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Launching of "Deosai" in the retail market of
Islamabad: Designing and executing its marketing mix



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EXECUTIVE SUMMARY:

Water is one of the most essential elements on the face of the planet, more or less 60 percent of earth constitutes water while 40% is the land mass where life is sustained, water not only ensures that the planet thrives but also all the beings within it do the same,

It is one of the scarcest commodities on the planet, and its importance can never be overestimated,

With regard to Pakistan its scarcity is even more alarming, and in order ensure clean drinking water especially in Islamabad which is the focus of our project there is a somewhat cut throat competition, where companies like Nestle, Aquafina, Deosai and other strive to both ensure the availability of clean drinking water to the masses while also competing amongst each other to get the biggest share of this potentially relatively untapped market.

This project will focus entirely on Deosai and how it aims to launch a new product to secure its position in the market. In this report every chapter is allotted to each section in which detailed discussion is given. In the report every projection is assumption based but this assumption is based on some rational. There will be some change if we apply this practically.

ACKNOWLEDGEMENT:

This to acknowledge that the task which has been accomplished is a product of the relentless efforts of all group members to raise the bar as to the desired and expected standards expected of us by our honorable, esteemed supervisor, and that without his guidance and directives it would have become more or less impossible for us to give this output.

By the Grace of Almighty the completion of this project is a testament to the efforts of our Instructor Sir, Qazi Muhammad Ahmed and the teachings he has imparted upon us.

This is also to acknowledge that without the gracious response from Mr. Farhan Latif none of this would have materialized.

CHAPTER 1: INTRODUCTION

WATER FOR LIFE:

Ideally, it is considered that the human body is resilient enough to sustain the lack of nourishment for over 3 weeks, but because more than 60% of our body weight is made up from fluids, it is close to impossible to sustain the lack of hydration for more than a week, under normal circumstances. We as individuals often undermine the invaluable importance of hydration for our survival and well-being, since water is utilized for other purposes like energy generation and food production etc. its deprivation is even more troublesome and its importance even more vital.

The Australian department of health explains it as, one of the most essential substances on the planet is water, in order to survive all animals and plants must have water. Lack of water would result in the life on the planet diminishing, other than its utilization for hydration, it also as many uses.

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IMPORTANCE OF CLEAN WATER:

Clean water and its importance can never be undermined because the lack of clean water, or polluted water is not only hazardous for human beings, but also for the planet as a whole in general and the life on it in particular.

According to a study conducted by the Geological survey the utilization of water can be categorized in the following ways.

Commercial water use constitutes of fresh water for hotels, restaurants, motels, commercial facilities, office buildings, and military and civilian institutions.

Domestic water use may be considered the most important use of clean water, as it includes water that is consumed by the populace, during the everyday household activity, it involves, drinking, washing, cooking, bathing, flushing etc. in short the everyday normal usage of water in normal homes constitutes to the daily domestic usage.

Industrial water use is an indispensable asset for a nation's industry, as it is the consumption of water for uses such as, cleaning, dilution, cooling process in the manufacturing businesses, transportation, processing etc. the industries that utilize the major proportion of the water consumption in the industrial sector are, chemical, paints, polyester, steel, paper, petroleum, fabrics, cement etc. often in industries the water is consumed, then reused for varying purposes depending on the type and requirement of the business.

Irrigation water use is the consumption of this resource for the purposes of irrigation resulting often in the production of agricultural products, water in this segment is consumed to irrigate farms, pastures, orchards, horticultural crops, additionally it is used in crop cooling, harvesting, and salt leaching from the root zones of crops, however no agricultural activities comprise of the provision of water that is often artificial, to irrigate private and public parks and golf courses etc.

Livestock water use is the consumption of water for farm animals, stock animals, production of dairies, bathing, washing of pens, water is also needed for the production of poultry, wool, additionally it is also utilized for, horses, rabbits, these are basically the non-farm needs, but water consumption for livestock essentially involves fresh water.

Mining water use involves the consumption of the resource for the extraction of natural resources that are naturally occurring, like ores, coals and solids, these may include natural gases, crude petroleum, liquids etc.

Public Supply water use involves the water consumed by the private and public sectors and water suppliers, such as the water consumed by municipal works, also water delivered for domestic uses, industrial and commercial purposes. In 1995, most of the population consumed around 84% of the natural resource, also this includes mostly fresh water, delivered from suppliers in public water. Most of the population relies on their own to supply water and of these 99 percent is ground water that is extracted from the soil or is brought up from water wells.

Thermoelectric Power uses the consumption of water utilized in order to ensure the production of power, i.e. electric power, usually achieved by heat, this heat is achieved by burning fossil fuels, activities like nuclear fission and geothermal process also help in achieving this heat in order to produce electric power via utilization of water. This process is carried out by heating the water that intern generates electricity by forcing the turbines in the generator to move, steam that is used to rotate turbines is then condensed and converted back to water by cooling it, this condensed liquid is directed back towards the boilers and the cycle repeats.

All categorizes mentioned above are important in their own right. And no nation, state or civilization can hope to flourish and be at par with any other if they were to undermine the importance of any one these categories, the concept of flourishing let aside the very survival of civilizations come at stake without adequate supply, distribution and utilization of water.

On September 15, 2015 Peter Engelke and Russell Sticklor wrote an article in THE NATIONAL INTREST, named Water Wars: The Next Great Driver of Global Conflict? in which he argued that we have damaged the earth to such a great an extent that according to environmental scientists we have entered a new epoch i.e. Anthropocene (relating to or denoting the current geological age, viewed as the period during which human activity has been the dominant influence on climate and the environment.), in which the past trends of weather formation, nitrogen cycles, rain patterns have been altered to a great extent, also according to them pollution has become synonymous of how far the humanity has come. In a nut shell all the resources once abundant in exhaustible have become scarce. Consequently, water has the power to be the next driver of global conflict.

Water Problems in Pakistan:

Water discharge, wastage and pollution is one of the most drastic problems facing Pakistan, a country that depends mainly on glacial melting's, monsoon rains as a source of it primary water supply. If we take a look further we get to know that the once great irrigation system inherited by Pakistan has now become a mere shadow of its past, with water infrastructures dwindling, water from glaciers and monsoon rains, flows down the river streams and waterways and fall in to the sea. Owing to poor infrastructure and natural affects there is seepage in which the water flow is hindered by either water bearing rocks or aquafers which absorb and store water, while most of the country receives scant rain falls and have almost negligible access to surface water.

According to the archives of Pakistan Water Partnership (PWP), Pakistan has a total available surface water supply of about 153 million acre feet and the ground water reserves are a little shy of around 24 million acre feet, and even from that a hefty amount has been consumed without allowing for a natural replenishment of the resource. The population boom in Pakistan is such that the population is expected to double in 2.5 decades thus further undermining diminishing the per capita availability of water, not to mention the climatic change and its adverse effects on the water replenishment process in short this resource has been exploited far beyond advisable limits thus decreasing the overall availability to such an extent that Pakistan has now become a drought prone nation.

By international standards Pakistan was considered a water scarce country around 1992 with the annual availability of 17000 m³ per capita. As per the UNFPA/ Ministry of population welfare the per capita availability of Pakistan's water resource declined to such an extent that by 2003 the country become categorized as a water-stressed country by the World Bank coming down to the levels of African countries like, Libya and Algeria and far below Ethiopia.

If the words of the water specialist Simi Kamal are to be considered accurate based on the projections of availability of water by 2020 the per capita availability will be around 833m³ which is worrying. We as a nation have already used up everything that existed in our water cycles and are unable to mobilize further resources.

Considering all the above the bane and misappropriation of the international regulations in the form of the Indus Water treaty have further crippled our water resource.

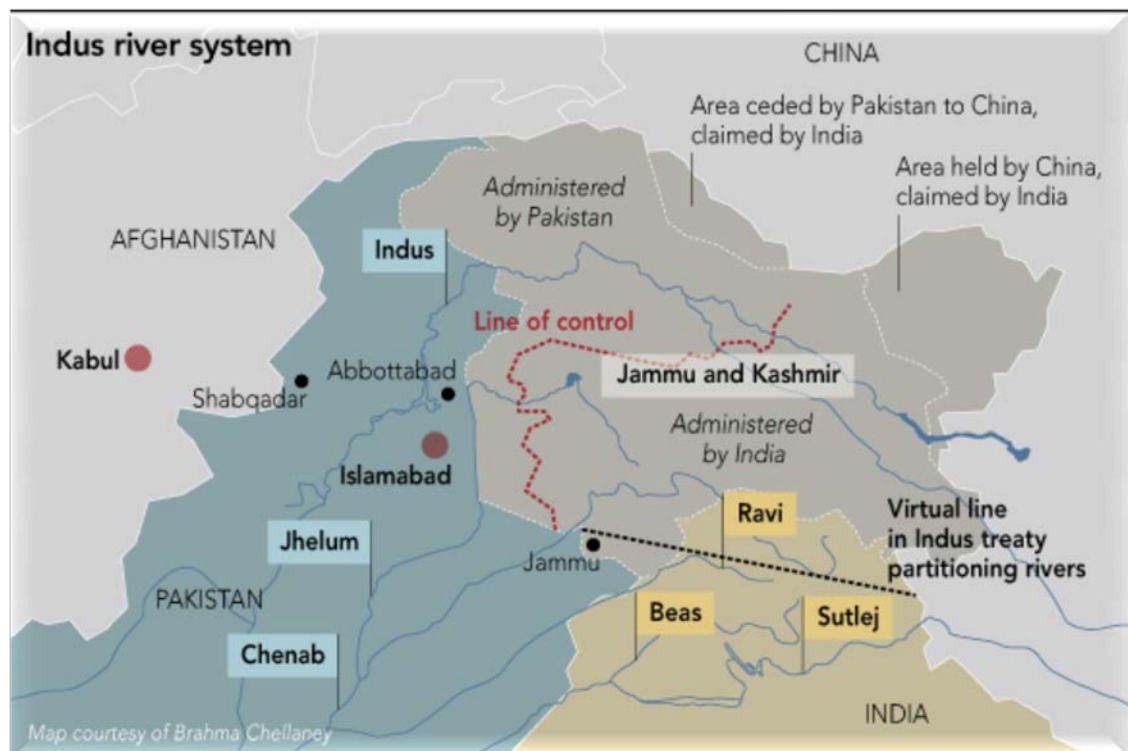
The **Indus Waters Treaty** is a water-distribution treaty between India and Pakistan, brokered by the World Bank on September 19, 1960

According to the agreement brokered, control of three eastern rivers namely Beas, Ravi and Sutlej were ceded to India, while the control of the western rivers Indus, Jhelum and Chenab were retained by Pakistan.

