Part-A

① margin money.

The initial deposit required by banker or financial institution to allow the borrowing of funds for investment, typically used in stock trading.

2. equity funding.

Raising capital by offering shares of the company to investors in exchange for ownership.

This can include personal savings, angel investors or public stock offerings.

3. Angel funding

Investment provided by wealthy individual in early stage startups in exchange for equity or debt.

They often offer mentorship along the capital.

4. Investment selection criteria.

factors investors use to decide where to allocate funds, including business model viability, market potential management team, financial health and exit opportunities

5. Identify appropriate investors.
Determine the type of investors, based on the business stage, capital needs and strategic goals.
Consider factors like industry focus, investment size and involvement level.

Part - B

6)
a) Sources of equity finance.
Equity finance refers to the process of raising capital through the sale of shares in a business. It is a crucial source of funding for businesses at various stages of their growth.
Below are the various sources of equity finance, categorize with explanations and sub topics.

i, EQUITY FUNDING:

Equity funding refers to raising capital through the sales of shares in a company. In exchange for the capital, investors receive ownership in the company in the form of equity or shares.

This is different from debt funding : where money is borrowed and must be repaid with interest. Equity funding can be advantageous because it does not require repayment, but it does involve giving up a portion of ownership and control.

WAY TO RAISE EQUITY FUNDING:

i, Initial public offering (IPO)
ii, Private Equity
iii, Venture capital
iv, Angel investors
v, Crowdfunding

i, INITIAL PUBLIC OFFERING:

When a company offers it shares to the public for the first time.

ii, PRIVATE EQUITY:

Raising funds from private investors or firms, often in the form of venture capital or angel investors.

iii, VENTURE CAPITAL:

Investment from firms or individuals who specialize in fundings startups with high growth potential in exchange for equity.

iv, ANGEL INVESTORS:

Wealthy individuals who invest in early-stage business in exchange for equity or convertible offer.

v, CROWD FUNDING:

using online platforms to raise small amounts of money from a large number of people in exchange for equity.

ii, PRODUCT LIFE CYCLES:

The product life cycle (PLC) refers to the stages a product goes through from introduction to decline in the market.

These stages help businesses analyze the performance of their products and make necessary adjustments in marketing, production and strategy.

STAGES OF PRODUCT LIFE CYCLE:

Introduction
Growth
Maturity
Decline

i, INTRODUCTION:

The product is launched and awareness is being created. Sales are low due to limited awarness and the company may incur costs in makting and distribution. profit are typically negative or low at this stage.

ii, GROWTH:

Sales begin to rise as the product gains acceptance in the market. Profit increase and Competitors may enter the market. The focus is on brand recognition and expanding distribution channels iii, MATURITY:

Sales growth slows down as the product reaches its peak market penetration. There may be price Competition and business focuses on differentiating the product and maintaining market price share. Profits may begin to stabilize.

iv, DECLINE:

Sales and profits starts to decline due to newer products or changes in consumer preferences. Companies may discontinue the product, reduce price or attempt to rejuvenate it through repositioning.

REGISTER A COMPANY:

The process to register a Company can vary depending on the country, but it generally follows these.. steps:

i, Choose a Business structure
ii, Choose a Company Name
iii, Prepare Documents
iv. Register with the relevant authority
v, Obtain Licenses and permits
vi, Register for Taxes
vii, Open a Bank Account
viii, Comply with post-Registration Requirements

i, CHOOSE A BUSINESS STRUCTURE:

Decide whether the Company will be a private limited company, public limited company. sole proprietorship . partnership etc..

ii, CHOOSE A COMPANY NAME:

Select a unique name for the business that complies with the regulations of the country's company registration authority. It should not be identical to existing company names.

iii, PREPARE DOCUMENTS:

These may include the memorandum of association (MOA), Articles of association (AOA), and other forms required by the Company registrar. These documents outline the Company's operations and governance structure.

iv, REGISTER WITH THE RELEVANT AUTHORITY:

In Many countries businesses need to be registered with a government body like the Companies house, the Ministry of Corporate Affairs or the Sec. This typically involves submitting your documents and paying a registration fee.

v, OBTAIN LICENSES AND PERMITS:

Depending on the business type, you may need additional licenses

Eg for health safety or food businesses

vi, REGISTER FOR TAXES:

The company must be registered for tax purposes (Eg. getting a tax identification number or registering for VAT, depending on local laws.)

vii, OPEN A BANK ACCOUNT:

After the company is registered, you'll likely need to open a corporate bank account to manage finances.

viii, COMPLY WITH POST - REGISTRATION REQUIREMENTS:

After registration, there may be onging compliance requirements, such an annual fillings, audits or maintaining a registered office

The specific steps may differ based on the jurisdiction. so it's important to refer to the local legal and regulatory authorities when starting the registration process.