

**An Online Qurbani Services through EZ Qurbani**



**Final Year Project  
BSAF 08 (Spring-2019)**

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**Final Year Project BSAF (Spring-2019)**

## **An Online Qurbani Services through EZ Qurbani**

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\*This project is submitted to the Air University, Islamabad, as a pre-requisite for the degree of BSAF.

**Air University School of Management**  
**BSAF Final Year Project Spring-2019**

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**Supervisor's Certificate of Project Completion**

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***Supervisor's Acknowledgement of Project Requirement Fulfillment:***

<b>Project Title</b>	<b>An online Qurbani, EZ Qurbani</b>
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This is to certify that the BSAF Project conducted above-mentioned students has been completed under my supervision with following features:

1. The project has adequately met **mandate and deliverables** agreed between the Student Team, Supervisor, and the Client.
2. The Report fulfills all academic requirements including **List of Chapters** and their constituent content according to **Hardbound Report Requirement Rubric (Doc-003)** mentioned in the **BSAF Project Handbook**.
3. The project is found fit for defense.

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***Advisor's Acknowledgement to Receive Documentation:***

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**Final Project Approval Sheet**

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**Topic of Research:** An online Qurbani service, EZ Qurbani.

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1.	Cover/Title Page
2.	Final Project Approval Sheet (Form 002-C) – <i>duly signed</i>
3.	Candidate's Declaration of Authenticity (Form 004-B)
4.	Supervisor's Certificate of Project Completion (Form 005-B)
5.	Executive Summary
6.	Table of Contents
7.	List of Figures
8.	Mandate, Deliverables and Timeline
9.	<u>List of Chapters</u> Chapter 1: Introduction and Broad Problem Definition Chapter 2: External Analysis Chapter 3: Internal Analysis Chapter 4: Problem/Issue Analysis Chapter 5: Solution Chapter 6: Conclusion/Outcome: Declaration of the Extent of Mandate Achievement
10.	References
11.	Appendix
12.	Plagiarism Certificate of Final Document- (Signed by the Supervisor)
13.	CD – Softcopy of the document including data file

*It is certified that the improvements (if any) identified during the defense have been made and issues rectified to the satisfaction of Supervisor.*

**Approved by:**

_____	_____	_____	_____	_____
Client	Supervisor	Internal Examiner	Advisor	Dean

## **Acknowledgment:**

All the credit for our wisdom and the bravery to complete our project must be given to Almighty, the Most Merciful as well as Generous. We would like to thank Allah Almighty for His numerous favors throughout our project. Without His assistance, it would not have been possible to finish this project.

We are pleased to express our gratitude to Sir Jawad Zahid for his oversight, counsel, and crucial contribution as well as for periodically providing us with his insightful advice. This study endeavor was made possible, all thanks to his analytic expertise and constant oversight.

We also express our sincere respect and thanks to our parents, whose prayers and blessings have been with us through thick and thin, who have consistently supported us financially and morally, and who have provided us with numerous opportunities to raise our spirits.

We owe a great deal of gratitude to everyone who helped us finish the project.

## **Executive Summary:**

The world has undergone significant changes in recent years and has united as a single community. Citizens all over the world are aware of everything that is happening. Information is shared via the Internet like social media, news, etc. And since transportation and communication have empowered and delegated the connectivity of the world, many things are now facilitated through online services. These elements support a nation's economic statistics in addition to fostering the cultures of various people in various nations. These facilities made life easier for people by providing them with online services. By utilizing the latest technology, Online Qurbani is able to provide customers with a safe and convenient way to do Qurbani. The business not only provides a convenient and secure way to do Qurbani, but it also helps customers save money by eliminating the need to purchase from a traditional butcher. As for the ease of people to follow their norms and values likewise Qurbani, online Qurbani is an innovative business in Pakistan, especially in big cities like Karachi, Lahore, and Islamabad. By following a trend of online Qurbani like Qurban Gah, we are following their paths to identify their problems and to implement in our start-up how we can innovate our plan with different strategies.

In this report, we have tried to cover all aspects that are necessary to start online Qurbani by examining the theoretical background of online Qurbani businesses in Pakistan also by extracting the data from Qurban Gah that is necessary. To check the feasibility of this business with innovations in it we have mostly performed applied research and are based on secondary data that we collect from articles also from the Qurban Gah's data. The research is qualitative as the sample was collected through observations and interviews with Quarban Gah.

Our plan's geographic segmentation includes Islamabad and its nearby locations, such as Rawalpindi as well as Wah Cantt likewise Qurban Gah, and it should be successful there since it is a large city with a diverse socioeconomic population that has a higher tendency for ease and is aware of emerging trends whatever the trend is. This project will also come with profitable innovations that Qurban Gah is not following. Moreover, the feasibility financial analysis has shown that this project will cost approximately Rs. 1.7 Million and the expected profit will be ranging Rs. 450,000-550,000.

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## **Introduction**

Qurbani is the Islamic practice of sacrificing an animal, usually a sheep, during the Eid al-Adha festival. The word "Qurbani" comes from the Arabic word meaning "sacrifice". The animal is typically slaughtered in accordance with halal guidelines. The animal is sacrificed in remembrance of the Prophet Abraham's willingness to sacrifice his son at God's command. The festival is also known as the "Festival of Sacrifice". It is one of the two most important Islamic holidays. It is also seen as a way of expressing thanks to God for His bounties.

While the practice of Qurbani is not limited to any particular country or region, it is most commonly carried out in Muslim-majority countries such as Pakistan, Bangladesh, and Indonesia. In recent years, however, the practice has begun to spread to other parts of the world, including the United States, where Muslim immigrants have brought the tradition with them. There are a few different ways in which Qurbani can be carried out. The most common method is for the animal to be slaughtered by a trained Muslim butcher in accordance with Islamic law. Alternatively, some Muslims choose to slaughter the animal themselves, while others may purchase a share in an animal that will be slaughtered on their behalf. Regardless of the method used, the act of Qurbani is a deeply meaningful and significant practice for Muslims around the world. It is a trend that never dies off and has huge demand in the market.

As if we look at the advancement side, technology changes the way of human life. They go for ease and advancement and want everything on their door with a single phone call or booking online. From groceries to furniture every single thing they want to order online. With all these online practices, the practice of online Qurbani has become increasingly popular in recent years. This is due to the convenience and affordability that it offers. There are a number of online Qurbani services that allow users to book their Qurbani in advance and have it delivered to them on the day of Eid. This means that they do not have to worry about slaughtering the animal themselves or making arrangements for its transportation.

One such service is offered by the Islamic Relief UK website, which allows users to pay for the slaughter of a sheep and the distribution of its meat to charity. The website also provides information on how to perform Qurbani in accordance with Islamic law.

As the online Qurbani trend is already working in different countries. But after the pandemic, this trend raises in Pakistan too. People now prefer to do online Qurbani. After the pandemic, many companies shift their interest towards promoting the idea of online animal booking for sacrificing on Eid. The idea is to provide customers with the best services and to deliver their needs to their doorstep. This will also reduce the chance of sickness and inconvenience for people. This service allows people to select the animal they would like to sacrifice, pay for it online, and then have it delivered to their doorstep.