More troublesome however are the provisions on how water is to be shared. Since all of the Pakistan's rivers flow from India or Indian occupied territories, the treaty enabled India to exploit that water first, in the forms of irrigation, transport, power generation etc. the treaty further enabled India to create droughts and Famines in Pakistan, especially during wartime.

By building infrastructure on these rivers India is now in a strategic position to further complicate the issue.

The following is a pictorial explanation of the Indus water treaty.



(Source: Adapted from: <http://southasiainvestor.blogspot.com/2016/05/upstream-river-projects-in-india>)

The argument above brings us to our next point that is water shortage in the capital. Based on the fact that Pakistan as a whole is suffering. It's important to note that some of the most usage and wastage of water in is carried out in the urban areas, which often have little to no regulation systems.

ISLAMABAD WATER CRISIS:

The capital city of Pakistan located within the confines of the federal Capital territory, is the 10th largest city of the country, with a population over 2 million, usually Rawalpindi and Islamabad the twin cities are coupled together bringing the population well over 4.5 million and becoming the third largest in Pakistan in form of a metropolitan hub. Managed mainly by the CDA capital development authority the capital itself is no stranger to the plights of the whole country.

On May 17 the 2016 an article in the Pakistan today titled “Water Shortage Looms Large in Islamabad” Mr. Hamid Khan Wazir tried to draw attention to this fact. To some extent the capital drew most of its water supply from the Simly Dam, but due to the over scarcity in the country and our ignorant exploitation of the resource we are unable to allow for the natural replenishment of the resource and have fore gone the stage that would enable us to come back to that.

According to a publication in Daily times titles “Water crisis hits Islamabad” poor management, damaged infrastructure and mushroom growth of illegal water boring has been pointed out to be the main reason behind the water shortage in Islamabad, more or less this is a myopic vision, and in simpler terms the water shortage in Islamabad can be attributed to the overall Water shortage in the country.

Regardless the poor infrastructure if amended can help in relieving the plight of the masses. According to one article in the DAWN posted in January 8th 2016, it has been pointed out the government lacks the finances and adequate planning to repair the damaged infrastructure.

In light of all the above with the aim to provide relief to the citizens of the twin cities a number of businesses have sprung into action to assure the availability of clean healthy drinking water.

INDUSTRIAL ANALYSIS:

The use of bottled water has been progressively growing in world since past 30 years. The consumption of mineral water is increasing by 7% per year around the world. In Pakistan the water industry has been growing at the rate 40% during its development stage. After the introduction of Nestle Pure life in 2000 it dramatically increased to 140%. The demand of

mineral water has increased in Pakistan due to the upper middle class that is switching to mineral water due to unhygienic supply of water. Beside of this it has also become a status symbol in the upper middle class that be likely to follow standard of living of elite in Pakistan.

In Pakistan there are around 20 to 30 companies running their operations in country throughout the year. The number of register companies is twenty six but in summers the number increases Up to Seventy. These companies are regulated by the Pakistan Council of Water Research(PCRW) and Pakistan Standard & Quality Control Authority (PSQCA).The PSQCA and Government of Pakistan have adopted 22070 ISO Standards and developed 8857 Pakistan Standards. Food Standards are aligned with and traceable with WHO. PSQCA is a member of International Organization for Standardization (ISO). The companies that are non-registered do not follow the standard operating procedures established by the regulators yet People buy their product. Because these companies offer the bottled water at very low price as compared to the well established brands. Most of the companies do not write the prices on the bottle that's why the retailer charge the high price in the rural areas. There is two type of market in Pakistan. i.e.

1) Retail Market:

The retail market is the small retailers in different market of the country. The products that are considered for retail market are 500 ml, 1500 ml bottles.

2)Bulk Market:

The bulk market is considered as the residential and corporate sector where companies deliver their product at the door steps of the customer. The bottle of 19 liters is considered a brand for this market.

By the number of the companies operating in Pakistan it can be seen that Pakistan is very attractive market for the mineral water producing companies. If Government shows some support to this industry this can be very helpful in the growth of this industry. Many international companies will be interested to invest this sector. The government should take strict actions against the unregistered companies and as well as against those who are operating according to international standards. There are where high chances of growth in retail as well bulk market.

Many customers are brand conscious so they prefer the international brands operating in Pakistan like Nestle, Aquafina, and Kinley. These brands have created awareness about their brand through a huge advertising campaign on electronic and print media. These advertisements helped people in understanding about the consequences of unhygienic water and the advantage of pure and clean bottled water. At the beginning Nestle was the only choice of people in the market and it had the customer trust due to its brand image. But gradually with the period of time other companies like Coke and Pepsi came up with their brand Kinley and Aquafina in competition with Nestle.

COMPANY OVERVIEW:

Deosai is a mineral water producing company based in Islamabad. It was founded in 2011. Before that it was working as a partner of Nestle Waters as a name of Margallah Waters. They worked with Nestle for Ten years. Now the same team is working in Deosai. In these five years on the basis of customer's volume it is considered as the 3rd big supplier of Mineral water in Islamabad. It has huge number of customers in Residential and corporate sector. The main customer of Deosai is from Residential sector. It earns 60 percent of its revenue from Residential Sectors and 40 percent from corporate sector. Deosai has its own distribution system, they provide free home delivery to customers and same for replacing the bottles when they are finished. The customer order the bottle through phone call and the sale person of the company will deliver the desired order at the door step. And they will collect the empty bottle. A customer will only need to make a phone call to its customer service center and the service will be delivered at its door step. It has a very efficient marketing team that keeps on looking for the opportunity in corporate sector. As the big companies can order a very huge number of bottles depending upon their workforce. Whenever there is an opportunity the marketing team will make a presentation and they will present this to the targeted company that is looking for mineral water suppliers. Deosai has contracts with very renowned organization. This is the proof of its high quality and best distribution network. Right now Deosai is offering its services to different big organizations like UN and different Banks like Habib Bank, Meezan Bank. Different branches of MCB and Bank Alfalah. Irrespective of the organizations like banks it also delivers the educational institutes, universities in Islamabad. At the moment in Islamabad Comsat University is big client of Deosai they order around Fifteen hundred bottles per month from deosai. Recently in corporate sector deosai has signed a contract with Telenor Islamabad head office. Different Food companies like Olpers, Adams Food, Dalda Foods, Shan Foods are also clients of

Deosai. Different oil companies like Schlumberger. OGRA itself is the client of Deosai. The reputation of the owner of Deosai is very good in market and he is a known person in the market because of his previous affiliation with companies like Unilever and Nestle.

Slogan:

In a business a slogan or tagline is a catchy phrase or a small group of words combined in a way to identify a product or company. The goal of a slogan leaves a message in the mind of consumer that if they do not remember anything from the advertisement they will remember the slogan. A slogan should be striking it should include a key benefit and should communicate a positive feeling about the brand. The Slogan of Deosai covers all the points that are required for an attractive slogan.

The Slogan of Deosai is “CHERISH THE PUERITY IN EVERY SIP”

Mission Statement:

Deosai aims to be the preferred supplier of Mineral water to consumers. Deosai will aim to provide the best pure and affordable mineral water to its customers their health will be number one priority for Deosai.

Vision:

To be the preferred Mineral Water Company in the communities we serve.

Core Values:

Core Values are the key beliefs of a person or a company. Core values are the supervisory principles that dictate behavior and action. They can help companies to determine if they are on the right path and fulfilling their business goals. They create a firm and unchangeable guide.

The core values of Deosai are defined by three distinct elements described as follows:

Customer-Centricity:

Our way of approaching customers, ensuring they are enjoying services according to their expectations, allowing us to deliver a unique experience.

Quality:

A creatively designed network with world class build-out and personalized customer care evolving from attentive customer lifecycle management allowing deliver what they promise.

Human Capital:

By employing the best talent in the industry, we are establishing ourselves with optimal building blocks to continue leading the industry.

Offering a diverse range of products and services, Deosai believes in empowering customers with choices that suit their dynamic lifestyles. We work to offer value for money with diversified product portfolios such as package offerings for all kinds of users,

Objectives:

Deosai objective is to provide greater value to customer. By continually launching ‘industry-firsts’ with customer’s first in mind, Deosai aims to enhance the user’s clean drinking water experience. With a refreshed brand, Deosai is geared to be a market leader, always bringing innovative offerings and methods to ‘to increase its market by continuously diversifying and simplifying access to customers.

Market Review:

Deosai, is number 2 Mineral water supplier in Islamabad. In year 2011 they started services in Islamabad.

Deosai isn’t just dedicated to its customers; it’s obsessed with exceeding customers’ expectations.

That’s why it intends to bring together the brightest, most independently-minded employees within one Organization and create the purest and healthy water to its customers.

Product and Services:

In year 2011 Margallah water and Beverages started manufacturing mineral water under the license and brand name “Deosai”. Currently Deosai is providing bulk water in Nineteen-liter bottle. And they are launching a 6000 ml water bottle. Clean pure and safe water is life it makes up the major portion of body. Deosai brings premium quality drinking water purified

through reverse osmosis technology and balanced with minerals. It ensures the highest standard of quality and health of its customers.

Competitive Review:

There are many local and international brands that are operating in Islamabad which are mentioned below:

- Nestle
- Aquafina
- Kinley
- Fountain Dew
- Nectar
- Sufi
- Muree Sparklets

Deosai is only operating in Islamabad so it gives a very strong competition to Nestle and Aquafina. Nestle has a very strong brand image in the consumer's mind. The distribution system of nestle is also very strong. Deosai is competing with these two brands on the basis of the price. For the competitive analysis Porter five forces model will used as follow:

PORTER'S FIVE FORCES IN ACTION:

Since its inception in 1979 porter five model it has become a vital tool to evaluate the industrial factors and to improve business strategy. Here five different factors would be discussed to highlight the attractiveness and productivity of market.

Threat of New Entrants/ Potential Competitors:

Entry barriers are relatively high in bottled water industry. There are high capital requirements. There are very few brands appearing in the market and they all vary in their prices. Brand loyalty is very high for existing brands so it's difficult for a new entrant to enjoy it. Moreover, new brands don't have much access to distribution networks. So there is a favorable situation.

Threat of Substitute Products:

The switching costs are low based on the customer's perception that how much a customer values our product. In a way, there is unfavorable situation with respect to substitute products because threat of substitute products is high.

Bargaining Power of the Buyers:

Large buyers have bargaining power because of large order quantity and with no end customer brand loyalty. So Buyers can demand the price and quality of their choice. Bargaining power of the buyers is high in bottled water industry. So there is unfavorable situation.

Bargaining Power of the Suppliers:

In case of bargaining power of suppliers deosai can easily switch to some other supplier due to high distribution network of empty bottles. So the bargaining power of the suppliers is low. So the situation is favorable for the company.

