



Bada Business

An Initiative By Dr. Vivek Bindra

10 Day
MBA

Dear Participant!

Congratulations!

By registering to this 10 Day MBA* Program, you are already in the top 21% of educated individuals in India - and if you consider the world you are even higher. This means you are already successful, take the time to celebrate. This is your one chance, make the most out of it.

You are now venturing on an exciting journey of the unidentified. So, spread your wings, fly and soar high; exploring your inner strengths. It is time now for you to grasp the nectar of your strengths and that of others in order to improve performance & productivity.

10 Day MBA* is devoted to develop effective leaders, with an entrepreneurial mindset, and collaborative skills necessary for pursuing a fulfilling career path. Our curriculum is rigorous and provides the opportunity to learn the business environment while equipping you to analyse the market and meet business challenges in this global society.

At Bada Business Pvt. Ltd. we strongly believe that our purpose is not only to prepare you with the necessary skills to achieve your career goals, but also to help you become a strategic thinker and leader who add value to their community locally or globally. We are committed to building the business leaders of tomorrow.

This 10 Day MBA* Program is specially designed to help you identify the hidden strengths and inner potential you possess just like a rich and vibrant butterfly. This insight unleashes the immense power and strength within. It's about you. It's for you. Take a peep, uncover your latent talents. Know yourself and others better.

So, let us venture on an exciting journey of the unidentified and discover your inherent potential, using the right tools. Let not your unknown fate unfold the path of your uncertain future

Enjoy the program and let's make the most of the time we spend together!

Warm regards,



(Dr. Vivek Bindra)

*Please Note: The program will be highly engaging and the value of learning will come to you if you participate fully ... This reading material cum manual has been specially designed for you to use through the program and also for you to refer to in the future.

Bada Business

An Initiative By Dr. Vivek Bindra

10 Day **MBA**

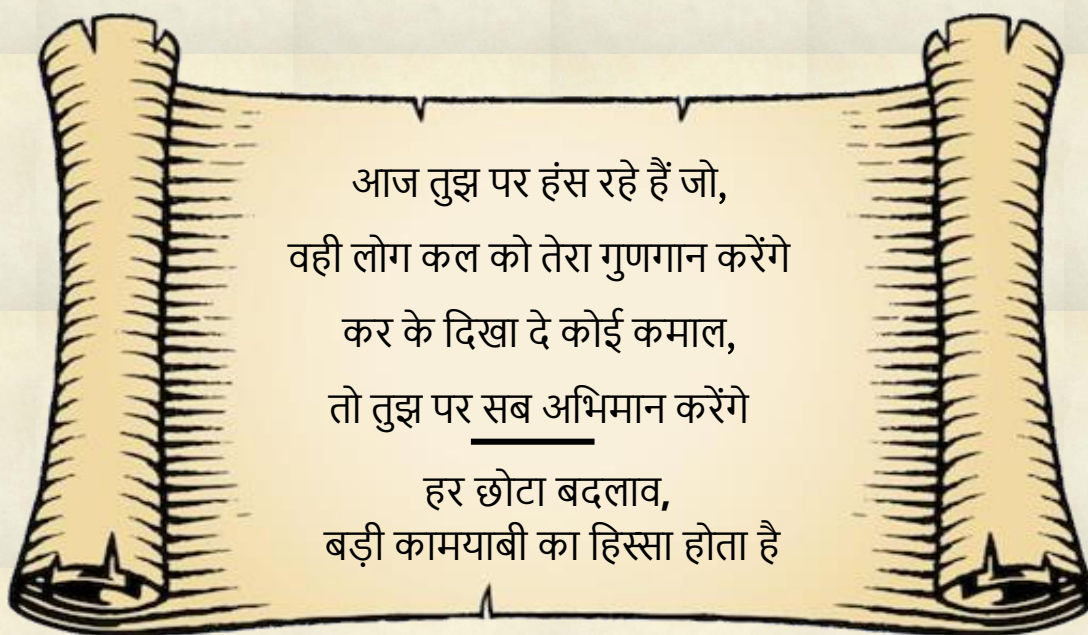
Day 1
Solopreneur
to Entrepreneur

Being a Solopreneur

Freelancing is one of the most Underrated Professions in the world

Those who are not Freelancers, they consider Freelancers as Unemployed

As a Freelancer, No matter what you do, People will always Judge you, Ignore you & Laugh at you, and once successful they'll be Jealous of you



Beginning is often with Freelancing

Fire => Ready => Aim - That's how 90% Freelancers get started

1. Know why you're Freelancing

- **Identify your Goals**
 - Be Clear about what you want from Freelancing
 - Use Freelancing as a Stepping Stone to Success
- **Identify if your Dreams and Reality Match**
 - Assessment of Aspirations vs Action

2. Figure out your Key Strengths

- **How Sharp are your Skills?**

- If you're working full time, take out some Time and Money for some Skill Upgrades. The Greater your Skills, the Higher Prices you can set for Yourself

3. Are you New to what you do?

- **Time is Limited in Freelancing**

- Price घटाओ => Customer बढ़ाओ
- Price बढ़ाओ => Customer घटाओ

4. Make a List and Check it Twice

- Make a two-sided list. On one side are the skills you love to use and could exercise daily. On the other side are skills you have but don't use / enjoy as much.
- It will help you see different ways to market your- self
- Sometimes the best-paying skills aren't ones you like the most

5. Identify your Top Skills

- Your Top Skills Create your Reputation—which Drive your Marketing Message | Your Negotiating Leverage | Your Pricing

6. Can you Specialize?

- Specialization Heightens Reputation.
- The Best Specialties are where your Skill and Passion Intersect

