

“SpeedEx Skilled Labor”

”In Excellence We Believe”



Final Project Report

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Abstract

The final year project is about launching skilled labor in sector E-11, Islamabad. We are targeting E-11, after conducting a small survey of the population regarding need analysis. The need analysis revealed few facts like, 78% of the respondent agreed that they need skilled labor, 68% of the respondents were not satisfied with their existing skilled labor provider. Questions like these were asked and the sample size was 50, which gave us a fair idea about the potential of this project. We will be differentiating ourselves from the rest by providing quality services, value for money, swift service designed after rigorous training and specified time allotted to every task, training program for our workers which will enhance their capabilities, professional behavior, satisfaction, motivation level, multiple options to reach us and excellent customer services. Our marketing campaign will include various tools like, banners, cable TV ad, trial marketing, sales promotion, facebook page etc. we will be providing our customer multiple options to reach us like, landline number, mobile phone, facebook page etc. We will be expanding our business according to the demand and progress and our long term goal is to tap in other sectors of Islamabad as well. This project will be run by partnership, where all the three partners will invest equal amount of PKR 125,000 and the total owners equity will be PKR 400,000. Our sales are expected to grow by 25% each year and the first year sales are forecasted to be PKR 80,000.

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