Read: In the name of thy Lord Who createth, Createth man from a clot. Read: And thy Lord is the Most Bounteous, Who theacheth by the pen, Teacheth man that which he knew not" (96:Al-’Alaq: 1-5)
Redefining Leadership

KARACHI SCHOOL OF BUSINESS & LEADERSHIP

Redefining Leadership
At KSBL we endeavour to train people to effectively manage scarce resources honorably and sustainably. Resources are the strength of an economy, and efficient utilization of resources add to the wealth of a nation. If Pakistan is to become a developed nation, its people must first be given the opportunity and the means to develop into leaders who specialize in the management of resources in all aspects.

KSBL was established to stand as a beacon for outstanding business education with a strong emphasis on ethics. It is where students come not just to study but to absorb an ethos of challenging questions about business practices, commerce and banking. Our aim is to give back to Pakistan by creating opportunities for future generations to reap the benefits of a graduate management education based on international standards as well as an educational experience that grooms them to achieve new heights. It emphasizes world-class teaching, including cutting edge research being brought to the classroom in Pakistan. Its acclaimed faculty also bring international best practices to Pakistan. KSBL’s establishment exemplifies the commitment and outstanding effort of the Board of Directors of the Karachi Education Initiative (KEI).

Our country is full of eager young minds, brimming with talent, full of promise and potential, looking for an opportunity to develop, to excel, to flourish – to lead. They are the future of our country and KSBL is here to prepare its students as shining examples of people who have received an education that gives them the capacity, the self-confidence, the capability, the hard work to be able to earn their way in life, and we truly believe that as time goes by, people will come by and look at KSBL as the standard for management education.

CHAIRMAN,
Karachi Education Initiative
Engro Corporation Limited
Dawood Hercules Corporation Limited
Message from the
Rector & Dean

The Karachi School of Business & Leadership graduate management school offers a top tier cutting edge MBA program to highly talented young men and women in Pakistan, as well as international students. Our philosophy revolves around a different kind of leader, one who is able to combine intelligence and knowledge with social responsibility to bring about tangible change. This approach enables our students to internalize the importance of being socially aware and encourages them to apply these values throughout their professional careers in Pakistan and in the international market place. KSBL thus offers to the job market management graduates of both high quality and high integrity, who are capable of exercising leadership abilities and excel in their contributions to the business performance and success of their employers. KSBL MBAs have a unique exposure to the business and corporate environment in Pakistan and its region. Located in the business hub of the country, KSBL has provided its MBAs with unequaled opportunities to interact with, and learn from, the corporate and business community. Our CEO Mentorship Program provides for our students a unique exposure to the country’s business leaders. The Eminent Speaker Series gives our students a comprehensive grasp of business conditions and real life issues. The Developing Executive Capabilities Module significantly enhances on students skills in performing as effective managers and future business leaders. Additionally, our students contribute to the business community a sustained exercise in analytical, research and consultancy outputs through their comprehensive Final Year Projects. As our third batch graduates from the KSBL MBA Program, I am confident in their ability to evolve into transformational leaders and wish them great success in their lives.

Dr. Imran Ali
Rector & Dean
Professor, Business Policy – KSBL

Message from the
Program Director

The KSBL MBA is an intense, rigorous and relevant program providing top talent to the business community. The KSBL faculty works hard to impart theoretically strong, analytically sharp and practically driven business education to produce high quality graduates. The hallmark of KSBL students is their broad-based training in problem-solving, decision-making and general management perspectives. An integral part of the KSBL identity is the focus on developing leadership character that goes beyond work life to spearheading societal change.

With two classes of KSBL MBAs already proving their mettle in the corporate fraternity, our third graduating class comes out with the bar raised higher. It has been a fulfilling journey of excellence and we hope that the KSBL MBA Class of 2016 will prove to be worthy ambassadors of their alma mater. We wish them the very best for their future endeavors.

Dr. Muhammad Athar Siddiqui
Director Degree Programs
Assistant Professor, HRM - KSBL
The Karachi School of Business & Leadership (KSBL) was formed because a group of Pakistani businessmen and corporate leaders recognized that Karachi, the business and commercial hub of Pakistan, needed a world-class business school. They envisioned KSBL as a graduate management school that would offer high quality leading edge programs to the many talented young women and men in the country as well as those accepted from abroad.

A strategic collaboration with Judge Business School, University of Cambridge, played a leading role in faculty recruitment, curriculum design and research development. This collaboration has been instrumental in shaping the transformational learning model that strives to develop intelligent, knowledgeable and socially responsible leaders.

The vision for a world-class institution is being implemented by deploying the following key elements:

- Providing state-of-the-art buildings and facilities for the school at a dedicated campus site
- Recruiting an eminent faculty with strong academic and research credentials to teach an internationally recognized curriculum
- Admitting a highly diverse and talented student body on the basis of their abilities and leadership potential
- Achieving international accreditation, quality standards and best practice benchmarks which will place KSBL alongside the leading business schools of the world
- Providing the sort of challenge and learning that changes attitudes for life, builds true intellect and hones skills and capabilities

Students graduating from the KSBL MBA Program in 2014 & 2015 have been embraced by employers and top organizations across various sectors of the economy. This has been the greatest endorsement of the learning and exposure provided to our students. The statistics that follow embody our commitment to developing future leaders dedicated to transforming the social & business landscape of the country and beyond.

About KSBL
Placement Statistics

Class of 2014
Batch size: 38

Class of 2015
Batch size: 57

Placement Statistics for KSBL Graduates 2014 & 2015
CEO Mentorship Program

The purpose of the CEO mentoring program is to give KSBL students the exclusive opportunity of being mentored by renowned leaders in a non-classroom setting. CEOs who have achieved record successes in major Pakistani Corporations and Multinational Companies act as the mentors for KSBL students. In line with KSBL's mission to educate the next generation of "Transformational Leaders", the program fosters knowledge sharing and development of critical thinking skills among students. By discussing business-related topics, global issues and industry trends, students gain a fresh insight into the responsibilities of being business leaders and managers thus enabling them to be better equipped to deal with real life business decisions in their future careers.
CEO Mentors

Inam-ur-Rahman
Managing Director
Reon Technologies

Saifuddin Zoomkawala
Chief Executive Officer
EFU Insurance

Munawwar Alam Siddiqui
President & CEO
JS Investments

Mir Muhammad Ali
Chief Executive Officer
UBL Fund Managers

Nasim Beg
Chief Executive Officer
Arif Habib Consultancy

Naeem Mukhtar
Chairman
Allied Bank Limited

Noman Hasan
Executive Director
Lucky Cement

Nadeem Mustafa
Chief Executive Officer
AKUH

Nadeem Jafarey
Chief Executive Officer
Chevron

Asad S. Jafar
Chief Executive Officer
Philips Pakistan

Parvez Ghias
Chief Executive Officer
Indus Motor Company

Sirajuddin Aziz
Chief Executive Officer
Habib Metropolitan Bank
Batch Statistics
MBA Class of 2016
Batch Size: 34

Academic Background

- Economics: 23%
- Arts: 14%
- Business: 6%
- Engineering: 6%
- Science: 3%
- Finance: 48%

Regional Background

- Karachi: 77%
- Sukkur: 3%
- Faisalabad: 3%
- Lahore: 14%
- Hyderabad: 3%
Average Class Experience

Pre-MBA Work Experience
Sector Split

Internship Experience
Summer of 2015
KSBL Faculty

Dr. Imran Ali
Rector & Dean
Professor of Business Policy
Ph.D Australian National University
BA Hons, University of Sussex, UK

Dr. Muhammad Iqbal Tahir
Registrar and Professor of Accounting & Finance
Ph.D Australian National University
MS Economics, University of New England, Australia
MSc Applied Mathematics, Australian National University
M.Phil Math, University of Islamabad
MSc Math, University of the Punjab

Dr. Javaid A. Ghani
Professor of Strategy & Marketing Research
Ph.D University of Pennsylvania (Wharton School)
SB Comp. Engg, Massachusetts Institute of Technology (MIT)

Dr. Zeeshan Ahmed
Associate Professor of Finance
Ph.D Mississippi State University, USA
MBA, IBA Karachi
CFA and CPA

Dr. Fahim ul Islam
Associate Professor of Competitiveness & Strategy
Ph.D Judge Business School, University of Cambridge, UK
MBA, National University of Singapore
BE, University of Engineering & Technology, Lahore

Dr. Rehan Malik
Assistant Professor of Public Policy
Ph.D Pardee RAND Graduate School, USA
MBA, IBA Karachi
BBA (Hons), IBA Karachi

Dr. Suresh Kumar Rajput
Assistant Professor of Finance
Ph.D Massey University, New Zealand
MBA Finance, University of Sindh
BSc Forestry, University of Peshawar

Dr. Fahim Ahmed
Assistant Professor of Operations Management
Ph.D Loughborough University, UK
MSc Systems & Controls, Chalmers University, Sweden
BE Electronics, NED UET

Sharick Ather Rahman
Teaching Fellow
MS Public Policy & Management, Carnegie Melon University, USA
BSc (Hons) Economics, Lahore University of Management Sciences
Class of 2016

Finance
Human Resource
Marketing & Sales
Supply Chain
Aamir Aijaz Memon
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e-mail: amirajazmemon@gmail.com/ Contact Number: +92-3337245651
Skype ID: amirajaz / Linked-in: https://pk.linkedin.com/in/aamir-aijaz-22ba4734

Education
2014-2016 (Expected) Karachi School of Business & Leadership
MBA
Sept 2015 CIMA
P1 – Management Accounting
Mar 2015 CIMA
E1 – Organizational Management
2010-2014 National University of Computer & Emerging Sciences - FAST
BBA (Finance)

Internship Experience
Jul ‘15 – Aug ’15 Habib Bank Ltd
Intern, Commercial Banking Department
• Completed preliminary research reports on various industries: Dairy, red meat, steel, ship breaking and textiles
• Developed a database of potential customers for liabilities section
• Met with potential customers to pitch fee invoicing software to educational institutions

Dec ’13 – Jan ’14 Pakistan State Oil
Intern, Finance & Audit Departments
• Contributed to supply finance and quality audits conducted at different fuel stations.
• Participated in 3 days sales event; selling more than 20 cans of PSO oil products in a day

Jul ’12 – Aug ’12 State Bank of Pakistan
Intern (Treasury Operations Department)
• Obtained comprehensive understanding of the process for settlement of payments in Foreign and Domestic Currency through the Swift banking system
• Prepared a Comparative Analysis on Fixed Income Securities in Pakistan and developed countries

MBA Projects
Final Year Project - Meezan Bank Ltd
Compared the depository products of 10-12 leading banks, both conventional and Islamic, to identify the optimal mix of depository products for maximization of profit for Meezan bank.

Corporate Finance - Applied Corporate Finance theory and models to 3 firms in the Fertilizer Sector
Marketing Research and Analysis - Conducted research on consumer preferences and factors responsible for purchase decision in Frozen Food Industry.

Achievements/Leadership Roles
• Received Bronze Medal for securing third position in BBA at NUCES - FAST
• Enlisted six times (out of Eight Semesters) on the Dean’s Honour list at NUCES – FAST,
• Won the Ad Art Competition at Procom (Annual Inter University competition), NUCES, 2013
• Represented NUCES Karachi in its first appearance at CFA Research Challenge Pakistan, 2014
• Got the sponsorship of PKR 100,000 from Sufi Oil and Ghee for the market research on frozen food industry

Interests & Activities
Strategy Games Chess & Monopoly / Technology related articles and videos / Movies
Education

2014-2016 (Expected)  Karachi School of Business & Leadership
MBA

2010-2014  Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology
BBA

Internship Experience

May ’15 – Jul ’15  United Bank Limited
Intern, Corporate and Investment Banking Department
• Conducted fundamental analysis of a conglomerate, Akhtar Group, based on financial reports and industrial analysis
• Responsible for making Standard Credit Application and Basic Information Reports for assigned companies
• Primarily responsible for overseeing Corporate Banking operations of assigned companies and dealing with their day to day transactions

Jul ’14 – Aug ’14  Maersk Pakistan
Intern, Human Resource Department
• Responsible for managing tests for the Graduate Program
• Conducted initial screening interviews
• Maintained entire records for the MLGP from beginning to end

May ’14 – Jun ’14  Ufone
Intern, Human Resource Department
• Managed Ufone’s event called “Ufone Cricket League” for more than 150 employees
• Successfully brought South City Hospital onto Ufone’s panel of hospitals

MBA Projects

Final Year Project – Unilever: Aim to understand the reason behind Knorr’s current market position in the cooking aid category through gaging consumer and retailer insights about Knorr chicken soup stock SKU and analyzing these with respect to the 6P’s and suggest future actions

Industry Analysis of Automobile Sector: Analyzed risk portfolio and capital structure of the automobile sector in Pakistan. Recommended the optimal capital structure for 3 major players within the sector, and Conducted a valuation for these companies.

