

Entrepreneur Lecture Series

Birla Institute of Applied Science, Bhimtal

Be Your Own Boss

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CASE STUDY-1

THE TOY STORY
OF AN
ORDINARY PETROL STATION WORKER
TO AN
EXTRAORDINARY CEO OF RELIANCE

Cost = Rs.7/- per Piece
SP = Rs.10/- per Piece
Profit = 20pcs x 3 = 60/day



Cost = Rs.5/- per Piece
SP = Rs.10/- per Piece
Profit=100pcs x3=300/day
Profit=100ppl x2=200/day



Asset Lite Model - Cost Cutting
Networking - Making others work
Building Chain - Passive Income
Large Scale Economies

Dhirajlal Hirachand Ambani



The background features abstract, overlapping geometric shapes in various shades of green, primarily on the left and right sides, creating a modern, dynamic feel. The central area is white, providing a clean space for the text.

ENTREPRENEUR

Entrepreneurship

- The process of starting and operating your own business

Entrepreneur

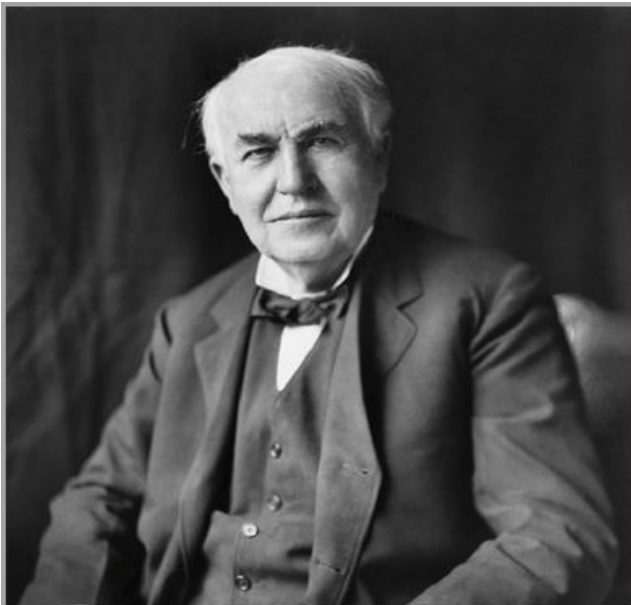
- A person who **risks** his own money for freedom, rather than exchanging his freedom for money
- A person trained in making people buy things they don't actually need
- the people who create, launch, organize and manage a new business and take the **risk** of business ownership

Risks

SN	TYPE OF RISK	TRUTH
1	Business Failure	33% of all new businesses fail within first 2 years
2	Financial Loss	
3	Loss of Employment	And 50% fail within 4 years
4	Loss of time	

An investment in knowledge always pays the best interest. “Benjamin Franklin”

- ▶ Why do we or should we read books?
- ▶ Knowledge and knowhow collected during lifetime
- ▶ Experience of many who failed multiple times to finally get something right
- ▶ Learn from the mistakes of others, you can't live long enough to make them all by yourselves



“

I didn't fail 1,000 times—the light bulb was an invention with 1,000 steps.

Thomas A. Edison

**CASE
STUDY-2**

Reasons why businesses fail

SN	Particulars	TRUTH
1	Inadequate Market Research	E.g. Real Estate Business Slump, wrong time of entry can ruin startup easily
2	Business Plan Problems	A solid and realistic business plan is the basis of a successful business. The more mistakes you make, the more expensive your business will become and the greater the chance of failure. (Ref. College A/cs)
3	Too Little Financing	Trying to stretch your finances at the beginning may mean that your business never gets off the ground, and you'll still have a lot of cash to repay. Ref. 15cr Loan, Salary delay
4	Bad Location, Internet Presence, and Marketing (Ref. Leads, Walk-ins - 10 out of 100 convert ratio)	
5	Remaining Rigid	Monitor the market and know when you may need to alter your business plan

Hey,
boss
We got
some
good
leads

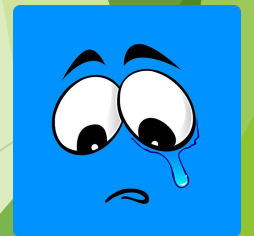
I am
getting
married

We are
running
high on
expenses

I am so happy
with my startup

Boss, We
don't have
enough
funds to pay
our bills

Hey, I got a
great offer from
a new company.
I got to go



**PAY
TAXES**

Accounting

Vendor



**SUCCESS
MARKETING
INNOVATION
LEADERSHIP
TEAMWORK
TARGET
STRATEGY
PROFIT**



CASE STUDY-3

Sakshi & Urvashi Beauty Studio

Founders | Urvashi Salaria Chawla | Sakshi Sabharwal

<https://sakshiurvashi.com/>

Course Details:

