

Your Dream Business

- **E-commerce business (Amazon, Flipkart, own website)**
- **Wholesale business**
- **Franchise business**
- **Trading business**
- **Handicraft business**
- **Textile & garment manufacturing**
- **Construction business**
- **Digital marketing agency**
- **SaaS (Software as a Service)**
- **Online course / coaching business**
- **Affiliate marketing**
- **Catering business**
- **Travel & tourism business**
- **Repair & maintenance services**
- **Consultancy business**
- **Tiffin service**
- **Grocery store**
- **Tuition center**
- **Transport business**
- **Agri-business (farming, organic products)**
- **Marketplace platforms**
- **Influencer agency**
-
- **Retail business (shops, stores)**
- **Import & Export business**
- **Distribution business**
- **Manufacturing business (factories)**
- **Food processing business**
- **Packaging business**
- **Real estate business**
- **Software / IT services**
- **Freelancing business**
- **Content creation (YouTube, Instagram)**
- **App development business**
- **Event management**
- **Beauty parlour / salon**
- **Logistics & courier services**
- **Healthcare services (clinic, lab)**
- **Mobile accessories shop**
- **Printing & design shop**
- **Photography business**
- **Startup business**
- **Cloud kitchen**
- **Subscription-based business**
-
-

1 E-COMMERCE BUSINESS

(Amazon, Flipkart, Own Website)

What is E-commerce?

Internet-la products sell pannurathu than E-commerce business.

Customer → online order → product delivery.

Types

- 1. Marketplace model – Amazon, Flipkart**
- 2. Own website model – Shopify, WooCommerce**
- 3. Hybrid – Marketplace + Own website**

How it works (Step flow)

- 1. Product select pannuva**
- 2. Seller account create pannuva**
- 3. Product listing poduva**
- 4. Customer order pannuva**
- 5. Shipping nadakkum**
- 6. Payment settle aagum**

Key Modules – Detailed

Product Selection

- Demand irukkanum**
- Competition romba adhigam illa**
- Margin minimum 25–40%**
- Non-fragile, easy shipping products best**

Seller Account

- **GST (mostly required)**
- **Bank account**
- **Pickup address**
- **KYC verification**

Listing

- **Title (keywords)**
- **Images (clear, white background)**
- **Description**
- **Pricing + commission calculation**

Logistics

- **Amazon/Flipkart logistics (easy)**
- **Own courier (own website)**
- **Returns handle pannum process**

Profit

Profit = Selling price – (Product cost + Commission + Shipping + GST)

Growth

- **Ads (Amazon ads)**
- **Offers & deals**
- **Reviews & rating**

2. WHOLESALE BUSINESS

MODULE 1: WHOLESALE BUSINESS INTRODUCTION

- 1. Wholesale business na enna**
 - 2. Wholesale business epdi work aaguthu**
 - 3. Manufacturer – Wholesaler – Retailer flow**
 - 4. Wholesale vs Retail difference**
 - 5. Wholesale business yaarukku suitable**
 - 6. Beginners pannura common mistakes**
-

MODULE 2: WHOLESALE BUSINESS TYPES

- 1. FMCG wholesale**
 - 2. Grocery wholesale**
 - 3. Clothing & textile wholesale**
 - 4. Electronics wholesale**
 - 5. Pharma wholesale**
 - 6. Building materials wholesale**
 - 7. Agricultural products wholesale**
 - 8. One product vs multi product wholesale**
-

MODULE 3: PRODUCT SELECTION

- 1. Right product epdi select pannurathu**
 - 2. Fast moving product identify panna method**
 - 3. Local demand check pannurathu**
 - 4. Low investment wholesale products**
 - 5. High margin wholesale products**
 - 6. Seasonal products avoid pannurathu**
 - 7. Product testing method**
-

MODULE 4: SUPPLIER & MANUFACTURER

- 1. Supplier na yaaru**
 - 2. Manufacturer vs Distributor difference**
 - 3. Supplier find panna sources**
 - 4. Direct factory-la irunthu buy pannurathu**
 - 5. Price negotiation techniques**
 - 6. Sample order podurathu**
 - 7. Fake supplier identify pannurathu**
 - 8. Long-term supplier relationship build pannurathu**
-