7. Perform SWOT Analysis

- Strength- Weaknesses (Internal)
- Opportunity – Threat (External)

8. Always Strive to Improve

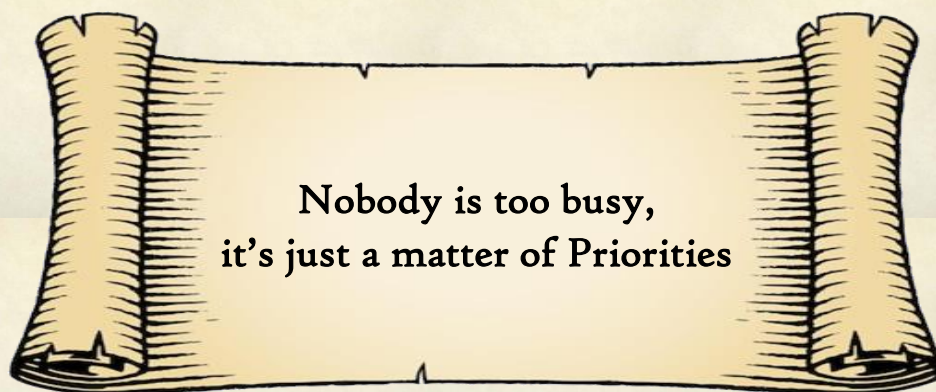
- The beauty is, the internet provides you with a plethora of options for you to learn
- You could join an open course, pay for a course online
- More you know = More valuable you become.
Increase your prices with extra knowledge.

Office Setup for Freelancers

- **What to Ask if you are Renting a Space**
 - Can I Afford it? Talk to your Accountant or Financial Adviser
 - What is the Minimum Deposit?
 - If I don't want to continue the Lease, how far in advance must I notify the Landlord?
 - If you aren't tech savvy - keep a troubleshooting vendor

Priority Management

1. Set up 1-2 Priorities each day
2. Group Similar Tasks Together
3. End your day with a Self-review
4. Turn off Wifi
5. Create and Commit to your own Deadlines
6. (Current time – Ideal Time) Use a Time-tracker



Market Segmentation

- Startup Success Happens When You See Through the Eyes of Customer & not through the perspective of the Company
- This involves:
 - End user | Application | Benefits | Market Characteristics | Partners| Size of the market |Competition
- Narrow down market and satisfy every human being in the marketplace.
- Market Segmentation – Failure Points
 - Selling to Everyone
 - The China Syndrome

Remember - Everyone Is Not Your Customer!

Focused Pilot Market

1. **Select a Focused Pilot Market**
 - Strategy of dominating & winning smaller market first before moving into larger markets.
 - Narrow down the market to maximize initial profits
 - Ignoring Multiple Market Segments helps
 - Increase Your Focus on Value Creation
2. **Why Focused Pilot Market?**
 - Allows to dominate the smaller areas
 - Allows to make smaller mistakes
 - Optimal use of limited resources.
 - Experience word of mouth in local market

Don't worry about size of the Focused Pilot Market - Smaller the better
3. **7 Steps of Focused Pilot Market (Questions)**
 - Is the Target Customer Well Funded?
 - Is the Target Customer Really accessible to Sales Force ?
 - Does The Target Customer Have a Compelling Reason To Buy ?
 - Can You Give Full Product With the Help of Partners?
 - Is there Entrance Competition (Entry Barrier)?

- If You Win this Segment, will You Expand To Adjacent Market?

4. Focused Pilot Market Example : Amazon

- Jeff Bezos started Amazon focused on books
- After winning FPM..
- Amazon began to expand into adjacent categories.
- His FPM acted as foundation to build larger product categories.
- Electronics, Fashion, Groceries to everything & now become multi-billion \$ Co.

5. Focused Pilot Market Example : Tinder

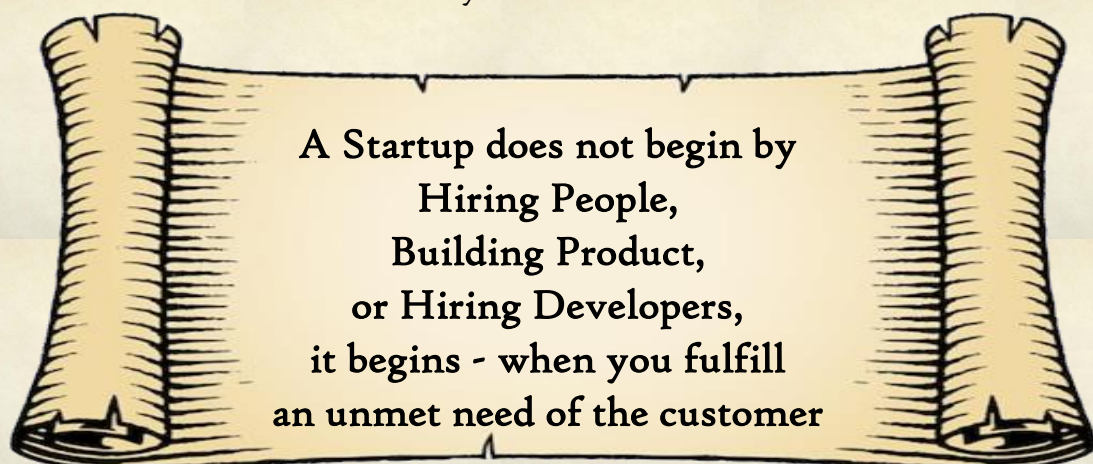
- Tinder launched on September 12, 2012 and the marketing was originally focused only to college students on the West Coast of the U.S.
- College Population: Tinder hired “college campus reps” to help promote the app to their peers.
- Organized College Parties | Entry with Tinder App

6. Focused Pilot Market Example : LinkedIn

- LinkedIn had targeted Recruiters as its FPM.
- Presence of recruiters attracted business executives who were seeking a job..
- Later Positive word of mouth helped others join the network.

