

Marketing Review

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A QUARTERLY PUBLICATION OF THE MARKETING ASSOCIATION OF PAKISTAN

Influential Marketing



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Letters to the Editor

Dear Editor

The last issue on Marketing for emerging economies was really insightful and was relevant to my Marketing and Leadership challenges. The addition of CEO and Marketing Leaders' interview was significant. These interviews really shared interesting and useful tips relevant to emerging trends in marketing and especially Pakistani market. These insights have helped me to overcome my challenges and issues. I wish all the best to MAP team.

Shayan Rizvi

Dear MAP Team

I was pleased to read the MAP last review on Marketing for emerging economies, which shared some valuable researches especially 'relationship with brand experience and brand equity'. It was really a valuable and insightful article, which helped me a lot to understand the basic concepts and latest trends coming in local context. I request you to kindly continue to publish these valuable researches, it gives us insights on latest trends and identification of local issues. Good Luck!

Shanzay Fatima

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Influential Marketing



"Don't be afraid to get creative and experiment with your marketing." - Mike Volpe

One are the days of conventional marketing. There is a search for alternative to traditional advertising. Marketers are placing high priority on creating a customer experience and develop content that will keep the customers engaged. Companies are constantly being challenged to create a range of integrated technology platforms which the customer connects with and trusts. It might seem that technology alone can solve the level of customer engagement whereas it is the underlining customer experience and engagement which might help create engaging experiences and can result in better ROI.

The concept of Influencer Marketing or Influential Marketing in tandem with social media can help developing a long term value of relationships and collaboration that inspires better engagement across the customer lifecycle.

Influential Marketing has become popular with the increased usage of social media as a means of connecting with customers. As the name suggests, it is emphasising the focus on influential customers or advocates that can help companies create a buzz for their products or services. The challenge for the marketers is to identify these influencers who, in turn, will create brand awareness among their followers. The success of influential marketing lies in the influencer and the uniqueness of the content. When searching for the influencer, it is not necessary to find someone who has many followers in the virtual world. Instead the Influencer needs to have three key features: reach, context credibility and salesmanship. The act of influencing requires a specific result: a change in thinking or behavior. An influencer, therefore, is someone who has the power to influence the perception of others or gets them to do something different.

Interview

Mr. Raza Pirbhai, Chief Executive Officer - KFC



Brief Bio

- BBA – Greenwich University
- Master's (Hospitality Management) – Cornell University
- 1995 – started career at Pizza Hut
- I worked at Augere as Head HR for 3+ years
- CEO - KFC Since 2015

What is the key to your success?

I would place my bet on curiosity. I believe success may be less about having all the answers and more about wondering and questioning. Curiosity can inspire leaders to continually seek out the fresh ideas and approaches needed to keep

pace with change and stay ahead of competitors.

I am also quite inquisitive as a person – I like to ask big-picture questions, wonder why things work the way they do and whether those things can be improved upon. And most importantly, I want to know people's stories, their journey and what made them who they are.

I realize we can't have the answer to everything, but we can push our brand in new directions and marshal the collective energy of their or ours? employees by asking the right questions.

What is success to you?

Success is being able to look at my life during any given second and know if it were to end today I would be completely and utterly satisfied with what I have accomplished up until that point. To be successful, you must not believe in regret, but rather in learning from past experiences and using them to become stronger. I considered my business a success when it started growing double digits.

What makes you a leader?

To be successful as a leader, you need a combination of two ingredients: character and



competence. You need to be a person of integrity. Someone people trust and are willing to follow. You need the humility to remind yourself that you've got to get better at everything you do. When you exude integrity in yourself, in the decision, and in the people around you, you instill the same feelings and attitudes in others.

Also, I believe "courageous patience." is imperative. Between the decision and the result, there is always a period of uncertainty when no one knows if the effort is going to be successful and that is when you as a leader keep your faith on your company and people firm.

What are your challenges?

One of our primary challenges is to remain consistent across our 77 stores and provide the same level of freshness and customers service across board. Moreover, we want to make our communications target audience centric and be real and original in our language. Young consumers bristle at pandering and authenticity is the catchphrase of the day. They know when you're being authentic and true.

And therefore, one of the things we have done is to get inside the minds of our customers and understand what the issues are. I always believe in answering the question, "What perceptions, habits or beliefs do you

have to change, build or reinforce to grow your business?" and this disruptive way of questioning has led to some incredible developments taking place for the brand. With the most original chicken brand, a strong product and a recipe like no other's, our vision for the next five years is to bring back our originality and operate with big heart.

KFC-Pakistan is at rank # 3 globally! What strategies you used to turn around KFC Pakistan?

We brought in place an altogether new team with the relevant experience of QSR industry who not only turned around the business results but also paved the way for brand to redeem itself. Next we straightened up our operations and put in place in a team that serves the highest product quality and nothing less. Marketing plan was the next aspect which was taken forth on priority and a robust strategy was devised. And most importantly, we put the customer at the center of all our strategy formation and built on consumer insights to create a people's brand.

Together with our operations right with highest brand standards in place, we have started to remodel our old restaurants and improving all other touch points. We have undertaken the challenging task to rectify all the core business elements and although it may take a while to reach the destination but

we have started our voyage towards continuous improvement. . In fact, when I took over the company as a CEO, the single highest priority I had was to create a global culture where we can galvanize around the behaviors that we know will drive results in our industry. People want to work in an environment where they know that they can truly add value. It means that you've got to be focused on the customer. We call it "Customer Mania".

Also, our CSR initiative Mitao Bhook has helped us pave path to the hearts of our customers and win their support. As we stood on the threshold of our Mitao Bhook





journey back in 2014, we had one aim to begin with – to lift our community from hunger to hope. Our iconic CSR initiative Mitao Bhok continues to demonstrate that we’re a company dedicated to feeding the world, not only for profit, but also for good. Collectively, we’re incredibly focused on making courageous decisions every day that deliver on the CSR commitments. We have taken various social initiatives under the Mitao Bhok umbrella:

- Built a school for The Citizens Foundation (TCF) in SITE area, Karachi, for the underprivileged kids.
- Built an orphanage home at SOS Children’s Village, Khairpur, for the homeless children.
- Contributed towards the treatment and research of cancer patients at Shaukat Khanum Hospital
- Donated a fully-equipped co-branded ambulance to Aman Foundation
- Owns and runs the Deaf Reach KFC Campus, sponsoring the education of our deaf community
- Contributed PKR 5 million to empower and promote the education of underprivileged girls at the schools adopted by Zindagi Trust.
- Currently owns KFC Lahore Public School under the

partnership with CYTE Foundation to provide for the education of underprivileged children.

- Currently running the operations for TCF school, Gaddap West, Karachi to provide education to less privileged.

What do you think is the role of leader?

I believe his most important role is to become an inspirational leader of leaders. It is easy to manage a group of people who are assigned an exact amount of roles, take up the same work routine every day and deliver on targets chalked on a piece of a paper. But it takes a real and original leader to bring out true potential of his people, allow them to learn and grow and make an army of leaders and not black coat workers.