MODULE 5: INVESTMENT & CAPITAL MANAGEMENT

- 1. Wholesale business-ku minimum investment**
 - 2. Own money vs loan**
 - 3. Stock investment planning**
 - 4. Cash flow management**
 - 5. Credit (udhaar) handle pannurathu**
 - 6. Loss avoid panna methods**
-

MODULE 6: PRICING & PROFIT CALCULATION

- 1. Wholesale pricing basics**
 - 2. Margin epdi fix pannurathu**
 - 3. Profit calculation formula**
 - 4. Daily, monthly profit calculation**
 - 5. Discount strategy**
 - 6. Transport & storage cost include pannurathu**
-

MODULE 7: LEGAL & REGISTRATION

- 1. GST wholesale business-ku venuma**
 - 2. GST registration basics**
 - 3. Trade license**
 - 4. Current account open pannurathu**
 - 5. Invoice / bill podurathu**
 - 6. Simple tax understanding**
-

MODULE 8: STORAGE & LOGISTICS

- 1. Godown venuma vendama**
 - 2. Home-la irunthu wholesale start pannurathu**
 - 3. Stock arrangement tips**
 - 4. Damage & expiry management**
 - 5. Transport arrangement**
 - 6. Delivery cost reduce panna tricks**
-

MODULE 9: RETAILER FIND & SALES

- 1. Retailer na yaaru**
 - 2. Retailers list prepare pannurathu**
 - 3. Retail shops approach panna method**
 - 4. Cold calling basics**
 - 5. Price explain pannurathu**
 - 6. First order epdi vaanganum**
 - 7. Credit customers handle pannurathu**
 - 8. Relationship maintain pannurathu**
-

MODULE 10: DAILY OPERATIONS

- 1. Order receive pannurathu**
 - 2. Billing & dispatch**
 - 3. Stock update maintain pannurathu**
 - 4. Payment follow-up**
 - 5. Record keeping basics**
-

MODULE 11: BUSINESS GROWTH & SCALING

- 1. Sales increase panna methods**
 - 2. New areas cover pannurathu**
 - 3. New products add pannurathu**
 - 4. Staff hire pannurathu**
 - 5. Competition handle pannurathu**
 - 6. Long-term wholesale plan**
-

MODULE 12: COMMON MISTAKES & SUCCESS TIPS

- 1. Beginners pannura biggest mistakes**
- 2. Wholesale-la fail aagura reasons**
- 3. Risk management**
- 4. Smart wholesale owner habits**
- 5. Sustainable business build pannurathu**

3.RETAIL BUSINESS

(Physical shops & stores)

What is Retail Business?

Direct-aa end customer-ku sell pannurathu thaana retail.

Example:

- **Grocery shop**
 - **Clothing store**
 - **Mobile shop**
-

Retail Business Core Areas

Location

- **Footfall romba important**
- **Residential area / market area**
- **Rent vs profit balance**

Product Mix

- **Fast moving items**
- **Regular demand products**
- **Right price range**

Supplier

- **Wholesale markets**
- **Distributors**
- **Direct manufacturers**

Inventory

- **Over-stock = loss**
- **Under-stock = missed sales**
- **FIFO method use pannum**

Customer Handling

- **Behaviour**
- **Offers**
- **Credit handling**

Profit

- **Margin usually 10–40%**
- **Volume sales important**

Growth

- **Home delivery**
 - **WhatsApp orders**
 - **Second branch**
-

3 IMPORT & EXPORT BUSINESS

What is Import & Export?

- **Import** → **Foreign country-la irunthu India-ku products vaangurathu**
 - **Export** → **India-la irunthu foreign-ku sell pannurathu**
-

Business Flow

Product Selection

- **Export demand products**
- **Import cost-effective products**
- **Regulations allowed products**

Registration

- **IEC (Import Export Code)**
- **GST**
- **Bank current account**

Suppliers / Buyers

- **Trade portals**
- **Exhibitions**
- **Direct communication**

Pricing

- **Product cost**
- **Shipping**
- **Customs duty**
- **Insurance**

Documentation

- **Invoice**
- **Packing list**
- **Bill of lading**
- **Customs clearance**

Payment

- **Advance payment**
- **LC (Letter of Credit)**
- **Bank transfer**

Risk

- **Currency fluctuation**
 - **Payment delay**
 - **Legal compliance**
-

4 FRANCHISE BUSINESS

(Domino's, KFC, etc.)