7. Persona for the Focused Pilot Market

- Persona is a mini-biography of a real user
- Describe their goals, strengths, pains and motivations.
- Build a very detailed description of real consumer.
- Focused Pilot Market Helps in Understanding
 - Marketing Messages
 - Decider Influencer Buyer Consumer



Decision Making Unit

Determine the Customer's Decision Making Unit

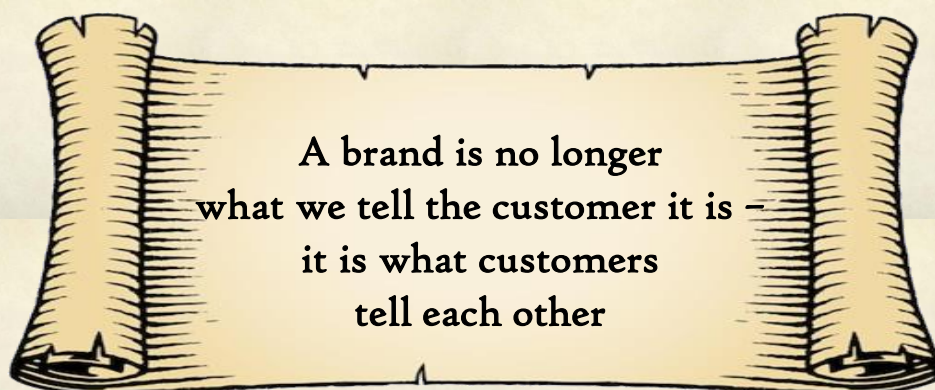
- **Who Makes Buying Decision**
 - Secondary Influencers: They include
 - Media publications | Outside Contractors | Friends & Family | Industry Groups | Websites | Blogs
- **Ask Yourself:**
 - Who besides customer would be involved in the decision|
 - Who will have the most influence
 - Who could stop this from happening

Product Development

Define the Minimum Viable Business Product: Three Conditions

1. The customer gets some value out of the use of the product
2. The customer pays for the product
3. The product is sufficient to start the customer feedback loop to build improvement cycles

Build your Brand (Creating your Portfolio)



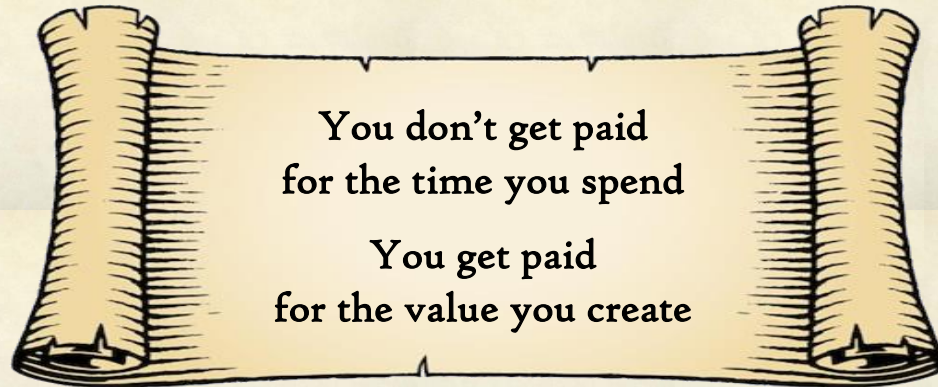
Build your Personal Brand

- ✓ Building a Personal Brand is Important but its not Easy
- ✓ Your portfolio of Skills Testimonials,
- ✓ Accolades, Case Studies etc. on Web
- **Social Media**
 - Link what you do to your Website & all Social Channel
 - Make an Announcement that you're Open for Business
 - Ask your Social Network to Share the News about you
 - Email your Friends, Make a Personal Update about what you're up to and why
 - Join Facebook Groups. They have Gained Popularity in the Last Few Years Category Wise Groups.
 - Introduce yourself to the group, explaining how you help
 - Answer questions. Be helpful. Build relationships. Don't Just post links on hire me
 - Let People view you as an expert in your field.
- **Portfolio**
 - Show off examples of your work in a portfolio or a blog
 - Display your services with a contact form so people can easily get in touch with you
 - Portfolio makes you look more Professional Amongst Unprofessional Freelancers – having a website will make you stand out and shows you're serious about business.
- **It's all about Presentation**
 - Your Business Card has to Stand out – Make your Own Template - Who are you | Your Unique Value | Contact Details
 - Go Digital. A virtual business card saves you from ending up in dustbin

Excellent Presentation, Gets Sold without hesitation.

Customer Acquisition

When Freelancers are asked about their Biggest Problem in Freelancing Business, almost everyone has the same answer – FINDING CLIENTS – Have Enough Clients - Not too few and not more than you can handle.