Market Research Analysis on Safeguard: Conducted a market research to identify reasons behind Safeguard’s trailing market share against the market leader in the Antibacterial soap category, using various SPSS tools

Achievements/Leadership Roles

• Won Gauntlet, a marketing simulation competition, at LUMS Synergies 2016
• Dean’s Honor List at KSBL, for 1st year of MBA
• Winner IMC Battle of Brains Competition 2016
• Second Runner-up in 8th Annual CFA Research Challenge, 2016
• Amongst top 5 teams for a thesis on, “Effect of Big Five Personality Traits on Elective Selection of Business students in Karachi”
• Won the strategic marketing simulation, “MarkStrat” in a group of 3 at KSBL
• Finance head of KSBL’s signature event, SiMerge, 2016
• Represented Pakistan in two International World Scout Jamboree, United Kingdom [2007] and Sweden [2011]
• Awarded Best Scout at the Jamboree in Sweden, 2011
• Led a group of 25 volunteers at the flood relief camp at Sajawal, 2010
• Organized an operation management seminar on “Accelerate Corporate Efficiency [ACE]” at Royal Rodale, as member of the Finance team, Spring 2014
• Member of the lead team in organizing a seminar on “The Role of IT in Business” at SZABIST, Fall 2010
• Won an U-16 Cricket Tournament organized by the Aga Khan Youth and Sports Board, June 2008

Interests & Activities

Watching and playing sports / Community services / Scouting / Traveling / Listening to and playing music
Hassan Jahanzaib  
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Skype ID: hassanjahanzaib / Linked-in: https://www.linkedin.com/in/hassanjahanzaib

Education

2014-2016 (Expected)  Karachi School of Business & Leadership  
MBA

2010-2014  Forman Christian College University, Lahore  
BS Economics & Philosophy

Internship Experience

May ’15 – Jul ’15  United Bank Limited  
Investment Banking Intern
• Only intern to work on rights issue worth $20m of a major Packaging company
• Assisted in gathering data from Bloomberg terminal
• Conducted research on the energy and power sectors of Pakistan
• Performed financial modeling of 2 companies [Petroleum Marketing & Packaging]
• Coordinated with teams across five departments to gather information in the successful registration under the new SECP Underwriter Rules, 2015

Oct ’13 – Dec ’13  Foundation for Empowerment through Education & Leadership, Lahore  
Research & Development Intern
• Gathered data and statistics of 20 private schools within Lahore in a challenging environment dictated by apprehensions of school management
• Negotiated with school administrations to disclose confidential information
• Evaluated and analyzed both the gathered data and secondary data w.r.t education quality, student enrollment and teaching methodologies followed

MBA Projects

Final Year Project – Dabur- Assessment of Route to Market (RTM) for gap analysis in its utilization and efficiency. Suggest corrective measure to enhance efficiency of RTM.
Business Valuation and Industry comparison of Rafhan Maize through Free Cash Flows
Stock Portfolio Returns (NYSE) Calculation and through the Capital Allocation Line CAL and efficient frontier
Milk Preferences of Rising Middle Class – Marketing Research and Analysis Project
Consumer Insights for Tapal Tea in Karachi by visiting super markets, general stores and bulk buying market

Achievements/Leadership Roles

• Secured sponsorship of Rs. 500,000 as Assistant Director Sponsor Relations, SIMERGE, Feb ‘15.
• Graduated Cum Laude from Forman Christian College University, Lahore, May 2014
• Won Lucas Economist of the Year Award in an inter-university competition between 12 participating teams at FC College, March 2014
• Won Nerds of Arts & Gurus of Science (NAGS) Quiz Competition held in Government College University, Lahore, defeating over 5 teams from top institutions all over Pakistan
• General Secretary, Forman Computing Society. Organized guest lectures, arranged Tech Day and gaming competition, increased events by 150%

Interests & Activities

Reading books on History, Philosophy & Economics / Working Out / Painting
Hassan Yaqoob

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e-mail: hassan.yaqoob22@yahoo.com / Contact Number: +92 345 3090811
Skype ID: hassan.yaqoob2 / Linked-in: http://pk.linkedin.com/pub/hassan-yaqoob/59/a71/368/

Education

2014-2016 (Expected) Karachi School of Business & Leadership
MBA

2010-2014 Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology
BBA (Finance)

Internship Experience

Jun '15 – Jul '15 United Bank Limited
Investment Banking Intern
• Responsible for checking forecasted financial statements of new projects
• Conducted in depth analysis for a new project through a feasibility study encompassing pre and post research of setting up a new plant
• Performed ratio analysis and financial analysis for new projects
• Gained understanding of working on Bloomberg database system

Jun '13 – Jul '13 Safeway Mutual Fund
Research Intern
• Interpreted opportunities and growth of different sectors and updated models
• Supported the team in identification of opportunities through assessment of historic financial statements
• Researched on different companies and compiled numerical data to analyze potential undervalued stocks

July 2010 Y-H Securities
Intern, Accounts Department
• Responsible to check bank statements, accounts, and double entries
• Delivered a variety of status and summary reports

MBA Projects

Final Year Project – Meezan Bank
Comprehensive financial and comparative analysis of different Islamic and conventional banks through research on different depository products being offered in Pakistan. Recommendations to Meezan bank on the optimal mix of depository products for profit maximization.

Analysis On Listed Companies In the Cement Industry
Conducted financial analysis of cement companies, applying different financial models, and in-depth analysis on shares of cement companies outperforming the stock market in Pakistan.

Achievements/Leadership Roles

• Arranged Excel training for 50 university going students in collaboration with Tagware Trainings at PAF KIET, 2014
• Organized personal excellence seminar at SZABIST, 2011

Interests & Activities

Swimming / Table Tennis / Squash / Long Tennis/Badminton
Muhammad Abu Turab Baloch

House # E-22, CAA Colony, JIAP, Karachi
e-mail: Turabbaloch@hotmail.com / Contact Number: +92 346-2164110
Skype ID: Turabbaloch7 / LinkedIn: pk.linkedin.com/in/Turabbaloch1

Education

2014-2016 (Expected)  Karachi School of Business & Leadership
MBA

2009-2013  Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology, Karachi
BBA (Finance)

Work Experience

Jun ’13 – May ’14  Smart Wheels
Started up a car trading platform

Jun ’14 – Aug ’14  Habitt Pakistan
Production Planning Executive
• Looked after the production plan of manufacturing different SKUs
• Worked on improving the efficiency of manufacturing with lowest possible time
• Drafted out a plan for the newly installed polishing plant of wooden furniture

Internship Experience

Jun ’15 – Aug ’15  ICI Pakistan Ltd.
Intern, Supply Chain Department (Life Sciences Business)
• Project Swift: A detailed analysis of transferring finished good directly from vendor to the distributor to determine cost efficiencies and identify potential advantages for the life sciences business.

Jun ’12 – Jul ’12  HBL Pakistan
Intern, Global Compliance Department
• Operational Risk: Analyzed the newly adopted ERP system for reducing uncertainties related to banking transaction and compared it with the traditional manual methodology.
• Anti-Money Laundering: Reviewed the profile of existing and new customers of HBL to identify compliance with SBP requirements
• SBP Policy: Gained insights into the compliance policy for a bank with regards to SOPs and mode of conducting transactions

MBA Projects

Final Year Project – L’Oreal: Develop an in-depth quantitative and qualitative analysis that distills into a clear growth strategy recommendation for Garnier Skin Naturals portfolio vs. direct competition based on the current and future category developments.

Risk Analysis of Textile Industry in Pakistan: Analyzed risk portfolio and capital structure of the textile sector in Pakistan. Recommended the optimal capital structure for 3 major players within the sector and conducted a valuation for these companies.

Market Research and Analysis – L’Oreal: Scope of Premium Hair Dye in Pakistan: Mapping the true potential and position of L’Oreal and its competitors by conducting focus groups, in-depth interviews and further factor, cluster and correspondence analysis.

Achievements/Leadership Roles

• Won Gauntlet, a marketing simulation competition, at LUMS Synergies 2016
• Led and organized SiMERGE’16, an inter-university national business competition
• Logistics Lead at SZABIST STUDENT COUNCIL (2011-2012) for the annual flagship event ‘Extravaganza’
• Made annual budget and looked after the financial inflows and out flows of the society as the Finance Lead at SZABIST MARKETING SOCIETY (2012-2013)
• Earned Government Employee Scholarship for the year 2012

Interests & Activities

Traveling / Sudoku / Movies/ Music
Education

2014-2016 (Expected) Karachi School of Business & Leadership
MBA

2005-2010 Institute of Business Administration (IBA), Karachi
IBA (Finance/MIS)

2001-2005 Aitchison College, Lahore
O & A Levels

Work Experience

Assistant Business Analyst
• Executed a sales plan tapping nearly 100 customers in Lahore and nearby cities like Gujrat, Gujranwala and Sheikhupura
• Succeeded in securing business of approximately Rs.1 Million in one quarter
• Worked alongside experienced consultants for Oracle, SAS, Infor

Internship Experience

Jun ‘15 – Jul ‘15 Pak Elektron Limited (PEL), Lahore Office
Intern, Home Appliances Marketing Division
• Worked with a team of three interns to prepare a report on the launch of energy efficient products through a market survey of the wholesale electronics market
• Conducted market research on the re-launch of microwave ovens and presented findings to the senior marketing team

Nov ‘10 – May’11 Pearl Continental Hotel, Lahore
Intern, Accounts Department
• Worked and observed the process flow in several departments: Purchasing, Receiving, Store, Cost, Accounts and Credit

Aug ‘09 – Nov ’09 Meezan Bank, Karachi
Intern, Investment Banking Department
• Assigned to Internal Controls Project; studied COSO framework; worked on flow diagrams; and assisted in a Benchmarking project

Jun ’08 – Jul’08 Marsh Insurance, London Office
Intern, Aviation & Aerospace Practice
• Studied the process flow of insurance industry through rotations with Claims team and Surveyors, Space team, Legal and Wordings team and Re-insurance team to prepare an overview of the insurance industry

Jun ’07 – Jul’07 Standard Chartered Bank, Karachi
Intern, Syndication & Debt Capital Markets Department
• Observed the process flow and aided in routine tasks; Rotated to Global Markets department

MBA Projects

Final Year Project – HUBCO: Review of previous Employee Engagement Survey's (EES) to develop a holistic Employee Engagement Action Plan
Company Valuation: Worked with a team of 3 on valuation of 4 cement industry companies
Market Research – Telecom Sector of Pakistan: Identified factors that influence consumers in selecting mobile network connections

Achievements

• Qualified in top 10 teams for Business Entrepreneurship of the Mobilink DISCOVER – NUST Islamabad Business Plan Competition - 2014-15
• Runner-up table tennis tournament, KSBL 2014-2015

Interests & Activities

Traveling / Music / Cricket, tennis and table tennis
Ovais Kamil
143, 27th Street, Khayaban-e-Rahat, Phase VI, DHA Karachi
e-mail: hafizovais@gmail.com / Contact Number: +92 321 2220303
Skype ID: hafizovais / Linked-in: Ovais Kamil

Education
2014-2016 (Expected)  Karachi School of Business & Leadership
MBA
2010-2014  Association of Chartered Certified Accountants
ACCA (Member)
2010-2012  University of Karachi
B. Com

Work Experience
Mar ’13 – Aug ’14  Meezan Bank Limited
Assistant Manager – Product Development & Shari’ah Compliance
• Designed and introduced various innovative ideas such as social media pages for Islamic Financial Advisory and increased the revenue by 20% attracting new clients through this media
• Played a key role in the launch of Distance Learning Program
• Integral part of KMI Index re-composition team
• Conducted Shari’ah audits at Head Office and various branches of the bank and issued audit reports

Internship Experience
Aug ’15 – Sept ’15  Arif Habib Dolmen REIT Limited
Investment & Finance Intern
• Closely monitored the internal controls while the annual audit took place
• Played a major role in developing the company’s new investment policy
• Evaluated different investment avenues most optimal and in compliance with the current REIT regulations by SECP

Jun ’15 – Jul ’15  Starcom Mediavest Group
Digital Media Intern
• Worked with both execution and planning teams
• Learned the functionalities of SEO [search engine optimization] and Google Adwords
• Improved the Google ratings of ‘The Bridal Lounge’, one of the company’s websites
• Created digital and social media plans for 4 brands including Onaaj, Kernel Pop & Vitamin Water

Jan ’12 – Mar ’12  Dalda Foods Limited
Finance Intern
• Created a detailed report on various business functions of Dalda Foods and suggested improvements [such as using retina scan or thumb verification entry system]
• Proposed a business idea of launching “Dalda Water” and enter into drinking water business for the purpose of diversification

MBA Projects
Final Year Project- Unilever – Aim to understand reasons behind Knorr’s current market position in the cooking aid category by gaining consumer & retailer insights about Knorr chicken soup stock SKU and analyzing theses with respect to the 6P’s to suggest future actions.
Risk Analysis – As a team of 5 members successfully completed a comprehensive market research project on Safeguard finding the reason why it lagged behind Lifebuoy.

