

# **BRIGHT IDEAS CONSULTING**

## **1 INTRODUCTION**

### **1.1 Overview**

A brief description about your project

### **1.2 Purpose**

The use of this project. What can be achieved using this.

## **2 Problem Definition & Design Thinking**

### **2.1 Empathy Map**

Paste the empathy map screenshot

### **2.2 Ideation & Brainstorming Map**

Paste the Ideation & brainstorming map screenshot

## **3 RESULT**

Final findings (Output) of the project along with screenshots.

## **4 ADVANTAGES**

List of advantages of the proposed solution

## **5 APPLICATIONS**

The areas where this solution can be applied

## **6 CONCLUSION**

Conclusion summarizing the entire work and findings.

## **7 FUTURE SCOPE**

Enhancements that can be made in the future.

# INTRODUCTION

## OVERVIEW:

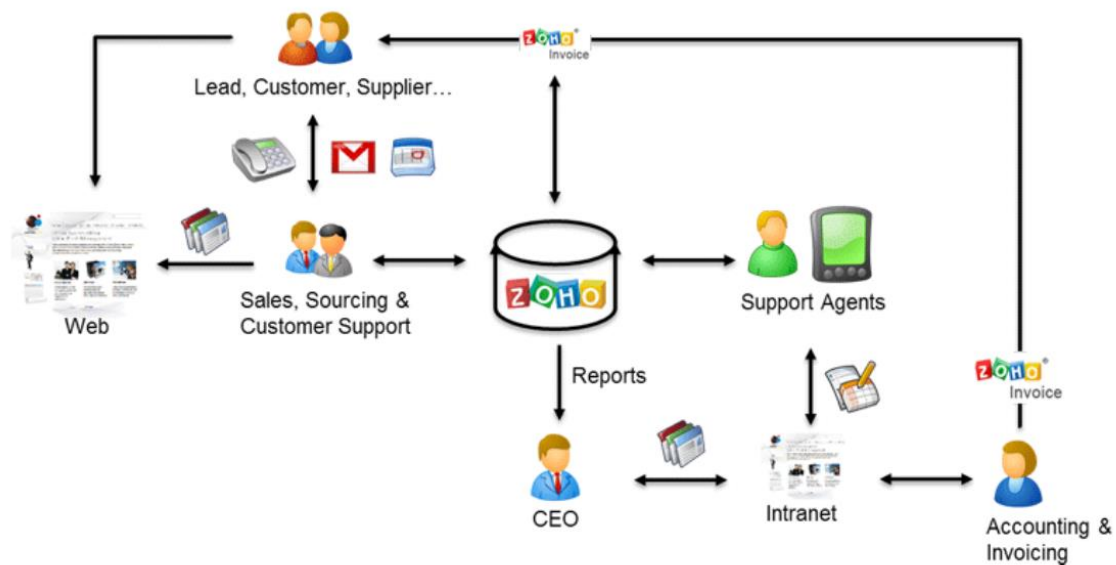
Bright ideas consulting are a company specialising in offering help and support to organisations requiring assistance to delivery their development program and ambitions. If you have been assigned the complicated task of planning your company's corporate event and don't know where to start, you are in the right place. Whether you are new to event plan, are looking for some new ideas or need assistance from an event consultant, this unique event consulting services is for you! Our company uses 3 C's for your company future. The 3 C's are the combination of confidence, competence and credibility that appear to make the difference to the professional outlook of consultants. Our consulting roles can fit into one of five categories: strategy consulting, operations consulting, financial consulting, information technology consulting and human resources consulting.

- **Figure out a problem that your idea solves.** It is normal to be subjective and emotional toward your precious idea. Desire is part of the process, but you need sales to keep you in business. Instead of honing in on the great solution at first, work on identifying a common problem your product will solve.
- **Research the competition.** You may have never heard of your idea or see anyone around doing it, but take it step further. Do your homework to see if similar products or services exist. That could save you the headache of entering a saturated market or help you enter from a different angle. Similar products or services could use your idea and what you can do to improve them.
- **See a business consultant.** A professional can guide you through completing each step on your way to structuring your idea into a viable business. They can act as a mentor to help you talk through if the idea makes sense to pursue. Business consultants have an abundance of networks and could help you connect with the right business funding too.
- **Find a market for your idea.** Even if everyone wants your product, not all of them need it, can afford it or will buy it. The objective is to up your chances of reaching buyers. Market research is an important step to have a solid marketing plan and promote to people who will convert into customers. Consider demographic information such as age group, residence, income, a line of work and hobbies.
- **Find support and build your team.** Business partners and a team who want to see you succeed could speed up the process. Bringing the best of what each of you has to the table with a team around you increases your chances of longevity in the business. Big names like Google, Apple,

Twitter, Proctor and Gamble and Ben & Jerry's can attribute their lengthy business success to fusing good qualities within their partnership.

