

BBA Hons 2023



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ABDULLAH MUHAMMAD

EDUCATION & QUALIFICATIONS

Lahore School of Economics Bachelor of Business Administration (Honors) (Major) Marketing and (Minor) Media CGPA: 3.09	May 2023
Keynesian Institute of Management Sciences GCE Advanced Level	May 2019

EXPERIENCE

Frontier Foundry Steels <i>Intern, Marketing department</i> <ul style="list-style-type: none">Content writing topicsDeciding FAQs	June 2022 - Jul 2022
Synergy Traders <i>Intern, Distribution department</i> <ul style="list-style-type: none">Assisted with the distribution of Whistlez to the convenience store and small-scale retailers, Parent company: Rupali Foods Limited	June 2019 - Jul 2019

RESEARCH & PROJECTS

Operations Management | Waves Singer

- Gained hands-on experience and access to daily operations of Waves electronic appliances
- Studied: Process flow charts, Quality assurance, and Supply chain management

Strategic Management | Daily Deli

- Employed strategic analysis models to evaluate the company's current position compared to its competitors.
- The models used included SPACE, IFE, EFE, SWOT, and Grand Strategy Matrix.

Industrial Marketing | Leopards

- Analyzed 4Ps of B2B relation.

Advertising | Haleeb Foods Limited

- Developed communication brief, media campaign, media plan, and digital strategy after primary and secondary research of the brand's consumers and prospects.

Consumer Behavior | S-Think Watch

- Analyzed the consumer buying process of the company's customers.
- Industry analysis and Competitive advantage

HONORS & AWARDS

February 2019

- Got experience by attending the course in communication skills given by Raja Zia Ul Haq, CEO of YouthClub

EXTRACURRICULAR ACTIVITIES

- Community service with the Rizq foundation

May 2020

SKILLS & INTERESTS

- Adept at using Microsoft Office and Adobe Illustrator
- Proficient interpersonal skills and comfortable working as a team player.
- Soft skills: Confident in communication
- Languages: English, Punjabi, Urdu & Pashto