

**EASY TO EAT COOKED HALEEM IN PLASTIC JARS**



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**2016**



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'(I START) IN THE NAME OF GOD, MOST GRACIOUS, MOST MERCIFUL'

## **Abstract**

Mann Bhata is a unique project which provides haleem in plastic jars. This project includes 5 chapters which describes the different aspect of Mann Bhata haleem. All the activities are shown in order to make it a brand in the minds of customers. Chapter one include Introduction of the brand. The brand elements, nature of the project and brand management process are applied. In order to make it a brand CBBE pyramid is applied. The mission and vision of the project is described in the project. This chapter also describes the target market and their motivations. The second chapter includes problem statement and need analysis. History of haleem and gaps are identified. SWOT analysis is done in this chapter. The third chapter includes Design and implementation, 8 P's of marketing are done which shows the feasibility of the project. The detailed implementation strategy of Mann Bhata is described in the chapter.

Testing and deployment is done on the basis of its practical operations. The prototype of Mann Bhata finished products is shown in the In house and Open house presentations. The last chapter of the project covers future strategies for Mann Bhata. The brand extensions of Mann Bhata are described and the future strategies for energizing and leveraging the brand are described in the chapter. All these sections show overall feasibility of the project for long term success.

## Acknowledgment

قَالُوا سُبْحَانَكَ لَا عِلْمَ لَنَا إِلَّا مَا عَلَّمْتَنَا إِنَّكَ  
أَنْتَ الْعَلِيمُ الْحَكِيمُ ﴿٣٢﴾

**They said: be glorified! We have no knowledge saving that which thou hast taught us.**

**Lo! Thou, only Thou, art the knower the wise.**

**[Surah Al-Baqara Verse 32]**

All thanks to ALMIGHTY ALLAH, the most beneficent, the most gracious and the blessings of his prophet Hazrat MUHAMMAD (P.B.U.H) who enabled us to complete this project.

We express our gratitude and sincere to our supervisor Salman Ali Khan for his invaluable advise and his enormous patience throughout the development of the project.

In addition, we would also like to express my love to my parents and friends to helped and gave me encouragement.

## *Dedication*

We dedicate this project to our parents and teachers, who taught us to think, understand and express. We personally feel that without their inspiration, guidance and dedication I would not be able to pass through the tiring process of this project.

## *Declaration*

The work that we did in this project is our own and has not been submitted by any one before. The data we gathered to prepare our project is gathered from published and unpublished work of others and has been provided the list of references.

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