The online Qurbani trend in Pakistan has seen a significant increase in recent years. This is due to the fact that it is now easier than ever before to purchase sacrificial animals online. This means that they are able to research the different options available to them and make an informed decision about which sacrificial animal they would like to purchase. This trend is growing more after the pandemic.

The main idea of our project is to identify Qurban Gah's problems and why they are not up to mark. And by following their paths where there is a need for innovations and how different innovations lead to profitability for our plan. There are a certain number of online Qurbani businesses that made their way into Pakistan such as Qurbani Express, Meat One, etc. The idea is to provide customers with the best services and to deliver their needs to their doorstep. This will also reduce the chance of sickness and inconvenience for people. As this project will provide the most hygienic services to them. And it will guarantee that customers will be satisfied and will also gain their trust by giving them the best through live video to choose their animal. The main component of any business plan is the analytical work that has been performed to determine whether our plan sounds good or not. On the other hand, our services also reduce the chance of environmental pollution as people waste the extra things that may not be of their use. But we will also use them and utilize the waste for useful products.

## **History of Online Qurbani**

The history of online Qurbani startups dates back to the early 2000s, when the first online Qurbani platforms began to emerge. These platforms allowed customers to purchase Qurbani offerings remotely, without the hassle of physically visiting a local Qurbani vendor. The first online Qurbani start-up was The Qurbani Company, founded in 2002. The company allowed customers to order Qurbani from their website and have it shipped directly to their door. The next major player in the online Qurbani space was Qurbani Express, founded in 2004. This company provided a similar

service, but with a focus on providing Qurbani to people in remote areas who might not have access to a physical Qurbani provider.

This was a revolutionary concept at the time and allowed customers to easily purchase Qurbani offerings from the comfort of their own homes. Over the years, these online Qurbani startups have grown and evolved to become the go-to source for Qurbani offerings. Today, there are a wide variety of online Qurbani startups offering a variety of services, ranging from traditional Qurbani services to custom Qurbani services.

In addition to these platforms, many of these online Qurbani startups also offer delivery services, allowing customers to receive their Qurbani offerings directly to their doorsteps. These delivery services have become increasingly popular over the years, as they provide customers with a more convenient and efficient way to purchase Qurbani offerings.

### **Mission**

The aim is to enhance consumer contentment by providing quality care, affordable rates, ethical business practices, and personalized attention we only work with reputable farms that we have also contracted with.

And how to use various strategies to make our plan lucrative and profitable, that how to maximize our profit in an efficient way.

### **Vision**

We are constantly looking for better ways to create wholesome Qurbani by deliberately linking each process between our farm and consumers through in-person meetings and video conferences to provide secure, quick, and easy service.

### **Objective**

The main objective of this study is to fulfill customers' needs by giving them online Qurbani availability. This project is about to do online Qurbani in a more effective and efficient way so that customer trust will be gained. Also, by invading more services to earn profit.

### **Value addition**

As people want convenience they want everything at their doorsteps without any hustle. To facilitate people we come up with the online qurbani services that is from selection of animal to

delivery to their doors with the best packaging that maintain our product quality. The value addition to our project is that we will also provide them with additional services that we will provide them with online slaughtering service booking that they can book their slaughters online through us. We will also have an expanding service that we will introduce later to expand our plan that is to slaughtering of customers animals to our farm.

## **Problem Description**

*“To provide customers with the best quality services for their ease while keeping the profit from different services”*

The purpose of this project is to develop a web-based, digital and physical platform that enables clients to order and receive Qurbani (animal sacrifice) delivery services at their door. Customers can select from a range of animals physically, see their details, and perform Qurbani. From organizing slaughters, meat delivery, and other related services, it will also give clients a quick and effective manner to perform Qurbani. The program will also offer a customer care mechanism that will enable users to ask inquiries and address any problems they might be experiencing. This project primarily addresses the problem of costs that are reduced to one-third of the regular costs. Additionally, its emphasis on customer satisfaction, efficient profit maximization by providing different services that set it apart from existing online Qurbani businesses. It will also check the diversity transformation from manual to online Qurbani. And is scalable to size.



## **Startups in Pakistan**

Startups in Pakistan have grown significantly in recent years. According to the World Bank, Pakistan ranked third in the world for startup activity in 2019. The three major cities of Pakistan, Islamabad, Karachi, and Lahore, are home to a majority of the country's startups. A favorable

business environment, government support, and access to capital have all contributed to the growth of the startup ecosystem in the country. There is a growing number of innovative startups in the country working on solving local problems with global solutions. These startups are focused on areas such as e-commerce, education, health care, logistics, and finance. In addition, Pakistan is home to a vibrant tech community that has been instrumental in helping startups grow in the country. The growing number of incubators and accelerators has provided resources and support to many startups in the country. The government has also been supportive of startups in Pakistan, providing incentives and resources to help them succeed. In Pakistan, 83 startups raised roughly \$350 million in 2021; this year, the industry has already brought in about \$136 million. The startup sector's pillars are supporting and generating economic growth that is sustainable.

The startup industry in Pakistan is driven by the country's digital media sector, the development of e-commerce businesses, and the rise of mobile applications. Since the outbreak of Covid-19, there has been an increase in the number of online startups in Pakistan. These firms cover a wide range of industries, including delivery services, internet stores, online educational institutions, telemedicine, and video conferencing. In Pakistan, the number of online firms has exploded in recent months. This is a result of the social isolation policies implemented to stop the virus's spread. As an outcome, more individuals are looking for an online platform for their daily necessities. It has created a different opportunity for startups to introduce their own online enterprises. Additionally, technology has made it possible for already-existing companies to move their operations and services online and reach a wider customer base.

## **Start-up Environment**

Numerous individuals have registered their start-ups, and they have received a lot of public support. Additionally, the government has demonstrated a strong interest in the industry and made it simple for financial institutions to borrow money. The young generation, which is also the foundation of the nation, owns the majority of startups. A favorable business environment, government support, and access to capital have all contributed to the growth of the startup ecosystem in the country.

Overall, the start-up environment in Pakistan is rapidly improving, and the country is becoming an attractive destination for entrepreneurs. With the right support and resources, Pakistan could soon become a hub for start-ups in South Asia.

## Online Qurbani Start-ups in Pakistan

In recent years, online Qurbani startups have become increasingly popular in Pakistan. These startups offer customers the convenience of online booking, payment, and delivery of Qurbani animals. The trend has been driven by the increasing availability of internet access and the growing demand for convenience. As a result, more and more people are opting to purchase their Qurbani animals online, making it easier and more efficient to participate in the annual Eid-ul-Adha tradition. According to recent research, the online Qurbani market in Pakistan is expected to grow at a compound annual growth rate of 15.4% between 2019 and 2025. (Evans & Khan, 2022) Furthermore, some of these start-ups also offer additional services, such as animal health checks, animal nutrition, etc.

### Existing online Qurbani services

#### QurbanGah

Qurban Gah is an online service that provides an easy and convenient way for customers to purchase sacrificial animals available in Islamabad, Rawalpindi, and Wah Cantt. Customers can book their animals such as goats, sheep, cattle, and camels online and have them delivered directly to their doorstep. The animals are sourced from certified farms and are provided with proper vaccinations and health certificates, ensuring the highest quality and safety for customers. The service also provides assistance with arranging for the transport and slaughter of the animals. But we are innovating their idea by utilizing waste in profitable ways and also by taking more funding.