Achievements/Leadership Roles
• Won Gauntlet, a marketing simulation competition, at LUMS Synergies 2016
• Member winning team, IMC Battle of Brains Competition, 2016. Conducted an in-depth study on the local car market through interviews, focus groups, questionnaire for the competitive analysis. Used SPSS techniques and recommended improvements to Indus Motors Co.
• Managed marketing activities for KSBL events such as Commencement Ceremony 2015, HR Seminar 2016, & SiMERGE 2016.
• Designed promotional material for Executive Education Programs at KSBL, 2015-16
• Winner – MarkStrat Challenge [Marketing Strategy Simulation with over 10 Teams] at KSBL, April 2015
• Published an article on Islamic Finance in Pak Observer, August 2013
• Secured a position at KSBL in foundation term scoring 4.0 CGPA
• Participated in various enlightening events such as TEDx ’14, Avant Garde ’13 (IBA) and Enliven’12 (SZABIST)
• Promoted to Assistant Manager Level at Meezan Bank in a span of one year

Interests & Activities
Socializing with friends / Active in sports such as Badminton and Table Tennis [Champion - Table Tennis at KSBL] / Professional Photographer and Graphic Designer / Have in-depth knowledge and interest in Digital & Social Media Management
**Ranjeet Kumar Santwani**  
Flat # 515 Block 5 Defence Garden Apartments DHA Phase 1 Karachi  
e-mail: Ranjeet.santwani@gmail.com / Contact Number: +92 300-9313372  
Skype ID: Ranjeet.Santwani / Linked-in: https://pk.linkedin.com/in/rsantwani

### Education

- **2014-2016 (Expected)**  
  Karachi School of Business & Leadership  
  MBA

- **2009-2013**  
  Institute of Business Administration, Sukkur  
  BBA (Finance)

- **2013**  
  Institute of Financial Consultants (IFC), USA  
  Certified Financial Consultant

### Work Experience

**Mar ’14 – Aug ’14**  
SiStech  
Lecturer Business & Finance  
- Taught undergraduate students courses of Business Ethics, Small & Medium Enterprises, Macro Economics and Project Management.  
- Supervised students to develop 2 business plans with 3 years projected financial statements. 1 plan was finalized to be implemented by 2 students with seed capital of PKR 200,000  
- Led 4 students to make recycled material products and successfully completed project with 11 products.

**Aug ’13 – Jan ’14**  
CUTS International Switzerland, (Sindh Region)  
Research Trainee  
- Conducted Research on perception of Indo Pak trade liberalization through questionnaire development and interviews of top level managers of 40 firms.  
- Identified 5 critical problems and recommended SME participation in trade policy.

### Internship Experience

**Jul ’15 – Aug ’15**  
Schlumberger  
Intern Procurement and Sourcing  
- Analyzed purchase history of 611 products and developed 5 different category catalogs to get volume based discounts from suppliers and reduce the process time by 2 weeks.  
- Identified facility products costing more than PKR 50,000 through a statistical analysis for annual purchase negotiation with suppliers.  
- Ensured timely action from assigned buyers in case of process delays of 1 week or more.

**Jun ’12 – Jul ’12**  
Pakistan State Oil Company Limited  
Intern- Card Finance  
- Conducted Financial Analysis of companies for credit enhancement approval of PSO Corporate and Fleet Card.  
- Assisted Billing reconciliation and balance confirmation for card customers to resolve clashes in payments.  
- Entertained approx. 12 Credit adjustment limit requests and memos on daily basis.

### MBA Projects

**Final Year Project – Meezan Bank limited:** Compared the depository products of 10-12 leading banks, both conventional and Islamic, to identify the optimal mix of depository products for maximization of profit for Meezan bank.

**Corporate Finance:** Applied Corporate Finance theory and models to 3 firms in the Fertilizer Sector

**Marketing Research and Analysis:** Conducted research on consumer preferences and factors responsible for purchase decision in Frozen Food Industry.

### Achievements/Leadership Roles

- Dean’s Honor list: MBA 1st Year
- As President Finance Club, KSBL 2015-16, managed budget for SiMERGE 2016 – a business case and simulation competition. Organized Islamic Finance workshop in coordination with resident faculty.
- Roshan Mustaqbil project: Led a 12 member team to develop a make-shift school for flood victim children, Sukkur 2011
- As member of organizing team KSBL SiMERGE ‘15, managed 26 Campus Ambassadors from universities all over Pakistan
- Presented a research article on “The Relationship between Capital Structure and Product Markets Interaction: Evidence from Textile Industry of Pakistan” at International Research Conference on Contemporary management Practices-2015 (LUMS)
- Participated in CFA Institute Research Challenge 2012-2013

### Interests & Activities

Swimming / Financial Analysis & Modelling / Shares trading / Social Networking / SWPS / Microsoft Office / SPSS
Rehan Qurban Shaikh
Apartment no. 002, Al-Waheed Homes, Clifton Block-8, Karachi
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Skype ID: rehanqurban / Linked-in: Rehan Qurban Shaikh

Education
2014-2016 (Expected) Karachi School of Business & Leadership
MBA
2010-2014 Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology, Karachi
BBA (Finance)

Internship Experience
Jun ’15 – Jul ’15 Gerry’s Dnata
Finance Intern
- Responsible for coordinating with Cargo and Admin Departments for reconciliation of revenue vouchers and pay cheques
- Drafted 42 Bank Reconciliation Statements for various Bank accounts and stations (Airports) spanning a period of 24 months
- Updated company tax filing records and completed tax returns FY 2014-15

Jun ’13 – Jul ’13 Pakistan State Oil
Finance Intern
- Researched the OMC model of PSO to gain insights into PSO’s financials
- Coordinated with Cards Finance team to refine the framework for fuel cards

MBA Projects
Final Year Project - Meezan Bank Ltd
Compared the depository products of 10-12 leading banks, both conventional and Islamic, to identify the optimal mix of depository products for maximization of profit for Meezan bank.

Corporate Finance
Applied Corporate Finance theory and models to 3 firms in the Fertilizer Sector

Marketing Research and Analysis
Conducted research on consumer preferences and factors responsible for purchase decision in Frozen Food Industry.

Achievements/Leadership Roles
- Second Runner-up, 8th Annual CFA Research Challenge 2016
- As General Secretary Finance Club, KSBL 2015-16, prepared and managed budget for SiMERGE 2016 – a business case and simulation competition.
- Organized Islamic Finance workshop in coordination with resident faculty.
- Secured an Academic Gold Medal for highest GPA in BBA Program at SZABIST
- Achieved three corporate Gold Medals for finance electives at SZABIST
- Selected as Valedictorian for 11th SZABIST Convocation, 2015
- Secured Merit Scholarship for entire BBA program, SZABIST
- Conducted research and completed academic thesis on ‘LMX and its impact on Organizational commitment: A study on Commercial Banks of Larkana’
- Presented Research Paper “Personality Five Factor Model and Conflict Management” at 1st International Conference on Management and Economics at COMSATS, Sahiwal
- Designed general knowledge handbook for SZABIST entry test, 2013
- KSBL spokesperson for the admission campaign 2016

Interests & Activities
Music / Travelling and Exploring underprivileged areas of Pakistan / Movies and Dramas
Sadaf Sahito
Al-Azam Apartments Flat no. A-13, Block 13-A Gulshan-e-Iqbal Karachi
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Education
2014-2016 (Expected) Karachi School of Business & Leadership
MBA
2009-2013 Isra University, Hyderabad
BBA (Hons.)

Internship Experience
June '15 – July '15 State Bank of Pakistan
Intern, Currency Management Department
• Developed the annual ‘Currency Newsletter 2015’ on the Chinese Yuan
• Recording data from Audit Reports of 16 SBP BSC offices across Pakistan
• Gained insights into the prize bond issuance process followed by SBP

June '13 – July '13 Dubai Islamic Bank
Intern
• Assisted new customers in filling account opening forms and processing of related documents
• Operated VERYSIS software for NADRA verification of new account holders
• Aided customers in filling deposit slips and bank statement forms
• Scrutinized cheques and reported errors

June '12 – July ‘12 Pakistan State Oil
Intern, Human Resource Management
• Prepared a report and presentation on ‘Methods of Selection and How to Lead a Discussion”
• Contributed to customization of PSO website
• Developed an interview rating sheet for the MT program

MBA Projects
Final Year Project- Nestle: Develop an in-depth customer and shopper profile of Nescafe Dolce Gusto and create marketing and Sales strategy for implementing the pilot project.
Analysis of Risk Profile and Capital Structure of 3 companies to recommended the optimal capital structure of those firms.
Security Analysis: Created a portfolio of 25 companies using the Markowitz portfolio theory of the Karachi Stock Exchange
Market Research & Analysis: An in-depth qualitative and quantitative analysis on Naheed Superstore to identify reasons for preference for this departmental store.

Achievements/Leadership Roles
• Won Gauntlet, a marketing simulation competition, at LUMS Synergies 2016
• Awarded academic scholarship for 3 consecutive years as one of the top 10 students at Isra University.
• Lead the group for CEO mentorship
• Organized and volunteered for programs like 5k Challenge, event with orphans at SOS village Jamshoro (Isra)
• Event coordinator for SIMERGE event at KSBL 2015 and marketing of SIMERGE 2016.
• Volunteer at Dawn Lifestyles Exhibition, 2014

Interests & Activities
Volunteer activities / Personal grooming
Zaid Hidayatullah
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Education

2014-2016 (Expected) Karachi School of Business & Leadership
MBA
2005-2009 Concordia University, Montreal, Canada
BA Economics
2001-2005 Lahore School of Economics
BBA Finance

Work Experience

Apr ‘10 – Sept ‘12 Arif Habib Investments
Economic Analyst/Fund Manager
- Conducted forecasts for key economic indicators – GDP Growth, Sector Growth, M2 Growth, Trade and Current Account Deficit, Exchange Rate, Balance of Payments, and other indicators of relevance
- Analyzed implications of monetary stance on various sectors and capital market liquidity
- Proposed and facilitated meetings with the Board of Directors to discuss short term and long term investment strategies
- Liaised with a variety of stakeholders and departments including Product, Marketing, Distribution, Pricing, and Risk & Compliance

Internship Experience

Jun ‘15 – Aug ‘15 Sonya Travels PVT LTD
- Closely monitored the internal controls while the annual audit took place
- Assisted in developing new strategies to reduce bad debt in the long run

MBA Projects

Final Year Project - L’Oreal – Aim to understand reasons behind the recent drop in sales of the cleaners category and analyzing these with respect to the 6P’s to suggest future actions
Marketing Research Analysis – As a team of 5 members successfully completed a comprehensive market research project on Safeguard finding the reason why it lagged behind Lifebuoy
Risk Analysis – Created an optimum stock portfolio comparing the returns of the various scripts of NASDAQ and NYSE over a period of 5 years incorporating the risk premiums

Achievements/Leadership Roles

- Single handedly assisted First Islamic Modaraba in buying back shares from the market
- Completed a technical project on trends of the Karachi Stock Exchange (KSE) over the last 20 years at Arif Habib Investments
- Won the forex simulation, finished on top out of 250 total students participating in International Economics course, Concordia University

Interests & Activities

- Table Tennis (Champion - Table Tennis at KSBL) , Winner Bandoorkwala Trophy Snooker
- Keeping up to date with politics and global current affairs
- Investing in the stock market for over a decade
- A keen knack for photography
Human Resource
Dajana Khalid
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e-mail: dajanakhalid@live.com / Contact Number: +92 341 2470957
Skype ID: dajana.khalid / Linked-in: Dajana Khalid

Education

2014-2016 (Expected) Karachi School of Business & Leadership
MBA

2010-2013 Karachi University Business School (KUBS)
BBA (Marketing)

2009 Pakistan Institute of Management, Karachi
Diploma in Managerial Skills

Work Experience

Jan '14 - Present The Cosher Fabrics
Entrepreneurial Venture
• Conceived and implemented the idea of exclusive hand painted fabrics for home and women apparel
• Successfully managed to serve a customer base of 25 through the Facebook page of The Cosher Fabrics
• Manage the graphic designing, procurement, marketing and sales functions
• Successfully launched the brand through an exhibition in June 2015
• Encourage and help women from under-privileged sections of society to acquire skills and work for The Cosher Fabrics

Internship Experience

Jun '15 – Aug '15 AlFirdusi
Intern, Human Resources
• Conducted a survey on employee satisfaction to determine prime motivators and de-motivators
• Researched and collected data for various employee engagement, employer branding and T & D initiatives

MBA Projects

Final Year Project – HUBCO: Employee engagement research to determine prime motivating and demotivating factors and recommended an Employee Engagement Action Plan with SMART action items and interventions to improve the Employee Engagement levels at HUBCO.
Market Research Analysis – Organic Food Awareness: The research was conducted for studying the level of awareness and scope of organic foods in Karachi, Pakistan. The research was based on a focus group and few projective techniques used. The objective of the study was to generate insights about perception among people for organic food and their preference about it.
Public Policy – Karachi Food Supply (Fresh fruits and vegetables): A report based on the supply chain of Karachi supply of fresh fruits and vegetables. It focuses on the efficiency and mechanism of Fruit and Vegetable market and institutions involved in its regulation.

