

Who is

Business Ustad



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Business Ustad What's Providing

1. Tailored Business Support

- Provide customized support based on each startup's unique needs.
- Include market analysis, business planning, and execution strategies.

2. Educational Workshops and Webinars

- Organize regular workshops and webinars.
- Invite industry experts to share practical knowledge and insights.

3. Resource Hub

- Create an online resource hub with tools, templates, and guides.
- Assist business owners in their entrepreneurial journey.

4. Service Charges or Equity Model

- We offer our services in exchange for a fixed service charge or a small equity share in the business.
- The model is selected based on the nature of engagement and level of support required.



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Table of Content

This is the material point that will be delivered in the presentation

- **Introduction to eCommerce & Market Trends**
- **Niche Selection & Product Research**
- **Sourcing Products & Supplier Hunting**
- **Choosing the Right Platform (Daraz, Shopify, Instagram)**
- **Practical Store Setup & Product Listings**
- **Branding & Visual Identity (Logos, Photos, Videos)**
- **Digital Marketing Fundamentals (Organic vs Paid)**
- **Facebook & Instagram Ads Setup & Management**
- **TikTok Marketing & Influencer Collaboration**
- **Payment Methods & Courier Partners**
- **Customer Service & Order Management**
- **Scaling Your Business & 90-Day Growth Strategy**



🌙 Islamic Principles of Business

- Honesty and truthfulness
- Justice and fair dealing
- Prohibition of riba (interest/usury)
- Mutual consent in transactions
- No uncertainty (gharar)
- Avoidance of haram (unlawful) products/services
- Fulfilling contracts and trusts
- Transparency in trade
- Fair pricing
- No hoarding or monopolizing



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1st Class : Introduction to eCommerce & Market Trends.

- What is eCommerce? Trends & Mindset Shift
- Learn what eCommerce is and how it's changing the game in Pakistan.
- Explore global success stories and apply lessons to local markets.
- Understand various business models like B2C, B2B, Dropshipping, etc.
- Develop the mindset of a digital entrepreneur ready to scale.
- **Ustad Ki Baat: "Online paisa bhi hai, azadi bhi hai — bas seekhna aur lagna hai."**
- Slogan: "Digital dukan, unlimited imkan!"



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Class 2: Finding the Right Product (Niche Research)

- Discover how to find a profitable niche and winning product.
- Use Google Trends, TikTok, and Daraz to identify in-demand products.
- Learn how to assess product demand and emotional appeal.
- **Ustad Ki Baat: "Har cheez na becho — woh becho jo log dhoondh rahe hain."**
- Slogan: "Demand dhundo, daulat ayegi."



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Class 3: Product Sourcing in Pakistan & China

- Learn how to source products locally and from international suppliers.
- Understand how to communicate with suppliers and negotiate prices.
- Get tips on managing your sourcing and supply chain effectively.
- **Ustad Ki Baat: "Munafa supply chain mein hota hai — marketing mein nahi."**
- Slogan: "Jo achha source kare, woh loss se bache."



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Class 4: Choosing Your Platform (Daraz, Shopify, Insta, etc.)

- Chose Name for Your Business.
- Understand the pros and cons of each selling platform.
- Select the right platform for your business goals and budget.
- Tips for creating a memorable store name and domain selection.
- **Ustad Ki Baat: "Apni dukan banana hai? Social media par kiraya nahi, apna ghar banao."**
- Slogan: "Your store, your story!"



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Class 5: Practical Store Setup

- Learn how to create your online store on Daraz, Shopify, or social media.
- Practical steps , write compelling descriptions, and set up pricing.
- **Ustad Ki Baat: "Dukaan digital hai, lekin impression real hona chahiye."**
- Slogan: "Store banega strong, jab banega customer-focused."



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Class 6: Branding & Visual Identity

- Discover the power of branding in eCommerce success.
- Create a logo, choose brand colors, fonts, and develop your brand's personality.
- Learn how to take high-converting product photos and videos.
- **Ustad Ki Baat: "Log products nahi, brands khareedtay hain."**
- Slogan: "Be a brand, not just a seller."



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Class 7: Basics of Digital Marketing

- Understand the customer journey and how marketing fits in.
- Learn the difference between organic and paid marketing.
- Explore social media platforms (Facebook, Instagram, TikTok) and choose the best fit for your brand.
- **Ustad Ki Baat: "Marketing wo jadoo hai jo product ko hero banata hai."**
- Slogan: "Seen hona hai toh scream mat karo — strategy banao!"



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Class 8: Facebook & Instagram Ads (Practical)

- Learn the fundamentals of Facebook and Instagram advertising.
- Step-by-step guide to setting up ads, targeting audiences, and budgeting effectively.
- Track performance using key metrics like CPM, CTR, and ROAS.
- **Ustad Ki Baat: "Agar ad mein copy aur creative nahi chale, paisa bas jal gaya."**
- Slogan: "Run ads smart, not hard."



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Class 9: TikTok & Influencer Power

- Discover TikTok's viral potential for marketing your products.
- Find and work with micro-influencers for effective marketing.
- Tips for negotiating with influencers and using user-generated content (UGC).
- **Ustad Ki Baat: "Aaj ki marketing — trust pe chalti hai, dikhaye pe nahi."**
- Slogan: "Logon se banwao, logon tak pahunchao."



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Class 10: Payments & Courier Partners

- Understand the different payment methods: COD vs online payments.
- Set up payment systems like JazzCash, PayFast, and SadaPay.
- Choose the best courier partners (TCS, Leopards, BlueEx) and manage logistics effectively.
- **Ustad Ki Baat: "Fast delivery = fast trust."**
- Slogan: "Delivery smooth, customer mood!"



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Class 11: Customer Service & Order Management

- Learn the basics of customer support and how to manage orders efficiently.
- Handle complaints, returns, and refunds with professionalism.
- Use CRM tools to automate responses and improve the customer experience.
- **Ustad Ki Baat: "Jo customer ka khayaal rakhta hai, woh repeat order pakka karta hai."**
- Slogan: "Service strong? Sales lifelong."



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Class 12: Scale Up Strategy + Business Blueprint

- Use analytics to assess your business performance and make data-driven decisions.
- Explore strategies for scaling your business: running more ads, launching new products, and automating processes.
- Plan your first hire and map out the next 90 days for growth.
- **Ustad Ki Baat: "Start small, grow daily — consistency is your capital."**
- Slogan: "Ab rukna nahi — ab udna hai!"



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**We Always
Give The
Best For
Our Clients**

Thanks!



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