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RESEARCHARTICLE

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Exploring the Potential Hurdles: A Study of Lucrative Small-Scale Businesses in Pakistan

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Abstract
The study aims to provide detailed knowledge about lucrative small-scale businesses, explaining key elements like market demand, legal frameworks, and entrepreneurial behavior. After that, a discussion on potential hurdles faced by the small-scale business sector in Pakistan has been addressed. The data collected has been reviewed using the Science-Direct and Google Scholar databases. Of the available materials, the most relevant 36 review and research articles have been selected for this study. After that these articles, vlogs, and available literature have been appropriately reviewed and analyzed a theme of study based on the relevant information has been extracted. The study guides sustainable economic growth and prosperity and provides a benchmark to assist the prospective business owners of small-scale lucrative businesses. There is a research gap in literature. This study provides a road map for future researchers. The scope of the study is restricted to specific regions or industries within Pakistan. The hurdles mentioned in the study may be for other countries, too. The guidelines of this study are helpful for policymakers and prospective business owners and provide valuable recommendations. Entrepreneurs can meet the needs of communities by offering products and services, addressing social issues, and guiding policymakers in future decision-making.

KEYWORDS
Lucrative, Hurdles, Sustainable, Prosperity, Potential, and Benchmark

1 | INTRODUCTION

Pakistan is a shining example of perseverance, creativity, and prosperity during globalization and technical growth. A nation formerly recognized mainly for its textile and agricultural industries is rapidly becoming the hub of various innovative commercial activities. Pakistan is an excellent case study in corporate innovation and economic success because of its continuous commitment to excellence and dynamic entrepreneurial culture. Small-scale businesses play a significant role in innovation, job creation, and economic expansion in the country, which is why they are known as the backbone of Pakistan's economy. Still, there is a wide range of small-scale businesses, some of which are more profitable than others (Ryan, 2024). This study investigates the most successful small enterprises in Pakistan and reveals how they may serve as role models for others. Details of some popular and quickly established businesses are given here.

The most profitable business in Pakistan is content writing, which is a business with zero investment; editing and proofreading are just a rechecking procedure, and there is no investment by the business starter. Ghostwriting is writing without the actual person's name, and the writer can edit such a message easily for improvement purposes; blogging is a less investment business in Pakistan and very beneficial. Freelancing is also easy, very popular, and profitable in Pakistan. In a freelancing business, a freelancer can choose a project, and he or she becomes self-employed until the completion of such a project. Social media/ online marketing is booming very quickly in the country, and it is a zero-investment business and does not require much skill. Photography is also a small business, and it has become very famous nowadays (Ltd., 2019). Some small-scale businesses need a small amount for initial investments, such as personal training, travel agencies, tourism agencies, mobile and accessories, driving centers, home tutoring, renting, and property dealing. These businesses need limited investment, but they are very successful in Pakistan (Butt, 2023).

Small-town business ideas are also very important in Pakistan. Accordingly, a small community becomes larger after gaining prosperity; for example, all the big companies start their businesses in small towns, such as Walmart, which started its business first in a small town. Such businesses were started to meet the fundamental requirements of humans, such as food, clothes, and shelter. In the same way, specialist grocery stores, clothes boutiques, and nearby building contractors are a few examples of these small-scale businesses (Ltd., 2019). Every small town needs those products and services that are the needs of small-town businesses, villages, or rural areas. Examples of these types of businesses are bangle shops, car washes, coffee shops, clothing stores, etc. Various enterprises can be launched and operated from home as long as they do not significantly disturb others who live nearby. For example, handcrafted goods have always been a cottage industry. The craft of creating handcrafted goods is growing in value and appreciation. The handcraft business consists of cards for gifts with jeweler, candles, soaps, sculptures, t-shirts, clothes, and home décor (Zen Business, 2024). The main objectives of this study are to determine which business initiatives are the most profitable, examine the elements that contribute to their success, and unveil the hurdles for small-scale businesses in Pakistan. The research questions guiding this study are:

i. What are the most profitable small-scale businesses in Pakistan?

ii. What are the potential hurdles for small-scale businesses in Pakistan?

