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Revitalizing Women's Business Amidst COVID-19 Pandemic Project 2020

Booklet
presenting highlights of sessions on
business management






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Session-1: Digital Literacy (Email Creation Process)

- ✓ **Creating Email Account** (You must have internet access and open any Browser in your computer or device and type **gmail** and then Click on the **gmail – google** link)
 - Click on “**Create Account**”
 - Click on “**Next**”
 - Fill out the form/ template giving your details as asked (Give Name, username, email what you want to make for example xyz@gmail.com) If the email address created already exists then site will ask you to create another one for unique names
 - Give password minimum 8 Character & Click Next
 - Try to make the password as strong as possible
 - For strong Password : use number, alphabet & characters for e.g.: Nep@l123)
 - Give Name, username (email what you want to Make)
 - Give password minimum 8 Character & Click Next
 - (strong Password : use number, alphabet & characters for e.g.: Nep@l123)
 - Give your mobile number for the verification of account. This will also help you in future to recover your account if you forget your password
 - Give other personal details like gender, date of birth
 - Enter the verification code send by google in your mobile
 - Congratulation your g-mail account is created

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- ✓ **Getting Familiar with Email Log In Process** (You must have internet access and open any Browser in your computer or device and type **gmail** and then Click on the **gmail – google** link)
 - Click on Sign in
 - Type user name (i.e. your email id) and your password
 - Click next
 - ✓ **Sending and Receiving Email**
 - Click on Compose
 - Type email address, subject and message
 - If you have any additional file or picture to send attach it by clicking on “symbol sign” for file  and for picture 
 - Click on Send
 - ✓ **Log out Process**
 - Click on round symbol at the right-hand side 
 - Click “Sign out” button
-

✓ **Filling Google Survey Form**

- Click on the link you receive for the survey. Example https://docs.google.com/forms/d/e/1FAIpQLSf5yBrXkLxrlNBtaWisIAE-n7ob282E5uSRyIW90d7daR9z6A/viewform?usp=pp_url
- Fill all the questions in the survey by clicking on the given options
- The question with red asterisk * symbols are mandatory. If you do not answer the question you cannot move to the next question
- Click on next to move to the next section
- After you reach the end of the survey click on the **submit** button to complete the survey

✓ **Creating Google Survey Form** (You must have internet access and open any Browser in your computer or device)

- Go to forms.google.com
- Click Blank +
- A new form will open/ / Use given templates
- Create New Form
- Enter your Question or import Question
- Select the Answer Options
- You can add, edit, or format text, images, or videos in a form

✓ **Send your form to people**

- Click on the send button on the top right hand side and the survey link will appear
 - After you create a form, you can send the link created to people using email or social media, or you can embed it into a webpage
 - Check for form settings: before you send your form, make sure the settings are what you want: 1. Limit users to one response; 2. Allow people to edit responses; 3. Show a summary of responses; 4. Change confirmation message
 - Send the form: When you click on this you will see the following options –
1. Email a form; 2. Get a link to a form; 3. Share a form on social media;
4. Send a form with pre-filled answers; 5. Embed a form on a website or blog (click on the options you would like to use)
-
-

Session-2: Marketing Skills

Session-2.1: Costing & Pricing

✓ Introduction

Price should be the amount the consumer is ready to pay for the perceived value of the product or service received. The price, producers set for their goods or services are the factors that determine profit or loss. The price of a product is the amount that the customers are willing to pay to get the product and the costing is the amount invested to produce products and services.

The customers will be ready to pay for the products only if they see the benefits or advantages they receive are valuable for them. Pricing is in the hand of the business itself incorporating all the essential values, benefits and costs in the products that justifies for the customers to get it without having a second thought.

✓ Effect of Price on Profit Margins

The price is determined by calculating the price for the single product or service. Therefore, the prices set for per unit affects the profit margin of the business. If the prices are higher, the profit per unit also increases, provided if the products are sold significantly in the market. Having higher prices that lead to lower sales volumes decreases the profit level or even might wipe out the profits leading to the business failure at the end. This also leads to higher overhead costs per unit as the sales get fewer and cannot compete in the market.

✓ Effect of Price on Sales Volume

If the sales volume is large and the price is relatively low, there is a chance to have more profit than having higher prices. In this case, the overhead expense per unit decreases too. So, the strategy should be clear on preferring higher volume of sales or higher price while setting the final price.

✓ Price, market share and the Business Positioning

The price that is set for the products convey the message about their businesses, products and services on perceived values and benefits. Therefore, the price too, affects the brand, image or position of the business and products in the market place.

