



Looking around the globe, Abdul Basit came across a grave societal issue. He observed that mostly people have limited funds for investment; and do not possess any technical knowledge or support. After observing the model of online stores he came up with an idea to start an online clothing venture, named Store M36 that took a different route.

Store M36 was a revolutionary platform that allowed selling the products from its inventory without even buying, storing or delivering any of these products. This platform provided online sellers with hundreds of items that they displayed and promoted on their website, Facebook pages, WhatsApp and amongst their kin without even buying it at first. All they do was to pick an item from the catalogue, decide its selling price and add the item to their virtual store. For each item sold they earn a commission. However if the product was not sold they would not be charged as this was a no risk platform. In fact these sellers do not need to store the product or even deliver it. M36 provided them quick and easy access to the products so that sellers would easily earn extra income and enjoy more leisure time.

Abdul Basit already had a family background in clothing industry, due to which he had credibility in the market, and easily got stocks on credit. In a quest to learn more and to further enhance his skills, Abdul Basit got himself enrolled in the Certificate in Entrepreneurship (CIE) course at IBA AMAN CED. During his time at IBA, he decided to partner up with Khubaib, one of his class fellows in the batch of CIE. Abdul Basit was only dealing in women clothing, but for greater diversity he wanted to add men clothing in his product line. Thus, he made the crazy quilt with Khubaib as he had a business in men clothing.

They both brought in their own expertise which became a bird in hand for them. At the platform of CIE, they got many mentors to assist and guide them for this venture, hence with that guidance they were able to polish and refine their marketing strategies. One of their teachers gave them a suggestion to opt for WhatsApp marketing initially, and later move on to the website marketing. After applying this strategy they experienced an increased growth in their sales. Whenever there's a new product in their stock, the details are sent to the relevant sellers through WhatsApp broadcast. Thus, in the four months course time, they reached up to 250 customers.

Khubaib & Abdul Basit *Store M36*



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On the CIE platform, they got a new vision to move forward. For now, Khubaib and Abdul Basit are looking out for more opportunities and are in the process of expanding their portfolio by introducing men clothes and accessories.

"IBAbecame the platform where we got the valuable guidance of our mentors, with which we were able tonurture our venture and made it a means tohelp and grow other small investors."
-Khubaib& Abdul Basit