The following paragraphs address all these research questions in detail. In the first section, we discuss the most successful businesses and then some of the most common Hurdles faced by Pakistan's entrepreneurial sector.

1.1. The Cheapest and Easiest Businesses in Pakistan

Some businesses are considered the most successful businesses in Pakistan, and they have a great return on investment (ROI). According to Amin, (2023), Pakistan's most successful businesses are medicine, cloth, food, property, retail, wholesale, distribution mix (grocery), automobiles, smartphones, and Amazon-based. Many businesses in Pakistan may start with less than Rs200,000, for example, wedding planning and e-commerce, and some easy businesses may be started with only Rs100,000. Such businesses include freelancing, real estate, Search Engine Optimization (SEO) consultancy, and social media agency (Jamil, 2021). Nowadays, everyone wants to do online business to earn something for a livelihood because people are facing many difficulties due to the high cost of daily life items (Hussain, 2022).

In the past, most small-scale businesses in Pakistan remained dormant; however, the number of participating enterprises steadily increased (Marketing, 2022). According to (Limited, 2024), a business should be started carefully with a controllable budget and increased gradually with increased demand (Blog, 2024). Pakistan is the fastest-growing global business market, and people are advised to do business in Pakistan to make money with the right business decisions and run their businesses smoothly. A successful small-scale business always starts at a low cost and grows gradually according to the market demand (Blog, 2024). Among these sectors of small-scale businesses in Pakistan, e-commerce enterprises, agribusiness, food processing, and renewable energy solutions are very profitable and beneficial businesses in the country. Nowadays, e-commerce is very popular, and almost every person wants to do this business; most marketing students are interested in this business. Agriculture and food processing businesses are also in demand all over the country. Due to energy crises, renewable energy solutions have gained popularity and become an equal need in rural and urban areas in Pakistan (Valero et al., 2023). Hence, based on the above discussion, it has been proved that the small-scale business sector acts as the backbone of the economy of Pakistan, and its demand has increased in the recent days because it provides the best way of job creation to minimize unemployment and poverty in the country (Nawaz & Hussain, 2024).

The educated and non-educated populations may be engaged in different types of small-scale businesses to overcome the country's financial burden and engage the people in a well-planned and respectable way. Therefore, it is true that population is not a problem; the problem is how we can utilize it in a positive direction (Liu et al., 2024; Shah et al., 2024; Xuan et al., 2023). Below is a summary of the most profitable small-scale businesses; see Fig 1.

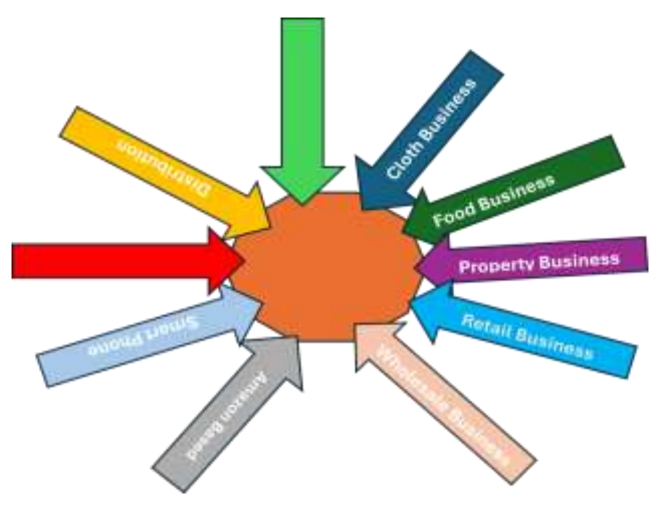

Fig. 1: The Cheapest & Easiest Businesses in Pakistan.