Rivalry among Existing Firms:

Currently, the main competitors are Nestle and Aquafina who are enjoying as market leaders since very long. There is a very fierce competition among these two. So there is very high pressure.

Hence the competition in the organizations differ in sizes, resources and market share. The leading driver for the growth and rivalry is therefore, the price competition, the immensely untapped rural market and the well-known brand identities.

Project Rationale:

Deosai is a sub division of Margallah foods and beverages working in the capital with the aim to ensure provision of quality products to the residents of Islamabad, the company is currently standing 2nd in terms of its volume of sales right behind Nestle, after its success in the 19 liters' bottle in the corporate sectors and A class stores. They are now moving towards

the launch and introduction of new 6 liters' bottle in the retail market on the basis of comprehensive feasibility study and to be successful.

Purpose of the Project:

The purpose of our project is to help the company to launch their new product i.e. bottle of 6 liters in Retail market. In order to expand their product line and maximize their profit. The focus of this project will be on designing and executing marketing mix for Deosai to successfully launch their new product in Retail Market. This project will also help us to complement the theory we have learned so far with practical experience and will enable us to understand how things actually work in market.

Project Goal:

Our goal is to provide a comprehensive marketing and distribution plan which is realistic and applicable to launch the product.

Broad Statement of scope:

The success of project relies on an extensive marketing mix and promotional strategies which help the business to achieve desired end results.

Project Objective:

The aim of the marketing proposal is to achieve the following objectives in a systematic manner so that the business flourishes.

We aim to undertake in providing the Margallah food and beverages with a solution to achieve the desired level of output, while undertaking an extensive advertising plan that would help in its product line's extension, also by designing a marketing mix plan the aim is to assist in the launch of the new product, in the end this project will also constitute of the optimum pricing that is acceptable for customers keeping in view the competitive prices, customer value perception and cost.

Key Success factors:

Determination of an optimum pricing for the product that matches the customer value perception while also inculcating the price focus strategy in order to out compete the

competition. Achievement of the sales target that contributes to the gross financial standing of the company. Achievement of desired sales volume and market share in such a way that promises additional value for the company by launching the product. Achievement of desired awareness level for both, the consumption of purified water and establishing brand name.

Quality Definition:

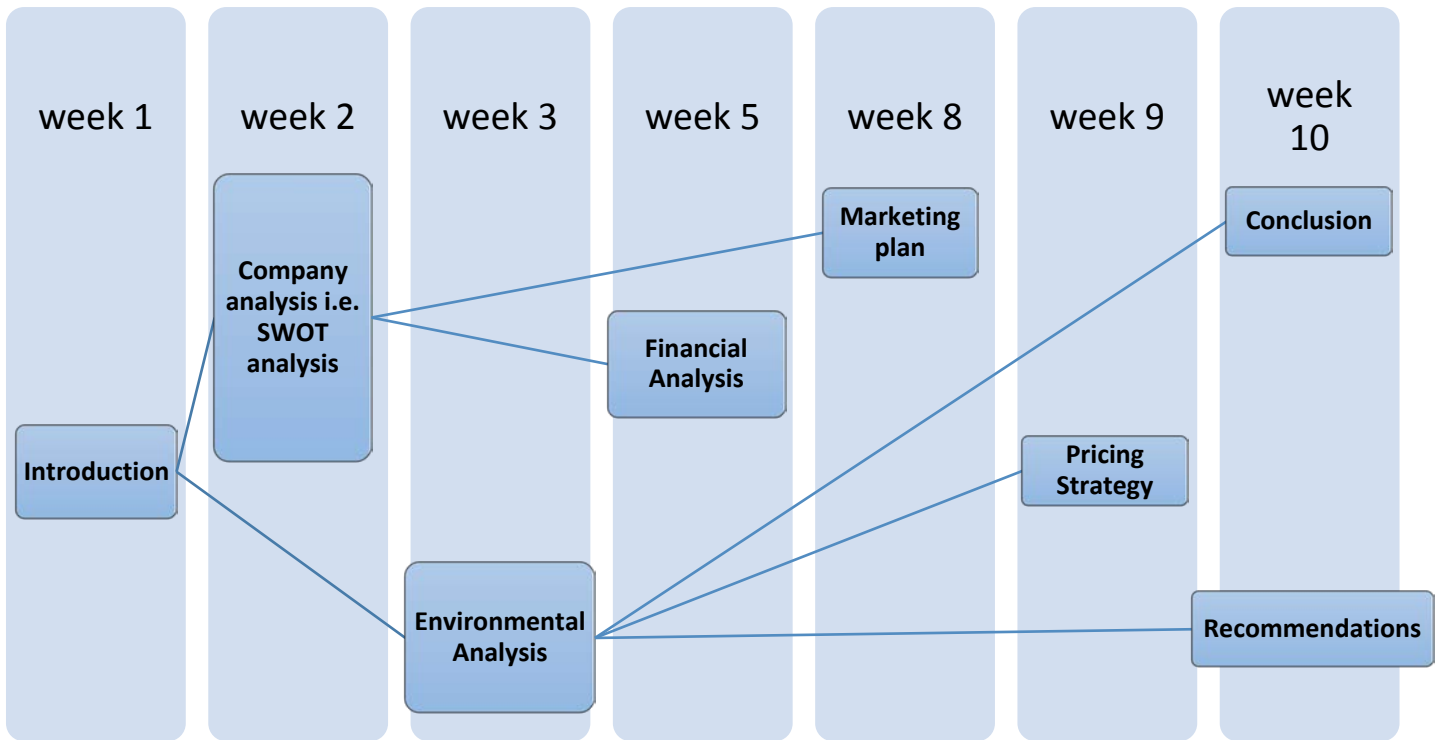
Quality will be measured in terms of comprehensiveness of report, reliability of data collected and accuracy of results. It can also be measured on the basis of timeliness of the research. Moreover, it could be measured on the basis of acceptance or rejection about the launch in the market.

Potential Risk:

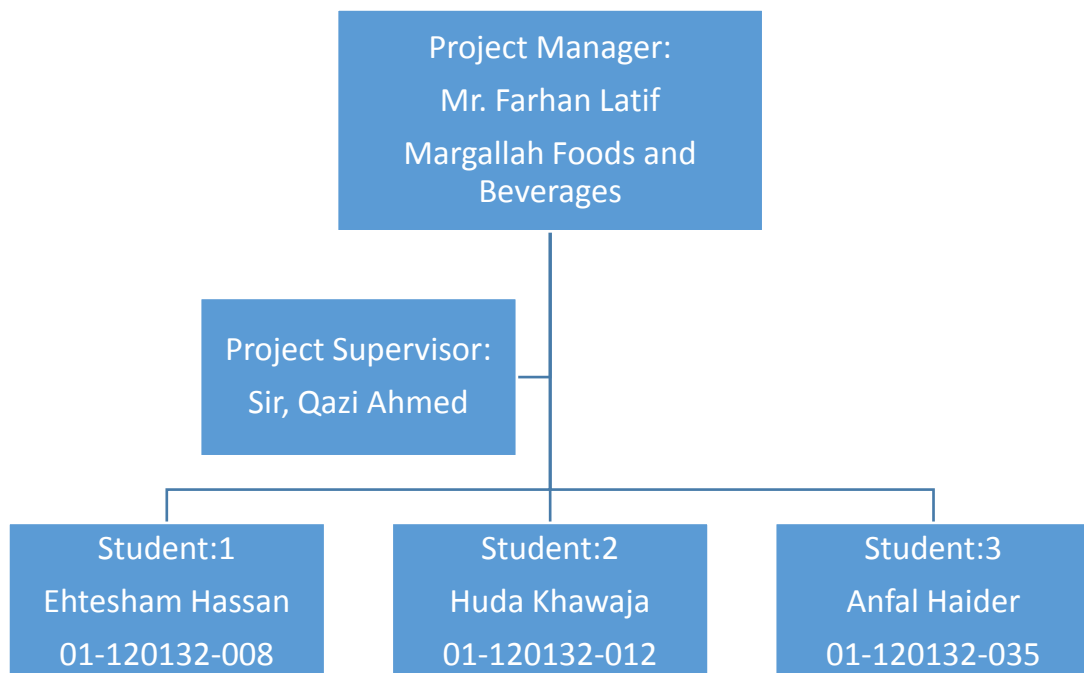
There is a chance of product failure in the market. The product might be unable to gain expected market share. There could be a potential risk of counter strategy by competitor.

Major Deliverables:

Introduction----- 1st week of project
Company analysis i.e. SWOT analysis ----- 2st week of project
Environmental Analysis ----- 3rd week of project
Financial Analysis-----5th week of project
Marketing plan -----8th week of project
Pricing Strategy-----9th week of the project
Conclusion-----10th week of the project
Recommendations-----10th week of the project



Project Structure/ Personnel:



Information Requirements:

Formal meetings will be arranged with the concerned managers of the company in order to access the required data and to address the company's requirements. This would also help to deal with the issues regarding report. Moreover, meetings will be arranged with the supervisor to get the proper guidance & take the advantage of his expertise and to keep him updated of all advancements.

CHAPTER 2:

PROBLEM DEFINITION & REQUIREMENT ANALYSIS

Problem definition:

Previously company launched the Nineteen liters' mineral water bottle in corporate and residential sector of Islamabad. It was supplying its product in A-Class stores as Well. Though it is successful in corporate and residential sector the company is not targeting its potential customers at retail level. Company has decided to produce and launch its 6 liters' water bottle in retail market. So for that Purpose Company needs a detailed marketing proposal in order to ensure that the product launch is feasible.

Requirement Analysis:

The company requires a Comprehensive analysis of the company and its environment, and a detail study of marketing mix with distinct importance on price, promotional plan and distribution channel.

CHAPTER 3: DESIGN AND IMPLEMENTATION

Environmental analysis of Margallah Water Company:

PESTEL ANALYSIS:

There are many macro environmental factors that have an impact on an organization's decision making. It is a strategic tool used by companies to track the environment they are operating in or are planning to launch a new product some of these factors are tax changes, changes in foreign exchange rate demographic changes, new laws implementations and changes in governmental policies. All these factors form a macro environment that affects any particular industry. PESTEL analysis is a tool used by organizations in order to identify the issues.

Political Factors:

The political situation of Pakistan has never been very stable. Because of frequent Martial laws and poor performance of democratically elected people the country has not been able to sustain as strong democratic system as it should had. The Current political situation is not so different. Uncertainty is still prevailing in country. Positive thing is that the Terrorist attacks have been reduced to quite low numbers in past few years and peace is returning in the country but still the investor is not interested to invest in Pakistan.

