

BAHRIA UNIVERSITY

ISLAMABAD CAMPUS



CONTAINERS HOME

BUSINESS PLAN

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Executive Summary:

“Giving value to your money”

CONTANIERS HOME is newly created business with the purpose of initiating a new class of a luxury in this part of the world. At the moment venture is at its beginning stage.

CONTANIERS HOME is a business, which is dealing in preparing homes for the public by using the containers. So, the dream of an ordinary man of his own house comes true at comparatively less monetary sacrifice.

As the name reflects about the product, container homes are made through the shipping containers which are design for the use of homes. Design will be tailored to the requirement of their owners and there are large number of design, size and use of container property such as house, shops and offices. This concept is basically used in Europe, UK. As the trend of Pakistan is changing rapidly so we will try to change the living style in Pakistan.

Our mission is to make people aware that they can gain luxury by sacrificing less and our vision is to facilitate people towards achieving their dreams. Our purpose is that As Pakistan is, a developing country and people do not have a large amount of the money. Shelter is one of the basic requirements of a human being therefore the purpose is offer people with the opportunity to get their own shelter by sacrificing less monetary value.

CONTANIERS HOME can be a part of the construction or the shelter-producing companies, but it pretty different in nature from all of those because of the new idea. There are good amount of chances of its expansion because of the little spending power of the people of Pakistan.

The venture is a partnership-based business with four owners and with the same share in the possession. The owners are office bearers and holding the key administration positions in the business.

Ideal consumers of CONTANIERS HOME are the middle class of Pakistan who have the need and desire of having their own house but cannot have enough money because of the low earnings and the heavy rents of the places they are currently living in.

The economic recessions, growing rate of unemployment, declining value of money, terrorism and many other reasons it is becoming not easy for a common man to place shelter for himself. The target market of “CONTANIERS HOME” comprises of households. We will divide our customers in different group according to their income level and spending power.

Core strategy of our venture is to enlarge our company in Islamabad, Rawalpindi and then all over the country. We have to recognize the market needs and fill them pretty brightly so that people show some constructive reaction towards our containers home which will provide us chance to develop our venture and market share.

Positioning goal:

You are not giving money for just a CONTAINERS HOME; you are giving us money for the worth we are delivering through our PRODUCT.

After taking an observation from different societal classes and their earnings levels, we determined to make modified products for them consequently and those products come up to with quality. According to the requirement of the customer, we add the preferred material in the modified containers home that we make. Material can be of brilliant quality, can be of a very good quality but not of an economical quality.

The sales strategy of “CONTAINERS HOME” is to pull customers to direct channels by targeted promotional campaign in the environmental segment. We will use good communication channels to provide good services and on time faculty. Our distribution channels will provide our product in any area of the twin cities.

This report covers all business aspects and discussed in detailed. All marketing plan, production plan, financial plan are discuss in report. Production cost, salaries, pricing strategy, industry analysis, market analysis, market need and description, sale strategies and exhibits are also given in this report.

This report is divided in chapters; every chapter is discussing in detail. Projection is based on assumption in this report but assumption is based on rational. If this project is apply practically there will be some changes required according to the market change and time factor.

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