



**Muhammad Ali Hassan**  
Managing Director  
(A.M International)

# LET'S TALK BUSINESS



AliMagnus



appletorose



[www.aminternational.pk](http://www.aminternational.pk)

# **1. Business is not about establishing personal contacts, rather it's all about Quality, Systems & ultimately establishing a Brand**

Some times we start believing that our personal and direct contacts with various clients, suppliers, business associates etc., may help us to grow our business well. And our major portion of time is being spent on socializing and so on.

To some extent and in limited areas this is correct too, but in the main business world and practices this is disastrous and extremely fatal for the business. **As the time is the money and one of the greatest assets that one may have.** As a business man, we have to focus on our product and service quality, that may ultimately force others to join hands with us.

**As a good businessman** always try to spend more time in making systems for your organizations, that may bring regular improvements in your product quality and services. This will eventually force others to come close to you. **Make your products and services, up to that high standard, that your products automatically become the preferred option for others, on the bases of quality, and services, not on the bases of personal or direct contacts.**

**Make Brands, not just products:** Normally, Brands are not made over nights, years of sacrifices, efforts, quality checks, learning from mistakes, and professionalism all are needed to make a brand. Whether you are in FMCG business or B2B, brands are needed and admired everywhere.

**Some Examples From Pakistan::** Nishat Group , Candy Land, Packages, Mitchells Fruit Farms, Kitchen Cuisine, UniWorth Shirt and Tie Shop, Cakes & Bakes, Sufi Oil and Food, EBM Biscuits, Lu Biscuits, Volka Food.... Etc....

**In Last, Remember:** Allah Talla, also help those who help themselves. We have to do our best, with honesty and sincerity, and then leave the result on Allah the Great. In Sha Allah, you will succeed always.

**As there are some universal principals, not for Muslims only but for all others too, Like:::** those, who look after others well, deal politely, who work hard, with honesty, sincerity, professionalism, have patience, vision, and have gracious hearts, normally, succeed in the business and other routine world matters too



AliMagnus



appletorose



[www.aminternational.pk](http://www.aminternational.pk)

## **2. Do not reduce your profit margin, this is your business life line. Don't let your business bleed.**

**Gross profits should never be celebrated,** or taken seriously, as the actual thing is net profit at the end of the day. **Whether in service industry, FMCG or B2B,** sometimes to meet the competition or under the pressure of clients, we start compromising our profit margins, so that we could retain our customer or market.

**This reduction in profit margins ultimately effects all of the business operations,** like you have little funds for salary increase and other incentives of the team members, so ultimately, good team members start leaving you. Due to shortage of fund your R&D slows down, you are not able to upgrade your plant and machinery, you can not update your over all infrastructure, and you are not able expand your business.

**And the client for whom, you had compromised your profit margin, also leaves you,** as you could not give him the quality, that he expected from you, as always remember, quality has a cost, and this cost can be covered by good profit margin, not by obliging only.

**Low Profit, high turnover, is not applicable in all the scenarios.** So, first identify your target market, your strengths, weaknesses, the market opportunities and threats very carefully, and then enter the business very carefully.

Most of the people run business for profit, not for public service or charity. If you have good profits, then you may have more budgets for you team welfare, more funds for R&D, you can attract professional human resource etc....

**This is also a fact that, too much profit or extra profit, as compare to your industry norms, may also force you out of the market, but** very little profit may completely wipe you out of the business. So extra profit is very risky, but very low profit is fatal.

**As there are some universal principals, not for Muslims only but for all others too, Like:::** those, who look after others well, deal politely, who work hard, with honesty, sincerity, professionalism, have patience, vision, and have gracious hearts, normally, succeed in the business and other routine world matters too.

**In Last, Remember:** Allah Talla, also help those who help themselves. We have to do our best, with honesty and sincerity, and the then leave the result on Allah The Great. In Sha Allah, you will succeed always.



AliMagnus



appletorose



[www.aminternational.pk](http://www.aminternational.pk)

### **3. Respect your business community. Don't play with Country's economic backbone, for your political interests and gains.**

Nowadays, many politicians keep on saying that Pakistan has been looted by a few rich people, a few rich families, sometimes abusing businessmen in the name of drug mafia, sometimes humiliating businessmen in the name of cement mafia.

Sometimes calling businessmen as petrol mafia, etc. Hence try to bring down the image of the business community in the eyes of the people.

The aim is to win the sympathy of the people, so that the eyes of the people do not reach out to the incompetence of the politician, all the rubble should be thrown on these rich businessmen and they should be humiliated in the eyes of the people.

**Why don't politicians tell the people,** that By The Grace of Allah Almighty, The Great, 1000 richest people of Pakistan, factories or businesses are actually carrying the major burden of 220 million Pakistanis. Why don't they tell the masses, that Mian Muhammad Mansha Sahib's Nishat Group alone employs about 170,000 people, and more than 1 million Pakistanis are directly or indirectly affiliated with Nishat Group.

And our politicians, instead of saluting this man, continue to criticize him for their own interests. Pakistanis, please respect Mian Mansha Sahib, respect Sadar Ud Din Hashwani Sahib, respect Malik Riaz Sahib, all other great business personalities of Pakistan.