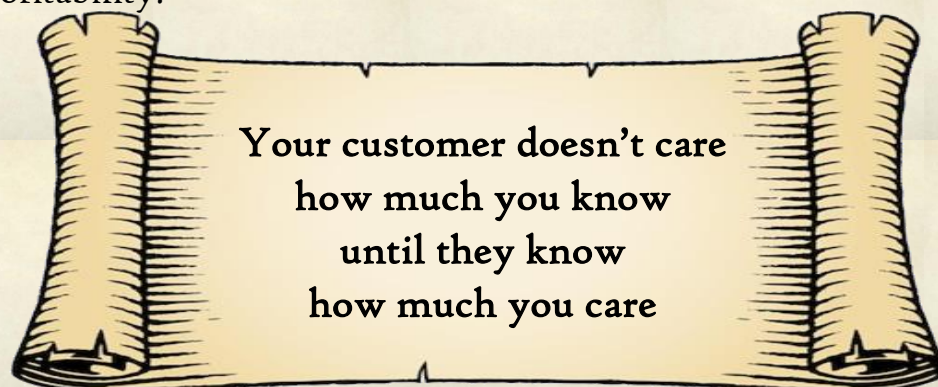


1. Introspection

- How Will Customers Know About Your Brand?
- How Will Customers Analyse Your Product?
- How Customers Will Acquire Your Product?
- How Customers Will Pay For Your Product?

2. Consumer Empathy

- For example, If your specialty is "I'm the most detail-oriented freelance animator in town," but your customer's need is "We need it fast, not perfect," you'll quickly become the most detail-oriented unemployed freelancer in town.
- Look for what's important to them, and in what order? Speed? Efficiency? Accuracy? Beauty? Durability? Luxury? Affordability? Simplicity? Health? Security? Reliability? Profitability?



3. Networking

- Join Professional Association and attend Events. - Make small talk
Keep showing up and you'll soon feel welcomed
- Build your Love Bank Account. - Change your mind-set from "What can I get?" to "What can I give?" (Give-Give-Give-Ask)
- Don't be one of those "calls-only-when-they-want-something" Networkers
- Tap your Existing Network
- Someone in your circle might need your services - Classmates, Old Colleagues, Professors and Teachers, Past Bosses
- Start conversations. Don't talk about yourself the whole time.
- Never miss to exchange contact so you can connect with them after the event.
- Don't ask for a job. Talk about how you might be able to help them.
- Stay in touch without being Creepy
- Add everyone you met to LinkedIn and follow up with a 'nice to meet you' note within a few days of the event.

4. Choose your Prospects

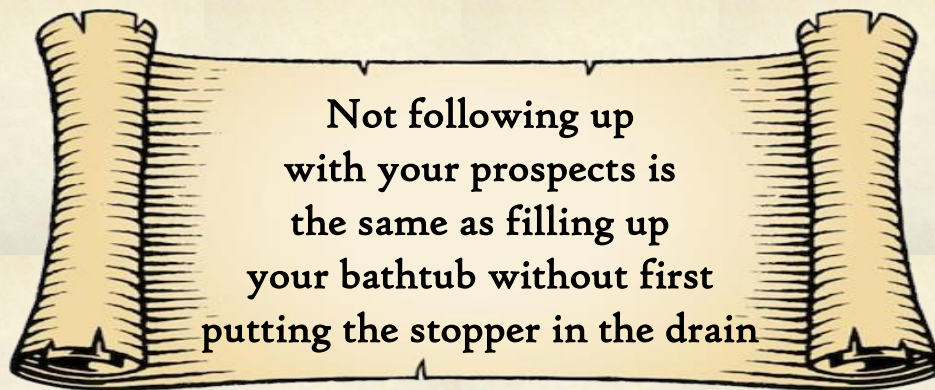
- Make a list of Businesses, Professions, Industries, or Companies might need you?
- Rank them, from Ideal Candidates from Top to Down.
What makes them ideal?
- Their fitment against your skills? Their pay scale?
Their size (big-stable, midsize-busy, Startup-growing)? Their reputation?
- Think about where your prospects go, in person and online.
What organizations do they join? What websites, blogs, or discussion groups do they visit? Where do they go to hire people like you?

5. Don't be Obsessed about How you Say it!

- Sounding too Rehearsed can make people Uncomfortable
- Practice Verbal Mirroring: (Less Scripted)

6. Follow up ... Follow up ... Follow up

- When you get home, jot down some key words on their cards about what you talked about
- Include the Notes to your Contacts List
- Next Day, Call or Email to mention some specific learning or +ve experience with them

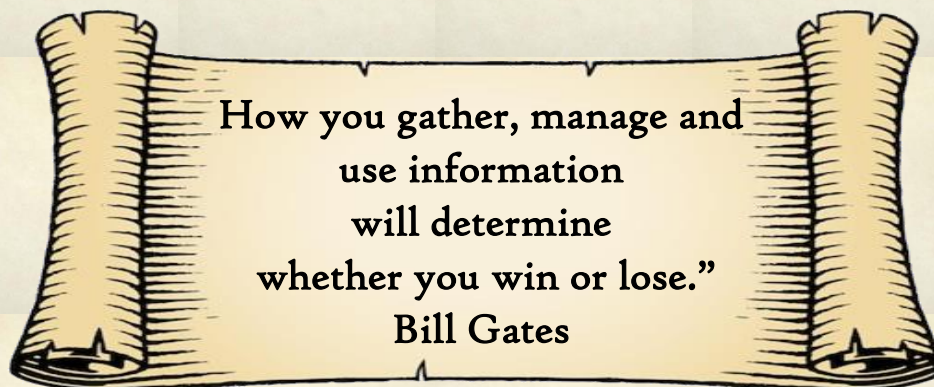


7. Know when to Persist or Desist

- Push Relevant Anticipatory Content
- If you keep trying and never hear back, you might choose to stop. Certainly stop if someone asks you to.

8. Free CRM to Track your Conversations

- Pick up the Conversation where you left off when you Called or Emailed and what you sent
- Just find a System that Works for you and Maintain it as Carefully as you would your Financial Records
- After all, this is an Investment Record—of your Time and Energy



9. Consistency Builds Recall Value

- Trust is built with Consistency - Be consistent with your work
- Consistency is what transforms average into excellence
- Consistency is what takes something you do one Day and turns into a lifestyle

10. Common Connection

- Eg: Same School, Same Professional Group, Same Place of Worship
Same Goal, Social Service etc.