I also think the best leaders are really pattern thinkers. They want to get better. They’re avid learners. They soak up everything they can possibly soak up so that they can become the best possible leader they can be. And then they share that with others. I don’t know where I developed that trait, but I’ve had the good fortune of loving what I do since the minute I got into business. And because I can’t get enough of it, I want to keep learning about it.

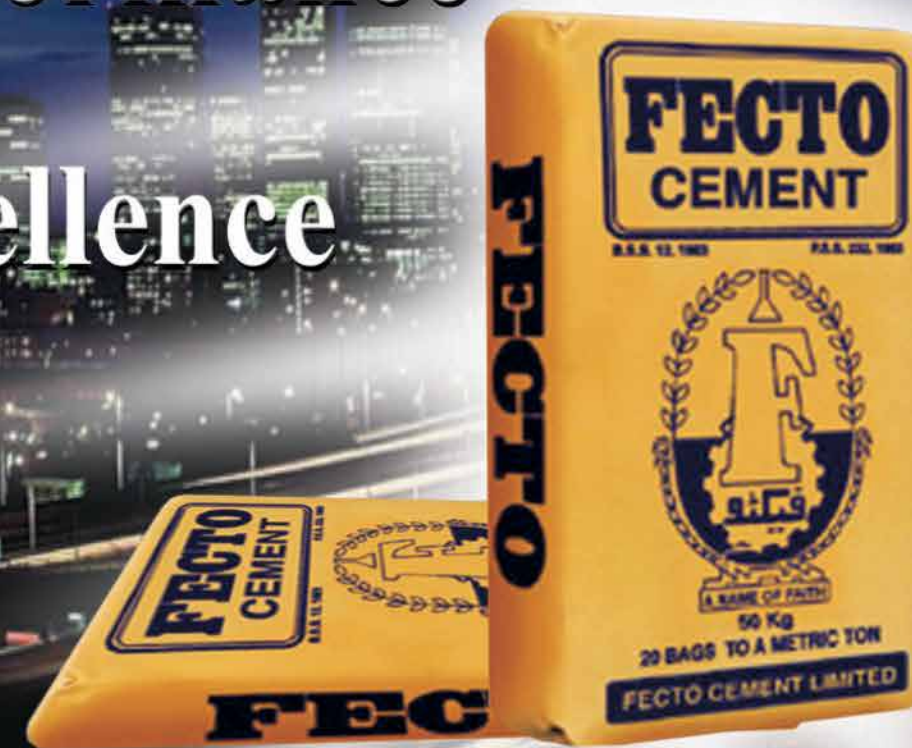
What is the future of fast food business in Pakistan?

Retail industry as a whole is growing and I am positive it’ll open doors to a plethora of opportunities for everyone, providing not only employment prospects but also presenting a diverse range of options for consumers and therefore, increasing the choices available to them.

Speaking about KFC in particular, we as a brand have come a long way from what it used to be a few years back and we’re working with a robust vision to make it Pakistan’s most loved restaurant brand. I realize we may have challenges along the way but with the right tools and leadership team in place, we are all set to make KFC as THE original chicken brand in Pakistan. One of the things we have done is to get inside the minds of our customers and understand what the issues are. I always believe in answering the question, “What perceptions, habits or beliefs do you have to change, build or reinforce to grow your business?” and this disruptive way of questioning has led to some incredible developments taking place for the brand. With the most original chicken brand, a strong product and a recipe like no other’s, our vision for the next five years is to bring back our originality and operate with a big heart.

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Machine Learning Shifts from *Tactic to CX Foundation*

Danish Ayub, Founder & CEO at MWM Studioz



According to a prediction by Northeastern University, our world produces 2.5 exabytes of data daily and there will be 44 zettabytes of data in the world by 2020. With all the data in the world as our oyster, marketers, just like every other line of business, are taking advantage of this growing opportunity.

Cloudera recently saw a job search engine aggregate data insights for over seventy million registered users around the world and increase its search engine marketing capabilities to quickly perform advanced analytics on more than twenty million job postings monthly, using machine learning. Helping people find meaningful jobs is just the beginning as big data and machine learning are changing the way business and marketing decisions are made, for good, and consumers are benefitting.

In a world where consumers can change brand preferences with a click of their mouse, the role of marketing has evolved from the traditional qualitative approach to an era of intelligent, data-driven marketing.

As real-time consumer data has become the most valuable asset to a marketer, machine learning has stolen the limelight and become a vital solution that addresses serious questions in the minds of marketers today – how do we have the right conversation, with the right consumer, and at the most ideal time. This is the holy grail of modern marketing and data is the answer. Amidst the use of data and machines to better reach consumers, many question the role of today's marketer.

However, this is the first time in human history that marketing and technology teams are speaking the same language. With modern software, machine learning has become intuitive and accessible to everyone, from data scientists to everyday business users. Previously the last to be the number crunchers of a company, marketers are now

able to make easy and quick decisions based on data analytics and machine learning. In fact, we have already seen marketing teams within large organizations, such as telecommunications firms with a massive consumer base and growing volumes of data, enhance consumer experience and deliver real-time targeted marketing campaigns to millions of consumers. We have also seen companies implement data-driven platforms that allow them to better connect with their consumers and improve loyalty in the long-term. The time is now. With technology that can handle and aggregate large volumes of consumer data from various touch points, making information available to absolutely any employee across an organization, marketers can now easily derive valuable consumer insights and tailor campaigns accordingly. Now, it is safe to say that machine learning is shifting from a marketing tactic to an essential component of ensuring consumer loyalty.

Yet, marketers have and will always be in the business of speaking to consumers and the value of human intuition should never be forgotten. There will always be areas in marketing that cannot be coded and we need experience and human judgement to make machine learning-based predictions even more accurate. We also need creative on top of solidified consumer insights to truly speak to consumers. The powers of man and machine are not mutually exclusive. Instead, with the powers of man and machine combined, we can reach marketing nirvana and enjoy an era of happier consumers than ever before.

ABOUT THE AUTHOR:

Danish Ayub is the founder & CEO of MWM Studioz, a conversion marketing agency that serves Nike, Charles & Keith, and Tata Best Foods. He can be reached on danish@mwmstudioz.com



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Interview

Mr. Ahsan Mehanti, Chief Executive Officer -
 Arif Habib Commodities (Pvt) Ltd



Brief Bio

- CA, CPA, CMA, CGMA, CIPFA, CISI – PWC, EY
- I also received education from Australia, Canada, USA and UK
- I worked for E&Y and PWC and have 15+ years' experience in Capital & Commodity Markets
- Member – ICAP, ICAEW, ICAA, CPA Ontario & CFA Institute
- MD & CEO AHC – 2011
- Achieved FPCCI Achievement Award & National Innovation Medal

What is the key to your success?

It is three things: Struggle, Meeting

challenges, and Perseverance

What's your say on Leadership?

To me it is about knowing your business and resources and to utilize them in the best way.

What are you challenges?

