



Entrepreneurs are people with immense creative and artistic skills. They exhibit their creativity by embarking upon various unique ventures. One such story was of Maryam Tabish.

Maryam was cognizant about the innate artistic sense which she had in her since childhood. A casual glance at the prevalent situation depicted a sporadic growth in the consumers demand to renovate and design their old houses. Therefore, Maryam decided to cash upon this opportunity and took her brother along in the journey to pursue a venture by the name of Flipping. The business was based upon the idea to renovate various old houses and to give them a fascinating new look at a very low cost. Her business had a variety of customers, including company executives and customers who found it hard to run around for their company's renovation/construction. Maryam also worked with people who had lived abroad and planned to shift back, hence she contacted companies to renovate their houses as per their requirements. Moreover, offices that needed renovations aesthetically and executives who wanted to re-do their offices in a modern style, also approached Maryam for a contract.

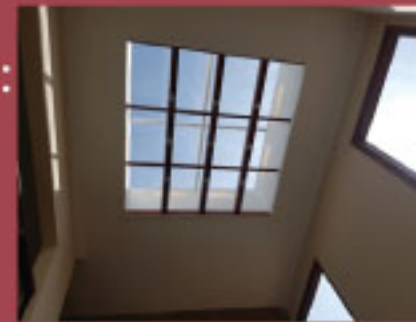


Maryam started this venture on a contract basis, and instead of dealing with the customers herself she contacted different estate agents to act as a middleman. The estate agents got hold of the customers, who were ready to sell their old properties, and negotiated with them regarding pricing and other related issues, and later forwarded the contracts to Maryam.

As Maryam was managing operations by herself, she was not aware of major technicalities of running a business, including the financial records, time management and human resource activities. Thus, her insatiable thirst of learning more induced her to join the Certificate in Entrepreneurship (CIE) course being offered at IBA AMAN CED. The course played a major role in helping Maryam assimilate and channelize her ideas for the growth of her venture.

Maryam Tabish Chawla:

Flipping



0302-2835664



mariamchawla@hotmail.com

One of the things she started after the CIE course was to make the BOQs (bills of quantities) of all materials before starting a project so that she could know the approximate cost of the project. Also, before taking this course she used to do cash payments but when she learnt from one of her course's senior faculties that tax is the right of Pakistan and it's the duty of the entrepreneur to pay tax, Maryam also felt that she should fulfill this responsibility. Thus, she started making payments through cross cheque to evade tax evasion. Moreover, Maryam also started maintaining proper bills and submitted them to maintain the ledger: in this way her financial statements started developing. She took feedback and discussed her plans with her colleagues which gave her new ideas of renovating not just for the houses but even ideas for her business as a whole.



Maryam never kept any financial record for herself, and at the end of a project she use to wonder that where all the money went. But after the CIE course she got to know that how to handle the operational issues in a business. Also, through this course she got a profound understanding related to worker's satisfaction. Thus, to improve the quality of her work she moved on with the strategy of taking consensus from her workers.



This business needed a lot of investment which was done by her brother and operations were handled by her. She signed a contract with plumbers, electricians, malisons, painters, carpenters, and polishers as well as various vendors such as whole sale shops for building materials. In this way she didn't have to look for different people every time she got a contract.

Flipping



0302-2835664



mariamchawla@hotmail.com

*As Maryam narrated:
"The CIE course inculcated a new strength in me, and helped me to draft strategies for the steady growth of my business, with the help of my family and workers."*

