

ALUMNI AFFAIRS-IPP

"Bahria Benefits: Crafting Exclusive Discounts with Discount World"

On February 14, 2024, a highly productive follow-up meeting took place at the Institute of Professional Psychology, Bahria University Karachi, with representatives from Bahria University in attendance. The meeting was chaired by Director IPP, Prof. Dr. Zainab Hussain Bhutto, and included members of her team, such as Irum Shabeer, Alumni Coordinator IPP, and Ms. Saria Rafiq, Vice President of the Alumni Association.

During the discussions, Discount World showcased its array of services, including Digital Mobile Applications, Alliances Management, Discount Loyalty Cards, and compelling "buy one, get one" offers. Emphasis was placed on the commitment to customization, ensuring that the proposed discount program would cater to the specific needs of Bahria University's diverse campuses.

In light of our discussions, Discount World will be sending an email outlining our proposed collaboration and the benefits it would bring to both parties. We believe this email will provide a comprehensive overview of the proposed discount program and how it can enhance the experience for Bahria University stakeholders. Additionally, a sample loyalty card was provided by Discount World during the meeting.

