

ENTREPRENEURSHIP MANAGEMENT

Date 12 / 12 / 18.

Santhi

"SUN RISING" INDUSTRIES

- Growing Industries whose product has huge demand. These are the industries which have
- Sharp Growth. (high demand in future also).
- Huge Profit and Revenue.

• Sunrising Industries can be of two types, -

(A) B2B (Business to Business)

(B) B2C (Business to Customer)

• Product should be unique.

→ In these industries, demand of the product is sure.

Some Sun Rising Industries:-

- IOT
- Electric Vehicles
- Batteries.
- Solar Panel
- Food Processing.
- Polished Industries.
- Artificial Organ.
- Automated Defence.
- Herbal Gardens.

Disadvantages

- OLIGOPOLY MARKET: Here we need to invest huge amount of money to promote & compete.
- Huge competition which demands new things & to lower prices.
- difficult to predict its sustainability.

Advantages

- High demand
- Profit & Revenue.
- Less Risk

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Entrepreneurial Traits or Competencies:-

①. Innovation

5 types of Innovation :-

②. Persistent :- continuously making efforts.

③. Foresightness :- long vision of business.

④. Persuasive :- capacity to persuade others.

⑤. Committed to work.

⑥. Team leader.

⑦. Consistent

⑧. Adaptability.

⑨. Risk Taker.

⑩. Patience.

7/01/19 Formulation of Business Plan

→ set of document

Business

Funds

→ Developmental Banks.

Audience to Business Plan

① → Banks

② → Financial Institutions

SCB's

SFC's

Development Banking (SIDBI)

State Financial Co-operation (SFC's)

↓
Small Industries
Bank of India

→ provide funds for long term

③ → Suppliers

① Path Guiding Document for Entrepreneurs

② International Market

Export / Import → to expand business or buy raw material from other countries.

③ Investors and Promoters

AI or VE

Angel Investment Venture Capital.

(BEP): Break Even Point :- pt where you can get all the investments back
If 3 years 2 months is BEP → your investment ~~can be~~ to retrieve
BEP should be lesser time.

Q. Who is going to start the ~~business~~ business?

→ Individual / Group

→ Academic Background

→ who will be your buyers?

→ Decide the reasonable price. (Imp).

→ people who are engaged with you.

Sole-proprietary, Partnership,

Co-operative form, Limited Comp.
(Govt or Private)

Q. How will you arrange your ~~for~~ funds?

→ Funds

→ strategy to convince customers

→ Marketing strategy.

Q. When you are going to start your business.

→ ~~Tag~~ Consider the market scenario.