11. Authority

- All the Doctors Display their Degrees in their Offices
It Promotes Trust in their Authority
- Display your Résumé, Website Bio, Portfolio, Client List,
Professional Titles, Memberships, Certifications, Special Training,
and Awards

12. Build Your Trusted Inner Circle

13. Job Portals

14. Partner with other Freelancers or Entrepreneurs

15. Set up Google Alerts for Relevant News

16. Share work sample portfolio with clients regularly

17. Check your Online Reputation

18. Become an expert on up-coming tools

19. Build case studies on your expertise

20. Targeted Ads for Ideal Client

21. Get Listed in Directories

22. Offer 30-minute Phone Consultations

23. Partner with People who Complement your Skills

24. Produce your own Monthly Newsletter

25. Register for Freelance Newsletters

Startup Resource Websites

- **Best Websites for Writers**
 - Medium
 - Grammarly
 - Wattpad
 - Writer Access
 - The Creative Penn
 - Blogger
 - People for Hour
- **Best Websites for Designers**
 - Canva
 - Behance
 - Adobe
 - WordPress
 - Dribbble
 - Wix
 - CodePen
- **Best Websites for Developers**
 - Git Hub
 - Upwork
 - Site Point
 - Code Wars
 - Code Beautify
 - Code Project
 - Toptal
- **Most Common Consulting Websites**
 - Accenture
 - Quora
 - Presto Experts
 - Launchpad
 - Four Fold
 - Navigate
 - BKC Consulting

- **Best Websites for Virtual Assistants**

- Belay
- Time Etc
- ClickWorker
- Fancy Hands
- Assistant Match
- Zirtual

- **Best Websites for Marketers**

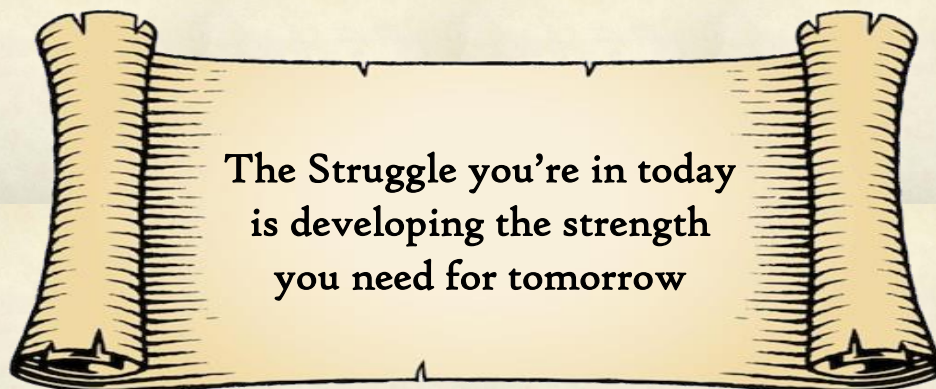
- Hub Spot
- LinkedIn
- Sem Rush

- **Best Websites for Photographers**

- Shutter Stock
- Flickr
- Pixa bay
- Image Bazar
- Getty Image

- **Best Websites for Customer Support**

- We Work Remotely
- Virtual Vocations
- Support Driven



Sales Cycle of Customer Acquisition

- **Map the Process to Acquire a Paying Customer**
 - Estimate your sales cycle and identify the hurdles
- **No of Days Needed to Acquire a Paying Customer**
 - Understanding the length of the sales cycle
 - It helps in measuring expense to acquire new customers.
- **Long Sales Cycles can be Dangerous**
 - Long sales cycles cost a lot of money
 - Cost behind all of the sales and marketing efforts include:
Salaries of Salespeople | Printing of Brochures | Creation of websites | Costs of trade show exhibits | Advertising in industry publications | Development of White Papers

Pricing Strategy

1. Always Ask for Budget before giving a Price
2. Always show Bundled Price
3. Call Yourself a Consultant
4. Don't Lower your Rates in the Hope of Future Work
5. Do Free Work for Testimonials
6. Exclude Revisions from your Scope
7. Increase Rate 5-10% every 6 months
8. Learn to Say No
9. Listen More than you Talk
10. Decide Shorter days at a Higher Rate – Better CashFlow