Two days Virtual Workshop on Makeup
3 hours session by each of the
founding members for two days
July 25, 26' 2020 | 11:00 to 17:00

Business Tools and Equipment:

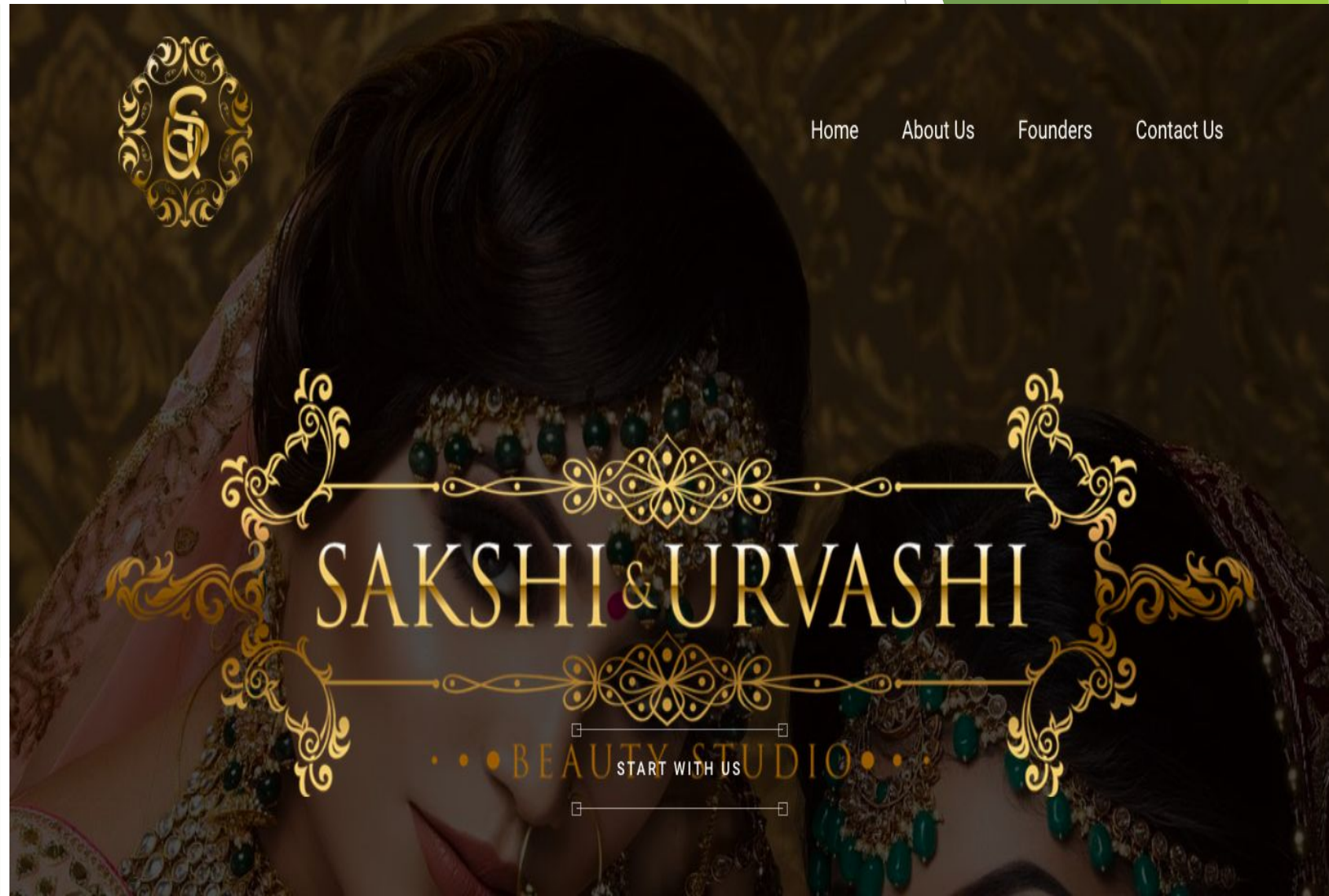
Zoom App
Camera and Lighting
Cosmetic And Makeup Products

Personnel:

Models
Camera Men
Staff

Revenue Model:

Course Fee: Rs.2500/-
No. of Candidates: 490
Total Receipts: Rs.12,25,000/-



Thank You

Be Your Own Boss - Q&A

Unfeigned Regards

CA Nikheil Mehta

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