

# **OUTREACH REPORT – 1**

**Date:** 22 October 2025, Wednesday

**Start Time:** 5:30 PM

**End Time:** 5:45 PM

**Conducted By:** Hasan Mustafa (Marketing & Field Representative)

**Shop Name:** Sardar Gift Shop

**Owner's Name:** Naveed

**Location:** Alfalah Malir Halt, Karachi

## **PURPOSE OF VISIT:**

To introduce the Alpha Solutions IMS platform to the shop owner, explain its key features and offer a 7-day free trial to experience the system before purchase.

## **DISCUSSION SUMMARY:**

Hasan visited Sardar Gift Shop to demonstrate the features of Alpha Solutions IMS. During the conversation, the owner Naveed was briefed about how the system helps small businesses manage inventory, record sales, handle supplier and customer data and use the new Khata management feature.

The shop owner was informed about the 7-day free access period, after which they can decide whether to continue with a paid version. Hasan also shared his contact number for any future queries or assistance regarding the system.

## **DEVICE USAGE:**

When asked about the preferred device for usage, the owner mentioned that he is not very comfortable using mobile devices and therefore was not interested in proceeding with the trial.

## **OUTCOME:**

- The shop owner was informed about the system's purpose and benefits.
- The 7-day free trial was offered but not accepted due to limited mobile usage skills.
- Contact details were exchanged for potential future follow-up.

## **CONCLUSION:**

Although the shop owner did not accept the free trial, the outreach successfully introduced the system and created awareness about Alpha Solutions IMS among small business owners in the area. The contact remains available for future re-engagement once the system gains more visibility or user-friendly updates.

