



Uzair completed his MBA degree from SZABIST University. There he developed a passion to start his own entrepreneurial venture. Since 2012, he switched between various start-ups, along with his job.

In the frivolous pursuit to learn more about entrepreneurial ventures he got enrolled in the four months certificate course (CIE) offered at IBA. Initially his intention was to attend the course to earn a certificate, but he got much more in return than what he intended for. As soon as the journey of this course began, the motivational lectures delivered in class settled a realization in him that he should start focusing on one of his entrepreneurial ventures.

One of his startups was TSL: an online customized apparel brand which offered customized hoodies and T-shirts. Launched back in 2012 Uzair's venture, TSL expanded big time and had a strong customer base of more or less 25 thousand people across Pakistan. According to Uzair's view, he was the first one to launch this category in the market. The major USP of this brand were the designs printed on the hoodies. Initially Uzair used the popular designs but later he started making his own unique ones, which gave him a competitive edge. His target audience was mainly youth as there was a high preference of customized products amongst them.

The main channel of promotion was through social media. Uzair also opted for various CSR activities and highlighted them on Facebook page, which also caused hype in sales. He also worked on to create a Word of Mouth effect by getting reviews and suggestions over TSL's web page. The major key partners for his business were fabric suppliers and courier service company (TCS), which used to dispatch the parcels to the customers. Uzair established a web store for his brand on the platform of ECWID which was connected to the FACEBOOK SHOP NOW option. Customers either bought the already available designs directly from the web-store or in-boxed the orders for customization and received them accordingly.

Previously, Uzair had a mindset of working individually; therefore he never made any partners for his venture. The four month's spent at IBA, changed the course of Uzair's life. He learned some key lessons on what qualities should an entrepreneur possess, and tried to inculcate them in his venture before departing from this course.

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Uzair recalled:

"In one of my class Dr. Shahid Qureshi (Director of AMAN-Entrepreneurial Center) mentioned that if an Entrepreneur employed FIVE more people in his venture, he can create a major economic impact in the Pakistan's economy. This point was stuck in my mind and I made extra efforts to inculcate this learning into my venture."

CIE course developed a mindset in Uzair, to help and grow other people as an Entrepreneur. After studying the crazy quilt principle, he decided to apply the theory in his venture. Thus, Uzair hired three employees in TSL. Later, he also opened up a gym in Clifton where he hired two more employees. By doing this he accomplished the target of five before the course came to an end.

"Before parting ways from IBA, I successfully shifted my focus towards my entrepreneurial venture, TSL. CIE course gave me a vision that everything in life is not self-centered but we should try and benefit others along the way."

-Uzair