What is Franchise Business?

Already successful brand-oda business-a license vaangi run pannurathu.

Brand → System → You operate → Share profit

How Franchise Works

Brand Selection

- **Brand popularity**
- **Investment range**
- **ROI time**

Investment

- **Franchise fee**
- **Setup cost**
- **Equipment**
- **Working capital**

Agreement

- **Royalty %**
- **Area rights**
- **Duration**

Operations

- **Brand SOP follow pannum**
- **Menu / pricing fixed**
- **Training provided**

Profit

- **Fixed margin model**
- **Volume based sales**

Advantages

- **Brand trust**
- **Marketing support**

Disadvantages

- **Low freedom**
 - **High investment**
-

5 DISTRIBUTION BUSINESS

What is Distribution Business?

Company products-a area-wise retailers-ku supply pannurathu.

Company → Distributor → Retailer → Customer

Distribution Model

Company Tie-up

- **FMCG**
- **Pharma**
- **Electronics**

Territory

- **Specific area assigned**
- **Exclusive rights**

Stock Management

- **Company minimum order**
- **Fast moving SKUs focus**

Retailer Network

- **Shops list**
- **Regular visits**
- **Relationship building**

Credit System

- **7–30 days credit**
- **Payment follow-up important**

Margin

- **3% – 10% per product**
- **Volume romba mukkiyam**

Growth

- **More retailers**
- **Bigger territory**
- **Multiple brands**

6 TRADING BUSINESS

What is Trading Business?

Trading business-na products vaangi, adhe product-a value add pannama sell pannurathu.

👉 **Manufacture illa**

👉 **Stock vaangi sell pannurathu mattum**

Example:

- **Steel trading**
 - **Chemical trading**
 - **Commodity trading**
 - **B2B product trading**
-

How Trading Business Works

- 1. Supplier / manufacturer-kitta product vaanguva**
 - 2. Buyer / business-kitta sell pannuva**
 - 3. Price difference = profit**
-

Key Areas (Detailed)

Product Selection

- **High demand products**
- **Bulk movement products**
- **Price fluctuation irukkura products**

Supplier

- **Direct manufacturers**
- **Importers**
- **Large wholesalers**

Buyers

- **Factories**
- **Contractors**
- **Distributors**
- **Exporters**

Pricing

- **Small margin (2%–15%)**
- **Bulk volume sales**

Risk

- **Price fluctuation**
- **Payment delay**
- **Stock holding risk**

Growth

- **More buyers**
 - **Bigger quantity**
 - **Multiple products**
-

7 MANUFACTURING BUSINESS

(Factories)

What is Manufacturing Business?

Raw material-a use panni new product create pannurathu thaana manufacturing.

Example:

- **Plastic products**
 - **Furniture**
 - **Food items**
 - **Garments**
-

Manufacturing Business Flow

Raw material → Process → Finished product → Sell

Key Areas (Detailed)

Product Selection

- **Market demand irukkanum**
- **Production feasible irukkanum**
- **Margin irukkanum**

Factory Setup

- **Location**
- **Machinery**
- **Power & water**
- **Safety standards**

Raw Materials

- **Reliable suppliers**
- **Consistent quality**

Labour

- **Skilled & unskilled workers**
- **Shift planning**

Costing

- **Raw material**
- **Labour**
- **Electricity**
- **Maintenance**

Profit

- **Scale increase panna profit adhigam**
- **Initial investment high**

Growth

- **Capacity expansion**
 - **Private label**
 - **Export**
-

8 HANDICRAFT BUSINESS

What is Handicraft Business?

Handmade products-a cultural / artistic value-oda sell pannurathu.