As Islamabad is capital of Pakistan and Deosai is running its operations in Islamabad there are frequent rallies and demonstration in Islamabad which effect the political condition of a country.

Economic Factors:

Taxation:

Pakistan is one of the countries having the highest tax rates and government is very strict on tax collection matters. In recent years the government has changed its tax policy. In the

revised Tax policy government is giving leverage to every industry to increase tax net. Government has reduced sales tax 1%. All the incentive taken by government will help the local industry to contest with the global market as well as provide quality products at a lower price to meet the needs of local market.

Inflation:

Pakistan is facing a high rate of inflation in recent years. The main reasons of inflation in Pakistan are foreign loans and excess money printing. Due to this inflation the cost of production and distribution is very high. More the higher cost of production the more expensive will be the final product. The companies try to overcome this problem of high cost but all their efforts go in vain. The competition is very strong and every company tries to beat each other. To overcome inflation government has reduced the interest rate.

Energy Crisis:

Since 2007 Pakistan has been facing a serious shortage of electricity in the country. The Energy crisis is so big that it has affected Pakistan's economy very badly. Exports of Pakistan are at its lowest. Every industry is affected by this Crisis. The Prices of electricity are also very high. Government has increased the prices for commercial users. This has decreased the profit margins and increased the cost of production.

Social Factors:

Literacy Rate:

The literacy rate of Pakistan has been increasing in recent years. The current literacy rate in Pakistan is 60% in 2016. Despite of all the political instability and law & order situation prevailing in the country people are pursuing education.

Technological Factors:

Everyday there is a new breakthrough in Technological World. There are certain technological advancements that has changed the world's dynamics. This technological revolution has let the business operation to grow rapidly through innovation in product ideas

and processes. But not every industry is able to follow the pace of technology to keep up with the advancement. Pakistan doesn't have that much capability to produce advanced technology in the country. So, the industrialists have improved a lot by importing the machinery.

SWOT ANALYSIS:

SWOT analysis is internal analysis of the organization used to analyze the strength/weakness, and external analysis of its opportunities and threats. SWOT analysis is done to find out the internal factors that are affecting the performance of the organization.

By SWOT analysis a company can also identify new opportunities to grow its business and can overcome threats by its competitors.

Strength:

The greatest Strength of Deosai is that it already has a market reputation due to its consistent quality product. The company has achieved success in overall market and has become one of the growing companies of Pakistan. Deosai has already captured its share in Islamabad market. The company has an experienced sales and management team that has experience of working in mineral water industry for more than 10 years. The company has its own in house production plant. The company has its own delivery vehicles.

Weaknesses:

Currently, the company's business operations are very stagnant. They are stuck only at production of 19 liters' bottle. The company does not have any competitive advantage because the company has direct competition with brands like Nestle and Aquafina because these companies are financially very strong and have strong brand image as well. The company has no presence in rural area of Islamabad.

Opportunities:

Deosai has already created awareness about its brand in corporate and residential sector of Islamabad. Deosai has opportunity to expand its products in retail market. Deosai should start

producing 500 ml. It should expand its business to nearby areas of Islamabad. Sponsorship of different events may increase customer's awareness and coverage.

Threats:

Deosai faces intense competition with competitors there are many substitute brands available in market. The biggest threat to Deosai is the competition from big brands like Nestle and Aquafina. These brands have huge financial resources. The company has very low budget to run advertisements and carry out promotional campaigns. It faces high price pressure. Deosai has less profit margin as compared to its competitors. Due to low budget it is a threat for a company to keep on spending for research and development. Moreover, due to a politically instable environment company's operations are also affected resulting in reduced sales.

CHAPTER 4: TESTING AND DEPLOYMENT

MARKET SEGMENTATION:

Geographic:

Currently the company is only operating in Islamabad and it plans to expand its operations in Rawalpindi as well. Islamabad is divided on the basis urban city and rural area. The urban city is based on sectors and sub sectors. There is one Center of the sector and 4 sub-sector e.g. F-7, F-7/1, F-7/2, F-7/3, F-7/4. As this product is for retail market consumer the company will focus on the retailers running their business in small markets of these sectors. All these sectors have different category for markets like A-class, B-class, C-class. The estimated population of Islamabad in 2015 was 1.365 million. So it is huge consumer base for company to maximize its sales.

Demographic:

People living in Islamabad are educated and they are aware about the different brands and their quality. The income level of people of Islamabad is comparatively high most of the people are government employees. Higher income level means high purchasing power. The core product of Deosai is clean and pure water so it belongs to all age groups. Anyone can use product as per their desire.

Proposed Target Market For 6 Liters Bottle:

At the moment the company is only producing 19 liters' bottle. The Target Market for company is based on the corporate and residential sector. Deosai delivers its product to customers at their door step. As we are proposing a plan for launch of 6 liters' bottle in retail market. So we will select target market on the basis of retail markets in Islamabad. For this

purpose, we will propose a new segmentation plan based on various variables. The whole market will be segmented on the following four bases:

- Geographic Segmentation
- Demographic Segmentation
- Psychographic Segmentation
- Behavioral Segmentation

Geographic Segmentation:

Currently company is running its operations only in Islamabad. The new product is for the retail market so the main focus is on the retail markets of Islamabad. Islamabad is divided in two parts i.e. URBAN AND RURAL. The urban area is divided into sectors. Every sector is divided into 4 sub sectors. There are thousands of small retailers operating in these sub sectors and delivering services to the people living in these sectors. So the main focus will be on these retailers to create awareness about the product and generate sales.

Demographic Segmentation:

Water is basic need of every Human being. People are already educated about the use of clean and pure water. The people of Islamabad are facing serious water crisis in their homes so they prefer to drink the bottled water. Our target market will be small families. For large families the company is already producing 19 liters' bottle. Our product is need of all sois our target market's need regardless their age groups, gender and income levels.

Psychographic Segmentation:

It involves the target market based on different personality traits, values, interests and life styles. In Islamabad the living style of different sectors is different. The people living in sectors like E&F have high purchasing powers and most of them are mineral water consumers. It will be very tough to generate high number of sales. While people living in sectors like G and I are mostly government sector employees and they belong to middleclass level so they will be more willing to buy more economical product with good quality.

Behavioral Segmentation:

This segmentation is based on the behavior and attitude towards a product. As our product is basic need of daily life so it will be used frequently not occasionally. The benefit a customer

expects from bottled mineral water is that it should be pure and clean. So Deosai will focus on providing the benefit that it wants from a bottled water company. Water is daily life need so the usage of it will be heavy usage. Deosai will try to convert its first time users in to regular users by giving them the promised quality through their product and make them loyal to the brand. The main focus in this segmentation will be on the users that are not using mineral but are willing to use the bottled water in their homes. Deosai will target these customers.

CHAPTER 5: FUTURE ENHANCEMENTS

PROMOTIONAL PLAN:

Below the line (BTL) activities involve more direct interaction with customers it includes distribution of pamphlets, handbills, promotions, brochures placed at point of sale, on the roads through banners and placards. It also involves providing samples and demos and sampling at busy shopping centers and other events. As Deosai is small scale company just operating in Islamabad so it cannot afford advertising of electronic media as it does not have huge budget for promotional activity. So our focus will be more on BTL activities there are two levels of BTL activities:

- Retail Merchandising
- Trade Marketing

Retail Merchandising:

Retail merchandising is activity carried out at retail stores in which you display your product in such a way that it attracts the attention of the customer and attracts him to buy the product.

Point of Sale:

In store promotional activities will be carried for the promotion of the product. For this purpose, buntings, flyers, posters and standees will be displayed in different stores at a visible location where it catches the attention of customer.

Sample Testing:

Sample testing will also be carried out at the premium stores and shopping centers. Company will offer free samples to customers to convince them about taste and quality.

Promotional Schemes and Gifts:

Different coupons and gifts will be offered at the purchase of the product. The gifts will be a cup, water bottle, t-shirts, caps with company name printed on them.

Sponsorship:

Different small events within the Islamabad city will be sponsored by the company mostly sponsorship will be based on personal links and references. This will help in increasing awareness about the company.

Social Media Campaign:

Social media is very popular means of targeting intended customer segment. Company do not have a social media page. We will make a Facebook page for the company. The Page will be used to promote the product and new promotions. The facility of online ordering will also be given on Facebook page .our customers are educated, affluent and tech savvy, most of them have access to internet. Keeping this in view, we will purchase ads of Facebook. These ads will be shown during the peak time when people use the social media most. The ads will be location based and the targeted user will be from the Islamabad and Rawalpindi.

Trade Marketing:

Channel Member Incentives:

It's important for company to keep motivated the channel members of the company by providing them incentives. More the incentives by the company more chances of getting more focus of the channel members on your product. Channel Member includes:

- **Company Sales Team**
- **Wholesalers**
- **Retailers**

Incentives for Sales Team:

Every sale team will be given a target every month. The target will be divided on weekly basis and daily report will be given to the manager. Those Teams or employees that successfully achieve the target will be given bonuses and prize. There will be a salary increment for the employees according to their performance at the end of year.

Incentive for Wholesalers:

Wholesaler is important channel member for a company to distribute its products. Deosai will offer special discount to wholesalers on the bulk purchase of the product. The profit margin for wholesalers will be high in Deosai. Different percentages discount will be given on buying till a specific amount let's say if a wholesaler's invoice is around 15000 he will be given 5% discount on the overall amount and if his amount of bill is 50000 or more he will be given a 12% discount on the total amount. Company will organize a coupon scheme for the wholesalers buying in bulk and after 6 months the company will give a **“UMRAH PACKAGE”** in a lucky draw.

Incentive for Retailer:

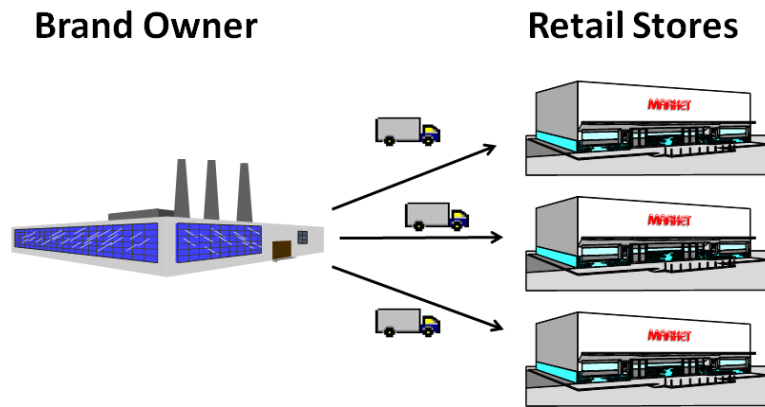
As this product is for retail market. So the main focus will be on the retailers as they are most important to be successful in retail market. The company will offer special discounts and scheme to retailers. Quantity discount will be offered to the retailers like 12+1. Retailers will be given discount of 2.5% on the achievement of 15k sales target and 5% on achievement of 30k target. Coupons and gift schemes will also be started for retailers.