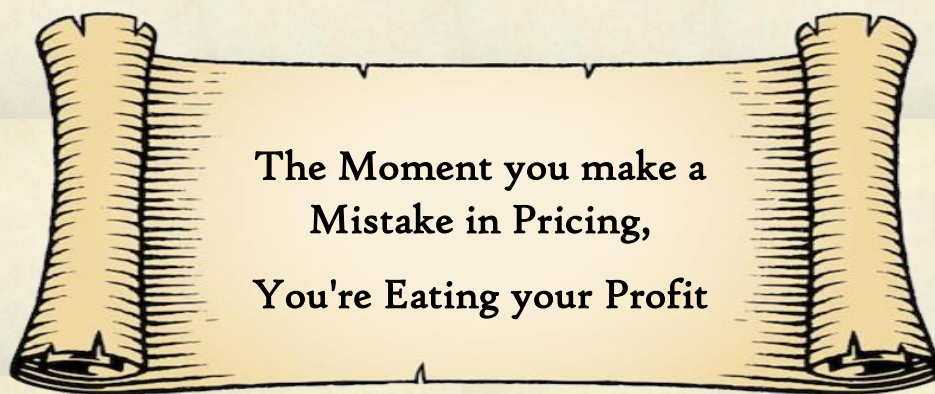
11. Schedule Work with Milestones
12. Track your Time
13. Use Value-based Pricing
14. Plan your Fee Structure Per Hour | Per Day | Per Unit (Quantity) |
Project Completion Fee | Minimum Amount | %age of Profits
15. Calculate your Fee Structure - Billable Time | Purchase Made for Project
| Overhead Expenses | Profit Margin | Market Considerations
16. Know your Lowest Price - You won't go Below
17. Know the Benchmarks for Rates in your Industry
18. Calculate and Communicate your Numerical Worth
19. Calculate your COGS (Cost of Goods Sold)
20. Identify the Options Available for your Customer
21. Pricing Should be Based on Lifecycle of your Product
22. Drop the Price at Later Stage
23. Predatory Pricing – Barrier Pricing
 - It is the Practice of using Below Cost Pricing to Undercut Competitors and Establish an Unfair Market Advantage
 - Seller sets a price so low that other suppliers cannot compete and are forced to exit the market.
24. Define your End Consumer's Profile
 - Opportunistic | Premium | Chinese Market Value for Money
25. Design a Pricing Strategy
 - Milking or Skimming - Generate Further Profit from Established Product - It works only when few competitors are there

- Penetration Pricing: Break Even Price and Aggressive Marketing - Used in Very Competitive Markets to Hit the Established Leader
- Loss Leading: Price is Less than Cost Remove Competitors or Establish Market Share - If Demand is too High, Losses Escalate - Difficult to Increase Prices Later

26. Design a Pricing Model => Free-mium | Premium

27. Different Type of Customers Pay Different Price

- Mobile Handset: High Price Initially and Gradually reduce to Low Price after time
- Real Estate : Low Price Initially and Gradually increase to High Price after time



Negotiation

*Freelance doesn't mean work for free
If you're good at something, never do it for free*

1. Don't go in Blind

- Learn about your Prospect
- Read Financials, Press, Reviews, Complaints.
- Visit their Website, Blog, and Social Media Feeds
- Never Negotiate out of fear - But Never Fear To Negotiate

2. Identify your Must Haves

- Know your deal breakers and deal makers before negotiating
- You Do Not Get What You Want - You Get What You Negotiate!

3. Think Twice before Lowering your Price

- Too much price flexibility suggests that your work has no clear value.
- Don't expect your client to respect your worth if you don't. Also, if word gets around about your rates, it can be tough to raise them.

4. Silence is Powerful Tool

- When in doubt ... Stay Silent! Its better than over committing

5. Be Cool about Talking Money

- Ask Straight ...Do you have a project budget?" "Do you have a range in mind?"
- If the client ask, "What's your fee?" Turn it around to talk tasks and value: "Let's talk about what you want to do. Then we can talk about what that would cost."
- Instead of a single price, quote a range or give an array of prices
- Ask for details : "It's hard to cost out a project accurately without proper information

6. Don't Work for Free

- Know the lowest price you will do the project.
- Determine Your Minimum Acceptable Rate (MAR)
- Don't do free work just to prove that you are working. Brief sample for free or do a longer sample for a fee.

7. मन की सुनो, सोच के चुनो

- If you sense a Prospect will Cost More to Keep than Lose
Negotiating over Nothing | Making Constant Changes
- He Who Learn to Disagree Without Being Disagreeable Has
Discovered the Most Valuable Secret of NEGOTIATION!

Quantify your Value Proposition (Creating Value)

1. Create and Show Value

- Explain how you're Adding Value to their Project
- Explain why your Skills are a Great Match for their Project. Every Skill has a Price
- Value Creation is Foundation of the Pyramid

2. जो वैल्यू आप अपने कस्टमर को दे रहे हैं उस वैल्यू का गणित लगाइये

- कितने रूपए का खर्चा घटाया ?
- कितने रूपए का लाभ दिलाया?
- कितने रूपए के कस्टोमेरो को जोड़े रखा ?
- कितने रूपए की Branding Improve कर के दे दी ?
- कितने रूपए का नया कस्टमर ला के दिया आपने?
- कितने रूपए की Productivity बढ़ाई?
- कितने रूपए का Employee Satisfaction बढ़ा दिया?
- कितने रूपए का उसका बिज़नेस स्केल कर दिया?
- कितने रूपए का उसका मार्केट शेयर बढ़ा दिया?
- कितने रूपए की Profitability बढ़ा दी?

Contracts and Paperwork

1. Use a solid and well-scoped contract
2. Always get a down payment
3. Automate your invoice reminders
4. Charge fees for late payments
5. Invest in accounting software
6. Use a contract for free work too
7. Build & Accept various forms of payment

Off Season (Dry Time)

1. **Keep a Routine**
 - Treat your work days like any other.
 - Touch base with former Clients and Potential Blue Chips | Seek Referrals | Follow up with New Contacts | Join Events to Network
2. **Keep Networking**
 - Because you Never Know where the Next Project Might Come From; Revive Contacts
3. **Update Online Platforms**
 - All that you forgot to update when you were busy
4. **Stay on the Top of Your Customer's Mind**
 - Ask for Testimonials from Satisfied Clients and Leverage them
5. **Evaluate your Business Mode**
 - Build a New Product Line Especially for Off Season
 - Add Complimentary Freebies, Product or Service
6. **Focus on what you can't do During the Season Time**
 - Upgrade Skills by taking online tutorials/ course or get coaching from expert
7. **Money Saved is Money Earned**
 - Prepare a Financial Cushion for a Predictable Slow Period (post-holidays, post-taxes, post-wedding season, post- school year)
8. **Go where the Season is**
9. **Extend your Season by your Content Marketing**
10. **Work on Technology Automation**
11. **Build Scarcity with Limited Edition Products**
12. **Attention on Retention**

Cost of Customer Acquisition

COCA is also called Performance Marketing

1. Estimate the Lifetime Value of an Acquired Customer

- Lifetime Value (LTV) is the average revenue one will make on a new customer
- It is also called Customer lifetime value (CLV)
- The longer a customer continues to purchase from a company, the greater their lifetime value becomes.

