

MARKET FEASIBILITY FOR AIR CURTAINS

This Project Report is submitted to the Faculty of Business Administration as partial fulfillment of Master of Business Administration

by

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Acknowledgement

We feel a great deal of pleasure on the completion of this project report. This project not only enabled us to gain practical insights from the market but also enabled us to apply our theoretical knowledge, thereby marking the culmination of our MBA degree.

We are very thankful to our Project Coordinator, **Dr. Rameez Khalid** and our Project Advisor, **Dr. Kamran Mumtaz** for taking time out of their busy schedules and for providing us with their valuable critique. We also want to extend our thanks to our respected client, **Mr. Faisal Jalal** for familiarizing us with this industry and for taking us on board.

In addition to this, we also want to extend our thanks to **Mr. Muhammad Zahid**, Assistant Manager Graduate Program Office for facilitating us throughout this journey

Letter of Transmittal

Date: May 20th, 2019

To

Dr. Rameez Khalid, Academic Director PGD (SCM) and Director Business Administration Program
at Institute of Business Administration

Submitted by

Abdul Arham Khan, Kamran Ali Shahzor, Momina Ahmed, Shahryar Varzgani, Syed Muhammad
Antiq

Subject

MBA Project Final Report: Market Feasibility of Air Curtains in Pakistan

We present our report for submission with a great deal of pleasure. The project is based on an extensive market research including the census of the brands and types of air curtains installed in the clusters of Karachi with a large number of international brands and heavy customer footfall. This report also lists the pricing structure based on the pricing methodologies followed by the competitors, break even analysis and twenty interviews conducted from respondents from restaurants, hotels, meat shops, modern retail outlets, offices, factories and educational institutions. The report lists the retail and digital marketing schemes after identifying the gaps in consumer perception and matching it with our client's vision. Our journey throughout this project was enriched with a lot of learning opportunities and we are thankful to Mr. Faisal Jalal for providing us with this opportunity.

Sincerely,



Abdul Arham Khan



Kamran Ali Shahzor



Momina Ahmed



Shahryar Varzgani



Syed Muhammad Antiq

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Executive Summary

Air curtains are the devices that prevent the contaminants like dust and insects from entering the buildings. The first chapter of this report discusses in depth how 40% of energy is consumed in residential and commercial buildings and out of this energy, about 70% is consumed in heating and cooling the buildings. Most of the energy wastage is done due to air leakage and this leakage is usually prevented by the installation of air curtains. This chapter further discusses how the air emitted by the air curtain creates a barrier for outside air that prevents it from entering the interior of the building; the working of air curtain is based on the formula $F=MV^2$. Motor, blower, air chambers and nozzle are some of the major components of air curtains and the height of installation of air curtain, width of air curtain, location of building, number of doors, velocity of air throw, air flow, pressure difference and discharge temperature are some of the considerations that are taken into account while designing an air curtain.

The second chapter discusses the objectives of this project, translates objectives into deliverables and then throws light on the methodology implemented to achieve those deliverables. The third chapter discusses the industry overview for air curtains. This industry overview includes the global demand projections, demand drivers for air curtains, geographical distribution and major industrial players. It also discusses the regulatory measures and business landscape for doing business in India and Pakistan. In addition to this, it discusses the SWOT analysis for Pakistani industry, PESTLE analysis for Pakistani industry and PESTLE analysis for Thailand.

The fourth chapter discusses the impact of air curtains including how it cuts down the electrical expenses by citing an experiment from Wang, how it preserves environment and how it improves the environment in retail outlets, thus encouraging shoppers to increase spend volumes. The report shares an experiment that compares how open doors and closed doors impact the shopping behavior of customers. The fifth chapter is based on literature review of the factors that affect consumer buying behavior. It discusses themes like brand awareness, brand image including brand attributes, benefits from brands and attitudes towards brands, pricing, ethnocentrism, product quality including product design, product functionality and customer satisfaction, product aesthetics, product durability, reliability, social impact of green products, and need assessments for SMEs.

The sixth chapter discusses the research findings from the interviews conducted for retailers of air curtains. These shopkeepers were shortlisted based on cluster sampling

technique and then further shortlisting was done based on convenience sampling approach. This chapter discusses the competitors, pricing structure followed by these competitors, product attributed offered by these competitors and the client base of these companies. The seventh chapter discusses the research findings from Primary research. This chapter shares the research findings from the census of 266 retail outlets and discusses the market share of the predominant players, the most dominant SKUs found in Karachi and the current operational status of air curtains.

The eighth chapter discusses the pricing structure and the results from Break-even analysis. The ninth chapter highlight the thematic analysis based on in-depth interviews of twenty clients, four competitors and two contractors. The tenth chapter discusses different forecasting methods for demand forecasting including moving averages method, exponential methods, and Holt-Winter's method. The eleventh chapter lists down some of the retail strategies and digital marketing strategies for spreading the word across to the customers.

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