

Entrepreneurship Then vs Now

Panellist



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Key Learning:

- Authenticity of early age business
- Early business without internet approach
- Customer value and satisfaction
- When market shifted towards modern age it was more towards mass production
- Branding is very important for any business
- 3S should be followed, namely Sustainability, Scalability and survival of business
- If the business focus on productive the profitability will be easy to achieve
- Always analyse and take calculated risks

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