

A

Visit report

On

Interview of Entrepreneur

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Under the Guidance of

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Submitted to



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Details Of the Firm

Name of showroom	BMG Automobiles
Name of owner	Vinod Biharilal Longani
<u>Address</u>	Yeola road new market yard, Kopargaon.
Phone No.	9422223092
Email	Longanivinod9@gmail.com
Website	-
Year of Establishment	1996
Legal Status	Private
Type of Business	Business to Business & Business to Customer. Retailing Wholeselling
Annual Turnover in Rs	70 - 80 lakh
No of Employees	None
Business Facebook Page	-
Instagram Page	-
Current Advertising:	-

INTRODUCTION

Entrepreneurship is very wide concept that determines high aptitude with changes, characteristics and many more things. This creates creativity in the organization for development and high profits. Entrepreneur is the person who organize, manage and control all things through enterprise can get revenue and positive results. It will make profitability though asses elements and forces of market

In respect to this we gave visit to one of the entrepreneur in Kopargaon. We throughly study about his restaurant.

OBJECTIVES

1. To know and understand Business
2. To know how an Entrepreneur shape out the idea of innovation to undertake new business
3. To know the factors affecting to new entrepreneur
4. To know the motivational factors of an entrepreneur
5. To understand cash flow and other basic financial information related to business
6. To know how technology affects business decisions

Mr. Vinod longani

(An Entrepreneur)

Mr. Vinod Longani who had dream to start his own business with his efforts and dedication to fulfill his dream he successfully established his firm BMG Automobiles. Many difficulties he face when he want to start his business. with his hard work and persistence he successfully started his firm and fulfill his dream.



Personal Details of Entrepreneur

Name : Vinod Biharilal Longani
Father's name : Biharilal Longani
Date of birth : 19/12/1972
Educational qualification : 12th
Present address : Chattrapati Shivaji road, Kopargaon.
Permanent address : Chattrapati Shivaji road, Kopargaon.

An Interview with MR Vinod longani

Name of the owner: Vinod Biharilal Longani

1.Firm name with Address: yeola road, Kopargaon.

2.Dealing in products/Services: Selling spare parts of 2- wheelers

3.Inception: 26 years old

4.How do you came into business by choice or by accident: By choice

5.First generation/second generation/Third generation: First generation

6.Challenges and problems faced by you: 1.Goods importing exporting problems .

7.What motivates you to continue: I like this work of selling and I want to continue for the same as it is my only income source. Also my dedication and passion towards my work motivates me to continue this. My family is dependent on me and my customers satisfaction also motivates me a lot.

8.Whether family supports you: Yes, always.

9. Whether you will pass your business to next generation(son): yes, for sure.

10.How technology is affecting your business decisions: I think we should always update our business to survive in market. If we want to survive in market we should also learn new things , skills and adapt new technology.

11.How is your cash flow/credit other basic financial information: Good

12.customers-segments: Demographic and geographic

14.Competitors: Bajaj showroom

15.Suppliers: 70 – 80 companies.

16.How do you manage staff: They have staff of 45 people. Their relation about them is quiet friendly.

17.whether you are planning to diversify from existing business or add on of new business in family or friends: Yes.

18.What is your opinion about whether youth should come in Business or not, what stops them to come in Business, what are the reason for the young start-ups: Yes youth should come in Business because this young people have more potential and great opportunies in any business. They should remove fear of failure, a version to hardworking and stress. They should be focused and hardworking to start new business. Also they should believe in themeself as this is key to success to start any business and to make business successful.

MARKETING ENVIRONMENT

Market environment is business terms that refer to factors and forces that affect a firm's ability to build and maintain successful customer relationships .it includes competitors, external environment and internal environment.

Competitors-

- 1- Bajaj showroom
- 2 – Ramesh tyre
- 3- Sarode shop

TARGET AND MARKET SEGMENTATION

While taking interview of an Mr Vinod Biharilal Longani we get to know that their target customers and market segment.

1:Geographic- In Geographic segment we observe that location is very important for industry. It provides a sustainable competitive advantage that might influence revenues and future prospect of growth. It determines ability to attract more customers and prominent staff.

2: Demographic- In demographic segment BMG automobiles targets 2-wheeler of age starting from above 18 and maximum upto 50 years approximately. Local peoples also came their shop.

MARKETING MIX

All the elements of marketing mix influence each other. They make up the business plan for a company and handled right, can give a great success. The marketing mix needs a lot of understanding, market research and consultation with several people, from users to trade to manufacturing and several others.

Product:

Tyres, megwheel, mudguards, headlights, BreakLiner, plugs, meter setup, Indicator, pannel etc.



PRICE

Pricing of services is tougher than pricing of goods. While the latter can be priced easily by taking into account the raw material costs, in the case of services labor and over-head costs that also need to be factored in. The price is suitable for all. They sell their goods from Rs 10 to Rs 10,000.

PLACE

They provide their products in their retail shop.



MAJOR FINDINGS

1. Because of nearby there are many competitors who provides the same service to same customers so that it affects the restaurant's earning.that is unique selling proposition is the major problem
2. There is no staff to help the entrepreneur so sometimes service becomes time consuming

SUGGESTIONS

1. They should keep at least one staff member to help in service delivery so that work load will reduced and time also saves.
2. Marketing strategy need to be strenghthen.We suggest them they should more active on social media like instagram and Facebook

FUTURE AND SCOPE

Spare parts are large segment in industry.

- The word is changing and it's meaning with respect of future rapid growth of automobiles pushed forward by foreign and domestic business.

Vision & Mission

They want to spread their business all over India. And to give his business to his son.
To become the India's leading provider of good quality products and services for individual mobility.

CONCLUSION

1. To be successful in sustainable business practices often requires entrepreneurship and innovation. Successful entrepreneurship often requires creativity and innovation in addressing a new opportunity
2. The business will be a great success and progress because they provide hygienic food with best service in a pleasant environment.
3. They could make a good name of their business inside the market by providing tasty and hygienic food with best service.