PACKAGING:

Deosai Water has engaged in developing new generation bottles, caps, and labels as well secondary packaging solution that offer a lighter weight without compromising quality (e.g. resistance during transport, solidity, permeability, softness).

PROPOSED DISTRIBUTION NETWORK OF DEOSAI:

Deosai has its own production plant. Currently Deosai is only operating in Islamabad its sole distributor of its products so they do not have distributors so they are doing Direct Store Delivery. Direct Store Delivery enables Deosai to sell with maximum visibility.



(Source: adapted from http://www.mwpvl.com/assets/images/2-Tier_DSD_Network4.png)

Deosai is already delivering its 19 liters' bottle at door of step of its residential and corporate customers. Deosai owns around 18 Delivery vans that are being used to deliver the product. These same vehicles will be used for the delivery of the 6 liters bottles in retail market. Different Sectors will be divided on to different sales teams. Every Sales team will be allotted different market of the specific sectors on the different days of week. There will be a proper Route plan for every delivery van. The sale team will cover all the retail markets and wholesalers in the allocated sector. Company will do on spot sales i.e. taking order and delivering the product on the same time. Company is quite satisfied with the current distribution system so it will be continued as it is.

PRICING STRATEGY:

According to the nature of the product and the industry norms as well the company will price its product bestowing to the ongoing market rate. Because pricing a product is very sensitive matter if you price your product at a higher price than market rate it will be very difficult for the product to compete in the market. If company sets the price too low as compare to the competitors the product will be perceived as a low quality until company convince the customers by a heavy promotional campaign. It is important to know about the pricing strategy of the competitor not only this but the quality their target market as well as their positioning strategy should also be considered seriously.

The current price of the competitors Nestle and Aquafina price of 6 liters bottle is PKR-140. These two companies are market leaders so as compared to the competitors the recommended

price for deosai is PKR-110.By charging this amount the company will attract the customers for a first time for trial at this price the since the trial does not involve much risk. If customers find it better in quality, they will start using it.

FINANCIAL PROJECTIONS

The following income statement projections has been derived from previous financial records of the company. The data is projected on monthly basis since this product is a seasonal product and its sales depends upon seasonal variations. If we tend to project data on quarterly basis it will show the increase in sales for 2nd quarter which consists of peak months of product's sale due to increased demand and then a decline for 3rd quarter because less water is consumed in winters. Here, considering the product & market of Islamabad it is more suitable to depict revenue changes on monthly basis. Monthly data will show the clearer picture of the revenues. It is advisable for company to do market research every coming month based on the number of retailers and the units required by them.

Company is suggested to identify potential retailers every month and set targets that how much units will be sell out to each keeping in view the production capacity of the company. Initially, company allocated budget of 12 Lacs for startup. Deosai, will increase its budget every month at the rate of 10% based upon its increasing sales. Basically, the budget will be aligned with the company's sales every month with a margin up to 10%. In the view of market research being done, the potential retailers or the target market Islamabad for Deosai 6 liters are listed and attached in Annexure A.

	<i>INCOME STATEMENT (Projection 2016-2017)</i>												
	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
Sales (Units)	13500	15000	15000	17500	25000	30000	35000	35000	35000	35000	30000	25000	25000
Free Sample	-												
Net Sales (Units)	13,500	15,000	15,000	17,500	25,000	30,000	35,000	35,000	35,000	35,000	30,000	25,000	25,000
Net Selling Price/Ltr	90	90	90	90	90	90	90	90	90	90	90	90	90
Revenue	1,215,000	1,350,000	1,350,000	1,575,000	2,250,000	2,700,000	3,150,000	3,150,000	3,150,000	3,150,000	2,700,000	2,250,000	2,250,000
Total	1,215,000	1,350,000	1,350,000	1,575,000	2,250,000	2,700,000	3,150,000	3,150,000	3,150,000	3,150,000	2,700,000	2,250,000	2,250,000

Production Cost													
Production Staff Salary	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000
Electricity	12,150	13,500	13,500	15,750	22,500	27,000	31,500	31,500	31,500	31,500	27,000	22,500	22,500
Dep	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000
Total Purchases	537,150	589,500	589,500	676,750	938,500	1,113,000	1,287,500	1,287,500	1,287,500	1,287,500	1,113,000	938,500	938,500
Selling & Admin Cost													
Salaries	105,000	105,000	105,000	105,000	105,000	105,000	105,000	105,000	105,000	105,000	105,000	105,000	105,000
Office Rent @													

20% of Total	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000
Stationary	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Advertising	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Van Rent	110,000	110,000	110,000	110,000	110,000	110,000	110,000	110,000	110,000	110,000	110,000	110,000	110,000
Fuel	81,000	90,000	90,000	105,000	150,000	180,000	210,000	210,000	210,000	210,000	180,000	150,000	150,000
Kitchen etc.	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Toll Taxes	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Photocopies	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
GST	54,000	60,000	60,000	70,000	100,000	120,000	140,000	140,000	140,000	140,000	120,000	100,000	100,000

Commission	13,500	15,000	15,000	17,500	25,000	30,000	35,000	35,000	35,000	35,000	30,000	25,000	25,000
Total Selling & Admin	425,500	442,000	442,000	469,500	552,000	607,000	662,000	662,000	662,000	662,000	607,000	552,000	552,000
Grand Total	962,650	1,031,500	1,031,500	1,146,250	1,490,500	1,720,000	1,949,500	1,949,500	1,949,500	1,949,500	1,720,000	1,490,500	1,490,500
Profit / Loss	<u>252,350</u>	<u>318,500</u>	<u>318,500</u>	<u>428,750</u>	<u>759,500</u>	<u>980,000</u>	<u>1,200,500</u>	<u>1,200,500</u>	<u>1,200,500</u>	<u>1,200,500</u>	<u>980,000</u>	<u>759,500</u>	<u>759,500</u>

Graphic Representation:

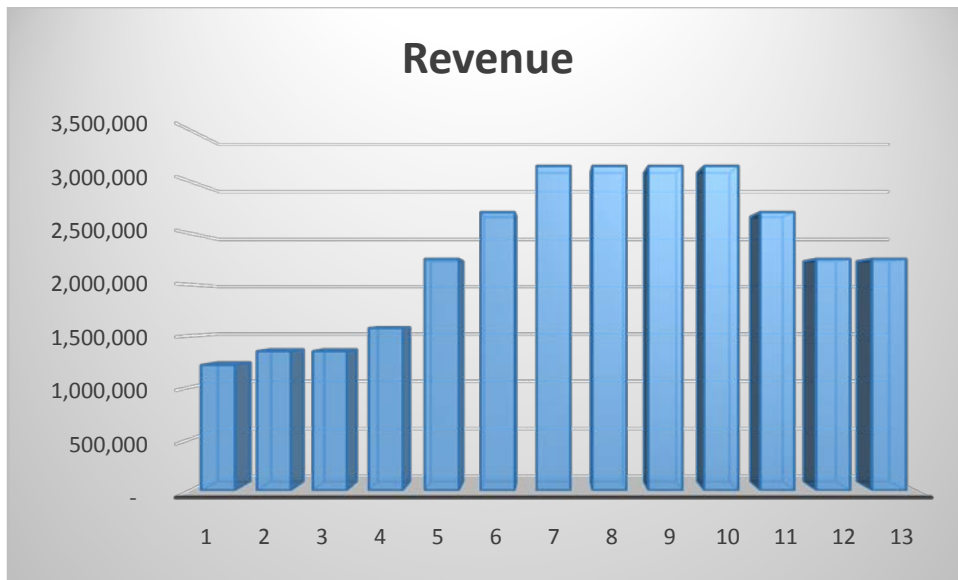
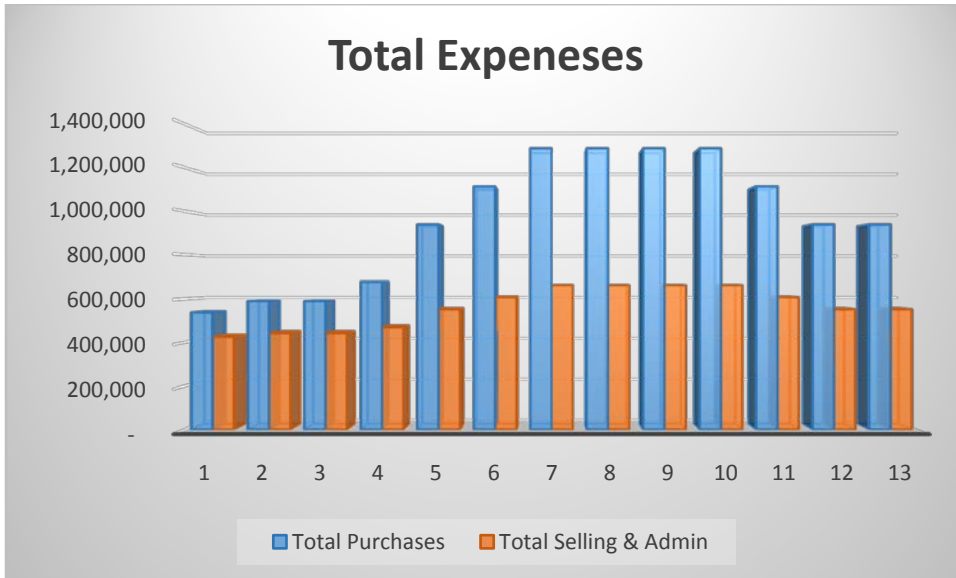


Figure 1 Revenue Graph

The above illustration is of the projected revenues generated from the sales of 6ltrs water bottles, initially it is projected that during the first month of sales the company is expected to hit a revenue of 1215000 rupees with a steady growth for the next few months with the projected revenue hitting the maximum during the humid season, after the initial growth and then the stabilization that is attained by ensuring market demand equilibrium there is a projected decline in the revenue generated owing to the decrease in demand, this change can be attributed to the seasonal variations in the demand of water over a period of the preceding year.



1. Figure 2 Expense Graph

The above graph illustrates the projected total expenses incurred by Margallah waters on the Deosai 6ltr bottle production and sales, as is evident from the previous graph more or less all the variations occur owing due the seasonal variations in the demand of the product, also in the above graph the blue bars represent the total purchases while the red bar graphs represent the total selling and admin expenses occurring.



