

SMART

October - December 2021

# ENTREPRENEUR

VOLUME 2

MAGAZINE

## INTERVIEWS

ASIF PEER

CEO, SYSTEMS LIMITED

MIAN ABDUL REHMAN TALAT

CEO, BLUEEAST PVT LTD

SAGIB BUTT

CEO, PK MEAT GROUP

H.E. DENISA GOKOVI

CEO, HOINSER GROUP

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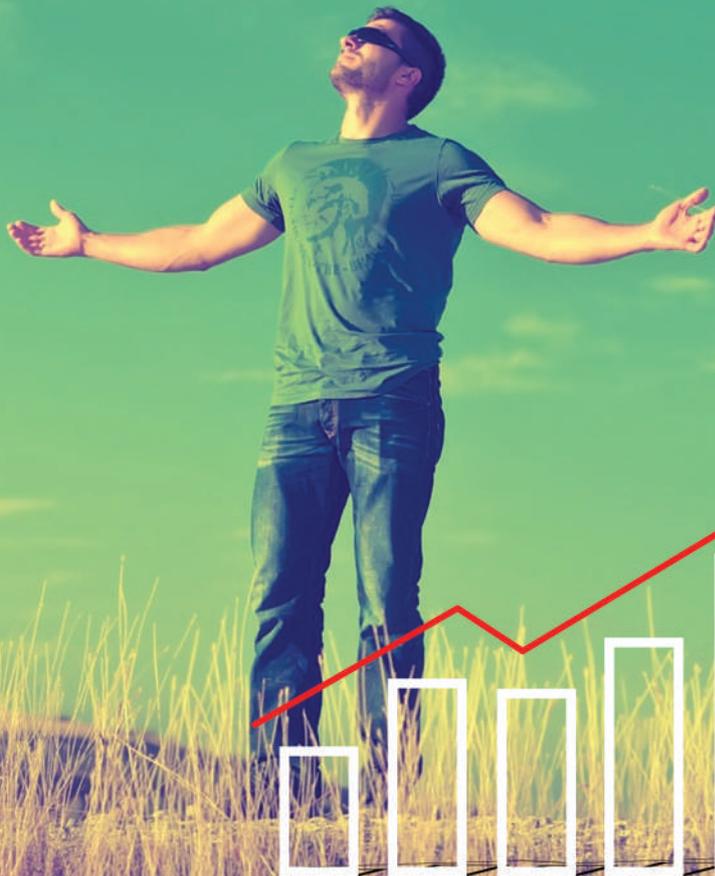
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# Engr. Mehtab Hussain

## FOUNDER OF SMART ENTREPRENEUR SOCIETY

It is not about ideas; it is about making ideas happen! In my role as Founder, I have the opportunity to connect with countless members around Pakistan. With every member I meet, I hold steadfast in the belief that it is the stories, rather than money, that keep the SES world spinning. It is this core organizational pillar of peer-to-peer learning and experience sharing that's both the hallmark of SES and the essence of the value SES provides.

One of the ways we distribute this value is through publications like SES-Magazine. The value of leveraging business tycoon -written content to engage the reader, to help them grow from others' experiences, and how this value separates us from competing organizations.

We have something that no other organization has access to unique and compelling stories! By emphasizing each through publications like SES-Magazine, we can foster growth, encourage experience sharing, and support the complete entrepreneur.

Usually, one thing has been apparent: Members love learning about other members' experiences. Knowing this, SES magazine will now be more of an experience-sharing vehicle and less like a typical business magazine.

There are plenty of publications out there that provide marketing tips or technology best practices. What they don't offer, however, are inspirational stories about other peers—moments of Forum magic, event experiences and other tales of transformation that remind us how powerful entrepreneurship can be.

Leveraging more Business tycoon -written content —and less articles—in our publications is just one facet of SES-Magazine far-reaching communications plan. SES -Magazine will be redefining SES voice and offering you more personalized content to help support the totality of the entrepreneur. As a global thought leader on entrepreneurship, our words is the beacon that lights a path for leading entrepreneurs to follow. Cultivating that voice to deliver more individual value will help us make broader strides in the entrepreneurial landscape. At the end of the day, it's the members' and tycoon experiences that keep the SES voice powerful, and we'll keep doing our part in sharing those experiences.

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# 1. ASIF PEER



**R**ising through the ranks shows a professional's commitment to the mission and values of their organization. Mr. Asif Peer serves as Chief Executive Officer (CEO) and Managing Director (MD) of Systems Limited, the same company where he began his career as a software developer in 1996. He also serves as a Member of the Board of Directors.

Having majored in Computer Sciences at the National University of Computer and Emerging Sciences (NUCES) in Karachi, Peer was able to position himself in the lead for a job at Systems Limited as soon as he graduated. He demonstrated sheer tenacity by also completing his MBA in Marketing and Finance from the Institute of Business Administration (IBA) in Karachi only a year later.

This was enough preparation for Peer to assume a more challenging role at the U.S. office, as he took on a wider array of responsibilities, focusing on delivery and management of software projects. He went on to serve as the Chief Operating Officer (COO) of Visionet Systems, Inc. from 2008 to 2012 in the US before returning to Pakistan and taking charge of Systems Limited as CEO.

systems

## Question/Answer

**Q. NO 1. Are you a successful CEO? What is your attribute of success?**

**Ans.** To become successful in any field one must have a strong resolute and passion to keep working harder with every passing year. I strongly believe in teamwork, customer focus, and employee-centricity to be above all to earn their trust and tie them up with your vision. I do not treat myself or us at Systems Limited to have become successful yet, there is a long way to go as we have embarked on the journey and we have yet to achieve many milestones.

**Q.NO 2. What strategies can you suggest for finding investors?**

**Ans.** As CEO & Managing Director of Systems Limited, I believe it is the credibility of the story and team building, which is of utmost significance in order to attract investors. We strongly believe in delivery innovative ideas, staying ahead of competitors.

**Q.NO 3. What compelled you to develop your business idea?**

**Ans.** The opportunity is humongous to lead the industry and create a sustainable ecosystem to be able to grow and become pioneers.

**Q.NO 4. How do you manage feelings of doubt? what marketing stereotype you cannot accept?**

**Ans.** We always try to find uniqueness at Systems Limited to be able to offer innovation and creativity. Strong research and understanding of customer needs and trends is of utmost importance.

In his current role, he works very closely with his customers, partners, vendors, and government institutions while leading the multi-million-dollar expansion program for Systems Limited. One of his biggest accomplishments is the successful initial public offering of Systems Limited that was held at the Karachi, Lahore, and Islamabad stock exchanges in December 2014, where investors oversubscribed three times over at the upper price band of the company stock.

Under his esteemed leadership, the company has won several accolades, including Microsoft Country Partner of the Year, multiple PSEB IT Export Awards since 2016, membership of Microsoft Dynamics President's Club in 2014 and 2015, and 14 P@SHA ICT Awards in 7 categories over the past 5 years.

In October 2018, Peer was made a member of Pakistan's Council of Business Leaders, charged with providing recommendations for improving the nation's business environment, increasing investment, and driving exports.

Systems Limited has won multiple awards under Asif Peer's leadership such as the most prestigious Forbes Asia's Best Under A Billion Award 2020 & 2021, two years in a row and 2021 Poll of Asia's Outstanding Companies by Asia Money for Outstanding Company in Small/Mid-Caps and Technology Hardware & Equipment. Systems Limited recently won Microsoft achieved the Microsoft Business Applications 2021/2022 Inner Circle award for the outstanding sales achievement and innovation.

### **Accolades**

Asif Peer is an active member of P@SHA, representing Systems on a national level. He has been elected as President Executive Committee 2020 for American Business Council, a non-profit dedicated to bridge investment and business opportunities between Pakistan and the United States of America. He is also serving as a co-chair at Parwaz ICT, a multifaceted platform serving as a national accelerator on closing the skills gap to ensure the work readiness of Pakistan's current and future workforce. He is also serving as Information Technology Board Member for CPEC Business Council on the advice of the Advisor to Primer Minter for Commerce and Investments, the Chairman BOI. The Economic Business Council Group has appointed Mr. Peer as the IT member for Government of Pakistan Finance Division.

Under his esteemed leadership, the company has won several accolades, including Microsoft Country Partner of the Year, multiple PSEB IT Export Awards since 2016, membership of Microsoft Dynamics President's Club in 2014 and 2015, and 14 P@SHA ICT Awards in 7 categories over the past 5 years.

**Q.NO 5. Have your priorities of achieving success changed over the course? What was your mission at the outset?**

**Ans.** My goal remains the same, to focus on my employees to be able to deliver consistent performance, with unique solutions. The mission has remained the same but the strategies to scale keep evolving, as the goal includes serving in the industry and creating a workforce in the IT sector so that Pakistan makes a bigger mark on the global level.

