact with us.

#### 2. Affordability

OLUS from the word go talks about the affordability. We don't want to cater or capture the higher class. OLUS believes that each class deserves each product. So, OLUS will be eyeing on all three classes. This is the our most top core value. We are producing for every without compromising our quality. From the word go, OLUS ensures that the price will be reasonable and affordable for everyone.

#### 3. Customer Satisfaction:

This is another core value of OLUS. We don't only want to sell. Actually, OLUS wants to serve the best in all over Pakistan. OLUS treat their customers as its family members. Therefore, we respect the feedbacks of customer and work if required. We don't want sell but we want satisfaction.

#### 4. Quality Assurance



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OLUS never compromise quality in any situation. OLUS ensures that they provide the best product in terms of built in quality such as boards, PCB and case. OLUS test the product trice before going to market the product. Yet if there is fault, OLUS will replace it.



## 6.2 Customer Segment

The target customer of OLUS is demographical yet it is known for everyone such as; no age restrictions, gender restrictions, and so on. We have used the marketing tool that is customer profiling to identify our segments.

### 1. Colleges students

College students are the who use smartphones and in covid19 era, the importance of smartphone has been increased courtesy of online education. Since, they are the students of college. Some of the students often saves pocket money and use it at the time of need. What if product is of high price? Shall they have left over savings? I think so, no! exactly for that purpose, we are offering adaptors at lower prices so that they have left over savings to enjoy.

### 2. University

We also have catered this segment because most of the students are not only studying but they also work. And of course, due to covid19, education and offices are shifted to online. Most of said that, we usually unable to work because there is no more battery remaining In our phones. Since, products are of higher prices we can't afford regularly hence they aren't durable too. So, OLUS, is offering them durable with less price.

### 3. Professional

We have captured professional because they really need charger to charge their phones. What if it is not charged? And they miss the important meeting? And those are living in hostels and can't pay for it. So we are offering with lesser cost.

### 4. Housewife's

Housewife's are actually the pillar of home. They make decision what to buy or not specially for the children and for home electronics. We cater the housewife's who belongs to middle class and offer a lesser cost product but efficient.

### 5. Teachers

Meanwhile with students and other profession, we have catered teacher. Whose usually pays aren't that much unfortunately. Due to covid19, they have shifted to online classes and online session mostly drain out your charger and phones too if they are not durable and worth full. We also welcome and appreciate our beloved teachers.

### 6. Wholesalers, retailers

Since, we are the manufacturer and producing company. We are not only looking forward with direct consumers. We value and respect our customer that are B2B. We ensure them also the great profit margin from our end. And guidance related to product.



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### 6.3 Channels

OLUS is an online venture so, we have decided to use social media for the awareness, promotional and selling purpose. The purpose behind of selecting social media is that most of people use a lot of social media. They use it for informational and selling purpose.

#### 1. Facebook page

Facebook has been a great platform for the seller from last two to three years. Everyone use Facebook either a student or a professional. We will be uploading and giving updates about the products through stories and posts.

#### 2. Facebook group

Nowadays, Facebook is helping seller to find what is actually customer is looking for. We can assess from there and share our products there. So that, interested one can easily contact us and can have a query.

#### 3. Instagram

OLUS is also available on Instagram. People can see our updates and new product and its pricing on Instagram. The second most useable platform and one of the finest platform for selling.

#### 4. Social media influencer

Social media influencer is the most modern technique. We also encourage and invite social media influencer to work with us. OLUS provide PR packages to them and they have to give honest reviews so that customer gets perfect feedback or review before buying.



## 6.4 Customer Relationship

Customer relationship is very important for any organization so as for us. It does play a vital role in the development of any company. Customers basically tries to associates and connect with you. Brand image should be good in order to be exceled for a longer period. Most of the time, you get orders from the referrals, so make sure, that the customer should be pleased and happy from your services or product. Since, it is OLUS's first priority to satisfy customer.

We believe that we are nothing. This isn't our business but it's yours. Customer is like a family nowadays. Business has been changed along with the modern world. Techniques needs to be fitted well in order to perform well. Company has to listen the needs and demand of customer.

As it is earlier stated that we don't want to just serve, we want a great and strong connection with our customers. Some steps we will be looking at;

1. Show politeness  
OLUS always respect the customer and will always try to listen customer. OLUS shows great politeness in his manner. It's all about how you deal with the customer, if you do well than you will be good for a longer run. It does have a positive impact.
2. Cate complains  
Complains are permanent for any brand. Mistake are often done and it can only be erected by coping up. Company has to be very polite and kind with the customer. Try to own mistake and accept. Make them feel that they are right and make them sure that you'll fix it sooner.
3. Feedback sessions  
Feedback always play an important role in the development of any brand. Most of the brands that have name in the market and have a good brand image just because they value the customer feedback and work accordingly. Never shy getting feedback and always ready to work immediately.
4. Live sessions/ Stories  
It is another method to influence your customer and attract them towards you. In live session or in stories show them how your employee actually put efforts into the product. Make them Feel special and show the hygiene or other relevant things that really attract customers and feel pleased.
5. Prompt responses  
There is proverb "time is a money" which is true. That means company needs to response as quickly as possible so that the customer remains to us. This is how you retain your customer. Since, OLUS is customer oriented and they know the value of a customer.
6. Offer discounts  
Customer likes discounts. There is no doubt even every class loves discounts and sales offers. This is the right marketing method to use. Creates discounts and sales pools on your pages and id's so that customer keeps on following you.





