

## **BUSINESS**

### **START FROM ZERO — LAUNCH YOUR ONLINE BUSINESS TODAY**

**Ummul Qura International School & College, Abbottabad, & Digital Fueling (Internet Marketing Company)** have designed this course to help our students and their families learn the skills needed to start a business from scratch using the internet.

**Digital Fueling's** main purpose is to promote business activities and help people launch their businesses. Digital Fueling offers many free online trainings, and the company has published 4 books explaining how to launch and develop a business. You can get all materials from [digitalfueling.pk](http://digitalfueling.pk).

Ummul Qura, located near Missile Chowk, Mandian, has partnered with Digital Fueling, an internet marketing company and training platform, with a vision to help local men and women who don't have strong digital marketing skills launch their first business online.

The main focus of this program is to spread a business mindset and guide you on how to earn through the internet by selling your own products or services under your own business name.

**Visit [digitalfueling.pk/training](http://digitalfueling.pk/training) to download the course outline. For details, WhatsApp or call 0334 2949529**

# BUSINESS

## EARNING STRATEGY EXAMPLE

Suppose you want to sell a product, such as unstitched clothes for college and university-going girls.

### 1. Target Audience & Location

- **Niche:** College and university girls
- **Age Group:** 17–25 years
- **Location:** Your city (e.g., Abbottabad)

### 2. Branding & Online Presence

- Develop a logo
- Create a Facebook page using your logo colors
- Publish a few posts explaining your product

### 3. Advertising

- Run Facebook Ads targeting girls aged 17–25 in your selected location

### 4. Leads & Queries

- When someone messages you, it is called a query
- Their phone number is a lead
- This person is an interested customer (a premature sale)

### 5. Call to Action

- Ask leads to save your WhatsApp number
- Offer them an incentive, e.g.: “If you save my number, you will get 50% discount updates on WhatsApp status.”

### 6. Sales & Leads Growth

- At the start, don't focus on profit. Your goal is to build leads while spending on Facebook ads.
- Once you have sold 300–500 products, you will already have a large number of leads.

### Example Calculation:

- From every 10 people who contact you:
  - 2 save your number
  - 1 makes a purchase
- If you sell 10 products:
  - You now have 1,000 leads (phone numbers)
  - 200 people have saved your number

### 7. Long-Term Marketing

- You can do WhatsApp marketing to 1,000 people
- Your WhatsApp status will be visible to 200 people
- You can also do SMS marketing to all 1,000 leads

👉 **This Excel sheet of leads becomes your biggest profit, because it allows you to market again and again without extra cost.**

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## **2 MONTH COURSE OUTLINE**

**2 Months Course & Assignments Monthly Fee: 5,000 PKR**

### **Orientation**

- Business Mindset
- Short Term Projects vs Long Term Relationships
- Gig Economy
- Relationship-Based Economic Model

### **Assignment:**

- What is Gig Economy?
- Download book & training material

### **Thinking out of the Box**

- The Process of Innovation
- Focus
- How to Identify Opportunity
- What Lies People Believe to Be True

### **Assignment:**

- Identify thinking boundaries of your family, friends & society
- Identify what lies people believe to be true

### **Decision Making Process**

- Research
- Sharia
- Mentor Consultation – Mashwara
- Istikhara

Focus & Consistency

Failure Uniform

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## **2 MONTH COURSE OUTLINE**

### **Assignment:**

- Select any decision in your life and follow the process, explain the story

### **Personality Development of an Entrepreneur**

- You don't get what you don't deserve
- Law of Nature
- Patterns of Life
- Balance
- The Concept of Information Synchronization

### **Assignment:**

- Identify your pattern
- Explain law of nature with any example

### **Introduction to Business**

- **The Consulting Equation**
  - Current Situation
  - Desired Situation
  - Pain Points
  - Offer

### **Niche Selection**

- Selection of Product or Service
- Difference Between Job and Business (Graphical Representation)
- Cause and Effect Graph
- Effect vs Time Graph
- Market Research
- Understanding the Competition

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## **2 MONTH COURSE OUTLINE**

### **Assignment:**

- Select a niche (product or service)
- Define their current situation
- Define desired situation
- Identify pain points
- Call 5 people of your niche

### **Marketing Techniques**

- WhatsApp Marketing
- Meta Ads (Facebook & Instagram)
- Lead generation and management
- WhatsApp and SMS marketing for re-marketing again and again

### **Brand Development**

- Choosing a brand name
- Using Canva to design a logo
- Brand colors and guidelines
- Using AI to create graphics
- Using AI to create videos
- Using AI to create marketing content

### **Practical Tools**

- WhatsApp Business number activation
- WhatsApp catalog development
- Setting up a call-to-action so prospects save your WhatsApp number when they show interest
- Creating informative WhatsApp statuses and SMS messages
- Developing a timetable for consistent messaging

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## **Facebook Marketing Module**

- Facebook Page Development (Professional Setup)
- Facebook Ads Manager
- Facebook Business Manager

## **Excel for Business Management**

- Using Excel to save business leads
- Managing interested and paying customers in Excel sheets
- SMS marketing using Excel sheets
- WhatsApp marketing using Excel sheets

## **Steps to Launch a Business: From Zero to Brand**

1. Select a niche
2. Do market research & competitor analysis
3. Develop client avatar
4. Develop your service or product to satisfy market need
5. Organic or paid advertisement
6. Sales call
7. Client sign-up, service execution, and client handling
8. Team development
9. Develop momentum
10. Develop your brand

What is the difference between an employee, businessman, entrepreneur, investor, and franchise? This course will help you understand each path, their requirements, and your own skills so you can choose the right career. If you are more suited for business, you should not go for employment, and if you are better as an employee, business may not be for you. This course has a full module explaining these career options