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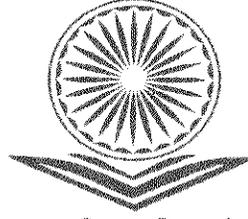
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∞ CONTENTS OF PART - VIII ∞

Sr. No.	Name & Author Name	Page No.
1	A Study on Challenges and Opportunities in Rural Entrepreneurship Snehal D. Patel Singh Khushi Ravindra Kumar	1-7
2	A Study on Problems Faced by Amul Franchise Business Management in India Snehal D. Patel Pavan Singh	8-13
3	Issues and Management Strategies of a Franchise Startup (Franchise of Swami Charan Abhyanga-Borivali West) Soni Singh Ganesh Mahesh Akula	14-22
4	To Study the Entrepreneurship Management of IT Industry with Reference to Infosys Limited Soni Singh Aayush Pandey	23-30
5	To Study the Managerial Strategies of Nike Soni Singh Adeeb Farooqui	31-34
6	Analysis of Amul Product (Anand Milk Union Limited) Soni Singh Deepak Mishra	35-48
7	Reliance Jio Soni Singh Vishal Mehta	49-57
8	Entrepreneurship Management in Franchisee Development Soni Singh Rajbir Singh Pannu	58-63
9	A Study on Impact of Plastic Money usage on Consumer Spending Behaviour Soni Singh Meet Ashay Mehta	64-77

∞ CONTENTS OF PART - VIII ∞

Sr. No.	Name & Author Name	Page No.
10	To Study the Marketing Strategies of Wipro Industries with Respect to Bengaluru Soni Singh Dixita Mali	78-87
11	The Study of Success Story of Mcdonald's in India Soni Singh Rohan Benjamin	88-94
12	Start-up India Soni Singh Deepak Mali	95-98
13	A Research Study on Entrepreneurial Management in Healthcare Industry Soni Singh Mihir Dhakan	99-103
14	Problems Faced by Women Entrepreneur Soni Singh Reuben Dsouza	104-108
15	A Study on - 'Factors Affecting Students' Attitude towards Entrepreneurship in India' Soni Singh Sagar Kunbi	109-114
16	Importance of a Business Plan for an Entrepreneur Soni Singh Vandana Mathur	115-119
17	To Study the Integrated View of Rural Entrepreneurship Soni Singh Sweta Singh	120-126
18	A Study on Women Entrepreneurship in Today's Generation Soni Singh Ruhi Main	127-132

∞ CONTENTS OF PART - VIII ∞

Sr. No.	Name & Author Name	Page No.
19	A Study on 'Fresh General Mart' Finance Balance Sheet Mr. Manthan Singhvi	133-137
20	Impact of COVID-19 on FMCG Sector Snehal D. Patel Himanshu Singh	138-146
21	A Study on Managerial Skill in Managing the Franchise Domino's Business in India Snehal D. Patel Nithyanand Suvarna	147-154

1. A Study on Challenges and Opportunities in Rural Entrepreneurship

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Abstract

Every nation's growth strongly depend on the different sectors and their development, to develop any sector, there is a need for innovation and business. In a developing country like India, largely with rural and semi- rural areas, there is a greater opportunity to grow and develop. Hence, rural entrepreneurship is an essential and the paper reviewed the papers of different authors about the rural entrepreneurship that is there are some challenges and problems faced by rural entrepreneurs, qualities required to become a successful rural entrepreneur, remedial measures to overcome the problems, the advantages of rural entrepreneurship, grass-rooting Innovators, various schemes of Government and the opportunities available in rural entrepreneurship.

Keywords: challenges, opportunity, government schemes, remedies.

I. Introduction

Concept of Rural Entrepreneurship

Defining entrepreneurship is not an easy task. To some, entrepreneurship means primarily innovation, to others it means risk-taking? To others a market stabilizing force and to others still it means starting, owning and managing a small business. An entrepreneur is a person who either creates new combinations of production factors such as new methods of production, new products, new markets, finds new sources of supply and new organizational forms or as a person who is willing to take risks or a person who by exploiting market opportunities, eliminates disequilibrium between aggregate supply and aggregate demand

