



## **ASSIGNMENT NO.1**

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**CLASS: BBA-VIII**

**COURSE: ENTREPRENEURSHIP**

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# **INTERVIEW:**

## **Q1) Explain the business you are running?**

My name is Taha Ahmed and the business which I am running is a small food restaurant by the name “PIZZATO” located in Buffer Zone Karachi, There are 25 persons which are working under my leadership.

## **Q2) What is the vision of your business?**

The vision of our business is to expand our business open more branches, usually diversify our business and also run Advertising package for marketing it. To seek further orders we will try to output our idle capacity.

## **Q3) Why did you want to get into running this business?**

I am in link with this business from past 15 years because at my teen age I get into my father business and taking interest of how did he handle all these dealings from supplier to customer that's why I want to get into running this business and now I want to continue this business in future.

## **Q4) How did you start the business?**

Basically my father started this business, later on due to his health issues, he started suffering loss in it. He couldn't continue with his restaurant and eventually he has to close it down. At that time I was studying. So after my graduation I opened my own restaurant.

## **Q5) Who helped you started your business?**

The Past experience of 15 years and the guidance of my father and financial support by my Uncle helped me start my restaurant.

**Q6) Has there is any principle of effectuation in the story?**

Well, I had the experience of me and my father and his resources/links were the reason which helped me a lot. So, the effectuation principle in my case was the “Bird-in-hand”.