#### Meat2meat

Online Qurbani services are provided by Meet2Meat in Rawalpindi and Islamabad. A Meet2Meat Qurbani Service aims to offer online services that fulfill religious obligations without causing any trouble. Goats and cows can purchase live animals from them. Additionally, they offer animal





slaughter and processing services and produce hygienic meat packages that consumers can pick up from their site. But on the other hand, we are providing delivery service with the best icing packaging.

## **Interview**

### **Interview from Qurban Gah**

The interview has been taken from the online Qurbani service Qurban Gah. They served in Wah Cantt, Islamabad, and Rawalpindi. We talked to an entrepreneur who was one of the partners of Qurban Gah and also worked as a Manager in their start-up. . His name is Khizar Mehmood, and he talked to us about his experience starting a business. He also gave us advice on how to innovate our own business effectively. According to the information he provided, there is high feasibility that this plan will work because consumers today prefer to have everything delivered right to their door. But he also said that in order to win over customers' trust, you must first concentrate on a broad range of strategies. He explained to us that their business's demise was just an investment since they ran out of capital. They established a target of 100 Qurbanis, and they were able to fulfill between 70 and 75 percent of that target. And they earn back 40% of their initial cost, or about Rs. 400000 approximately. Additionally, he said that if they received additional funding from the ministry or incubation facilities, they would undoubtedly reach their goal or perhaps keep going with their operations and expand it.

### **Start-up cost**

We must estimate some costs in order to determine how much funds are required to operate such online Qurbani service because these costs have an impact on the starting and ongoing costs.

To figure out how much cost is required to run an online Qurbani business, we must make several cost assumptions that will shape and affect the startup and operating costs.

- Training program
- Office set-up
- Computers
- Farm rent
- Website
- Salary to butchers

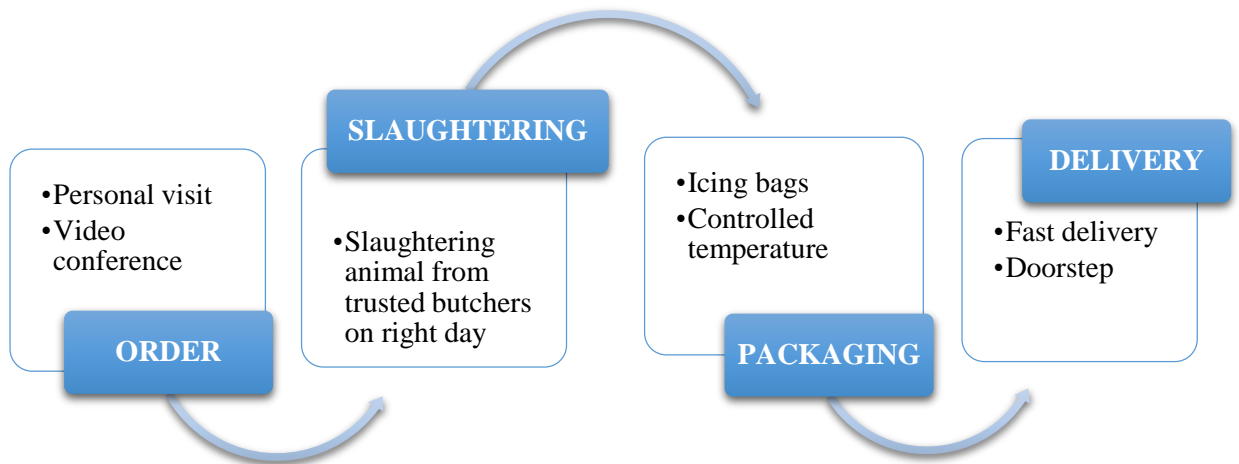
- Advertising cost
- Transportation
- Bills
- Miscellaneous
- Salary to co workers

<b>EXPENSES</b>	<b>EQUIPMENT</b>	<b>COST IN PKR Rs.</b>
<b>INVESTING EXPENSE</b>		
Office set up	furniture	1,200,000
Training	Training program to train butchers	30,000
Computers		150,000
Advertising cost	Instagram Promotion, flyers and other	150,000
Website	Developing website	40,000
<b>OPERATING EXPENSE</b>		
Salary to butchers	Our trained butchers (20 butchers)	20,000 per butcher
Farm rent		50,000 per month
Transportation		100,000
Bills	Electricity, Internet	7000 per month approx
Miscellaneous		60,000
Salary to co workers	Hire on contract 4 team member	50,000 per member and 5% commission on every deal.

## **Training program**

Before starting our plan we will introduce a training program in which we will train the youngsters who want to do jobs but are uneducated. From them we will hire them on contract that we will train them for slaughtering on Eid and pay them on one time amount. The training program is full of cost so that who are willing to do can do it easily. And the other reason to train our personal butchers is to gain customers trust.

## Process of our service



## Place your order

To place the order customers can directly contact through phone call or visit our website, digital media i.e. Instagram. After that our workers set their visit to farm to select their animal or they can book it via video call. After the customer booked their animal our team brought the animal to our farm for special care, health check and animal nutrition.

## Slaughtering

On the right day slaughtering animals from the trustworthy and experienced butchers.

## Packaging

After the slaughtering and cutting the meat with hygienic control the meat is packed in controlled temperature icing bags with care.



## Delivery

Our fast delivery, will deliver your meat on doorstep within delivery time with the best quality and service.



## Services offered

We will provide a various variety of services to the customers. Our aim is to make consumers' lives easier while also satisfying their demands at a reasonable cost. As we get started, the following services will be available:

- **Convenient online ordering:** Online Qurbani services typically offer an easy-to-use ordering system so customers can easily place orders for their Qurbani. We will also allow our customers to choose their animals physically by visiting our farm also via video call.
- **Flexible Payment Options:** Customers can typically choose from a variety of payment options including credit cards, cash in hand, and bank transfers.
- **Helpful Customer Service:** We will also offer customers with our customer service through website and social media, helping customers with any questions or queries they may have.
- **Professional slaughtering services:** We will hire professional slaughters to provide our customers with best cutting meat quality. Also to do Qurbani in halal way.
- **Preparation and Packaging:** We offer a service to prepare, package and deliver the Qurbani meat to the customer with the best packaging that maintain the meat fresh.
- **Helpful Customer Service:** Most online Qurbani services also offer helpful customer service, helping customers with any questions or concerns they may have. We will also

offering our customers with the helpful customer service to our customers. For this we have a separate column on our website where customers' queries will be answered.

- **Delivery at doorstep:** we will be providing our customers with the delivery services that our customers will receive their meat at their homes.
- **Providing with butchers to your homes:** the new addition to our services that make it different from others is that we will also provide the butchery service to customers at their homes. That they can book the slaughters online from our website.