# 2. ABDUL JABBAR RATHOD



**M**r. Abdul Jabbar Rathod is a prominent personality of Memon Community, he is certainly one of them who by virtue of his soft nature, friendly gesture and helping hand, has become an apple of eye of everyone not in Memon Community and the corporate sector.

He has an extensive entitlements throughout his worthy career which is un-ignorable but shareable as Vice Chairman-Pakistan Chapter Leadership Forum, Executive Committee Member-Pakistan Hotel Association, Vice President-Rotary Platinum, Vice Chairman-Consumer Association of Pakistan, Patron in Chief-Help Foundation, Director Corporate Relations-Own Karachi Foundation, Head of Corporate-Memon Entertainment, External Member ORIC-Steering Committee Jinnah University, Member-Corporate Advisory Council Karachi University, Advisory Board Member-Smart Entrepreneur Society, Vice President-Commecs, Vice President-Joining Hands Welfare Organization, Past President-Memon professional Forum, BOD & Vice President-Harmony Social Welfare Organization, Member-Karachi Club, Member-Arts Council Karachi, Member-World Memon Organization, Member-Pakistan American Cultural Center, Member-Pakistan Institute of International Affairs & Member-Pakistan Marketing Association.

DREAMWORLD  
RESORT, HOTEL & GOLF COURSE

## Question/Answer

**Q. NO 1. Are you a successful entrepreneur? What are your attribute of success?**

**Ans.** Real success is not about the attainment, it's about not to give up and I am not a quitter for sure. There's not any secret of attributes, but, stability, determination and dedication.

**Q.NO 2. What strategies can you suggest for finding investor?**

**Ans.** For first-time entrepreneurs with no direct VC connections, I recommend applying to reputable startup accelerators that can lend their network and credibility to your startup. While investors may believe in your business, their investment is ultimately a means to an end—they need to make money on their investment. So, it's important to highlight what they will personally gain from investing in your business.

**Q.NO 3. What compelled you to develop your business idea?**

**Ans.** Note down your ideas and expand them than consider and analyze the relevant markets. Competitive analysis is a great way of comparing and predicting how your business will stand up against your competitors in the industry.

**Q.NO 4. How do you manage feeling of doubt? What marketing stereotype you cannot accept?**

**Ans.** When we over think and doubt our abilities so it happens. Try not to compare yourself to others and remember your past achievements when you may have been scared to do something, in school or work, but it actually ended up really well.

I suggest everyone to coming out from the fear of failure and stay positives with the optimistic beliefs.

He was the Former Executive Vice President & Zonal Head of Habib Metropolitan Bank. He is also a dynamic person with various flavors of expertise attached to e' name and is a proud Memon. He has been associated with the banking industry since last 25 years and intends to incorporate his expertise in the field of philanthropy. Currently Mr. Rathod is an Executive Director of DREAMWORLD (Resort, Hotel & Golf Course).

Mr. Rathod is a name which needs no introduction. A well-known personality having Masters in Banking and Finance, he is well on his way to make a difference in the society. Today, Mr. Abdul Jabbar Rathod holds a number of awards for his outstanding Social and Banking services.



**Q.NO 5. Have your priorities of achieving success has been changed now?**

**Ans.** Priorities may change time to time, but don't leave your roots, it will never leave you till last breathe but priorities can.

In order to complete everything that needs to be done Prioritization is important because it allows me to give attention to my daily tasks that are important and urgent so that I can later focus on lower priority tasks.

**Q. NO 6. What was your mission at the outset?**

**Ans.** When you become mature and successful in the business and life, so it's our responsibility to deliver the worthy experience with the generation.

Alhamdulillah, we are on our way to provide a platform to the generation for better future.

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# 3. MIAN ABDUL REHMAN TALAT



**M**ian Abdul Rehman Talat, Chief Executive Officer at Blue East & Orient Apparel, A compulsive entrepreneur, technologist, business leader, and Chief Executive Officer in the field of consumer electronics, software services, and IoT solutions.

Extensive experience with developing vertical, product, and revenue-generating marketing approaches and execution programs for tech and digital services.

Expert at developing win-win marketing & business development strategies by digging into pain points, finding issues, and fixing them. With a knack for cleaning up processes, have organized infrastructures, and helped employees become more efficient, confident, and happier.



## Question/Answer

**Q.NO 1. Are you a successful entrepreneur? What are your attribute of success?**

**Ans.** Success is a very subjective term, more so when it comes to entrepreneurship. Being a successful entrepreneur means more than starting new ventures every other day. It means the right attitude towards a business and the determination and grit to achieve success, so it is not just a one-time achievement. It is something that one needs to keep working on and doing every day. As long as that's happening, I'd consider it a 'success'.

**Q.NO 2. What strategies can you suggest for finding investor?**

**Ans.** My number one strategy would be 'networking'. Find people with the right interests and attitude and talk about your venture as much as you can. Don't let the conversations stop, because letting things happen organically can yield great results.

Another great idea is to always rigorously plan for how you're going to get the investor the desired return on investment. Define your business plan and trajectory and make sure that you clearly illustrate how and when you will get them the return.

**Q.NO 3. What compelled you to develop your business idea?**

**Ans.** All of my startups and ventures have one thing in common- innovation and technology. My passion for and fascination with the developing technology has always been my driving force. From digitalizing Orient Electronics to Mevris, Pakistan's first IoT platform to now Orient Apparel, I strive to introduce something new and advanced every time.

Acquiring Bachelor's Degree in Computer Science from the National University of Computer and Emerging Sciences, Realizing the promise of digital retail and software development through multiple eCommerce startups. Passionate about the continuous developments in technology and IoT & actively working to bring together smart people and collaborate with them to solve the biggest of problems.

# BLUE EAST



**Q.NO 4. How do you manage feeling of doubt? what marketing stereotype you cannot accept?**

**Ans.** A simple way to manage doubt is to find inspiration and validation from within. As long as you are your own best friend and your best competition, doubt really doesn't creep in. So, it's important to have faith in yourself because constant reassurance doesn't mean much if we don't believe in ourselves.

Forceful glamorization and objectification in the marketing industry is something I don't agree with. We should let superior product quality and services do the talking.

**Q.NO 5. Have your priorities of achieving success has been changed now?**

**Ans.** Success is just the result of hard work and consistency. My priority has always been my work and the constant drive to do better, and that hasn't changed.

**Q.NO 6. What was your mission at the outset?**

**Ans.** My mission is the elevation of the common man through technology. While the world is changing and technology really is bridging a lot of gaps, Pakistan is still a long way off from the rest of the world. My hope and mission have been to take the necessary steps towards the betterment of the standard of living of every Pakistani through introduction and access to technology that helps makes lives easier.

## 4. SAQIB BUTT



**Mr.** Saqib Butt being one of the inventive and forward thinking Entrepreneur and Chief Executive Officer of PK Group of Companies Private Limited possess an impressive track record when it comes to creative thinking and redefining the role of sustained brand beliefs. He is also extending his value added professional services as Executive Director at PK Viet Food & Cold Storage Company and PK Livestock and Meat Company Pvt. Limited, ensuring to continually develop businesses that offer potential solutions to the consumer needs. Mr. Saqib Butt can be truly identified with the term serial entrepreneur because he has developed and prospered businesses to greatness. He is an established and successful serial entrepreneur who is born to lead the business industry because of the ultimate passion and drive to create innovative solutions that are authentic to the advanced needs of the target audience.



### Question/Answer

**Q.NO 1. Are you a successful entrepreneur? What are your attribute of success?**

**Ans.** With the grace of Al-Mighty yes, Success is when your business actually serves a need and you get a chance to serve humanity while doing business and making profit out of it as well.

**Q.NO 2. What strategies can you suggest for finding investor?**

**Ans.** For me every business needs the right investors, there are many people in Pakistan who have inherited money and don't know where to invest, the most important trait to look in an investor is the level of his own interest in the business idea.

**Q.NO 3. What compelled you to develop your business idea?**

**Ans.** In order to serve a need and fill a vacuum in the ever growing food market in Pakistan, the idea to provide a one window solution for all types of frozen food needs was a bench mark Hence we are in the only company in Pakistan to have frozen food products in Beef, Mutton and Chicken. All three under one brand name.

**Q.NO 4. How do you manage feeling of doubt? what marketing stereotype you cannot accept?**

**Ans.** Doubt and risk is a part of business, I guess managing them is a personal trait for everyone. Marketing stereotypes are many for the sake of I only embrace to the idea of a 360 degree marketing plan for any business and marketing has to be integral part of the investment in the start.

**Q.NO 5. Have your priorities of achieving success has been changed now?**

**Ans.** Yes priorities keep changing with the time, and as we are a young nation our business priorities are ever evolving.

**Q.NO 6. What was your mission at the outset ?**

**Ans.** The mission is to provide the people of Pakistan a value for their money and giving only the right and top most quality products for our customers.