Broadly there are two big challenges:

1. Technology advancement – Since we are in a 'VIRTUAL MONEY' business (Dealings in Future Contract), therefore, technology is disrupting my business. It has advantages and disadvantages at same time. The challenge is to match

and cope up with the speed of change by using technology. We are no more a local business but a global business. It has allowed us to spread and create awareness locally and globally. Technology has also raised our competition. You cannot offer wrong process to customers. Every information is at our fingertip.

2. Marketing and Pricing – This has become a night mare for us. Use the right marketing channel with the right pricing is a big challenge and art! Wrong pricing

can take you out of the game.

We continuously revise our marketing and pricing strategy. It takes a lot of effort to win peoples' trust in Virtual money business. As a CEO, I have to be keep myself well informed, i.e. what is happening globally for pricing! So one of my biggest challenge is to be flexible so that I can change my strategy accordingly.

What are your strategies for influential marketing?

We are in investment business which is virtual. In our business Increase in

risk is increase in return! Therefore, we have to educate our client. Social media is really influential and has made our life easy in educating our clients for some reasons:

1. Low cost – Earlier we have to spend a lot of money to educate, inform, and influence our clients! Thanks to social media, now it has become cheap.
2. Targeted marketing – Now, it is easy for to connect globally with potential customers, I can comprehend to client requests, queries and also give feedback

to targeted customers. Your one tweet can do a lot of wonders, if done correctly.

How do you see CPEC? Will it affect your business?

CPEC will be a game changer for Pakistan! YES, it will affect our business. 40% of Stock Exchange has been sold to China, in return we will get Rs 9bn. Similarly, our GDP is growing at the rate of above 5%. I know some organizations, who have increased their productions and going in expansions. These are some of the indicators that our economy is booming and so our business!



Marketing in the New Era with

Mr. Khalid Awan,

Chairman - TCS (Pvt) Ltd

An ordinary man today is availing such facilities due to the technological advancement which even the richest people could not think, some three generations back, it was said by Khalid Awan, Co-founder & Chairman TCS while delivering his lecture on Marketing in the New Era, conducted recently here at a local hotel in an event organized by Marketing Association of Pakistan (MAP).



Khalid initiated his talk with the issue of identity which Pakistanis face when they go abroad. According to him, this is not an issue for the Indians as India is a well-known name around the world for centuries for its great culture and history. There are lots of Pakistani restaurants abroad, but they are unable to establish their brands and identity, as they often use the word, 'Tandoori' instead of their country or brand identity. 'It's very important how you market yourself', he asserted.

He said dynamics of our lives have changed drastically in last few

decades. The world's population is increasing at a very high rate. In 1999, the world's population was 6.5 billion in comparison to just 01 billion in 1900. It means a six-fold increase in just hundred years. There is an imbalance in the density of population in the world, as more than half population lives in very small circle comprising Japan, India, China, Bangladesh, Pakistan and countries in South Asia and South-East Asia.

There is also an imbalance of wealth in the world, as the 12 richest people's capital is more than the rest of the world. Despite this imbalance in a wealth of rich and poor due to

the technological advancements, an ordinary man today is availing such facilities which even the richest people could not even think, some three generations back.

He said Sales is closed transaction while marketing is how you create demand. To create demand, you need to understand the human psychology and nature.

He urged the marketers to think about the available resources and things possible in today's digital era to harness and utilize them for the benefit of a large number of people. We as human beings are little lazy. One of the supreme examples is the

invention of steam engine, which had brought the industrial revolution. For centuries, people observe that water when reaches the boiling point in pot moves the lid means that with the energy of the steam, things could move, but it was just in the 18th century when James Watt invented the steam engine. There are great opportunities hidden in the world and the winner will be one who can crack the code and be ahead of it.

Khalid said Perrier was a small mineral water manufacturing

company of France. At some stage in the 1970s, the company decided to expand its business to the US and some countries of Europe. It's important to remember that in these countries tap water is quite safe. The first thing they did was that they created fear in minds of people by writing, 'This water is Safer', implying that the other water is not safe. Later, they added some gas to it and started talking about its taste, actually the taste was not changed, but there are so many aspects of human psychology that they succeeded in

convincing people to consume that water at a much higher price for one of the most ordinary products of the world.

Khalid said with the increase in population, the business opportunities also increases as every child born comes with some needs. A large population could be an asset for the country, if they could ever utilize them properly.

The lecture was followed by a very interactive question & answer session.



Interview

Mr. Khalid Mansoor, Managing Director and CEO, Hubco Pakistan



What is the key to your success?

The key to my success is my passion and that is what I am known for, my commitment and search for excellence is a continuous journey which has no end. I believe success is a very relative term and because of this it is different for me each time. I set a new benchmark for myself which is very tough and in order to achieve that level of excellence, I set my goal and thrive towards it. When I look back at my professional life I don't think I ever had a normal routine job. So in short the key to my success is anything which is challenging considered difficult or impossible to be achieved. Joining HUBCO was my latest career decision and the objective was to transform the company. It was a very primitive company to begin with and my target was to increase the growth of the company which was very challenging. Another element to my success is that, I strongly believe in team work and the quality of the team. A team which has intellectual

capacity, fire in their belly, search of excellence, like minded, have the same kind of passion and commitment as you have, with the clarity of role and responsibility. I believe there won't be any reason for you not being successful. It is all about the attitude which will upfront your success.

What are your Achievements at HUBCO?

My Greatest achievements can clearly been identified in the market. People normally tend to measure the success in a very objective manner, but the success is something which is really recognized by the market. When I joined the company the share of HUBCO was standing around 40 to 45 PKR. Our hard work and commitment have now totally transformed the company. People are really exceling in their respected jobs and at the moment HUBCO is engaged in \$4.5 Billion project. The share of HUBCO has risen in new high top 145 PKR. This proves that our company is growing

and becoming successful in the real market.

What strategies you have used to transform HUBCO?

I was very clear since day one, first of all create a vision, what will we do and in what ways. There was definitely a vision before me but there is a difference in setting a benchmark and that's what I did after joining this company. What I want to create is, capability and capacity in team and set the guiding principle with board. If you want to grow and transform your people follow these guiding principle and give them empowerment because people are the key factor, they are the human capital that makes thing happen. Mainly all the big companies are successful because of its human capital.

What is leadership to you?

Leadership is a very broad term it is all about transforming people, transforming my company, transforming the country and at this period of my life and career it is about giving back. At this moment, leadership to me means contributing towards my company and country most importantly because I believe where I am today it is all because of my country.

What is the purpose of your leadership and life?

I really would like to transform the people. When I joined HUBCO I looked in the eyes of my employees and concluded that if they are not going to be challenging, they are not going to be passionate to reach their ultimate goals and potentials. You have to be inculcated and you have to really probe them. I have been a very active basketball player



and I gave example to the people, look at the coach who are always very tough, so I am very clear I may be very demanding with people. The main objective is to really create a very challenging environment with them so that people are able to find out their own niche to excel at and reach their ultimate potentials by unleashing their inner energy. There is a difference between leadership and dictatorship. I could be a dictator that, what is I want but that's not my style, I always talk with lots of passion and assertiveness. Leadership is to make people believe and once they believe than you put their appropriate strategy and clear the role responsibility of each member. I use my three-word strategy to lead and manage people which is: a) what needs to be done; b) who is going to do it and c) when.

