

## **Final Project Report:**

### **LOCALIZATION OF KOHINOOR TEXTILE LIMITED PRODUCTS**

**Client Organization:  
KOHINOOR TEXTILE LIMITED**

**Under the supervision  
SIR AWAIS MEHMOOD**

**By**

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**Submitted to:  
Research cell**



**Sector E-8 Shangrila road Islamabad  
May 12, 2014**



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Phone: 5495328-32  
Fax: 5495304

Ref: HR/INT/14/03/002  
Date: March 7, 2014

### LETTER OF AGREEMENT

Between Kohinoor Textile Mills Limited and following 03 Internees

1. Mr. Hussain Munawar
2. Mr. Malik Muhammad Waqas
3. Mr. Rao Adcel Ahmad

Subsequent to the request letter from Bahria University and application submitted for project work, this agreement is made for the project in **Marketing & Local Sales** departments of Kohinoor Textile Mills Limited (KTML) Rawalpindi on the following terms and conditions:-

1. The project period shall be of **10 weeks** from **07-03-2014** to **16-05-2014**.
2. Company rules and regulation must be strictly followed during internship including office timings.
3. Use of any information acquired during the course of internship should never be divulged at any state.
4. The company has complete right to keep the internee's bio-data in its database and use the personal information of internee's for any purpose.
5. Use of material such as fabrics, chemicals or any other such material for personal use is not allowed.
6. Any sort of photography within the mills premises is strictly prohibited.
7. Use of mobile phone within the mills premises is prohibited.
8. Project completion certificate shall only be issued on satisfactory completion of assignments and tasks assigned according to project topic.
9. KTML shall neither accept responsibility for any accidents and/or illness incurred during the internship period nor accept any responsibility of any claim by any third party for any damage, injury, loss or death as a result of any act or omission by the internee.
10. The project work could be terminated any time if the internee is found, not following the company rules and regulations as mentioned above.

  
Head of HR

Internee (s)  
(Name and Signature)

- Copy to:
1. Manager Marketing Home Textile
  2. Manager IT-QA Local Sales
  3. Individual
  4. File

## **Acknowledgment**

First, we would thank to ALLAH ALMIGHTY for making us able to reach at this stage of our educational life. We would also like to thank our supervisor Mr. MUHAMMAD AWAIS MEHMOOD who provided us guidance for the completion of our project. And special thanks to our family and friends who supported us at every step. The selection of project topic and availability of data relevant to the project was a big challenge for us. We would like to thank Mr. ADNAN RAZZAQ (FINANCE DEPT) and Mr. M.ATIF (MARKETING DEPT) for their assistance.

## **Abstract:**

Kohinoor Textile Mills Ltd (KTML) had to look for new markets that would earn them volumes and help them to maximize their production. Nowadays, the income level of our country is increasing and living standard of people is improving so the local textile companies like Nishat Linen and Chenone are selling their products within the country. This market is easy to cater and cut several costs and people have confidence in the product quality of KTML. This project is completed on Kohinoor Textile Mills Limited For the development of Local market with the existing products. In this project we have implemented 4P's of marketing (Product, Price, Place and Promotion).Used mixture of cost based and value based pricing. Utilize both physical and virtual placing and finally to promote it with three renowned techniques ATL, BTL and TTL.

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