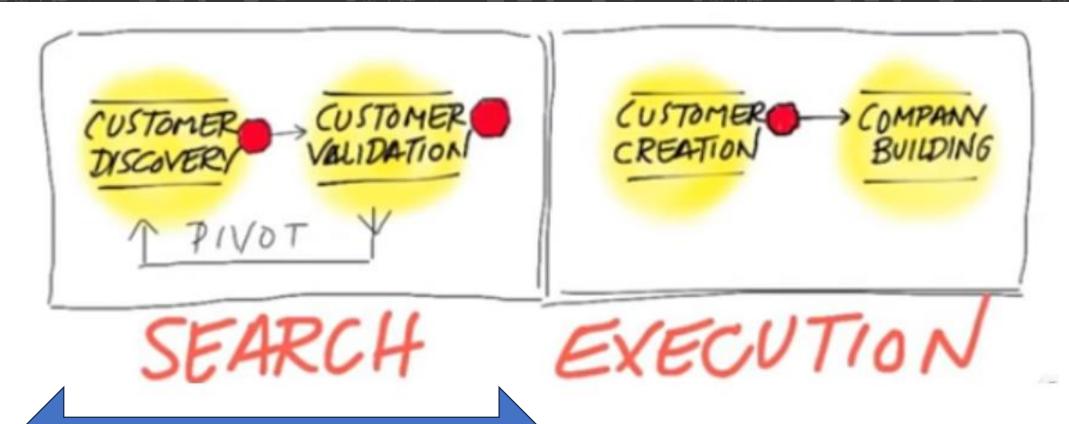
Business Fundamentals13th Jul 2024



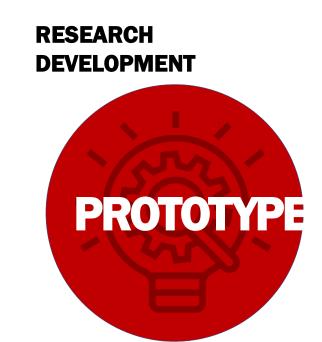
Learning: Courses & Pre-Incubation Programs

Doing Registering Startup & building it

Source: Lean Startup

Functions and Skills









LEADERSHIP

STRATEGY

HUMAN RESOURCE COMPLIANCE

Factors of Production: Building Blocks

- Natural Resources
 - Land, Water, Wind, Sun, Minerals
- Capital
 - Machines, Tools, Buildings, Infrastructure
 - Technology, Information
- Human Resources
 - Physical, Intellectual, Creative...
- Entrepreneurship
 - People, who take the risk

INPUTS:

Property

Machinery

Labour

Raw Materials

Consumables

PRODUCTION PROCESS

TRANSFORMATION

KNOWLEDGE GATHERING & PRESENTATION **OUTPUTS**:

Saleable Goods

Services

Valuable Information CUSTOMER

Consumer

Companies

Government

Product Development



Process Design & Management



Supply Chain

Brand
Features
Quality
Packaging
Sizes
Services
Warranties
Returns

Distribution
Channels
Coverage,
Footprint
Assortment
Merchandising
Inventory
Terms & Margins

Product

Price

MRP GMV Discounts Promotions Subscriptions

Credit Terms

Place

Promotion

Advertising Saes promotions

Source : Philip Kotler, Marketing Management **RETURNS**

OWNINGTHE 'NEED'

SETTING THE 'STANDARDS'

