



ACKNOWLEDGEMENT

During our study on the project “Devising a New Marketing Plan to Increase Customer Share for Qasr-e-Shiren”, we came across a section of people, who despite of their busy schedules and other engagements gave us a very positive response. From the start of the project our supervisor Sir. Junaid Tariq motivated us for making a marketing plan despite of so many hurdles. We are thankful to him for encouraging us due to which the project completed on time. As the project required detailed analysis of the organization, the manager Mr. Sabir and his brother Mr. Ijaz Sohail of Qasr-e-Siren, gave us their time, required information and always welcomed us whenever we requested him for the visit. The project would be incomplete without the support of the advertising agency, Mohsin Copy and Prints and Ad-zone. They gave us all the details regarding advertising mediums. Last but not the least the head of Research cell, Sir Kashir Asghar, who gave us all the tips which made the project meaningful. The assistance provided by our Institute, Bahria University Islamabad is highly appreciated, which gave us an opportunity to conduct the project in real time.

Group Members:

Name: Rabbiya Chishti Enrollment: 01-120111-052

Name: Aqib Ali Enrollment: 01-120111-033

Table of Contents

<i>Serial No.</i>	<i>Chapters</i>	<i>Page No.</i>
Chapter -1	Business Overview.....	1
1.1	History.....	1
1.2	Mission.....	1
1.3	Vision.....	2
1.4	Slogan.....	2
1.5	Products.....	2-4
Chapter-2	Introduction to Project.....	5
2.1	Project Rationale.....	5
2.2	Project Purpose.....	5
2.3	Project Goal.....	5
2.4	Broad Statement of Scope.....	5
2.5	Project Objectives.....	6
2.6	Anticipated Benefits	6
2.7	Key Success factors.....	6
2.8	Quality Definition.....	7
2.9	Major Deliverables.....	7
2.10	Estimated Timeframe.....	7
2.11	Estimated Budget.....	7
2.12	Constraints	8
2.13	Assumptions	8
Chapter-3	Problem Definition.....	9
Chapter-4	Requirement Analysis.....	10
4.1	Customer Analysis.....	10
4.2	SWOT Analysis	11-12
4.3	PEST Analysis.....	12-13
4.4	Competitors Analysis.....	13-15
Chapter-5	Design and Implementation.....	16
5.1	Marketing Vision.....	16
5.2	Mission.....	16
5.3	Market Segmentation.....	16
5.4	Target Market.....	16
5.5	Product Strategy.....	17
5.6	Pricing Strategy.....	18
5.7	Placement Strategy.....	18
5.8	Positioning Strategy.....	18-19
5.9	Promotional Strategy.....	19-20
Chapter-6	Testing and Deployment.....	21
6.1	Marketing Budget for the Quarter.....	21-22
6.2	ATAR model.....	23-24
Chapter-7	Action Plan.....	25-26
Chapter-8	Future Enhancements.....	27-28
	Conclusion.....	29
	Appendix.....	30-33