## 6.5 Key Partners

Each brand run with the help of partner and it could be in any form such as; investor, logistics, helper and so on. OLUS is a sole proprietorship. The idea and finance is done Muhammad Hassan. He is doing all his work himself. He himself called as Business Development Manager (BDM) and PCB designer. Listed below are the partners.

1. Muhammad Hassan

I'm Muhammad Hassan studying BBA with majors in management from IOBM. I belong from small city located in Sindh, Pakistan. I'm very confident and potential individual who has done intermediate from The Educators Tando Allahyar back in 2018. as far as experience is concern, I'm having experience of almost four years in assembling mobile related products and one year in PCB Designing and soldering components.

I've started my entrepreneurial journey on 5th November 2021. The idea was to use the skills, knowledge and experience to produce something very much affordable and better product rather than so called already existing products

### 6.5.1 Supporting Partner

2. Abdul Qayyum

He is the friend of Muhammad Hassan. He owns photocopy shop at Shaikh Zayeed University Karachi. He helps in designing of Logo, Visiting card and Posters.

3. Trax Logistics

Trax logistics will be acting as our supporting partner. It will help us in delivering our products to our customer all over Pakistan. It also offered us the COD account.



## 6.6 Key Activities

Key activities are those activities that basically helps in making of business successful and steady. It includes financial and non-financial activities. Since, we are the online venture that manufactures products so for that we required financial and other activities to make it possible. Listed below are;

1. Designing of PCB Board On paper.  
It is one of the toughest task to do even on paper. It's just a method that tells you how will you arrange components and align them. Hence, these are the electrical products so it need to be rightly designed and aligned.
2. Designing of PCB Board on JLCPCB  
JLC PCB, a site where you can draw your sample or design it accordingly. It takes me 15 days and 32 retakes to end up the final valid PCB Board.
3. Manufacturing of PCB  
Once the PCB is ready to be printed. Than it goes for printing and soldering of the components. After 12 days I received and all are working fine. After that there was tasting process physically for 3 days.
4. Packaging Material  
Once tested is conduct, then it is ready to be packed. Meanwhile the printing of PCB I ordered the body case of adaptor.
5. Managing social Media Page  
OLUS is an online platform, so their pages are basically their outlets and it has to be updated every day. And of course, it helps you to generate revenue and keep your brand up front. Managing posts on social media including Facebook, Instagram and OLX was part of an activity. Answers the queries of a customer. And updating photos, specification of the product, daily check and balance of an accounts.
6. Record Keeping  
Record keeping is another import part of business. One must have to keep records either it could be of inventory or sales. It includes; keeping the record of inventory and raw material. Prices of raw material. Customer data that visited only, customer data those who shown interest, customer data those who bought. Price setting daily and estimates the revenue if prices of raw material increases.
7. Marketing of our brand  
For an oline platform, marketing our brand is necessary. Without creating brand awareness, promotion and generating leads we cannot step up. Thus, it is important for us to market our selves in order to feel presence in the market.



## 6.7 Key Resources

Resources are actually an asset of any brand either it is newly started or elderly exists. Resources can be different, it could be financial such as money or hard work, human capital, or materialistic things. All are listing below.

1. Mobile phone  
Mobile phone is necessary for our business. It required to call or message our vendor's even o our customers. Plus, it is easy to operate. If we are outside, and we have to check whether someone approaches or not how will we know? We can use mobile and check it out.
2. Laptop  
Laptop was required for the PCB board designing, logo designing, business card designing and poster designing.
3. Stationary  
Stationary was required to make napkin sketches. Stationary includes, pen, pencil, and notebook. Moreover, it is required to keep record for a safe side.
4. Calculator  
The basic function of it was to calculate revenue, estimated profits, loss, expenses and so on.
5. Car / Bike  
Car and bike was used to visit markets and meeting with vendors. And it is mostly used during customer profiling.
6. Human  
Human resources is essential for any business so as for us, I had Qayyum as a graphic designer along with me.
7. Financial  
All the financial investment has been made from my pocket.



## 6.8 Cost Structure

The importance of cost structure is that it tells you how much you have put into it. It includes all such as; expenses, fuel expenses, internet expenses, mobile network expense, manufacturing cost and shipping cost.

Listed are the expenses of two months.

| Head                    | Cost in Pkr  |               |
|-------------------------|--------------|---------------|
|                         | October 2021 | November 2021 |
| Internet package        | 600          | 899           |
| Mobile Network          | 700          | 700           |
| Manufacturing Cost      | 3500         | 3150          |
| Packaging Material cost | 0            | 500           |
| Shipping cost           | 370          | 550           |
| Car fuel costs          | 1100         | 480           |

### Manufacturing cost overall

| Raw Materials | Cost |
|---------------|------|
| PCB           | 6000 |
| Body Case     | 650  |
| Total         | 6650 |



## 6.9 Revenue Stream

Revenue is essential and we need to keep in mind that we need to track revenue. Basically it helps you identify whether your business is doing good or not. It keeps you motivated and morale high. From OCT 27<sup>th</sup> to Dec 10<sup>th</sup>, I've sold out almost 188 products up till now.

