

**1. Name one Pakistani entrepreneur and their significant contribution.**

- In the tech sector, a prominent Pakistani entrepreneur is Monis Rahman. He is the founder of Rozee.pk, Pakistan's leading online job portal. His contribution has been pivotal in digitizing job recruitment in the country, connecting millions of job seekers with employers and helping modernize the labor market.
- A prominent Pakistani entrepreneur currently operating a major business within Pakistan is Mian Muhammad Mansha.

**Mian Muhammad Mansha – Chairman of Nishat Group and MCB Bank**

Mian Muhammad Mansha is one of Pakistan's most influential business magnates. He serves as the chairman of the Nishat Group, a diversified conglomerate with interests spanning textiles, cement, banking, insurance, power generation, and hospitality. Under his leadership, Nishat Group has grown into one of the largest and most diversified business groups in Pakistan.

**2. what is the role of SMEs (Small and Medium Enterprises) in economic development?**

Small and Medium Enterprises (SMEs) play a crucial role in economic development for several reasons:

- a. **Employment Generation:** SMEs are major job creators, especially in developing countries. They provide opportunities for a large segment of the labor force, including youth and women.
- b. **Innovation and Flexibility:** SMEs are often more agile and innovative than larger firms, adapting quickly to market changes and introducing new products or services.
- c. **Poverty Alleviation:** By providing income-generating opportunities, SMEs help reduce poverty and improve living standards.
- d. **Regional Development:** SMEs promote balanced regional development by operating in both urban and rural areas, reducing migration to cities.
- e. **Export Growth:** Many SMEs contribute to exports, bringing in foreign exchange and strengthening a country's trade balance.

**3. Name three innovative marketing strategies used by entrepreneurs.**

Here are three innovative marketing strategies often used by entrepreneurs:

- I. **Content Marketing & Storytelling:** Entrepreneurs build brand identity and customer trust by sharing authentic stories, blogs, videos, and behind-the-scenes content that resonates emotionally with their audience.
- II. **Influencer & Micro-Influencer Partnerships:** Collaborating with social media influencers—especially those with niche audiences—helps entrepreneurs reach potential customers more effectively and organically.

- III. **Guerrilla Marketing:** This low-cost, high-impact strategy involves using unconventional tactics (e.g., street art, flash mobs, viral stunts) to grab attention and create buzz with minimal resources.

**4. Name a recent technological innovation that has transformed an industry.**

A recent technological innovation that has significantly transformed industries is Generative AI (GenAI). This technology has revolutionized sectors such as manufacturing, finance, and healthcare by automating design processes, enhancing decision-making, and creating new revenue streams. For instance, GenAI enables the generation of new product designs, optimization of manufacturing processes, and development of personalized marketing strategies, thereby reshaping traditional business models and fostering innovation.

**5. Name two examples of famous entrepreneurs and their ventures of the World.**

Here are two famous entrepreneurs and their notable ventures:

- **Elon Musk** – Founder of Tesla (electric vehicles) and SpaceX (space exploration). He is known for revolutionizing both the automotive and aerospace industries with cutting-edge technology and innovation.
- **Jeff Bezos** – Founder of Amazon, the world's largest online retailer. He transformed the way people shop and has also expanded into cloud computing, entertainment, and space (via Blue Origin).

**6. What is guerrilla marketing, and why is it important for start-ups?**

Guerrilla marketing is an unconventional, creative marketing strategy aimed at achieving maximum exposure and impact with minimal budget. It often involves surprising, memorable tactics in public spaces—like street art, flash mobs, or viral social media campaigns—to create buzz and word-of-mouth promotion.

**Why it's important for startups:**

1. **Cost-Effective:** Startups often have limited marketing budgets; guerrilla marketing offers high returns with low investment.
2. **Builds Brand Awareness Quickly:** Unique and eye-catching campaigns can go viral, rapidly increasing visibility.
3. **Encourages Word-of-Mouth:** People are more likely to talk about surprising, clever marketing stunts.
4. **Differentiates the Brand:** It helps startups stand out from larger competitors using more traditional methods.

**Fro example:** Coca-Cola's "Share a Coke" Campaign (2011): While Coca-Cola is a major brand, its "Share a Coke" campaign used a guerrilla marketing approach by personalizing bottles with popular names. It created excitement, social media buzz, and consumer interaction. Though Coca-Cola is a large brand, its innovative use of

guerrilla tactics in local settings made it feel fresh and personal, leading to strong engagement.

## 7. What points we should keep in mind to study the market ?

When studying the market, it's important to consider the following key points:

- a. **Target Audience:** Identify who your ideal customers are—age, gender, income level, location, preferences, and behaviours.
- b. **Market Size & Growth Potential:** Analyze how large the market is and whether it's expanding, stable, or shrinking.
- c. **Competitor Analysis:** Understand who your competitors are, their strengths and weaknesses, pricing strategies, and market share.
- d. **Customer Needs & Pain Points:** Discover what problems your potential customers face and how current solutions (if any) are lacking.
- e. **Trends & Industry Dynamics:** Stay informed about technological, social, and economic trends that could impact the market.
- f. **Regulatory Environment:** Be aware of laws, regulations, and compliance requirements that could affect how you do business.
- g. **Distribution Channels:** Understand how products/services reach customers—online, retail, wholesale, direct, etc.
- h. **SWOT Analysis:** Assess your internal Strengths and Weaknesses, and external Opportunities and Threats.