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# Assignment 1

# Q.1 WHAT IS BUSINESS?

- Everyone of us must visit the markets in our life. There, we see the tremendous things, one is selling cosmetics, other is selling sweets, other is selling fruits or vegetables and even number of people are there like us, who buy such things and so on. But does ever we think how such things reach the seller, who made them?, why he made them? How whole process has been managed? ----- ALL such questions in some manner oriented about term "Business". (In my opinion) "BUSINESS" is the term which defines the exchange of products or commodities between two people or group of people or even between companies and common people; the act of providing services like banking, transport etc. We see the big companies like Zomato, Paytm, Uber, Amazon etc. around us, What are they doing? --> Answer is "BUSINESS". Business is the broad term, it includes management of product you produced, take care of what customer is wishing or expecting to buy, what are financial needs, what are your level of investments, what are assets you have and how long will they remain and how much taxes you are paying to the government...

## Q.2 which sector is seems to be profitable?

- ❖ If I look around myself, then I generally found that most people wanted to do everything by sitting inside the home. Usually people prefer to buy the products, clothes or household things from companies like amazon, Flipkart, etc. rather than going to market. The trend of Zomato, Uber eats, Swiggy is continuously rising. Nearly everything seems to be come under the shades of technology like we start preferring making payments through online banking, Paytm, Google Pay; we have now e-Aadhar card; DigiLocker; and even government start emphasizing the coding-skills, cyber departments and so on.
- ❖ All this, give us hint that coming era will be of technology, where most of things will be done through gadgets like shopping, selling etc. This will also enhance the activities like transportation (delivering), free lancing. With growth in this, the manufacturing sector will also gain momentum.
- ❖ On other hand, (Primary sector) in agriculture sector, usually a farmer does not wanted his son to be a farmer. The unpredictable weather conditions, debt or loan from landlords or bank, division of same land into tiny pieces among the coming generation -- all hints about the less chance of its growth in future.
- ❖ From above we can conclude that service sector --> "TERTIARY SECTOR WILL BE PROFITABLE IN FUTURE"

## Q.3 WHICH IS YOUR FAV. STARTUP

- From my experiences till now , I want to have small –scalable startup in the field of education. I want to set up a platform which provides the knowledge about stocks, NIFTY, asessts, share market , bitcoins , real estate , cryptocurrency and so on.... I find that in INDIA only 3-4% of people generally iinvests in share market or have a knowledge about these things . Many of us are not aware about these terms and also one common stereotype is seen among people that " in stock market , your loss or gain depends on your "LUCK" ",but in reality these requires deep knowledge , regular updation with market , study of balance sheet of companies, smartness and good observing skills.

## Q.4 THINK IN THE TERMS OF CONSUMER

- ❖ I think this startup work if we see in the terms of consumer , because country like INDIA have 136 billion population and 97 % of people are not aware about such things.
- ❖ We know that people like Mukesh Ambani, Ratan Tata, Ravinder Takkar are the role models for many of us and their companies are like main pillar of stock exchange in INDIA so anyone who is following them will definitely happy to get such opportunity.
- ❖ Also, customer can see it as chance of being self- employed in the future.

## Q.5(a) Is it profitable and (b) does it capital intensive?

- ✓ Yes, One can expect it to be profitable because :
  - No need of big structures as it can work well in online mode at home through videos .
  - As there will be direct link of our with customer so need of intermediaters.
  - Accessible to every point of country where Internet connection is present.
  - Not a large competition in market is present (As far as I know).
- One mainly require the capital for:
  - employees
  - making posters ,and advertisement
  - Digital branding.
  - Setting up office and for technical purposes
- Other .

So, it someway require not so high capital as well as not so low(as we need ethical hackers, software engineers and well – knowledgable staff).

Q.5(c) I think , it will be little bit difficult to find ,identify staff which will have qualities I me<sub>z</sub>ntion earlier and he will be the one which bring the customer's trust

and faith on company.

Q.5(d) Emphasization on Quality ,best service at affordable price, accessible anywhere, hope of employment in future (an attractive advertisement) will definitely fascinates the customer to choose our startup.

Q.5(e) I think if we provide the offers like discount for new customer; organized some events , fest at the regional level in crowded cities like Delhi; if required, allied with companies ,this will provide edge over competitor.

Q.5(f) If customers number goes on increasing ,then we require more staff and also the enhance security upgradations to avoid problems like hacking ,server fail or erupt.

I think we extend our startup to digital coins ,dogecoins and more which makes it scalable . Also we can see the countries like China where too only 12.7 % people are involved in share market ,so if works we can also extend it to international Level.

## Q.6 DEVISE A MARKET STRATEGY

Following points explain some key point of Market Strategy:

- ❑ Quick customer care services -- solving the query of customer as soon as possible.
- ❑ Ads on YouTube , Instagram , Facebook -- help to more advertise .
- ❑ Having the session with students of various colleges -- as the youth more curious about such things.
- ❑ Alliance with other companies for market research ,handling operations....
- ❑ A stylish app with advance features where customer can easily access the information.
- ❑ Organizing the events, fest as mentioned in previous slide.



-----THANK YOU-----