



Marketing Practices in Small and Medium Sized Business of Pakistan: An Empirical Outlook from Catering and Restaurant Industry

Arsalan Mujahid Ghouri, Naveed R Khan

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The book was written with the intention to unfold the marketing practices experienced in small and medium sized firms with specific focus of restaurant and catering industry. The figure and facts and results mentioned in it, highlighted the significance of marketing practices in SMEs. Unfortunately the SMEs structure is unstable in Pakistan, and need of a concrete and comprehensive structure is required. SMEs are the major chunk of total establishments operating in Pakistan and contribute a significant amount in GDP hence viable policies and practices are essential to improve the performance of this sector and turn it into a most substantial contributor in economic growth. This book identified the determinants of marketing practices and SME performance and provided a guideline for SMEs owners and managers to improve their financial outcomes with the help of effective marketing practices as proposed.

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