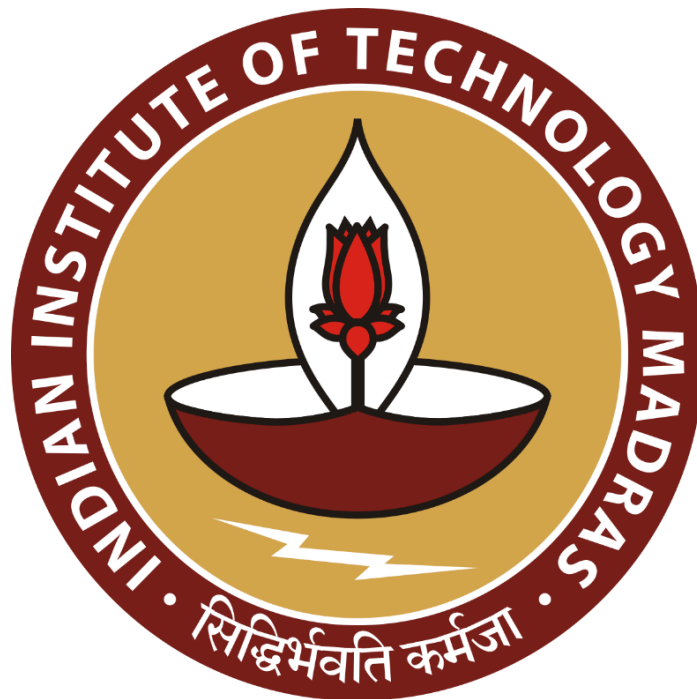# Optimizing Business Operations and Growth Strategies for Balaji Computer Shop

A Proposal report for the BDM capstone Project

Submitted by

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Declaration Statement

I am working on a Project Title "Optimizing Business Operations and Growth Strategies for Balaji Computer Shop". I extend my appreciation to **Balaji Computer & Emitra Services**, for providing the necessary resources that enabled me to conduct my project.

I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered through primary sources and carefully analyzed to assure its reliability.

Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the information of academic honesty and integrity, and I am receptive to any additional examination or validation of the data contained in this project report.

I understand that the execution of this project is intended for individual completion and is not to be undertaken collectively. I thus affirm that I am not engaged in any form of collaboration with other individuals, and that all the work undertaken has been solely conducted by me. In the event that plagiarism is detected in the report at any stage of the project's completion, I am fully aware and prepared to accept disciplinary measures imposed by the relevant authority.

I agree that all the recommendations are business-specific and limited to this project exclusively, and cannot be utilized for any other purpose with an IIT Madras tag. I understand that IIT Madras does not endorse this.

विवेक कुमार माली

Signature of Candidate: (**Digital Signature**)

Name: Vivek Kumar Mali

Date: 30 January, 2025

1.   Executive Summary

The project is mainly focused on a shop Balaji Computer & Emitra Services located at Iskon Plaza, Sadar bazar, Sirohi, Rajasthan. The business primarily operates in B2C. It provides various types of different services for instance printout, xerox, online application form, aadhar card print, PVC card printing, making pan cards, driving licenses etc.

I found two main types of problems. First small problems and second major problems. This shop faced main challenges primarily due to its reliance on manual processes, inefficient operations, intense competition, technical issues, staffing constraints,and limited scalability hindering its growth and profitability.

With this project I create spreadsheets from the manual data from Excel software then I create many visuals to find the exact problem from tools like Excel and Google Charts. And I also analyzed the data from many concepts that I learned from the course 'Business data management'.

From my analysis of data, I explain the problem and many types of solutions to the owner of shops. For instance Invest in staff creating, streamline processes, and explore options for expanding services to enhance scalability.