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# 5. HASEEB USMAN



**H**aseeb Usman has a degree in Business Administration from the University of Hertfordshire.

Haseeb started an advertising agency by the name of HS-360.

Accumulating a diverse set of experiences that helped him run one company and still he is digging to do more. Little did he know that a vague thought would give what he now proudly call “CASA MIA DREAMS” Staying flexible and open to new possibilities can lead to great things—as can hard work.

Today he have 40+ international and local brands under the roof of Casa Mia Dreams, 2 showrooms in the city and a long way ahead.



## Question/Answer

**Q.NO 1 Are you a successful entrepreneur? What are your attribute of success?**

**Ans.** There is no set boundary of success , I keep pushing and testing my limit. One of the core attribute of success is being motivated constant self-evaluation and ability to move and grow with daily changing digital world.

**Q.NO 2. What strategies can you suggest for finding investor?**

**Ans.** To have a well drafted business model with a 5 year goal plan.

**Q.NO 3. What compelled you to develop your business idea?**

**Ans.** The need and want for a upgraded lifestyle and to use my potential in growing and leaning business.

**Q.NO 4. How do you manage feeling of doubt? what marketing stereotype you cannot accept?**

**Ans.** CUSTOMER IS ALWAYS RIGHT – this is something I cannot buy. When in doubt I always consider evacuating my decision, seek advice from team and peers.

**Q.NO 5. Have your priorities of achieving success has been changed now?**

**Ans.** It keeps changing on daily business, you start with something and gradually your sense of direction leads you somewhere else. I achieve success everyday when I see my team satisfied and my business growing .

**Q.NO 6. What was your mission at the outset?**

**Ans.** That my brand is recognized nationwide.

## 6. AHMAR AZAM



**A**hmar Azam FCA (England & Wales) is a Big four trained, top-line driven professional with over 20 years of international finance, strategy and business building experience. Previously the CFO and then CEO of Leejam Sports Fitness (15th largest fitness chain in the world), he is currently the founder and CEO of TriFit Limited, Pakistan's first international level chain of health and fitness clubs.

Ahmar is also an independent Board member to the Honorable Audit Committee - International Cricket Council (ICC); honorary member of the ICAEW Middle East Advisory Board; independent board member of Gold's Gym Saudi Arabia; and Member of the Advisory Panel on Policy Making for Tasdeeq Pakistan (a project of Safe Pakistan Welfare Trust).



## Question/Answer

**Q.NO 1. Are you a successful entrepreneur? What is your criteria of success?**

**Ans.** For me personally, success is leading a rich and fulfilling life, while pursuing your passion. The rich part comes from knowing that what you are doing will have a positive impact on people's lives and society in general. The fulfillment comes from balancing work with a healthy lifestyle, lots of family time and leisure.

Not sure if I can call myself successful 100%, because every day I strive to be better at whatever I do. It's an ongoing process, which is why one of my favorite quotes is **"SUCCESS IS NEVER OWNED, IT IS RENTED AND THE RENT IS DUE EVERYDAY"**

**Q.NO 2. What strategies can you suggest to startups for finding investors?**

**Ans.** I always look at the founder of a company. Ideas and products can always be tweaked or pivoted as market conditions may change. But it is the founder's mindset, attitude and expertise that makes the difference between a failure and success.

My advice is that there are 2 ways to raise funds:  
i) Write a thorough business plan with proper market study and feasibility study. Build a case of why you are the most qualified person to build that business. Put your skin in the game. Build a great believable story. Take help from agents who can help you raise money. First step is to identify an anchor investor. Once you have that, finding other investors is easy.

ii) Build your company to a certain modest level with a Minimum Viable Product (MVP), bootstrap through early growth phase and lead it to certain milestones (without any external funding), such as:

- 1) Number of customers
  - 2) Revenue figures
  - 3) Market share (however small it may be)
- Once you reach those targets, you have a product with potential. Next step is build a story of growth and then reach investors.

**Q.NO 3. What compelled you to develop your business idea?**

**Ans.** I literally stumbled over fitness industry 8 years ago and just fell in love. Ended up building and leading top 15 fitness chain in the world initially as the CFO and then as the CEO.

Couple of years ago, developed a new dream to duplicate our success story in the virgin fitness market in Pakistan. Discussed my vision with a few like-minded friends from the Pakistani diaspora as well as Saudi founders of the fitness chain I worked for. Went to work and took almost 2 years to plan the venture.

COVID along with contemporary lifestyles in Pakistan with little to no exercise, and lockdowns in the pandemic only made the business case stronger. And here I am after spending 29 years of my life overseas between UK, US and Middle East, now back in Pakistan along with a stellar team building a fitness company called TriFit.

Our mission at TriFit is to inspire society towards an active lifestyle, encourage people to exercise regularly and make healthy life choices. We plan on providing this communal wellness experience this through an accessible network of world class fitness centers (TriFit) and sports -bar cafe concepts that will provide delicious yet healthy food (TriFuel).

**Q. NO 4. How do you manage feeling of doubt?**

**Ans.** I'll be lying if I say that I don't have down days. I do. But I don't let it keep me down. Alhumdulillah I have the ability to snap out of it. Faith in God and His ability to guide us through all adversities gives me the energy. I genuinely believe that with every adversity in life comes a seed of equal and greater reward.

However as a process, I tend to look at my previous experiences, all the facts, data and internal discussions when making an informed decision. If the rationale is strong, then there's little room for doubt.

In summary, I have complete faith that as long as my intentions are good, and I put in the fullest of my efforts, Allah will reward us and lead the way to success and prosperity.

**Q.NO 5. What marketing stereotype are unacceptable to you?**

**Ans.** Marketing stereotype I can't accept is that pricing needs to "fit" a certain criteria for a certain "target audience" to accept your product.

If your product is solid and well-thought, is backed by exemplary service and a WOW factor in the customer experience, then pricing becomes irrelevant because your value proposition overrides everything.

**Q. NO 6. Have your priorities of achieving success changed now?**

**Ans.** When I was younger, success was derived more from a worldly definition of a big house, fancy cars, lavish vacations and other material goods.

As I've grown older, my definition of success is doing what's right while being true to yourself and leaving a positive legacy in the world with a good work-life balance.

**Q. NO 7. What was your mission at the outset?**

**Ans.** As I said before, we want to inspire society towards an active lifestyle, encourage people to exercise regularly and make healthy life choices. In that process, build a great fitness company in Pakistan and then take it international Insha Allah.

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# 7. TAHIR MAHMOOD



**T**ahir Mahmood Chaudhry is a student and teacher of leadership & Turnaround Management either in individuals or Organization development. He has devoted his life to sharing his thinking in order to help other leaders and organizations to develop an agile learning culture. Tahir's unconventional and innovative views on talent, learning, leadership and business have attracted significant attention.

Teaching & consulting as a professor of practice in Entrepreneurship, Start-up Culture Development, Turnaround Management Consulting, Capacity Building in Organizational Development, Advisor Industry Academia Linkage and IT infrastructure Development Entrepreneurship, Start-up, Business Incubation Business Plan Competition Event Management, Judge, Mentor, Coach and hand holding buddy (HR, Industrial Management) Turnaround Management PPD (Personal & Professional Development) Soft skills/Grooming, Organizational Behavior, Entrepreneurship Development (Established 783 start-up Companies in 130 Universities).



## Question/Answer

**Q.NO 1. Are you a successful entrepreneur? What are your attribute of success?**

**Ans.** Yes, I did my start-ups in 1980, Also done my first Turnaround management Start-up was in 1996 when I did a Turnaround of a failed IT Company by the name of Falcon Engineering, it was a sick unit under debt of 12.5m PKR, I bought this company and made it a successful IT Infrastructure Development & Support Company in just 9 months. My success point was the analysis of the company, New Product, New Service and New Customers, which I totally changed, I started SLAs which are more profitable Product with very less investment, We signed agreements in this very short period with HMC, (Heavy Mechanical Complex) National Assembly Secretariat, Senate of Pakistan, United Nations different offices, UNDP, UNDCP, FAO, etc. National & Multinational Banks like HBL, NBP, Citibank, HBFC, IIBI, Bankers Equity Ltd. Telecom Companies and i-NGOs were major customers, Universities like FAST, Comsats, NUST, MAJU, were in our client list, UNMOGIP and other strategic Organizations, Pharmaceutical Companies like Upjohn, Pharmacia, Pfizer, Park Davis, Sanofi Aventis was included in as well. The strategy I opted was best Service, on time response, quality equipment, best technology advice and state of the art consultancy for smooth running of the agreements signed.

**Q.NO 2. What strategies can you suggest for finding investor?**

**Ans.** Investor needs best ROI, present them good Business Plan, a good team, Location, best time for Product or Service Launching, Marketing Plan, Quality of Product and Service, good PR Team, Branding, Values, Best Competitors Analysis, Product Placement in the market, Business Model, Franchises or Business Partner, who are your key suppliers, Niche Market area, attractive of influencing customers, Best Place to show case or outlet with good parking and access to reach. Value for Money, Short Terms and Long Terms goals aligned with companies Vision and Mission. Value Proposition, best Profitability, and long term market leadership tactics.