How do you discover your purpose?

You have to value yourself and what you want in your life. There are different kinds of people in this world; there are people who run after tangible objectives and then there are some people like me who believe that intangible is more valuable. Intangible can be defined in terms of changing the work environment from old government Mink office to a new more adaptive type of environment. If you see our old logo it was so dull but now if you see our new logo its bright captivating and grabs attention. Similarly there are lots of examples of intangible objectives. If people are engaged they will look forward to go to their office every day because they are intrinsically motivated and have to contribute their part in the organization

What are you passionate about?

My passion is to do something that is extremely challenging that most people believe it can't be done. I like facing challenges, throw an impossible task to me and I will talk to the people discuss all the possibilities and be ready to work on it. Success is not always necessary, not giving up and trying your best is. Apply your strength, apply your mind, do research and you will be ready to face anything. Think positively have a right attitude always and then see the miracles. Ideas come when you are really confronted with challenges like my job is to convince people to believe in themselves and perform challenging tasks and while doing this so ideas automatically emerges in my mind.

Your strengths and weaknesses as a Leader?

I never believe in weaknesses, these are the area of improvements and should not be fully focused on. Strength is something that is visible to everyone and you should be working on it. After the growth in my career I've realized that convincing and motivating people are my strengths. I have a passion to create and motivate others and I believe whatever I say. If I talk about my areas of improvement I am a little impatient but I overcome this with my strengths.

Who are your inspirations?

There are four people who inspires me a lot, first of all my mother, she is an extremely capable and talented person and then my father who is absolutely flexible, he always wanted me to explore. Then there is my uncle who always wanted that I

should be leading everything and he is the one who always challenged me to the status quo. Last but not the least my elder brother, who is a doctor and is extremely hardworking, determined and always worked towards humanity.

Would you like to give any message?

I'd like to convey that always be ready to face challenges and your fears. Work on your strengths and develop your team and be prepared for the unforeseen. Be a leader of a team and be responsible enough to create a sense of purpose and sense of belonging in other people's lives. Serve your country and people in any way you can. Believe that we are here for common purpose, we all meant to do something of worth in this world.

What do you think about the future of Pakistan in the upcoming years?

I believe Pakistan is a blessed nation it is progressing rapidly. The number of businesses are widely increasing and there are many opportunities here specially for the young generation. This nation jut requires a sincere leader. If you eliminate biasness from this people will give you wonders of progress.

As a leader you hold value, or you ever compromise your value?

I never compromise on my values. I believe it is very important for everyone to follow their values, it helps you to stay on track and builds a positive image of an organization as a whole. If any unethical behavior is observed or any such activities which are affecting the culture of the organization

Prof. Dr. Irfan Hyder

Dean - CBM & CES

Institute of Business Management

The Marketing Association of Pakistan organized a tea meeting as part of the ongoing "MAP Talk" speaker series with Prof. Dr. Irfan Hyder, Dean - CBM & CES - Institute of Business Management. The agenda was to talk about "Marketing in the Era of Fake News". The event was held at Marriott Hotel and attended by industry leaders.



Online Grocery

Introduction

Online grocery shopping looks promising when compared to other products available online but it faces rather different challenges of its own for its buyers as well as sellers. Benefit of doubt increases where a buyer takes sensory attributes involved in the traditional process. Also, delivery/transportation of fragile items becomes a delicate problem. In some cases, the buyer is just not interested to leave their deep-rooted shopping habits and switch to new ones; regardless of how much of their time and money is saved. It is crucial to explain the variables that influence buyers towards the purchase of grocery products online (Liao & Cheung, 2001).

It is important to note that online shopping takes more than just the desire to act. Although it does not involve traveling, carrying heavy weight or work-hour restriction, the presence of certain resources is mandatory that makes the transaction possible (Chu, Arce-Urriza, Cebollada-Calvo, & Chintagunta, 2010). Thus it is important for buyers to be well equipped and aware of the technicalities of online shopping so that their experience is without any hindrance (Shim et al., 2001). Individuality of each potential

customer also plays an important role in defining sales. A person with more internet exposure will tend to shop more than the person who has less experience with internet (Frambach, Roest, & Krishnan, 2007).

Online grocery trade has a lot of potential as Generation Y and their predecessors use technology frequently to save time and seek convenience as compared to the previous generations who are accustomed to buying groceries from brick and mortar stores. The grocery shoppers of new age are

identified as better educated and risk taking individuals who try new things and opt for easier solutions to problems. From the research related to internet usage of people, findings conclude that complex decision making of consumers is based on the social cognition of individuals.

This research study aims at identifying the key factors that tend to increase the adoption of online grocery, what consumers want from a grocery store and what are their current attitudes towards the

concept. Furthermore, the research aims to identify the pain points of consumers that need to be catered to increase online grocery shopping adaptability.

Online grocery's market share in Pakistan is around \$25 million (Arshad, 2015). It is also expected that Pakistan's e-commerce revenue will reach US \$ 600 million by 2017 (Ahmad, 2015). To further facilitate the adoption of online grocery, analysis of consumer needs and their behavior is crucial. The study layouts consumer perception and readiness towards online grocery shopping and to highlight the pain points that need to be eliminated for better acceptance of online platforms for shopping.

The conceptual framework studies the impact that the pre-established buying behaviors have over the attitude towards online grocery buying. Both the buying behaviors of grocery shopping and the attitude towards grocery shopping are further analyzed through few factors which are discussed in the following section.

The conceptual framework initially studies the generic buying behavior of a consumer towards buying grocery. The intention is to analyze whether the current buying behaviors of local consumers are deeply rooted or not? In an actual market setting, the factors and behaviors associated with buying grocery are immense. However, in order to narrow down our research to focus on few significant behaviors, this research study intends to examine three main factors associated with buying grocery, which are as follow;

- **Frequency:** Frequency refers to the number of visits done to a grocery shop in a said time period. For instance - daily visits, weekly visits, bi-monthly visits or monthly visits.
- **Avenue:** Avenue refers to the situational context of a grocery

store. We intend to study what a consumer prefers in terms of size and location of the store. Is a local consumer satisfied going to a small general store to buy groceries, situated at the end of his street? Or does he prefer to visit super stores and does not mind taking out his car for that?

- **Content:** Content refers to the products that make up the consumer's grocery list and are purchased on a regular basis.
- As mentioned above, the conceptual framework intends to gauge the extent to which the buying behaviors towards grocery shopping are rooted in our local consumers. The higher the frequency, the higher the acceptance towards different grocery avenues and higher the list of items purchased – would translate into deeply rooted buying behaviors which are hard to overcome since they come naturally to consumers.

