



Pitch Deck

P r e s e n t a t i o n

Prepared By : Zahid Sharif

www.pkworld.pk

Executive Summary

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PKWORLD is Pakistan's first locally-based online platform for hotel bookings. We connect customers with hotels through direct bookings and an innovative agent system, promoting Pakistani tourism and supporting the local economy.



Problem Statement

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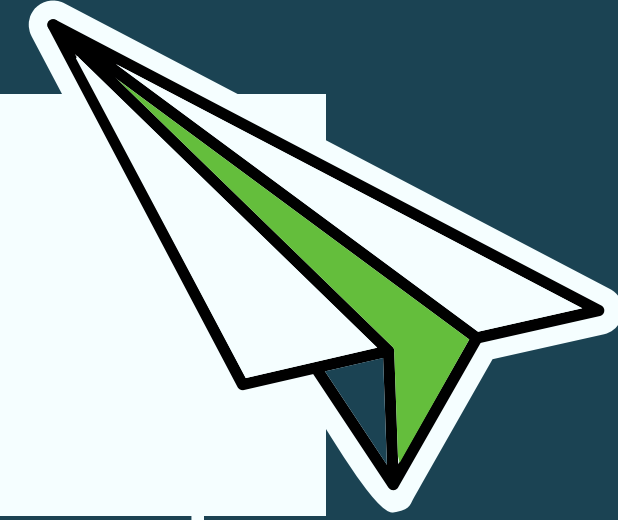
Problem 01

Despite the growth of the tourism industry in Pakistan, there's a lack of locally-based online platforms for hotel bookings.

Problem 02

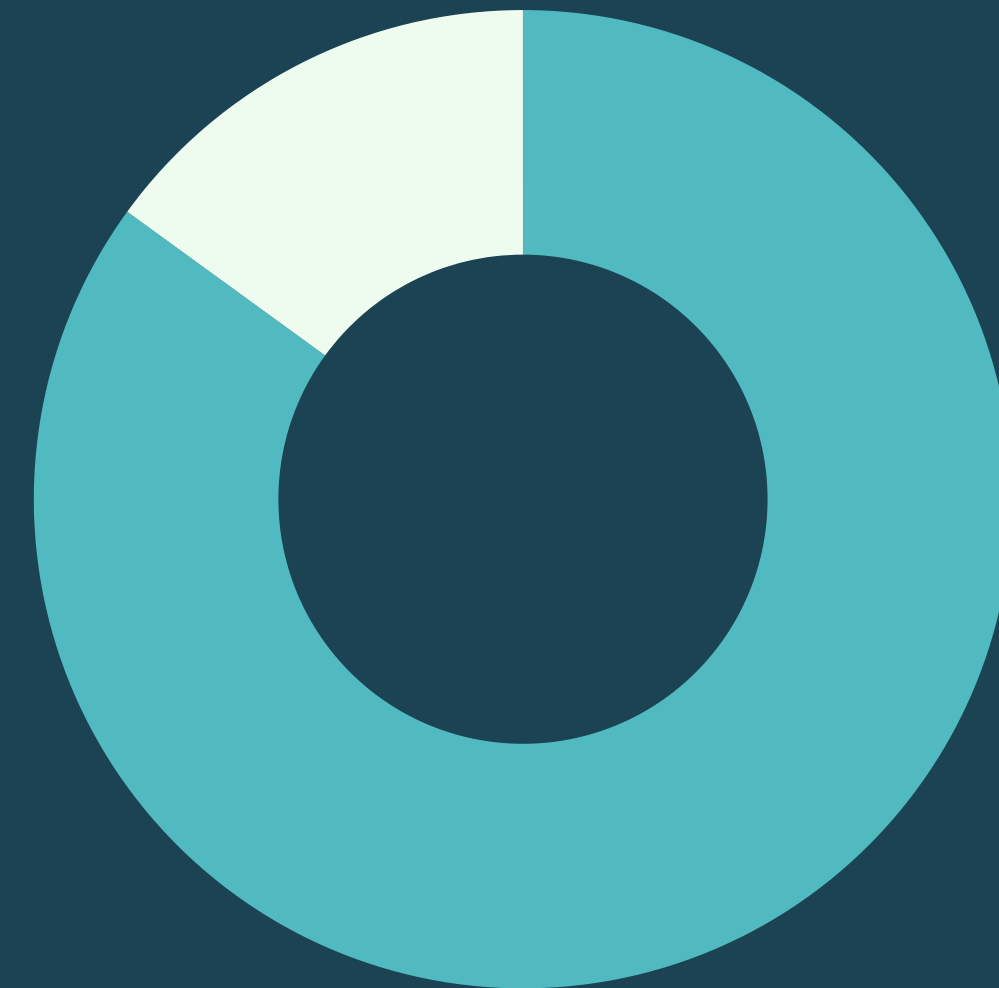
International platforms drain the country's foreign exchange reserves, and there's a need for a solution that supports the local economy.

