Entrepreneurial Venture

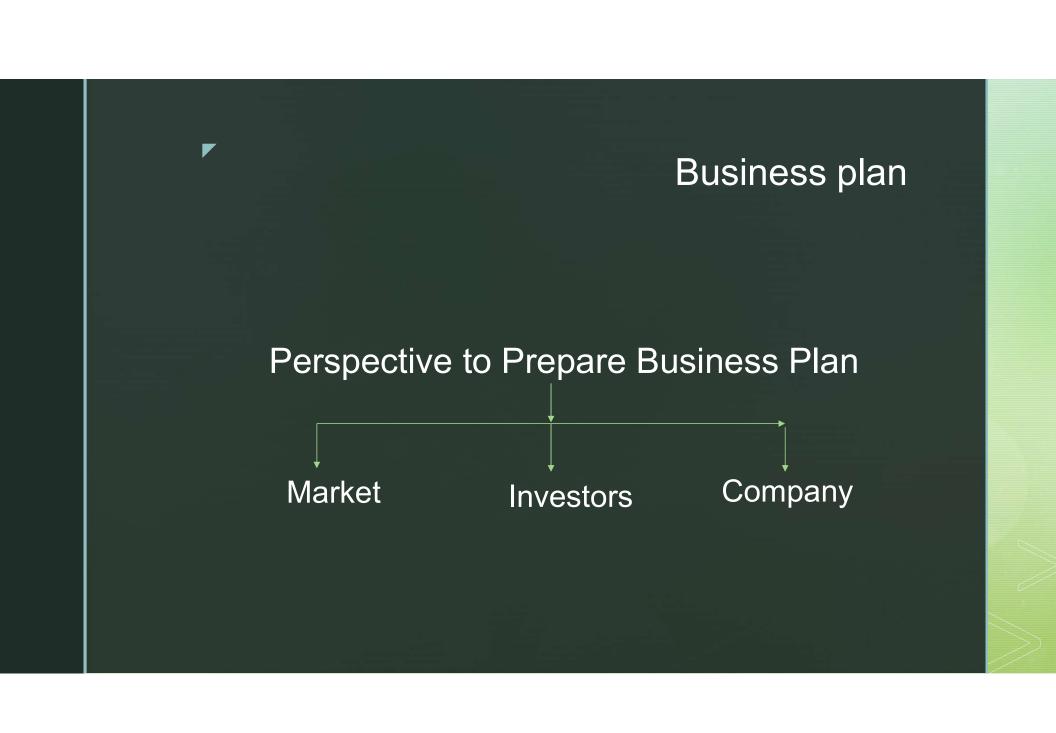
An entrepreneurial venture is a new business set up by an entrepreneur to earn profit. Such ventures are risky in nature.

Entrepreneurial venture

Business plan

Business plan

- A business plan is an executive document that acts as a blueprint or roadmap for a business.
- The main purpose of this document is to attract investors to provide capital to the enterprise
- The plan should cover all important perspectives of businessfinancial, operational, personnel, competition, etc.



BUSINESS PLANNING PROCESS

- MISSION AND VISION
- SITUATIONAL ANALYSIS
- GOAL SETTING
- STRATEGY DEVELOPMENT
- FINANCIAL PLANNING
- MARKETING PLAN
- OPERATIONAL PLAN
- RISK MANAGEMENT
- IMPLEMENTATION PLAN
- MONITORING AND EVALUATION

BUSINESS PLAN COMPONENTS

- EXECUTIVE SUMMARY
- BUSINESS DESCRIPTION
- MARKET RESEARCH AND ANALYSIS
- COMPETITIVE ANALYSIS
- MARKETING AND SALES PLAN
- OPERATING PLAN
- ORGANISATIONAL DESCRIPTION
- SWOT ANALYSIS
- FINANCIALS
- APPENDICES

Environmental Analysis

P: political

E:economic

S:social

T: technological

L: Legal

E: Ecological

POLITICAL FACTORS AFFECTING BUSINESS

- CORRUPTION
- TARIFFS
- TRADE CONTROL
- DATA PROTECTION
- EMPLOYMENT LAW
- DISCRIMINATION LAW
- HEALTH AND SAFETY LAW
- CONSUMER PROTECTION
- ENVIRONMENTAL PROTECTION LAW ETC.