CONSULATIVE SELLING

SOLUTION SELLING

BENEFIT SELLING

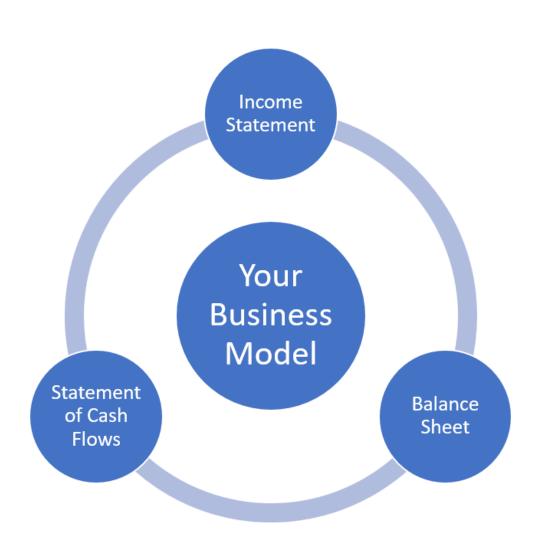
FEATURE SELLING

LIST SELLING

EFFORT

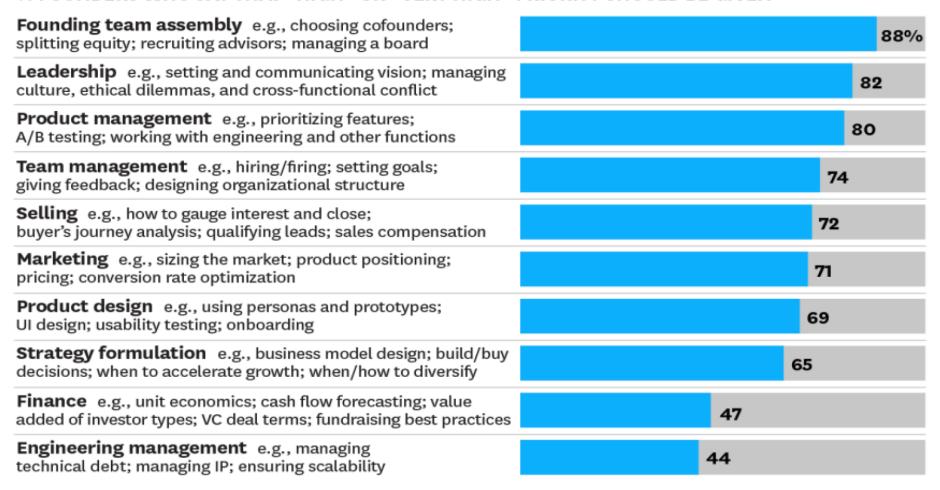
Basic Financial Statements



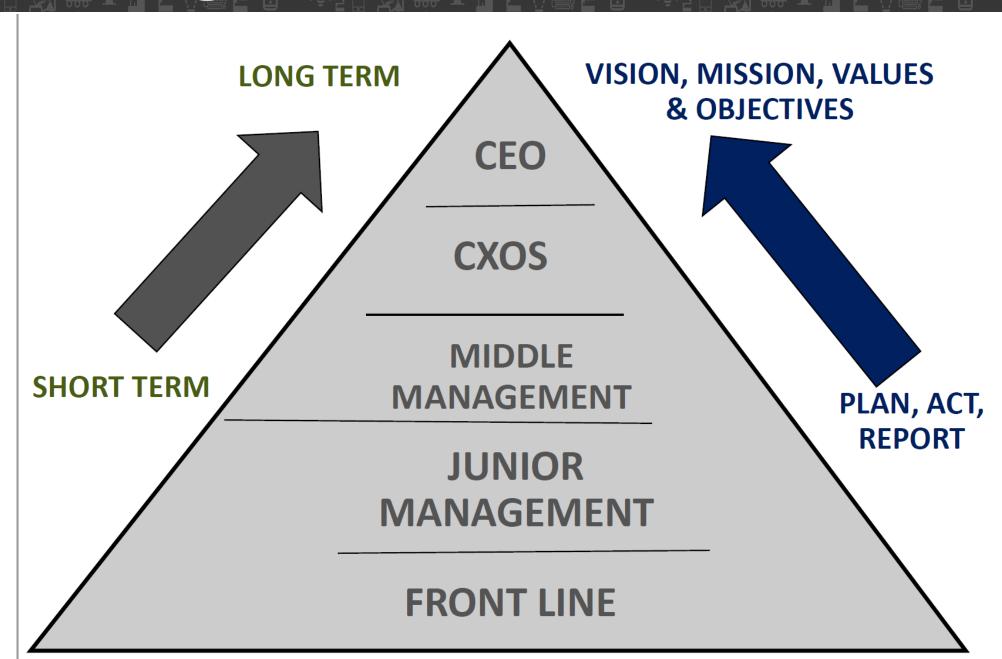


What Skills Should an Aspiring Founder Prioritize?

% FOUNDERS WHO SAY THAT "HIGH" OR "VERY HIGH" PRIORITY SHOULD BE GIVEN







Value Chain for a Business

Administrative, finance infrastructure

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Human resources management Personnel, lay recruitment, training, staff planning etc. Product and process design, production engineering, **Product and technology development** market testing, R&D **Procurement** Supplier management, funding, subcontracting, specification Servicing Inbound **Operation Outbound** Sales & **Activitie** logistics marketing logistics **Examples: Examples: Examples: Examples: Examples:** quality control; manufacturing; finishing goods; customer warranty; receiving; raw packaging; order handling; maintenance; management; **Primary** materials production education and dispatch; order-taking; control; supply control; delivery; promotion; sales training; schedules maintenance invoicing analysis; market upgrades research

Legal, accounting, financial management

Value added less cost = Profit margin

Credit: Anand Kusre

Managing a Business / Startup: What it entails

- Vision, Purpose & Goal Setting
- Creative Problem Solving
- Delivering Value and Customer Satisfaction
- Co-ordinating, Using and Managing Resources to achieve goals
- Managing expenses, credit, cash flow
 - In the startup world, pitching and fundraising
- Inspiring, Motivating and Leading Teams
- Being the face of the company

- B2B, B2C & B2Gbusiness models
- The Long Tail Businesses D2C
- Multi-Sided Platforms
- Subscription based business model
- FREE as a Business Model