

Project-1

1)

Arjun's Driving Force

Arjun is a Commerce graduate with no prior working experience but is highly passionate about this idea. It is an avid thought of doing an online business of selling street foods and found Zomato, an application that allows the customers to order food based on their tastes, interests and likes. Currently, the application is operative only in the city of Mumbai. Though he knows he is targeting mass production, he's aware how competitive expanding would turn out to be. The start-up idea would be really successful and profitable with proper idea combination. Even though Arjun has no prior working experience, his profile best fits, as he is passionate about the idea and being a commerce graduate he can manage all the accountability related to the concept of creating an application like the Zomato app.

A Similar Story

As we all know about the Meesho application, a start-up based on Online Business and shopping, initially started in Delhi and then expanded to cities like Bangalore and Hyderabad. The number of customers have been using the app, which as a result showed rapid growth in these cities. Online businesses have become trendy and are coming up with a new passion for young talented people who can help the customer's life easy. The usage of this app has seen a phenomenal upsurge which led the founder Vidit Aatrey of Meesho to simplify the access of this application for the users in a creative manner. Also, this mobile app is beneficial for the makers to create an easily accessible form. The whole cities and districts of the people are recovered to use the mobile phones, which benefited the market so quickly. However, the innovation demanded more funds. Many other financier companies started to invest in the Business, which helped in the capital increase. So in this way, Meesho App kept increasing Arjun's hope, as one does not need to be an engineer or have an MBA to be the founder. Same as the above Zomato, an application of food delivery of Arjun's profile, the Meesho app consisted of an online shopping business of daily needs and activities, where homepreneurs sell on Whatsapp, Facebook and Instagram.



Challenges Encountered

ADVANTAGES & DISADVANTAGES:

- The issues were mainly faced in the areas where the demand is lower, especially in the smaller cities the distributors may find some difficulties in receiving the products safely. And also in smaller villages, the production and the facilities faced by them had brought some trouble. As these places are far from the cities the cost of commuting and other expenses are too high, though that wasn't the problem at the beginning and we had to increase the cost of delivery in these places for some period which seemed to decrease the cost of revenue.
- At the early stages, the co-partners and founders weren't very particular. They focused on earning money, and as there was an increase in the number of people using Android phones, the website started getting more responses which helped us a lot of huge benefits. By observing this, many collections of shops started placing advertisements, which gave a lot of spirit in continuing the Business.
- Also which makes the customers pay for the charges digitally by launching cashless transactions.(Gpay/PhonePay/Paytm)

Conclusion

As a founder of Zomato App, Arjun should consider that hiring the potential staff is the primary concern for incredible growth. Moreover, it is also the most significant hurdle they encountered while building this application, like Meesho.

Mobile app development has become a driving force for any business. And majorly our Business runs through this app and communication via WhatsApp, Twitter, Facebook and mobile phones. The products come directly via the wholesalers and suppliers, which means you can get them at factory price. This is the only platform to get trending products in every category without worrying about higher prices. You can also utilise offers and discounts to help customers save even more. In this way, this Business helped us a lot in selling the products very comfortably and safely.

2)

As stated, there are many ways to raise funds for the capital to run in an approachable manner. Unlike private equity, loans and many other firms offered money to finance. It is the extra premium provided by the company through various approaches while raising funds for the capital. Such variables are the stamp of quality, network-driven benefits and advisory benefits. Here the combination of these ideas makes the Arjun profile beneficial.

I believe that Arjun's primary focus should be on advisory benefits. Arjun can fill his technical knowledge using various sources available online, but he lacks experience. Arjun scale margin and growth can increase only when an investor can mentor his start-up to have specific expertise in the industry or business market. A mentor can always help in all ups and downs with his experience, which consists of business analytics, compliance securities, payment statistics, Derivative management.

The mentor can also help in hedging the position with the development of Business and products delivered. Arjun can assist an experienced mentor in learning all approaches that he wants to scale up his business strategy and risks involved.

Creating a solid, organised team means setting goals, approach and building an experienced system. Arjun can compensate for his lack of corporate experience by using the expertise of a mentor who can teach him how to manage a team, negotiate with team members and lead the company. Also, Arjun can reflect on his personal development using constructive feedback from his mentor to make a plan of action accordingly that would improvise their source of the company's objective in a more significant manner. For a fresh start-up like this, the practical decision is to seek a piece of advice. It is essential to take advice from others to build the company's future and growth as Private equity investor mentors can bring their experience in this domain under the guidance of Arjun's decision. By the nature of the environment, it is pretty challenging to impart technical and analytical knowledge in these decisions. An expedited direction to build up the company's future and grow acquired knowledge of decisions would make the start-up successful. This is the reason advisory benefits are most important for Arjun.