### Revenue (B2B) Total sold 170

| OCT 27 <sup>th</sup> to NOV 17 <sup>th</sup> |       |       |        | NOV 18 <sup>th</sup> to DEC 10 <sup>th</sup> |       |       |        |
|--|-------|-------|--------|--|-------|-------|--------|
| Date   | Price | Units | Earned | Date   | Price | Units | Earned |
| Nov 6 <sup>th</sup>                          | 165   | 22    | 3630   | Nov 22 <sup>nd</sup>                         | 158   | 96    | 15168  |
| Nov 14 <sup>th</sup>                         | 172   | 06    | 1032   | Nov 26 <sup>th</sup>                         | 172   | 10    | 1720   |
|  |       |       |        | Nov 29 <sup>th</sup>                         | 178   | 05    | 890    |
|  |       |       |        | Dec 3 <sup>rd</sup>                          | 165   | 24    | 3960   |
|  |       |       |        | Dec 9 <sup>th</sup>                          | 175   | 06    | 1050   |
|  |       |       | 4662   |  |       |       | 22788  |

### Revenue (B2C) Total sold 18

| OCT 27 <sup>th</sup> to NOV 17 <sup>th</sup> |       |       |        | NOV 18 <sup>th</sup> to DEC 10 <sup>th</sup> |       |       |        |
|--|-------|-------|--------|--|-------|-------|--------|
| Date   | Price | Units | Earned | Date   | Price | Units | Earned |
| OCT 29 <sup>th</sup>                         | 210   | 03    | 630    | Nov 21 <sup>th</sup>                         | 220   | 02    | 240    |
| Nov 5 <sup>th</sup>                          | 220   | 01    | 220    | Nov 28 <sup>th</sup>                         | 215   | 01    | 215    |
| Nov 11 <sup>th</sup>                         | 215   | 03    | 645    | Dec 5 <sup>th</sup>                          | 210   | 04    | 840    |
|  |       |       |        | Dec 8 <sup>th</sup>                          | 220   | 02    | 240    |
|  |       |       |        | Dec 10 <sup>th</sup>                         | 215   | 02    | 430    |
|  |       |       | 1495   |  |       |       | 1965   |

Total revenue generated from B2B in OCT 27<sup>th</sup> to Nov 17<sup>th</sup> 2021 is 4662 and in Nov 18<sup>th</sup> to Dec 10<sup>th</sup> is 22788.

And B2C in OCT 27<sup>th</sup> to Nov 17<sup>th</sup> 2021 is 1495 and in Nov 18<sup>th</sup> to Dec 10<sup>th</sup> is 1965.



