

DATE	02/11/2023
TEAM ID	NM2023TMID02145
TOPIC	CREATE A GOOGLE MY BUSINESS PROFILE

PROPOSED SOLUTION

NOVELTY	The idea of creating a Google My Business profile is not new. However, the novelty of my proposed solution lies in its focus on helping small businesses and entrepreneurs in India to create and manage their GMB profiles. I will provide step-by-step instructions, templates, and other resources to make it easy for small businesses to create and optimize their GMB profiles.
FEASIBILITY OF IDEA	The proposed solution is feasible because it is based on existing technology and resources. Google My Business is a free and easy-to-use platform that is available to businesses of all sizes. I have also developed a variety of resources to help small businesses create and manage their GMB profiles.

<p>BUSINESS MODEL</p>	<p>I will generate revenue from my proposed solution by offering a variety of paid services, such as:</p> <p style="padding-left: 40px;">GMB profile creation and optimization services</p> <p style="padding-left: 40px;">GMB profile management services</p> <p style="padding-left: 40px;">GMB training and workshops</p> <p>I will also generate revenue from affiliate commissions by promoting Google My Business and other related products and services.</p>
<p>SOCIAL IMPACT</p>	<p>My proposed solution has the potential to have a positive social impact by helping small businesses and entrepreneurs in India to grow their businesses. By creating and managing a GMB profile, businesses can increase their visibility on Google Search and Maps, attract new customers, and manage their online reputation.</p>
<p>SCALABILITY OF SOLUTION</p>	<p>My proposed solution is scalable because it is based on an online platform. I can reach a large number of small businesses and entrepreneurs in India through my website and social media channels. I can also scale my</p>

	<p>solution by developing additional resources and services.</p>
<p>IMPLEMENTATION PLAN</p>	<p>I will implement my proposed solution in the following steps:</p> <p>Develop and launch a website with comprehensive information on how to create and manage a GMB profile.</p> <p>Create and promote a series of blog posts, videos, and other resources on GMB profile creation and management.</p> <p>Offer paid GMB profile creation and optimization services to small businesses.</p> <p>Offer paid GMB profile management services to small businesses.</p> <p>Develop and deliver a GMB training and workshop for small businesses.</p> <p>Promote Google My Business and other related products and services to generate affiliate commissions.</p> <p>Evaluation Plan</p>