**(Additional service)**

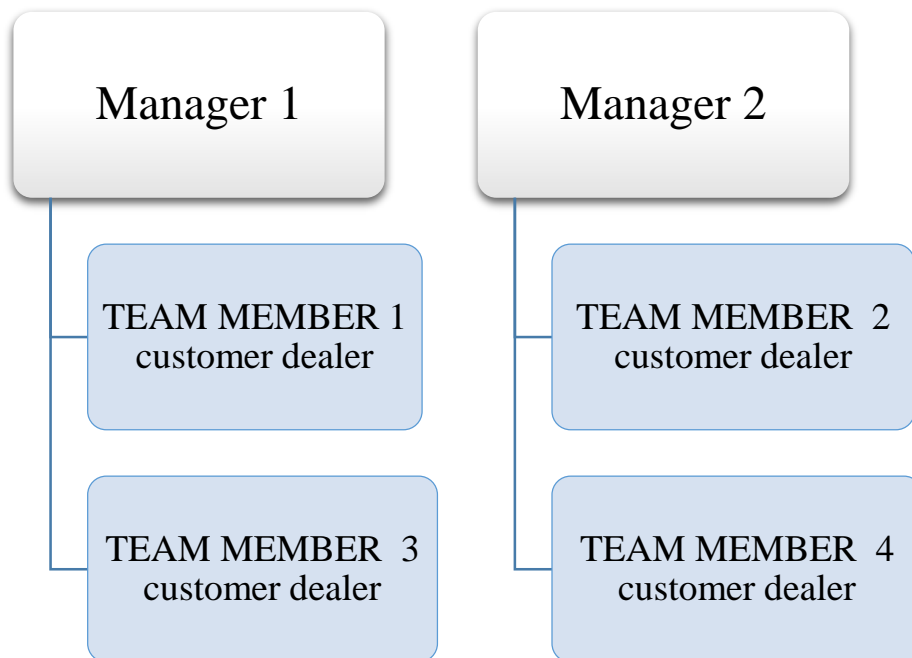
- **Slaughtering of your animal at our farms:** Or they can send their animals to our place one day before Eid. This is the additional service that we will be offer in future after some expansion and break even. The Qurbani will be done by our experienced slaughters and the meat will be delivered at their doorstep. The transportation cost will be added to it.

SERVICES		SELLING PRICE PKR
<b>SLAUGHTERING AT THEIR HOMES</b>		
	Sheep	7000
	Goat	7000
	Camel	18,000
	Cow	12,000
<b>FULL PACKAGE FROM ORDER TO DELIVERY OF MEAT (transportation, packaging, delivery)</b>		
	Cow (190>kgs)	175,000
	Sheep (14-16 kgs)	35,000
	Goat (18-20 kgs)	41,000
	Camel (290> kgs)	330,000
Cow hissa	22-25 kgs	25,000
Camel hissa	25-26 kgs	32,000



## Hierarchy of our start-up

Our start-up hierarchy should work like this



In all this process two of us served as managers of our start-up. The manager 1 will handle the financials of the start-up. While the other manager deals with the customer dealing that he have to take the customers to gain our services. And to help them with their queries.

While the team members have the responsibility to take the customers to the farm and help them to choose the best of animals according to their demand. Their work is to make a deal with the customers to take our services.

## Business Operation

We have a contract base dealing. That we sign a contract with the farm that we will make a deal with the customers by purchasing their animals by visiting their farm with our customers. They will sell their animals with their margin to us and we will make a deal with the customers with our margin. Then after the deal has been done we took the animal to our farm take care of their animals and on the Eid day after Qurbani, cutting and packaging deliver the meat to customers at their door steps.

## **How people know about us**

### **Flyers**

We will advertise our service through flyers. As it is the more convenient and physical way to advertise your business door-to-door. And distribute all over the city. This also creates a word of mouth which will be helpful to know more customers about us.

### **Office**

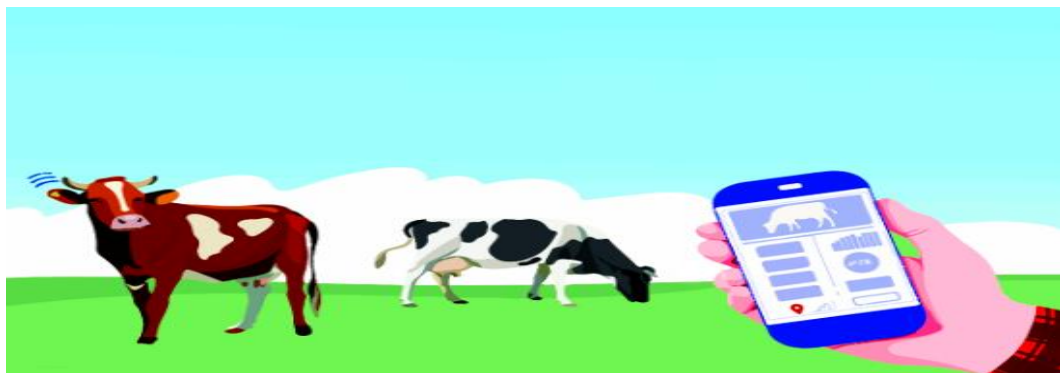
Customers can also visit our little office and serve customers there. Traditionally, we arrange meetings for our clients to visit the farm first, where they can choose the animal that best suits their requirements. The remaining process will proceed when the deal is completed.

### **Website**

Visit our website to learn about our online Qurbani service. They can use our website to learn more about the services we would be providing, how to place an order, and any additional relevant information. We have explained in detail what drives us and the ways we serve.

### **Social Media**

Social media is an effective way for businesses to promote their services, including online qurbani services. Companies can use a variety of tactics, such as creating content that informs people about their services, running targeted ad campaigns, and engaging with potential customers on social media. Like we'll use social media platforms like Instagram to advertise our online Qurbani service. Our contact information is available on social media. Since it is a simple and practical way to interact with more people.



## **Industry Analysis**

It is a technique that enables the business to comprehend where they are in the market in comparison to other businesses that offer comparable services or goods. Industry study looks beyond your company's position in the industry to examine consumer trends, desirable qualities, and the age range of your target market. Additionally, industry analysis is carried out to determine an industry's growth rate and the arrival of new potential competitors.

### **Industry description and outlook**

Online Qurbani services are an emerging industry that has been gaining traction in recent years. The industry is driven by the rising demand from Muslim customers who want to fulfill their religious obligations but are unable to do so due to their busy lifestyles. The online Qurbani service industry provides a convenient and affordable way for customers to meet their religious obligations without having to go through the traditional process of making physical arrangements.

The primary drivers of the online Qurbani service industry include the increasing demand from customers, convenient payment options, and ease of access. The industry has seen significant growth in recent years due to the increasing demand from customers. This is due to the fact that customers now have access to more options when it comes to ordering Qurbani services online. Customers are now able to compare and contrast different services and prices in order to find the best deal.

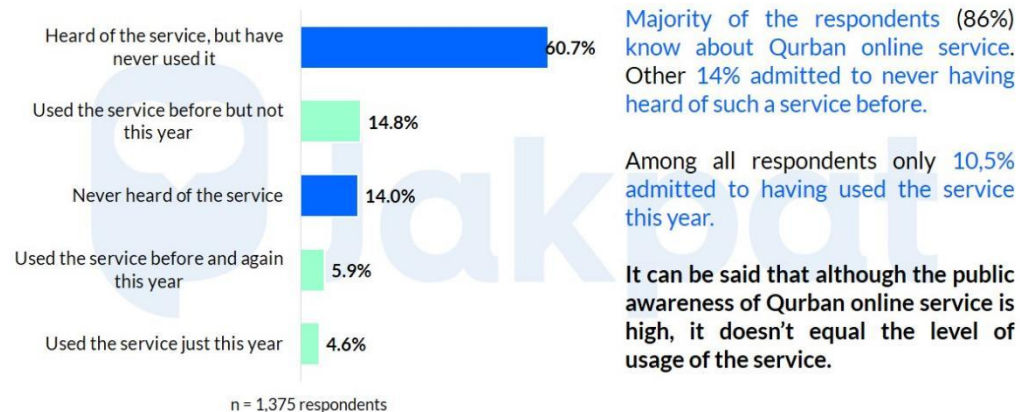
The online Qurbani service industry is expected to continue to grow in the coming years. . According to a 2018 report by the Muslim Council of Britain, the market for online Qurbani services was estimated to be worth around £15.3 million in 2018. This figure is expected to rise to £20 million by 2021. Industry continues to grow, there is a need for businesses to develop innovative and user-friendly services that meet the needs of consumers.