The given state of buying behavior and the established extent of its strength has a direct impact on a consumer's attitude towards online grocery, which is the second part of our conceptual framework. The four primary factors which can be studied in order to gauge the consumer's attitude towards online grocery are as follow;

- **Awareness:** Are the local consumers even aware of such a concept of buying groceries online?
- **Perception:** How do the local consumers perceive online grocery?
- **Willingness:** Are the local consumers willing to try online grocery?
- **Readiness:** On what readiness stage are the local consumers in terms of online grocery buying?

(Buying Readiness Stages: Awareness, Interest, Desire and Action)

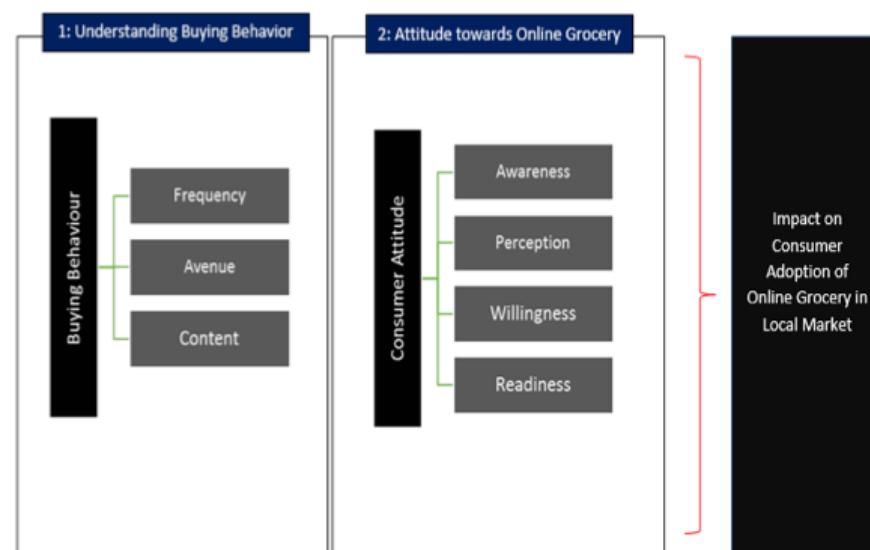
Attitude towards online grocery buying can be said positive if the aforementioned four factors are high/positive. Which means for an attitude to be positive, a local consumer should have acceptable levels of awareness, positive perception, positive willingness, and should be at least interested in doing groceries online.

Since the concept of online grocery is of novel nature in local market - thus, online grocery model can only be adopted by local consumers if attitude towards online grocery is positive and it does not adversely interplay with the pre-established grocery buying behaviors (Ali et al., 2017).

Methodology

The research targets the sample population of consumers drawn from Karachi who have or do not have any previous experience of online grocery shopping. The sample size for the study was 90 individuals and it employed purposive and snowball sampling techniques to get data from the respondents who were best suited for the research at hand. Data were collected primarily using questionnaire technique. The research questionnaire caters to five sections of questions designed to know different aspects of consumer behavior. Section one includes questions related to the demographic profile of respondents such as gender, age, relationship status, education etc. Section two consists of questions that relate to general online shopping and awareness of online grocery and grocery stores in Pakistan. Section three focuses on questions regarding their perception towards online grocery, their willingness to buy and the factors that refrain them to buy online grocery. Section four consists of Likert scale questions to assist in knowing the opinion

Conceptual Framework



of people regarding online grocery shopping, their preferences and value proposition they are looking for. Section five consists of questions that gauge consumer readiness towards online grocery shopping.

We distributed our questionnaire to respondents who are aged 18 years or above. The questionnaires were further divided into 3 target markets.

- A) Domestic household consumers
- B) Professionals

In the process of our research we identified a new target market and included it as part of our research i.e. lives alone, Students and young professionals who live alone in Karachi.

Hypotheses

- H1: Local consumers are not aware of online grocery shopping in local market
- H2: Local consumers don't have positive perception towards online grocery shopping in local market
- H3: Local consumers are not willing to experience online grocery shopping in local market
- H4: Local consumers are not ready to adopt online grocery shopping in local market

Analysis and Discussion

The internet phenomenon is providing a new mode to do business in Pakistan. With E-commerce expected to become a \$1 Billion industry by 2020 (Tribune, 2015), the future outlook is bright with immense potential in all areas for this yet untapped market of 200 Million people of Pakistan. This massive transformation is leading a behavioral change in consumers as to how they shop for products and services across the board ranging from grocery items to automobiles. The focus of this paper will be on grocery products.

On our fact finding journey, we further conducted a thorough

research and survey analysis pertaining to the Pakistani market. The idea was to understand the different consumer perspectives as to how they view the online grocery model in Pakistan. For the purpose of simplicity we have categorized the respondents into three groups which are as follow:

1) Domestic: This segment is comprised of the local households of Karachi including both men and women. Traditionally women in domestics lead all the major purchase decisions for their households and have deep rooted cultural preferences as to what and where to buy from. It is a planned purchase for them, which occurs on a monthly basis, mostly at super markets and large retailers. Although they share the same touch point as professional women but are slightly more complex in their selection of products. An important aspect is their lack of awareness for the online model coupled with their ability to access computers and doubts about online buying of goods. For them, understanding of the model and addressing their fears is the first step towards their road to online shopping. Simple questions ranging from the time taken to deliver goods to the quality of the products supplied need to be promoted through well advocated channels. Furthermore the responses also uncovered the use of single products in the initial phase to encourage trials.

1) Professionals: These respondents were women belonging to the age bracket of 20-29. For them grocery shopping is an experience which they enjoy; particularly if it involves going to the supermarkets like Naheed or Aghas. They make informed and planned purchase decisions unlike the live

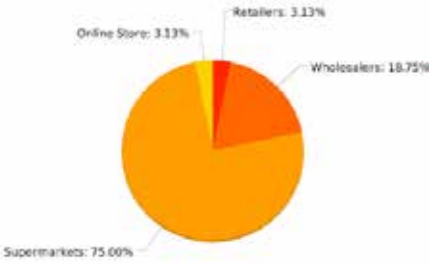
alones' don't have a planned purchasing pattern but they do make weekly purchases based on their need. Although only 20% of the respondents were familiar with the online model for grocery but willingness to try was higher, making them a viable target to pursue.

alone. For them, variety is important and becomes an important factor in choosing the shopping venue as well. Despite low awareness to the online model, 53% of the respondents favored towards giving the online model a try. This reflects that the segment does have a potential but needs to be pitched across the right touch points. Again, to tap this segment we need to align the product simultaneously on convenience and variety which will in turn be a determinant of how price sensitive they (professionals) become to that offering. But one obstacle identified in the responses was the physical inspection of the product, the answer to which lies in '360 degree' display of products on the webpage along with clear photography to make the products vivid and more observable to the users. Factors like quick delivery, promotional offers and discounts coupled with authentic brand portfolio is what they are looking for. However despite the odds, the working women are willing to pay 5-8% premium if they are able to get the right product at the right moment. Bundle offers from multiple brands under one roof can again come in handy to attract such visitors over the website.