Achievements/Leadership Roles

• Work as freelance content and blog writer at The Brilliant Writers.com
• Conducted a research based on Strategic Management at Meezan Bank [Classified as the benchmark for assessing reports of other groups], at KUBS 2013
• Conducted feasibility study for launching Organic Restaurant in Karachi [Graded as best feasibility report], at KUBS 2013
• Served as a member of Prefectural Council in A’ Levels
• Scored highest Grades in Pakistan for 3 O’Level subjects - Home Management, Food and Nutrition, Fashion and Fabrics
• Served humanity through a volunteer internship at SIUT in 2009

Interests & Activities

Exploring the world / Keen reader of Urdu Literature
Volunteer at ACF [Aisha Chundrigar Foundation] an animal charity and rehabilitation organization
Malik Basharat Ali Khan
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e-mail: malik.basharat1@gmail.com / Contact Number: +92 3004725488
Skype ID: malik.basharat.ali / Linked-in: pk.linkedin.com/in/malikbasharatali

Education
2014-2016 (Expected)  Karachi School of Business & Leadership
MBA

2011-2013  National University of Modern Languages (NUML), Lahore
MA English Literature & Linguistics

2007-2011  EME College, NUST
BE Mechanical Engineering (138 Credit Hours)

2005-2007  Punjab University
BA Political Science & Journalism

Work Experience
2012 - 2014  KSB Pumps Company
Product Manager
• Managed a portfolio of PKR 1.2 Billion for 6 submersible products for the entire product life cycle from strategic planning to tactical activities. Portfolio was enhanced to 1.6 Billion in two years’ time.
• Developed “ZORO”, a submersible motor driven pump in coordination with seven departments beginning with conceiving and designing to pattern manufacturing, casting, machining, assembly, testing, costing, pricing, product literature development and finally ensuring the successful launch of ZORO.
• Specified market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers.

2011 – 2012  Dawlance
Design & Production Engineer
• Worked as Design Engineer on World’s largest direct cool refrigerator by using software Auto-CAD and Pro E.
• Contributed to production enhancement by 12.5% through value stream mapping and lowering of manpower by application of time and motion study

Internship Experience
Jun ’15 – Aug ’15  Chevron
Industrial Sales Intern
Conducted market research, market segmentation, conducted qualitative and quantitative analysis to develop marketing models to identify new segments and developed strategy to increase the market share of Chevron Pakistan Lubricants.

MBA Projects
Final Year Project – HUBCO: Assessment of relationships between HR Dimensions, Employee Engagement and Performance Outcomes
Market Research & Analysis to determine the scope for organic foods. Data collected for research through survey questionnaire, focus groups and in-depth interviews with consumer groups and analyzed on qualitative & quantitative factors.
Trade Category Plan- Beverages: Designed and developed an in-depth TCP for Coca Cola- Beverages category
Business Valuation and Industry comparison of National Foods through Free Cash Flows and CAPM

Achievements/Leadership Roles
• Organized the seminar 'Finding Human Spaces in HR' as President HR & Leadership Club at KSBL, 2015-16
• Led a team representing Pakistan in 2011 Shell Eco Marathon Asia and secured 6th position in Asia. As Team Manager, handled design and fabrication activities and team finances including gathering sponsorships.
• Coordinator and Editor for EME College, NUST monthly newsletter; conducted interviews of faculty members, recruited students for the Editorial Board, organized and hosted seminars, and provided coverage for all University news & events.
• Prepared and presented Elevator Pitch, Executive Summary and Business Plan on a cheap, fuel-efficient vehicle at INVENT, IBA Karachi, 2010
• Researched, planned and debated topics relevant to parliamentary style debating as member Debate Team at Military College Jhelum 2003-05 and at EME College, NUST, from 2007-11
• Won English Declamation Contest at EME College, NUST, 2009-10

Interests & Activities
Cricket / Scrabble / Reading / British History / English Literature / International Law and Philosophy & Logic
Roohi Jamal
B-68 Block W, Allama Iqbal Town, North Nazimabad, Karachi
e-mail: roohi.jamal@yahoo.com / Contact Number: +92 311 0220 336
Skype ID: roohi.j / Linked-in: https://pk.linkedin.com/in/roohijamal

Education
2014-2016 (Expected) Karachi School of Business & Leadership
MBA
2008-2012 Shaheed Zulfiqar Ali Bhutto Institute of Management Sciences, Karachi
BS SOCIAL SCIENCES (Economics)
Fall 2011 St. Cloud State University
USEFP UGRAD Scholarship

Work Experience
Dec ’12 – Feb ’14 Barclay’s Bank PLC Pakistan
Assistant Relationship Manager
• Enhanced deposit base by getting more than 80 new clients onboard
• Expanded previous relationships and provided excellent customer service
Jun ’09 – Jul ’10 ZAB-FM 106.6
RJ
• Hosted and interviewed academicians on “Expressions Unleashed”

Internship Experience
June ’15 – Aug ’15 Ufone, Pakistan
Intern, Human Resources
• Worked on Employee Engagement project and CSR independently. Developed Employee Engagement and CSR into a bigger ongoing project which got selected by the management for further implementation
• Handled vendor migration
• Shortlisted and interviewed candidates
July ’10 – Aug ’10 Sanofi Aventis Pakistan Limited
Intern, Marketing
• Involved in the product planning of Phenergan and worked on the content writing for sales force

MBA Projects
Final Year Project – HUBCO: Recommend an Employee Engagement plan tailored for HUBCO to increase motivation levels based on qualitative and quantitative research
Design for Training Strategies – Developed and designed training strategies to improve customer service at an airline in Strategic Human Resources Management course

Achievements/Leadership Roles
• Received Best Intern Award, Ufone SIP 2015, South Region
• Received “ARM of the month” award in February 2013 at Barclay’s
• Received ‘WOW’ experience commendation cheque at Barclay’s
• Obtained A grade in thesis on CSR by Multinational Banks in Pakistan, SZABIST 2012
• Won USEFP UGRAD scholarship Fall 2011
• Outstanding Volunteer Award- Admissions Office St. Cloud State University, 2011
• Team Leader in LUMS CARMA 2011
• Served as Residence Hall Association Representative, St. Cloud 2011
• Participated in AMUN (American Model United Nations), Chicago 2011
• Special Recognition Award for marketing, coverage and content development of on-campus events as member of SZABIST Marketing Society, 2010 – 2011
• Organized a successful charity program as a member of Rotaract Society for the children of IDA RIEU organization, 2010

Interests & Activities
Reading Books / Writing / Traveling / Swimming / Yoga
Marketing & Sales
Ahmed Humayun
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Skype ID: ahmed.humayun01 / Linkedin: www.linkedin.com/in/ahmedhumayun1

Education

2014-2016 (Expected) Karachi School of Business & Leadership (KSBL), Karachi
MBA

2015-2016 Institute of Business Administration (IBA), Karachi
Certificate in Entrepreneurship

2010-2014 University of Engineering and Technology (UET), Lahore
BBA (Marketing)

Internship Experience

May ’15 – Jul ’15 United Bank Limited
Intern, Investment Banking Group
• Developed and Assisted in preparing ECA (Engagement Committee Approval) for ‘Zahid Jee Textile’ Syndicate worth Rs.3.75 Bn
• Assisted in preparing financial model for ‘Airblue’ to increase its number of fleets from 8 to 14 and converting all their fleets from ‘wet lease to dry lease’
• Prepared a presentation on Syndicate of HUBCO’s new plant
• Conducted Ratio Analysis and prepared financial models of 3 companies; PNSC (Pakistan National Shipping Corporation), Byco, ZTBL (Zarai Taraqiati Bank Limited) for ECA and SCA

Jun ’13 – Aug ’13 Nestle
Intern, Marketing and Sales
• Lead a team of 4 members for different consumer insight projects
• Analyzed and identified the reasons of increase in sales of retailers as compared to home delivery service of 19 Liter Nestle PureLife bottles
• Prepared questionnaire under supervision of Area Sales Manager (ASM) and conducted market research on buying behavior of Nestle 0.5L & 1.5L water bottles against 3 major competitors and presented findings to the Brand Manager
• Visited more than 12 stores and 4 distribution networks of Nestle Waters Lahore Region to prepare & present recommendations to Regional Sales Manager (RSM) on improving customer experience

MBA Projects
Final Year Project - National Foods: Global Ethnic Consumer Profiling
Developed a comprehensive understanding and profiling of the ethnic consumer base with an estimated 25-30 million Sub-continent diaspora existing across the world. The project focused on strategic pockets only i.e. North America, Europe and Middle East.

Trade Category Plan for Johnson & Johnson’ - Designed the TCP for 4 channels of ‘Johnson & Johnson’s ‘Clean & Clear’ Face Wash’ and forecasted sales for 3 quarters of 2015-16

Impact of Advertising Campaigns on Customers - Analyzed the advertising campaigns in group of 3 soap brands Lifebuoy, Dettol and safeguard in terms of usage, awareness, loyalty and image by using techniques such as correspondence, discriminant, logit and factor

Research Analysis of Consumer Loyalty in Telecom Sector - Conducted market research in team of 5 members and analyzed the results of 350 questionnaires by using tools as Conjoint analysis, perceptual map and Cluster Analysis

Achievements/Leadership Roles
• 1st Runner up out of 13 teams in MarkStart ‘an INSEAD Marketing Simulation’, KSBL 2015
• Founding member of ‘Marketing and Advertising Society’ at UET 2013-14
• Organized IBM Gala and Sports Week as President, Marketing and Advertising Society at UET,2013
• 1st Runner up in Presentation Competition - Year 2012

Interests & Activities
Gardening / Playing Badminton and Chess / Following Blogs of Laura Ries, Martin Lindstrom, Seth Godin and INSEAD
Alveena Tahseen Ahmed
C-205/3 Khudadad Colony, Karachi
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Skype ID: alveena.tahseen / Linked-in: Alveena Tahseen

Education
2014-2016 (Expected) Karachi School of Business & Leadership
MBA
2009-2013 Institute of Business Management, Karachi
BBA (Marketing)

Work Experience
Jan '14 – Apr '14 EuroCentra Pakistan
Supply Chain Executive
• Achieved 90% KPI performance during second month on the job
• Conducted regular meetings with suppliers to overcome delivery issues
• Primarily responsible for prognosis and analysis to red mark doubtful orders

Aug '13 – Nov '13 ENGRO EXIMP
Management Trainee, Brands
• Created SOP (Standard Operating Procedures) for the “Engro Bharosa” outlets
• Prepared competitor analyses by designing and executing industry research
• Actively participated in development of packaging and content writing for website of Rymah Rice, a brand launched for the UAE market
• Assisted ABM in the internal launch of Engro Bharosa and Rymah