Figure 3 Income Graph

This graph is in fact a submission of the first two graphs giving an elaborate picture of the projected financial standings of Margalla waters on the Production and Sales of the Deosai 6-liter water bottle and all the inclusive costs. The Blue bars in the graph represent the

projected total revenues generated, while the orange bar graphs represent the total expenses, as is evident the Profits and loss graphs are a result of the submission of the expenses from the total revenues generated. As a result, the business is in a position of profit.

Per Unit cost of the Deosai 6-liter water bottles	
Item	Cost (Rs)
Bottle Handle & Cap	27.35043
Neck Sleeve	0.5
Shrink Wrap	4.4445
Shrink Wrap Printing	1
Total	33.29493
Total packaging and water filling	14.706
Total Finished Good Cost	48 + (17% tax)
Total price inclusive of tax	56.16
Selling price	90
Profit Margin	33.84/unit

The above table explains the narrative that the company generates a profit of 33.84rs/ unit, after all the costs are catered.

Conclusion:

In conclusion the importance of water cannot be undermined, additionally the scarcity of this resource is even more alarming in Pakistan. While considering the importance of clean drinking water businesses have jumped to capitalize on the opportunity, by capturing the market. Companies like Nestle, Aquafina and Deosai have entered the market to sufficiently satisfy the demand of the customers.

By following the strategies highlighted in the project Deosai will be able to successfully launch its 6-ltr water bottle in the market and capture a much desired segment by essentially

out competing its competition in terms of pricing. We learnt that considering the business it is essential for a business to create positive brand image, but even with a strong brand image if the business does not have a strong support system, like logistics and operations it will be hard pushed to achieve success, in the case of Deosai having a strong delivery and over all supply chain network has greatly contributed to us achieving the goal of launching the product successfully.

The potential customers in the retail market is a driven by the sample size of the target market. Annexure A cover the potential target markets.

ANNEXURE A

A.M Company	H # 240 Main Doubel Road F-11/4 Isb
Misc Customers	Rawalpindi \$ Islamabad
Aziz Brother	Abbasi Market F-8/3 Isb
Shanshah-e-Room	Street # 55, G-9/4
Tawakal	Shop Main Pakistan Towan
Fair Price Shop(Ali Mr	Coverd Market G/6
Shaheen Mart	E-11/2 Markiz
Aryan S/S=Safari	Safari Mall # 23 B-Town
Jalraiz S/S 1=F-10	F/10 Markaz
New Butt G/S=I-10/1	Shaheen Markeet 1-10/1
Millat S/Store=RET	Abbasi Market =F-8/3
IB G/Store=RET	Barha Khaoo
City Super =RET	City S/Markeet
Al Makha G/Store=G/11	Abu Suffayan Market G-11/1
Butt G/Store 1/10=RET	1-10/1 Shaheen Mrkeet Near CDA
Khattak G/S=F-8/1	Najam Markeet F-8/1
London Bakers=PWD=RET	PWD Phase 08
Modren Bakery= Bani Gala	Modren Bakery Bani Gala
Sarina TUK Shop=RET G/5	Serina Hotal G/5 ISB
Shafiq Kayani=RET G/10-4	Power Market =G-10/4
Al Shahzad G/Store=RET	786 Markeet =1-10/1
Eshan G/S=G-10	Umer Markeet G/10 MKZ
Shireen Baker s &Sweets=G/7	G/7 Sittra Markeet
Fresh & Easy=G-13/4	H # 20 -Street/149=G-13/4
Super Shop Cash & Cary=G-11/1	G-11/2 Islamabad
Punjab Cash & Cari=G/9(RET	Karachi Compny G/9 Markaz
Noor Rice=RET =G-10/1	Block # 80 -Street/34 =G-10/1 =1&T Center
Ahmadia G/Store=Chatta Bakhtwer=RET	chatta Bakhtwer
Fresh Juice=F/6	Super Market=F-6
City Super=said Pur Road	Sadqi Chowk Said pur Road
Ali Baba Baker & Sweets=RET-Bara Kahoo	Bara Khaoo
A.R G/Store=RET	Holi Family
Mashallaha G/Store=Bara Kaho-RET	Bara Kahoo Main Road
Pak G/Store=Awan Markeet=RET	Barf Khana Chok Awan Markeet
Al Madina S/Store=G-10/2=RET	Kiyani Market =G-10/2
Ghousia G-Store=F-10/2=RET	Tariq Markeet =F-10/2
Abbasi Tuck Shop=G-10/3(RET)	G-10/3
Bake Man=E11	E-11 MKZ
D Watson=F-8/4	Shop # 160-1st Floor Centrum=F-8/4
Cookes Corner=Jhangi Saydian	Jgangi Sadian
Muhmmad G/Store=(RET)Samli Road	Samali road
Al Safa Tuck Shop=F/11	Al Safa Hights =F/11 Markaz
Haseen Javed=Public Park	Near Public Park
City Super Markeet=khana Pull	Khana Pull Road Jhaz Ground
Islamia Cash & Carry=F/11	Raja Markeet =F/11-3
Abbasi G/S=F-8/1	Shop # 10-Allah Wali Markeet=F-8/1
D Watsin =F/7	F/7 Mkz
GM Traders	Office # 13-1st Floor Sattlite Shoping Center 6th Road
Zahid G/Store	Main Tulsia Road Lala Zar
Chaudry Pharma	Near Caltex Pump Pindora Chongi
Raheel Mr=Khayban	H # 853-Upper Portion Khayban Sec-02

Khattak Store=Bara Kahoo	Main Street Bara Kahoo
Mashallah G/S = Airport Society	Wakeel Colony Airport Housing Society
Medix	Main Markeet Sohan Garden
Junaid Mr=1-8/2	H # 575-Street/50=1-8/2
Junaid Beakers=Bahria Town	Near BGM Phase/07=Bahria Town
Sadique Super Store=I-8(Mazhar Chachu)	Usmania Market I-8/1
Punjab Cash & Carry=Adyala Road	Main Adyala Road
Pure & Fresh =G-11	Shop # 7-8 Al Hameed Plaza G-11
New Friend G/Store=PWD	Main Road PWD Near Al Sheikh Tikka
Madni Mart=Scheme-III	Main Market Chaklala Schem-III
RM Store=Pakistan Town	Street-17 Pakistan Town Ph-01
Karakuram Store=I-10/4	Javeed Markedt I-10/4
Mehran Fair Price=I-10/2	Hussain Market I-10/2
Imran G/S=HighWay	Ghosia Market Sanger Town Highway
The Bake inn Baker	Main Market Margalla Town
Medicine Plus=Bahria Town	Shop # 12-13 Street-43 Ph-7 Bahria Town
Haseeb G/S=G-11/4	Shop # 1 Block-E PHA G-11/4
Tariq Brothers=Tarnol	Shop # 5 Block-B Al Madina Plaza Tarnol
Sarhad Super Store=Gulraiz	opp Allied Bank Ph-11 Gulraiz Market
Khurram Shehzad=Bahria Town	H # 1351 Street-35 Ph-4 Bahria Town
Punjab Cash & Carry=Bahria Town	Civic center Bahria Town
Islamabad Super Store=F-11/1	Ali Market F-11/1
Khattak Store=F-10/1	Saghir Market F-10/1
Shahzad Alam G/S=F-11/2	Salman Market F-11/2
Kohsar G/S=F-11/2	Sulman Market F-11/2
Bismillah G/S=F-11/2	Sulman Market f-11/2
Bismillah S/S=F-8/2	Idrees Market F-8/2
Rehan G/S=F-10/2	Tariq Market F-10/2
Fine Way S/S=F-10/2	Tariq Market F-10/2
Ghosia G/S=Tariq Market	Tariq Market F-10/2
Capital Mart=F-11/1	Abu Dhabi Tower F-11/1
Bachat G/S=F-11 Markaz	F-11 Makaz
Shahid G/S=F-11/2	Sulman Market F-11/2
Shop & Shop=Bahira Ph-4	Bahria Ph-4
Charat G/S=G-9/1	I N T Center G-9/1
New Khattak S/S=G-9/1	I & NT Center G-9/1
Kamran Super Mart=F-10	F-10 Markaz
Hafiz Milk Shop & Bakers=E-11	E-11 Markaz
Insaf S/S=E-11	E-11 Markaz
Bilal G/S=E-11	E-11 Markaz
Shafiq kiyani S/S=G-10/4	Power Market G-10/4
Tasty Bakers=G-9/1	I & T Center G-9/1
The Grocers=E-11	E-11
AK Pharmacy=E-11	E-11 Markaz
KB Grocer & Cosmetics=E-11	E-11 Markaz
Super G/S=G-10/2	Umer Market G-10/2
Naveed Saqib S/S=G-11/4	G-11/4
Khattak S/S=F-11/2	Salman Market F-11/2
Madina G/S=G-13/4	Khyber Plaza G-13/4
Khattak S/S=G-13	G-13
Fresh & Easy=G-13	G-13

Abdullah Mart=G-14/4	G-14/4
Insaf G/S=G-13	G-13
Mashallah G/S=G-11/1	Abu Bakar Market G-11/1
Al Khair G/S=G-13	G-13
Bismillah G/S=G-13	G-13
Mini Mart=G-14/4	G-14/4
Khyber G/S=G-13	G-13
Tahir G/S=F-8/2	Madina Market F-8/2
Bilal S/S=F-8/2	Madina Market F-8/2
Al Haseeb G/S=G-11/4	PHA G-11/4
Karim S/S=G-9/1	Mujahid Market G-9/1
Al Basit G/S=G-9/1	Mujahid Market G-9/1
FM Cash & Carry=F-8/2	Madina Market F-8/2
Faizan S/S=F-8/2	Madina Market F-8/2
Sarhad G/S=F-8/3	Abbasi Market F-8/3
Good Luck=F-8/1	Allah Wali Market F-8/1
Hamza Khattak S/S=G-10/4	Power Market G-10/4
Arslan G/S=G-9/1	Mujahid Market G-9/1
Super Fresh Juice=F-6	Super Market F-6
Milat G/S=F-8/3	Abbasi Market F-8/3
M & S S/S=F-8	F-8 Markaz
Noreen S/S=F-7/2	Rana Market F-7/2
Israr G/S=F-7/2	Rana Market F-7/2
Hussain G/S=F-10/4	Sagheer Market F-10/4
Aziz Brother G/S=F-8/3	Abbasi Market F-8/3
Fedral Shopping Center=F-7	F-7 Markaz
Sadiq Bakers=F-7/2	Rana Market F-7/2
VIP S/S=F-7/1	Faisal Market F-7/1
Afaq S/S=F-10/1	Khurseed Market F-10/1
Bake Men Baker & Sweet=E-11/3	E-11/3
New Life Pharmacy=G-13	G-13
khattak G/S=E-11/1	E-11/1
Bake Men=G-13	G-13
Chain Mart=F-11	E-11
Galaxy S/S=E-11/1	E-11/1
Masha Allah G/S=G-11/1	Abu Baker Market Street-08 G-11/1
S A Grocer=F-6/2	Firdos Markeet F-6/2
New Prime Bakers=G-9/1	Ideal Market G-9/1
Naveed Khattak G/S=G-9/1	i & T Center G-9/1
The Heaven Mart=G-9/1	Mujahid Market G-9/1
Sargodha Bakers=G-10/4	Power Market Near G-10/4
Rehan G/S=G-9/1	Mujahid Markeet G-9/1
Margalla S/S=E-7	Shaheen Markeet E-7
Madni Mart=Schm-III	Chaklala Scheme-III
Khan Sarhad G/S=Schem-III	Dad Khan Colony Schem III
Stop & Shop=Bahria Town	Civic Center PH-4 Bahria Town
Al Riaz G/S=F-10/2	Tariq Market F-10/2
Al Jannat Mart=G-13	G-13
Sulman Khattak G/S=G-11/2	Abbasi Market G-11/2
Hasnat G/S=G-11	G-11 Markaz
Family Mega Mart=E-11	E-11 Markaz
Ali Brothers=F-6	F-6 Markaz

