

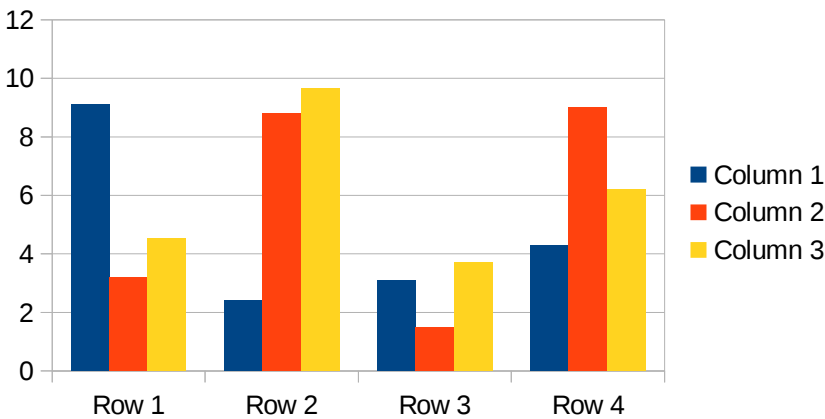
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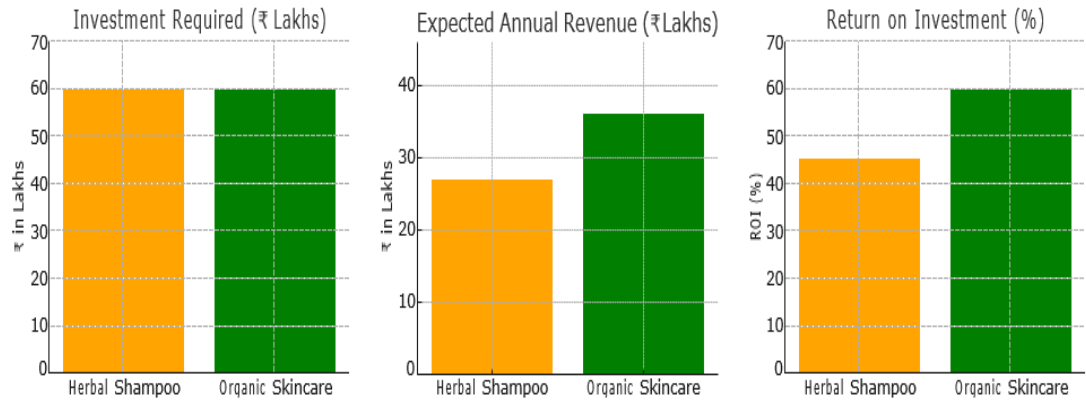
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S. No.	Option	Investment Required (₹)	Expected Annual Revenue (₹)	Expected Return (%)	Opportunity Cost (%)	Revenue Loss if Chosen (₹)
1	Herbal Shampoo Line	₹60,00,000	₹27,00,000	45%	15%	₹9,00,000
2	Organic Skincare Unit	₹60,00,000	₹36,00,000	60%	—	—

BANJARAS Company - Investment Decision Based on Opportunity Cost



## The Honest Shopkeeper – A Story of Business Values and Ethics

In a busy little town called Madhavpur, lived a small shopkeeper named **Arjun**. He wasn't a big businessman. His shop was small, with limited shelves, but his reputation was huge. People didn't come to his shop for luxury; they came for **trust**.

Arjun believed that business is not just about money — it's about **relationships, ethics, and long-term reputation**. His shelves carried genuine products, fairly priced, and his customers knew one thing for sure — **Arjun never cheated**.

### The Rise of Competition

One day, a wealthy businessman named Mr. Roy moved to Madhavpur. He was ambitious and business-minded. Mr. Roy opened a huge, modern supermarket. The building was decorated with banners, colorful advertisements, and tempting offers:

- "Flat 50% Discount!"
- "Buy One Get One Free!"
- "Lowest Prices Guaranteed!"

The town was excited. People, even Arjun's loyal customers, started going to the new supermarket. The shelves were filled with products, and the prices seemed too good to be true.

Arjun noticed his sales dropping day by day. His friends and other shopkeepers in the market said to him:

"Arjun, your honesty won't help you now. This is the age of marketing and tricks. If you don't adapt, you'll lose your shop. Start using cheaper products, increase prices silently, or fool the customers like everyone else."

But Arjun calmly smiled and replied:

"I may lose money for a few days, but I will never lose my principles. Trust is my greatest asset. A business built on lies never lasts."

### The Turning Point

At first, the supermarket seemed successful. Crowds filled the aisles, products flew off the shelves, and Mr. Roy proudly walked through his shiny store.

But soon, whispers turned into complaints. Customers discovered:

- Expired products on the racks.
- Low-quality, duplicate brands being sold.
- Hidden charges and false promises.

People felt cheated. Their excitement turned into anger.

One day, a health inspector raided the supermarket after receiving several complaints. The inspection exposed Mr. Roy's unethical practices. The authorities sealed the supermarket, and Mr. Roy's image was shattered overnight.

### **The Return of Trust**

As news spread, the people of Madhavpur remembered Arjun — the quiet, honest shopkeeper who never fooled anyone.

They returned to his shop, this time with more respect and loyalty. Parents advised their children:

“In business, never forget the example of Arjun — honesty may be slow, but it never fails.”

Arjun's business recovered. His shop became busier than ever, not because of offers or discounts, but because of trust, ethics, and genuine customer service.

Over time, Arjun expanded his business slowly but steadily. He trained young entrepreneurs, reminding them:

**“Building a business is like building a house — if the foundation is weak, it collapses. Trust, honesty, and ethics are the foundation stones of every successful business.”**

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### **Moral of the Story:**

- ✓ In business, short-term profits through dishonesty may seem attractive, but they never last.
- ✓ True success comes from **trust, honesty, and ethical practices**.
- ✓ A good reputation is more valuable than quick money.