

# **University of engineering & technology Peshawar**



## **Communication and presentation skills**

### **Final-term paper**

**Spring 2020**

**Submitted by: Ashfaq Ahmad**

**Section: B**

**Reg No: 19PWCSE1795**

**Semester: 2<sup>nd</sup>**

**“On my honor, as a student of University of Engineering and Technology Peshawar, I have neither given nor received unauthorized assistance on this academic work”**

**Student signature: \_\_\_\_\_**

**Submitted to:**

**Eng: Yasir afridi**

**Department Of Computer System Engineering**

### **Answer no: 3**

**Email or text to coordinator regarding any issue related to your current semester:**

Dear semester coordinator,

I am writing to inform you that, I belong from ‘Allai Kund’ which is the most mountainous and remote area of District Battagram. There is no any service of internet even network for call is not working properly in our village Allai kund. I have missed the midterm exam and online classes due to serious internet issue in our village. Now it is very difficult to waste my precious time and freeze the current semester as my family I am facing serious financial problems. As I didn’t take the classes due to serious internet issue and could not shifted to somewhere else due to series financial problems in this pandemic situation. Now I am planning to shift to abbotabad for giving final exam so I will give midterm exam and other tasks from there if the university remained closed.**(concise)(clear)**

Therefore it is kindly requested to arrange midterm exam and other assessment tasks like assignments and quizzes for me that I can cover this semester on time and avoid any difficulties in future. **(Completeness)**

I will be very thankful for such act of your kindness in this pandemic situation.**(courteous)**

Regards,

Ashfaq ahmad **(correctness)**

2<sup>nd</sup> semester **(correctness)**

Reg no: 19pwcse1795 **(correctness)**

### **Reason of using Cs:**

- Clarity: we used clarity in our text to minimize the number of ideas in each sentence. Make sure that it’s easy for your reader to understand your meaning. People shouldn’t have to “read between the lines” and make assumptions on their own to understand what you’re trying to say.

- Concise: we concise our text because our audience doesn't want to read six sentences when we could communicate our message in three.
  - Completeness: we use completeness in our text so that our audience clearly knows what I want them to do?
  - Correctness: we take care of grammatical error ,names and titles spelling so that our coordinator do not face any problem during reading.
  - Courteous: At the end of our text we include the terms that show respect for the recipient.
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**Answer no 1:**

Date 25.08.2020

The honorable director,

Tourism

Khyber pakhtukhwa.

**SUBJECT: MY VILLAGE ALLAI A HISTORICAL AND HANDSOME SITE FOR**  
**TOURISM:**

DEAR SIR,

This is with reference to the huge market of tourisms all over the world.

Since, I belong to a beautiful area of district Battagram named **ALLAI**, a good place for tourism. In my village tourism industry increased day by day because ever green mountain, throughout year cold season, international zoo, cricket stadium and some historical site of Battagram. The RIVER INDUS which is the largest river of Pakistan also flowing in our village. Here in my village, ALLAI the number of tourist is increasing every day.

It is therefore requested, kindly pay attention to my village and make it tourist destination and produce easiness for tourist.

Your kind help in this regard shall highly be appreciated.

Faithfully yours,

Ashfaq Ahmad

Village. ALLAI

Dist: Battagram

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## **Answer no 2:**

### **A: Business plan to attract investors for investing in your business.**

Follow these steps to write a business plan that meets your company's unique needs.

- **Research, Research, Research**

It is critical for companies to extensively research their product or service and how it fits into the market. William Pirraglia, a now-retired senior financial and management wrote that entrepreneurs should, “Consider spending twice as much time researching, evaluating and thinking as you spend actually writing the business plan.” In order to write an effective business plan, entrepreneurs need to have a full knowledge of their company, product, competition, and market. This research is also beneficial because it forces new business owners to understand every aspect of their company. This education is critical especially for when they look for potential investment.

- **Determine the Purpose of the Plan**

A business plan, as defined by *Entrepreneur*, is a “written document describing the nature of the business, the sales and marketing strategy, and the financial background, and containing a projected profit and loss statement.” However, a business plan can serve several different purposes. Another service a business plan can provide is a plan for the future of the business so as to avoid possible complications. On the other hand, if the plan is presented to investors it needs to be far more concise.

- **Create a Company Profile**

A company profile includes its history, its products and services offered, its target audience and market, its unique aspects, and the problem it solves. Company profiles are often found on the company’s website and are used to attract potential customers and investors. Overall, a company profile provides an overview of the business and highlights its key aspects. These characteristics are the ones which set the company apart from its competition and attract buyers.

- **Document All Aspects of the Business**

Investors want to make sure that a company they fund will ultimately make them money. As a result, they will want extensive detail on the finances of the business. To help with this process, it is important to document everything including expenses, cash flow and industry projections. Furthermore, any legal documents or market strategies should also be documented and provided to investors.

- **Have a Strategic Marketing Plan**

An effective business plan will always contain a strategic and aggressive marketing plan. The following objectives should be included in a marketing plan:

- Introducing new products
- Extending or regaining market for existing products
- Entering new territories for the company
- Boosting sales in a particular product, market or price range. Where will this business come from? Be specific.
- Cross-selling (or bundling) one product with another
- Entering into long-term contracts with desirable clients
- Raising prices without cutting into sales figures
- Refining a product
- Having a content marketing strategy
- Enhancing manufacturing/product delivery

Each marketing objective should have a set of goals and tactics needed to achieve said goals. In the objective section of the marketing plan it is important to address the “what” and “why” of the marketing tasks for the year ahead. In the implementation section it is critical to focus on the “who,” “when,” “where,” and “how.” Overall, these objectives will bring costs to the business. Therefore, in the marketing plan it is important to include the amount of money contributed towards marketing.

- **Make it Adaptable**

The potential readers of a business plan range from employees to consumers, and sometimes even venture capitalists. In addition, each type of reader has a different set of interests. As a result, if these particular interests are known beforehand, entrepreneurs can tailor their respective business plan for a certain audience. For example, bankers will be more interested in the financials such as cash flow statements and balance sheets. On the other hand, venture capitalists will focus more on the basics of the business concept as well as the management team. These differences illuminate the need for flexibility within business plans.

- **Explain Why You Care**

A business plan needs to show that an entrepreneur is dedicated about his or her business. Whether the audience is a client or investor passion is always something that is evaluated. If an entrepreneur demonstrated little interest in the business why should the audience? Entrepreneurs could discuss the mistakes they have made, list the problems they are hoping to solve, and demonstrate what makes them stand out from the competition. All of this information demonstrates a clear passion for the business that investors and customers look for in a startup owner.

Starting a new company may seem like a daunting task without a clear plan. However, with the creation of a unique and efficient business plan entrepreneurs can develop a clear outline for the future of the company.

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**THE END**