

Major: FIN

F. No:8

"Pakistan Sports Industry and its Impact on Economic Growth  
of Pakistan."



By:

*Hafiz Muhammad Noman Ahmed (01-120142-013)*

**Supervisor:**

Dr. Taqadus Bashir

**Department of Management Sciences**

**Bahria University Islamabad**

**Fall-2017**

FINAL THESIS APPROVAL SHEET

Viva-Voice Examination

Date: 17/01/2018

Topic of Research: Pakistan Sports Industry and its Impact on Economic Growth of Pakistan.

Names of Student(s):

Name: Hafiz Muhammad Noman Ahmed

Enrollment No:01-120142-013

Class: MBA Fall-2017

Approved by:

---

Supervisor

---

---

Examiner-I

---

Examiner-II

---

**Dr. Sarwar Zahid**  
Research Coordinator

---

**Dr. Muhammad Ali Saeed**  
Head of Department - Management Sciences

# Contents

1.Introduction .....	1
1.1 Background of the study .....	1
1.2 Rationale .....	2
1.3 Objectives of the study .....	3
1.4 Significance of the study .....	3
2.Literature review.....	5
2.1 Sports goods industry .....	5
2.2 Economic growth .....	7
2.3 International Spots Industries.....	9
2.3.1 Sports Industry of China.....	9
2.3.2 Sports industry of India.....	10
2.3.3 Sports Industry of Bangladesh .....	11
2.4 Sports industry of European Countries.....	12
2.4.1 Austria .....	12
2.4.1.1 Gross value Added .....	12
2.4.1.2 Employment in Austria .....	13
2.4.2 Belgium .....	13
2.4.2.1 Gross Value Added.....	13
2.4.2.2 Employment in Belgium.....	14
2.4.3 Denmark.....	15
2.4.3.1 Gross Value Added.....	15
2.4.3.2 Employment in Denmark .....	16
2.4.4 Finland.....	16
2.4.4.1 Gros Value Added .....	16
2.4.4.2 Employment in Finland .....	17
2.4.5 France.....	18
2.4.5.1 Gross value added.....	18
2.4.5.2 Employment in France .....	19
2.4.6 Germany.....	19
2.4.6.1 Gross value added.....	19
2.4.6.2 Employment in Germany .....	20

2.4.7 United Kingdom .....	21
2.4.7.1 Gross value added.....	21
2.4.7.2 Employment in United Kingdom.....	22
2.4.8 Sweden.....	22
2.4.8.1 Gross value added.....	22
2.4.8.2 Employment in Sweden .....	23
3. Research Design.....	25
3.1 Different kind of research .....	25
3.2 Data Collection.....	25
3.2.1 Primary Data .....	25
3.2.2 Secondary data .....	25
3.3 Research type Used.....	26
3.3.1 Desk Review .....	26
3.3.2 Exploratory Interviews .....	27
4. Sports Industry of Pakistan .....	28
4.1 Profile of Sialkot sports industry.....	28
4.2 Manufacturing capacity of firms.....	29
4.3 Sports Goods Produced.....	31
4.3.1 Inflatable balls.....	32
4.3.2 Sports Gloves and other protective gear .....	33
4.3.3 Wood based products.....	34
4.3.4 Composite based products .....	34
4.4 New Technology adoption by sports manufacturing industry .....	34
4.4.1 Global Scene.....	34
4.4.2 Pakistan Scene .....	35
4.4.3 Adoption of composite technology .....	35
4.4.4 Late adoption of thermo bonded technology.....	36
4.5 Workforce attributes of sports industry Pakistan.....	37
4.5.1 Qualification and skill scenario .....	40
5. Discussion and Analysis .....	41
5.1 Problems Faced by Pakistan sports goods industry.....	45
5.1.1 Lack of Technology.....	45
5.1.2 Mismanagement.....	45

5.1.3 Vigilant Competitors .....	46
5.1.4 Market exploration .....	46
5.1.5 Commercial Wing of Embassies .....	46
5.1.6 Innovation .....	47
5.1.7 Raw Material .....	47
5.1.8 Government policies .....	47
5.1.9 Surplus Revenues .....	47
5.1.10 Scarcity of Skilled Labor .....	48
5.1.11 Technical Training institute in Sialkot .....	48
5.1.12 Exemption from Taxes .....	48
5.1.13 Political Instability .....	49
5.1.14 Human Resource Development .....	49
5.1.15 Approach .....	49
5.1.16 Availability of credit facility .....	49
6. Conclusion & Recommendations .....	50
6.1 Conclusion .....	50
6.2.1 Comprehensive Strategy .....	51
6.2.2 Research and development .....	51
6.2.3 Market diversification .....	51
6.2.4 Role of regulator .....	51
6.2.5 Trust between stakeholders .....	51
6.2.6 Small units .....	52
6.2.7 International agreements .....	52
6.2.8 Out of the box thinking .....	52
6.2.9 Human resource .....	52
6.2.10 Train the trainers .....	52
6.3 Future Direction .....	53
References .....	54

## **Dedication**

I dedicate this research to my parents who worked really hard and enabled me to study and live a better life. It would not have been possible if they did not support me and encouraged me throughout my life. I cannot do a single thing as they did for me and this is a piece of appreciation from my side to my parents.

## **Acknowledgement**

I am grateful to Almighty Allah for giving me good health and resources that are necessary for this research. Without this it would not have been possible. I am very much thankful to my supervisor Dr. Taqadus Bashir for guiding me and motivating me to conduct research on this topic. I place my sincere thanks to three persons who really helped me when I visited Sialkot for this research. I am thankful to Mr. Omair Nisar, Mr. Rizwan Akbar and Mr. Bilal Umar for their time. I would also like to express my gratitude to my parents for their encouragement and support throughout my degree. I also take this opportunity and thanks every teacher that came across and help me to become a better person. At the end to my all class fellows who are there whenever I need them, and they helped me unconditionally.

## **Abstract**

The major focus of this study was to explore the current situation of Pakistan sport industry and its contribution to the economic growth, the current skill level of the sector and number of skilled workers required by the industry. The sports industry of Pakistan has a history of over hundred years. Pakistan sports industry has presence in international market due to its high-quality products. The share of the sports industry in exports of Pakistan is 1.52% of the total exports of Pakistan. The major contribution in sports exports is of inflatable balls i.e. 0.73% and rest account for sportswear and composite technology which is 0.56% and 0.23% respectively. The overall exports of Pakistan are increasing in one year and decreased right in the next year. Same is the case with sports industry of Pakistan. The study also discusses different challenges faced by the sports industry of Pakistan. Major challenges are the method of production and human resource development in the sports industry. The number of firms working in Pakistan sports industry are 2500 and number of employees working in these companies are approximately 55000. The role of government is very vital in sports industry of Pakistan. Scarcity of skilled labor in sports industry is a big issue that is prevailing right now in the sports industry of Pakistan. More training institutes need to be opened to fulfil the need of trained labor. This study will also tell the contribution of sports industry to the economy of Pakistan and also suggest some solutions to the problem faced by the sports industry of Pakistan. Comparison of other sports industries with Pakistan sports industries is given in this research. Comparison of India, China, Bangladesh and European countries are given and complete profile of Pakistan sports industry at Sialkot is also given. This research will serve every stakeholder of the sports industry of Pakistan. There is much in it for everyone to solve the prevailing problems of the sports industry of Pakistan.

**Keywords.** Pakistan sports Industry, Sports industry development center. Chamber of Commerce and industry Sialkot, Gross domestic product, Exports, Sports goods, China Pakistan Economic Corridor, Sialkot Industries Development Center.