Internship Experience
Jul '15 – Aug '15 ICI Pakistan Ltd.
Marketing Intern, PU Business
• Conducted market analysis, customer mapping, and survey for PU (polyurethane)
• Worked on SPANCOP, customized software to monitor sales team effectiveness
• Assisted in budgeting by identifying problem areas through comparison of historical and forecasted figures

May ’15 – Jun ’15 Maersk Group (Safmarine Pakistan)
Sales Intern
• Developed clients in the Far East market particularly four ports of China [Shanghai, Dalian, Xingang, Qingdao].
• Successfully secured four businesses for the company within a month
• Performed in-depth analysis of data to identify potential customers and lost sales

May ’13 – Jun ’13 Arif Habib Limited
Sales and Marketing Intern
• Founder of Arif Habib Blog – published 4-5 articles
• Organized and coordinated a training session for 15 potential and existing customers on stock investments
• First intern ever who managed to open a customer account
• Designed the marketing material sent to potential customers

MBA Projects
Final Year Project – Dabur: Assess gaps in RTM for Dabur, its utilization and efficiency and suggest corrective measure to enhance efficiency of RTM
Market Research Analysis on why people prefer online shopping over retail and what are the reasons behind this preference

Achievements/Leadership Roles
• Unilever Campus Ambassador 2015-16, KSBL: Managed on campus promotion activities for two major events, Unilever Talent Hunt 2015 and Unilever Recruitment Drive 2016
• Volunteer for Dawn Careers at Dawn Education Expo, 2016
• I AM KARACHI Campus Ambassador, 2015
• Social Media Manager KSBL SIMERGE 2015 and 2016. Inducted campus ambassadors from various universities
• Probation period reduced from 6 to 3 months on account of exceptional performance, EuroCentra, 2014
• Obtained merit scholarships in College (2007) and IoBM (2009–2013)

Interests & Activities
Reading fiction and English literature, articles, newspapers / Watching movies / Following some sort of fitness regime/ Passionate about cooking and baking and love to experiment with new recipes / Proficient in MS Word, Excel, Power-point & SPSS
Balaach A. Brohi

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e-mail: bbrohi1712@gmail.com/ Contact Number: +92 333 8268333
Skype ID: balaach.brohi / Linked-in: https://pk.linkedin.com/in/balaach-a-brohi-2b636114

Education

2014-2016 (Expected) Karachi School of Business & Leadership
MBA

2010-2013 University of Hertfordshire
BA (Hons) Business Administration

Work Experience

Aug’12 – Jan ‘13 Ocado UK
Inventory Stocker
• Carried out tasks that involved stocking the required inventory in groups and delivering them to the customer.
• Created baskets of goods that were then delivered to customers.

Internship Experience

Jul ’15 – Aug ’15 Byco
Intern, Marketing Department
• Visited fuel stations to observe and report inefficiencies in NFR (Non Fuel Retail) sector.
• Compiled a final report with data gathered through research and also made suggestions as to what can be done to further improve Byco’s NFR facilities.

Jun ’12 – Aug ’12 National Bank of Pakistan
Intern, IT Department
• Worked on software development that integrated with the Human Resource Information System.
• Received Orientation in general banking and Human Resource Information Systems.

MBA Projects

Final Year Project – Unilever: Aim to understand the reason behind Knorr’s current market position in the cooking aid category through gauging consumer and retailer insights about Knorr chicken soup stock SKU and analyzing these with respect to the 6P’s and suggest future actions
Market Research Analysis on Safeguard – Analyzed reasons for greater Lifebuoy sales in comparison to Safeguard.
Brand Perception Study of Sooper Biscuit – Examined the Brand Image, Brand Equity, Brand Positioning, and Market Segmentation.
Trade Category Plan (Beverages) – Detailed plan developed on the products and promotion strategies in the category.

Achievements/Leadership Roles

• As Vice President of Marketing and Research Club (MRC), Organized a Panel Discussion on ‘Changing Retail Landscape of Pakistan’, March 2016
• As Sponsorship Director of MRC, successfully got sponsorship of PKR 250,000 for the Panel Discussion on ‘Changing Retail Landscape of Pakistan’, March 2016
• Member A-Level Debate Team; won the intra-school competition, 2010
• Undergraduate Market Research team leader for year-end project.
• KSBL Campus Ambassador for IMC Battle of the Brains
• Markstrat winner in KSBL (Close to 10 teams took part.)
• Tennis coach for beginner and intermediary level, David Lloyd’s Club, 2013
• Volunteer for IDA RIEU, 2006
• Member British Tennis Association.
• Drama Club South shore School for A Levels.
• Basketball Team South shore School for A Levels. Reached Aga Khan Tournament Semi Finals.
• Cricket, Basketball, Football team O Levels.

Interests & Activities

Sports, mainly Tennis and Basketball / Philanthropic work / Acting and Drama
Mohammed Anas Dawoodi
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e-mail: adawoodi@gmail.com / Contact Number: +92 342-2276795
Skype ID: adawoodi@hotmail.com / Linked-in: Mohammed Anas Dawoodi

Education

2014-2016 (Expected)  Karachi School of Business & Leadership
MBA

2009-2013  Institute of Business Management, Karachi
BS Actuarial Science & Risk Management

2010-2013  Society Of Actuaries, USA – Student
Cleared Exam P/1, FM/2 and 3 VEE’s

Work Experience

Sept ’13 – Aug ’14  Pakistan Mercantile Exchange
Analyst – Risk Department
• Executed daily mark to market of futures contracts
• Conducted quantitative and qualitative analysis for the PMEX risk team to help generate actionable recommendations. This included broker volume and trading analysis based on market forecasts and scenario analysis
• Provided data analytics and assistance in the preparation of PMEX’s daily commodity round-up report, among other daily reports on trading activities - reports shared with brokers and their clients, and senior PMEX management
• Assisted in model development, maintenance, and back testing
• Systems automation for risk models and validation
• Liaising with the IT, Operations and Support teams

Internship Experience

Jun ’15 – Aug ’15  Coca-Cola Beverages Pakistan Limited
Summer Intern – Trade Marketing
• Constructed an easy-to-use dashboard using Excel for quick visual and numerical analysis of raw Nielsen data pertaining to the Karachi CSD market. This facilitated users to quickly extract info regarding market share and SOS and associated facts for analytical purposes
• Assisted in prospecting and determining the feasibility of potential locations for the implementation of a project designed to drive horizontal growth of Coca-Cola in the CSD segment by tapping a relatively untapped retail channel
• Assisted in conducting a discount analysis on the top 200 volume accounts. This involved the preparation and refinement of excel database
• Aided in determining impact of monthly inventory levels of different packs and flavors on sale volumes for a comparative forecasting of monthly demand and volumes.

MBA Projects

Final Year Project – L’Oreal: Develop an in-depth quantitative and qualitative analysis to give growth strategy recommendations for Garnier Skin Naturals portfolio vs. direct competition based on current and future category developments/competitive structure
Market Research Analysis Conducted qualitative and quantitative research on the factors important to online shoppers mapping the perception of existing online shops to those factors.

Achievements/Leadership Roles

• Listed on Dean’s Honor List at KSBL, 2014-15
• Second runner-up at 8th Annual CFA Research Challenge, 2016
• Awarded merit Scholarship during A-levels by City School
• Member organizing committee of KSBL’s SiMERGE 2015: collaborated in pre-event preparation of all printed and online promotional materials for the event
• Designed promotional materials for marketing workshop conducted in 2013 and developed all graphics and marketing materials for Risk Frontier 2012 event as Head of Media & Marketing, Marketing Society & Actuarial and Risk Management Society at IoBM
• Director IT, Vanquishers Society – designed and produced promotional artwork for IoBM Sports Festival 2012
• Won video-making awards in IoBM’s video competition and the inter-university IMARC Competition (IBA)
• Developed, automated and refined a broker stress-test model at PMEX for preparation of a risk report
• Aided in the development and implementation of a 12-Hour VaR model used to calculate daily margins at PMEX

Interests & Activities

Reading articles related to science and technology / Reading military blogs and forums / Proficiency with a variety of hardware platforms
Monis Kamran
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Skype ID: monis.kamran / LinkedIn: Monis Kamran

Education
2014-2016 (Expected) Karachi School of Business & Leadership
MBA
2008-2011 NED University of Engineering & Technology
B.E-Electronic Engineering

Work Experience
Jan '13 – Aug '13 Salsoft Technologies
Business Analyst
• Analyzed business requirements of clients, translating them to specific software requirements (iOS, Android, Web) and mobilizing projects. Consulted with clients to identify key requirements and define project scope.
• Managed projects, alongside assigned Project Manager, from conception to completion on a variety of platforms (iOS, Android, Web). Collaborated with cross-functional development teams and handled communication with clients to deliver required functionality on projects.
• Handled client concerns and change requests, communicated with departmental teams to prioritize issues and co-ordinate troubleshooting efforts.

Internship Experience
Jun '15 – Jul '15 ICI Pakistan
Marketing Intern – Specialty Chemicals Department
Project I: Collaborated with the Marketing team on conducting the Fevicol Super Glue Sales Drive and Survey.
• Conducted six-day market survey visits to gauge the consumer response to Fevicol Super Glue.
• Identified and mapped sales-areas in major cities nationwide for sales representatives.
• Co-ordinated collection of data, analyzed results and presented summary reports highlighting market trends, consumer insights and suggested future actions.
Project II: Researched and prepared report on the fertilizer market of Pakistan and identified possible business venture[s] in the fertilizer market.

MBA Projects
Final Year Project- Unilever – Knorr
Investigate the reason behind Knorr’s current market position in the cooking aid category through gaining consumer and retailer insights about Knorr chicken soup stock SKU, analyzing the SKU with respect to the 6P’s and suggest future actions.
Market Research and Analysis – Organic Foods
Conducted market study to determine the scope for organic foods. Collected data for research through survey questionnaire, focus groups and in-depth interviews with consumer groups and formulated a report on the findings.

Trade Category Plan: Staples Category – Cereals
Developed a comprehensive Trade Category Plan for Cereals in the Staples category.

Achievements/Leadership Roles
• Won Gauntlet, a marketing simulation competition, at LUMS Synergies 2016
• Member, Winning Team, IMC Battle of Brains Competition, 2016
• Secured First Position Overall in SSC Part I & II -2005 in Karachi.
• Recipient of “STAR Laureate Award” in the “XVth STAR AWARDS 2005” and listed in South Asia Publications (SAP) prestigious profile book “100 Outstanding Boys & Girls: Future Leaders in the Making.”
• Recipient of “Certificate of Distinction” from the Ministry of Education for the year 2005.
• Served as Editor of SPARK at NED (’08-’11)-The Annual Electronics Department Magazine- Responsible for recruiting personnel, managing and delegating team tasks.
• Member of Constructive Students Network (CSN) at NED (’09-’11)-Involved in planning and managing various seminars focusing on education, mentoring and leadership.
• Captain of Hockey Team at school, college and university level.

Skills & Interests
• Proficient in multiple software platforms- MS Office, MS Project, SPSS, Analytics tools as for online/social media platforms.
• Professional and academic interest in the fields of Marketing Management, Brands, Business Intelligence and Data Analytics.
• Indoor & Outdoor Sports / Literature and History / Current worldwide trends in technology, social and management sciences.
Muhammad Nouman Nabi

Karachi School of Business & Leadership
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Education

2014-2016 (Expected) Karachi School of Business & Leadership
MBA

2007-2009 University of the Punjab
MSc. (Zoology)

Work Experience

Dec ’12 – Oct ’14 Digital Globe Services
Sales Executive
• Responsible for increasing the sales of Telecom products on inbound customer services/sales calls

Oct ’11 – Nov ’12 Danone Baby Nutrition
Medical Representative
• Managed the availability of products by maintaining relationships with retailers & wholesalers
• Enhanced sales by keeping track of converted prescribers

Mar ’11 – Oct ’11 Sanofi Aventis
Medical Representative
• Developed new customers by utilizing tools like focus groups and continuous medical education programs.
• Contributed to sales increase by interacting with the existent customers

Sept ’09 – Mar ’11 Abbott Nutrition International
Territory Manager
• Created awareness about the importance of Nutrition Therapy ultimately increasing sales of Ensure and Glucerna through close coordination with Health Care Professionals

Internship Experience

Aug ’15 – Sept ’15 Starcom Mediavest
Digital Media Intern
• Worked with Media Planning and Media Buying Team for Coke Studio on scheduling the airing of Coke Studio episodes and promos on TV and Radio channels

MBA Projects

Final Year Project – Dabur:
To assess gaps in RTM, its utilization and efficiency and consequently suggest corrective measure to enhance efficiency of RTM

Trade Category Plan (Staples category): The category plan included defining the category, category vision, category segmentation, value drivers and point of purchase vision for different sales outlets.