## ACHIEVEMENTS & WORK EXPERIENCE

Trained 10,000 plus students, Industry members to start their own companies by 11 years Business Competition Programs by IBA Karachi through Cambridge Advisors Network, MIT Enterprise Forum, PIE, SMEDA Entrepreneurship Development Series, USAID funded HEC programs. As member NBEAC evaluated business Schools and represented as Industry Expert role in accreditation of a University Business School.

Supporting Pakistan Engineering Council as advisor in Entrepreneurship and Innovation. Teaching Experience in Entrepreneurship at Bahria University, FAST, NUST, Islamic University ARID Agriculture University National University of Modern Languages. Served as Advisor at NCEAC, HEC's National Computing Education Accreditation Council, where he developed the Training Modules for Industry.

Academia Linkage for improvement of Education Level acceptable for the Industry in terms of Placement, Projects and Internship. Secondly managed project to established database for registration of Computer Science Students in Pakistani higher education Institutions/Universities. Served as member Evaluation Committee as "Industry Representative" in NBEAC (National Business Education Accreditation Council, visited 12 universities for accreditation in Business & Management Sciences across Pakistan National Coordinator for training Program in Ministry of IT & Trained 10,000 plus students.

### **Q.NO 3. What compelled you to develop your business idea?**

**Ans.** I am always curious to support failed and sick units because this is my passion as Chartered Member of Global Organization of Turnaround Management by the name of TMA (Turnaround management Association. I worked on Pakistan Accumulators Pvt Ltd, (Volta and OSAKA Batteries manufacturers), MIA Corporation the distributors of Acson, Green Air and Daikin Air conditioners in Pakistan launched first Inverter Air-conditioner brand in Pakistan, the company was reborn as a Turnaround Management set-up. Because I did the case study on Falcon Engineering than I decided to support other companies. Now this is my core business and I am chief Consultant in Falcon Consulting Group.

### **Q.NO 4. How do you manage feeling of doubt? What marketing stereotype you cannot accept?**

**Ans.** So many senior industry people told me "do not purchase sick unit, you can start a new company with only 20% of amount you are spending on this failed company". But I done my homework very smartly, I calculated that if I start a new company, it will take me 5 years to be able to bid in large tenders where there is a clause that the company must have 5 years old and has to has some prestigious customers in the client list. So I calculated the cost of operation for 5 years, time and efforts and decided to purchase this company with 10 years old status, qualified and registered with so many good customers like British Council, CIDA, British Embassy, US Embassy, some I-NGOs etc. So I started working and got 50 plus good clients in just 90 days because of this strategy.

### **Q.NO 5. Have your priorities of achieving success changed now?**

**Ans.** Now a days the Large Corporation like PIA, Pakistan Railways and Pakistan Steel are under consideration in my consulting. I advised Pakistan Railways to work on Cargo/Freight 93% and 7% revenue will come from Passengers. They agreed and started 11 freight trains and now a days this department is in profit by 440mPKR per month. Similarly PIA has a 60-40 ratio in passengers and Cargo, so I advised them to work on Cargo Business as well as the tourism as an Industry with religious Tourism to and from Pakistan to Other Countries. Now a days e-commerce, Digitalization, online education, ERP Solutions are the best products and Services to sell. So my focus is tilted towards digitalization of all these organizations to prosper. Governance is also a new buzz word in the world, as well as ease of doing business is very popular. My Approach is to do things on a global level, which can benefit all the humans on earth.

## 8. ADNAN GHAFFAR



**A**dnan Ghaffar has achieved the honor of becoming the founder and CEO of codeautomation.ai at quite a young age. With his enormous knowledge of business, he has been serving the software development and automation industry worldwide successfully.

Mr. Adnan, after completing his education, has evolved in the software industry so keenly that he endeavored to find the lackness which no one has ever found before! After the perpetual efforts of day and night and thorough research in his niche, he has discovered various flaws and as a qualified problem-solver he even fixed them.

Mr. Adnan is a zealous and committed entrepreneur who later has dedicated his exertion in order to run his own business and while using his wise vision he has launched 3 businesses one by one. He is quite strategic and diligent in the business world that he first ran a business and worked incessantly to make it lucrative then he stepped in another business's niche and this way he handled 3 businesses in a row.



## Question/Answer

**Q.NO 1. Are you a successful entrepreneur? What are your attribute of success?**

**Ans.** I have never ever believed in shortcuts. It is my belief that without hard-work accomplishing anything is Impossible and Unfair too! I have truly burnt the midnight oil to climb the stairs of success. I have become a thriving entrepreneur because I have judiciously used my Education, Knowledge, Research, and Experience in my businesses. I have never forgotten the value of honesty and integrity even in my whole lifetime career.

**Q.NO 2. What strategies can you suggest for finding investors ?**

**Ans.** Finding the investors has never been a piece of cake for me, because it always involves risks and trust issues. More importantly, hunting a long-term, committed and lucrative investor is quite a challenging job. So, after huge efforts and implementing various strategies, I am able to make an effective approach to impress the reliable investors such as: First make him believe in my vision.

Impress him with my vast and quality network  
Present my Professional experience in the very industry  
Show the Compatibility of the product and the culture of the investor  
And Finally the Commitment and Time.

**Q.NO 3. What compelled you to develop your business idea?**

**Ans.** I have literally turned my pain into purpose when I launched my first business of running a successful company. I have shortlisted all gaps, sufferings and issues I faced myself as a Software Engineer in various other Software Houses as a Jobian and then one by one figured out their solution which I considered can be implemented by running my own IT consultancy Company. Hence, the analytic mentality of mine often forces me to take effective steps which can bring profit to both society and obviously me. And journey continues as, I am pondering about developing a food-chain in my hometown which can be advantageous and affordable for everyone because I intend to develop a very unique investment system where people can contribute and eat together.



**Q.NO 4. How do you manage feeling of doubt? what marketing stereotype you cannot accept?**

**Ans.** As an entrepreneur, I believe showing doubts can inhibit the performance of the employees and can deteriorate the productivity of your business. Although the level where I am standing right now as an Owner of various businesses, is surrounded with a numberless doubtful people, but I have to wisely disguise myself that I am connected with only trustworthy crew. I always focus on avoiding hubbub around me by motivating skilled people. I am totally against 'Mr. blue and Mrs. Pink' kind of stereotypical marketing approach, for instance, all girls will like doll-house and all boys will like to play xbox. I believe that all people have distinctive perception and perspective which one always need to bear in mind.

**Q.NO 5. Have your priorities of achieving success changed now? What was your mission at the outset?**

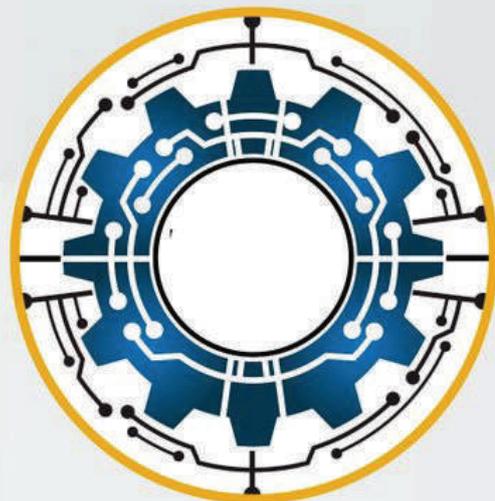
**Ans.** I am a very flexible kind of person who always aims to attain success by adopting innovative techniques, but the priority of achieving success has always been based on my motto of 'work-hard steadily' with determination which can never be changed because as I said earlier I don't believe in shortcuts. Hence, my mission has been the same since the beginning to facilitate society, people around me and my country with my rational approach.



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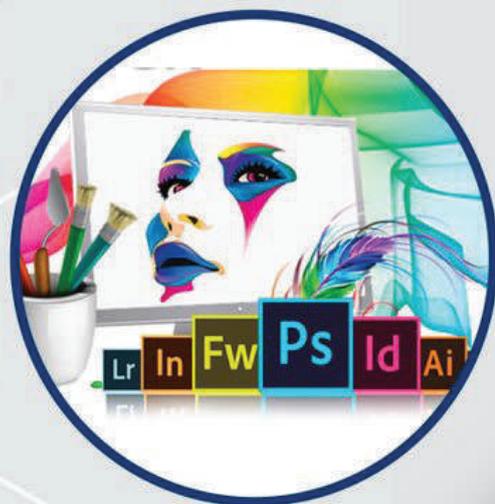
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Designing**





**M**r. Ali Asif is the Founder & Chief Executive Officer of AACE (Ali Asif Center of Excellence), a UK based startup which is the parent company of several successful projects such as Alumination Social & Digital, AACE NOW, AACE Growth Initiative, The Settlers & Altaf Bibi Foundation. Ali is the first Pakistani ever to be chosen as the Vice President of Microsoft Speakers Club, UK. He is also an internationally known Corporate Trainer & Life Coach.



