



## **Towel Manufacturer's Association of Pakistan**

**T.M.A HOUSE**

**77-A, SMCHS, Karachi-74400(Pakistan)**

**Phones: (9221) 3442801-4 Fax : (9221) 34551628**

**Email: [tma@towelassociation.com](mailto:tma@towelassociation.com) Website: [www.towelassociation.com](http://www.towelassociation.com)**

1128/TMA

September 23<sup>rd</sup> 2019

Members of the Association,

**SUBJECT: - INVITATION FOR MBA PROJECT**

**Dear Sir,**

Attached please find herewith a Self Explanatory Letter of IBA on the captioned subject.

*Member interested my approach IBA Directly under intimation to us.*

Thanks & Regards,

**M. Muzzammil Husain**  
*Secretary General*



**Affiliated with the Federation of Pakistan Chamber of Commerce and Industry**



Institute of  
Business Administration  
Karachi

*Leadership and Ideas for Tomorrow*

September 2, 2019

**Mr. Farrukh Maqbool**

Chairman  
Towel Manufacturers Association of Pakistan.

Subject: **Invitation for MBA Project**

Dear Mr. Farrukh,

Institute of Business Administration (IBA) Karachi would like to invite your organization to engage one of our student groups in a business administration relevant project. IBA students, in final year of the MBA Program, undertake a study/consulting assignment called the MBA Project in groups. The student groups conduct primary and secondary research to analyze issues that participating organizations want to investigate and find implementable solutions that fulfill organizational objectives. Our MBA students have extensive practical experience and rigorous theoretical /conceptual knowledge which makes them ideal candidates for carrying an in-depth study of the business processes.

The areas in which our students are interested in doing projects include; *New ventures / Feasibility Studies, Management Control Systems, Human Resource Management, Strategic Management, Marketing Strategy, Financial Analysis and Supply Chain Management*. However, we will welcome relevant projects in other areas of the business. Please note that these projects will be conducted under the close supervision of the relevant IBA Faculty.

If you are interested in engaging our students for a project in your organization, please contact the undersigned with a brief description of your requirements and scope of the project on the attached performa. Student groups whose interests match project requirements will be directed to you. Once selected, the student group will prepare detailed Terms of Reference (TOR) for the project. After agreement on the TORs, the group will start working on the project. There will be interim and final presentations. As per IBA policy, at least 6 weeks of work will be required pre- and post-interim presentation.

Looking forward to working with you to develop future business leaders.

Let me know if there is any further query.

UWL

**Dr. Muhammad Ayaz**

*Assistant Professor and Director Business Administration Programs*  
IBA, University Road, 75270 Karachi  
muhammadayaz@iba.edu.pk  
Ph.: 111-422-422, Ext: 2614

**Main Campus:** University Road, Karachi. Postal Code: 75270 UAN: 111-422-422 Tel: (92-21) 38104700 Fax: (92-21) 99261508  
**City Campus:** Garden/Kiyani Shaheed Road, Karachi. Postal Code: 74550 Tel:(92-21) 38104701 Fax:(92-21) 38103008  
**Website:** www.iba.edu.pk **E-mail:** info@iba.edu.pk

## **MBA PROJECT BRIEF**

### **Introduction**

The MBA Project is an integral part of the MBA program conducted at the Institute of Business Administration, Karachi. A group of 4-6 final year students undertake a management consulting assignment in real life business environment related to managerial and organizational problems that need solutions.

### **Project Benefits for the Organizations**

There are wide-ranging and numerous benefits of the IBA - MBA Projects, which include, but are not limited to, the following:

- Cost is minimal compared to the cost of engaging a professional consulting firm for delivering innovative solutions.
- Every group can also utilize the extensive resources available at the IBA including expertise of the faculty members.
- Each group comprises of talented and energetic students with sound academic background, who understand the market dynamics and, under the supervision of industry experienced Project Advisor, can be trusted to come up with practical and effective solutions.
- Final report is the result of months of extensive groundwork with every member of the group actively contributing towards its finalization. The client organization can thus benefit greatly from the substantial outcome.

### **Methodology**

- Initially student group will prepare a project proposal (terms of reference) based on discussions with the company. A work plan is also prepared listing the main activities to be undertaken and a time table for completion of these activities.
- Students present the proposal and work plan before a faculty committee. During the year, an interim progress report is submitted to the MBA Project Coordinator, Project Advisor and the Client.
- On completion of the project a draft written report is submitted and an oral presentation made to the client and the faculty committee. The presentation is held at the IBA Karachi.
- Based on client and faculty feedback a final written report is submitted to all for final grading.

### **Responsibilities of the Organizations**

The responsibilities of the client organization would include:

- Provide the IBA a brief description of their requirements and scope of the Project on annexure-1 (attached)
- Provide name and contact details of the individual in the organization who can be contacted by the group involved in the Project including to facilitate access, where necessary, to the relevant company material and information.
- Meet the financial cost incurred on the Project including travel and accommodation cost, if any. IBA does not charge for the Project conducted by its students.

Please send a brief description of their requirements and scope of project in coming week. If you have any queries related to the IBA - MBA Project, and how it can benefit your organization, please contact:

**Dr. Muhammad Ayaz, Director Business Administration Programs**  
**Email: [muhammadayaz@iba.edu.pk](mailto:muhammadayaz@iba.edu.pk)**

**Details for the MBA Project**

<b>Title of Project:</b>
<b>Client Organization's Name:</b>
<b>Name of Contact Person (with Designation):</b>
<b>Contact Information (Mobile and Email):</b>
<b>Organization's Brief Introduction:</b>
<b>Scope (e.g. limited to a department /program /project /market):</b>
<b>Objectives of the Project (Numbered):</b>
<b>Project Details (mention activities):</b>
<b>Final Deliverables:</b>
<b>Duration (min. 3 months required) and Due date:</b>
<b>Stipend / Financial Details (if any):</b>
<b>Assumptions /Constraints:</b>