## 7. Logo

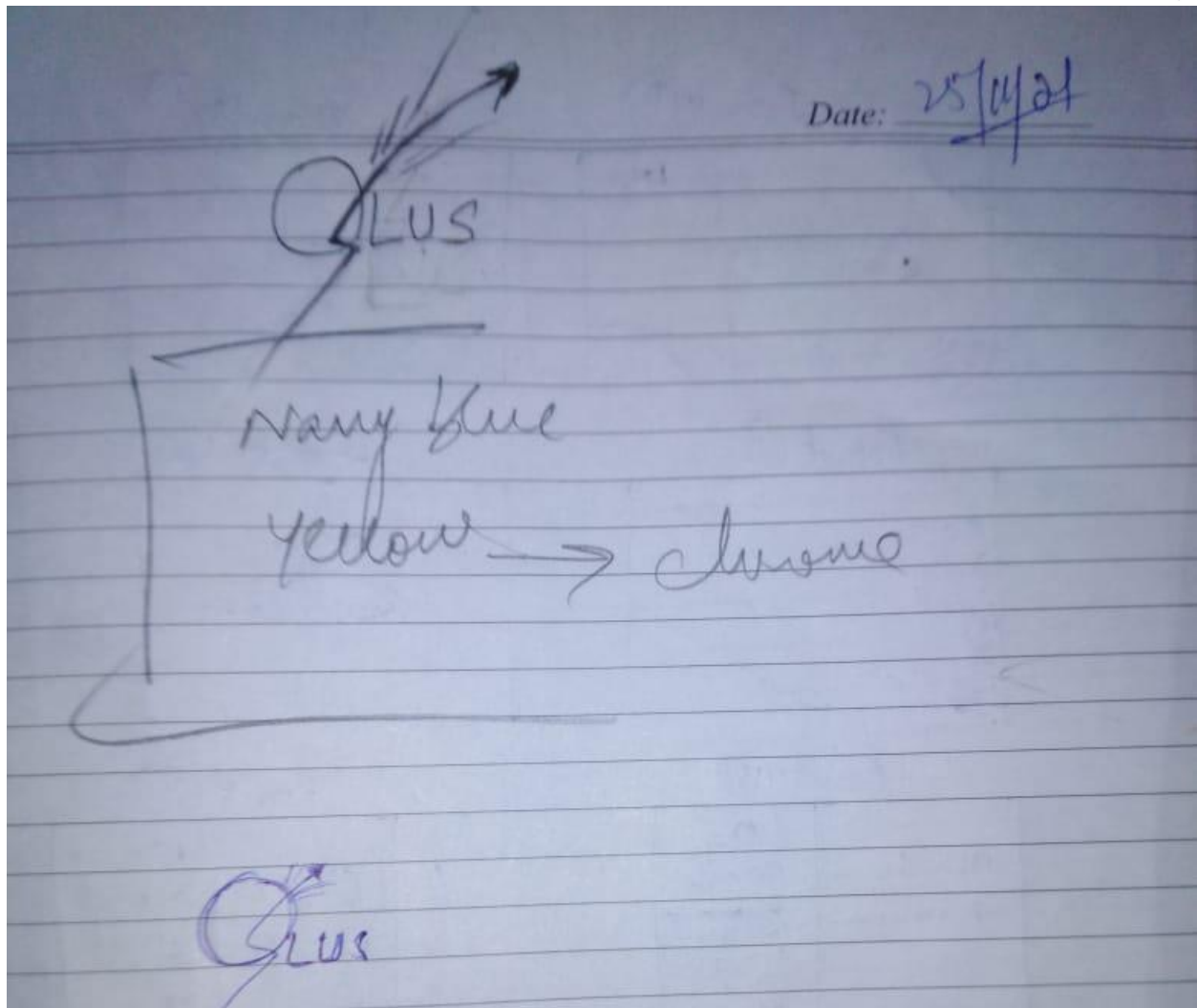


The above logo has been finalized for our business. It is designed after having some napkin sketches and these will be listed and highlighted. This design is made on Adobe Photoshop. It looks very sober and used very eye catching colors. This logo contains only two colors. One is Navy blue and other one is pure yellow. In the center of, there is a L and it is shaped as current flow. That depicts the current flow of product is safe and secure to use. Arrows shows the continuity which means the durability of the product.



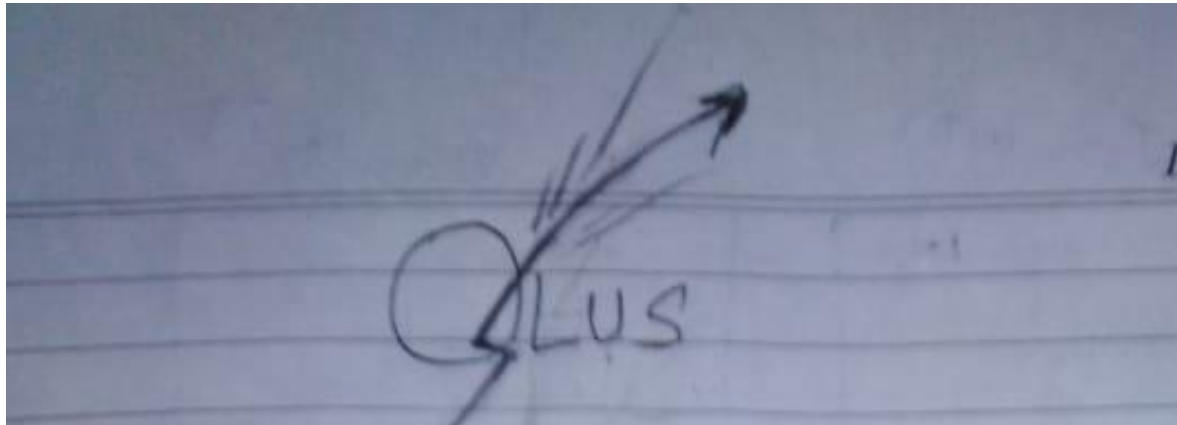








## 7.2 Selected LOGO





### 7.3 Selected colors

The theme of our business is Navy blue and Pure Yellow. And so as for the logo. Logo is basically a combination or mixture of these two mentioned colors.

### 7.4 Finalized LOGO





## 8. Color Themes

Our business color theme is Navy blue and pure yellow. The reason behind these colors is that these are eye catching and pleasant to eye. And since, these are less usable in electronic products. And consider as zero used in mobile accessories products.





## 9. Business name

The name of business should be unique and contemporary so that everyone remembers. In modern era, no traditional names seem bit weird. These doesn't have great impact. OLUS, it is comprising of four words. OLUS stands for Our Life Up State. The meaning of OLUS is not defined. But it can be understanding as Grow and live more than the expectations. Simply, it motivates and create value in the mind of customer that you are special for us. We are nothing without you.

Following are the names that were in mind:

1. OLUS
2. FREEDOM
3. FAMA

I've selected OLUS. It is unique and contemporary and has a legit sense.



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## 10. Contemporary designation

This is now trend to have contemporary designation rather than the traditional ones. You select the designation that is unique too and attracting and keeps you motivated.

Following are the designation that I was thinking of it.

1. BDM
2. SALES MANAGER
3. PCB DESGINER
4. HEAD OF MANUFACTURER DEPARMENT
5. REGIONAL SALES OFFICER

I have selected BDM and PCB designer since I'm the PCB designer and BDM is selected because it would not allow me to think that this is you but ensures me that you have to work hard. you are not the owner but a worker who works to earn.