Example:

- **Wooden crafts**
 - **Clay products**
 - **Handloom items**
 - **Decorative items**
-

Business Flow

Artisan → Collection → Finishing → Packaging → Selling

Key Areas (Detailed)

Product Development

- **Traditional + modern designs**
- **Export-friendly products**

Artisans

- **Local craftsmen**
- **Fair wage system**

Pricing

- **Cost + artisan value**
- **Premium pricing possible**

Sales Channels

- **Exhibitions**
- **Online marketplaces**
- **Export buyers**

Branding

- **Storytelling romba important**
- **Handmade value show pannum**

Growth

- **Export markets**
 - **Boutique tie-ups**
 - **Custom orders**
-

9 FOOD PROCESSING BUSINESS

What is Food Processing Business?

Raw food items-a processed form-la maathi sell pannurathu.

Example:

- **Pickles**
 - **Snacks**
 - **Masala powders**
 - **Ready-to-eat foods**
-

Business Flow

Raw food → Processing → Packaging → Distribution

Key Areas (Detailed)

Product Selection

- **Shelf life irukkanum**
- **Regular demand**
- **Easy processing**

Licensing

- **FSSAI mandatory**
- **Local food safety norms**

Processing Unit

- **Clean environment**
- **Food-grade machinery**

Packaging

- **Airtight & attractive**
- **Label information compulsory**

Distribution

- **Retail shops**
- **Distributors**
- **Online platforms**

Risk

- **Spoilage**
- **Quality issues**

Growth

- **Brand building**
 - **Export**
 - **Modern retail**
-

10 TEXTILE & GARMENT MANUFACTURING

What is Textile & Garment Business?

Cloth / fabric-la irunthu ready garments produce pannurathu.

Example:

- **Shirts**
 - **Sarees**
 - **Uniforms**
 - **T-shirts**
-

Business Flow

Fabric → Cutting → Stitching → Finishing → Selling

Key Areas (Detailed)

Fabric Sourcing

- **Quality fabric suppliers**
- **Price stability**

Production

- **Cutting**
- **Stitching**
- **Finishing**

Labour

- **Tailors**
- **Quality check staff**

Costing

- **Fabric cost**
- **Labour cost**
- **Overheads**

Sales Channels

- **Wholesale markets**
- **Retail brands**
- **Export buyers**

Growth

- **Own brand**
- **Bulk orders**
- **Export units**

PACKAGING BUSINESS

What is Packaging Business?

Products-ku cover, box, pouch, bottle, label maathiri packaging materials manufacture / supply pannurathu.

Examples:

- **Plastic covers**
 - **Paper boxes**
 - **Food pouches**
 - **Corrugated boxes**
-

Business Flow

Raw material → Packaging product → Client (manufacturer / seller)

Key Areas (Detailed)

Product Types

- **Paper packaging**
- **Plastic packaging**
- **Glass / metal containers**

Clients

- **Food manufacturers**
- **E-commerce sellers**
- **FMCG companies**

Setup

- **Machinery**
- **Raw material**
- **Storage space**

Pricing

- **Cost + margin model**
- **Bulk orders = low margin, high volume**

Quality

- **Strength**
- **Food-grade compliance**

Growth

- **Long-term B2B contracts**
 - **Custom packaging**
-

12 CONSTRUCTION BUSINESS

What is Construction Business?

Buildings, houses, roads, commercial spaces build pannurathu.

Business Flow

Project → Planning → Construction → Completion

Key Areas (Detailed)

Project Types

- **Residential**
- **Commercial**
- **Government contracts**

Licensing

- **Local authority approvals**
- **Contractor registration**

Material Management

- **Cement, steel, sand**
- **Vendor negotiation**

Labour

- **Skilled & unskilled workers**
- **Site supervision**

Costing

- **Material + labour + overheads**

Profit

- **Project-wise margin**
- **Delay = loss**

Growth

- **Bigger projects**
 - **Multiple sites**
-

13 REAL ESTATE BUSINESS

What is Real Estate Business?

Property buy, sell, rent, lease pannurathu.

Business Models

- **Broker / agent**
 - **Developer**
 - **Rental income**
-

Key Areas (Detailed)

Property Types

- **Residential**
- **Commercial**
- **Land**

Legal Knowledge

- **Sale deed**
- **EC**
- **Approvals**

Pricing

- **Market value**
- **Negotiation skills**

Clients

- **Buyers**
- **Investors**
- **Tenants**

Marketing

- **Site visits**
- **Online portals**

Growth

- **Developer tie-ups**
 - **Portfolio expansion**
-

14 DIGITAL MARKETING AGENCY

What is Digital Marketing Agency?