2.   Organization Background

Business Name : Balaji Computer & Emitra Services
Address : Iskon Plaza, Sadar Bazar, Sirohi, Rajasthan.
Owner's Name : Mr. Praveen Gehlot

Balaji Computer & Emitra Services, a computer based services business with a nearly 10 years of legacy. The business operates mainly in B2C capacity. This shop was established on 24th April, 2015. In the starting years the growth is very good because the competition is very low at that time. But in the covid period, the shop was closed and the owner found many losses. The growth of tech and education of people faced exponential growth in the covid period. So competition is increasing after the covid period because many people are opening that type of business so the revenue and distribution of consumers is dividing in many areas.

Vision of the firm:

This firm is mainly focused on offering quality services, and ensuring customer satisfaction. They focused on providing quality rather than quantity. Because of more than 10 years experience in this field, he knows various types of applications and how to tackle many types of problems.

Mr. Praveen Gehlot is a hardware engineer with over 10 years of experience in the field of communication and computer hardware.

3. Problem Statement

By analyzing the dataset I found two main types of problems. First small problems and second major problems.

3.1. **Small Problems**:

- The shop's frequent closures and inconsistent service hours create uncertainty for customers, Late opening times, site server failures and insufficient staff etc. are other small problems.

3.2. **Major Problems**:

- There are now a lot of other shops offering the same services, which makes it difficult to attract and keep customers and Lack of effective advertising is another biggest problem.
- Not using the latest technology to boost their business.

4. Background of the Problem

"Balaji Computer & Emitra Services," situated in Sirohi, Rajasthan, offers the local community a variety of computer-related services. Nonetheless, the store has a number of competitive and operational issues. The small problem plays a crucial role in making a great business. So firstly I focused on the small problems by asking some basic questions to the owner. Frequent closures and late opening hours result in inconsistent service availability, which lowers consumer satisfaction and reduces customer loyalty. Staffing shortages can lead to delays in service delivery and a decline in customer experience.

Secondly, I focused on major problems. I found that after covid time, the boom of technology is going exponentially. So many people are filling online application forms by laptop or mobile by themselves. And many people have opened shops of the same type of service. Competition has increased due to the rise of many rivals in the local market, making it challenging for "Balaji Computer & Emitra Services" to differentiate itself. Many times a server fails by making distance from users. This can result in unhappy customers and lost sales. Limited advertising efforts restrict the shop's visibility and ability to attract new clients. I found that another main reason for the lack of sales is the lack of using the latest technology. For example Reliance on manual record-keeping, not using business whatsapp etc.

In conclusion, "Balaji Computer & Emitra Services" faces challenges due to inconsistent service, increased competition, and operational inefficiencies.

5. Problem Solving Approach (400 Words)

I used many steps to find the accurate problem and their solution for the "Balaji Computer & Emitra Services".

A. **Define about the method used with Justification:**

First I defined what is the exact problem behind this stopping growth of the "Balaji Computer & Emitra Services" shop. I used tools like Excel and Google Charts for analysing the problem and visualizing. From the many visualizing graphs and analysing I found several problems. I am

distinct in two types of problems: small and major problems. I mentioned all the problems in the problem statement. I used the following method to analyze the problem and solution.

SWOT Analysis:

- Strengths: I Identify the internal strengths, for instance the experience of more than 10 years, existing customer base, location in a busy area, and the ability to offer a variety of services.
- Weaknesses: From the discussion I Identify internal weaknesses, such as inconsistent service hours, staffing issues, limited advertising, and reliance on manual processes.
- Opportunities: Identify external opportunities, such as expanding service offerings, partnering with local businesses, and not using online platforms for marketing and service delivery.
- Threats: external threats, such as increased competition from online platforms and other service providers, changing technology etc.

Customer Surveys: Conduct surveys to gather feedback on customer satisfaction, service preferences, and areas for improvement.

Competitive Analysis: From my research I found that in every 1 km reason 3-5 shops are available for the same service.

B. Details about the intended data collection with Justification:

Daily Transaction Data: I collected detailed information and data from the shop owner Mr. Praveen Gehlot. This data is stored in the manual diary. This data has the information about the date , types of services , quantity, the amount of services accordingly quantity and the opening time and closing time of the shop.