## 11. Marketing Poster



**Travel  
ADAPTOR**

**2.0 AMP  
Safe & Secure**

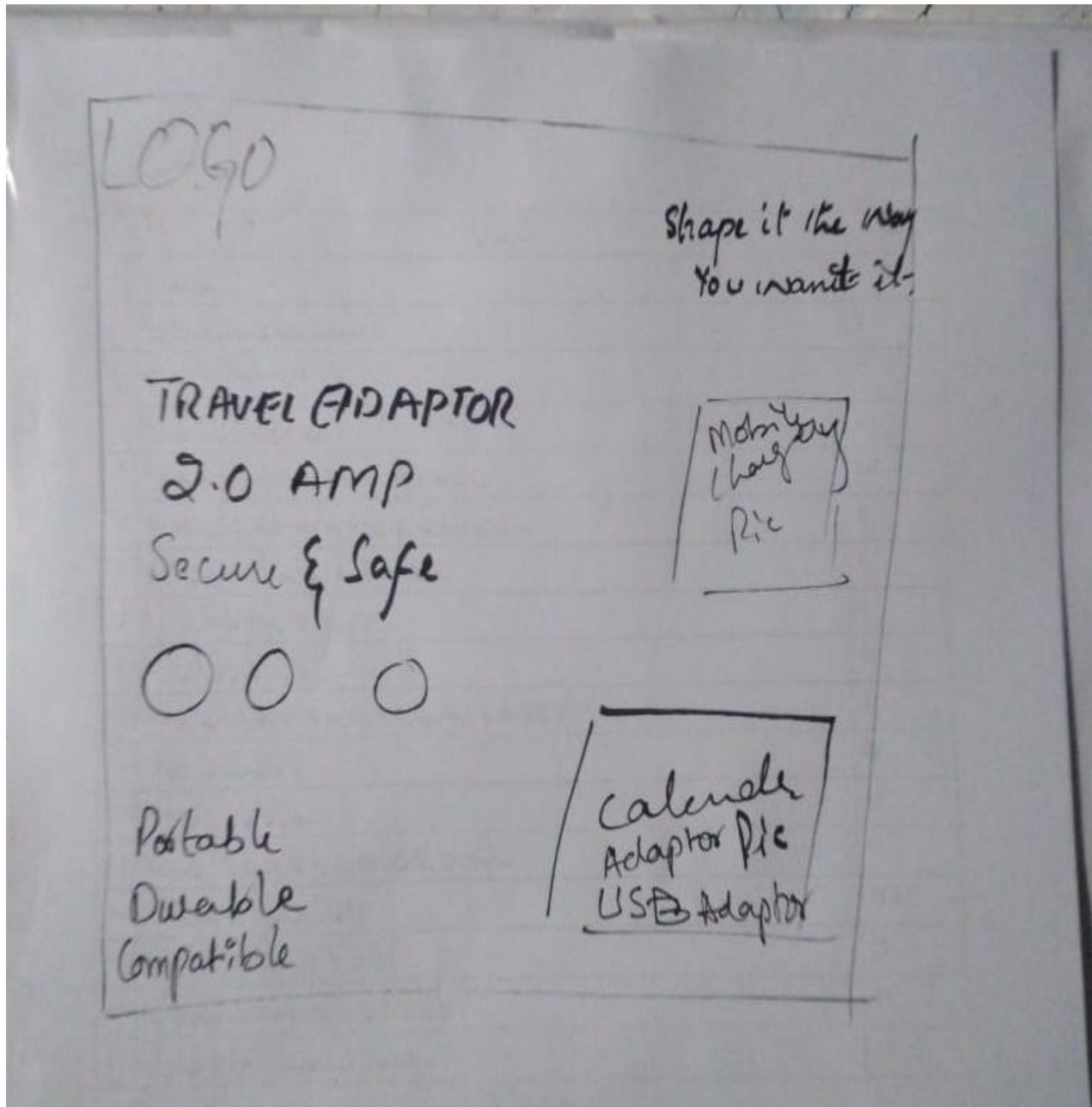


**Portable  
Durable  
Compatible**

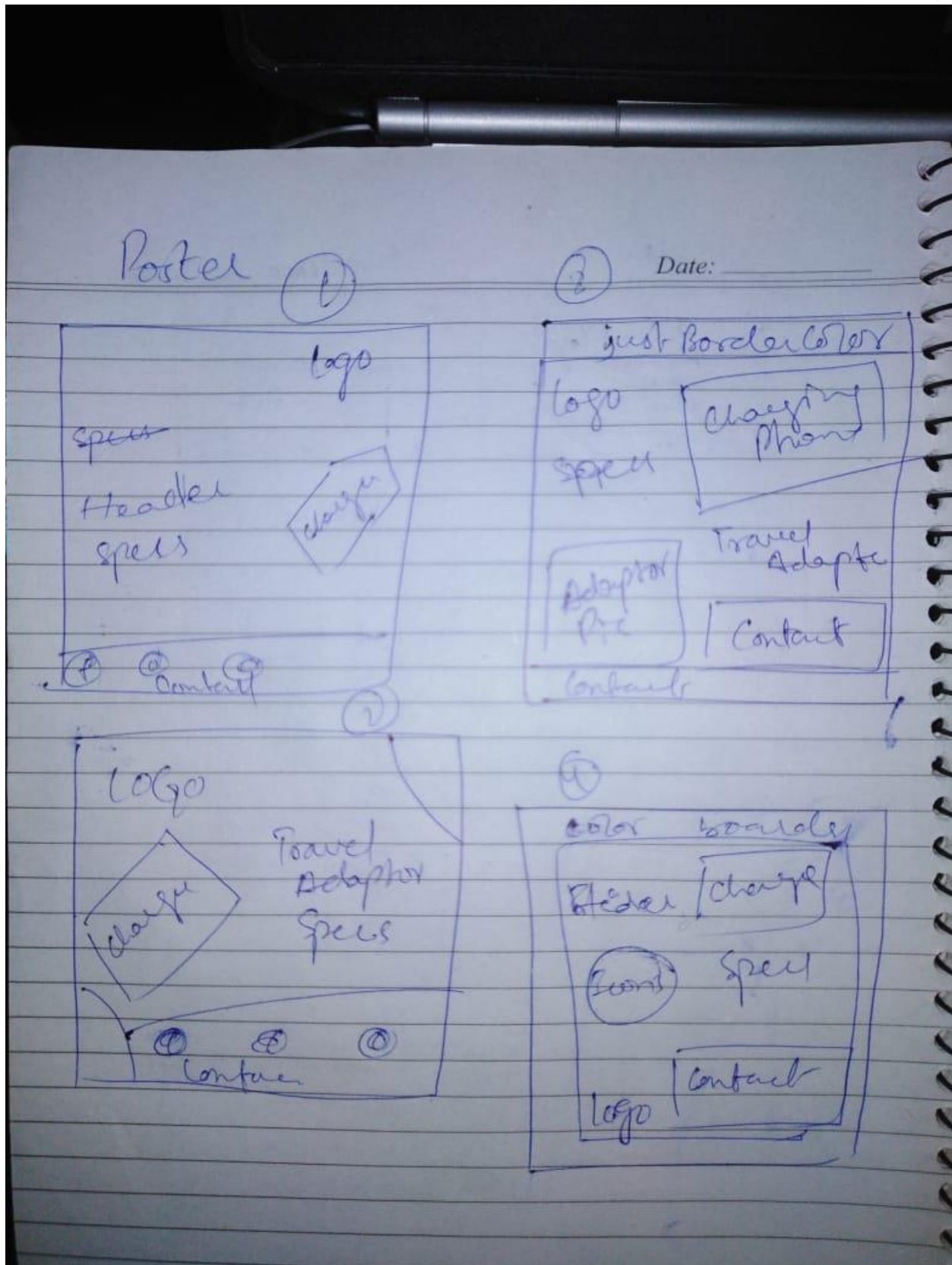