- **Create your business plan.** This foundation for success breaks down every component of your business. Set a business plan will put all the concepts swarming around in your head in one place on a document. It helps you narrow down critical projections for at least the first five years. Most investors require some form of a business plan to consider placing their trust in your idea or company. Focus on these areas:
  - Executive summary.
  - Market analysis.
  - Execution.
  - Company and team information.
  - Product or service.
  - Financial plan.
- **Find investors for your idea.** Start with options that have the least amount of risk in the early stages. Friends and loved ones, personal savings and crowdfunding pose the least risk to your credit and are easier for a startup to obtain. With more experience, pitching to a venture capitalist or angel investor could yield more funds in exchange for company equity.
- **Solidify your brand and promote your business.** Influencers control a large portion of market activity, so that means you need to be the face of your brand. Work on building a loyal following on social media before your business idea launches. Build email lists, submit press releases and create anticipation for your upcoming product or service.

## Preparation and maintenance for ZOHO book :



## PURPOSE

Consultants offer guidance and actionable solutions to problems the organization may be having. Consulting firms tend to have specific focuses, and companies pay them to lend their expertise on problems that can't be handled internally.

Consulting firms have a presence in virtually every industry. There are also firms specific to several different trades and practices, including finance, healthcare, advertising, engineering, architecture, [technology](#), and even the public sector. Here a few examples of different kinds of consulting firms and what they do.

## Types of Consulting Firms

### 1. Engineering consulting firm

Engineering consultants are experts in planning, designing, and ultimately constructing different types of infrastructure and projects for both public and private clients, including governments, real estate developers, and construction firms.

Though it's not entirely uncommon for engineering consultants to work as solo practitioners, most consulting services specific to this industry come from prominent consulting firms.

## 2. Financial consulting firm

The term "financial consultant" has more or less been replaced with the term "financial advisor." Financial advisory (or consulting, if that sounds better to you) can take on multiple meanings given the context.

The concept is often associated with providing personalized, actionable financial planning for individuals. That being said, financial advisors can also be valuable resources for entire businesses, providing insight on corporate governance, financial risk, and customer and supply chain operations.

## 3. Healthcare consulting firm

Healthcare consulting revolves around analyzing management practices in the healthcare industry. These kinds of firms employ experts in areas like pharmaceuticals, medical technology, healthcare payers, and delivery systems.

They can advise healthcare companies on everything from digital transformation to acquisitions and mergers to customer experience. Generally speaking, their advice comes on the business end of things. They wouldn't tell a brain surgeon how to do their job.

## 4. Human resources consulting firm

Companies hire human resources (HR) consulting firms to help address — you guessed it — their human resource management issues. HR consultants typically fall into one of two buckets: expert resource consultants and process/people consultants.

If a company is having trouble determining appropriate compensation for its employees, expert resource consultants would likely provide definitive figures themselves.

People/process consultants would guide that business through an organizational change and let it determine the appropriate compensation figures on its own throughout that process.

## 5. Political consulting firm

Political consulting firms advise and assist individual political campaigns. Their main focus tends to revolve around media messaging, including creating content like advertisements and direct mail for candidates. Their expertise generally extends beyond that aspect though.

They can offer insights into and actionable plans for voter mobilization efforts and campaign rhetoric. They also engage in other activities, including polling and opposition research.