**The sustenance is indeed bestowed by Almighty Allah The Great, but please respect the source through which you get it.**

**God forbid if today,** if the first 1000 rich people of Pakistan close their businesses, then maybe Pakistan will go bankrupt in just a few days. Those 1000 people will probably go to any country in the world and live the rest of their lives in luxury, but maybe Pakistan will suffer the worst economic crisis after the departure of these 1000 people, **because it is not just 1000 rich people only, they are Pakistan's 1000 most important business brains too.** And they are the actual backbone of Pakistan's economic growth.

**Bhutto also created hatred in the hearts of the people for businessmen.** And began to say that some of the richest people or families have looted Pakistan's wealth, and these rich people suck the blood of workers and poor people, etc.

**In order to win the sympathy and votes of the people, the Bhutto government took over all the major factories, and businesses in Pakistan.** And made the

workers in charge of these businesses. The result was that, in the beginning, the poor people were very happy that the owners have gone and now they are free to do anything, but those poor factory workers and these factories very soon got financially collapsed, because the real skill of running the factories was known only to the owners of these factories. Pakistan had entered the worst economic crisis.

**And then came the time when the government begged the factory owners to come back**, and run their own business, but many of the factory owners had left the country, and many did not come back due to the humiliating behavior of the govt. Many of them refused to return. **As a result, to this day, Pakistan has not been able to recover from the effects of this economic catastrophe.** Just as Pakistan needs army, judiciary, scholars, teachers, politicians and people from other walks of life, so it needs businessmen.

**If the United States is a superpower today, it is a superpower due to its Top 1000 big companies. These top 1000 companies mainly run the economic cycle of the USA.**

**In short, Pakistani businessmen are not angels, they make many mistakes too, but politicians should not create hatred between the people and businessmen for their own benefit.** Because Bhutto may have been able to reap some of his temporary political benefits by instilling this hatred, but Pakistan is still suffering from it. The desolate and ruined walls of the Beko factory are still weeping over Bhutto's wrong decisions.

Businesses are built on years and many generations of struggles, don't sacrifice them for your political goals.

**May Almighty Allah The Great**, for the sake Of The **Holy Prophet ﷺ** forgive all the sins of all Muslims and grant us all immediate guidance and keep all of us always safe and sound and keep all of us always happy and prosperous forever - **Aamen**



AliMagnus



appletorose



[www.aminternational.pk](http://www.aminternational.pk)

#### **4. There is a huge mafia in Pakistan which is the root cause of many problems in Pakistan. But we don't even name this mafia.**

**And that is, “Spread Disappointment among Pakistanis”, mafia.**

**Some of the major sayings of this mafia are::** “how bad the situation is in Pakistan”, “there is so much corruption in Pakistan”, “there is no system in Pakistan”, “there is so much inflation in Pakistan”, “there is so bad quality of education and health facilities in Pakistan”, “Pakistan’s army eats the budget of the whole of Pakistan”, “we don't need an army. Etc.

**In 1997, if one liter of petrol cost about Rs. 25, then the salary of an ordinary laborer in Pakistan was about Rs. 1200 per month.** Today, if petrol is about Rs. 250 per liter, then the salary of a laborer is starting from about Rs. 20,000 to 25,000 per month.

**In 1997, gold was about Rs 5,200 per tola. And in 1998 it reached 6100 per tola.** Which means that the wage of the laborer was about 1/5 (one fifth) of gold per tola. Today gold is worth about 140,000 rupees per tola. The salary of a laborer is about 25,000 rupees. Which is again about 1/5 (fifth) of gold.

**Of course, there is a lot of inflation, but thanks to Almighty Allah The Great ,** the purchasing power of the people has also increased a lot in the last 30 years.

**It is a fact that in many cases the situation is really disturbing, but thanks To Allah Pak, that, the situation is not as bad as some people claim to be and try to discourage the Pakistani people.**

No matter which government has come in the last few years, whether it is Nawaz Sharif's or PPP's, or Musharraf's or Imran Khan's, By the Grace of Allah Almighty, in spite of many problems, Pakistan is getting better in almost all the economic, defense and social sectors etc.

**It is also a fact that due to corruption and incompetence of many people** this pace of development has not been as fast as we might have wished. But the situation is not as bad as these frustrated brigade mafia noises.

**This is not a coincidence, that :::** The Arabic translation of Pakistan is Madinah Munawwara (a place where Pak people live). And the Urdu translation of Madinah becomes Pakistan.

**This is not a coincidence, that :::** Pakistan was created on the 27<sup>th</sup> of Ramadan UI Mubarak. (Laila Tul Qadar).

**This is not a coincidence, that :::** Despite a lot of efforts by the USA, Israel, India and the world, Pakistan has become the only Muslim nuclear power in the world.



**This is not a coincidence, that :::** In the last 20 years, despite the best efforts of the world, Pakistan's missile program has turned into one of the best missile programs in the world.

**I'm just against spreading frustration and disappointment in Pakistani nation.** Pakistan's political, military, and religious leadership all have certainly made many mistakes, but thanks to Allah Pak, we all have learnt a lot from these mistakes.

**Don't be discouraged, In Sha Allah Pakistan will go a long way ahead,** In Sha Allah, the time will soon come when the decisions of the nations will be finalized in Islamabad, and the nations of the world would feel honored to have the Green Pakistani passport.



AliMagnus



appletorose



[www.aminternational.pk](http://www.aminternational.pk)