2. Improving Customer Lifetime Value

- Customer lifetime value can be improved through - Customer Satisfaction | Customer Retention

3. Types of Customer Revenue Streams

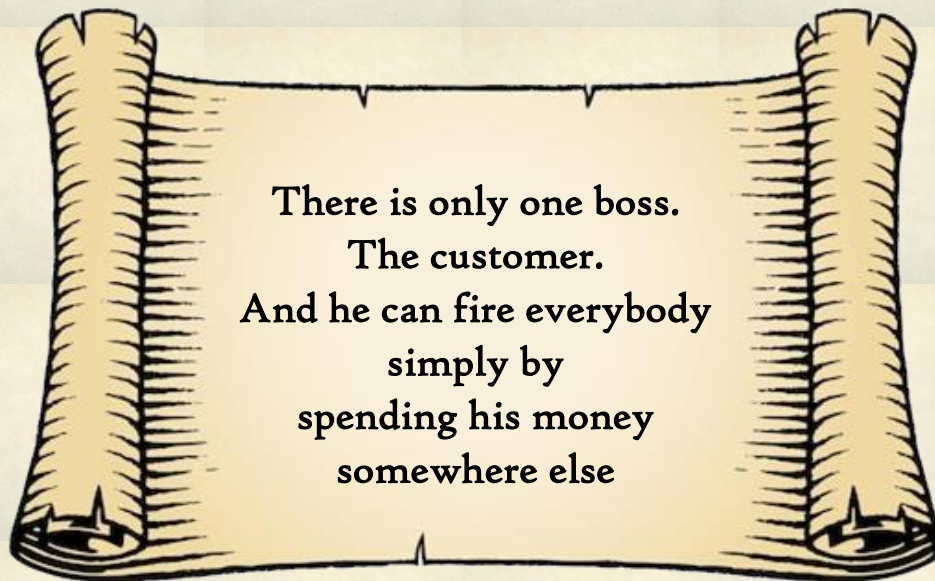
- One Time Revenue Stream: Real Estate Company
- Recurring Revenue Stream: Subscription Model
- Additional Revenue Opportunities: Upsell
- Repurchase Rate

4. Importance of COCA

- Return on Investment
- If $COCA > Life\ Time\ Value$ = Business Loss
- If $COCA < Life\ Time\ Value$ = Business Profit

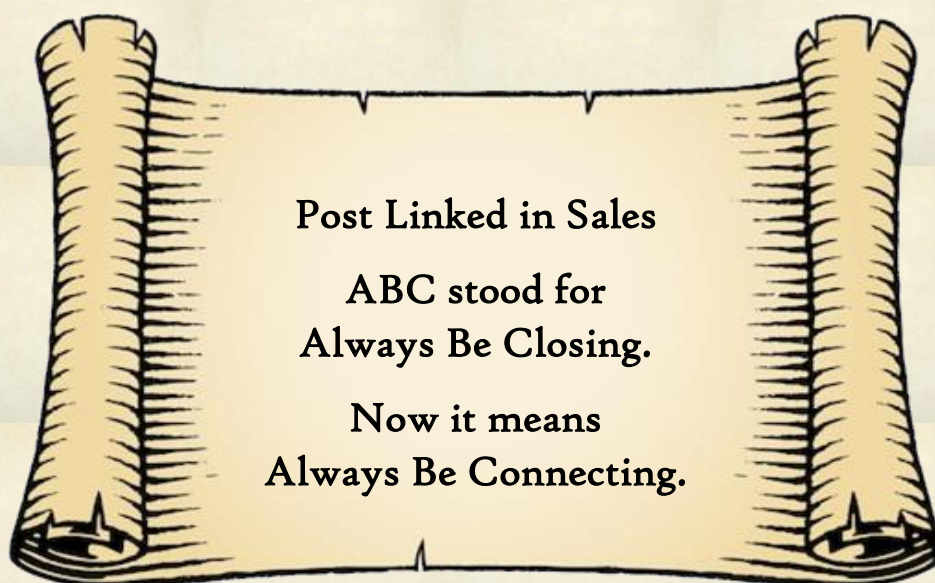
Clarified Expectations helps in Customer Retention

1. Discuss the Complete Scope of Work
2. Availability on Weekends and Holidays
3. Availability on Weekdays
4. Method of Monitoring Progress
5. Process of Feedback and Approvals
6. Any other Policies and Procedures



Communication – Clarified Expectations

1. If something could derail a project, record it!
2. Pre-communicate and Over-communicate
3. Ask for the Right Medium–Email/WhatsApp/Message/Call
4. If a Client is Upset, let him vent out-Emotions
5. Never go out of Communication



Be There | Prepare | Say you Care

Remember: Feedback is the Breakfast of Champions

1. Friend Raising vs Fund Raising
2. Keep up with the Latest News about your Clients
3. Propose an Agenda for Every Meeting
4. Send a Recap Email after Each Meeting
5. Under Promise and Over Deliver
6. Say what you can do, not what you can't
7. Be on time for meetings and calls. People might not comment on it, but being late is noticed
8. Don't Multitask on Calls - Unless there is a deep crisis, don't take calls during meetings with clients
9. Stay in touch. Not just when you're paid to be.
10. Let the client know that you are prepared: "I looked at your website . . ."
"I did some preliminary research . . ."
"I was reviewing my notes . . ."
"I read your latest book . . ."
11. Transparency Builds Trust - People are most Vigilant at the Start of a Relationship
12. Personal caring counts hugely:

“Years ago, A customer left a message to cancel

the meeting because his wife had a health emergency.

