

## 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**
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# **1 E-COMMERCE BUSINESS**

**(Amazon, Flipkart, Own Website)**

## **What is E-commerce?**

**Internet-la products sell pannurathu thaan 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**
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## **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**
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## **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**
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## **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**
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## **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 thaan retail.**

### **Example:**

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

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- **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**

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## **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**

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

# **5 DISTRIBUTION BUSINESS**

## **What is Distribution Business?**

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

**Company → Distributor → Retailer → Customer**

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### **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**

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## **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 thaan manufacturing.**

#### **Example:**

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

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### **Manufacturing Business Flow**

**Raw material → Process → Finished product → Sell**

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#### **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**
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### **Business Flow**

**Artisan → Collection → Finishing → Packaging → Selling**

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### **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**
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## **Business Flow**

**Raw food → Processing → Packaging → Distribution**

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## **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**
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### **Business Flow**

**Fabric → Cutting → Stitching → Finishing → Selling**

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### **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**

# **11 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)**

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### **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.**

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## **Business Flow**

**Project → Planning → Construction → Completion**

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## **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.**

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### **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**
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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**
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### Agency Flow

**Client → Strategy → Execution → Results → Payment**

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### 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**

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

# **15 SOFTWARE / IT SERVICES**

## **What is IT Services Business?**

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

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### **Services**

- **Website development**
  - **App development**
  - **ERP / CRM**
  - **Maintenance services**
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### **Business Flow**

**Client requirement → Development → Delivery → Support**

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### **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-ia sell pannurathu thaan SaaS.**

### **Examples:**

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

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## **Business Flow**

**Problem → Software solution → Subscription → Recurring revenue**

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### **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**
-



# **FREELANCING BUSINESS**

## **What is Freelancing Business?**

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

### **Examples:**

- **Design**
  - **Writing**
  - **Coding**
  - **Marketing**
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### **Business Flow**

**Skill → Platform → Client → Payment**

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### **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.**

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## **Business Flow**

**Knowledge → Content → Platform → Students**

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## **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.**

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### **Business Flow**

**Content → Audience → Monetization**

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### **Key Areas (Detailed)**

#### **Niche Selection**

- Clear topic focus**

#### **Content Strategy**

- Consistency**
- Value-driven content**

#### **Monetization**

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

#### **Growth**

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

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# **20 AFFILIATE MARKETING**

## **What is Affiliate Marketing?**

**Others product-a promote panni commission earn pannurathu.**

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## **Business Flow**

**Traffic → Affiliate link → Sale → Commission**

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## **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.**

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## **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.**

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## Business Flow

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

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## 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**

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## **Business Flow**

**Client → Planning → Vendors → Execution → Closure**

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## **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**

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# **24 TRAVEL & TOURISM BUSINESS**

## **What is Travel & Tourism Business?**

**Travel packages, bookings, tours organize & sell pannurathu.**

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## **Business Models**

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

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## 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.**

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## **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.**

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**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**
- 

# 30 TIFFIN SERVICE

## What is Tiffin Service?

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

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## 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.**

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## **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.**

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**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.**

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## Business Flow

**Idea → Validation → MVP → Growth → Scale**

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## 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.**

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## **Business Flow**

**Brand → Agency → Influencer → Campaign → Payment**

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### **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**