Rural Entrepreneurship in India

Who should be capable of making use of the government policies and schemes for the betterment of rural people? Some individuals who happen to be local leaders and NGOs and who

are committed to the cause of the rural people have been catalytic agents for development. Though their efforts need to be recognized yet much more needs to be done to reverse the direction of movement of people, i.e. to attract people in the rural areas. It means not only stopping the outflow of rural people but also attracting them back from the towns and cities where they had migrated. This is possible when young people consider rural areas as places of opportunities. Despite all the inadequacies in rural areas one should assess their strengths and build on them to make rural areas places of opportunities. This is much to do with the way one sees the reality of the rural areas. The way a survivor or job seeker would see things would certainly be different from those who would like to do something worthwhile and are ready to go through a difficult path to achieve their goals. It isn't that there is a lack of people with such a mind set. But with time they change their minds and join the campaign of job seekers due to various complications. Enabling them to think positively, creatively and Entrepreneurship purposefully is most of the development of rural areas. Young people with such perspective and with the help of rightly channelized efforts would usher in an era of rural entrepreneurship.

II. Research Gap

Survey of the existing literature indicates that so far no specific study has been carried out to examine the problems and prospects of rural entrepreneurs in India. Nor has any previous research examined the perception of rural entrepreneurs. The present study is an attempt in this direction and therefore, aims to enrich the problems and prospects of rural entrepreneurs in India

III. Review of Literature

Piore and Sable (1984), in their book, "The Second Industrial Divide", gave an approach structure to little business improvement which expresses that development of economy will be more effective when it happens inside a political setting, where nearby groups effectively bolster little scale endeavors.

Petrin (1994) in another article inferred that development of rural areas is presently connected to entrepreneurship to a greater extent. It goes about as a vehicle to enhance the personal satisfaction for people, families and groups keeping in mind the end goal to manage a sound economy and environment.

Vaessen and Keeble (1995) uncovered that the outer environment in the more remote rustic zones presents challenges for SMEs, which they have to adjust to in if they are to develop and survive.

Gavian et al. (2002), in their study, have proposed that SMEs are customarily considered as well poised to react to the expanded demand by creating occupations.

Sherief, (2005) endeavored to comprehend the determinants of rural entrepreneurship and the environment helpful for its improvement. The study presumed that for accelerating economic development in rural regions, it is most essential to advance entrepreneurship.

Mehta, (2011), in his study showed that numerous Indian organizations including MNC began creating business systems to tap the undiscovered rural business sector in India. The study will be supportive for the different organizations to figure arrangements and approaches so as to help rural entrepreneurship in India. This may make the Indian rural business sector as a basic power in the worldwide economy.

IV. Objective of the Study

- To find out the problems faced by Rural Entrepreneur India
- To study the opportunities available for rural entrepreneurs

V. Methodology

It is basically an analytical type of research. Data is gathered from the various secondary sources like published journal, corporate reports, magazines, periodicals, articles and refereeing various scholarly papers of national and international scholars.

VI. Challenges faced by Rural Entrepreneurship in India

Some of the major difficulties faced by rural entrepreneurs include a low level of purchasing power of rural consumers so sales volume is insufficient, reduced profits due to competition, lack of financial assistance, and power failure. Let us discuss in detail about challenges faced by rural entrepreneurs or small scale businessmen are follows:

Family Challenges: One of the Most and critical challenges faced by business seekers and promoters are convincing the family. The first question that arises is – Do you have a business idea or any thoughts on making money from a business.

Social Challenges: Family challenges are usually the top most challenges but most of the time faced in the external environment is also social challenges major factors in entrepreneurs mind .

Technological Challenges: Educational strategies mostly inspiring graduates technology-wise and gaps too much from the Job industry with online entrepreneurship.

Financial Challenges: Financial challenges is not only for entrepreneurs also for any type of business holders, private or public sector are too and it is a huge issue in India .

Policy Challenges: All period is a lot of changes involved in policies to change in the government or non-government.

Other Challenges which are being faced by Rural Entrepreneurs

Development of Mall Culture: On account of the globalization and cutting edge economy empowering the shopping centre culture instead of the customary shops.

Cultural & Social difficulties: The digital bistro model has not worked in numerous parts of rural India due to socio-social issues.

Dispersion and logistics: Framework is a challenge in rural areas. In addition, the absence of an effective distribution system anticipates entrance of items/administrations into provincial India.

Power failure and Poor assistance: These two are the significant difficulties confronted by the provincial individuals. India is not a created nation, it is as yet developing nation. Besides India, don't have an adequate force and power base offices to fulfill the necessities of their kin.

Absence of technical knowledge: Rural people don't know how to use latest technology.

Poor mental self view of rustic youth and lacking inspiration: Solid inspiration is the maha-mantra for accomplishment of any action. Especially the country youth are enduring with poor mental self view. This is slaughtering the talents of youth of rural areas.

