

Friday 9am:-12pm



1438 Hijri
March 2017

MARCH						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Business Goals:-

Step 1:- Problem Statements:-

- * many consumers face difficulties accessing quality products at competitive price, delay in delivery and limited payment options.
- * sellers struggle with reaching a larger audience and managing orders efficiently.

Step 2:- Target Audience.

* Primary Audience:-

9 J-Sani
Monday 6

urban and suburban shoppers
age 18-45.

* Secondary Audience:-

10 J-Sani
Tuesday 7

small and medium size
business looking to expand
their customer base
through an online platform.

Step 3:- Product/Services Offered:

Customer Relationship Department: 56-Quaid-e-Azam Industrial Estate, Kot Lakhpat, Lahore-54760, Pakistan
Ph: 92-42-35114165~66, Fax: 92-42-35119371 Email: crm@masood.com.pk