Zia & Brother G/S=I-10	I-10/1
Al Madina Store=I-10/2	I-10/2
Frontier Shopping Center=I-10/2	I-10/2
Lahore Cash & Carry=I-10/2	I-10/2
Junaid G/S=I-8/3	Sangum Market I-8/3
Paradise S/S=I-8 Markaz	Pakeeza Markeet I-8
Pakeeza S/S=I-8	Pakeeza Markeet I-8
RS Bakers=I-8	Pakeeza Market I-8
Rana Cash & Carry=G-9/1	Ideal Market G-9/1
Iftikhar G/S=I-9/1	Abbasi Market I-9/4
Al Madina G/S=Thama Town	Jinnah Muslim Road Thama Town
Khan Easy Shop=Chatha Bakhtawar	Chatha Bakhtawar
Murree G/S=Shehzad Town	Shehzad Town
Rehmat G/S=G-9/1	Mujahid Market G-9/1
Royal G/S=F-10/1	Khursheed Market F-10/1
Aftab Khattak G/S=G-10/4	Power Market G-10/4
NCS=Abpara	Bazar No 7 abpara
Al Muslim G/S=Abpara	Abpara
Al Najam Sweets=Abpara	Bazar No 7 abpara
Sitara Shopping Mall=Sitara Market	Sitara Market G-7
Waseem Store=Siitara Market	Sitara Market G-7
Shereen Corner & Sweets=G-7	Sitara Market G-7
Al Moiz Traders=G-7	Sitara Market G-7
Al Salaha Chemest=Melody G-6	Melody Market G-6
Turworth Drug=Melody	Melody Market G-7
Bani Gala Store=Bani Gala	Bani Gala
Universal Pharmacy=Bara Kahoo	Bara Kahoo
hyder Abbasi G/S=Ghori Town	Ghori Town Ph-5
AB G/S=Ghori Town	Ghori Town Ph-5
Ranjha Milk Shop=Ghori Town	Ghori Town Ph-4/B
Umar Abbasi G/S=Ghori Town	Ghori Town Ph-5
Babar Medicos=Ghori Town	Ghori Twon Ph-5
Hafeez Sweet=Ghori Town	Ghori Town Ph-5
Arslan Sweet=Ghori Town	Ghori Town Ph-5
Ali Brother=Super Market	Super Market
Ali Baba Bakers=PWD	PWD
London Bakers=PWD	PWD
Bismillah G/S=Ghori Town	Ghori Town Ph-5
Asif G/S=G-13/3	Farooq Plaza G-13/3
Khattak Cold Drink=G-11/3	G-11/3
Al Mustafa G/S=G-13/3	Farooq Plaza G-13/3
Buy & Save=F-17	F-17 Markaz
Punjab G/S=B-17	B-17 Tarnol
Multan Sweets & Bakers=Tarnol	Fateh Jang Road main Tarnol Chowk
Al Madad Cash & Carry=Jhanghi Syedan	Jhanghi Syedan Tarnol
Qubee Store=F-7	Rana Markeet F-7
Happy Departmental Store=I-8	Mughal Market I-8
Mir G/S=I-10	Shaheen Markeet I-10
Nazar G/S=I-10	Rajpoot Market I-10
Variety G/S=F-8	Abbasi Markeet F-8
Nafees Adil G/S=F-6	Farooqia Market F-6
Super Cash & Carry=khayaban	Khayaban e Sir Syed

Drug Source Chemist=I-8	I-8 Markaz
Madina Mall=High Court Road	High court Road sohan
Medicine Plus=DHA	DHA
Store 24=Gulraiz	Gulraiz
Daily Fresh Mart=Bahria-8	Block-43 Bahria Ph-8
Masha Allah G/S=Golra Sharif	Golra Sharif
Akhtar Traders=Kuri Road	Kuri Road Chak shehzad
Insaf G/S=G-7	Golden Market G-7
Seathi Store=G-7	Al habib Market G-7
Matrix Bakers=G-7	Al habib Market G-7
Ideal Bakers=F-6	Farooqia Markeet F-6
Abbasi Store=Kuri Road	Kuri Road Chak shehzad
Margalla G/S=Margalla Town	Margalla Town
Ideal S/S=G-7	Al Habib Market G-7
Ahmad Medicose=Alipur	Alipur Farash
Zoom Mart=Chang Syedan	Lathrar Road changh Syedan
Al Madina G/S=Shaheen Town	Shaheen Town Lathrar Road
Gujar Khan Medicose=Alipur Farash	Alipur Farash
Shaheen G/S=Shaheen Town	Shaheen Town Latrar Road
ABS Mart=Sultana Foundation	Sultana Foundation Taramri
The Bake Inn=Margalla Town	Margalla Town
Marhaba Bakers=Korang Town	Korang Town
Sakhi Zaman G/S=Ghori Town	Ghori Town Ph-4
Imtiaz S/S=PWD	PWD
Sameer Daily Markeet=PWD	PWD
RM G/S=Pakistan Town	Pakistan Town
Easy Shop=Korang Town	Korang Town
Tawakal G/S=Pakistan Town	Pakistan Town
Khattak G/S=Pakistan Town	Pakistan Town
Abu Bakar G/S=Pakistan Town	Pakistan Town
Tayyab Bakers=Ghori Town	Ghori Town Ph-5
Sulman Sweet=Tarnol	Tarnol Fateh Jang Road
Peer Bombo Sweet=Jhanghi Syedan	jhanghi syedan Tarnol
Fair Price Shop=F-8	Allah Wali Market F-8
Abbasi G/S=G-7	Rooh Afza Markeet G-7
Al Nasir G/S=G-13	G-13
Twin City=G-13	G-13
Popular G/S=G-9/1	i & T Center G-9/1
City Prime Bakers=G-10	G-10 Markaz
Mini Mart=E-11 Markaz	E-11 Markaz
Red X Pharmacy=E-11 Markaz	E-11 Markaz
Jameel G/S=G-7/3	Al Habib Market G-7
Rajpoot G/S=Shahzad Town	Shahzad Town
Dahmal Rajput G/S=Chak Shehzad	Chak shahzad Town
Crown Cash & Carry=Ghouri Town	PH-5 Ghori Town
Labaik G/S=Margalla S Town	Margalla S Town
Chaudhary G/S=I-10/2	Al Qamar Market I-10/2
Safe Way G/S=I-8	Sanghum Market I-8
Sawabi G/S=Rawal Town	Rawal Town
Mashallah G/S=I-10/4	Amir Market I-10/4
Nomi G/S=I-10/2	Hussain Markeet I-10/2
Lasani G/S=I-10/2	Al Qamar Markeet I-10/2

Saeed G/S=I-10	Aamir Market I-10
Ishaq Ahmed = Alipur	H # 73 Street-04 Umer Farooq Town New Abadi Alipur
Khyber S/S=Pakistan Town	PWD Pakistan Town
Rose S/S=Pakistan Town	PWD Pakistan Town
Shaheen Chemist=Bahria	Bahria Ph-7
Agha S/S=Pakistan Town	PWD Pakistan Town
Max Mart=Bahira	Bahria Ph-8
United Super Store=F-11	F-11 Markaz
Bunty Gift Store=E-11	E-11 Markaz
Bismillah G/S=F-11	F-11 Markaz
Bake Men Bakers=F-8	F-8 Markaz
Ch Rasheed Bakers =Chak Shahzad	Kuri Road Chak Shahzad
Al Madina G/S=Lathrar Road	Shaheen Town Lathrar Road Jhang Syedan
Waseem G/S=G-6	Abpara G-6
Wali S/S=I-10 Markaz	I-8 Makaz
Al Noor S/S=I-8	I-8 Markaz
Sarhad G/S=I-8	Abu Hurara Market I-8
Azan Mega Mart=Pakistan Town	Pakistan Town
Abbasi G/S=Bara Kahoo	Madina Town Bara kahoo
Khalid Sweets & Bakers=Bara Kahoo	Simbly Dam Bara Kahoo
Salar Abbasi G/S=Bara Kahoo	Simbly Dam Road Bara Kahoo
Gulzaib S/S=Bara Kahoo	Madina Town Bara Kahoo
Sardar S/S=F-17	F-17 Fateh Jang Road
Khan S/S=G-13	G-13
Bake Man Bakers=I-10 Markaz	I-10 Markaz
MCC=G-9/1	KARACHI COMPANY G-9/1
MCC Mall=G-9/2	G-9/2 Karachi Company
MCC=I-8	I-8 Markaz
Rechmond Mart=Bahria Town	Bahria Town Ph-08
Awami S/S=G-7	Golden Market G-7
Dil Shad G/S=G-7	Golden Market G-7
Gilgit G/S=G-7	Golden Market
Ali G/S=G-7	Golden Market G-7
Yasir G/S=I-9	I-9
Abbasi G/S=H-8	Allama Iqbal Open University H-8
786 G/S=PWD	PWD
Happy Mart=Bahria Town	Bahria Town
Express Mart	-
Abdullah Abbasi G/S	-
4 Brother Store=G-13/2	G-13/2
Baboo & Sons=G-13	G-13
Khattak S/S=G-13/2	G-13/2
Orange Mart=G-13/1	G-13/1
Pakistan Bakers=Tarnol	Fateh Jhang Road Taron
MalaKand S/S=G-14/4	Pearl Arcade G-14/4
Twin City-2=G-14/2	G-14/2
Mini Mart=G-13/4	Near Mehfil Resturant G-13/4
Al Mustafa Cash & Carry=G-13/3	Farooq Markeet G-13/3
Chaudhry G/S=I-8	Abu huraira Markeet I-8
Bakeman Bakers=Abu huraira Mkt	Abu huraira Markeet I-8
Bake man Bakers=Mughal Markeet I-8	Mughal Markeet I-8