1.2. The Most Demanded Lucrative Businesses in Pakistan

Investment in lucrative businesses is very beneficial for small-scale businesses in Pakistan because the demand for such businesses is apparent and increasing continuously. Energy is essential to a nation's ability to flourish economically. A dependable energy supply is required to raise the standard of living for people. These days, the advancement of industry is essential to the growth of any nation, but it also depends on a steady supply of electricity (Awan & Khan, 2014). Pakistan is facing an energy crisis, and if anyone invests in this sector, it will surely succeed (Akhtar et al., 2024; Aqeeq et al., 2023; Jamil, 2024). Pakistan is experiencing a severe and tragic energy crisis. The forecast for energy consumption has recently increased relative to its production capacity, which poses a challenge to Pakistan's social and economic stability (Ali et al., 2021; Xu et al., 2023).

Globally, there has been a significant growth in the amount of money invested in projects related to renewable energy; similarly, Pakistan has seen a rise in the demand for renewable energy investment in the last ten years. Thus, Pakistan has good reason to begin implementing small-scale energy projects (Kamran et al., 2020). Another flourishing sector is the agriculture and forestry sector. By 2026, 50 million olives are expected to be grown on 10 million acres in Pakistan, where there are already 80 million wild and 5 million planted olive trees (Ali et al., 2024). Pakistan is also rich in natural resources and minerals; it has abundant forests and agricultural fields. According to a survey, Pakistan's geology offered massive mineral riches, which were scarcely known until recently. Pakistan is acknowledged as having the fifth-largest gemstone store in the world. In contrast, Gilgit Baltistan, the nation's primary hub for gemstone mining, contributes about US$5 million to the US$8 billion global gemstone market (Shah et al., 2021).

Another sector for investment by small-scale enterprises is education because mines such as gold, minerals, and gas are very important for human life. After all, they are considered potential sources of economic development and growth of a country. However, besides this, human capital is one of the natural resources that may be used to acquire knowledge and information. Universities can significantly enhance global collaborations by educating their students to be responsible decision-makers. This is a highly lucrative industry that is also one of Pakistan's most significant investment opportunities (Tong & Wang, 2024). One more sector of small-scale business in Pakistan is the shortage of drinking water. Although the groundwater is used for irrigation and drinking purposes, the main thing is how to manage it for a specific purpose. For this, proper care is required, which is possible if the government allows it on a small scale. Ordinary people should be educated and motivated to work in this lucrative sector in Pakistan (van Steenbergen et al., 2015).

Green technology includes renewable energy such as solar and wind energy, sustainable transportation such as electric cars and machines, and waste management such as refuse, reduce, reuse, recycle, and recover energy, which means some used materials are burnt. The existing energy is produced during the burning process. It is again becoming usable, and all these are energy efficiency solutions because all of these methods help us move towards a more sustainable future. Hence, the use of green technology is also a source of small-scale businesses, and Pakistan is a considerable ground for establishing such small businesses (Shahzad et al., 2022).

Nowadays, to support green businesses and sustainable development in emerging countries, green finance must develop. The required financial resources to support the shift to environmentally friendly corporate practices can be obtained through banking channels. This is also the best option at the small-scale level in Pakistan. The enterprises should be established at the micro level to support the people in their needs (Mirza et al., 2023).

Online shopping or e-commerce is very popular in Pakistan, and there are many chances of such businesses being adopted at the small-scale level. The quality of the products on an online retailer's website sets them apart from other substandard websites. Potential clients can be drawn in, first-time purchases can be encouraged, the recurring business can be kept, more income can be made, loyal and disloyal groups may be distinguished, attitudes towards the offered product can be ascertained, and customer emotions can be formed more easily (Kalia & Paul, 2021). These are the most lucrative businesses in Pakistan that contribute a lot to the economy of the country because a large number of people are related to such businesses and they are earning their livelihoods for their families. Due to the bad economic conditions, the availability of white-collar jobs is very rare in the country, so people prefer such lucrative businesses because they are easy to start and easy to handle. Now, the general public understands that they must give their children basic skills education so that they can participate in such lucrative businesses easily. More computer-related courses are offered to the middle class, and they happily take admission and complete such courses carefully. More online courses are registered and completed for handling such lucrative businesses in the country. The Pictorial details of these businesses are here, see Fig 2

1.3. Theoretical Framework

The resource-based view of the business and entrepreneurial motivation theory are two theoretical frameworks used in this study to examine the variables contributing to Pakistani small enterprises' success. The entrepreneurial motivation theory investigates the psychological elements influencing people's decisions to launch and maintain an enterprise (Arshad et al., 2020; Bekkers et al., 2023; Srimulyani et al., 2023), whereas the resource-based view highlights the significance of utilizing internal resources and competencies to gain an advantage over others (Craig et al., 2023; Hitt et al., 2016; Zhang et al., 2021).