**USB ADAPTOR**

 **OLUS PAKISTAN**  **0307-8220185  
0335-3645968**  **OURLIFEUP\_STATE**

## 11.1 Napkin Sketches of Posters

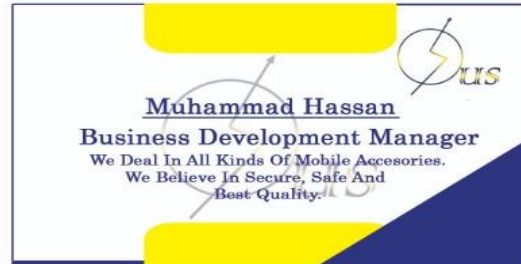
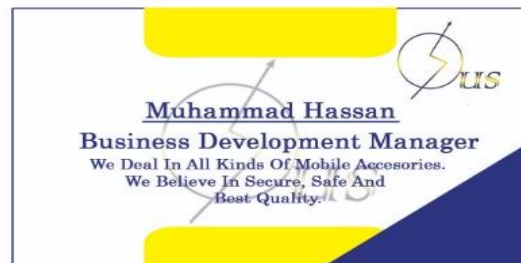
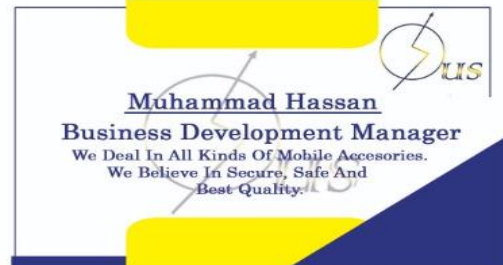




