

# Manufacturing of Submersible Pumps in Pakistan: Business Plan



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## **ABSTRACT**

A business plan is a formal statement of business goals, reasons they are attainable, and plans for reaching them. It may also contain background information about the organization or team attempting to reach those goals.

Marketing is the management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P's of marketing: identification, selection and development of a product, determination of its price, selection of a distribution channel to reach the customer's place, and development and implementation of a promotional. Another objective of marketing is to deliver or capture value by providing products and services to their customers. So in this project we are making business plan by providing consultancy to Faisal Motor Pump and let them to manufacture submersible pumps in Faisalabad region. Faisal Motor Pump is the product of over 31 years leadership in Faisalabad industrial and domestic pump market. Faisal Pumps knows the importance of pump reliability when it comes to transferring water. The Company firmly believes in honouring its valued customers by giving more than the true value for their money and are determined not to compromise on quality at any cost.

As a company Faisal Motor Pump is committed to produce top range of products including Electric Motors, Single Impeller Pump, Double Impeller Pump (F1), Double Impeller Pump (F2), Jet Pump, Vacuum Pump (Importing from China) and Ejectors for domestic and industrial usage. All their products are field tested.

So in this project we analysed demand of submersible pumps in Pakistan. Some importers are already importing submersible pumps from china and they sell it with very high profit margin and after sale service is not offered because submersible pumps are not manufactured here so we have decided to manufacture submersible pumps in Pakistan rather to import from China. Definitely it will provides us cost benefit, or it will boost our domestic market as well.

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