For the promotion of the product and to acquire the market share activities like businesses offer promotional sales, discounts, rebates should be offered and once the customers get used to the products and go back to the regular prices.

✓ **Analyzing Pricing Environment**

Analyzing the market helps in understanding the customers' behavior and market condition. The market research and analysis will help to understand the present context of the business ambiance and plan accordingly while introducing a new product or growing the small business or targeting a new market.

The market research also helps to identify potential customers and understand their buying habits, ultimately, helping the businesses to price the products and services focusing at the market trend, prioritize the specific market segment where they can survive and get a good profit, understand the strategies set by the competitors with similar products and services in the market.

It is best tool to clarify ourselves about the value and benefits that the competitors are providing to their customers through their products or services and also to find out the strength and weaknesses of the competitors. Market research and analysis helps to clarify the differences between your products with the products of your competitors. This helps to set your products price relative to competitor's price.

✓ **How to set price for the Products**

The price of a single product that businesses set determines the future of the businesses, acceptability of the products to the customers and the state of profit and loss at the end. Therefore, proper pricing of the products is very important in doing businesses. The selling price of the products or the services always has to exceed the cost price.

There are three main strategies to price the products

- **Value based Pricing**

Value based pricing is the customer-based pricing and also their choices to pay. This is the price based on the perceived worth

- **Competitor based Pricing**

Regardless of cost price, price is set referencing competitor's price.

- **Cost based Pricing**

Price determined after calculating the total costs of goods or services along with adding the markup price. All fixed and variable expenses are calculated while setting this kind of pricing.

- **Mark up pricing**

Mark up price is added by the resellers to the cost to set the price in the market. The mark up price is either kept by the producers or the resellers themselves. This kind of pricing is mostly done by the retailers.

✓ **Pricing Challenges and Considerations**

Sometimes an enterprise might have to strategically set the competitive price which will help them not only to match the price with the competitors and increases the volume of the sales to generate the cash flow but also ensures their presence in the market. The strategy is usually risky but is as important and as an entrepreneur, one should be vigilant and should properly understand the strategies implemented by competitors to safe land the strategy applied.

Achieving the sustainable market share is a very daunting task however, understanding the market, customer's choice, understanding the competitors, etc. are very effective tools to achieve the share in market.

Another challenging part while pricing is cost based pricing. In case of low volume of production incorporating all the overhead cost, applicable taxes etc. will eventually increase the rates which will affect our market. Therefore, in such case, expansion and exploring the markets or increasing volume of production along with the less overhead costs in the unit production could be one of the best ways out.

For most of the small and medium businesses including the applicable taxes might hike the price of the products eventually affecting available markets however implementing sustainable business strategies to survive in the competitive market could be one of the major steps to overcome this challenge. For instance, penetrating into the digital marketing can help avoid the hassle of being exploited by the mediators and save the costs. The different strategies need to be implemented to price the perishable products as they need to be prior decided to get the market before quality of the products or goods diminishes.

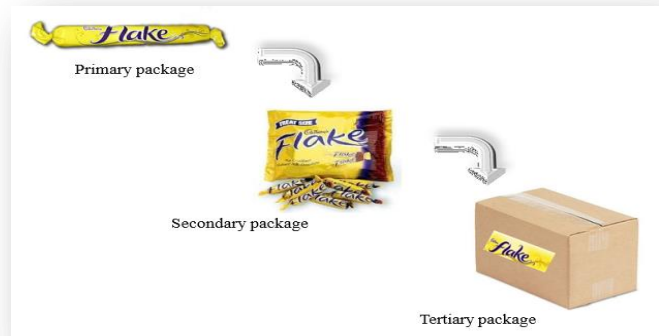
✓ **How do you know that your pricing is correct?**

The price that the businesses charge to their customers will have direct effects on success of the businesses. A business is expected to achieve success when the pricing is done carefully and strategically. It should be a value based by incorporating all the operation and overhead costs, similar to that of competitor's and include profit margin for retailers also.

Session -2.2: Packaging & Labeling

✓ Packaging

Packaging is an art and technology of enclosing or protecting products for distribution, storage, sale, and use. It actually entails activities of designing and producing the appropriate container for a product. The first envelop which is in direct contact with the product and helps to holds it is primary packaging. Secondary packaging holds the group of product that is already in the primary packaging. Tertiary packaging is used for bulk handling, warehouse storage and transport shipping.