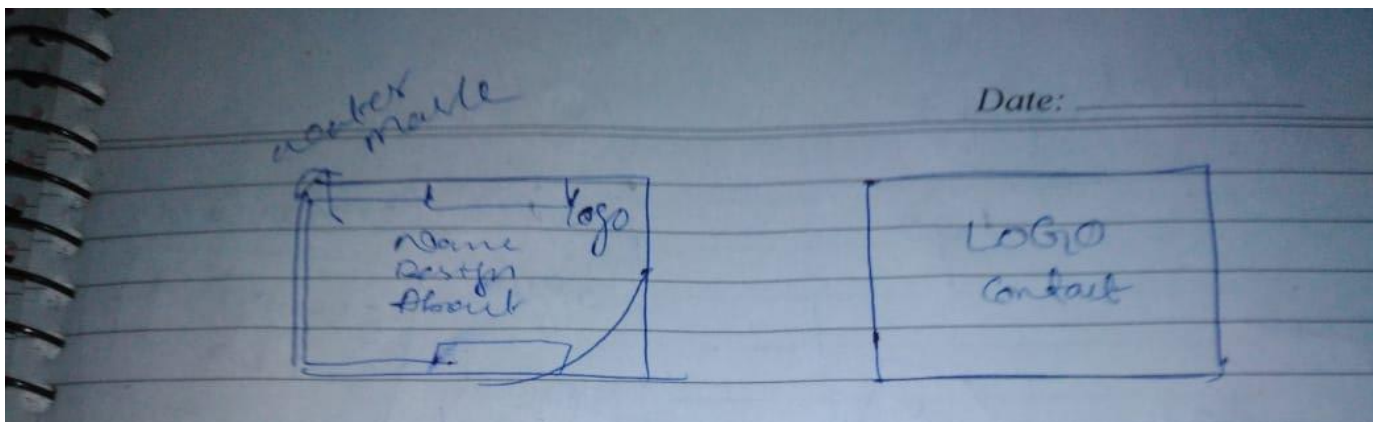
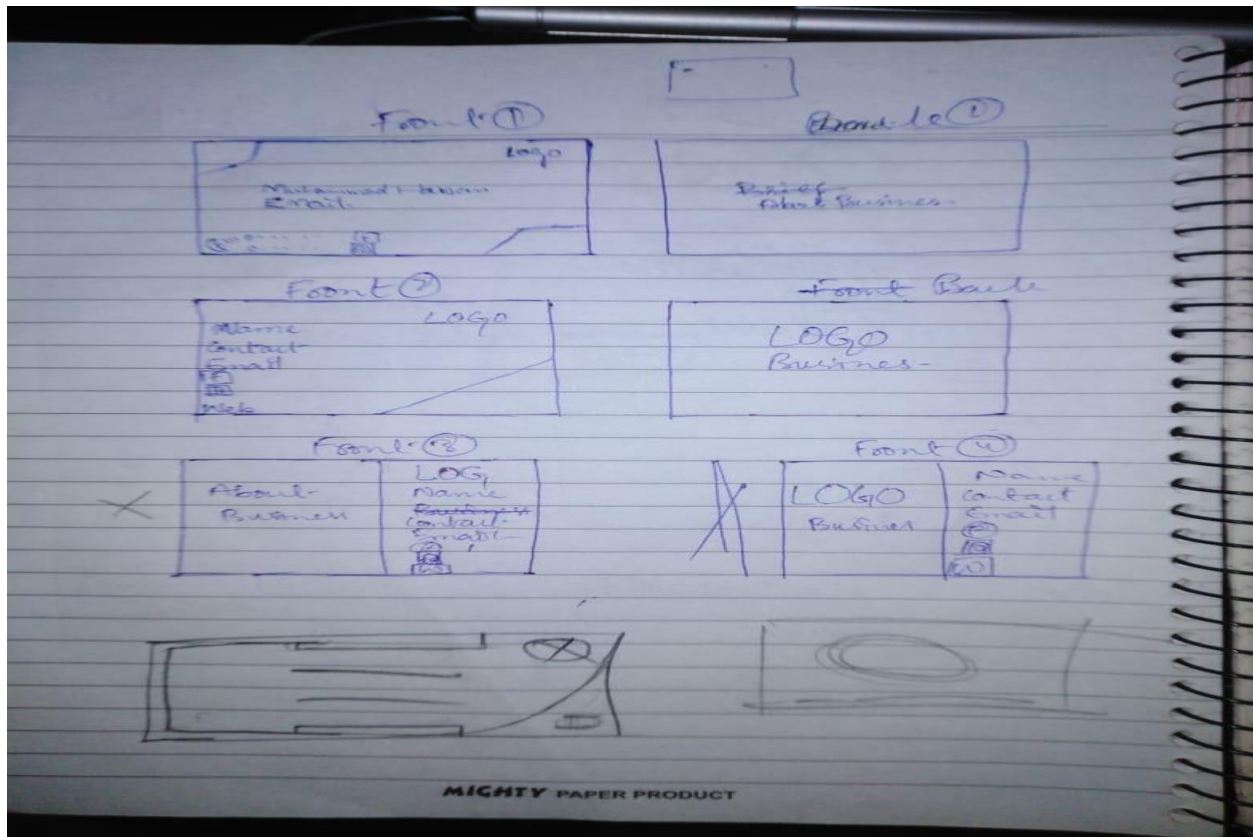