Marketing Research & Analysis on gaining consumer insights on their preferences for choosing Telecom Service providers.

Achievements/Leadership Roles

• Member, Winning Team, IMC Battle of Brains Competition, 2016
• Acknowledged as Top Achiever of the month, Galactico, Sales and Quality for consecutive 3 months, Digital Globe Services, 2013
• Developed a pool of customers for a newly launched company in Pakistan by creating brand awareness, the results were reflected in the sales figures of 280 units from one outlet at Danone, 2012
• Winner of the Best Mock Call contest and Product Knowledge Quiz, two times in a row at Danone, 2012
• Developed sales channel in Ittefaq Hospital & Children Hospital Lahore for antibiotics: Claforan & Tarivid at Sanofi Aventis, 2011
• Part of the winning team of Abbott Nutrition International, which had received the award for highest sales growth across the globe in the year 2010
• Award winner in Detailing Competition, Stellar Sales Call, Product Knowledge, Development of Maximum number of Customers in a month and Top Sales Achiever of the Quarter at Abbott Nutrition International, 2010
• Secured 3rd position for English Declamation Contest, University of the Punjab & 1st position Declamation Contest, team event, 2009
• Won the first prize in the Inter University Benazir Bhutto Quiz, 2009

Interests & Activities

Cricket / Table Tennis / Volley Ball / Music
Mustafa Baig
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Education

2014-2016 (Expected) Karachi School of Business & Leadership
MBA

2008-2012 Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology, Karachi
BS Social Sciences (Economics & International Relations)

Work Experience

New Business Development Manager
• Headed the team that successfully launched the flagship PharmaGuide book in U.A.E & Afghanistan.
• Conceived and executed launch of an iOS and Android app of PharmaGuide for the first time in Pakistan, Afghanistan & U.A.E

Internship Experience

Jun ‘15 – Aug ‘15 Coca Cola Beverages Pakistan Ltd.
Intern
• Helped design & execute a loyalty program for Marriage Halls/Caterers for Karachi Market.
• The scope of the program was 400 Marriage Halls located in two different areas of Karachi.
• 27% sales growth was achieved in the relative segment after the completion of the program.

MBA Projects

Final Year Project – L’Oreal
Develop an in-depth quantitative and qualitative analysis to give growth strategy recommendations for Garnier Skin Naturals portfolio vs. direct competition based on current and future category developments/competitive structure

Market Research & Analysis
L’Oreal- Scope of Premium Hair Dye in Pakistan: Mapping the true potential and position of L’Oreal and its competitors by conducting focus groups, in-depth interviews and further factor, cluster and correspondence analysis

Trade Category Plan (Beverage) Category:
Focused on the CSD segment of the beverage category and carried out an in-depth analysis across trade formats along with plannogramming

Achievements/Leadership Roles

• Promoted twice during two years of employment
• Director Logistics – SZABIST Model United Nations (ZABMUN), (2010-2011)
• Headed a team of 10 members & volunteers.
• Responsible for every material aspect of the event; from stationery to venues and liaison with catering staff.
• Coordinating and planning with other departments regarding their logistical requirements.
• Head of Events Team –SZABIST Student Council, (2009-2010)
• Responsible for meticulously planning & arranging every detail of all the events conducted under the umbrella of the Student Council at SZABIST.
• Liaison with sponsors regarding the display of their brand at the site.

Interests & Activities

Avid stamp collector / Amateur photographer / Chronic traveler
Sabah Nawaz Tiwana
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Skype ID: sabahnt / Linked-in: https://pk.linkedin.com/in/sabah-tiwana-31b72433

Education
2014-2016 (Expected) Karachi School of Business & Leadership
MBA
2008-2011 University of Hull
Bachelors in Business and Marketing

Work Experience
May ’12– Dec ’13 SBT Japan
Business Development Executive
- Responsible for sale of cars through auction accounts and bought relevant cars for Kenya & Uganda region while focusing on cost effective buying to maximize profits.
- Corresponded with various shipping companies to save costs and reduce delivery time.
- Executed an action plan for market development and penetration keeping a focus on market trends and knowledge of competitors
- Maintained close contact with 200-300 clients to gauge their demand and sell in-hand portfolio.
- Developed a strong relationship with 10 big dealers that contributed 80% of total business.
- Conducted account planning and performance monitoring.

Internship Experience
June ’15 – Aug ’15 Ogilvy Pakistan
Intern- Client Management
- Looked after Bank Alfalah and Mondelez account
- Launched “Shah” Movie with Bank Alfalah’s team
- Introduced Kids and Asaan account for Bank Alfalah and worked on artworks
- Planned & designed Cadbury Bubbly & Perk artworks

Aug ’15 – Sept ’15 Coca Cola
- Built connection bank for Coca Cola’s key accounts
- Presented solution to improve performance of key accounts
- Amortization of DME

MBA Projects
Final Year Project– Nestle Dolce Gusto
Develop an in-depth consumer profile for Nescafé Dolce Gusto and formulate and implement sales strategy for increasing the trial to usage conversion.
Trade Marketing – Knorr: Developed a category plan for Knorr noodles
Market Research Analysis – Online Shopping
Conducted qualitative and quantitative research on the factors important to online shoppers mapping the perception of existing online shops to those factors.

Achievements/Leadership Roles
- Won Gauntlet, a marketing simulation competition, at LUMS Synergies 2016
- Winner of cycling competition Lahore 2002
- Pioneer of Everlasting Spirit at BayView High and College: society which works to reignite the spirit of humanity amongst students,
- Player of Hull University women’s Football team.
- Designed and anchored workshop on ‘How to Get the Best out of People’ at Hull University, 2008.
- Increased customer base substantially and maintained revenue of $10 million– $15million per month at SBT

Interests & Activities
Exploring different countries and their cuisines / Reading books / Cooking and Baking / Swimming / Actively play squash & basketball
**Tehreem Tariq**

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Skype ID: tehreem_t / Linked-in: https://pk.linkedin.com/in/tehreemtariq

**Education**

2014-2016 (Expected) Karachi School of Business & Leadership  
MBA

2010-2013 Oxford Brookes University  
Bsc Hons (External Program)

2008-2013 Association of Chartered Certified Accountants  
ACCA (Member)

**Work Experience**

Dec’14 – Apr’14 The Dspot  
Digital Marketing Consultant - Freelance  
- Developed social media marketing and branding strategies  
- Acquired SEO & Web development projects from various clients  
- Client portfolio includes: Wardah Saleem, Sana Safinaz, Cereb.pk, Darzi Express, Zeritta Flowers & Pak Qatar Takaful

Feb ’12 – Jun ’14 Takaful Pakistan Ltd  
Assistant Manager  
- Highlighted system control weaknesses & proposed appropriate improvements across departments as part of internal audit assignment.  
- Executed paperless environment assignment that included migration of 4 years of data of Re-insurance/Retakaful Department to company database.  
- Resolved queries received from regulatory bodies SECP - CRO & Insurance Division  
- Assisted Company Secretary for timely submission of statutory documents and facilitated board meetings  
- Coordinated and assisted external bi- annual and annual audits

**Internship Experience**

Jun ’15 – Jul ’15 ICI Pakistan  
Marketing Intern General Chemicals Division  
- Carried out a client analysis for GC division which represented a portfolio of 41 industries serving over 300 clients and representing over 30 global suppliers.  
- The project placed ICI’s performance against competitors in each business category; ICI’s positioning in the market against customer perception and provided basis to the management for Business Operational Plan 2015-16

**MBA Projects**

Final Year Project – Nestle Dolce Gusto: Analyzed and developed consumer profiles to formulate and implement a strategy focused on increasing the trial to repurchase conversion.  
Market Research Analysis – L’Oreal: Understanding consumer behavior and perceived value of L’Oreal Excellence Crème & Casting Crème Gloss in the high end dye market through focus groups and in-depth interviews  
Trade Marketing-Shan Foods (Food Enhancers): Developed definition, analysis and segmentation of the category, identified value drivers to create a brand & channel portfolio mix for the category

**Achievements/Leadership Roles**

- As President of Marketing & Research Club launched MRC’s Speaker Series and Panel Discussion 2016 on “Changing Retail Landscape of Pakistan”.  
- Second Runner-up at 8th Annual CFA Challenge 2016  
- Served as Asst. Director External Affairs KSBL SIMERGE-15 and worked on corporate sponsorships and reached 2000 students through campus marketing & ambassador program  
- Organized a fundraising Table-tennis tournament at Takaful Pakistan Limited for Flood Victims-2013, successfully raised Rs. 150,000 from more than 100 spectators

**Interests & Activities**

Traveling / Watching Movies / Reading Books and articles/Surfing on social media  
Cycling enthusiast/Blogger  
Volunteering as Rahbar at The Citizen Foundation since July 2015 / Occasionally work with Danish Ali, the comedian:  
Projects include Tibet Soap Online campaign; Pakistan Fashion Week 2015
Tooba Diwan
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Skype ID: tooba.diwan / Linked-in: tooba-diwan

Education
2014-2016 (Expected) Karachi School of Business & Leadership
MBA
2009-2013 Institute of Business Administration, Karachi
BBA (Marketing)

Work Experience
Aug ’13 – Aug ’14 Daraz.pk, Rocket Internet
Graduate Trainee Buyer
- Managed 50+ brands online and offline. Prospecting, relationship building and SKU building
- Generated PKR 2mn sales on average every week
- Brought on board the first NGO-WWF to sell their merchandise for a cause

Apr ’12 – Apr ’13 The Premier Tutors
Marketing Researcher and Blogger
- Educational blogger-Wrote about social and educational topics aimed to provide a different perspective
- Marketing Research for tutoring service-Researched places to target students who were in need of a tutor
- Business Analysis and proposal- Formed the framework for the business in its initial stages
- GMAT Preparation centers research-Researched places in which to hold GMAT preparation and in what design

Internship Experience
Jun ’15 – Aug ’15 Coca-Cola
Trade Marketing Intern
- Ice box project-To drive Immediate Consumption (IC) through iceboxes to be installed in high footfall areas and markets. Identified spots, ice shops and wholesalers. Installed in Saddar, Lines Area, Fishery and Bilawal House.
- RED Dashboard- Made the internal dashboard across metrics such as cooler fullness, cooler purity and outlet sales in order to measure the performance of area managers and the sales team under them for the months of May and June.

Jun ’12 – Jul ’12 GlaxoSmithKline
Marketing Intern
- Assisted the launch of Valuprazole with a budget of PKR 15 mn and its differentiation from Zantac
- Trained and incentivized sales representatives
- Researched HIV portfolio potential in Pakistan

MBA Projects
Final Year Project – L’Oreal: Develop an in-depth quantitative and qualitative analysis to give growth strategy recommendations for Garnier Skin Naturals portfolio vs. direct competition based on current and future category developments/competitive structure
Trade Category Plan- (Ready to Cook) Category: Focused on the dried segment of the ready to cook category and carried out an in-depth analysis across trade formats along with planogramming.
Market Research and Analysis- L’Oreal- Scope of Premium Hair Dye in Pakistan: Mapping the true potential and position of L’Oreal and its competitors by conducting focus groups, in-depth interviews and further factor, cluster and correspondence analysis

Achievements/Leadership Roles
- Brought the first NGO on board Daraz.pk to promote CSR online
- Marketing Manager of SMERGE’16-Headed the sponsorship, social media, brand ambassadors and campus drives teams.
- Captain of IBA’s throwball team and vice-captain of the futsal team; to bring new players on board and train them along with planning national trips.