The following are the summary of challenges or issues encountered by any rural entrepreneurs

- Execution of restrictions and guidelines
- Task Universalisation
- Elimination of process tailbacks
- Sensitization of implementing officers in field/front officers
- Lack of incubation system for entrepreneurship
- Threat alleviation or start-ups.

VII. Rural Entrepreneurship Opportunities

Rural entrepreneurship has a vital part to play in the advancement of the Indian economy. About 70 percent of the Indian populace calls rural India it's home, satisfactory financing and

assistance can give a flourishing entrepreneur climate in these groups. The following are some opportunities for rural entrepreneurship:

Motivation and support: Rural Entrepreneurship will help in providing motivation and sustainability to the local or rural people. Rural entrepreneurs get a lot of support from local people and rural people always give encouragement to the entrepreneurs.

Labour availability: In India 70% of the general population is living in the town or village. Lion's share of the country's individuals are relying upon agribusiness. The agribusiness work is not accessible consistently. That is the motivation behind why rural entrepreneurs have the upper hand in effortlessly procuring incompetent and semiskilled work.

Raw materials availability: Majority of the times the rural entrepreneurs are relying on the farm based items as raw materials, which are accessible consistently. These raw materials are accessible in the provincial range that is the reason there is no transportation expense and buoyancy cost.

Low foundation cost: When contrasted with the urban zones, provincial business visionaries' business foundation expense is low. There is no compelling reason to develop or office colossal framework and structures.

Ideal utilization of products: Optimum utilization of farm products is just feasible through only rural entrepreneurship. Many rural entrepreneurs have to depend on farm produce to get their raw materials.

Production cost: Rural entrepreneurs' production cost is low when contrasted with the urban industries. The elements of production are accessible with ease; naturally the production cost is likewise low. Because of this, rural entrepreneurs can offer their products and services at cheaper prices.

Cost in promotional activities: As the competition in rural areas is less so for rural entrepreneurs there will not be any major cost incurred for promotional activities.

Government subsidies and policies: For encouragement of rural entrepreneurship, Govt. of India is constantly introducing and monitoring new subsidies and policies. These policies are very flexible, innovative, liberalized and giving continues support to rural entrepreneurs. At the same time government has also announced huge subsidies for promoting the rural entrepreneurship.

Potential customer: Rural villagers are intensely populated and are financially strong in this 21st century. This substantial populace can be changed over as potential clients. That is the reason all the MNC's for their potentiality has moved or focusing in rural areas.

Goodwill Establishment: There is a lot of scope for rural entrepreneurs to build the goodwill. The vast majority of the rural entrepreneurs have moral qualities furthermore these individuals don't work for immaculate benefits only.

Generation of employment for rural youngsters: Rural entrepreneurs are giving 100% employment to rural youth. Provincial business people are giving hundred percent employments to country youth. If the provincial entrepreneurs are succeeding in this action the relocation of the general population to urban from rural will be instantly ceased to a most extreme degree.

Effect of Globalization on Rural Entrepreneurship

Since globalization is a macro-concept and rural entrepreneurship is a micro-concept, occurring in a very limited area, it is very difficult to establish causal linkages, or to quantify the specific effects of globalization on rural entrepreneurship. However, it is possible to identify a range of different channels through which various aspects of globalization can be expected to change the welfare of rural entrepreneurship in India.

VIII. Suggestions

1. Govt. should provide separate financial fund of rural entrepreneur.
2. We should provide special infrastructure facilities whatever they deed.
3. Govt. should arrange special training programmes of rural entrepreneurship
4. Govt. should felicitate top ranker rural entrepreneurs.
5. Rural entrepreneurs should be more competitive and efficient in the local & international market.
6. Use should invite successful rural entrepreneurs from other states of the country.

IX. Conclusions

Rural entrepreneurs are a key figure in the economic progress of India. Rural entrepreneurship is the way of converting a developing country into a developed nation. Rural entrepreneurship is the answer to removal of rural poverty in India. Therefore, there should be more stress on integrated rural development programs. The problem is that most of the rural youth do not think of entrepreneurship as the career option. Therefore, the rural youth need to be motivated to take up entrepreneurship as a career, with training and sustaining support systems

providing all necessary assistance. There should be an efficient regulated market and the government should also lend its helping hand in this context. Grading and standardization should be promoted and promotional activities should be enhanced. NGOs should be provided full support by the government.