Businesses-ku online marketing services provide pannurathu.

Services:

- **Social media marketing**
 - **Google ads**
 - **SEO**
 - **Website marketing**
-

Agency Flow

Client → Strategy → Execution → Results → Payment

Key Areas (Detailed)

Skill Selection

- **One service-la start pannalaam**
- **Full-service agency later**

Clients

- **Local businesses**
- **Startups**
- **Online brands**

Pricing

- **Monthly retainers**
- **Project-based**

Tools

- **Ads platforms**
- **Analytics tools**

Team

- **Freelancer / in-house team**

Growth

- **High-ticket clients**
 - **White-label services**
-

15 SOFTWARE / IT SERVICES

What is IT Services Business?

Clients-ku software, websites, tech solutions provide pannurathu.

Services

- **Website development**
 - **App development**
 - **ERP / CRM**
 - **Maintenance services**
-

Business Flow

Client requirement → Development → Delivery → Support

Key Areas (Detailed)

Service Selection

- **Niche-based services best**

Team

- **Developers**
- **Designers**
- **QA testers**

Pricing

- **Hourly**
- **Project-based**

Clients

- **Indian**
- **International**

Contracts

- **NDA**
- **Service agreements**

Growth

- **Product development**
- **SaaS transition**

16 SAAS BUSINESS

(Software as a Service)

What is SaaS Business?

Software-a monthly / yearly subscription basis-la sell pannurathu thaana SaaS.

Examples:

- **Accounting software**
- **CRM tools**
- **HR software**

Business Flow

Problem → Software solution → Subscription → Recurring revenue

Key Areas (Detailed)

Problem Identification

- **Real business problem solve pannum**
- **Clear target users**

Product Development

- **MVP first**
- **Continuous updates**

Pricing

- **Monthly / yearly plans**
- **Freemium model**

User Acquisition

- **Free trials**
- **Content marketing**

Support

- **Customer success team**

Growth

- **Low churn**
 - **Global scalability**
-

17 FREELANCING BUSINESS

What is Freelancing Business?

Own skill-a use panni clients-ku services sell pannurathu.

Examples:

- **Design**
 - **Writing**
 - **Coding**
 - **Marketing**
-

Business Flow

Skill → Platform → Client → Payment

Key Areas (Detailed)

Skill Selection

- **High demand skill**
- **Continuous upskilling**

Platforms

- **Fiverr**
- **Upwork**
- **Direct clients**

Pricing

- **Hourly / project based**

Delivery

- **Quality & timelines**

Growth

- **Personal brand**
 - **Agency model**
-

18 ONLINE COURSE / COACHING BUSINESS

What is Online Course Business?

Knowledge / experience-a digital product-aa sell pannurathu.

Business Flow

Knowledge → Content → Platform → Students

Key Areas (Detailed)

Topic Selection

- **Problem-solving topic**
- **Market demand**

Content Creation

- **Video / PDF**
- **Structured syllabus**

Platform

- **LMS**
- **Own website**

Pricing

- **One-time / subscription**

Growth

- **Community building**
 - **Advanced courses**
-

19 CONTENT CREATION BUSINESS

(YouTube, Instagram)

What is Content Creation Business?

Content create panni views, followers, brand deals-la money earn pannurathu.

Business Flow

Content → Audience → Monetization

Key Areas (Detailed)

Niche Selection

- **Clear topic focus**

Content Strategy

- **Consistency**
- **Value-driven content**

Monetization

- **Ads**
- **Sponsorship**
- **Products**

Growth

- **Algorithm understanding**
- **Cross-platform presence**

20 AFFILIATE MARKETING

What is Affiliate Marketing?

Others product-a promote panni commission earn pannurathu.

Business Flow

Traffic → Affiliate link → Sale → Commission

Key Areas (Detailed)

Product Selection

- **Trusted products**
- **High commission**

Traffic Sources

- **Website**
- **Social media**
- **Email**

Conversion

- **Content trust**
- **Call-to-action**

Growth

- **Automation**
- **Multiple products**

21 APP DEVELOPMENT BUSINESS

What is App Development Business?