2) Live Alones: As the name suggests, this class of respondents are people who are living single-handedly for education or job purposes in Karachi. With more than 70% being male and falling in the age bracket of 20-29, they have a high preference for home cooked meals and are the decision makers when it comes to grocery buying. Normally the 'live

alones' don't have a planned purchasing pattern but they do make weekly purchases based on their need. Although only 20% of the respondents were familiar with the online model for grocery but willingness to try was higher, making them a viable target to pursue.

Typical Mediums Of Shopping



Being a highly price sensitive audience and significant preference for convenience, bundle offers is the ideal way to attract 'live alones' for online grocery shopping. By capitalizing on the need for convenience and properly positioning the offers to their budget, the 'live alones' can serve to be regular and loyal customers. The focus should be on how flexible the model can be for them in a time saving manner.

Conclusion and Recommendations

From the above analyses, it is clear that there is a long road to fully penetrate the market. Our analyses identified that there is a significant image problem for the online model, coherent across the three segments of respondents. Buying from retailers is a norm and disruption of any norm is not easy and nor is it always welcomed. Instead of positioning it as an alternative, we need to position the online grocery as something which can go hand in hand with the traditional model. The idea is to slowly encompass the user to accept the new way of shopping. Equally important is the fact as to how to create awareness amongst people. At the start we need to focus on users who will be the core drivers of growth for this industry like the live alone or professionals who actually can feel the need for this model.

The next step for online shopping platforms is to understand that how relevant their offerings are to the audience. As correctly pointed out in the survey, respondents were unclear as to what products can they actually buy over the internet. This shows that there exists a gap in communication which needs to

be filled comprehensively so that the consumer expectations can be set at the right level. Equally important is the availability to house multiple brands. Consumers have deep associations with brands and would want to buy only their favorite brands. This brand power can be used to encourage those consumers to shop online, who face shortage of authentic brands.

Last but not least is the intrinsic aspect of shopping. Pakistan is experiencing a dynamic shift from general trade to modern trade. By every passing time, bigger retailers are opening up like Naheed etc., which indicates the new trend pertaining to the shopping experience. To cultivate a similar response, there is a need to offer the consumers something equal in value. This value can vary across the three segments that have been identified earlier in this research study. Each segment has its own needs and preferences and the best way is to have a step by step approach.



About The Author:

Mohammed Ekhlaque Ahmed, Assistant Professor, Head of Marketing Department and Lead Capstone Course Projects. He holds a Master degree in Business Administration from IBA, Karachi

With over 30 years of professional excellence in areas of Strategic Management, Marketing & Sales and Channel Management. M. Ekhlaque Ahmed brings with him a rich blend of practical know-how and training expertise in the region.

In his 30 years of experience he

has served prominent organizations such as Philips Electrical Industries, Osram Lighting Pakistan, and General Electric Pakistan. In addition to his professional work, he has provided his expertise to colleges and universities that includes SZABIST, Iqra University, Commecs and others

He has widely travelled all over the world to attend international courses, regional meetings and workshops in countries like USA, France, Holland, Italy, Germany, China, Hong Kong, Belgium, Indonesia and others.

Mr. Omar Abedin

Chief Executive Officer - Starcom Mediavest Group

The Marketing Association of Pakistan was proud to host Mr. Omar Abedin, Chief Executive Officer - Starcom Mediavest Group at Marriott Hotel in Karachi for a talk on “What can Clients expect from the Agency of the Future?”. The event was organized under the umbrella of MAP’s ongoing “MAP Talk” series attended by industry leaders and others.





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Entrepreneurship & Management Excellence Center (EMEC), the executive development and consulting services center of IoBM. EMEC follows an immersive approach to provide training and research consultancy services to public and private sector organizations. These services, whether customized or generic, are aimed at organizational change management, effective strategies, institutional development, financial Management, monitoring and evaluation, assessment & evaluation, career development, curriculum development, policy making and research. All services are augmented with capacity development training programs that are designed with excellence and rigor to make every organization's experience valuable.

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Regional Head -

Google

Farhan Qureshi

Discussed the future of digital in Pakistan at the recent event organised by MAP



With the growth of digital media across the globe, all one can talk about is how the medium is taking over every little entity on earth.

The event was graced by renowned personalities of the marketing world including, **Mr. Jerjees Seja** (ARY), **Mr. Mansoor Karim** (Orientm McCann), **Mr. Talib S Karim** (President MAP) and many more to name. However, the reason to everyone's presence was for sure the brains behind the discussion,

Chief Guest & Speaker Mr. Farhan Qureshi – Regional Head at Google. Beginning the event with the recitation from the Holy Quran, Farhan Qureshi took to the stage and caught everyone's attention from the word GO! He explained how digital is going to take over the world within the next few years, and the test runs have already

began with Google going ahead with full swing. Going into details, he defined 3 factors:

- Machine Learning
- Connectivity
- Business Disruption Models

Farhan Began by briefly explaining the basic meaning of 'Machine Learning', defining that it's basically computer science that gives machines the ability to study

oneself without being completely programmed, artificial intelligence can also be mined into this category. While discussing the subjects mentioned above, he explained the following;

Growth of Digital Landscape in Pakistan

- there are 42.3M broadband connections
- there is 140% connectivity growth
- from 16B population, every person is rounding up an investment of \$0.75 for 3G & 4G connectivity
- 67% of the entire online users primarily use mobile phones for access

Pakistani Consumption of Digital Content

- 100M video content is consumed daily in the country
- There are 60M searches everyday
- Whereas, there are over 1M+ searches on apparel

There had always been a debate on

who had the maximum eye view and reach to the digital content, where we all believed that men had over rated women here as well, however Farhan explained and showed something completely different. According to him;

- there is a major difference in the gender ratio – 52/48 – with women leading the count
- whereas there was an astonishing sale worth 3B this year Daraz' Black Friday Sale

However what shocked us most was that there has been 200B minutes of video watched in the last 12 months, which apparently is equal to 383,000 years of video being watched in a year. Who would have thought that!

How is Google Looking at Pakistan

He discussed how Google was looking at Pakistan and said that the country had been an asset into providing large scale revenue for the organization, further naming the leading brands; Alphabet

(Parent company of Google), Apple, Microsoft, Facebook, Amazon, as well as P&G and Coca-Cola.

But that was not all, as Pakistan profited the company so did Google in return whilst playing its part equally through; 'Google Play Store' with direct carrier billing, 'G-Board' support for Urdu, 'The NEST' for entrepreneurs, 'hello', a cloud voice support for Urdu, along with YouTube partner program, Dataly launch and GOSF Pakistan.

Thus, he explained briefly and how Google is converting our lives with merely voice notes or a simply touch, covering all our daily needs whether its food, travel, reminders or events, Google is all set to make a change and we are ready to embrace it!

The discussion concluded with a question/answer session, after which Mr. Farhan Qureshi was honoured by the committee of the Marketing Association of Pakistan (MAP) with the presentation of Memento.