In terms of the growth of online qurbani services in Pakistan, the number of transactions has grown even more significantly. In 2016, there were less than 50,000 online Qurbani transactions in the country. By 2019, this number had risen to over 1 million transactions. This represents a growth of over 2000% in the last three years. This indicates that the online Qurbani service industry in Pakistan is experiencing significant growth and is likely to continue to grow in the future. While the exact growth rate of an online Qurbani services business will depend on several factors, including the level of competition in the market, the type of services offered and the marketing



strategies used. However, generally speaking, an online Qurbani services business can expect to experience growth at a rate of around 5-10% per year.

## ARE YOU AWARE OF QURBAN ONLINE SERVICE?



## Porters 5 forces

### Rivalry among existing customers

The competitive rivalry in the online Qurbani services market is increasing after the Covid-19 as people are more into online services and many people shift their businesses to online just for the ease for their customers. Due to the presence of several competitors offering similar services for qurbani we have to face some competition. Which increases the pressure on our business to remain competitive and innovative. For this we offer different services that make our project different from our rivalry.

### Threats of new entrants

Innovation results in adaptation and new innovations that are better than their predecessors. Since the company needs time to develop and hold its own, competitors will have plenty of time to get ready while researching our strategy and flaws. When their strategies are ready and they intend to enter the market. The entry of new competitors into the market is a major threat to our online Qurbani services business. The low barriers to entry and the low cost of starting a new online Qurbani services business make it relatively easy for new competitors to enter the market. But to

overcome this we are offering them with slaughtering services that make our idea high with low cost for new entrants.

### **Threats of substitute products and services**

The threat of substitution is not very great. The rationale is that our innovation cannot be replaced by anything similar with in online Qurbani industry. Since there are no main rivals with our online Qurbani idea, the threat of alternatives is low. Furthermore, the threat is minimal for the foreseeable future, and if it materializes, we will have grown beyond the grasp of plagiarism by that point.

### **Bargaining power of suppliers**

The providers of such online Qurbani amenities have quite a lot of negotiating power since they can select whoever provides them with the finest conditions. Because of this, it may be challenging for online Qurbani providers to locate and keep trustworthy suppliers because they can be compelled to compete with one another for the best deals. However, being unique in the market justifies specific supplier advantages. This suggests the price, accessibility, and audience preference. The superior features and amenities that our company offers are by far our greatest competitive advantage. We are able to make our own decisions because we are the only company offering the popularly used facilities.

### **Bargaining power of buyers**

Customers have the option to move between providers if they discover one that provides a better offer or service because there are so many different online Qurbani services available. As a result, customers have the ability to bargain for lower rates and certain other terms, which could cut into the revenues for online Qurbani providers. However, as was already noted, our uniqueness and lack of services compared to others. As a result, we decide on our selling strategy, and the number of buyers or group of purchasers has the power or options to define the terms and circumstances. All decision-making autonomy belongs to us.

# SWOT Analysis

## Internal Analysis

### Strengths

**Comprehensive range of services:** Our Online Qurbani services business offers a comprehensive range of services to its customers including Qurbani arrangements, meat packing, meat delivery, and slaughter services.

**Professional staff:** Our staff consists of highly trained and experienced professionals who have a thorough understanding of the Qurbani industry.

**Convenient and cost-effective:** We provide convenient and cost-effective services, allowing customers to easily and quickly arrange their Qurbani on their own terms.

**High customer satisfaction:** We strive to provide the highest quality of services to our customers, ensuring that our customers are satisfied with the services we provide.

### Weakness

We do not have such weak areas but still there are some area that we have to cover to reach our target. That to compete in market we have to focus on our weak areas and should have to expand our services in broader ways. The areas which we have to cover are:

**Limited geographical reach:** Our services are currently limited to a small geographical area, limiting our potential customer base.

**Limited customer base:** We have a limited customer base due to the limited geographical reach of our services.

## External analysis

### Opportunities

As there are few online Qurbani services in the market. There is a substantial market gap that must be addressed. Therefore, there will be very little rivalry in the market, and we can modify pricing in accordance with consumer spending power.

**Expansion into new markets:** Our online Qurbani services business has the potential to expand into new markets, allowing us to reach a larger customer base by expanding our areas by providing services in broader areas.

**Expansion of services:** We have the opportunity to expand our services and offer additional services to our customers, such as we are offering additional services of providing with experienced slaughters.

## **Threats**

**Competition:** Other online Qurbani services businesses may offer similar services in future.

**Regulatory changes:** Changes in regulations could impact the operations of the business.

A good opportunity offers you the possibility to perform better and creates a variety of possibilities for you, which inevitably becomes your strength. Threats can also become opportunities with hard work.

## **Conclusion**

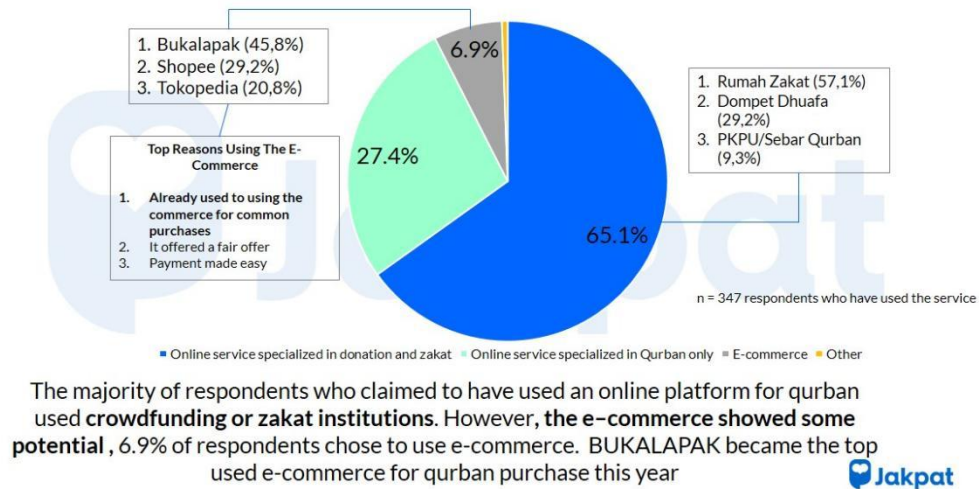
A good opportunity offers you the possibility to perform better and creates a variety of possibilities for you, which inevitably becomes your strength. Threats can also become opportunities with hard work.

## **Market analysis**

The online Qurbani services business is a rapidly growing market with great potential for growth. The online Qurbani services market is expected to grow at a compound annual growth rate of 7.3% between 2020 and 2027. This growth will be driven by the increasing demand for online Qurbani services due to the convenience and affordability of online solutions.