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2. A Study on Problems Faced by Amul Franchise Business Management in India

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Abstract

Franchising is a marketing strategy aimed at helping businesses grow. It is a business model in which a business owner, often known as a franchisor, provides a certified opportunity for a franchisee to engage in business activity. It assists in the process by providing services such as organising, training, and merchandising. As a result, a franchise management plan entails constructing the franchise system, having correct organisation that leads to success, and clear administration of all of the company's business chains. As a result, we will look at a case study of a dairy cooperative in western India, AMUL, that has created a successful business strategy in a major rising country.

Keywords:- Amul, Franchisee, Dairy Products

Introduction

The Kaira District Co-operative Milk Producers' Union, or Amul, is an Indian dairy cooperative association situated in Anand, Gujarat. The Gujarat Co-operative Milk Marketing Federation Ltd manages this cooperative brand.. (GCMMF), which is jointly owned by 3.6 million (3.6 million) milk producers in Gujarat, as well as the apex body of 13 District Milk Unions distributed across 13,000 villages. Amul played a major role in India's White Revolution, which saw the country become the world's leading producer of milk and dairy products. To market its product line, Kaira Union created the "Amul" brand.. The name "Amul" is derived from the Sanskrit word "Amulya," which means "priceless" or "valuable" (a term proposed by the-founding head of Agriculture College, Dr. Maganbhai Patel). Tribhuvandas Kishibhai Patel founded the college in 1946. Amul's foundation was a major supporter of the white revolution in India. During the peak season, AMUL distributes over a million litres of milk per day and

gathers and processes various milk products on behalf of over a thousand villages held by half a million farmer members. AMUL has also become a symbol of millions of farmers' ambitions.

Literature Review

Amul is one of the most successful Indian business firms. It provides various milk products in which its main brand product Amul Butter is. The aim of this chapter is to review the literature on Dairy Cooperatives with focus on ICT Services. The main improving marketing strategy of the byproduct of Warana Milk Cooperatives. Manob Kanti AMUL and HIMUL. In this analysis, conducting a literature review is a vital component of the research. Sample Elements: Baroda Dairy, Amul Dairy, Sumul Dairy, Panchamrut. Mrs. Heena Rawal (1999), studied the profitability of five District Milk Producers. It also enables the consumer an access to high quality milk and a village of people towards Amul products. The authors analysed the value chains of milk and milk products. The Birth of Amul It all began when milk became a symbol of protest Founded in 1946 to stop the exploitation. Literature review of customer satisfaction of amul products, division show a reduction from 0.5 in the amount of sour milk/curd received at the on an exemplary social enterprise, AMUL, India's most successful cooperative, organizing millions of milk producers. Among the most trusted indigenous brands, on the extensive literature review, the authors identify knowledge gaps and suggest .. District Cooperative Milk Producers Union (Amul Dairy) in Rural Areas. Amul (Anand Milk Union Limited) is one of the earliest dairy cooperatives in India and is based at Anand in. July 30, 2015 Reference to Coimbatore District Cooperative Milk Producers Union.

Objective

- To know awareness of people towards amul milk
- To know the preference of Amul milk with comparison to other brands
- To know the factors which affect consumer's buying behaviour while purchasing milk.

Research Methodology

The procedures or strategies used to find, select, process, and analyse information about a topic are referred to as research methodology. The methodology portion of a research article allows the reader to critically examine the study's overall validity and dependability. The study is primarily focused on consumer satisfaction behaviours for AMUL and Milk goods. As a result, many facts and methodologies are examined in the development of my report. Primary and secondary data have been used for the research. Interviews, surveys, and questionnaires are

examples of primary data received directly from the original or first-party source. Secondary data is information that has been gathered in the past and is easily accessible to others. Questionnaires and secondary data methods were selected and conducted to obtain information related to this study. Questionnaires were distributed to respondents through social media like Facebook and Whatsapp. The sample was selected randomly from a defined population. The purpose of sampling is to obtain accurate, simple, and relevant information.

Amul

- Amul (Anand Milk Union Limited) is a dairy cooperative organisation in India that was founded in 1946. Gujarat Cooperative Milk Marketing Federation Ltd is in charge of it (GCMMF).
- AMUL is based in Anand, Gujarat, and has been a shining example of long-term success for a cooperative company. The Amul Pattern has established itself as a paradigm for rural development that is uniquely fit. Amul has sparked India's White Revolution. It is also the largest vegetarian cheese brand in the world.

