

Empretec Women in Business Awards

World Investment Forum

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PAKISTAN

Anum Kamran

Founder, Buyon.pk

(B2B2C Marketplace)

Technology Park, ICCBS, Karachi University, Karachi

Website: <https://buyon.pk/>

"The motivation behind my business is to uplift Pakistan's economy by enabling small businesses through ecommerce."

Anum started her venture in 2012 as an online marketplace and e-commerce platform for small businesses in Pakistan to enable them to reach more customers and grow. Later on, she added services to the platform promoting women empowerment that helps women entrepreneurs to build their businesses online and offers training and support.

Anum became aware of the potential e-commerce can offer small businesses in Pakistan, considering the challenges they often face in reaching a wide audience and growing their customer base due to limited resources and access to technology. The Pakistani e-commerce market has witnessed significant growth in recent years, benefiting from the increased number of people with access to the internet and the use of smartphones for online shopping. Many untapped opportunities exist in terms of expanding access to digital technology and promoting online entrepreneurship among small businesses and women entrepreneurs.

Following the trend, Anum's company offers a range of services such as online storefronts, payment processing and logistics support, which helps small businesses streamline their operations and expand their reach. In addition, she says being committed to support local businesses and showcase the diverse range of products that Pakistan has to offer, and to break down traditional barriers for women to participate fully as entrepreneurs in the economy.

Today, the company has ten employees, with half it being women and is led by women. Diversity and inclusivity is prioritized which is done by among others actively seeking out women-owned businesses to support them to succeed with training and resources.

Anum considers promoting participation, collaboration and empowerment as her key leadership skills, in addition to empathy to understand the needs and perspectives of others to build trust and loyalty among employees and investors. She leads through her practical approach, setting an example for others to contribute to a shared business vision.

For the future, Anum would like to expand her business into new markets, using data-driven insights, as well as continue to invest in technology and infrastructure to improve services, and create a microfinance bank for small businesses to help them grow through ecommerce.