## Question/Answer

**Q.NO 1. Are you a successful entrepreneur? What are your attribute of success?**

**Ans.** I always consider success to be a continuous pursuit, so as an entrepreneur I would challenge myself on a daily basis to chase new milestones, it's like a "Never-Settle Mindset" It helps me to stay grounded & be a good learner of life — and people.

A successful business model is all about two things i.e "Adding Value" & "Offering Solutions" and that's exactly the mindset we have developed at AACE. We know we are dealing with people, who are looking for practical solutions to their day to day business problems, therefore "Value & Solution" stay at the heart of everything we do!

Plus, we count on fresh talent, we don't find a good human, we create good talent which helps us to develop a culture of fostering & nurturing a great human capital. I strongly believe these are Just a few of the factors which have helped us to develop a sustainable business model.

**Q.NO 2. What strategies you can suggest for finding investors?**

**Ans.** Finding an investment for an idea has never been a challenge, in fact it's easier than ever before due to development in social structure.

Investors don't generally invest in a business, they invest in the person who's behind the business and his vision. People like Elon Musk is a box office, why? Because investors believe in his vision, regardless of temporary hiccups! So, it's important for the Founder to be a credible person with great social awareness.

Secondly, networking is the key, connect with influential people and they'll help you reach out to VCs, Angel Investors, Crowdfunding etc within their circle.

**Q.NO 3. What compelled you to develop your business idea?**

**Ans.** I always believe we have a responsibility to give back to our community — and country. I always wanted to do something for the youth of Pakistan but couldn't find the right platform. Back in 2020 — just before the pandemic hit — I was in Pakistan for some media & speaking assignments I was quite moved with the quality of talent we have in Pakistan, and I decided to develop a platform where we can create earning opportunities for them through international projects, especially for women. A year & half down the line I'm immensely proud of the success we have had. We have employed close to 150 people with a very dynamic work from home model. At the peak of pandemic when companies were firing people we were hiring people.



**ALUMINATION**

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**Q.NO 4. How do you manage feeling of doubt? What marketing stereotypes you cannot accept?**

**Ans.** You have doubts when you don't trust your own intuition. As a human you are bound to have doubts, however it's how quickly you shake them off sets the foundation of your self belief. I give a very careful consideration to any decision with full understanding of what can potentially go wrong, which helps me to be ready if anything backfires.

In terms of marketing stereotype, I never buy into the idea of "Selling-It-Cheap", people don't care about the price, they care about the value. If you do add a genuine value, charging a premium price isn't a big challenge.

**Q.NO 5. Have your priorities of achieving success has been changed now? What was your mission at the outset?**

**Ans.** No. It has always been what my Mum told me from an early age, i.e:-

- 1) Challenge your own belief system
- 2) Strive to be the best possible role model
- 3) Never impress, always inspire

Her golden rules have helped me to create a great sense of understanding of my own personality, which ultimately helps me leave a legacy built on the blueprints of great character.

One thing has changed or I'll say evolved now and that is my connection with Allah (S.W.T), it has helped me to find deeper meanings of life and it's real purpose.

**Q.NO 6. What was your mission at the outset?**

**Ans.** It has always been to empower people and I'm very proud that through AACE, we have changed & shaped many lives. We have managed to develop a great leadership team — consisting of great women — who are reshaping the culture. We allow our human capital to make mistakes, which helps them to focus on Progress rather than perfection!

We have a vision to create close to 1000 employment by the end of 2023, mainly in the remote areas of Pakistan — fingers crossed — and so far I think we are on track.

# 10. OMAR SHAH



Omar Shah is an entrepreneur, a co-founder and the CEO of COLABS. Omar has been working on redefining workspaces in Pakistan in the form COLABS since 2019. He is among the founding partners of SABCON Ventures, and is also currently serving on the Foundation Council of the National Incubation Centre Lahore. He is also a board member for the Pakistani music streaming service, Patari.

Omar has a decade of experience working in a financial securities firm, in emerging markets for private equity and venture capital in Dubai, Mexico, Istanbul and Pakistan.

# COLABS

## Question/Answer

**Q.NO 1. Are you a successful entrepreneur? What is your attribute of success?**

**Ans.** An entrepreneur's success comes from the journey of his business. In my view, success lies in having the right attitude towards my business and the determination to succeed in it. The prospect of work should excite an entrepreneur. It is important that they strive for success and overcome obstacles. A successful entrepreneur needs to set a vision for themselves, and despite facing countless setbacks, they should stay committed to achieving them.

Entrepreneurs who achieve success have a strong sense of self-confidence as well as a positive view of their skills and abilities. Their personalities are assertive and optimistic. Regardless of the situation, they are always focused on the prize and do not dilly dally with the subject. This is what sets them apart from others.

**Q.NO 2. What strategies can you suggest for finding investors?**

**Ans.** The first step in finding potential investors is finding the right people in your network who believe in your vision and your work ethic. As a startup that is beyond the ideation stage, equity financing is a popular way to raise funding. Equity financing is the practice of receiving funding from outside parties in exchange for company shares. You can use this approach to raise money quickly, which is especially helpful if you face a large-cost obstacle — such as developing a new product, expanding your business, or even organizing an expensive campaign.

**Q.NO 3. What compelled you to develop your business idea?**

**Ans.** Coworking is an innovation in the real estate sector. My family and I have had deep roots in real estate for multiple generations. On top of that, the workspace understanding in Pakistan was running on outdated models that were much in need of an evolution. Having worked as a venture capitalist with multiple giants who had innovated their own industries by introducing shared economy models across the globe, it only seemed natural to implement to a similar sharing model to the commercial real estate sector in Pakistan by bringing together my understanding of an evolving market with my family's experience in real estate.

And thus, my vision to help Pakistan redefine the way it works, was born. What solidified my decision to move back and give COLABS my everything, was that I could see the impact it could potentially create by helping the startup culture in Pakistan grow to global standards. The way I see it, a community of people working at a coworking space can act as a great way for entrepreneurs to be among like-minded individuals, creating a hub for knowledge sharing and mutual growth. By offering more flexible spaces with unique coworking style office infrastructures, new buildings can rely on the success of coworking spaces. This way, businesses transitioning from 'traditional' offices to more flexible structures through coworking spaces will be satisfied and more willing to innovate.

**Q.NO 4. How do you manage feeling of doubt? What marketing stereotype you cannot accept?**

**Ans.** Doubt is a very common feeling for entrepreneurs on a day to day basis, but unless something is done about it, it can turn into a habit eventually affecting their decision-making. The best way to manage self-doubt, at least for me, is to welcome honest feedback. Listen to the people you trust. Having the right people around you who believe in you and your vision can be a blessing. If enough people tell you its a bad idea, it is most probably a bad idea. Secondly, don't overthink things. You have to be able to make tough decisions, but what's even more important is to not second guess yourself on them. With long-term goals planned, it's equally important to set short-term ones, attainable goals. Otherwise, you will be doubting yourself when your big goals aren't realized immediately.

Lastly, but perhaps most importantly, embrace your little achievements, be humble and express your gratitude to your employees and clients. It will help you appreciate the good days a lot more and give you more strength during challenging times. One marketing stereotype we need to seriously reconsider is targeting through demographics rather than psychographics. When it comes to marketing going a bit deeper into these traditional stereotypes like associating certain duties with a specific gender in the marketing needs to be re-evaluated Brands, agencies, and content owners need to leverage the vast array of data available to them regarding behaviors, interests, preferences, and affinities to ensure they reach the right.

**Q.NO 5. How have your priorities of achieving success changed?**

**Ans.** For any entrepreneur, priorities of success should change with time, based on the market response and growth projections. When we first launched COLABS, we wanted to provide a local platform for entrepreneurs to grow their businesses. As COLABS grew, so did our vision. Today, we are aiming at creating a community of 100,000 entrepreneurs, founders and creators across Pakistan who are connected through our platform. For me, success has always been connecting those who need a helping hand in their entrepreneurial endeavors with those who can help them walk through the journey. Except now, we are focusing on expanding this definition of success to a national level.

**Q.NO 6. What was your mission at the outset?**

**Ans.** My mission at the outset was to create a platform for entrepreneurial growth. We did this by turning Pakistan's first towel factory, WATEX, an industrial relic that had outlived its duty, into a new contemporary coworking space, i.e. COLABS' first flagship site. Our flagship site acted as this platform for freelancers and entrepreneurs alike by providing them with a conducive environment of like-minded people and also providing them with a space that created opportunities for them by bringing together potential collaborators from the corporate and startup ecosystem.