The major players in the online Qurbani services market include Aseer, Qurbani Online, and Qurbani Express. These players offer a wide range of services. To succeed in this market, companies need to focus on providing superior customer service, competitive pricing, and innovative products and services. Additionally, companies need to build strong relationships with local suppliers and distributors to ensure they are able to deliver their services in a timely and cost-effective manner. For this we have to focus on improving our online presence to better reach our target market.

## ONLINE PLATFORM TO PURCHASE QURBAN



### Target market

The target market for an online Qurbani services business would be individuals and families who are looking for an easy and convenient way to perform their Qurbani. This includes Muslims living in cities and urban areas where access to traditional Qurbani services may be limited or inconvenient. Additionally, this target market could include those who are looking to save time and money by taking advantage of online services.

With a combined population of more than 4.6 million, the twin cities of Islamabad-Rawalpindi including Wah Cantt are our primary target regions. Our primary focus will be on females who live alone and those who are in crowded settings, such as apartments, where they have no area for Qurbani but who are determined to do it at whatever cost. They will have access to services on this platform at their convenience. We may generate a sizable amount of revenue if we limit our initial customer base to 150 customers from both the butchery and the Qurbani services we are providing. We have learned that the market is in good demand so far based on the surveys we have undertaken for the additional services that we are offering.

### Marketing and Advertising

Marketing is the process of communicating the value of a product or service to customers, for the purpose of selling that product or service. It involves researching, promoting, selling, and distributing products or services to consumers. While Social media marketing is an online

marketing strategy that involves creating and sharing content on social media networks in order to achieve marketing and branding goals. It can be used to increase awareness of a brand, product or service, as well as to generate leads and drive website traffic. Social media marketing typically involves activities like posting text and image updates, videos, and other content that encourages audience engagement, as well as paid social media advertising.

### **Tool of Advertisement**

According to the Qurban Gahs and some other online Qurbani proprietors, any online Qurbani services provider can anticipate development at a rate of between 5–10% per year via organic and inorganic advertising. We will target the community for inorganic marketing using Instagram and our website. Organic and inorganic marketing both strengthen what a company does in its feeds and are effective tools for advertising. The primary and easiest way to access your services is through our website, however, Instagram advertising offers flexibility and advanced targeting options. The range you would like to cover could also be constrained. Advertising Manager is used to create Instagram ads, and it allows you to choose a budget, ad placement, a main audience, and other settings. The Instagram Ad cost per click on daily basis ranging from \$0.40-\$0.70 which is approx. RS. 157. And we will promote our services through ads which cost Rs. 4710 approx. monthly.

### **4 p's of marketing mix**

#### **Promotion**

Social media has taken over the world, and everything is now approved or rejected online. We allowed the public to make the decision in order to gain their trust. It goes without saying that only few parties and rivals might have a slant on the decision. Therefore, we may create a strong front for our services by putting into practice a few tried-and-true tactics and methodologies. Instagram, Twitter, and Facebook are a few well-known social media sites with significant reach potential. Other strategies include receiving praise and evaluation from others in the same line of work. To raise our plan awareness and draw customers to our newly launched online Qurbani service, we will be creating a holistic marketing campaign. Moreover, word-of-mouth advertising is undoubtedly the most effective way to get more people to know you.

## **Product**

Customers can purchase and handle their Qurbani needs easily and conveniently with the help of our online Qurbani service. We will also provide a range of high-quality Qurbani-related commodities that satisfy our customers' requirements and expectations. Although less crucial than the ones described above, other elements that affect the business are nonetheless significant. Our newly launched online Qurbani service will provide customers with a range of options for buying packages featuring sacrificed animals. The packages will comprise buying a whole or half animal, getting the animal delivered to the customer's preferred location, and having the animal slaughtered by our trained butchers.

## **Price**

The impact of pricing on customer appeal is something that society as a whole is highly aware of. The distinction between expensive and underpriced goods is ambiguous. Achieving a balance between being more approachable and affordable and ensuring that the notion of quality, improved services, and profit are maintained is the art. In order to ensure a healthy profit margin while remaining appealing to the customer base, we would set fair and sensible prices for the services we will offer to our customers. Other costs have also been taken into account.

## **Place**

As was previously noted, social media is currently the primary source of information. We should make assured the service is accessible to customers and offered in the right places. Customers will be able to effortlessly access our services to meet their demands thanks to the platform we will develop and maintain.

## **Market recognition**

We think that a few factors will help our online Qurbani business succeed and become recognized in the marketplace. First of all, there are several people searching for a quicker and more practical manner to buy their Qurbani as the market for it is expanding. In addition, as we operate a business online, we will provide a variety of services that would help us draw in and keep consumers. Finally, we believe that the usage of digital advertising through social media campaigns will assist to develop our strategy and raise awareness of our services, leading to increased market recognition for our company.

## Conclusion

The objective of this study was to develop a workable marketing strategy for the accessibility of clients who would use the "EZ Qurbani" online Qurbani service. It took a lot of time to collect the data for this report, so authoring it is an accomplishment. In this research, all calculations were approximated with the greatest degree of accuracy, and the most crucial requirements for launching an online Qurbani service were covered. The information gleaned from the data gathered provided some helpful insights into the demand for online Qurbani and how much individuals are willing to pay for it.

## Financial Analysis

### Initial Investment

	INITIAL INVESTMENT	
DESCRIPTION		COST IN PKR
Office set up	Furniture	210,000
Training	Training program to train butchers	200,000
Computers		150,000
Website	Developing website	200,000
Advertising cost	Instagram Promotion, flyers and other	150,000
Miscellaneous		60,000
<b>TOTAL</b>		<b>970,000</b>



## Operating Expense

	OPERATING EXPENSE	ALL VALUES ARE IN PKR
EXPENSES		COST IN PKR Rs.
Farm rent		50,000 per month (50,000*3= 150,000)
Salary to butchers	Our trained butchers (20 butchers)	20,000 per butcher (20,000*20 = 400,000)
Transportation		100000 for season
Bills	Electricity, Internet	7000 per month approx (7000*3= 21000)
Salary to co workers	Hire on contract 4 team member	50,000 per member and 5% commission on every deal.
<b>TOTAL</b>		<b>721000</b>

## Best Case

The target is the delivery of 150 total package services, which we meet in the best-case scenario of our services. The table indicates that if we order 25 lambs, 30 goats, 7 camels, and 30 cows in addition to the overall deal of 18 cows, 26 lambs, 35 goats, 1 camel, 56 cow hissass, plus 14 camel hissass, we would be able to do the slaughtering service. We expect to earn Rs. 2679000 in revenue from our margin over the three-month Eid season.