I left him a message saying I hoped his wife was OK. He’s never forgotten that I was the only one who called to express concern for his wife.”

13. While Breaking a Bad News, – Stay Close Staying close helps you manage perceptions - Acknowledging ≠ Admitting

14. If there is a Complaint, always begin with a Good News

15. Mutually Agree on the Process of Moving Forward

- Suggest Solutions; Talk about Positives
- Follow-up in Writing and Take a Buy-in

16. Reputation is the New Currency

17. Honor your Commitments

18. “I CAN’T” vs. “I CAN” STATEMENT

19. Don’t take Blame for what isn’t your Fault, but take Responsibility when it is

20. Never Let the Client Dominate – Be Assertive!

21. Always Have an Exit Strategy with a Tough Client

Next New Market

1. Identify Gaps in the Outer Market
2. Begin with Smaller Market of Periphery
3. Give Less Quantity and Less Credit to Distributor
4. Don't Block your Money... Take Payment before 2nd Supply
5. Discuss and Keep a Credit Limit with your Distributor
6. Focus on the Depth not on Width (Become a Local Brand)
7. When your Market Share is 10%, then Move Further
8. Create Visibility in Local Market First
9. Keep the Delivery and Distribution Cost Reasonable
10. Commercial Terms has to be Same Across Trades
11. Estimate the Total Addressable Market (TAM) Size for Next New Markets
12. Plan your Next New Market
13. Next Market that you Identify after Focused Pilot Market
14. 2 Questions for Follow On Market
 - What's the total Opportunity Size
 - Readiness with Team – Tech – Training For Next Target Market

15. Define your Core - After your Experience with

Focused Pilot Market

- Reason for Customer to Switch
- Must have at least 1 single thing that another company doesn't have
- Core provides you a certain level of protection
- A Core is an advantage that continues to put one ahead of his competitors
- Startup Success depends upon the Core of the Company.
- Core is also Called Secret Sauce
- Most Concentrated Way to gain differentiation from your Competitors
- If Core has Clear Strength and more clarity then surely Investor will invest in the Business.
- First Mover advantage can never be the core of the Company but it can help in capturing more market

How to Build Core? (Fundamentals of a Strong Core)

- Unique: This asset is difficult for anyone else to replicate.
- Important: Something your target customer values very high
- Grows: It should increase in strength over time against competitors
- VIS --- Valuable – Inimitable – Scalable

Examples of Core

1. Intellectual Property Protection - Microsoft
2. Patent and Licensing - Pharma Industry
3. Distribution Network – Unilever/ Pepsi

4. Exclusive Rights - Xiaomi/Flipkart
5. Proprietary Technology - Krypton(Oyo)
6. High Capital Investment - Reliance Jio
7. Economies of Scale – D Mart
8. Brand Equity - MSeal and Fevicol
9. Excellent Customer Service - Dominos
10. Loyalty Beyond Logic - Apple
11. Ongoing Innovation - Hindustan Unilever
12. National Sentiment - Patanjali
13. Subscriber Base – Aaj Tak Channel
14. Product Differentiation - Apple(Quality) | Xiaomi (Price)
15. Trade Secret - Coca Cola
16. Trust - Real Estate
17. Manufacturing Efficiency - Mc Donald's
18. Quality and Reliability – Toyota Innova
19. Customer Cost of Convenience - iOS and Android
20. Accreditations and Certifications - FSSAI| NABH| IDA
21. Market Responsiveness - Google
22. Personality – Dr. Vivek Bindra

Core of Apple

- Unique Operating System
- Non Hack able | Non Replicable Hardware & Software

How to Scale your Business?

1. Immediate Cash flow

Will there be income soon (5), or will it take longer (1)?

2. Regular Cash flow

Will the Income be Predictable (5) or Periodic (1)?

3. Sustainable Cash flow

Will the Income Continue (5) or last for a Limited Time (1)?

4. Increasing Cash flow

Can the Income Increase Overtime? Yes(5) or No (1)

5. Your Personal Time to Manage

Hours Per Month of your Time? None (5) or A Lot (1)

Convert Critical into Repeatable MBA (Management By Absence)

1. INTEGRATION: One Person doing Many Things
2. DELEGATION: Delegate what you Cannot Do
3. ELIMINATION: Eliminate what is Not Needed
4. AUTOMATION: Build Technology
5. LIBERATION: Outsource

- More Customers = More Turnover
- More Transactions = More Turnover
- More Frequency (Loyalty) = More Turnover
- More Price (Strategic) = More Turnover
- More Products = More Turnover

Solopreneur to Entrepreneur

If you have more work than you can handle most of the time

- Raise your Prices
- Market yourself to Higher-tier Clients
- Be Selective about what you take on
- Subcontract Work
- Develop Passive Income Streams

Research New Markets – Geographical Expansion

- Availability of Resources
- Consortium Based Projects
- New Technology Transfer Agreement
- Home Market Becomes Saturated
- Political Factors in Destination Country or City

- Economic & Legal Factors in Destination Country
- Consideration of Working Capital
- Localization is the Real Globalization
- Inorganic Strategy - Acquisition
- Distributor, Super Stockiest and C&F