Mobile apps (Android / iOS) develop panni clients-kku sell pannurathu or own app launch pannurathu.

Business Models

- 1. Client-based apps – project work**
 - 2. Own apps – ads / subscription / in-app purchase**
-

Key Areas (Detailed)

Idea / Requirement

- Client problem understand pannurathu**
- Or own app idea validate pannurathu**

Development

- Android / iOS / Cross-platform**
- UI / UX importance**

Team

- Developers**
- Designers**
- Testers**

Pricing

- **Project-based pricing**
- **AMC (maintenance contracts)**

Monetization (Own app)

- **Ads**
- **Subscription**
- **Paid features**

Growth

- **International clients**
- **SaaS / product company transition**

22 CATERING BUSINESS

What is Catering Business?

Functions, events, offices-ku bulk food supply pannurathu.

Business Flow

Order → Menu planning → Cooking → Delivery / Service → Payment

Key Areas (Detailed)

Menu Planning

- **Veg / Non-veg**
- **Event-based menus**

Kitchen Setup

- **Commercial kitchen**
- **Hygiene standards**

Raw Materials

- **Quality suppliers**
- **Cost control**

Pricing

- **Per plate pricing**
- **Margin planning**

Staff

- **Cooks**
- **Helpers**
- **Service staff**

Growth

- **Corporate catering**
- **Long-term contracts**

23 EVENT MANAGEMENT BUSINESS

What is Event Management?

Events-a plan, organize, execute pannurathu.

Examples:

- **Weddings**
- **Corporate events**
- **Birthday parties**

Business Flow

Client → Planning → Vendors → Execution → Closure

Key Areas (Detailed)

Event Types

- **Social events**
- **Corporate events**

Vendor Network

- **Decorators**
- **Caterers**
- **Sound & light**

Budgeting

- **Cost estimation**
- **Margin planning**

Execution

- **Timeline management**
- **On-site coordination**

Risk

- **Delays**
- **Vendor issues**

Growth

- **Premium events**
- **Corporate retainer clients**

24 TRAVEL & TOURISM BUSINESS

What is Travel & Tourism Business?

Travel packages, bookings, tours organize & sell pannurathu.

Business Models

- **Travel agency**
 - **Tour operator**
 - **Online booking agent**
-

Key Areas (Detailed)

Packages

- **Domestic tours**
- **International tours**

Vendor Tie-ups

- **Hotels**
- **Transport**
- **Guides**

Licensing

- **Tourism department registration**

Pricing

- **Package costing**
- **Commission-based income**

Customer Service

- **Support & coordination**

Growth

- **Group tours**
- **Corporate travel**

25 BEAUTY PARLOUR / SALON BUSINESS

What is Salon Business?

Beauty & grooming services customers-kku provide pannurathu.

Business Flow

Customer → Service → Payment → Retention

Key Areas (Detailed)

Services

- **Hair**
- **Skin**
- **Makeup**

Location

- **Residential / commercial area**

Equipment & Products

- **Branded products**
- **Hygiene tools**

Staff

- **Trained beauticians**

Pricing

- **Service-wise pricing**
- **Packages & memberships**

Growth

- **Bridal services**
- **Multiple branches**

26 REPAIR & MAINTENANCE SERVICES

What is Repair & Maintenance Business?

Customers products / equipment-a repair pannurathu, service pannurathu.

Examples:

- **AC, fridge, washing machine**
- **Laptop, mobile**
- **Electrical / plumbing works**

Business Flow

Customer call → Diagnosis → Repair → Payment

Key Areas (Detailed)

Service Selection

- **One service-la start pannalaam**
- **Multi-service later**

Tools & Setup

- **Basic tools**
- **Service vehicle (optional)**

Pricing

- **Visit charge + repair cost**

Customer Acquisition

- **Local marketing**
- **Online platforms**

Trust

- **Transparent pricing**
- **Warranty**

Growth

- **AMC contracts**
- **Corporate clients**

27 LOGISTICS & COURIER SERVICES

What is Logistics & Courier Business?

Goods & parcels-a one place-lirunthu another place-kku transport pannurathu.