Pakistan S/S=Pakistan Town	Pakistan Town
Buy Best Store=I-8 Mrkz	I-8 Markaz
Latif G/S=E-11/1	E-11/1
Good Day=Simbli Road	Simbli Dam Road
Khattak S/S=Bara Kahoo	Bara Khaoo 17 Meel
Madina S/S=Bara Kahoo	Bara kahoo
Bonjour Tuck Shop=Barakahoo	17 Meel Bara Kahoo
Ahmed G/S 1=F-17	F-17 Markaz
Irfan Tuck Shop=New Airport	Fateh Jhang Road New Airport
Bake man Bakers=G-13/4	G-13/4
Rehan Khattak Store=Dhok Gangal	Ghoke Gangal
Awami G/S=AIOU	Allama Iqbal Open University
Khan S/S=Carriage Factory	carriage Factory
Super Way Foods=F-10	Tariq Markeet F-10
khattak Cash & Carry=Schem III	Yousaf Colony Chaklala Scheme III
Khurram G/S=G-7	Golden Markeet G-7
Bake Man Bakers=G-11	Abbasi Markeet G-11
Mashallah G/S=G-11	Abbasi Markeet G-11
Mian Jee Pan Shop=PWD	PWD
7 Sky Sweets & Bakers=Sultana Foundation	Sultana Foundation
Itifaq Traders=Sultana Foundation	Sultana Foundation
Awami G/S=Bara Kahoo	Dhok mehri Bara Kahoo
Tahir G/S=Bakra Mandi	Bakra Mandi
Green Cloud=F-5/1	Office # 302-A 3rd Floor Evacue Trust F-5/1
Door Step=Bara Kahoo	Bara Khaoo
Usmania S/S=Bara Kahoo	Bara Kahoo
Fair Price Shop=Bani Gala	Bani Gala
Salicet S/S=F-6	F-6
Grocer =E-11	E-11
Capital Fair Price=F-6	F-6
Novalty S/S=F-11/1	Ali Markeet F-11/1
Avon Mart=G-13	G-13
Islamabad Family Mart=I-9	I-9
Amin Cash & Carry=G-13	G-13
Save A Lot Store	G-10/4
Satti Fair Price=G-11/4	Street-132 PHA G-11/4
Hamad G/S=F-11/1	F-11/1
786 G/S=I-8/2	Abu Huraira Markeet I-8/2
Khattak G/S=I-8/2	Abu huraira Markeet I-8/2
Midway=Simly Road	Simly Road Bara Kahoo
Aryana Mini Mart=Bara Kahoo	Prince Road Bara Kahoo
Sadaqat G/S/Ali pur Farash	Near Sultana Foundation Ali Pur Farash town
Aman Sweets & Bakers	Jhanghi Syedan
Saeed Ghani G/S=F-6	F-6
Al Madian G/S=Jhanghi Syedan	Jhanghi Syedan
Bake Man Bakers=Margalla Town	Margalla Town
Abdul Rauf G/S=G-11/4	G-11/4
Bachat Store=E-11	E-11
Ezaz Mr=Muree Road	Office # 02 2nd Floor Silk Center
Juditional Tuck Shop=G-11/3	PHA Flates G-11/3
Modern S/S=G-6/1-2	Bazar No 5 G-6/1-2

Babar Pharmacy	Ghori Town
Fazel e Rabi G/S	Chatta Bakhtawar
Abdul Rauf Mart=G-11/4	Street-138 G-11/4
Prince Bakers=G-10	G-10
Moez G/S=G-7	Sittara Markeet G-7
Richmaod Mart=Bahria Town	Zaki Ullah Plaza Ph-8 Bahria Town
Al Habib G/S=G-6/2	G-6/2
Al Rehman S/S=I-9	I-9
Saeed Bakers=6th Road	6th Road Dhok Kashmirian
A One Cash & Carry=Chakri Road	Chakri Road
One One Cash & Carry=Double Road	Double Road
Al Madina Store=Westridge	westridge Rawalpindi
Waqas Cold Drinks=Adyala Raod	Adyala Roads
Adnan G/S=Adyala Road	Adyala Road
Sumaliya G/S	Cop Road
Umer G/S=G-13	G-13
Riteaid Pharmacy=G-13	G-13
Noor Khan G/S=G-13	G-13
Riaz G/S=F-10/2	F-10/2
Twin City=G-14/4	Naeem Plaza G-14/4
Zahid G/S=Fuji Colony	Fauji Colony
Bake Man=G-15	Khayaban e Kashmir G-15
Joghi G/S=G-15	Khayaban e Kashmir G-15
Sneeka G/S=G-15	khayaban-e-Kashmir G-15
Bismillah Bakers=G-15	khayaban e Kashmir G-15
Haider Abbasi G/S=Ghouri Town	Ghori Town
Arslan Sweets & Bakers=Ghori Town	Ghori Town
Hafiz Sweet=Ghori Town	P-5 Ghori Town
Al Shoaib Sweets=Ghori Town	Ph-5 Ghori Town
Bakers In=Westridge	Westridge
Khattak G/S=Westridge	Westridge
Shah Saving Mart=Dhok Gujran	Dhoke Gujran
AM Traders=Sadiqbad	Sadiqabad
Chaudhary Cosmetics=Sadiqabad	Mian Road Sadiqabad
Peach Mart=Navel	Navel
Lazat Bakers=Jinnah Garden	Jinnah Garden
Maa Pharmacy=E-11	E-11
Manal Khattak S/S=E-11	E-11
Genraiz Mart-2=F-10	F-10 Markaz
Muneer G/S=G-10	G-10 Markaz
Umer Khattak G/S=G-13/1	Mian Markeet Near Orange Markeet G-13/1
Lasani Tuck Shop=Islami Univ	Islamic University Girls Hostel H-10
Mughal Cosmetics=Sadiqabad	Sadiqabad
Akbar Khattak Store=Khyaban	khayaban e sirsyed
MM Pharmacy=Commercial Markeet	Commercial Markeet
Easy Paisa Shop=Commercial Markeet	Commercial Markeet
Super Fast Bakers=Westridge	Bakery Chowk Westridge
MS Store=I-10/4	I-10/4
Unique Bakers=Westridge	Westridge
Makson=Navel	Highway Navel
Abbasi G/S=Navel	Navel
Ahmad G/S=G-11/1	Abu Bakar Markeet G-11/1

Bakala Cash & Carry=Sch-III	Scheme-III
Bakala Cash & Carry=Gulraiz	Gulraiz-11
D Watson=F-6 Markaz	College Road F-6 Markaz
Shop Right=G-13/2	G-13/2
Ahmad G/S=G-13	G-13
Sarhad G/S=F-11/3	F-11/3
Liberty G/S=Sch-III	Schem-III
Madina Pak Kashmir G/S=Gulistan Colony	Street-03 Gulstan Colony
D-Watson-DHA	DHA
Umer Traders=Kotha Kalan	Kotha Kalan
Green Land S/S & Bakers	Morgha morr
Al Habib G/S=F-8/3	F-8/3
Smart Shop=G-13/1	G-13/1
Barkat Saving Mart=G-13/1	G-13/1
Saeed Tuck Shop=G-11/3	G-11/3
City Super=E-11	E-11
Abbasi G/S=I-9	I-9 Markaz
Al Razaq G/S=Pakistan Town	Pakistan Town
Chaudhary G/S= Bahira Town	Ph-8 Bahria Town
Abbasi G/S=Ghori Town	Ph-5 Ghori Town
Choice G/S=Katarin	New Katarian
Abbasi Store=F-7/2	Rana Market F-7/2
Best Bakers & Sweets=Bakra mandi	Bakra Mandi
Rahat S/S=Lalazar	Tulsa Road Lalazar
Noshad G/S=Dhmiyal	Ashraf Colony Dhamiyal
Zam Zam G/S=Ghori Town	Ph-5 Ghori Town
Sadique Sweets & Bakers=Koinoor	Naseer abad Koh-i-Noor Mills
Hamza G/S=G-6/4	G-6/4
Bakers & Sweet=Kalma Chowk	Kalma Chowk
United Cosmatics=Westridge	Westridge
Kashif G/S=Schem-III	Schem-III
Ajwa Cash & Carry=Gulraiz	High Court Road Gulraiz
Welcom Bakers=Bakra Mandi	Bakra Mandi
New Madina Store=Farash Town	Farash Town
Bake My Day=G-13	G-13
City Super Markeet=Westridge	Westridge Bazar
Imran Khattak G/S=Sohan Garden	Sohan Garden
Abdullah G/S=Ghori Town	Ghori Town
Seven Eleven S/S=Alnoor Colony	Alnoor Colony
Sohail Milk Shop=Farash Town	Farash Town
Bilal Sweets=Farash Town	Farash Town
Madina S/S=F-11/1	F-11/1
Multi Super Store=F-17	F-17 Tarnol
Taj Mahil Cash & Carry	Simply Road Bara Khao
Arslan Bakers=G-10/4	G-10/4
Zam Zam Chemist=Cha Sultan	Cha Sultan
Ahmed Grocery=E-11	E-11
Tariq G/S=Dhoke Syedan	Dhoke Syedan Bakra mandi
Marhaba Milk Shop=G-14	G-14
Abdullah khan=E-11/4	H # 450 Street-28 E-11/4
Haseeb Mr=G-13/4	H # 30 Street-147 G-13/4

Najeeb Chemist=F-10/2	Idrees Markeet F-10/2
Chaudhery G/S=F-10/2	F-10/2
AB Mart=Bani Gala	Bani Gala
Dubai Cash & Carry=E-11	E-11
Abbasi G/S=Margalla Town	Margalla Town
kainat Sweets & Bakers=Bakra Mandi	Bakra Mandi Saddar
Al Ahbab Rice Store=F-10/2	F-10/2
Mid Way=F-11	F-11
Madni Store=G-11/3	G-11/3
Noor Tuck Shop=I-10/1	I-10/1
Janjua Cash & Cary	Khayam Town Opposet G-13, H-13
Ateeq G/S= Shahazad Town	Shahzad Town
Sauda Sulf=E-11/3	E-11/3
Boots Pharmacy=E-11/3	E-11/3
Al Moheen Cash & Carry	PH-5 Ghori Town
Aryan Cash & Carry	Ph-5 Ghori Town
Sea Mart = G-13	G-13/3
123 Tuck Shop = Rang Road	Rang Road
Capital Supper Store	G-13