

We have pearl of our eyes to admire blessings of the compassionate omnipotent because the words are bound, knowledge is limited, and time is short to express His dignity. It is one of infinite blessings of Almighty Allah that He bestowed us with the potential and ability to complete this project and make a material contribution towards the deep ocean of knowledge. First, we avail this opportunity to bow my head before Allah Almighty in humility who has given us the wisdom and preserves for completing this piece of report.

We invoke peace for Holy Prophet Muhammad (P.B.U.H) who is forever torch. I feel highly privileged to ascribe the most and ever burning flame of my gratitude and deep sense of devotion to our mentor “**Raja Khalid Hafeez**” who guide us in our final project of MBA with heart and gave us a guideline to do our work in the best possible way.

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Abstract:

This project highlights identifying the gaps in the market, utilize that gap as an opportunity, and make a business plan for that opportunity by considering internal and external environmental factors that may affect the execution of business plan.

We have identified a gap in twin cities (Rawalpindi and Islamabad) of Pakistan. That nobody is selling one of the finest quality Dhakki dates in twin cities and rest of the potential cities of Pakistan. We belonged to Dhakki a small town in Deraisal Khan Pakistan. Dhakki is famous for its best quality dates in Pakistan but a very limited number of people are aware from this fact. Even though this town is exporting its special dates to India as well. We have the resources to start selling these dates in twin cities of Pakistan to get brand recognition and fulfil the demand of diet conscious people of Pakistan.

So, we planned a business model for specifically Rawalpindi and Islamabad by considering a lot of constraints like Political, Economic, Socio-cultural and legal issues. We have also considered brand recognition issues by planning about marketing tactics to be used in getting brand recognitions. Also, we will use responsiveness strategy in which we will deliver dates according to response of the market or customer demand. We have mentioned the financing issues that an emerging entrepreneur face. We have considered the role of effective packaging and distribution channels in executing this business plan. We have planned about developing the unique selling propositions and sustainable competitive advantage as a lot of other categories dates are being sold in these twin cities.

Keywords:Dhakki Dates, Organic Food, Packaging and Distribution of Dates, Solar Dry Unit, Chouwara, Premium Quality, Cold Storage, Harvesting

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1. Introduction:

Date Palm (Khajoor/Khajur) in Hindi, “Tawarikh” in Arabic and in French is known as ‘Palmier’. It’s a plant from the Palm family. It is classically established for its sweet natural product. Systematically called Phoenix dactylifera the date palm (Phoenix dactylifera L.) is possibly the utmost earliest cultivated shrub in the world (Zaid and Wet, 2002). The date as a