Business Models

- **Local courier**
- **Franchise courier**
- **Logistics aggregator**

Business Flow

Pickup → Sorting → Transport → Delivery

Key Areas (Detailed)

Fleet

- **Bike / van / truck**

Pricing

- **Weight & distance based**

Clients

- **E-commerce sellers**
- **Businesses**

Operations

- **Tracking system**
- **Proof of delivery**

Compliance

- **Transport permits**

Growth

- **Area expansion**
- **B2B contracts**

28 CONSULTANCY BUSINESS

What is Consultancy Business?

**Your knowledge / experience-a solution-aa sell
pannurathu.**

Examples:

- **Business consultancy**
 - **HR consultancy**
 - **Financial consultancy**
-

Business Flow

Client problem → Analysis → Solution → Implementation

Key Areas (Detailed)

Expertise

- **One clear niche**

Pricing

- **Hourly**
- **Project**
- **Retainer**

Client Acquisition

- **Networking**
- **Referrals**

Delivery

- **Measurable results**

Growth

- **Thought leadership**
- **Team consultants**

29 HEALTHCARE SERVICES

(Clinic / Lab)

What is Healthcare Business?

Medical services patients-kku provide pannurathu.

Business Models

- **Clinic**
 - **Diagnostic lab**
 - **Specialty center**
-

Key Areas (Detailed)

Licensing

- **Medical council registration**
- **Local health approvals**

Infrastructure

- **Equipment**
- **Clean facilities**

Staff

- **Doctors**
- **Technicians**
- **Support staff**

Pricing

- **Service-based billing**

Ethics

- **Patient trust**
- **Quality care**

Growth

- **Branch clinics**
- **Corporate tie-ups**

TIFFIN SERVICE

What is Tiffin Service?

Daily home-style food-a subscription basis-la supply pannurathu.

Business Flow

Menu → Cooking → Packing → Delivery → Payment

Key Areas (Detailed)

Menu Planning

- **Fixed / rotating menu**

Pricing

- **Monthly subscription**

Kitchen

- **Home / commercial kitchen**

Delivery

- **Own delivery / partner**

Customer Retention

- **Taste consistency**
- **Hygiene**

Growth

- **Corporate orders**
- **Diet plans**

31 MOBILE ACCESSORIES SHOP

What is Mobile Accessories Business?

Mobile users-ku accessories sell pannurathu.

Examples:

- **Charger**
- **Earphones**
- **Covers**
- **Screen guards**

Business Flow

Supplier → Shop → Customer → Payment

Key Areas (Detailed)

Product Selection

- **Fast moving items**
- **Trend-based products**

Sourcing

- **Wholesale markets**
- **Importers**

Pricing

- **High margin products**
- **Combo offers**

Display

- **Attractive arrangement**

Growth

- **Online sales**
- **Repair services add pannalaam**

32 GROCERY STORE

What is Grocery Business?

Daily essential items local customers-kku sell pannurathu.

Business Flow

Supplier → Store → Customer

Key Areas (Detailed)

Product Range

- **Staples**
- **FMCG items**

Supplier

- **Distributors**
- **Wholesale markets**

Inventory

- **Fast moving focus**

Pricing

- **Competitive pricing**

Growth

- **Home delivery**
 - **Online orders**
-

33 PRINTING & DESIGN SHOP

What is Printing Business?

Print-related services business & individuals-kku provide pannurathu.

Examples:

- **Visiting cards**
 - **Banners**
 - **Flex printing**
-

Business Flow

Design → Print → Delivery

Key Areas (Detailed)

Services

- **Digital print**
- **Offset print**

Equipment

- **Printers**
- **Design software**

Clients

- **Local businesses**

Pricing

- **Order quantity based**

Growth

- **Corporate contracts**
-

34 TUITION CENTER

What is Tuition Business?

Students-kku academic support classes nadathurathu.

Business Flow

Students → Teaching → Results

Key Areas (Detailed)

Subjects

- **School syllabus**
- **Competitive exams**

Faculty

- **Qualified teachers**

Fees

- **Monthly / term-based**

Marketing

- **Local promotion**

Growth

- **Online classes**
 - **Multiple branches**
-

35 PHOTOGRAPHY BUSINESS

What is Photography Business?