Justification:

Analyzing daily transaction data will reveal patterns in customer demand, identify peak hours and seasons, and pinpoint the most popular services offered by the shop. This information is very crucial for optimizing service delivery, staffing schedules, and inventory management.

The data will help identify the frequency and types of services utilized by customers, enabling the shop to tailor its service offerings to meet specific customer needs.

 From tracking opening and closing times will help to assess the shop's service availability and identify any inconsistencies that may impact customer satisfaction.

C. Analysis Tools and Justification:

Analytics tools : I used Google Sheets and Excels for data processing, cleaning and analysis. Sketching many charts and visualizations for finding the relationship between many variables.

Justification:

Google Sheet and Excel are very efficient for data processing, cleaning and analysis. Both software provide a user friendly interface for creating fundamental computation and chart creation.

6. Expected Timeline

6.1.   Work Breakdown Structure:

- Discussion With the shop owner 10th Jan - 12th Jan
- Collect all the data : 13th Jan to 20th Jan
- Data Cleaning and Processing: 20th Jan - 23rd Jan
- Proposal Preparation: I prepared my project proposal at the end of January.
- Data Analysis: beginning from january.
- My aim is to successfully analyze and provide conclusive recommendations by the end of April.
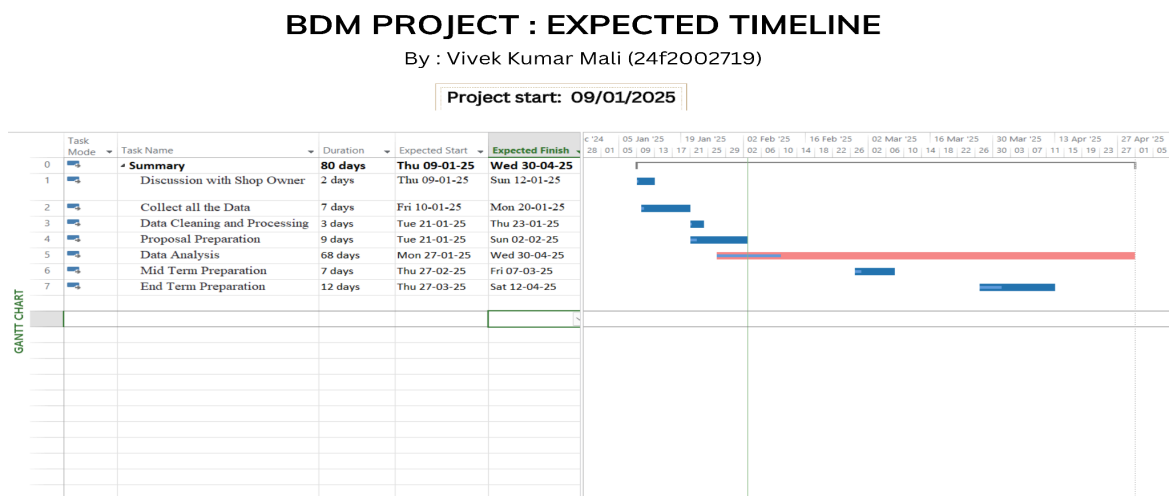
6.2.   Gantt chart

Figure 1 Expected timeline for completion of project.

7.Expected Outcome

The main objective of this project is to apply our theoretical knowledge to real life situations and get experience with real time data by exploring some tools like excel, project standard , google doc etc. This project also provides the distinction between the theoretical condition and real life condition.

The following outcomes are expected from me to achieve after this project:
- Some problems are very small. So we reduce that type of problem by discussion with the shop owner. For instance the staff shortage problem we will solve from giving classified ads to newspapers and advertisement.
- Some of the biggest problems are like the competition in the market is very huge. So after the discussion I found a solution using technology. We can use the many marketing tools for providing services to customers without physically come just like home delivery.
- Another Biggest problem is server failure. We can not remove this problem completely. But we can reduce this problem by alternative methods. We can use another secure browser. Next we can recognize what type of problem there is like 404 or 500 error etc. and then find what is the exact solution.