The theoretical framework consists of two important elements that are enough to provide complete guidelines for entrepreneurs for handling their small-scale businesses more properly and effectively. For any successful business, an entrepreneur needs the motivation to handle the issues and hurdles of their businesses efficiently and effectively.

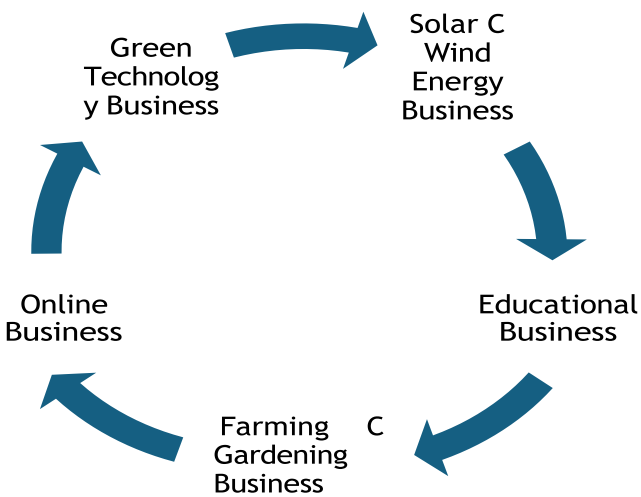

Fig. 2: The Most Demandable & Lucrative Businesses in Pakistan.

1.4. Hurdles Facing Entrepreneurs

The following paragraphs discuss the common hurdles faced by small-scale businesses in Pakistan. If the hurdles are resolved, these businesses may prove very lucrative and contribute to Pakistan's real development. Both the private and government sectors must pay attention to overcoming the difficulties of entrepreneurs who are facing continuously that impact the overall economy conditions of the country. If the issues are handled properly the assigned targets of the economy may easily be achieved.

a. Legal Framework

The legal system of Pakistan is very convoluted and poses a lot of problems to the business owners. Licencing, compliance regulations, and tax laws are expensive to manoeuvre in terms of money, effort and experience. The legal system in Pakistan is also complicated and this is the reason why there are numerous hurdles in the path of an entrepreneur and it is very hard to start a small business and continue with it. The intricate network of tax regulations is an overwhelming challenge, and the entrepreneurs are often unable to understand the numerous tax regulations and follow them. The complexity of this matter is enhanced by the frequent revision of tax legislation that requires business people to be alert at all times and flexible. Bureaucratic red tape is also costly and time-consuming in obtaining the necessary licenses and certifications. This creates further complication to the licensing process. The challenges are enhanced by compliance requirements, which compel businesses to comply with a torrent of regulations that dictate such things as environmental policies to labor requirements. These legal barriers often require hiring of legal experts and a lot of finances besides having a good command of the legal system. These barriers can become insurmountable in the case of many entrepreneurs, especially those that have limited finances and legal knowledge. The complex legal system, therefore, undermines the economic development of Pakistan as it does not only discourage innovation and growth but also discourages the potential entrepreneurs to venture into the market. The legal processes need to be simplified and streamlined to create an environment which is more conducive to the small businesses enabling them to thrive and contribute more to the economy of the nation. The resolution of these legal problems will assist the Pakistani economy to become more dynamic and livelier as they will allow the small enterprises to enter new markets and make them more competent and competitive overall.

b. Finance Hurdles

The small businesses in Pakistan are faced with barriers to their growth and survival as they have limited access to sources of funds. Financial institutions have risk aversion, strict lending policies, and high collateral provisions which are unfavorable to entrepreneurship activities especially to new entrants or SMEs. These problems always result in small businesses in the nation being challenged financially.

