



KINGDOM OF TECHNOLOGY ENTERPRISE (PRIVATE) LIMITED: CASE STUDY

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ABSTRACT

In modern era the it has been realized the importance of information technology for the development of business organizations. The major objective of this study was to determine the Contribution of information communication and technology and consultancy firm providing competitively priced outsourcing services to companies worldwide. For this purpose, kingdom of technology enterprise (private) limited 73 Jail Road Gulberg 9th Floor, Tricon Corporate Centre in Lahore, Pakistan was selected. It was conducted the interview from the CEO of this business organization and ask the questions how to develop and face the challenges. This case is ideally for MBA class students. This case will accelerate the learning of MBA Students with some basics about new techniques of computer software development, promote their business in the global market in getting reasonable profits.

Keywords: Enterprises Private Limited, Software and Technology, Consultancy

I. INTRODUCTION

Kingdom of Technology (KOT) Enterprises Private Limited is located in, 73 Jail Road, Gulberg 9th Floor, Tricon Corporate Centre in Lahore, Pakistan and is part of the Other Professional, Scientific, and Technical Services Industry. KOT Enterprises Private Limited has 34 total employees across all of its locations and generates \$1.33 million in sales (USD). It was established in 2018 and is Information Communication & Technology services, software development, advanced solutions and consultancy firm providing competitively priced outsourcing services to companies worldwide. Having a strong local presence in Pakistan, Organization have been marked as a well-established and sound company driven by the industry's highly professional and trained individuals and is surely headed in becoming a leading organization which facilitates, enhances and provides measurable business value through most effective uses of Technology and Resources to organizations globally.

Dedication to owner of KOT Enterprises Mr. Mehran who is the key factor of this successful business. He realized that only modern techniques can be suitable to grow business in local and international markets. KOT is a well-established Enterprise. In local market it has little competitors but in foreign market as compared to local market, they are facing high competition. KOT Enterprise is bringing Innovations to compete with other competitors. But profits have reduced as compared to earlier. We are trying our best to increase global market share. On the response the CEO said that venue should be somewhere where someone enters and forgets everything. That is how the thing are to be done on business table. If I even don't have 100 rupees in my pocket but I have a good wrist watch, a good car's key, a handsome mobile and well-dressed without any money in my pocket even then a millionaire will wish to start a business with me. So, venue is in the Central location in the heart of Lahore. Marketing is not my job; I could have belonged to marketing if I would do a job in a marketing firm of sales firm. Sales firms are there. I belong to a technology company. I am here to execute the things. I am not here to market them. So, what I did was I hired sales firms. They are meant to do it for me. That is what they are getting money for.

II. BACKGROUND

Highly skilled intellectual personnel, most having substantial work experience in diverse areas of Information Technology & Development make up our team. Organization management ensures that each individual excels in their specific assigned tasks by working closely with them. Only those individuals are hired who not only possess strong technical and analytical skills, high intellect, sound work ethics and integrity but also who have confidence, decision making abilities and above all the drive to excel whether it is at the management level or at a technology/software development position. Organizational focus is, sound and innovative approach is derived from the cumulative experience of our team members. As a result of their combined practical business experience with

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strong technology delivery capabilities, we are able to comprehend the client's business requirements, propose IT and creative strategies in line with the vision of the business and execute the business plan by building or implementing high quality scalable business solutions through the use of latest Technologies. Domains, organization is serving are; Web Application Development, Web Application Development, Content Development Services, Cloud Services, Cyber Security Services, IT Infrastructure Services, Search Engine Optimizations, Digital Marketing Services, and Support and Helpdesk.

As CEO said that he is pretty blessed with the focal persons around and he believe that all the company programs are sided, and KOT Student Partner Program is the most important and vigilant transformation that can make an impact on the company. KOT Student Partner Program brings up the vibe of excitement and thrill to the academia, we have so far designed the best programs that focus the triggers to make out a professional look at the world through the eye of hope. Even program managers viewed that KOT Student Partner Program is one of the designed programs in such a way that they can see practical bridging between academia and the education sector globally. The program translates the technical and non-technical knowledge that one may need to learn and grow within the industry.

III. STRATEGIC LEVEL

When CEO was asked before starting your Enterprise, which types of decision did you take? On the response he said, Business scope comes first of all. Before starting any business, the first thing that he considers was that in which scope he should start business. So, when he started to work in KOT, he thought about it on global level, as he considered about its business structure, and legal structure with no limitation, so this may have a global impact therefore this comes in private limited scope. The second factor that he considers was that how much one's streamlined with his/her vision. Streamlining with vision should be in such a way that you know one's target audience. Moreover, CEO of this organization did not involve any person for taking decision regarding business but suggestions may be taken because he was fully confident about them. So, formation of business involves no one but stability and sustainability of business involve C-tiers.

Before starting Enterprise there was no problem, but there were still some factors e.g., strong background, Family matters, and financial stability effect business. So, finance was no matter for ECO in case of any loss. Problems comes where there is competition, and he did not consider about any strategy or driving force did not bother about competition. So, he just concentrates on himself; therefore, and did not face any problem. He said that when he was student, since than he had a vision to start his own business. Therefore, he saved capital in this purpose and faced no capital problem. While taking decision regarding manpower to run Enterprise, he also did not face any problem because he has a mindset that one should not make the people slaves. If I cannot be slave to any brand or company the no one can be my slave at any cost. I give people hiring models of great innovations and never stop them. One's getting the pay for what he/she do but it doesn't mean that they are bound here and cannot be somewhere else. All these workers in his company, are aligned on consultancy model. Even as a CEO of company, support this vision. In his business, he gets multiple students and multiple startups formulated and support them in every framework, even he helps their workers in legal framework or business formulation, and support all of them. According to him, venue is a critical phase for starting any enterprise.