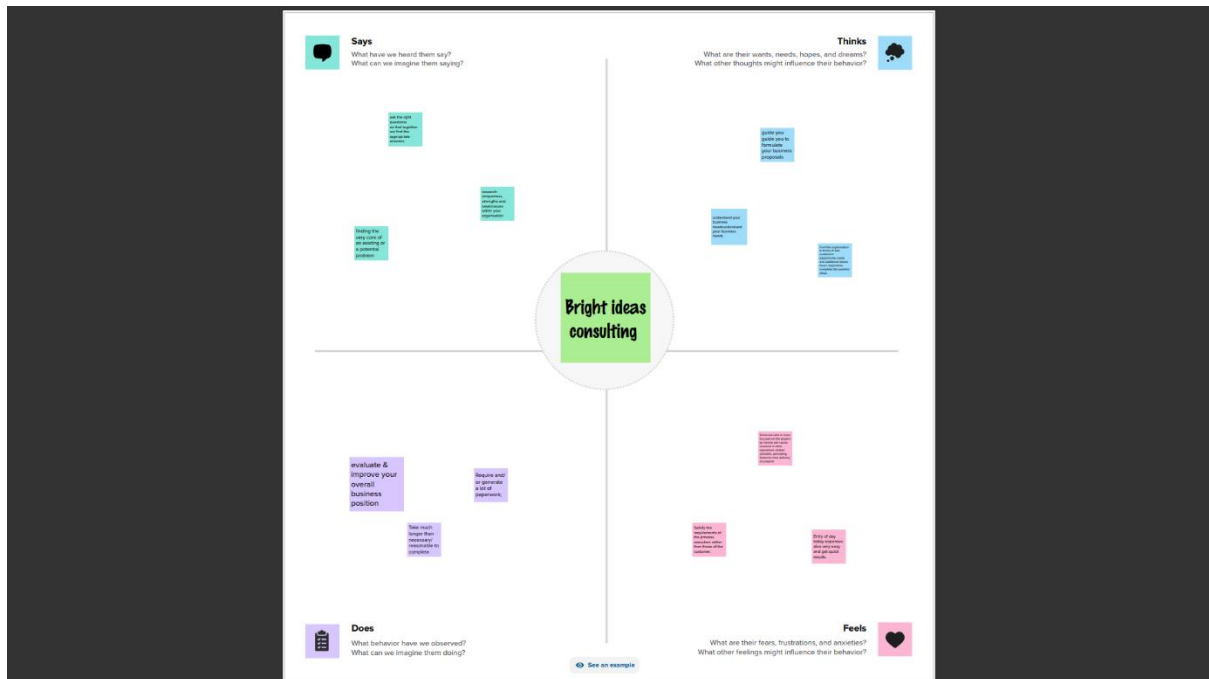
Consulting firms are virtually everywhere — in virtually every industry — working in the interest of solving virtually every kind of problem. If your organization is confronted with an issue that's out of your league, reaching out to a consulting firm might be the way to go.

#### **Event consulting ideas:**

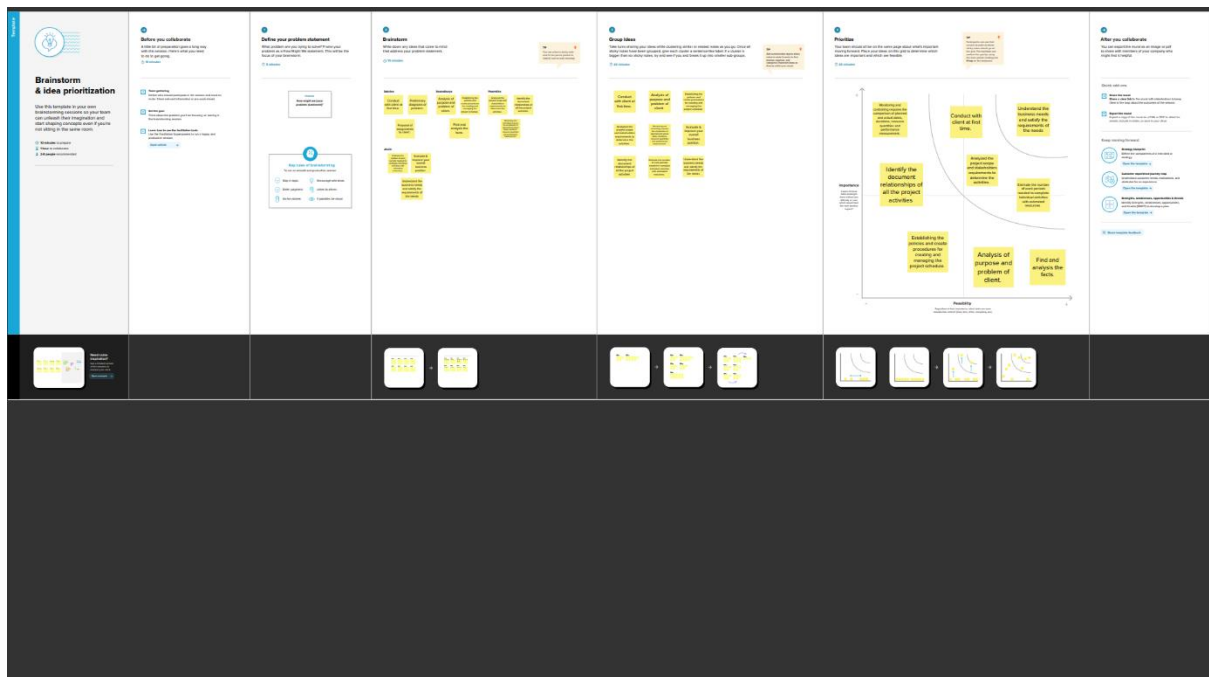
- ❖ Our consulting company's main purpose is to coming up with a solutions to real world business situations or problems.
- ❖ Easy user-interface with each data around courses and all.
- ❖ Live communication with customer.
- ❖ Selecting the perfect venue for the perfection in business handling.
- ❖ Choosing a theme that fits for the organising clients contacts.
- ❖ Designing a décor strategy to impress the customer.
- ❖ Planning the menu for the time maintenance.
- ❖ Selecting the right entertainment for the customer refreshment.
- ❖ We are Budget conscious and budget friendly.
- ❖ We provide creative ideas for our client's company improvement and achieve their goals.
- ❖ Research uniqueness strengths and weaknesses within your organisation.