ALL VALUES ARE IN PKR			BEST CASE			
SERVICES	ORDERS	CONTRACT COST	SELLING PRICE PER ORDER	MARGIN	TOTAL REVENUE PER SEASON	OUR REVENUE PER SEASON
<b>SLAUGHTERING AT THEIR HOMES</b>						
Sheep	25		7000		175000	175000
Goat	30		7000		210000	210000
Camel	7		18,000		126000	126000
Cow	30		12,000		360000	360000
<b>FULL PACKAGE FROM ORDER TO DELIVERY OF MEAT (transportation.</b>						
Cow (190>kgs)	18	150,000	175,000	25,000	3150000	450000
Sheep (14-16 kgs)	26	20,000	35,000	15,000	910000	390000
Goat (18-20 kgs)	35	25,000	41,000	16,000	1435000	560000
Camel (290> kgs)	1	300,000	330,000	30,000	330000	30000
Cow Hissa (22-25 kgs)	56	20,000	25,000	5,000	1400000	280000
Camel Hissa (25-26 kgs)	14	25,000	32,000	7,000	448000	98000
<b>TOTAL</b>					<b>8544000</b>	<b>2679000</b>

## Base case

Although we accomplish 110 orders in our base-case scenario, the aim is to deliver 150 total package services. The table shows that we'll be capable to perform the slaughtering service if we received the orders for 20 sheeps, 20 goats, 5 camel, and 30 cows in contrast to the total package of 10 cows, 12 sheep, 30 goats, 48 cows' hissass, and 10 camel hissass. So over three-month Eid season, we anticipate that our margin will generate Rs. 1950000 in income.

ALL VALUES ARE IN PKR			BASE CASE			
SERVICES	ORDERS	CONTRACT COST	SELLING PRICE PER ORDER	MARGIN	TOTAL REVENUE PER SEASON	OUR REVENUE PER SEASON
<b>SLAUGHTERING AT THEIR HOMES</b>						
Sheep	20		7000		140000	140000
Goat	20		7000		140000	140000
Camel	5		18,000		90000	90000
Cow	30		12,000		360000	360000
<b>FULL PACKAGE FROM ORDER TO DELIVERY OF MEAT (transportation, packaging, delivery)</b>						
Cow (190>kgs)	10	150,000	175,000	25,000	1750000	250000
Sheep (14-16 kgs)	12	20,000	35,000	15,000	420000	180000
Goat (18-20 kgs)	30	25,000	41,000	16,000	1230000	480000
Camel (290> kgs)	0	300,000	330,000	30,000	0	0
Cow Hissa (22-25 kgs)	48	20,000	25,000	5,000	1200000	240000
Camel Hissa (25-26 kgs)	10	25,000	32,000	7,000	320000	70000
<b>TOTAL</b>					<b>5650000</b>	<b>1950000</b>

## Worst case

The goal is to deliver 150 overall package services, however, in the worst-case case of our services, we finish 90 orders. The table shows that we would be able to do the slaughtering service if we delivered the order of 20 lambs, 20 goats, 0 camels, and 30 cows in addition to the overall deal of

ALL VALUES ARE IN PKR			WORST CASE			
SERVICES	ORDERS	CONTRACT COST	SELLING PRICE PER ORDER	MARGIN	TOTAL REVENUE PER SEASON	OUR REVENUE PER SEASON
<b>SLAUGHTERING AT THEIR HOMES</b>						
Sheep	20		7000		140000	140000
Goat	20		7000		140000	140000
Camel	0		18,000		0	0
Cow	30		12,000		360000	360000
<b>FULL PACKAGE FROM ORDER TO DELIVERY OF MEAT (transportation, packaging, delivery)</b>						
Cow (190>kgs)	7	150,000	175,000	25,000	1225000	175000
Sheep (14-16 kgs)	13	20,000	35,000	15,000	455000	195000
Goat (18-20 kgs)	25	25,000	41,000	16,000	1025000	400000
Camel (290> kgs)	0	300,000	330,000	30,000	0	0
Cow Hissa (22-25 kgs)	42	20,000	25,000	5,000	1050000	210000
Camel Hissa (25-26 kgs)	7	25,000	32,000	7,000	224000	49000
<b>TOTAL</b>					<b>4619000</b>	<b>1669000</b>

7 cows, 13 lambs, 25 goats, 42 cow hissas, plus 7 camel hissas. And over three-month Eid season, we anticipate that our margin will generate Rs. 1669000 in income.

## Income Statement

	FOR BASE CASE		
	INCOME STATEMENT	IN PKR	
Year	SEASON 1 (2023)	SEASON 2 (2024)	SEASON 3 (2025)
Revenue	1,950,000.00	2,145,000.00	2,359,500.00
Operating expense	(721,000.00)	(793,100.00)	(872,410.00)
Advertisement Expense	(150,000.00)	(150,000.00)	(150,000.00)
Office set up	(21,000.00)	(18,900.00)	(17,010.00)
Training program	(200,000.00)	(150,000.00)	(150,000.00)
Website developing & maintance	(100,000.00)	(50,000.00)	(50,000.00)
Miscellaneous	(60,000.00)	(60,000.00)	(60,000.00)
Depreciation on computer	(22,500.00)	(19,125.00)	(16,256.00)
<b>Profit before tax</b>	<b>675,500.00</b>	<b>903,875.00</b>	<b>1,043,824.00</b>
Taxes @ 20%	(135,100.00)	(180,775.00)	208,764.80
<b>Profit after tax</b>	<b>540,400.00</b>	<b>723,100.00</b>	<b>835,059.20</b>
	0.28	0.34	0.35
<b>NET INCOME</b>	<b>540,400.00</b>	<b>723,100.00</b>	<b>835,059.20</b>

## Balance Sheet

ALL VALUES ARE IN PKR	BALANCE SHEET		
Year	SEASON 1 (2023)	SEASON 2 (2024)	SEASON 3 (2025)
<b>ASSET</b>			
office equipment	189,000	170100	153090
computer	127,500.00	108,375.00	92,118.75
bank	83,500.00	71,525.00	54,791.25
Cash and marketable securities	200,000.00	200,000.00	200,000.00
<b>Total Assets</b>	<b>600,000.00</b>	<b>550,000.00</b>	<b>500,000.00</b>
<b>Liability and equity</b>			
<b>Liabilities</b>			
Current liabilities	-	-	-
Debt	-	-	-
<b>Equity</b>			
owner's equity	1,000,000.00	1,000,000.00	1,000,000.00
Drawings	(400,000.00)	(450,000.00)	(500,000.00)
Retained earnings	540,400.00	723,100.00	835,059.20
Dividends	(540,400.00)	(723,100.00)	(835,059.20)
<b>Total liabilities and equity</b>	<b>600,000.00</b>	<b>550,000.00</b>	<b>500,000.00</b>

## Cash flow statement

Years	2023	SEASON 1 (2023)	SEASON 2 (2024)	SEASON 3 (2025)
Office set up	210,000			
Training	200,000			
Computers	150,000			
Website	200,000			
Advertising cost	150,000			
Miscellaneous	60,000			
Net Sales		1,950,000.00	2,145,000.00	2,359,500.00
Operating expense		(721,000.00)	(793,100.00)	(872,410.00)
Advertisment Expense		(150,000.00)	(150,000.00)	(150,000.00)
Office set up		(21,000.00)	(18,900.00)	(17,010.00)
Training program		(200,000.00)	(150,000.00)	(150,000.00)
Website developing & maintance		(100,000.00)	(50,000.00)	(50,000.00)
Miscellaneous		(60,000.00)	(60,000.00)	(60,000.00)
Depreciation				
Computers		(22,500.00)	(19,125.00)	(16,256.00)
NOPBT		675,500.00	903,875.00	1,043,824.00
Tax @ 20%		(135,100.00)	(180,775.00)	(208,764.80)
NOPAT		540,400.00	723,100.00	835,059.20
Depreciation		22,500.00	19,125.00	16,256.00
<b>OCF</b>		562,900	742,225	851,315
Continuous Factor				71,546.31
<b>Net Free CashFlow</b>	<b>(970,000)</b>	<b>562,900</b>	<b>742,225</b>	<b>922,862</b>

## Wacc

NPV	643,703.92
IRR	51%
WACC	16.5%

## Analysis:

After the season end we are paying return on owner's equity as dividends and at the end of season three 2025 we will have paid our 50% of the initial investment to the investor. There will be a profit of 30% at the 3<sup>rd</sup> season end.

