



Kohinoor completed her Bachelors in Computer Science and pursued her diploma in web designing. Rather than pursuing a career which would have maximized her own utility, Kohinoor wanted to pursue something that could benefit her family as a whole. She developed a passion towards entrepreneurial careers instead of going for a corporate job. She was on a constant lookout for opportunities to start up her own venture but failed. Soon frustration took over her, and she became disheartened.

Flipping the pages of the newspaper, one day, Kohinoor came across the Certificate In Entrepreneurship (CIE) course being offered at IBA AMAN CED. With an inclination towards learning more about entrepreneurial ventures, she decided to join this course. During the course, she went through the successful stories of different entrepreneurs, such as Roxanne Quimby. Those stories shifted Kohinoor's perspective, and she learned that it's better to switch one's business rather than to stick on a non-profitable venture.

KOHINOOR

Dream Event Planner



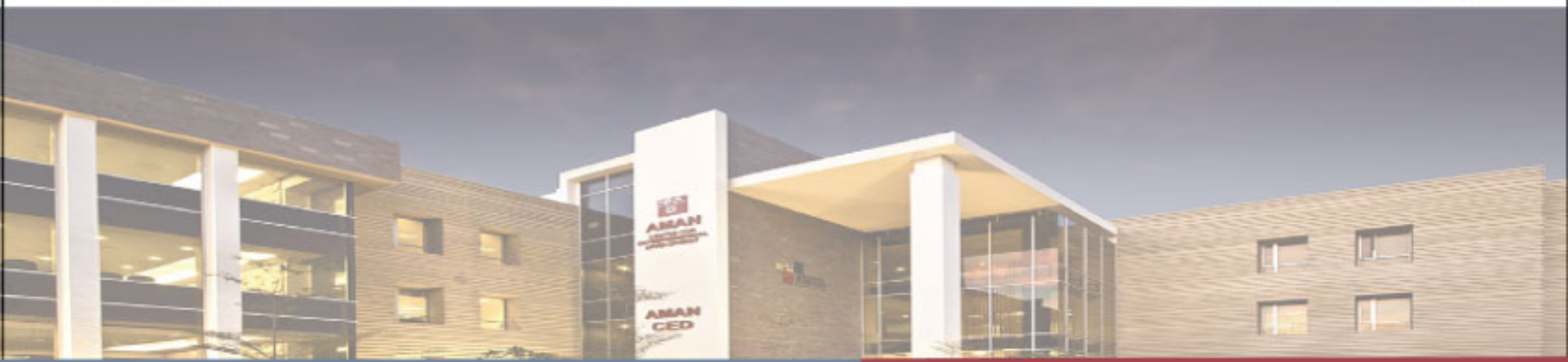
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After spending two months in CIE course, in November 2016, Kohinoor's sister approached her and asked her to help her in the arrangement of a friend's surprise birthday party. With the combined effort of her sister, they were successful in arranging a unique theme-based party. Kohinoor's friends really appreciated her work, and it became the starting point of her journey. As word of mouth spread, orders started pouring in. She was asked to arrange another surprise party for a friend's husband.

Following the crazy quilt principle, Kohinoor made a team with her sister, and decided to use this opportunity and convert it into a business. They named this venture as "Dream Event Planner: Theme Based Event Management Services."





With the advent of technology and the accelerating usage of social media, Kohinoor cashed upon this platform for advertising her venture, thus she made a Facebook page. Thus, following the bird in hand principle, she started with her means and then explored the possibilities that originated from her means. With a zealous attitude Kohinoor went through an aggressive journey to gain information regarding event planning services. When she gathered sufficient information related to this field, Kohinoor decided to work within her affordable loss, hence she plunged herself in the practical world, and visited different markets to get a know-how about the actual investment involved in this venture.

The markets she visited in Karachi included: light house, Paper market, Joria Bazar and other vendors. Kohinoor further applied the theory of Lemonade Principle, and was open to surprises that came along her way. Thus, the first order she took of party decoration was done completely free of cost, just to foresee the unexpected outcomes or areas where she needed to work upon.



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After three months of the CIE course, Kohinoor successfully completed and designed a total of seven events, including birthday parties, bridal baby showers, anniversary parties and corporate events. Moreover, other appointments are in the pipeline ready to be catered by her team.

The USP for Kohinoor's business was that she was providing high quality service's in low cost as compare to her competitor's.

"The CIE course at IBA facilitated me to learn the tricks which were needed to run a business. I used this platform as a means to explore my hidden potential & fulfil my dream of doing something meaningful in my life."
-Kohinoor