Interests & Activities
Travelling particularly to adventurous areas like northern Pakistan / Sports / Yoga / Kick boxing / Music
Freelance Creative Writing / Painting / Designing
Umer A Bashumail
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Skype ID: umerab2000 / Linked-in: Umer Ahmed Bashumail

Education
2014-2016 (Expected) Karachi School of Business & Leadership
MBA
2009-2012 Middlesex University, UK
Multimedia Computing

Work Experience
Apr ‘12 – Jan ‘14 Tag1
Product Designer & Market Researcher
• Conducted market research for the fashion and casual shoe category in the UK and identified possible trends and target markets through attending exhibitions and conducting client surveys
• Worked on business development and strengthening customer relations through various relationship building activities
• Designed logos, posters & brochures and all promotional materials and assisted web designer in the development of the website
• Generated design ideas and formulated solutions for product improvement from analysis of results provided by focus groups

Sept ’11 – Apr ’12 MESH Computers
Designer & Jr Project Manager
• Identified target markets and key locations for advertising
• Investigated new possibilities for market penetration,
• Facilitated the design team with ideas to advertise in an efficient & meaningful way
• Designed and created templates for posters & adverts online/offline & edited videos on proposed adverts
• Made effective intros/conclusions for adverts to have an impact on existing & potential customers
• Worked on creating a strong effective brand image including logos
• Assisted managers to create & implement strategies

Internship Experience
Jun ’15 – Aug ’15 NCR
Intern, Professional Services
• Worked alongside the R&D team to design a new software
• Held client meetings to keep projects on track
• Designed and implemented a marketing strategy to target new customers
• Conducted market research to identify the value of different products and raise brand awareness through direct selling activities

MBA Projects
Final Year Project – Unilever: Investigate the reason behind Knorr’s current market position in the cooking aid category through gaining consumer and retailer insights about Knorr chicken soup stock SKU, analysing the SKU with respect to the 6P’s and suggest future actions.
Market Research and Analysis – Conducted a market study via surveys questionnaires, focus groups and in-depth interviews to identify reasons behind Safeguard’s trailing market share against the market leader in the antibacterial soap category and analysed the results using various SPSS tools.
Trade Category Plan (Beverages Category) – Developed a comprehensive Trade Category Plan for Energy Drinks

Achievements/Leadership Roles
• Won Gauntlet, a marketing simulation competition, at LUMS Synergies 2016
• Improved the interface of ATMs monitored by NCR throughout the KSA
• Represented Tag1 at MODA UK’s largest trade fashion exhibition
• Worked as a store manager at various food and fashion chains in London

Interests & Activities
Travelling & exploring new places / Playing and watching Sports / Gym / Cooking and photography
Learning new IT Skills and getting proficient in new softwares & designing creatives
Supply Chain
Aamir Malik
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Skype ID: aamir.malik88 / Linked-in: Aamir Malik

Education
2014-2016 (Expected) Karachi School of Business & Leadership
MBA
2007-2011 FAST-NU, Lahore
Telecommunication Engineering

Work Experience
May ’12 – Jun ’13 Netsoft Pvt. Ltd
Network Engineer
- Developed a loyal customer base and a high rate of repeat business by giving technical customer support to approximately 60-70 clients per week
- Saved 2-3 hours per week by introducing and implementing store keeping system to organize inventory
- Managed and directed diversified team of 10-12 people from different departments like Fiber Optics, DSL, Data Com and Power
- Reported network operational status by monitoring and controlling the network by using different monitoring tools like PRTG (Paessler Router Traffic Grapher) host monitor

Internship Experience
Jul ’15 – Aug ’15 Mobil Askari Lubricants
Internee Industrial Sales
- Analyzed food sector in 2 territories of FSD and LHR region with a targeted sales increase of 9%
- Visited Rafhan Maize, Haleeb Foods, Shezan and Continental Biscuits to get information about the plant requirements for different lubricants
- Negotiated with Rafhan maize to potentially capture a volume of 800 liters of engine oil

Feb ’12 – May ’12 Netsoft Pvt. Ltd
Internee Networks
- Identified the market opportunities for “Ruckus Wireless” networking equipment and discovered a potential market available in different universities, hostels, small and medium size companies for Ruckus Wireless.
- Provided wireless broadband connectivity and sold 12-15 wireless broadband units in hostels of Punjab University, UET, University of Veterinary & Animal Sciences and Allama Iqbal Medical College

MBA Projects
Final Year Project-National Foods (Global Ethnic Profiling)
Developed a comprehensive understanding and profiling of the ethnic consumer base and designed a future strategy of engagement, enhancement of consumer experience and enrichment of consumer consumption.
Marketing Research- Soap Industry: Studied and analyzed the impact of advertising campaigns of Lifebuoy, Dettol and Safeguard in 2002 on customers of each of these 3 brands

Achievements/Leadership Roles
- Table Tennis (2nd position in KSBL’s tournament), Swimming (2nd position in Unilever’s management club competition)
- Saved Rs.0.5 million through direct supervision for construction of family home
- Arranged media coverage as Asst. Director Media Relations, SiMERGE 2015
- Arranged relief goods from four universities for flood affectees of District Rajanpur, 2010

Interests & Activities
Table Tennis / Swimming / Current Affairs
Adnan Shabbir
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Skype ID: adnanshabbir52 / Linked-in: Adnan Shabbir

Education
2014-2016 (Expected) Karachi School of Business & Leadership
MBA
2009-2013 National University of Sciences and Technology
BE (Industrial and Manufacturing Engineering)

Work Experience
Aug ’13 – Aug ’14 Amreli Steel Trainee Engineer
• Ensured smooth functioning of Vezzani Shear Plant and Slag Processing Unit, which included internal sourcing of raw material, management of Labor Staff, sourcing of spares and preventive maintenance
• Achieved highest production of 5420 Tons in a month from Vezzani Shear through efficient rotation of staff and sourcing of raw materials
• Extracted maximum metal of 90 Tons in a month from crusher plant by leading a contractual worker team to perform its work effectively
• Conducted training on Deming’s 14 points for an audience of 25 management and senior staff.
• Increased yields by 100% for crusher plant by developing a customized labor contract
• Reduced setup time by 50% through overhauling of the blade change activity
• Formulated annual budget worth Rs. 5 million for Planning and Development department

Internship Experience
Ju ’15 – Aug ’15 Ephlux Intern, Idea Engineer
• Conducted a market audit of the telecom sector to identify gaps in customer experience
• Prepared sales pitch for Zong on the basis of market audit

MBA Projects
Final Year Project – Nestle: Develop an in-depth understanding of Nescafé Dolce Gusto consumer and shopper profile to create a BTL marketing and sales strategy and implement a pilot project based on the proposed strategy
Corporate Finance – Analyzed risk profile and capital structure of Suraj Cotton, Artistic Denim and Crescent Textiles and recommended the optimal capital structure for those firms; also performed stock valuation of these firms
Market Research and Analysis – Conducted an in depth qualitative and quantitative analysis on Naheed Superstore to identify reasons for customer preference of this departmental store
Security Analysis – Created a portfolio of 25 companies using the Markowitz portfolio theory of the Karachi Stock Exchange

Achievements/Leadership Roles
• Won Gauntlet, a marketing simulation competition, at LUMS Synergies 2016
• Second Runner-up in CFA Challenge 2016
• Recognized for academic excellence by Habib Public School for SSC board results
• Proposed improvement in productivity and reduction in setup time by 60% of the blister packaging plant at Sanofi Pharmaceuticals through Overall Equipment Effectiveness (OEE), as part of FYP at NUST
• Brought in 85% of the total sponsorship money collected for The Summer Fest ’12 at NUST
• Reduced cost of the event by 30% through effective supervision of artists, stage, lighting, food and decoration activities at Summer Fest ’12
• Analyzed causes of 5 most occurring defects in split AC assembly at Dawlance (Pvt.) Ltd
• Founded and served as Vice President at The Entrepreneurship Club – PNEC [2012 – 2013]
• Designed and delivered 15 presentations to various audiences in my undergrad, work and post graduate studies

Interests & Activities
• Taught Computer Science to students at The Proper Collegiate for 3 years, 2011 - 14
• Photographed around 15 university and external events with an average footfall of 300 people, 2011 onwards
• Reading / Programming / Watching football
Muhammad Ahmar
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Skype ID: muhammad.ahmar21@skype.com / Linked-in:pk.linkedin.com/in/muhammad-ahmar-4a7b4a39

Education

2014 - 2016 (Expected) Karachi School of Business & Leadership (KSBL)
MBA

2008 - 2011 NED University Of Engineering & Technology
BE (Mechanical)

Work Experience

May ’13 – May ’14 TAPAL Energy Pvt. Limited
Trainee Engineer
• Assisted Shift Incharge for plant operations on Wärtsilä 18V38 Diesel Engines
• Spearheaded and managed a team of 20-30 laborers working on the floor.
• Made on the spot decisions regarding operational running of engines to ensure uninterrupted power supply.
• Collaborated with the maintenance team in order to carry out necessary maintenance work.

May ’12 – Dec ’12 Abbas Steel Group (Pvt.) Limited
Junior Engineer, Design & Development Department
• Analyzed plant layout and engineering drawings to provide solutions to complex design problems

Internship Experience

Aug ’15 – Sept ’15 United Energy Pakistan
Intern, Project Supply Chain Management (PSCM) Department
• Developed an understanding of various processes of the PSCM Department.
• Worked in rotations at the field of Badin and MKK in order to better understand the operations and analyze the consistency of the system.

June ’15 – July ’15 ICI Pakistan
Intern, Supply Chain Department
• Gained complete understanding of the Toll Manufacturing Process
• Worked on SAP automation project to convert Nutraceutical’s Bill of Material to ICI’s SAP system

MBA Projects

Final Year Project – National Foods Ltd.
Comprehensively understand ethnic consumer profiles in North America, Europe and Middle East and draft a business strategy that strengthens the NFL brand resonance and ultimately contributes to enhancing customer engagement and enriching consumer experience.

Marketing Research and Analysis
Conducted an in depth qualitative and quantitative analysis on the preference of milk and factors that influence buying decisions.

Achievements

• Fabrication of humidification and de-humidification equipment for drinking purpose, NED UET Renewable Energy Lab, 2011
• Won 3 Gold and 1 Silver Medal in the Inter Departmental Football Tournament held at NED UET
• Was selected from amongst 4800 students as a member of NED University’s Football Team

Interests & Activities
Sports / Online Gaming / Travelling
Muhammad Usman Farooq
P-386, St/30-Ali Housing Colony, Jhang Road, Faisalabad, Punjab
e-mail: usmanfarooq@ksbl.edu.pk / Contact Number: +92 347 8662 952
Skype ID: usman.farooq555 / Linked-in: https://pk.linkedin.com/in/usman-farooq-9b62b465

Education

2014-2016 (Expected) Karachi School of Business & Leadership
MBA

2006-2010 University of Engineering and Technology, Lahore
Bachelors in Chemical Engineering (Chemical Plant Design)

Work Experience

Aug ’13 – Aug ’14 Ibrahim Fibers Ltd (1200 MTPD Polyester/Polymization facility)
Sr. Engineer [Operations]- Production Department:
• Experienced the practicalities of process operations and DCS controlled systems in the largest Polyester plant in Pakistan (Lurgi & Air Liquide GmbH)
• Ensured smooth operations 99% of the time by performing scheduled and preventive maintenance by coordinating with services departments
• Responsible for Production planning and production management using Oracle enterprise asset management software, quality control & assurance from DCS

May ’13 – July ’13 Marketing Executive- Marketing department:
• Worked for five months under a cross functional training program
• Managed sales through Oracle Sales Suit
• Assisted the study of Polyester exports in European market, developed a report and presented findings to the senior management

May ’11 – Feb ’13 Project Engineer- Project Management:
Project: EPC [Engineering, Procurement & Construction] of Ibrahim Fibers Unit-III [Polyester plant of 600MTPD- 450 million$ project]. [vendor Air Liquide GmbH]
• Participated in erection and commissioning activities
• Negotiated the contractual and technical issues between the company and the German Vendor Air Liquid
• Coordinated with the Kawasaki Heavy Industries, Japan for engineering design of ultra-super critical coal fired combined cycle captive power facility [2x20MW]
• Assisted & coordinated in the feasibility study of 500 KV PV solar power project
• Monitored and ensured timely delivery of spare parts from three international OEM vendors
• Coordinated with the subcontractor and vendor to ensure completion of project in time

Internship Experience

June ’15 – July ’15 Allied Bank Ltd
Intern, Corporate Investment Banking
• Assisted in analysis of loan approval reports of Interloop Pvt Ltd and Nishat Group’s power projects
• Prepared a feasibility report on barriers in coal power projects in Pakistan

MBA Projects

Final Year Project = Dabur Pakistan: To assess gaps in RTM (root to market), its utilization and efficiency. Suggest corrective measure to enhance efficiency of RTM for Karachi.

Other Projects
• Financial modeling for Valuation of three companies in chemical sector of Pakistan through discounted cash flows method.
• Financial modeling to find optimal portfolio for capital allocation line.