# 11. H.E. DENISA GOKOVI



**M**s. Gokovi is the Global Goodwill Ambassador at the Canadian non-profit, FAAVM. She is also the Ambassador for Human Rights & Peace. Ms. Denisa is Ambassador of Peace to Cad bridge Corporation, USA.

Ms. Gokovi is an honoured member of the “International Royal Academy” of the United Nations, also the Ambassador of Culture and Art for the “International World Peace Committee “. She is also the Ambassador for Arts and Humanities in the “Royal Society Group” and an Ambassador for “Global Union” .

An accomplished musician and composer, Gokovi has studied piano since the age of six. She often performs live concerts and donates time performing for benefits supporting underprivileged communities and children. She also aids young artists in their professional development and training. Ms. Denisa was recently nominated in 2019 for the Global Humanitarian Award by the World Peace & Diplomacy Organization, Also She is Award Winner “Creator of Greatness “ 2020 ,United Kingdom.

## Question/Answer

**Q.NO 1. Are you a successful entrepreneur? What are your attribute of success?**

**Ans.** I am a successful entrepreneur in several variants that we establish success as an experience related to the needs of people, the key to collaboration, raising social awareness and priorities to bring more social and cultural impact through the concrete and media advantage of our production Hoinser Media Group. Our mission is to bring the challenge of an event and contribution, or investment and social protagonism to the right professional goals as well as the success designed for a more secure and sustainable future. In this eaence of life and business effectiveness lies my attributes and dignified way of spreading the power of thought as an important aspect in building social education networking, business development and women empowerment.

**Q.NO 2. What strategies can you suggest for finding investor?**

**Ans.** Strategies to develop investor network empowerment is to deepen ideas and social protagonism. Confidence and loyalty that you bring to the market through your brand, unique style and professional content are important elements to create and develop the processing of a success in the balance and great competition in the market. In this view, the secret that identifies the organizational issue and the progressive drive, from the official branches of the opportunity that show a common interest in the skills and spaces that bring the basic objections and proposals bring investments placed in the consideration of social profitability to equilibrium to business purpose and negotiation deadlines as a result of market utility.

She has been appointed to her role as Chairperson & Speaker for Albania in the Women's Economic Forum, India and also in the Global Ambassadors' organization of Human Rights.

Ms. Denisa is Founder of Hoinser Magazine and Sovereign Ambassador at Sovereign Order - United Kingdom.



**Q.NO 3. What compelled you to develop your business idea?**

**Ans.** I think that to expand progressivity in business is the standard of your knowledge and professional training. In this sense, I personally have instinctively and principledly followed, first the challenges to factualize business changes over time and then new developments. I think that the cause is related to the interest and objective balances of empowering ideas in the market and not just the flow of financial potential as an administrative condition to mediate the goals of the people. Structures serve to rehabilitate waste as a strong alternative to restructuring community interests in the simultaneous acceptance of progressive and projected sociality for a more secure future.

**Q.NO 4. How do you manage feeling of doubt? what marketing stereotype you cannot accept?**

**Ans.** Doubts extend deadlines. There is an orienting method to illustrate our experience as a skeptical element but also the ruling regulator for the same consequences that we can oppose for the sake of interests that are not shared with certain groups who reject certain initiatives. Personally, I stand against missions that sell the symbolism of success to regain as a price, the value determined by them and market punitiveness turns into social slavery.

**Q.NO 5. Have your priorities of achieving success has been changed now? What was your mission at the outset?**

**Ans.** Success has never resulted in either a plan or a condition in my principles. If you are aware that your professional work guides your talent, success comes after and is not just a thematic or defined mission. On the contrary, the reasons for starting and continuing a success story are measured by the importance it leaves behind. This differentiation is the foundation of the truth of success and not the potential organized noise to be "successful". In its view the "mistake" is that you are not a news sensation but the title of your work.

# 12. AHMED RAUF ESSA



**A**hmed Rauf Essa is a business graduate from IOBM. During his education, he started Telemart at the age of 23. Telemart is now considered to be the 2nd largest E-commerce company in Pakistan and the only one to have an omnichannel presence with its retail stores & franchises across Pakistan. Ahmed Rauf Essa is the only Pakistani entrepreneur to win 9 Global & 2 National Awards at the age of 28. He has been a jury member for 12 Global Awards & was also selected as Rising Star by the world retail congress. Ahmed Rauf Essa was also featured in Forbes “30 Under 30” List 2019.



## Question/Answer

**Q.NO 1. Are you a successful entrepreneur? What are your attribute of success?**

**Ans.** For me success is never about money or fame, real success is when you have hundreds and thousands of people using your service or product and are satisfied. When your brand is penetrated among the people with a good word of mouth then this is what makes the entrepreneur successful. Making & driving a successful and feasible company is what makes you a successful entrepreneur.

**Q.NO 2. What strategies can you suggest for finding investor?**

**Ans.** Investors always look for company which are having unique business, service, or product. Most important thing for an investor is the scalability of the business he/she is investing in. If the business is not scalable then it's of no use for a VC as he won't be able to multiply the valuation of the company. Conventional Investors most important consideration is the profitability of the business.

**Q.NO 3. What compelled you to develop your business idea?**

**Ans.** I have been an online shopper since last many years. Looking at the situation of the e-commerce landscape in Pakistan in 2013 we thought of entering this space with vision to drive customer confidence into Ecommerce. We made a business model where we accommodated Ecommerce & Retail together as till the date the total offline retail sales are 99% of the total retail economy of Pakistan and just 1% is Ecommerce. We have been focusing on using state of art technology and have been automating our operations so that customers don't face issues and can have an amazing shopping experience at the best possible prices. Telemart has a vision to be the best Ecommerce market place & the biggest tech retailer in Pakistan.



**Q.NO 4. How do you manage feeling of doubt? what marketing stereotype you cannot accept?**

**Ans.** I always try to take calculated risks in business. If you work closely and research before you get something live you are never in doubt. I believe research and strategy nearly clears all the doubts and then when you are done with the task one should believe that if it still goes wrong then Allah have even better plans for the person & business.

**Q.NO 5. Have your priorities of achieving success has been changed now? What was your mission at the outset?**

**Ans.** Not really, I believe i have just achieved 5% of the success I want for me and my company. At first the mission was to be the best e-commerce and retail company in Pakistan but now our vision is to be among the top ecommerce & retail brand in the region.

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- 6 Web development.

# 13. MARIO GRYKA



**Mr.** Mario Gryka is the Founder and President of the nonprofit association “Azem Hajdari”, where he managed to implement various social projects by offering integration opportunities for Albanians.

His involvement in countries like Greece, Italy, Belgium, France and the USA have been instrumental in organizing the most important humanitarian status events.

His awards hold the title of “Hero of Democracy” and “Personality of the Year” in Albania.

Mr. Gryka has been “Ambassador of Culture and Sports” Greece.

“The best Boxing Trainer” France . His advantages have shown mutual cooperation through foreign embassies in Albania where a few years ago He was honoured with the “Honour of the Nation” Award.

Mr. Gryka is currently an Advisor and Contributor of the International Hoinser Magazine.



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## Question/Answer

**Q.NO 1. Are you a successful entrepreneur? What is your attribute of success?**

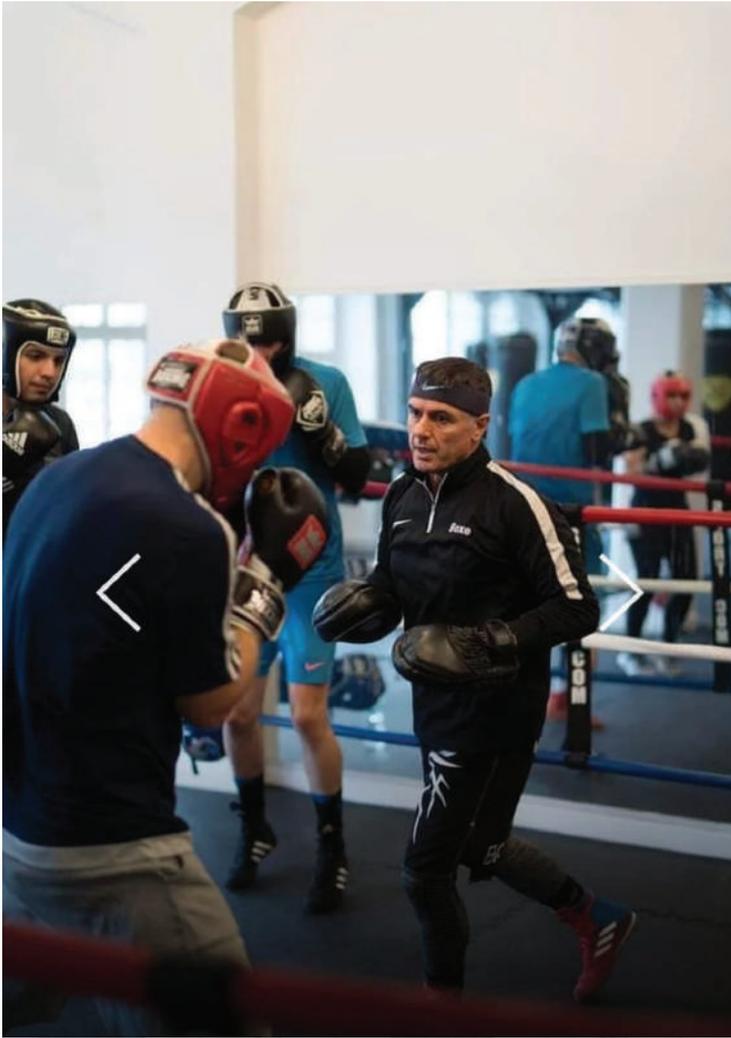
**Ans.** I think that being a successful entrepreneur means having a constant commitment to every collaborative achievement. As an entrepreneur and coach in sports, I have managed some very delicate sectors to raise awareness in sports and I have strengthened the objectives of young talents, through various trainings. I think the key to being resilient and committed is the need to improve the goals of each of us.