Interview

Mr. Haroon Qassim,
Managing Director - Pharmevo



Brief Bio

- Under graduate: B Sc. Accounting – University of Illinois Chicago
- CPA – Chicago
- MBA – Loyola University – Chicago (Finance and International Management)
- Worked at Accounting firm in Toronto for 2+ years
- April 1999 – we started Pharmevo and commenced manufacturing and marketing of pharma products

Achievements

- Pharmevo stands at # 12 in local companies
- At IMS ranking, we stand at 20
- Last year our growth was 30%; This year we are aiming for 45%
- We have operations in Myanmar, Srilanka, Comodia, Philippines, Vietnam, Kenya, Guatemala and Afghanistan
- We supply our products in these countries with our brand name.

“The purpose of my Leadership is to transform Industry Practices and bring a difference in peoples’ life”.
Haroon Qassim -MD Pharmevo

What is the key to your success?

I work hard, I love and am passionate for my work

What is success to you?

What value and difference I am bringing in society!

Who inspire you as a leader and why?

My father! I saw working him hard, with honest and a great values system. He was able to bring something different in our family and society. He is humble and took people along with him.

What are you passionate for?

When I see my people are growing with me. What difference I am bringing to my people

What is the purpose of your leadership?

To transform industry practices and my organizations also! To help my people to accomplish their goals and potential

What are your strengths?

I have good Listening and



Analytical skills! I challenge myself continuously

Which traits makes you a Leader?
These are 5 things: Hard work, Compassionate, Flexible, Honesty and Integrity

What are your values?
I am a man of commitment and consistency.

Have you ever failed in life?
I have failed many times! It is an opportunity which provides you real learning.

What are your challenges?

- Government Policies – they are not consistent and conducive
- Technology – it is disrupting our business; the changes which are coming in medical sciences is phenomenal, we need to be updated with latest research. The changes

are coming at a fast pace and it is difficult to adopt them.

Your message for youngsters?
There is no substitute to hard work! Do, what you love and be ready to accept failures!



MAP Lahore Chapter

Marketing Association of Pakistan (MAP) Lahore Chapter organized a special seminar on “Innovation and Entrepreneurship” by Partner & Director of Kor Tech Auto Industries (Pvt.) Ltd., Mr. Salman Farooq, which was attended by a large number of Members and different leading groups of Advertising and Marketing fields. During the Special Presentation, the Guest Speaker, Mr. Salman Farooq emphasized upon the different aspects and relationship of Innovation and Entrepreneurship throughout the world. He discussed the Ecosystem for Innovation and Entrepreneurship and briefed the different segment like Government, Industry and Academia, which is quite essential for the ecosystem for Innovation and Entrepreneurship. By explaining the value chain of economic vitality, he expressed about the policy making, science & technology, Research & Development and Innovation & Invention. He further elaborated the ten different steps, by which Information Technology put the innovation and 10 years ago, these didn't exist i.e. App



Developer, Social Media Manager, Uber Driver, Driverless Car Engineer, Cloud Computing Specialist, Big Data Analyst, Sustainability Manager, You tube Content Creator, Millennial Generational Expert, and Drone Operators. Mr. Salman Farooq said that Innovation creates “Meaningful Uniqueness and that's why customers are willing to pay more money for the offering price. He said that Innovation thrives in Entrepreneurial climate and cultivate the culture of entrepreneurship. He also pointed out the different steps for entering the entrepreneurship. The participants of the Seminar appreciated the creative and intriguing presentation of Mr. Salman Farooq. At the end of

the presentation a Question/Answer Session was conducted whereby the Guest Speaker replied to various interesting queries of the MAP Members. Earlier, the MAP Vice President, Mr. Mohammad Saleem briefed about the various activities of MAP on PowerPoint Presentation. He also introduced the Guest Speaker and welcomed Mr. Salman Farooq at MAP forum. He also appreciated Mr. Salman Farooq special interest for delivering an exclusive presentation to the MAP Members. Vice President, Mr. Mohammad Saleem presented the Memento to the Guest Speaker along with Joint Secretary Ms. Saadia Shariff and the Joint Treasurer Mr. Ather Javed.



Marketing Association of Pakistan (MAP) Lahore Chapter organized a special seminar on “Beginning of an IT Revolution in Pakistan” by Chairman of the Punjab Information Technology Board (PITB), Vice Chancellor ITU and Advisor to the Chief Minister, Dr. Umar Saif, which was attended by a large number of Members and different leading groups of Advertising and Marketing fields.

During the Special Presentation, the Guest Speaker, Dr. Umar Saif emphasized upon the scope and need of Entrepreneurship and also discussed various features of Entrepreneurship. He said that IT thrives in Entrepreneurial climate and cultivate the culture of entrepreneurship. He also pointed

out the different steps for entering the Entrepreneurship. By sharing the IT revolution in Pakistan, he said that we have changed the traditional culture in Health, Education, Police, Excise, Land and Revenue Departments and still moving forward to meet the modern challenges. He further elaborated that we have introduced Biometric Attendance System in 40 DHQs and that’s why, in hospitals doctors’ attendance increased considerably. Dr. Umar Saif said that we also introduced Electronic Attendance System in Schools and provided Tablets for better coordination between the schools and the education department. He said that we have also introduced E stamping and changed the culture of Land and Revenue Department and from where we have earned billion of rupees by introducing this

system. Dr. Umar Saif said that we have changed Police Culture and now police station are connected online. The participants of the Seminar appreciated the creative and intriguing presentation of Dr. Umar Saif. At the end of the presentation a Question/Answer Session was conducted whereby the Guest Speaker replied to various interesting queries of the MAP Members. Earlier, the MAP Vice President, Mr. Mohammad Saleem introduced the Guest Speaker and welcomed Dr. Umar Saif at MAP forum. He also appreciated Dr. Umar Saif special interest for delivering an exclusive presentation to the MAP Members. Vice President, Mr. Mohammad Saleem presented the Memento to Dr. Umar Saif on behalf of Marketing Association of Pakistan, Lahore.



Marketing Association of Pakistan (MAP) Lahore Chapter organized a special seminar on “Marketing Cricket” by Chairman Pakistan Cricket Board (PCB) & Pakistan Super League (PSL), Mr. Najam Sethi, which was attended by a large number of Members and participants from different leading groups of Advertising and Marketing fields. During the Special Presentation, the Guest Speaker, Mr. Najam Sethi emphasized upon the success of (PSL) and said that we have introduced (PSL) as the brand and now we have succeeded to market our brand. By sharing the

international cricket in Pakistan, he said that it’s not a small thing that Sri Lanka is coming in Pakistan for playing T20 and it’s only in the result of our concerted efforts. He said that I am confident now others team will also come Pakistan, as everything has been cleared and the time is not far when there will be cricket throughout the country and all international team will in Pakistan. Mr. Najam Sethi also discussed various challenges, which

(PCB) is still facing. He said that we have struggled a lot to achieve different targets and now doors have been open for international cricket in Pakistan. He also pointed out the different steps which have taken, for achieving these goals. The Participant



of the seminar appreciated the creative intriguing presentation of Mr. Najam Sethi. At the end of the presentation a Question/Answer Session was conducted whereby the Guest Speaker replied to various interesting queries of the MAP Members. Earlier, the MAP Vice President, Mr. Mohammad Saleem introduced the Guest Speaker and welcomed Mr. Najam Sethi at MAP forum. He also appreciated Mr. Najam Sethi special interest for delivering an exclusive presentation to the MAP Members. On behalf of Marketing Association of Pakistan, Lahore the Vice President, Mr. Mohammad Saleem along with Ms. Saadia Shariff and Mr. Ather Javed presented the Memento to Mr. Najam Sethi.