Lack of access to sources of funds is a significant obstacle to growth and survival of small-scale firms in Pakistan. It is a typical feature of financial institutions being risk averse. of the financial climate of the country. Banks and other lending organizations generally tend to be reluctant to give credit to small business because of their perceived high risk. This risk aversion is further worsened by the introduction of tight lending regulations that many of the small scale businesses cannot afford to meet. The first one is that financial institutions often demand a lot of documentation and a proven credit history, which new and emerging businesses are often not capable of. Another challenge is the heavy collateral requirements. The banks usually require big assets as collaterals to take a loan; most of the small companies cannot fulfill this demand due to their small asset base. This is particularly tough to novice business owners and SMEs (small and medium-sized enterprises) who have not been proven to be financially stable and support the loan requests with collateral. Such enterprises are therefore always faced with monetary challenges that do not allow them to grow and become sustainable. The lack of easily accessible sources of funds inhibits the growth of entrepreneurial activities and relates many potential companies to growth or success. Since a large proportion of small businesses are forced to work with a limited financial constraint or resort to unofficial and often costly forms of funds, such financial exclusion prevents innovation and economic diversification. These monetary challenges must be addressed to help create a more dynamic and more welcoming economic environment in Pakistan. Alternative sources of financing such as microfinance, venture capital, and government credit programmers need to be established through a combination of resolve to achieve the goal of providing small businesses with financing support. By providing access to financing, policy makers can empower the small companies to lead the economic growth as well as creation of jobs and overall development.

c. Infrastructure Inefficiencies

It is also possible that the absence of digital connectivity, transportation systems, and utility may make small businesses less competitive and operational. Poor road networks, unstable power supply, and lack of internet connectivity are challenges to businesses in order to operate and grow.

The challenge of insufficiency of infrastructure, which encompasses digital links, conveying systems, and utilities, represents a grave menace to the execution performance and competitiveness of small enterprises in Pakistan. One of the most urgent issues is the unreliable power supply that often has power outage and interrupts business processes of corporations. Besides negating productivity, such power failures also increase the cost of doing business because most businesspeople often need to use their money to buy expensive generators or other sources of non-electrical power. Poor road conditions may also be a major issue. Services and transportation of products and services is. affected by the worsening conditions of roads, which increases the prices of logistics and introduces delays. This would be especially problematic to businesses that rely on effective supply chains and the ability to deliver on time to meet the demands of customers as well as remain competitive. Limited internet connectivity is also a major drawback in the present digital age when it is essential to have strong online presence and use digital tools to grow a company and compete with it. The Pakistani small businesses are faced with slow and slow internet connections, which limit their ability to perform digital marketing, e-commerce and other online company transactions. In comparing them with larger businesses that can access faster internet and more advanced infrastructure in form of technology, they are disadvantaged by the digital divide. The outcome of these infra structural inefficiencies is poor business environment where small businesses have difficulties in growing, developing, and operating on equal terms. To have sustainable growth of small businesses, these infrastructure gaps have to be addressed. Investments that result in improvement of road networks, expansion of high-speed internet access, and reliability of power supply can significantly increase the operational efficiency of small firms. The policymakers will be able to make small businesses grow and become more competitive through the development of a more supporting infrastructure. This would enable these businesses to contribute greater share of their contribution towards the economic development and creation of employment in Pakistan.

d. Skills Shortages and Talent Acquisition

One major challenge that will deter the success of an entrepreneur is lack of qualified labor force and management skills. Recruiting and maintaining skilled employees is a long-term challenge to Pakistani small companies, especially in specialized areas such as technology and innovation.