IV. OPERATIONAL LEVEL

In Pakistan or global market, the biggest factor for starting a business is to create a trust identity without this identity why people would give one's business because they are new in business who have no profile. So, he said, he thinks his institute helped him a lot in this regard. GCU helped him in personality grooming, thinking and confidence building. Leadership style also matters a lot. His institute trained him in this way. When he enters somewhere in such a mindset that whether dealing person would consider mw or not, then he should have a question with himself that what he has inside. When he come out from the gate of GCU, this factor always comes into his mind that he is Ravian and want to get his work done. He went the concerned person that work done and how he would do that work. So, this attitude, this style and this firm believe make his work.

V. REFLEXIVE LEVEL

Obviously, policies matter a lot. Business never grows without policies and frameworks. So, every time we sit in a meeting, we say we need to make new policies. The thing is that policies change daily because with the passage of time, with experience we learn new things and innovations. Universities and consultancy firms all are his employees because they are self-employed and he is ready to work with them. He just put in efforts and Allah grants fruitful results, did not care for this thing that what will be outcome of this. But whatever the work he did, did honestly and full devotion, and my business grow due to grateful to Allah Almighty. He said that an institute's training matters a lot. Student's partner program has changed and now it is known as Bridging Academic and Industrial Gap. He got the idea of it when he was in 1st semester. A senior female student of 5th semester helped him a lot. They asked him

if he has a will to do it, they will be there to help him. So, then he made up his mind that whenever he would form an entity, would contribute for knowledge in the community. Now, we are running this program in the top universities. Now he launched this program in GCU, which is the mother of all universities, Punjab University which is the child of GCU. Then he launched this program in FAST University, in its main four campuses of FAST Lahore, Faisalabad, Islamabad, and Peshawar. After this we also launched this program in superior university, LUMS and as well as University of Gujrat. And now the VC of Minhaj University is impatiently waiting for it. This is formation, connectivity and entity and transformation.

Moreover, Alpha Advanced research program is the child of Bridging Academic and Industrial Gap and it is still in the process of formation. This program is for those who do not want to do the things practically and they are more inclined towards teaching and quality education. So, such people needed to be taught research methodology. There is lot of people who claim to be good researchers but they cannot cope with the things. In this regard the background matters a lot. How this training can be imparted, the Alpha Advanced Research Program will play its role. For this purpose, he is also about to constitute a committee in this committee he will involve researchers, HEC and VCs. This is his plan and want to see it fully operational before 2023 because we have patents. Moreover, digital interview programs of KOT are running to have our own company's Media House in future. The pace of this program is still slow due to some legal formalities. When he was asked did, he takes any wrong decision regarding enterprise, and how it effect enterprise. On the respond he said, in fact, life is nothing without failures. He thinks a person who learns from his failures is really great. If you strike against any mindset, you need to pay something for that he has done it. If an acceptability factor inside me and I suggest that a man should have this factor. He took a decision during his student life and wanted the teaching learning process should have demonstration technique. So, he requested his HOD for an event. He was a trainer in the institute and he wanted the training event. But this event gave him a setback of about 3 years because his HOD said if he could organize the event with connections then we could delay your degree. But he was aligned with his vision and stick to it. After sometime the training by using latest technology. The teachers did not like this thing but it was a fact they cannot ignore HEC. Initially teachers resisted this change but they had to follow HEC guidelines or fear because of this training his company could be in danger as he wanted to work with GCU and thought that it was not a good decision at that time. But his relations remained strong with GCU and it was only due to the help of Allah Almighty and his VC's still help him.

Pointer Tread is a concept and program. Pakistan has not any platform at tech business. It would be the first national platform which will be the hub of technology news as well as business news and we also have a plan to involve IT ministry and PITB. We need improvements. He said he is not an angel; he also makes mistakes but he has put the opportunity at doorstep of people. This is one thing that he could do and did that in future. His approach is giving opportunity. Recently he appointed his junior as assistant in company and could delay his appointment for at least 6 months but appointed him to cash the money in his pocket but he facilitated his junior. That is what he wants to do for the betterment of his company to have a promising future.

VII. CONCLUSION

In the current case study, for the completion of this task, the researcher conducted the interview of the CEO of KOT enterprise who was independent and his business was flourishing rapidly. He belongs to a noble, well settled, and well-educated family and willing to start his own business from their early age. At the time when he took start his business, he did not involve any person. He sat his own vision before him. To cultivate his vision, he stores capital since his early age. For the selection of place to start his own business, or taking decision regarding the selection or hiring manpower, he did not involve any person. Problems came on his path, but he faced all these and sought out all of these timely and accordingly. With the help of his teachers, teams, and other wishing person, his business grows rapidly. Now, 34 total employees across all of its locations and generates \$1.33 million in sales (USD). It was established in 2018 and is Information Communication & Technology services, software development, advanced solutions and consultancy firm providing competitively priced outsourcing services to companies worldwide. Having a strong local presence in Pakistan, Organization have been marked as a well-established and sound company driven by the industry's highly professional and trained individuals and is surely headed in becoming a leading organization which facilitates, enhances and provides measurable business value through most effective uses of Technology and Resources to organizations globally. Highly skilled intellectual personnel, most having substantial work experience in diverse areas of Information Technology & Development make up our team.