# PROBLEM DEFINITION & DESIGN THINKING

## EMPATHY MAP:



## IDEATION & BRAINSTORMING MAP:



## RESULT

Our project achieve the main motto of our organisation which leads the profits and satisfaction of the customers in providing the ideas for improving their company stacks and establishments. Our consulting service company reaches the huge success as profit in the sales.

### PROFIT & LOSS:

Bright ideas consulting	
Profit and Loss	
Basis: Accrual	
From 01/04/2023 To 30/04/2023	
Account	Total
<b>Operating Income</b>	
Sales	6,00,000.00
<b>Total for Operating Income</b>	<b>6,00,000.00</b>
<b>Cost of Goods Sold</b>	
Cost of Goods Sold	50,000.00
Subcontractor	1,00,000.00
<b>Total for Cost of Goods Sold</b>	<b>1,50,000.00</b>
<b>Gross Profit</b>	<b>4,50,000.00</b>
<b>Operating Expense</b>	
Other Expenses	5,000.00
Rent Expense	1,00,000.00
Salaries and Employee Wages	1,00,000.00
<b>Total for Operating Expense</b>	<b>2,05,000.00</b>
<b>Operating Profit</b>	<b>2,45,000.00</b>
<b>Non Operating Income</b>	
<b>Total for Non Operating Income</b>	<b>0.00</b>
<b>Non Operating Expense</b>	
<b>Total for Non Operating Expense</b>	<b>0.00</b>
<b>Net Profit/Loss</b>	<b>2,45,000.00</b>

\*\*Amount is displayed in your base currency INR



## BALANCE SHEET:

### Bright ideas consulting

#### Horizontal Balance Sheet

Basis: Accrual

As of 16/10/2023

Liabilities & Equities	Assets
<b>LIABILITIES</b>	<b>CURRENT ASSETS</b>
• <b>CURRENT LIABILITIES</b>	<b>Cash</b>
Accounts Payable 2,95,000.00	• Petty Cash 5,000.00
• GST Payable 0.00	<b>Bank</b>
• Output CGST 54,000.00	• ICICI Bank-001 2,03,000.00
• Output SGST 54,000.00	• Accounts Receivable 7,08,000.00
Total for GST Payable 1,08,000.00	<b>Other Current Assets</b>
Unearned Revenue 7,08,000.00	• Input Tax Credits 0.00
• <b>TOTAL CURRENT LIABILITIES 11,11,000.00</b>	• Input CGST 22,500.00
<b>TOTAL LIABILITIES 11,11,000.00</b>	• Input SGST 22,500.00
	Total for Input Tax Credits 45,000.00
	• Prepaid Expenses 2,95,000.00
<b>EQUITIES</b>	<b>TOTAL CURRENT ASSETS 12,56,000.00</b>
Capital Stock 1,00,000.00	<b>FIXED ASSETS</b>
• Current Year Earnings 2,45,000.00	Furniture and Equipment 2,00,000.00
<b>TOTAL EQUITIES 3,45,000.00</b>	<b>TOTAL FIXED ASSETS 2,00,000.00</b>
<b>TOTAL LIABILITIES &amp; EQUITIES 14,56,000.00</b>	<b>TOTAL ASSETS 14,56,000.00</b>