Marketing Association of Pakistan (MAP) Lahore Chapter organized a special seminar on “CPEC and the Role of Business” by CEO, Bridge Asia Financial Services, Dr. Salman Shah, which was attended by a large number of Members and participants from different leading groups of Advertising and Marketing fields. During the Special Presentation, the Guest Speaker, Dr. Salman Shah emphasized upon the role of business in CPEC and said that Pakistan has open opportunity for global export with the success of CPEC. By sharing the economic impact of CPEC, he said that it is being hailed as an economic game changer by the Government of Pakistan. He said that the initially 46 billion dollar plan envisaged to link Pakistan’s Gwadar port with china’s Xinjiang province and included 33 billion dollar investment in Pakistan’s power sector. Dr. Salman Shah also disclosed that link will provide China with a direct access to western Indian Ocean, while it provides opportunity to



Pakistan to become a logistics hub for Pakistan, Central Asia, Western Asia and Western China. He said that it is backed up by economic and logistics agreements that boosts regional economic growth through free trade and bilateral investment agreements that promote regional economic cooperation economies of scale in financial, production, distribution, and marketing systems. He further said that the CPEC creates economic and trade connectivity within Pakistan creating a single integrated Pakistan economy and facilitates and caters to a percentage of Exports of China (\$2 trillion a

year). The Participant of the seminar appreciated the creative intriguing presentation of Dr. Salman Shah. At the end of the presentation a Question/Answer Session was conducted whereby the Guest Speaker replied to various interesting queries of the MAP Members. Earlier, the MAP Vice President, Mr. Mohammad Saleem introduced the Guest Speaker and welcomed Dr. Salman Shah at MAP forum. On behalf of Marketing Association of Pakistan, Lahore the Vice President, Mr. Mohammad Saleem along with Mr. Ather Javed presented the Memento to Dr. Salman Shah.





AdAsia 2017 is the largest and most prestigious advertising congress in Asia, organized bi-annually by the Asian Federation of Advertising Associations (AFAA) held at Bali Nusa Dua Convention Center (BNDCC), Indonesia on November 8-10, 2017.

AdAsia is an excellent forum for knowledge sharing among

marketing and creative industry practitioners globally. AdAsia Bali marked the 30th AdAsia Congress and has set to be the largest Asia Pacific regional event for marketing and advertising in 2017.

It has attended by executives from principals, agencies and media from all around the Asia Pacific region.



Management Association of Pakistan



Management Association of Pakistan's In House workshop: "Result Oriented Leadership" for Dawood Engineering by Mr. Salah Uddin



Management Association of Pakistan Leading Pakistan Series: "Design Thinking" by Furqan Qureshi



Badal Do

celebrates Teacher's Expo

and shares Education improvement plans for the future



Former Senator Jabbar urged the federal and provincial governments to link-up three parallel education systems that continue to produce three different sets of educated Pakistanis.

"These three systems that are matriculation, Cambridge, and Madressah education, don't have any inter-connection with each other as they represent three different income groups in Pakistani society," said the former federal minister and noted scholar.

"There should be an attempt to introduce a broadly singular education system in the country in place of these three lethal divisions in the society," he said.

Shahnaz Wazir Ali, former special assistant to prime minister and ex-chairperson of Higher Education Commission, appreciated that the "Badal Do" initiative had rightly targeted school teachers as the most effective agents of change in the society.

She said that school teachers should focus on their own cultural diversity and pluralistic nature of Pakistani society and the related values of tolerance and peaceful co-existence among different sections of population

as the same set of values should be taught to the students. She said that there was a need to bring reforms and improvement in school curriculum to help inculcate such good social values among the teachers.

Senior journalist Zubeida Mustafa inaugurated exhibition of photographs taken by the trainee teachers of the Badal Do programme, reflecting on their perception of diversity and plurality in the city of Karachi, where the programme has been piloted.

The audience of the ceremony were informed that the "Badal Do" conducted trainings for 400 teachers of 204 schools in low and middle income group areas of Karachi to educate them about good social values that would help them to understand and appreciate cultural, linguistic, ethnic, and religious diversity of Pakistani population and culture. The training sessions also taught teachers about important civic responsibilities and good social practices. The training sessions were spread over one year.

In the next phase, the "Badal Do" initiative plans to go for a broader community outreach by engaging the whole school, management teachers and students, as well as parents, guardians and other community members, through involvement of 5,000 teachers in 300 schools of the city. The Badal do team invited not just schools to join in but private sector citizens to help assist schools in implementing this programme.

TIBET

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Main Abul Hassan Isphahani Road, Karachi.
Ph : (92-21) 34968377-78 (Open 24 Hours)

Ashfaq Memorial Hospital Branch

S8-9, 13/C, University Road, Gulshan-e-Iqbal
Phone : 0335-5755537 (Open 24 Hours)

Shaheed-e-Millat Branch

Shop # 1, Al-Rehman Tower, Plot # 4, Adjacent
Ufone Office, Jinnah Co-operative Housing
Society, Block-3, Main Shaheed-e-Millat Road,
Karachi. Ph: 021-34374051-52 (Open 24 Hours)

Gulistan-e-Jouhar Branch

S B 1, Suite # 2, Javed Arcade, Block 17,
Gulistan-e-Jouhar, Karachi.
Ph: (92-21) 34620178, 34617794, 8266499
(Open 24 Hours)

Safcoora Branch

Billy's Arcade, Shop No. 145-146,
Main University Road, KDA Scheme 33,
Adjacent to Johar Complex, Karachi.
Ph: (92-21) 34650077-88 (Open 24 Hours)

Ayesha Manzil Branch

Suite # CS 19/02, Block 7,
Ali Apartments, F.B. Area, Karachi.
Ph: (92-21) 36312746 (Open 24 Hours)

Civil Hospital Branch

Suite # 1-3, Asif Square,
Baba-e-Urdu Road, Opp. Civil Hospital, Karachi.
Ph: (92-21) 32768132, 32766109 (Open 24 Hours)

KPT Branch

Karachi Port Trust Hospital Kemari, Karachi
Ph: (92-21) 99263122 Ext. 136

Shah Faisal Branch

Suite No 1, Bungalow No A/31/2, Near Colony Medical
Store, Shama Chorangi, Shah Faisal Colony No. 2,
Karachi. Ph : (92-21) 34586222 - 34686333 (Open 24 Hours)

Taj Medical Complex Branch

Shop # 26, 28, 29, 30, Ground Floor, Taj Complex,
Main M.A. Jinnah Road, Karachi
Ph : 0335-5755587 (Open 24 Hours)