

ABSTRACT

The topic of this research is; the role of business incubators in supporting sustainability-profiled businesses. Business incubators provide different types of services to the entrepreneurs to initiate their business; also they assist startups to grow faster. This research used quantitative analysis based on a research instrument to collect data from incubation centers about their progress towards incubated businesses. The Sample of this research is N=13 incubation centers based in Lahore, Pakistan. The aim of this research is to identify the services provided by these incubation centers, to investigate the skills and factors possessed by the incubated businesses and to examine the key areas of weakness for incubators in Pakistan. The results of this research show that business incubators help tenants with quality services, to establish their business at prime location, to facilitate them regarding networking with chambers, equip them with physical space for offices, but they have some weaknesses too. The BIs don't help tenants in teaching accounting software, they don't help out in capacity building skills of a tenant, and they also don't help the tenants to improve their marketing skills even though BI provides management and marketing facilities.

Keywords; *Incubator, Business, incubated business, entrepreneurship, entrepreneurs.*