

## **MBA Final Year Project**

*Business plan of offshore Call center*



**Project Supervisor:** Mr. Salman Hassan Qaiser

**Project Managers:**

Saad Zafar	01-122132-037
Syed Zil-e-Muhammad	01-122132-046
Taimoor Janjua	01-222132-012

**Date:** June 30, 2015

## **Acknowledgment**

First of all Alhamdulillah, Thanks to Allah SWT who gave us the opportunity to accomplish this final year project having title “ business plan of offshore call center”. This report has been prepared for Bahria University Islamabad basically as a requirement for the student in final year to complete the graduate program that leads to the degree of Master of business administration. This report has been completed by the method given by Bahria University.

Firstly, I would like to express my gratitude to Mr. Salman Hassan Qaiser who was assigned as our supervisor who guided us a lot during the whole semester of spring 2015.

We would like to thank the lectures and staff of Management sciences of Bahria University for corporation during the completion of final year project. We would also like to give our deepest gratitude and appreciation to our parents, family, our friends, class mates and others for their corporation, encouragement, help and constructive suggestion and support for the report completion. Also thanks to all my friends and everyone that have been there all the time and supporting us in our work and helped us during this project.

Last but not the least our thanks to BahriaUniversity and Sir Kashir Asghar for great commitment and corporation in our final year project.

## **Abstract**

We being MBA students have to work on a degree project. Different projects of different fields were kept in mind but the idea of making a call center was highly recommended by our supervisor. Secondly, the idea of making a call center is not only limited to fulfill the requirement of degree completion but it would be a real business idea which we will be implementing after MBA for entering into the practical life. Keeping in mind the work conditions in Pakistan and low employment ratio, this project will help us creating jobs and will ultimately help the organizations running in other countries achieve their goals through our services. Normally call center organizations are running in night obviously because of the time difference between Pakistan and North American and European countries. So the other idea is to use the resources in such a way that it will help creating more jobs so we will not only provide call center services in our organization but in day time, we will be utilizing the resources like computers by providing our services to Pakistani companies like Nayatel. We will utilize our all resources which we have like computers, employees, office, internet etc so we can generate more profit and provide more employments. So basically we will be running two businesses individually at day and night.

One of the benefits we have is that we have experience of working in a call center so we know how it works and what requirements we need to meet if we want to run our own call center. We also have contacts with different call center owners who have their organization running in Islamabad, Pakistan. So there guidance and experience will help us a lot more in setting up our call center in a proper way. Proper feasibility report is made including the financial analysis of how much investment we will be doing, the ways we will be marketing our business and other important aspects of the business.

Different call centers are running in the country with different names so the name we have decided for our company is CITEL which stands for “Connecting International Telemarketing”.

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