## 12. Business card

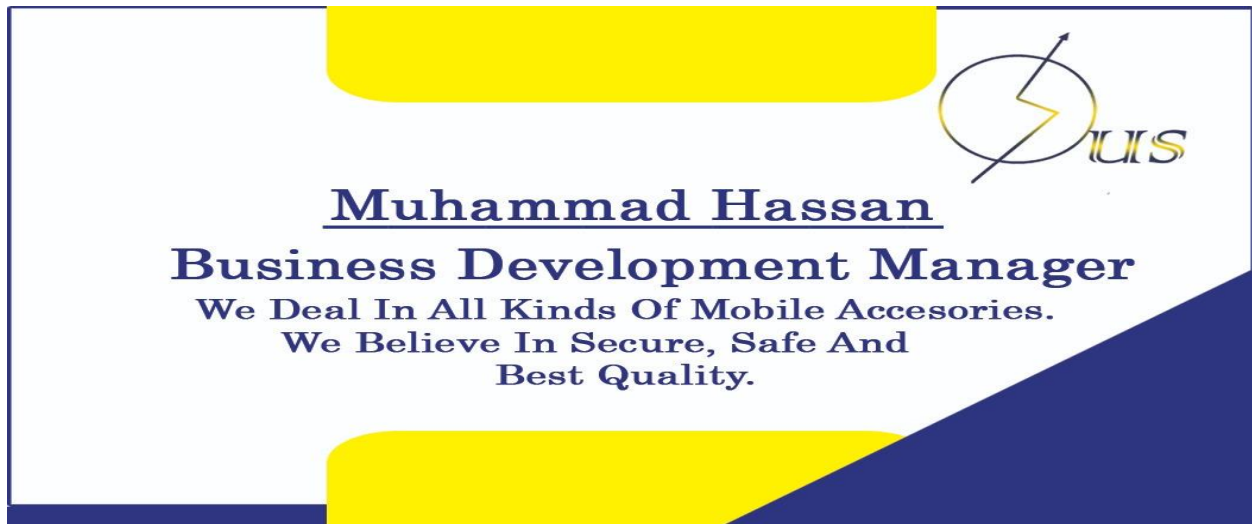


## 12.1 Napkin sketches of business card



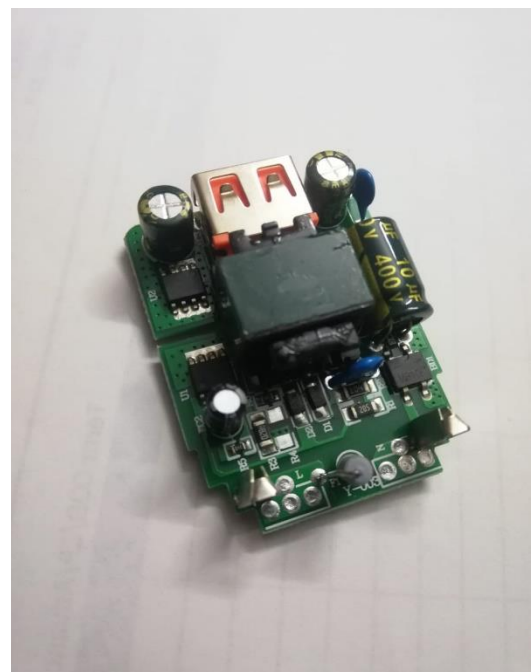


## 12.2 Selected Business card





### 13. Picture of prototype






## 14.Social media Pictures.

ourlifeup\_state ▾ ●

⊕

≡



4

Posts

85

Followers

211

Following

OLUS

E-commerce website

Welcome to customer-oriented platform. We are the manufacturer of Mobile Accessories. We provide durability and quality within affordable prices.

[www.facebook.com/OLUSPAKISTAN](http://www.facebook.com/OLUSPAKISTAN)

Gulistan-e-Jauhar, Karachi, Pakistan

Edit Profile

Ad Tools

Insights




Contact

Story Highlights ▾

⌘

▶

👤

🏠

🔍

⊕

❤️

🕒

←

OLUS Pakistan

🔍

⚙️

OLUS Pakistan ▾

Overview

Ads

Inbox

Not

WhatsApp

✎

📷

📢

👁️

✎

Post

Photo

Promote

View As

Edit Page

Home

Shop

Events

Photos

Offers

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Cover photos

1 photo

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Inbox

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## All Videos



Untitled

Nov 7 at 10:32 AM · 6 views



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Overview

Ads

Inbox

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Home

Shop

Events

Photos

Offers



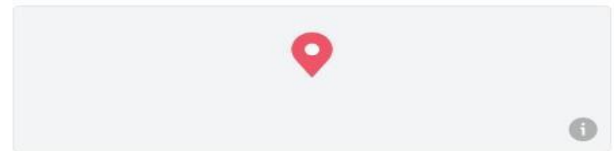
## Set your Page up for success

Finish setting up your Page so people on Facebook know you're a credible business.

13 of 14 steps completed



See all steps

Karachi, Sindh,  
Pakistan-75300

GET DIRECTIONS



Ask for website

Send this question in Messenger.



See what OLUS Pakistan is doing in Messenger

Get Started ⓘ



0307 8220185



E-commerce website · Accessories



Price Range · \$

See all &gt;

## Community



451 people like this



457 people follow this



Zohra Yousfani, Abdul Maroof Yousfani and 133 other friends like this or have checked in





## 15. Packaging Material design



### TRAVELING ADAPTER



**2.0 A**

**OP-04**



### PRODUCT SPECIFICATIONS:

- ❖ Model: OP-04
- ❖ Input: Ac 100-240V/50-60Hz
- ❖ Output: DC 5V-2.0 A
- ❖ Port: Single
- ❖ Resistors: Shock Resistors
- ❖ Compatible: Android and IOS
- ❖ Design: Elegant and light Body



**WARRANTY  
PERIOD**

**06**



**0307-8220185  
0335-3645968**



**OLUS PAKISTAN**



**OLUS.TECH**