CASE STUDY: COCA-COLA in INDIA

CHANGE IN POLITICAL ENVIRONMENT:

NATIONALIZATION AND PROTECTIONISM

FOREIGN EXCHANGE REGULATION ACT

ECONOMIC NATIONALISM

IMPACT ON COCA-COLA

FORCED TO EXIT INDIA

NATIONALIZATION OF ASSETS

LOSS OF MARKET SHARE

CASE STUDY- COCA-COLA

LESSONS LEARNED

ADAPTING TO CHANGING REGULATIONS

DIVERSIFYING INVESTMENTS

ENGAGING WITH LOCAL STAKEHOLDERS

RE-ENTRY

ECONOMIC LIBERALIZATION (1991)

JOINT VENTURE WITH INDIAN PARTNER

STRATEGIC INVESTMENTS

Technological

Impact on Nokia:

Loss of market Share: From 40% in 2007 to 3% in 2013

Revenue Decline: From 452.2 billion in 2007 to 410.4 billion in 2013

Layoffs and Restructuring

Eventual Sale of Devices division to Microsoft

Why Nokia failed

- Complacency
- Organizational inertia
- Lack of innovation
- Poor partnership

Lessons learned

- Stay Adaptable
- Invest in R&D
- Foster Partnership and Collaboration
- Monitor Consumer Trends

Video external environment analysis

https://www.youtube.com/watch?v=_YhEpBvIO2M

Feasibility

Feasibility study acts as an investigative tool to access the potential viability or practicability of a new business.

Feasibility study video

https://www.youtube.com/watch?v=pN6ZZ51QCPU

Feasibility study checklist

- Executive summary
- Description of the product or service
- Any technical consideration
- Market survey
- Operational feasibility study
- Project timeline
- Financial projection

Steps to conduct feasibility study

- Run preliminary analysis
- Evaluate financial feasibility
- Run market assessment
- Consider technical and operational feasibility
- Review project points of vulnerability
- Propose a decision

Elements of feasibility analysis

- Financial
- Technical
- Market
- Economic
- environmental

Technical feasibility

- Identifying potential problems
- Assessing resource requirement
- Evaluating technical requirement
- Ensure project viability

Factors to be considered in Technical feasibility study

- Technical Requirements
- Resource Availability
- Scalability
- Compatibility
- Security
- Cost
- Maintenance
- Technical Risk
- Technical expertise
- Timeframe

Market Feasibility Analysis

- Predicting probability of success and failure of the new venture
- Incorporating new ideas and products into the business
- All probable action that are meant to be taken to determine whether a business idea is meant to succeed
- Stepwise process of pros and cons of each step before getting into the actual process
- Making key decisions to move forward with the ideas, whether to refine or leave them altogether

Rationalized methodology

- Preliminary analysis
- Stakeholder In-Depth interview
- Demographic Assessment & Trend Analysis
- Quantitative Survey and Competitive Assessmennt
- Compilation of Report
- Submission of the deliverables to the client

Scope of work –Market Feasibility Study

- Key Insights
- Customer or Competitor Analysis
- SWOT Analysis
- PESTEL Analysis
- Opportunity Assessment

Financial Feasibility

- Analysis of debt capacity
- Calculation of Sales Model Analysis
- Determination of Project timeline
- Estimation of Start up cost
- Projection of Negative cash flow
- Realistic Revenue Potential

Economic Feasibility

Micro economic and macro economic factors

Environmental analysis

- Environmental regulations
- Environmental impact assessment
- Sustainability practices
- Stakeholder engagement
- Environmental risk management
- Life Cycle assessment
- Green marketing and Consumer awareness

benefits

- Reduced cost
- Improved reputation
- Increased Customer loyalty
- Access to new market

Challenges

- Availability of data
- Cost of Compliance
- Lack of expertise

Personnel and Management Feasibility

Identifying Opportunities and Problems

- Market Analysis
- Competitive Analysis
- Customer Validation
- Feasibility Analysis
- SWOT analysis
- Risk Assessment
- Financial Analysis
- Decision Making

Business Idea

 A business idea is a concept that can be used for financial gain that is usually centred on a product or service that can be offered for money.

Factors to be considered for Business Idea

- Innovation
- Profitable
- Feasible
- Scalable

Types of business Idea

- Service based
- Product based
- Online or e-commerce
- Social entrepreneurial ideas

Basic legal procedure for starting a business in India

- Deciding on a business name
- Creation of founder's Agreement
- Acquire all legal licences and registrations

General Registration

GST registration

Permanent account number

Tax Account Number

Bank account

Shop Establishment license

 Specialized Registrations IEC code (to do import and export business) FSSAI License (to start a food business) Etc.

- Be acquainted with relevant tax regime and accounting norms
- Be Acquaint with Labour laws
- Safeguard Intellectual Property
- Creating a proper business policy
- Get insurance of your choice
- Have clear idea about the mode of winding up

Documents Required to start a business

- Digital Signature Certificate
- Director Identification number
- Registration on MCA portal
- Certificate of Incorporation
- Commencement of Business Certificate