The inadequate shortage of skilled labor force and management skills in Pakistan is a major hindrance to success of business entrepreneurs. Small businesses find it a challenge specially to hire and retain capable employees in business, although it is essential to their growth and survival in the marketplace. Among the significant issues, the shortage of qualified specialists especially in such specific areas as advanced production, invention, and technologies should be listed. These sectors are highly technical and technical skills are needed, but there are often not availed in the local labor market sufficient appropriately qualified workers to fulfill such needs. This causes small companies to struggle with employing employees capable of developing their businesses by their skills. This skills gap is further aggravated by poor quality of education and vocational training programs in the country that cannot be accurately aligned with industry needs. The outcome is the mismatch between the potential of the labor force and the needs of the employers and robs a substantial number of small businesses of the human resources they need. require to grow and develop. More so, keeping qualified person is a massive challenge to organizations even in situations where organizations can find them. It is difficult to compete with bigger companies that are global in their scope and often attract the most talented individuals with higher salaries and benefits and prospects of career advancement. The employee turnover rates are very high, which hinders the long-term planning of the strategies and additionally disrupts the continuity of the corporation. The current problem of acquiring and keeping skilled labor is a barrier to the ability of small businesses to implement effective management practices, to improve their efficiency in operations, and to seek new opportunities in the market. There is urgent need to address the problem of skills shortage and talent- acquisition in Pakistan in order to develop a more sustainable entrepreneurial environment. In order to ensure that the programme of educational and vocational training is also appropriate and appropriate according to the current and future market needs, policymakers and business leaders are required to collaborate in order to enhance them. Programmes such as apprenticeship, industrial alliances and continued professional development can help in sealing the skills gap and delivering a workforce more efficient and flexible. Pakistan can enhance efficiency and competitiveness of the entrepreneurial field by supplying managerial skills and skilled labour force to the small-scale businesses within the country and trigger economic growth and innovativeness across the country. The lack of skills and acquisition of talent is a very serious issue affecting the small firms in Pakistan due to their lack of funding most of the time. This lack of numbers makes their development and growth difficult especially in areas such as technology and engineering that require specific expertise. The training and educational systems are not in tune with the industry needs and requirements and so the result is the production of employees who are not well equipped to face the modern economy. This gap has to be bridged using special education reform, industry relationships, and career training in order to facilitate entrepreneurial climate and economy growth. The following figure represents a graphical form of these hurdles. See Fig 3.

Fig. 3: Hurdles Facing by Entrepreneurs.

There is an urgent need to explore the potential impediments which could be encountered by small lucrative businesses in Pakistan due to a variety of reasons. To begin with, small business is the corner stone of the Pakistani economy because they contribute significantly to the GDP and the workforce. Learning about the challenges these companies face will contribute to knowing how to attain a better economic growth and stability. Also, it is possible to inform policymakers on how to create environments that favor entrepreneurs by identifying some of the prevalent constraints such as regulatory challenges, the availability of finance, and market restrictions. This topic also brings to light the creativity and strength of the local firms, with a special focus on their potential to succeed in turbulent times. By overcoming these barriers, the stakeholders can promote a more balanced economic setting, which will support sustainable development and poverty eradication. Moreover, the conclusions of the study can be used as a guide to the potential business owners and provide them with a useful guide. Moreover, the findings of the study could also serve as a guide to prospective business owners and provide them with practical strategies on how to bypass and overcome challenges. Ultimately, this research paper indicates the significance of small institutions in the economic growth and social change of Pakistan.

2 MATERIAL AND METHOD

It is a review article and that is why the section on the research methodology will be used to cover the information about the data collection methods, data analysis and results. It has gathered data at different locations as stated in the abstract and has analyzed it using the facts available in the literature. Therefore, the results are grounded on the facts that have been obtained in the materials reviewed in regards to this article.

2.1. Data Collection Method

To meet the literature requirements for the study, the relevant review and research papers were downloaded from Science Direct, Google Scholar, and Google websites. These websites have been used to acquire the desired data. From the available materials, the most relevant 36 review and research articles have been selected for this study. After that these articles, vlogs, and available literature have been appropriately reviewed and analysed based on the given information, and relevant information has been extracted for this study.

2.2. Analysis of the Data

The main tool of analysis used for this study is the descriptive analysis that is based on the facts extracted from the review of literature. All the facts have been explained in a good manner in different articles and that have been cited.