Achievements/Leadership Roles

• Won 2nd prize on Clean Development Mechanism for De-Nox with Mitsubishi Heavy Industries at Pak Arab Fertilizers Ltd as undergrad FYP
• Earned merit scholarships in all board exams (from Grade 8 to 12)

Interests & Activities

• Keeping up to date with Industrial Technologies
• Volunteering for causes that contribute to uplifting of the underprivileged
Syed Faizan Ahmed

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e-mail: hashim.faizan@gmail.com / Contact Number: +92 322 2070 679
Skype ID: sfazan13 / Linked-in: Faizan Syed

Education

2014-2016 (Expected) Karachi School of Business & Leadership
MBA

2010-2014 Hamdard Institute of Management Sciences, Karachi
BBA (Finance)

Internship Experience

June '15 – July '15 Pakistan Petroleum Limited (PPL)
Procurement Intern
- Evaluated and validated pre-qualification of contractors (trailers, cranes, trucks and car carriers) for movement of rigs and materials to/from all PPL bases/fields and well locations across Pakistan
- Suggested improvements to the existing criteria tailored to different transportation channels which would result in a more synergized Karachi Based Store (KBS) operations resulting in lower lead times and mismanagement

June '13 – July '13 Pakistan State Oil (PSO)
Supply Chain Intern
- Conducted analysis to calculate supplier reliability in terms of timeliness, quality, and quantity for petroleum (POL) product supplies amounting to 1.5MMT.
- Assisted supply team to identify their top supplier, seek corrective action against not so reliable ones ultimately increasing timeliness by 60% and quality accuracy by 35%.
- Completed documentation process pertaining to bidding procedures for import of POL products

Jun '12 – Jul '12 Pfizer Pakistan Limited
Finance Intern
- Managed key account claims and generated daily reports for review by Controller Finance and Director Finance
- Helped in the preparation of internal audit report for Board of Governors

MBA Projects

Final Year Project – National Foods Ltd.
Comprehensively understand ethnic consumer profiles in North America, Europe and Middle East and draft a business strategy that strengthens the NFL brand resonance and ultimately contributes to enhancing customer engagement and enriching consumer experience.

Trade Category Plan for Canbebe
TCP helped understand the segmentation of the category, translate consumer insights to value drivers and develop strategies for pushing the product through different channel mixes while increasing the overall category.

Optimal Portfolio Construction for US Companies
The project involved analyzing historical monthly stock prices over 8 years to select a mix of companies with high Sharpe ratios. Portfolio theory and tools were then applied to determine weights for the construction of the optimal portfolio.

Corporate finance theory and models were holistically applied to value the firm, examine their risk profiles, capital structures and dividend policies.

Achievements/Leadership Roles

- Currently planning a grand showcase event of supply chain models and best practices in the areas of consumer retail and industrial retail viz a viz the ‘second economy’
- Team lead in business model competition ‘Aman Karawan-e-Sehat’. Selected amongst the top 10 out of 137 teams/ides for sustainable and scalable solutions to Pakistan’s primary healthcare problems.
- BBA Gold Medalist at Hamdard University
- Conceptualized and spearheaded a medical cum relief camp at Dighri, Sindh for approximately 500 victims of the 2011 floods. Distributed goods and medicines worth Rs. 70,000

Interests & Activities

Passionate about outreach, social and environmental projects / Reading on current affairs
Syed Jamil Aziz
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Education

2014-2016 (Expected)  Karachi School of Business & Leadership
MBA

2008-2012 National University of Computer and Emerging Sciences (FAST-NUCES), Karachi
BS (Telecommunication Engineering)

Work Experience

Mar ’13 – Jul ’14  Multinet
Network Engineer
- Monitored and managed traffic and provision of smooth services at transmission level (layer 1) of optical transmission
- Responsible for maintaining SLA (Service Level Agreement) with blue chip customers
- Daily communication with partners/providers regarding international traffic configuration and management

Internship Experience

Jun ’15 – Jul ’15  ICI
Internship
- Analyzed capacity constraint issues and presented solutions that resulted in reducing inventory holding costs while increasing storage space within the warehouse
- Worked on fuel transportation project to identify estimated savings of Rs.6.2 million on yearly basis

Jan ’13 – Feb ’13  Multinet
Internship
- Visited multiple operation sites with transmission ops team for maintenance and testing of the SDH and DWDM equipment (Telecommunication)
- Worked with Transmission NOC team regarding access of the entire Long haul and metro network using TNMS and fault analysis and restoration of services and communication with blue chip customers

MBA Projects

Final Year Project – Dabur
To assess gaps in RTM (Root To Market), its utilization and efficiency. Suggest corrective measure to enhance efficiency of RTM.
Market Research and Analysis
Conducted an in depth qualitative and quantitative analysis on Naheed Superstore to analyze why customers prefer Naheed

Achievements/Leadership Roles

- Won Gauntlet, a marketing simulation competition, at LUMS Synergies 2016
- Senior Coordinator Event Management Procom, 2011
- Marketing Head for Think N Create, Students club at FAST-NUCES, 2010 - 2011
- Event Management Head for Think N Create, Students club at FAST NUCES, 2011 - 2012

Interests & Activities
Reading Global History / Table Tennis
Syed Maaz Ali
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Skype ID: maaazali194 / Linked-in: Syed Maaz Ali

Education
2014-2016 (Expected) Karachi School of Business & Leadership
MBA
2008-2012 Institute of Business Administration, Karachi
BBA [Marketing/Supply Chain]

Work Experience
July ’13 – Feb ’14 SBT JAPAN
Business Development Officer
• Responsible for tapping customers through international calling
• Successfully aided 5 individuals to launch entrepreneurial ventures through commission based plans
• They were given incentives to sell more car and have this as their part time job.
• They start by convincing their neighbor and then colleagues.

Jun ‘12 – Jun ‘13 OTSUKA PHARMACEUTICAL
Management Trainee
• Set up a daily in and out inventory management system for the warehouse and conducted physical checks of raw material on weekly basis.
• Managed inventory during a production halt of 6 months.
• Worked on soft wares for processing purchases and tracking delivery orders
• Responsible for procurement of raw materials and opening LCs

Internship Experience
Jul ’15 – Aug ’15 PSO
Internship
• Identified reasons for low sales of lubricants through on-location surveys at F.B area, Gulshan-e-Iqbal, Gulistan-e-Jauhar
• Analyzed findings on SPSS to develop a recommended model to improve sales performance

Jun ’12 – Jul ’12 Abbott Pharmaceutical
Internship
• Worked on improving KPIs for labor at Landhi factory

MBA Projects
Final Year Project – National Foods Ltd.
Develop a comprehensive understanding and profiling of the ethnic consumer base for National Foods by covering functional arenas of consumer behavior, marketing research, data mining and business strategy.
Market Research Analysis – Frozen Foods
Extensive analysis conducted on purchase behavior and show result through different analytical tools.
Review of Supply Chain – Otsuka Pharma
Develop cost effect routs for transportation of finished goods and this should be time efficient.

Achievements/Leadership Roles
• Earned Scholarship from Sindh Endowment for 4 years at IBA
• Enable and motivated an individual to start his own car business in Zambia
• Formulated a Business Plan for a department store as part of Entrepreneurship course in IBA and to forecasted future cash flows and the breakeven.

Interests & Activities
Playing Cricket / Teaching Commerce courses to O and A level students

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Interests & Activities
Playing Cricket / Teaching Commerce courses to O and A level students
Syed Sirajuddin Hussain
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e-mail: shussainsiraj@hotmail.com / Contact Number: +92 346 7797 998
Skype ID: sirajyedi / Linked-in: Syed Sirajuddin

Education
2014-2016 (Expected)  Karachi School of Business & Leadership
MBA
2006-2010  National Textile University, Faisalabad
B.Sc. (Textile Engineering)

Work Experience
Nov ’11 – Aug ’14  Orient Textile Mills
Assistant Manager (Production Planning and Control)
• Managed production planning for the entire business including controlling and checking of orders
• Negotiated with vendors for procurement of raw materials and optimizing the lead time
• Forecasted and planned inventory on n+3 basis and managed daily dispatch of 60,000 meters fabric
• Handled pressure while working under a tough environment with excellent attitude
• Generated savings of Rs.6.4 million by optimizing yarn consumption and reducing the machine idle time
• Completely responsible for warehouse management, co-ordination with in-house marketing, R&D, production and merchandising departments and authorization for complaint handling
• Managed Material Resource Planning and served as a focal point for any query during manufacturing
• Successfully implemented new E.R.P software and achieved required results
• Worked on the project for implementing a Quality Management System in coordination with compliance department which involved sorting of job descriptions, defining hierarchy, preparing necessary training courses and drafting of new mandatory reports

March ’11 – Oct ’11  Artistic Milliners
Management Trainee (Quality Assurance)
• Inspected activities of production department to reduce frequency of defective items and increase acceptance rate from 95% to 98%
• Analyzed past defects and recommended an innovative solution to improve quality of final product

Internship Experience
July ’15 – Aug ’15  Maxim International
Intern, Marketing Research Department
• Estimated the sales and size of the opportunity of high quality cattle feed (dairy and non-dairy) in the Karachi market by analyzing the market trends of cattle field market

MBA Projects
Final Year Project – Nestle
Developed an in-depth understanding of Nescafe’ Dolce Gusto Consumer and shopper profile and propose concrete recommendations to increase the trial to repurchase rate & efficacy of marketing and in-trade execution
Trade Category Plan – Tapal Tea
Developed a Trade Category Plan by evaluating the value drivers and developing brand and channel portfolio matrix
Market Research Project – Market Research of Telecom Sector
Submitted a report on the “Factors that Influence Consumers in Selecting Mobile Network Connections”

Achievements/Leadership Roles
• Vice-President of NTU Student Council, 2010
• Chief Organizer of NTU Weaving Society, 2010
• Completed postgraduate diploma from NED UET in Engineering Management in 2013
• Attended Supply Chain Management course and Textile Merchandising course from SDC in 2011 & 2012 respectively
• Teach Marketing and Merchandising as a visiting faculty in Pak-Korea Garments Technology Institute

Interests & Activities
Travelling / Watching Movies / Reading books and articles/surfing on social media and playing sports

Karachi School of Business & Leadership
Syed Umeem Jamil
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Skype ID: umeem.jamil / Linked-in: https://pk.linkedin.com/in/umeem-jamil-5b40a466

**Education**

2014-2016 (Expected) Karachi School of Business & Leadership
MBA

2010-2013 NED University of Engineering & Technology
B.E. (Materials Science & Engineering)

**Internship Experience**

**Aug ’15 – Sept ’15** Pakistan Petroleum Limited
Intern, Procurement Department
- Developed Working Knowledge on SAP, Tender documents, Request for Quotations, Approval Notes, Work Contracts, Letter of award and Price Comparative.
- Conducted a comparative study of PPL & Public Procurement Regulatory Authority procurement procedures.
- Created awareness for implementation of procurement procedure outlined by PPRA through a presentation to all departmental representatives.

**Jun ’15 – Jul ’15** Tri-Pack Films Ltd.
Intern, Slitter & Dispatch Department
- Identified solutions to solve traceability issue of products through conversion from manual to bar coded tracking system.
- Performed time recording activity of each production unit and gave suggestions to reduce the holding time at each station.
- Gained working knowledge of polymer film production.

**Jun ’13 – Jul ’13** Pakistan Steel Mills
Intern
- Gained comprehensive knowledge about different grades of steel production in various forms and understood various testing techniques employed.
- Gathered working knowledge of processes within Process Lab, Iron Making Department, Steel Making Department, Coke Oven and By-Product Plant

**MBA Projects**

Final Year Project - National Foods Ltd
Comprehensively understand ethnic consumer profiles in North America, Europe and Middle East and draft a business strategy that strengthens the NFL brand resonance and ultimately contributes to enhancing customer engagement and enriching consumer experience.

Brand Plan for Sooper Biscuits – English Biscuit Manufacturer
Developed a Brand Plan for the market leader by understanding the trend, competitive landscape and the future prospects in the confectionery industry.

**Achievements/Leadership Roles**

- Served as sports committee head and organized sports week for over 100 participants in KSBL during December 2014.
- As chief organizer successfully executed KSBL Networking Night ’15.
- Served as an executive member of NED Materials Society and organized various exhibition and seminars like “Seminar on Industrial Quality Control on 18th of September 2012” and “Seminar on Advanced Structural Materials on 28th Oct 2013”.

**Interests & Activities**

Fitness Exercises / Cricket / Basketball / Table Tennis
Contact Information

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