

**“Gauging Lapses In Marketing Efforts By Haque  
Educational And Welfare Trust Providing  
Microfinance”**



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## **Abstract**

**Purpose:** The approach of every country is to make the nation and the world free of poverty and achieve sustainable development, which has become the need of the time because of the increase in the nature of poverty across the globe. Non-profit organization is an organization which, by its activities focuses on supporting the private or public rights, not aiming to generate profits.

**Methodology:** This research study used mixed method approach. Many researchers state that by combining both research approaches i.e. secondary and primary, stronger evidences can be generated. Also this approach of mixing data allows researcher to validate findings by data comparison, consolidation, and integration.

**Findings:** This study analyses the lapses in marketing efforts by NGO's providing microfinance. Researcher used the quantitative research method in order to analyses the marketing lapses of Haque Foundation and also developed the effective marketing plan with the help of survey. NGOs have become an essential element both nationally and internationally in order to meet the demands of the population that are not met by the government. Non-profit organizations are able to fill out such gaps that act as a hindrance for the success of the nation. Therefore, with a strong network of NGOs, a country can experience a significant and positive growth.

Keywords: Haque Foundation, Micro Finance in Pakistan.

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## **DECLARATION**

I [HUMAIRA AZIZ AND BAKHTAWAR NAYYER], declare that the following dissertation has been made by me without any aid. Moreover all the information and knowledge collected in this research study had been my individual efforts. I also want to declare that all the content present in the dissertation has never been published before. Moreover the following dissertation will reflect my opinions and views and this will not represent the opinions of any educational institute.

Signature.

Date.

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