✓ Functions of Packaging

The following are the basic functions of packaging:

- Physical protection from shock, vibration, compression and temperature etc.
- Works as a barrier from oxygen, water vapor, dust, etc with controlled mechanism.
- Small objects are typically grouped together in one package for reasons of efficiency which we call **Containment or Agglomeration**

Additional functions of packaging can be listed as marketing purpose, security, convenience, proportion control.



✓ Right Packaging

Identifying the Right Packaging for the product is very important. Different materials can be used for different products and one should know which is the right and most appropriate material for packaging one's product

✚ Paper

- Easy to handle
- Less tensile strength
- Printability high



Glass

- Non-reactive
- Fragile
- Transparent



Plastics

- Ease of molding or fabricating
- Versatile applications
- Interactive



Tin Cans

- Good machinability
- Non fragile
- Recyclable



Aluminums

- Good machinability
- Non fragile
- Recyclable



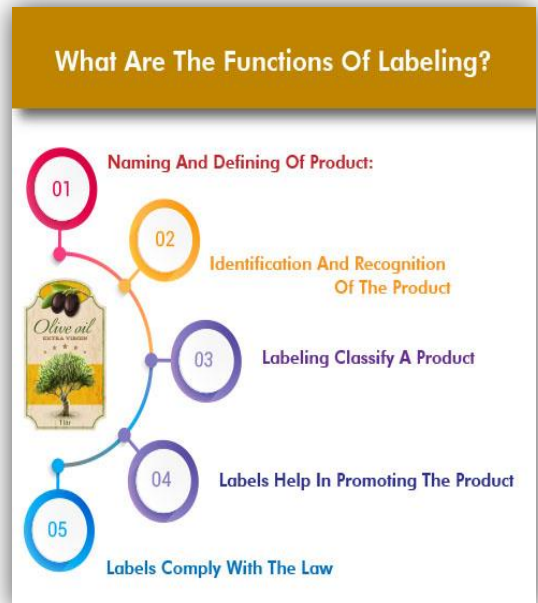
Wooden

- Non-reactive
- Suitable only for selective product
- Occupying more space



✓ Labeling

- ✓ A label is an information tag, wrapper, seal, or imprinted message that is attached to a product or its package.
- ✓ A label's purpose is to:
 - Inform about a product's contents and direction for use;
 - Protect companies from legal liability;
 - Contain a brand name, logo, ingredients, special promotional messages, and other useful information.
- ✓ Food labels, must comply with mandatory standards to prevent manufacturers from misleading the consumers.



✓ Some important labeling parameters

- ✓ The name of the food
 - Name of the food must be clearly stated and not misleading.
- ✓ Ingredients
 - Ingredients should be listed in order of weight, starting with the largest ingredient and ending with the smallest.
- ✓ Additives
 - Class title together with specific name
- ✓ Allergy Information
- ✓ Date Marking



✓ **Existing provision in labeling regulation of Nepal**

- ✓ The name of the food
- ✓ Food License Number
- ✓ List of Ingredients
- ✓ Net Weight
- ✓ Batch Number
- ✓ Date of Manufacturing and Expiry
- ✓ MRP
- ✓ Name and address of Manufacturer or
- ✓ Packer



✓ **Advantages of labeling in marketing**

- ✓ Provides Identification
 - ✓ Provides descriptions
 - ✓ Makes products comparison easy
 - ✓ Helps in marketing
 - ✓ Makes product grading easy
 - ✓ Protects customers from getting cheated
 - ✓ Provides information as per the law
-

Session-2.3: Presenting

- ✓ **Value Proposition** is a statement that encourages customer to buy by clarifying the values you deliver, problems your product addresses and beneficiaries you have targeted. It also helps to communicate how your product is different from that of the competitors. Long product descriptions generally get ignored. In such aspect, statement of value proposition helps you to convince the potential customers to purchase your product.



Why there's nothing quite like iPhone.

Every iPhone we've made — and we mean every single one — was built on the same belief. That a phone should be more than a collection of features. That, above all, a phone should be absolutely simple, beautiful, and magical to use.

✓ **Product information and photograph**

- Video, audio, text are important but it is the picture that grabs the attention and increases the likelihood of people to act;
- Pictures are communication medium even for illiterate customers;
- It is surveyed that visual contents are shared 40 times more than texts;
- In the context of digital world, photography becomes much more crucial as customers make a purchase decision on the basis of image only;
- Research says that 22% of products get returned because of difference in image they saw and the actual product they receive.
- So, it is vital to have high quality picture from multiple angles with zooming features to reflect the product and convince the buyer.

