

Business plan for new sub campus of school of professional advancement

DHA/Gulberg



SESSION (2014-2016)

Submitted By

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DEDICATION

DEDICATED TO OUR RESPECTED PARENTS AND FAMILY WHOSE UTMOST LOVE, CARE AND STRUGGLE AGAINST ALL ODDS BROUGHT US TO THIS HEIGHT OF KNOWLEDGE AND ENCOURAGED US TO COMPLETE THIS DEGREE AND WERE MAJOR DRIVING FORCE BEHIND OUR ALL EFFORTS WITH THE BLESSINGS OF ALMIGHTY ALLAH

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We also take it as the best opportunity to express our thanks and appreciation to all the teachers who taught us in the university at masters 'level. The knowledge obtained from them helped us to grow academically and understand theoretical and practical technicalities of our Research project.

Last but not least, we extend our sincere appreciativeness and thankfulness to our Family for their incredible encouragement and patience. Their love and support means a lot to us.

EXECUTIVE SUMMARY

Education is the basic right of every human being and it is the duty of governing management to provide this facility to every rich and poor. But this fact is merely a dream in developing countries like Pakistan. In Pakistan, our preferences are something far different than those of any developed and civilized country people have. We do have large gaps in communities, poor are so poorer and rich community is so rich and there are lesser mediocre. The reason behind the sustained poverty level is unaffordability of good education, elite class prefers to go abroad for studies, and the only left community that prefers to get education in the country is of mediocre, who any how manages to bear the cost of higher education in the country. In Pakistan, higher education is too expensive for everyone to bear. And the institutes that are already performing well in the education market, in both government and private sector, are tough to compete. In this situation, planning a new campus of SPA-UMT is not just a challenge but an excellent opportunity for us to show our professional managerial talent. This project was assigned to us from the department to propose to a business plan for new sub campus of SPA-UMT. We started this project with the industry analysis in which through different analysis we need to figure out the about the favorability of industry with investment point of view. From the industry analysis we have figured that industry is favorable. Then our second phase was gap analysis to identify that is there a gap which needs to be filled? And to tap the untapped market. We have done strategic group analysis; locational strategy and competitive analysis to check about the competitiveness and which strategy should be adopt to enter into the market if the gap exists. Then our phase was to identify the customer preferences for which we have collected the data through questioner survey of desired specific locations. Our target unit was professional which has fourteen or sixteen years of education and wants to get professional degree to excel in careers further. Residents of DHA/Gulberg/Cavalry were offered to fill the questioners and from those filled questioners we have concluded that it will be a healthy decision to develop a new SPA-UMT branch in DHA because the gap was available, target audience was available and acceptance of services is also available. A thorough literature survey has also been carried in this regard including, PEST analysis, SWOT analysis, Competitive analysis, critical success factor analysis, value chain analysis, IEE & IFE matrix analysis and porter's five factor analysis. Results of questioner analysis are discussed in detail, which showed an overall positive response of vicinity residents for UMT sub-campus development in DHA. To check the validation of we have also developed the feasibility report to check that either it will be feasible or not in business point of view. Income statement, balance sheet and other reports are developed on real time information regarding all types of costs and human resources calculation to develop the best possible projections. IRR (Internal Rate of Return) and PBR (Pay Back Period) is also calculated to check the validation of this project. In proposed feasibility report both 8 Marla cut and 4 Marla cut calculations are available. Bring this project into reality we need approximately 20 million in hand. The complete market plan is developed which is covering and proposing the best possible strategies to capture the market and maintain the sustainability. All the seven P's are covered according to our product service offerings, how we will put our services and which will be the facilities we will be providing to our potential prospect. This project covers all the angles of business plan from industrial analysis to marketing plan to show the best possible projection of outcomes.

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1. INTRODUCTION

This project was assigned to us from the department to propose a complete business plan for new sub campus of School of Professional Advancement. The purpose of this project is to find an opportunity for the School of Professional Advancement (UMT) to develop a new campus in DHA/Gulberg for the potential target audience. In this project, we will make comprehensive marketing plan for SPA which will be based on following steps:

1. Industrial Analysis
2. Gap Identification
3. Customer Preferences
4. Feasibility
5. Marketing Plan

1.1 The brief study of above stated steps will provide us the final result which will be concluding that either development of new campus will be a good step to develop a sufficient result or not.