

Developing a solution for payment issues of utility
bills in Islamabad



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Contents

ACKNOWLEDGEMENT.....	3
Chapter No.1.....	9
Introduction.....	9
1.1 VISION.....	11
1.2 Mission.....	11
1.3 Project Objectives.....	11
<i>Previous work on payment of bills:</i>	12
chapter 02.....	14
Why payment of utility bills at door step?.....	14
<i>Name of our business</i>	15
<i>Slogan of QUICK BILLS PAYMENT</i>	15
<i>Why QUICK BILLS PAYMENT is better</i>	15
chapter 03.....	15
NADRA kiosk centre's compare with QUICK BILLS PAYMENT.....	15
<i>Omni UBL, Telenor, easy paisa compare with QUICK BILLS PAYMENT</i>	15
<i>BANKS compare with QUICK BILLS PAYMENT</i>	16
chapter 04.....	16
Project statement.....	16
<i>Need analysis of the Project</i>	16
<i>Feasibility of the project</i>	17
<i>Feasibility study</i>	17
An analysis and evaluation of a proposed project to determine if it (1) is technically feasible, (2) is feasible within the estimated cost, and (3) will be profitable.....	17
<i>Technically feasible</i>	17
<i>Estimated cost</i>	17
<i>Profitability</i>	17
<i>Partners in project</i>	17
<i>Scope of the project</i>	18
chapter 05.....	18
Why urban areas are not in the scope?.....	18
<i>Major Deliverables</i>	19
<i>Constraints</i>	19

<i>Time</i>	19
<i>Budget</i>	20
<i>Limited resources</i>	20
<i>Project Assumption</i>	20
<i>Issues and Risks</i>	20
chapter06.....	21
Methodologies and Strategy.....	21
<i>Need assessment survey</i>	21
<i>Research Population</i>	21
<i>Research Methods</i>	22
<i>Tramp to village</i>	22
<i>Discussion with Households</i>	22
<i>Design phase</i>	22
<i>Implementation phase</i>	23
<i>Future action plan</i>	23
Chapter 07.....	24
Swot analysis.....	24
<i>Strength</i>	24
<i>Weakness</i>	25
<i>Opportunity</i>	25
<i>Threats</i>	26
Chapter 08.....	27
Contingency plan.....	27
<i>Project manager</i>	27
<i>Team member work</i>	27
Chapter 09.....	28
Marketing 4'ps.....	28
<i>Product</i>	28
<i>Price</i>	28
<i>Place</i>	28
<i>Promotional activities</i>	29
<i>marketing via pamphlets</i>	29
<i>marketing via electricity bills</i>	30

<i>marketing through local TV cable</i>	30
Chapter 10.....	31
Strategic marketing.....	31
<i>Strategic marketing management of QUICK BILLS PAYMENT</i>	31
<i>Internal analysis</i>	31
<i>Marketing myopia</i>	31
<i>Human resources for our project</i>	32
Chapter 11.....	32
Extra services for loyal customers.....	32
<i>Why people will avail the services?</i>	32
<i>Location of our office</i>	33
Chapter 12.....	34
Budget of the business.....	34
<i>Return rate</i>	34
<i>Financial planning</i>	35
<i>The service Line extension</i>	36
Chapter 13.....	36
Competitor analysis.....	36
<i>Competitive advantage</i>	37
<i>Why to choose NADRA kiosk</i>	37
<i>Procedure for payment</i>	37
<i>Legal requirements</i>	38
<i>Capacity rationale</i>	39
Chapter 14.....	39
<i>Project goals</i>	39
<i>Quality definition</i>	40
<i>Estimated time frame</i>	40
<i>PEST ANALYSIS</i>	40
<i>Resources needed for the business</i>	43
<i>No true investment</i>	44
Chapter 15.....	45
Resources provided by NADRA.....	45
<i>Tablets or iPods</i>	45

Bar code reader.....	45
<i>Software</i>	45
<i>Earning procedure</i>	45
<i>Registration with NADRA</i>	46
<i>Dissolving a partners and business</i>	46
<i>Conclusion</i>	47
Chapter 16.....	48
Projected Income Statement (Annually).....	48

Abstract

Our project basically works on the entrepreneurship business in Islamabad on to develop a solution on payment issues of utilities bills in Islamabad and this project objective is to check the reaction and response of the people on payment of their utilities bills at their door step at a service charge of 10 rupees per bill there will be different marketing technique which have to be applied for the success of this business and this business would be run by three partners as partnership the starting budget of this business is approximately 32 thousand rupees and there is some amount of money which have to deposit in the NADRA account from which the payment of billing would be start this is an entrepreneurship business a unique idea in Islamabad and the competitive advantage of this business is the way we are doing this business. Our target market is the flats and rural areas houses in Islamabad basically from this business we can earn 60 rupees per house or per flat from this business and our initially target is 1500 houses per month which can be easily done because in Islamabad there are 2,19,076 houses so in that large population our target is easily achievable. So this business is basically a partnership business and the profit would be distributed equally among all three partners there is no other workforce in our business this business will manage and operated and finance and run only by these three partners. Our future expansion market would be the market of Rawalpindi but first we will start this business from limited area like Islamabad then we will move to Rawalpindi and after then slowly and gradually this business will be expand in the whole Pakistan and then there will be need of huge workforce and this partnership business will be convert to a legal entity of limited company and will be registered with SECP and also enlist with stock exchange. The name which we choose for our business is QUICK BILLS PAYMENT.