3 RESULTS

The study is based on a resource-based view of business and entrepreneurial motivation theory. These theories provide guidelines to the starters of small-scale businesses. The literature review identifies Pakistan's most profitable small-scale enterprises, such as food processing, IT services, and e-commerce. It is further pointed out that the success of this small-scale business is directly associated with the market demand because they never compromise on their quality, they have easy financial accessibility because they have educated and trained employees who have developed good relationships with all the relevant organizations and banks who provide the funds in time, and they can run their business without financial hurdles. It is noted that experienced and successful entrepreneurs provide the proper guidelines to others, and they act as mentors for the un-lucrative businesses in the same field.

4 DISCUSSION

The main theme of the study is based on available most relevant 36 review and research articles that have been downloaded from Science Direct, Google Scholar, and Google websites. The main focus of the study is about the lucrative small-scale enterprises to promote economic growth and encourage others to take up entrepreneurship. This study offers beneficial findings for policymakers, business support organisations, and young business owners exploring Pakistan's business environment by identifying the key variables contributing to success. It also points out the hurdles that small-scale industry enterprises have experienced. The study has relied on two theories as guidelines: the resource-based view of the business and the entrepreneurial motivation theory. These theories guide business starters about the available resources in their surroundings and motivate them in situations of problems and difficulties. Both theories construct the theoretical frameworks for the study to examine the variables contributing to Pakistani small-scale lucrative enterprises and guidelines for their success. The entrepreneurial motivation theory investigates the psychological elements influencing entrepreneurs' decisions to launch and maintain enterprises (Bekkers et al., 2023).

In contrast, the resource-based view highlights the significance of utilising internal resources and competencies to gain an advantage over others (Craig et al., 2023). The study's conclusion explains the strengths of diversified businesses in Pakistan and points out the difficulties faced by business starters in the country. It is also recommended that policymakers, business supporters, and owners take care of the potential hurdles and suggest their timely treatment so that low-profile businesses may stand and prove themselves as innovative and competitive enterprises in the country.

4.1. Conclusion

Based on the literature reviewed and results obtained, a big hub for scall-scale lucrative businesses in Pakistan may be started even at the minimum investment. Such business sectors include energy, agriculture, information technology, online business, real estate, education, green technology, and other freelancing businesses. The study of lucrative small-scale enterprises in Pakistan revealed many possibilities for prospective entrepreneurs. Even if small- scale businesses have much to gain, a few significant hurdles must be resolved to create a favourable business atmosphere in the country. The issues or hurdles consist of regulatory hurdles, a lack of funding sources, infrastructure problems, skills shortage and talent acquisition, and socioeconomic limitations, which are also significant barriers to the progress of small-scale lucrative businesses in Pakistan.

Recommendations

Regulatory Reforms

To develop the proper understanding, all the regulations should be conveyed to small-scale businesses to launch and run in the country.

Access to Financing

To increase capital availability, financial institutions should create easy financing solutions such as venture capital and micro-loans.

Infrastructure Development

Infrastructure should be developed as a requirement for small businesses to support their operations and ease market access.

Skill Development

To empower small-scale entrepreneurs and raise the overall competitiveness of their businesses, the required skills must be developed in the individuals by on-the-job training.

Awareness Campaigns

Government and non-governmental organisations should start awareness campaigns to inform prospective business owners about the resources.

Future Implications

The results of this study have several implications for further studies and applications. Further studies could examine the continuous sustainability and expandability of successful limited enterprises in Pakistan. The most selected implementations are:

Economic Growth

The study may be implemented as future guidelines for all small-scale businesses in the country, encouraging businessmen and boosting the economy innovatively and encouragingly.

Poverty Alleviation

It guides policymakers to do the betterment for poverty reduction, especially in rural regions, by encouraging the expansion of small-scale businesses.

Social Impact

Small enterprises might potentially address social issues by offering products and services to the communities.

Global Competitiveness

Pakistan will be able to compete in the global markets if it follows the guidelines provided by the study.

Limitations
Scope

This study is limited to the industries within Pakistan, but its message may be expanded to encompass the boundaries.

Data Availability

Very limited data is available, and the lack of thorough and current data on small enterprises in Pakistan may lead to the wrong assessment of the small-scale lucrative business.

Generalizability

Due to potential effects from differences in industry, size, and location, the findings may not apply to all Pakistani small-scale enterprises.

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