| BUSINESS COMMUNICATION HS-218 BCIT-2022  ***Entrepreneurial Activity Ms. Muzaina Wasi*** |
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**Targeted Skills:**

* Communication
* Interpersonal
* Negotiation
* Persuasion
* Decision Making
* Finance Management
* Leadership
* Networking
* Time Management
* Creative Thinking

**Rules:**

* Think of a business idea that you are passionate and knowledgeable about.
* Plan a strategy to pitch your idea to receive investment.
* You **must** invest your money in any idea. You cannot invest in your own idea.
* Invest in the idea that you really like, there must be a rationalistic reason for choosing the idea.
* Make sure to keep a professional, serious attitude while conducting the activity.
* Make sure to complete the activity in the given time with your time Management skills.

**Part A: Investment:**

| Amount: | Rs. 50 |
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| Idea in which you invested: | Electronic Doctor & Pharmacy |
| Pitch: | There will be an app where a person can consult any Doctor if he/she feels something abnormal. They can share their symptoms and ask the Dr. about it free of cost. They can also order the medicines by sitting at home at low cost. There will also be an option to visit that Doctor’s clinic if they want to. |
| Person: | Alina and Malaika. |
| Reason for choosing this idea of all: | I face this issue so much that whenever I feel sick , its very difficult to visit a doctor because of the transportation problem. |

**Part B: Your Pitch:**

| Your idea: | Pink Drivers |
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| Reason for choosing this idea: | Because of the large population and the major issue faced by women everyday. |
| Your Pitch | We will introduce a ride service like Bykea and Careem. But there will be only female drivers so that a woman from a backward or strict family can go anywhere easily and safely. We can see everyday the massive amount of rape or harrasment cases happening in our country and because of this parents feel insecure to let their daughters go anywhere with the male drivers.  The driver will be registered after a proper verification process by cnic and she should have a driving license. |
| Total no. of Investors: | 4 |
| Total Amount Collected: | 200 |

**Part C: Future Plan:**

Imagine you have received a huge investment in your idea, draft a plan for how you’re going to utilize this money in your idea.

| First I will focus on marketing and promotion because it will be challenging to convince girls for driving and all. After that arrangement of vehicles would be my focus. And lastly the security setup. |
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