Service and Business Model



PKWORLD allows customers to book hotel rooms directly or through agents. We earn a 15% commission on each booking, and our agent system allows us to expand our reach across the country. Our platform is designed for user-friendly experience and we plan to leverage technology to enhance our services.

pkworld earn
15%



hotel earn
85%



Sales & Growth Transactions:

PKWorld is in its pre-launch stage, focusing on securing partnerships with hotels across Pakistan. Our aim is to partner with 5% of hotels in our first operational year. We project a first-year revenue of PKR 937,500,000, based on our business model and market analysis. Our growth strategy includes expanding our partner network, enhancing our platform with technology, and promoting Pakistani tourism.



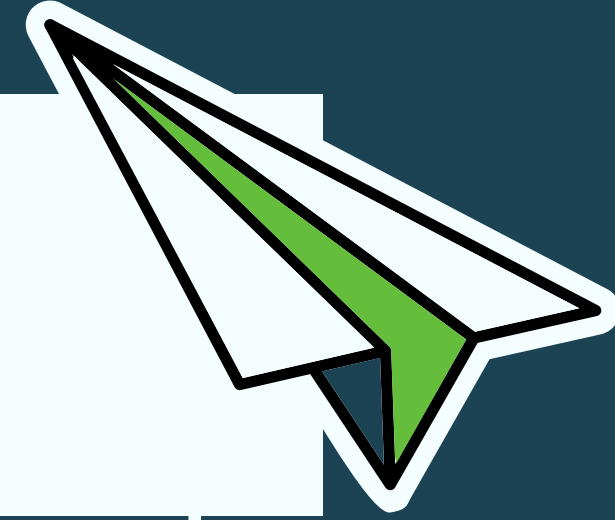
Market Potential

The tourism industry in Pakistan is growing rapidly, with increasing numbers of both domestic and international tourists. With 10,000 hotels across the country, the potential market for our platform is substantial.

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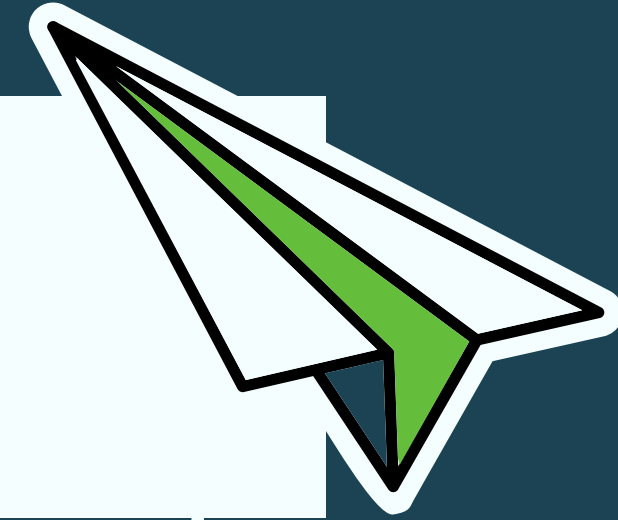
Competitive Landscape



While there are international platforms operating in Pakistan, PKWorld is the first locally-based platform. Our local focus and agent system give us a unique competitive advantage.



Solution Outline



Our platform connects customers with hotels through direct bookings and an agent system. Our unique selling proposition is our local focus, agent system, and commitment to supporting the local economy. We plan to expand our services, leverage technology, and overcome challenges such as increasing our user base and partnering with more hotels.



Strategy/Business Growth Roadmap

Our strategy is to continue expanding our network of partner hotels and agents, enhance our platform through technology, and promote Pakistani tourism.

We plan to gradually increase our market share and aim to become the leading online platform for hotel bookings in Pakistan.

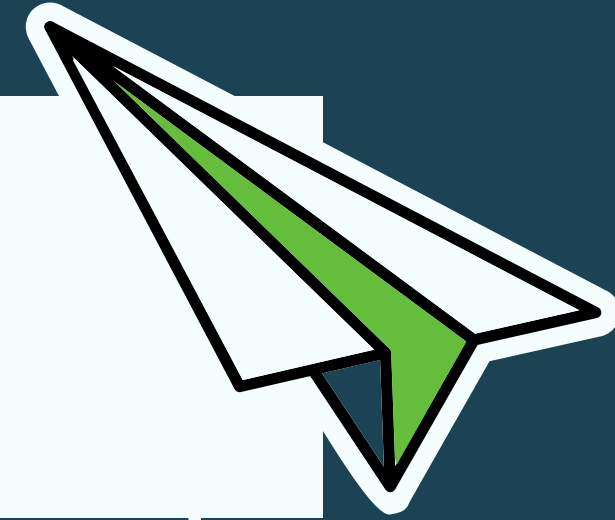


Funding Received

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PKWorld has been bootstrapped through personal investment by our founder, Zahid Sharif. This self-funding has enabled us to build our platform and establish our operations. We're now poised for the next phase of growth and open to external funding to accelerate our progress.

Team



Our team is led by Zahid Sharif, a seasoned professional with 10 years of international experience in the hotel industry. Zahid's expertise, combined with our strong team of developers, travel managers, and customer support, positions us well for success.



Zahid Sharif
CEO | FOUNDER



Usama Malik
CO FOUNDER | DEVELOPER



Muhammad Usman
MARKETING



Talha Malik
CONTENT