**Q.NO 2. What strategies can you suggest for finding investors?**

**Ans.** Strategies to find the balance of investor recruitment have different impacts and not the same functions. Given the challenges of the market and change, you must always be willing and unique in participating and representing your overarching interests. I think that when the common interest is affected, there is always an opportunity and initiatives that strengthen the strategies between investors with each other but also with our clients.

**Q.NO 3. What compelled you to develop your business idea?**

**Ans.** Social responsibility has always worked for me. I think that by always being in the position of directing others who have been in need, I think it has developed me more professionally. Ideas are formed by consolidating the relationship between many alternatives and by selecting sustainable relationships in business or even in sports, the field which I have owned for years now. Being unique and collaborating with everyone who wants to learn something from you, is the main element to change and always seek new ideas of protagonism in social life.



**Q 4. How do you manage feeling of doubt? what marketing stereotype you cannot accept?**

**Ans.** I do not limit the feeling of doubt but I do not approve of it either. In this initiative that balances the activity with time, I have in mind that the role of marketing is essential for the work and the result. The only way I stand against it is the big publicity for nothing and in sports battles, there are many clubs and coaches who do spend large sums of money on campaigns but meanwhile quality and continuity do not have the same marketing methods and I personally do not support.

**Q.NO 5. Have your priorities of achieving success has been changed now? What was your mission at the outset?**

**Ans.** Achievements are an indicator of your progress in not giving up on ongoing efforts. In the quality of great activity and sacrifice, I think I will never compare a certain success with a certain resignation by not keeping the balance of interests in the community. This is the only change I consider, not to stay where I have been but to look at myself in another professional and prominent position.

# 14. TEHSEEN TAJAMMUL HAIDER



**M**r. Tehseen Haider, Managing Director of Trade Developers & Protectors has started his professional career in 2012 by providing his valuable services and contributions to the progress and development of various established Corporate Firms. By consistently demonstrating professional, dedicated, and superior business and ethical standards as well as having an in-depth and keen understanding of the dynamics of the corporate law industry, One of the most innovative and dynamic solutions being proposed by TD&P that serves as an asset to emerging startups and small businesses is the invention of smart and digitize corporate business solutions.



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## Question/Answer

**Q.NO 1. Are you a successful entrepreneur ?  
What are your attribute of success?**

**Ans.** It's difficult to measure success in our field of practice. If I look back to where I started my journey, I can definitely say that I have come a long way. However, I still have a long way to go before I can say that I have met all my self-actualization needs. Regardless, I believe that attributes like persistence, adaptability, hard work, and most importantly, constant learning, have been drivers of my success.

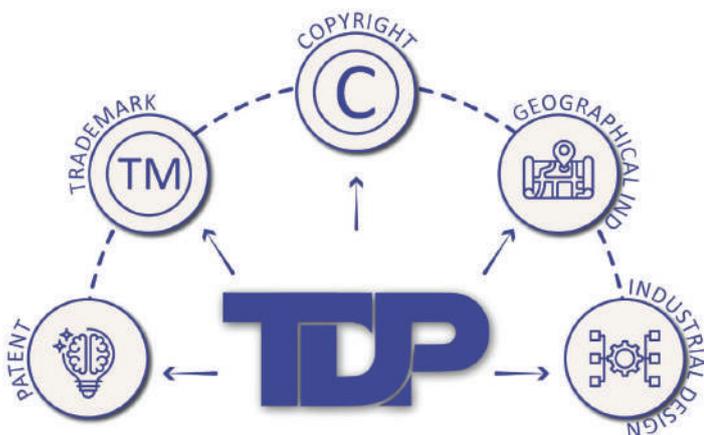
**Q.NO 2. What strategies can you suggest for finding investor?**

**Ans.** I believe that most Pakistani service provider, especially those in the law field, fail to capitalize on the tools available right in front of them and stick to traditional practicing methods for finding investors and clients. What I would recommend businesses do is leverage the power of social media and blogging to kick start their investor hunt. Another strategy that has always worked for me is referral networking which can only be achieved by developing long-term relationships with older clients.

**Q.NO 3. What compelled you to develop your business idea?**

**Ans.** As generic as this would sound, the answer to this question is 'opportunity.' As an entrepreneur, your first major hurdle is to look for a gap in the market and turn a problem into an opportunity. This is why our state-of-the-art solution is a game-changer in this field as it allows clients from anywhere in the country and the world to access their legal documents and monitor their active processes.

Being the Managing Director of one of the fast growing organization. By overcoming the technological hardship and challenges in the industry and bridging the gap of innovation and technology By taking the advantage of the wave of change, TD&P has transformed the norms of the business industry by introducing dynamic business solutions and assets that will prove fruitful for a long time to come including Online Client Portal, Online Trademark & Copyright Filing System, and much more. Keenly dedicated to the wellbeing of human beings and society as a whole Mr. Tehseen Haider has played his part in contributing a lot towards society by being part of the various social responsibility campaigns and forums. Being The Chairman Punjab Region of Pakistan Businessmen Association engaging himself with sustainable business practices and also the significant economic and environmental issues and concerns, Mr. Tehseen Haider believes in playing his part by giving back to society and creating an impact that will last for life on the progress and development of the society.



**Q.NO 4. How do you manage the feeling of doubt? what marketing stereotype you cannot accept?**

**Ans.** Simple - A strong belief in the Almighty and remembrance of my past achievements. Having doubts when facing obstacles is inevitable for any service provider in the field of law, especially in Pakistan where there's always a lot of turbulence that can disrupt processes or incur losses. I also believe that having a contingency in place is a good way to eliminate doubt even when you feel failure is inevitable. As far as marketing stereotypes are concerned, the one thing that has always bothered me was traditionalism. The world is rapidly evolving with industries transforming almost beyond recognition while we are resisting even minor changes since they'll require people to get out of their comfort zones.

**Q.NO 5. Have your priorities of achieving success has been changed now? What was your mission at the outset?**

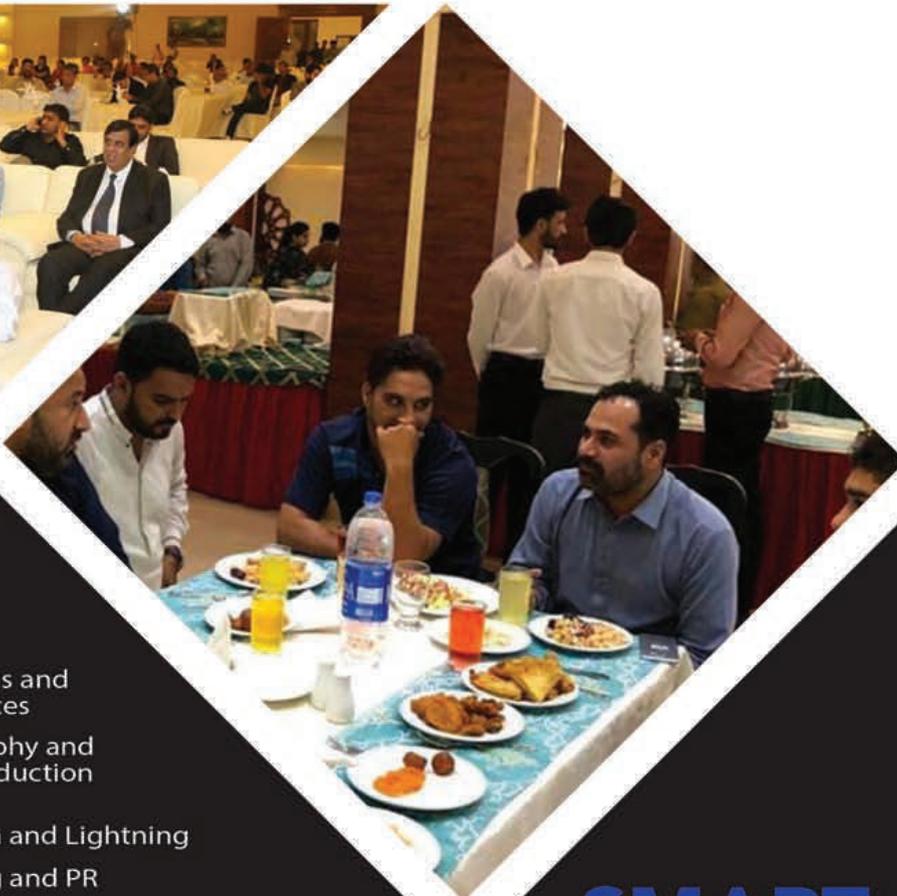
**Ans.** Plans and priorities change as you grow and evolve with the changing landscape. We all develop new perspectives over time and change our priorities according to the situation. However, the vision and mission remain the same. My mission at the outset was to transform the law serving industry in Pakistan for our youth by digitizing and digitalizing legal processes. With ups and downs since the beginning of my journey, I can't deny that I have had to shift gears every now and then. However, I am still on track.

