

**"Analyzing Market Opportunities for National Bank of Pakistan,
Islamabad Region"**



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ABSTRACT

Banks are recognized as backbone of the monetary framework and are assumed as a paramount part for investment improvement of a country. They act as a mediator for channelizing trusts from surplus units to deficiency units for the fully use of the trusts. Keeping in view the demands and target market in the Sector G-11, it is intended to open a new branch of NBP in that sector. Since NBP is a government owned bank, so for opening a new branch we first must submit a survey report according to the set standards to generate a feasibility report. Sector G-11 is selected for conducting the research survey. Since the targeted area for opening the new branch is G-11 Markaz so it will be easy to gather data from the same sector as we will get more relevant data and it will be easy for us to build an effective insight about the establishment of the new branch. Quantitative method is selected for this research. Sampling technique has been used to analyse the data of this research. To avoid any ambiguity or biasness in this research random sampling is selected, which gives everyone an equal chance to be selected for the survey. The tool which has been used in this research is the survey questionnaire. The financial aspect of the study validates the fact that it's feasible to go ahead with the plan as the bank will be able to generate profit through the 2nd year of our operations. So, one can say that it is covering up both the financial and it is satisfying a core need which makes it highly feasible plan as it is a win-win situation for both the stakeholders involved in it. The bank will be able to generate profits and customers who are willing to save their time and for their convenience will be more than willing to make the trip to the G-11 branch.

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