✓ **Traditional Marketing vs Virtual Marketing**

The following are the differences between ways of traditional marketing vs. virtual marketing.

✓ **Traditional Marketing**

- Directly mailed postcards, coupons, and informational packets
- Television or radio commercials
- Newspaper or magazine ads
- Billboards and fliers
- Telephone calls and text notifications

✓ **Virtual Marketing**

- Website content
- Email campaigns
- Content marketing
- Social media posts
- Affiliate marketing

✓ **Benefits of Virtual marketing**

- High Influence
- Low investment
- Direct communication between buyer and seller



✓ **Communication**

- In marketing, business communication is vital for creating effective campaigns, resonating with target audiences and persuading people to make a purchase.
 - If you don't communicate, customer won't have an idea about your product.
 - Communication should be a two way mechanism from buyers to seller as well as from sellers to buyers.
 - Proper communication helps to inform about the product, motivate customers to buy, review products, improve the obsolete features of the product and modify (improve) the product.
-

Session-3: Occupational Health and Safety (OHS)

As per International Labour Organization (ILO), More than 160 million people suffer from occupational and work-related diseases, and there are 313 million non-fatal accidents in workplace per year. It is identified that through the implementation of sound protection, safeguard, prevention, timely reporting and inspection practices this figure can be reduced significantly.

Occupational Safety and Health (OSH) is a cross-disciplinary area concerned with protecting the safety, health and welfare of people engaged in work or employment.

The goal of all OSH program is directed in fostering a safe work environment.



✓ Preparation for any disaster

In preparing for a disaster, you should consider the following:

- Develop a strong Information channel and system for immediate communication of employee and family member during emergency;
- Identify assembly point and inform everyone about the assembly point;
- Install “Fire extinguisher” and train staff on how to use it;
- Arrange emergency exit for multiple storage buildings;
- Keep first aid kit handy;
- Prepare and readily keep contact details for vehicles, ambulances.



How to Use a Fire Extinguisher?

It's easy to remember how to use a fire extinguisher if you remember the acronym PASS:

- Pull
- Aim
- Squeeze
- Sweep



✓ OHS during Pandemics like COVID-19

- Practice physical distancing;
- Equip and aware workers to maintain hygiene and cleanliness;
- Promote self-examination and provide necessary assistance to sick workers;
- Assess joint risk in the workplace with employers and workers;
- Stay away from noise and crowds;
- Use mask for safety and disease prevention;
- Cover mouth and nose with tissue while coughing or sneezing and dispose tissue properly in a closed bin;
- Prefer greeting (Namaste) and avoid shake hands;
- Ensure proper health care especially of elderly and employee with low immunity power;
- Avoid raw foods prefer cooked or well-cooked foods.
- If there is a suspicion of infection get tested, self-isolate and if symptoms get worse go to the hospital immediately

NOVEL CORONA VIRUS (nCoV)
सर्वसाधारणका लागि जनचेतनामुलक संदेश

नोभल कोरोना भाइरसका मुख्य लक्षणहरू

 **ज्वरो**
(१००.४ °F भन्दा माथि)

 **छास प्रवाहमा**
अत्यधिक समस्या

 **रुघा र खोकी**

"नोभल कोरोना भाइरस प्रभावित देशहरूबाट आउने मानिसहरूमा दुई हप्ता भित्र रुघाखोकी लागेमा, ज्वरो आएमा, घाटी/ठाउको दुखेमा, छासप्रवाहमा अत्यधिक समस्या भएमा तुरुन्त नजिकको स्वास्थ्य संस्थामा सम्पर्क गर्ने।"

नोभल कोरोना भाइरसबाट कसरी आफू र अरूलाई बचाउने?

नियमित रूपमा साबुन-पानीले हात धुने।  खोकदा र हाठ्ठुं गर्दा नाक र मुख छोप्ने। 

फ्लू जस्तो लक्षण (Flu-like symptoms) देखिएमा चिकित्सकसँग परामर्श लिने।  फ्लू जस्तो लक्षण देखाउने जो कोहीको सम्पर्कबाट टाढा रहने। 

जंगली तथा घरपालुवा पशुपन्छी सँगको असुरक्षित सम्पर्कबाट टाढा रहने।  पशुजन्य मासु तथा अन्डा राम्रोसँग पकाएर मात्र खाने। 


नेपाल सरकार
स्वास्थ्य तथा जनसंख्या मन्त्रालय
स्वास्थ्य सेवा विभाग
इपिडेमियोलोजी तथा रोग नियन्त्रण महाशाखा



Figure 1 steps for effective use of mask

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