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# 15. AHMED ALI ANJUM



**A**hmed Ali Anjum is the Director & Co Founder of Creek Agencies since 2017 and Presently also serving as a member of FPCCI Indonesia Pakistan Business Council. He holds a degree in Economics, International Business & Finance from renowned international institutions. He has been serving Pakistan's Logistics Industry since the last 5 years by coming up with creative problem solving and cost saving solutions for his company's vast clientele.



## Question/Answer

**Q.NO 1. Are you a successful entrepreneur? What are your attributes of success?**

**Ans.** Being an entrepreneur has never been easy. It is the Passion, resourcefulness, willingness to improvise and listen to others and strong determination to succeed that makes an entrepreneur successful. And this is what you have to keep in mind as well if you want to be a successful entrepreneur yourself.

**Q.NO 2. What compelled you to develop your business idea?**

**Ans.** When I graduated and came back to Pakistan, I saw various problems facing our country's logistics sector which compelled me to start my own logistics company with a team of professionals for providing Quality service and Logistical planning with the main focus of providing Pre import consultancy, Sea & Air Import Freight & Custom Clearance to potential clients all over Pakistan.

**Q.NO 3. What marketing stereotype you cannot accept?**

**Ans.** As the world has evolved since the past decade, I accept out of the box ideas which can help attract the attention span of my target market. I cannot accept outdated & unrealistic marketing approaches since it does help me achieve my marketing targets..



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## **MEMORANDUM OF UNDERSTANDING**

**BETWEEN**

**SMART ENTREPRENEUR SOCIETY & MEHRAN ENGINEERING FORUM**

The Smart Entrepreneur Society (SES) held a memorandum of understanding (MOU) signing ceremony with Mehran Engineering Forum (MEF) in light of the Professional Unity with in the Engineering fraternity of Pakistan. SES signed a MOU with MEF to mitigate all the undesired and unhealthy influences that are negatively affecting the struggle and efforts for the well-being of Pakistani Engineers. Assuring the fact that the well-deserved and prestige dignity for the engineers of Pakistan from cross the country. Ensuring the fact that engineer are not forced to work under the non-engineer supervision. MEF also ensures the fact that involves employment and placement for all the engineers as per their stature and setting up the basic pay scale for the Engineers working in Pakistan.

### **VISION:**

“Constant Struggle to empower Engineers across Pakistan and initiating reforms to provide the fundamental rights and raising voice for the entire Engineering Community of Pakistan.”

### **MISSION:**

- 1) Professional Unity with in the Engineering fraternity of Pakistan.
- 2) Mitigation of all undesired and unhealthy influences negatively effecting the struggle for the well-being of Pakistani Engineers.
- 3) Assure well-deserved prestige and dignity for Engineers across the Country.
- 4) Ensuring Engineers are not forced to work under Non-Engineers.
- 5) Employment and Placement for all Engineers as per their stature.
- 6) Setting up of a basic pay scale for Engineers working in Pakistan.





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# ARTICLES

## IDEAS FOR CONTENT TO INCLUDE IN YOUR EDITORIAL CALENDAR

Have you ever felt stuck in a content groove? Feel like you've finally nailed down a killer content marketing plan, but you're lacking in creativity? We've been there before, so trust us. Some days, we can't wait to get our hands on the content calendar and start scribbling our thoughts. Some days are better than others. Check out some of the content ideas in order to add to your editorial calendar for days that resemble the latter more than the former. We aim to offer some analysis, recommendations, how-tos, and links to other resources for each idea. We trust this information will be useful to you.

## HOW-TO

How-to content teaches your audience how to do something better by providing step-by-step instructions. It's concise and to-the-point. How-to content is also naturally Youtility-based, which means it helps rather than hypes, so it'll perform a wonderful job of fostering affinity. It's a win-win situation for both your audience and your brand.

## QUERIES (Q&AS)

Q&A are great since they're actually useful. By simply answering the questions that our consumers are already asking, we can create fantastic content. Oh, and Q&A sessions can be a lot of fun.

## ARCHAEOLOGY/SEO

Over the years, SEO has evolved dramatically. While focusing on target keywords was formerly a highly effective strategy, today Google is all about semantic search. Instead of prioritizing content on keywords, use our Topic Archaeology process to identify hidden content opportunities, which looks at a range of channels, not just keyword volume, to assess opportunity.

## CASE STUDIES AND CUSTOMER TESTIMONIALS

You are not required to convey your narrative entirely on your own. Case studies tell the tale of how you've helped clients solve their problems, and they can have a big impact on whether or not they buy from you. Testimonials are the same as case studies, except that they are told

directly from the perspective of a specific customer of yours. These are their own words, which you employ to pique their interest in your organization, products, or services.

## CONTENT "VS." AND COMPARISONS

This is commonly seen in product reviews when comparing one product to another. However, you may use this storytelling technique to compare and contrast things in a variety of ways to help your audience decide which path to choose.

## WHAT NOT TO DO IF YOU FAIL

Outlining strategies that don't work well is also exciting for your audience to read because there is an element of controversy to this type of material that people seek. People will read a lie if it is based on a widely held belief. This is also a topic that, luckily or sadly, many people are familiar with.

## RESEARCH

Customers and audiences are excellent sources of information for your own research. Make yourself the go-to person for industry research and studies. Research allows you to better understand your audience and establish yourself as a trustworthy and acknowledged source in your field.

## SURVEYS

Surveys are ideal for collecting information for research-based content. They're also useful for gaining a deeper understanding of your audience's wants so you can develop better content. Use surveys to learn about areas where you can improve when your readers and customers join up and unsubscribe.

## PERSONAL NARRATIVES

The crowd reacted positively to Greg Dingoe's life narrative on Copy Blogger. He related the story of how quitting smoking was the most profitable thing he had ever done, and it inspired a lot of other people. Connect the dots between your personal experience and the issues that matter to your readers, and they'll devour it.

## **PHOTOGRAPHY**

Stock photography has thankfully improved significantly over the years, but personalized photography is still the greatest option for the best outcomes. Also, make sure your photography depicts the faces and locations where you work, as well as the people that work behind the scenes at your business.

## **HUMOROUS CARTOONS AND DRAWINGS**

Humor is a great method to make a point stick in people's minds. However, not all comics or cartoons must be amusing. Hand-drawn or computer-generated cartoons can also tell a sequential story. There is no other best way sometimes than visuals and symbolic patterns when we talk about the representation of data. For displaying links and organizational flows, diagrams are fantastic.

## **PROGRAMS OF INFLUENTIAL**

According to Tomoson, 51% of marketers feel influencer marketing helps them gain better clients and establish stronger audiences. Because the relationship begins with confidence in the influencer, this is the case. However, don't fall into the trap of believing that the bigger the influencer, the better the results. Instead, seek out micro-influencers who have a focused, engaged, and passionate fan base.

## **COURSES PROGRAMS FOR CERTIFICATIONS PROCESS**

When you've found courses that work for your company, certification programs might help you take it to the next level. Consider more robust courses that include homework, tests, and completion certificates for your students. Make your pupils feel special by giving them access to a private network.

## **AUTOMATED MARKETING**

Marketing automation is frequently covered in courses, but it can be used in a variety of ways. At its most basic level, marketing automation entails sending emails to your audience once they complete a specified action. It performs exceptionally well when used in conjunction with new signups (whether email subscribers or customer conversions) to onboard and engage them.

## **PRESENTATION**

SlideShare is still a good location to put all those decks you make for webinars and events, but it isn't the only place left you should put them. Remember that you may also write a blog post and include the presentation as supplementary content.

## **CHALLENGES**

Challenges are similar to competitions, except that each reader competes against oneself to develop. Consider creating 30-day challenges for your readers, where you can give them something to do each day to improve their skills.



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