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## Appendix:

### Interview questions:

1. Where the idea did come from?
2. When they start?
3. What was your initial investment?
4. Main motive behind their idea?
5. What was your target customers?
6. Where did you set-up your office?
7. Where did you invest initial cost?
8. What was your benchmark?
9. What target did you set and what was your breakeven?
10. What was your mission and how you set your strategies?
11. How many people were involved and what was the work environment?
12. What was the customers demand? Was they satisfied with your services?
13. What was your market analysis?
14. How you differentiate it from other online Qurbani businesses?
15. What was the reason behind failure?
16. Give us a simple Road Map how you worked?

### Survey conducted:

Time stamp	Do you find it difficult to find Slaughtering services on Eid-ul-Adha?	How familiar are you with online Slaughtering services on Eid-ul-Adha?	Do you have any past experience with online slaughtering service?	Are you willing to avail online slaughtering service if provided on Eid-ul-Adha?	Do you prefer if a butchery service is provided to you at your place for Slaughtering?	Do you prefer slaughtering of your animal at our farm?	Are you willing to pay service charges on online slaughtering service?	Do you find it convenient to go for online slaughtering service?
12/6/2022 11:36:28	Yes	Very much	Dire need	Yes	Yes	No	Yes	Yes
12/6/2022 13:05:34	Yes	Not so familiar	No	Yes	Yes	No	No	Yes
12/6/2022 13:17:27	Yes	Very much	No	Yes	Yes	No	Yes	Yes
12/6/2022 14:52:45	Yes	Very much	No	Yes	Yes	No	Yes	Yes
12/6/2022 16:02:41	Yes	Not so familiar	No	Yes	Yes	Yes	Yes	Yes
12/6/2022 16:34:00	Yes	Not so familiar	No	Yes	Yes	Yes	Yes	Yes
12/6/2022 16:36:53	Often	Not so familiar	No	Yes	Yes	No	Yes	Yes

12/6/2022 16:40:14	Yes	Not so familiar	No	Yes	Yes	Yes	Yes	Yes
12/6/2022 17:02:13	Yes	Not so familiar	No	Yes	Yes	Yes	Yes	Yes
12/6/2022 17:05:33	Yes	Not so familiar	No	Maybe	Yes	Yes	Yes	Yes
12/6/2022 17:07:46	Yes	Not so familiar	No	Yes	Yes	Yes	Yes	Yes
12/6/2022 17:29:54	Yes	Not so familiar	No	Yes	Yes	Yes	Yes	Yes
12/6/2022 17:31:49	Yes	Do not know anything about it	No	Yes	Yes	Yes	Yes	Yes
12/6/2022 17:33:06	Often	Not so familiar	No	Yes	Yes	No	Yes	Yes
12/6/2022 17:36:34	Yes	Do not know anything about it	No	Yes	Yes	No	Yes	Yes
12/6/2022 17:37:27	No	Not so familiar	No	Maybe	Yes	No	Maybe	Yes
12/6/2022 17:49:46	Yes	Not so familiar	No	Yes	Yes	Yes	Maybe	Yes
12/6/2022 19:37:43	Yes	Not so familiar	No	Yes	Yes	Yes	Yes	Yes
12/6/2022 19:41:04	Yes	Very much	Yes	Yes	Yes	Yes	Maybe	Yes
12/6/2022 19:44:03	Yes	Very much	Yes	Maybe	Yes	Yes	Yes	Yes
12/6/2022 19:45:46	Yes	Do not know anything about it	Yes	Yes	Yes	Yes	Yes	Yes
12/6/2022 20:12:40	Often	Not so familiar	No	Maybe	Yes	Yes	Yes	Yes
12/6/2022 20:36:40	No	Very much	No	No	Yes	Yes	No	No
12/6/2022 22:09:53	Yes	Do not know anything about it	No	Yes	Yes	No	Yes	No
12/6/2022 22:41:52	No	Very much	No	No	No	No	Yes	Yes
12/6/2022 23:55:13	Often	Not so familiar	No	Maybe	Yes	Yes	No	Yes
12/8/2022 0:32:25	Yes	Not so familiar	No	Yes	Yes	Yes	Yes	Yes
12/8/2022 10:29:19	Yes	Not so familiar	No	Yes	Yes	Yes	Yes	Yes



12/8/2022 10:30:02	Yes	Not so familiar	No	Yes	No	Yes	Maybe	Yes
12/8/2022 10:30:38	Yes	Not so familiar	No	Yes	Yes	No	No	Yes
12/8/2022 10:31:10	Yes	Do not know anything about it	No	Yes	Yes	Yes	Yes	Yes
12/8/2022 10:32:17	Yes	Not so familiar	No	Yes	Yes	No	Maybe	Yes
12/8/2022 10:33:07	Yes	Not so familiar	No	Yes	Yes	Yes	No	Yes
12/8/2022 10:33:36	Yes	Not so familiar	No	Yes	No	Yes	Maybe	Yes
12/8/2022 10:34:21	Yes	Do not know anything about it	No	Yes	Yes	Yes	Maybe	Yes
12/8/2022 10:39:43	Yes	Not so familiar	No	Yes	Yes	No	Maybe	Yes
12/8/2022 10:46:22	Yes	Not so familiar	No	Yes	Yes	Yes	Yes	Yes
12/8/2022 10:48:34	Yes	Not so familiar	No	Yes	Yes	No	Maybe	Yes
12/8/2022 10:49:25	Yes	Not so familiar	No	Yes	Yes	No	Yes	Yes
12/8/2022 10:51:19	Yes	Not so familiar	No	Yes	Yes	Yes	Yes	Yes
12/8/2022 10:52:19	Yes	Not so familiar	No	Yes	Yes	No	Maybe	Yes
12/8/2022 10:52:48	Yes	Not so familiar	No	Yes	No	Yes	Maybe	Yes
12/8/2022 10:53:11	Yes	Not so familiar	No	Yes	Yes	No	No	Yes
12/8/2022 10:53:26	Yes	Not so familiar	No	Yes	Yes	No	Yes	Yes
12/8/2022 10:53:43	Yes	Not so familiar	No	Yes	No	Yes	Yes	Yes
12/8/2022 10:58:03	Yes	Not so familiar	No	Yes	Yes	Yes	Yes	Yes
12/8/2022 10:59:04	Yes	Not so familiar	No	Yes	Yes	Yes	Yes	Yes
12/8/2022 10:59:23	Yes	Not so familiar	No	Yes	Yes	Yes	Yes	Yes
12/8/2022 10:59:36	Yes	Not so familiar	No	Yes	Yes	Yes	Yes	Yes
12/8/2022 10:59:49	Yes	Not so familiar	No	Yes	Yes	Yes	Yes	Yes