



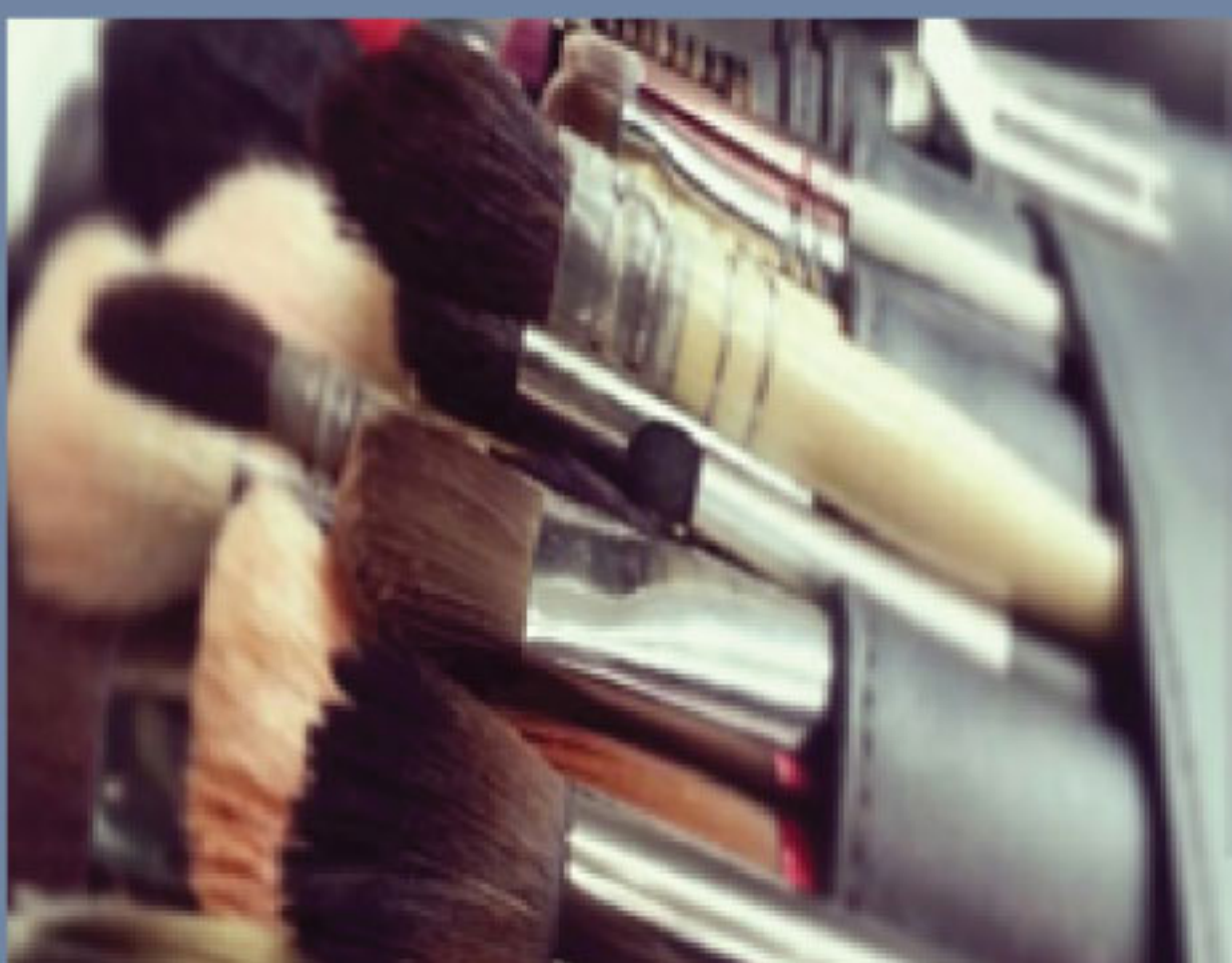
The Effectuation theory of Entrepreneurship highlights the concept of bird in hand, where instead of targeting for a bigger goal an entrepreneur starts with their means: who I am, what I know, and whom I know. Then, they imagine possibilities that originate from their means. This can be observed through the entrepreneurial story of Atikah Mansoori.

Atikah is a 2012 graduate of Karachi University. She grew up with an innate artistic sense which developed in her a passion for make-up. Atikah continued with the same zeal and ambition, and dreamt of revolutionizing the make-up industry in Pakistan. One day, she got the unexpected opportunity to put her skills and ambition to test and this changed the course of Atikah's life story.

As everyone does for a family wedding, she went to a salon for a makeover but returned extremely disappointed. Relying on her own aesthetics, she wiped her face clean and quickly did her own make-up for the event. Everyone she met that night complimented her flawless make-up, which hit her with the realization that her make-up skills were above par to compete with the best salons in town.

Hence, Atikah's perspective shifted towards converting her passion into a business. She wanted to further polish her skills, and for that she took professional classes from various top-notch salons, including Natasha's. There she learned and practiced the tricks of the trade.

Her initial customers were from her own family and friends through which word-of-mouth spread. After realizing her hidden potential, Atikah took admission in the Certificate in Entrepreneurship (CIE) course at IBA AMAN CED.



Atikah Mansoori

The Make-Up Artist

Atikah with Natasha
(a professional make-up artist)



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The motive behind joining this platform was that Atikah wanted to launch herself on a professional platform. She envisioned two options for this path; either she could open up her own state-of-the-art salon, where she will have all the facilities needed to get going, or she will work as a free-lance make-up artist.



Atikah dreamt big, but she was also cognizant about the fact that the first option will require a huge upfront investment.



Atikah had been exploring her options, wondering what should be done next. During her CIE course, on the basis of a personal recommendation, Atikah got a call from a lady, who requested her to cater to 4 customers. Thinking of it as a prime opportunity to build a reputation in the industry, Atikah took the leap and committed to her first professional appointments

Highly satisfied with their make-overs, the clients greatly appreciated Atikah's work and also booked her services for their next event right away, this time for 8 customers! In a period of just 2 days, Atikah was able to kick-off her entrepreneurial venture and earned PKR 48,000. The business idea which had started to materialize just 3 weeks earlier, now reached new heights of success. Her orders for the upcoming months of, February, March and July were already booked.

Hence, with no Facebook marketing, brand name or photography, her business took off just on the basis of word of mouth. The series of events, as they unfolded, decided the route Atikah would take to her big dream. She leveraged on what resources she currently had, approached the people she knew, and used her talents as a make-up expert. Moving forward, Atikah plans to bootstrap her business by re-investing revenues to open up a small studio. Thus, the combination of her skill set, contacts, makeup tools and branded cosmetics became her bird-in-hand.

"The CIE course at IBA AMAN CED gave me a new perspective to look from. I learned that a person can set a broader vision, but to achieve that one should take smaller steps. Now working as a free-lance makeup artist, I get to focus on my artistic abilities with minimal investment rather than getting tied into the hassle of operating a cost-intensive salon. I am moving step by step towards my vision, realizing it slowly and steadily as I move along."

-Atikah

The Make-Up Artist