Photography services clients-kku sell pannurathu.

Examples:

- **Wedding photography**
- **Event photography**
- **Product shoots**

Business Flow

Client → Shoot → Editing → Delivery

Key Areas (Detailed)

Niche

- **One specialization best**

Equipment

- **Camera**
- **Lenses**
- **Lighting**

Pricing

- **Package-based**

Portfolio

- **Strong visual presence**

Growth

- **Video services**
- **Brand tie-ups**

36 TRANSPORT BUSINESS

What is Transport Business?

People or goods-a one place-lirunthu another place-kku move pannurathu.

Examples:

- **Goods transport**
- **Passenger transport**
- **School vans**

Business Flow

Booking → Transport → Delivery → Payment

Key Areas (Detailed)

Vehicle Selection

- **Truck / van / bus**

Licensing

- **Permit**
- **Insurance**

Pricing

- **Distance & load based**

Operations

- **Driver management**
- **Maintenance**

Growth

- **Fleet expansion**
- **Corporate contracts**

37 STARTUP BUSINESS

What is Startup Business?

Innovation-based scalable business model.

Business Flow

Idea → Validation → MVP → Growth → Scale

Key Areas (Detailed)

Idea Validation

- **Problem-solution fit**

Business Model

- **Revenue streams**

Funding

- **Bootstrapping**
- **Investors**

Team

- **Founders & employees**

Growth

- **Rapid scaling**
-

38 AGRI-BUSINESS

(Farming, Organic Products)

What is Agri-Business?

Agriculture-related products produce, process, sell pannurathu.

Business Flow

Farming → Processing → Selling

Key Areas (Detailed)

Product Selection

- **Crop / livestock**

Methods

- **Organic farming**
- **Modern techniques**

Supply Chain

- **Storage**
- **Transport**

Growth

- **Direct-to-consumer**
 - **Export**
-

39 CLOUD KITCHEN

What is Cloud Kitchen?

Dine-in illaama online food orders-ku cook pannurathu.

Business Flow

Online order → Cooking → Packing → Delivery

Key Areas (Detailed)

Menu

- **Limited, high-demand items**

Platforms

- **Swiggy, Zomato**

Pricing

- **Cost control important**

Growth

- **Multiple brands**
- **Multi-location kitchens**

40 MARKETPLACE PLATFORM BUSINESS

What is Marketplace Business?

Multiple sellers & buyers one platform-la connect pannurathu.

Examples:

- **Amazon**
- **Flipkart**
- **Urban Company**

Business Flow

Sellers → Platform → Customers

Key Areas (Detailed)

Platform Development

- **Website / app**

Monetization

- **Commission**
- **Subscriptions**

Trust

- **Reviews**
- **Payments security**

Growth

- **Network effect**

41 SUBSCRIPTION-BASED BUSINESS

What is Subscription-Based Business?

Customer monthly / yearly fixed payment panni product or service receive pannurathu.

Examples:

- **OTT platforms**
 - **Monthly grocery box**
 - **Software tools**
 - **Tiffin service subscriptions**
-

Business Flow

Customer signup → Recurring payment → Continuous service

Key Areas (Detailed)

Product / Service Selection

- **Regular usage irukkanum**
- **Repeated need irukkanum**

Pricing Model

- **Monthly**
- **Quarterly**
- **Yearly**

Customer Retention

- **Quality**
- **Timely delivery**

Billing System

- **Auto-renewal**
- **Payment reminders**

Metrics

- **Churn rate**
- **Lifetime value**

Growth

- **Upselling**
- **Long-term contracts**

42 INFLUENCER AGENCY BUSINESS

What is Influencer Agency?

Brands & influencers-a connect panni campaigns manage pannurathu.

Business Flow

Brand → Agency → Influencer → Campaign → Payment

Key Areas (Detailed)

Influencer Onboarding

- **Niche-based creators**
- **Audience quality check**

Brand Acquisition

- **Direct outreach**
- **Referrals**

Campaign Management

- **Content guidelines**
- **Timelines**

Pricing

- **Commission model**
- **Retainer model**

Reporting

- **Reach**
- **Engagement**
- **ROI**

Growth

- **High-value brand deals**
- **Global influencer network**