\*\*Amount is displayed in your base currency INR

## **ADVANTAGES**

- ❖ Having access to skills, expertise and experience only when required, on contract for the project duration rather than under a fulltime employment contract; leading to cost savings related to employment and retention of such a highly skilled person;
- ❖ A project manager that is objective and not involved in organisational politics and hence has a more critical view of the project outcomes and deliverables;
- ❖ Someone who is more focused on the project as he/she will not be involved in other operations related activities, permitting faster/on time delivery of projects;
- ❖ No need to set up a project management office and to train staff how to undertake the necessary documentations.
- ❖ Setting boundaries to unlock the company success.
- ❖ A business consultant understands how a corporation works, from its strategy and structure to its control and operations.
- ❖ We recognize how to leverage and maximize the usage of resources to be successful. By customizing the method in order that it meets the unique demanding situations and goals of an organization.
- ❖ carry out research and data collection to understand the organisation
- ❖ conduct analysis
- ❖ interview the client's employees, management team and other stakeholders
- ❖ run focus groups and facilitate workshops
- ❖ prepare business proposals and presentations
- ❖ identify issues and form hypotheses and solutions
- ❖ present findings and recommendations to clients

- ❖ implement recommendations or solutions and ensure the client receives the necessary assistance to carry it all out
- ❖ manage projects and programmes
- ❖ lead and manage those within the team, including analysts
- ❖ liaise with the client to keep them informed of progress and to make relevant decisions.

## APPLICATION

We predominantly work with organisations who have a social mission including voluntary & community sector organisations, public sector agencies and social business. Our main areas of services include;

- ❖ Organisational Development & Change
- ❖ Research Evaluation & Impact Assessment
- ❖ Strategy & Business Planning
- ❖ Financial Sustainability & Income Diversification for voluntary sector organisations and social enterprise
- ❖ Psychometric Assessment
- ❖ Psychological Research

Types of work can include:

- ❖ business strategy
- ❖ e-business
- ❖ financial and management controls
- ❖ human resources
- ❖ information technology
- ❖ marketing
- ❖ supply chain management.
- ❖ Responsibilities of the Campaign Commander
- ❖ Defining the Groups
- ❖ Identifying the Idea Team Leader
- ❖ Idea Team Leader Responsibilities
- ❖ Idea Team Leaders Meeting
- ❖ Materials For Idea Team Leaders
- ❖ Outline Of Idea Campaign Events

## CONCLUSION

Are you feeling ready to start your own consulting business? Now that we've established that now is an optimal time to begin and that there are plenty of options for you to choose from, you can choose to leave the employee life behind and start working with businesses and individuals on solving their problems.

Whether you're working in any of the industries listed above or another up-and-coming consulting field, you can take your first steps to start your own consulting business.

We hope you better understand the consulting engagement process and how it can be beneficial to your business. Consulting engagements are not one-size-fits-all, so we encourage you to consider what type best suits your needs. Check out our website for more information that might work well with your organization.

If you're considering a career in consulting, it's essential to understand the steps involved in the process.

## **FUTURE SCOPE**

The future scope of a Bright Ideas Consulting service establish extra specification in consulting process. Efficient management and sufficient capital are those few key ingredients without which a sustainable and profitable business is not possible. But, another thing that is inevitable these days is to explore the upcoming business ideas.

**Outsourcing business:** Forbes magazine revealed that 50% population of developed countries like America, Australia, Canada are working independently but they need employees to work. If they hire employees locally, they cannot make up good profits due to high operating expenses. o, to reduce the startup cost and maximize profits, the businesses are outsourcing the project to the people of developing countries where educated people are available at quite a cheap cost. India and China are good examples of it.

### **Rise of co-working space:**

The trend of future services offices is going to change. Due to high rental expenses, it is very difficult for small businesses to afford a separate office space. So people are opting for working in co-working spaces. It not only helps them to reduce rental expenses, but also to share expertise and skills. If you have free space then start working a co-working space business. It is a new business idea which is very futuristic. This is one of the best upcoming business ideas in India.

### **Consumer goods and services business:**

Experts are of the view that the middle-class population of a few countries will go up tremendously and the country where the middle-class population is increasing day by day is seen as an emerging market. With the expansion of the middle class, the consumption of goods and services will witness a sharp inclination. It is a good opportunity for those who want to start a good and services business like starting a retail Chain store.

### **Business in real estate:**

With rapid urbanization every year, thousands of people are migrating to big cities. There may be several reasons behind it like finding good jobs, improving living standards, etc. Due to this trend, the need for affordable houses has increased a lot. It has created a great opportunity for the real estate industry, brokers, and construction companies to offer their services. If you want to start this business, you should have relevant experience and governmental license to operate in your area.