GCMMF (Gujarat Cooperative Milk Marketing Federation Ltd, Anand) is India's largest food marketing organisation. It is the Gujarat Dairy Cooperatives' apex body (Dasgupta, 2012). This state was a pioneer in the organisation of dairy cooperatives, and our success has been replicated not only in India, but also around the world. Dairy cooperatives in Gujarat have built an economic network that connects more than 2.8 million village milk producers with millions of consumers in India and abroad over the last five and a half decades, thanks to a cooperative system that includes 13,141 Village Dairy Cooperative Societies (VDCS) at the village level, 13 District Cooperative Milk Producers' Unions at the district level, and GCMMF at the state level. GCMMF (AMUL) had a revenue of Rs. 67.11 billion in 2008-09. It sells goods made by district milk unions in 30 dairy factories under the well-known AMUL brand name. These plants have a combined processing capacity of 11.6 million litres per day, with four dairy plants processing more than 1 million litres per day. Gujarat's farmers own the world's largest state-of-the-art dairy plant, Mother Dairy in Gandhinagar, Gujarat, which can process 100 MTs of milk powder per day and handle 2.5 million litres of milk per day. GCMMF Member Unions collected 3.1 billion litres of milk in the previous year. Huge capacity has been added for milk drying, product manufacturing, and animal feed manufacturing. All of its items are made in the most sanitary

settings possible. The unions' dairy plants are all ISO 9001-2000, ISO 22000, and ISO 32000 certified.

The Gujarat Cooperative Milk Marketing Federation Ltd. is more than a business enterprise. It is a non-profit organisation founded by milk producers to protect their interests economically, socially, and politically. Profit is generated by businesses in order to give it to shareholders. The surplus is returned to farmers through the District Unions and village societies in the case of GCMMF. This capital circulation with value addition inside the structure benefits not only the final beneficiary – the farmer – but also contributes to the development of the village community as a whole. This is the Amul Model cooperative's most significant contribution to the nation's development. Gujarat Cooperative Milk Marketing Federation (GCMMF) is a cooperative milk marketing organisation in Gujarat. GCMMF is the largest food marketing company in India. It is Gujarat's state-level apex body for milk cooperatives, with the goal of providing remunerative returns to members. It is the state's apex body for milk cooperatives in Gujarat, with the goal of giving remunerative returns to farmers while simultaneously serving the interests of customers by producing high-quality, low-cost goods. CRISIL is India's top ratings, research, risk, and policy research organisation.

Advertising

In 1966, Amul commissioned Sylvester da Cunha to design a campaign for Amul Butter as a series of hoardings with topical commercials pertaining to everyday situations. DaCunha set a Guinness World Record for the world's longest-running advertising campaign. Kumar Morey, a cartoonist, and Bharat Dabholkar, a playwright, collaborated with Amul on the advertising. Dabholkar praised administrator Verghese Kurien for creating a free environment that encouraged the spread of adverts. It faces political pressure for commenting on the West Bengal Naxalite insurrection, the Indian Airlines workers' strike, and showing the Amul girl wearing a Gandhi cap. When the Supreme Court overturned the Delhi High Court's decision and reinstated the criminalization of homosexuality, Amul tweeted a photo of the Amul butter girl, meaning that 'freedom of choice' had died in '2013.' The audience reacted well to their advertisement on Aagey Badhta Hai India. It essentially discussed how their Milk is considered as a family item and featured an appealing music to go along with it. On YouTube, it has nearly 2 million views.

Products

Milk powders, milk, butter, ghee, cheese, curd, chocolate, ice cream, cream, shrikhand, paneer, gulab jamuns, flavoured milk, basundi, Nutramul brand, and other products are among Amul's offerings. Amul aims to produce Stamina, India's first sports drink, in January 2006, to compete with Coca-Powerrade Cola's and PepsiCo's Gatorade. Amul expanded their product portfolio in the milk products area by introducing Kool Koko, a chocolate milk brand, in August 2007. Amul Kool, a low-calorie thirst quenching drink; Masti Butter Milk; Kool Cafe, ready-to-drink coffee; and Stamina, India's first sports drink, are among the other Amul brands. The International Dairy Federation Marketing Award for 2007 went to Amul's sugar-free Probiotic Ice-cream.

Distribution network

- 300 stock keeping units,
- 46 sales offices,
- 3,000 distributors,
- 1,00,000 retailers with refrigerators and
- •5,00,000 non-refrigerated retail outlets

Conclusion

Amul is discovered to have a great brand value in the market, which is fast increasing as a result of its promotion. Amul places a premium on advertising, quality, and customer service, making it a leading dairy Amul has been discovered to have a significant market brand value, which is fast expanding as a result of its promotion. Amul is a leading dairy brand because it prioritises promotion, quality, and customer service. For example, Mother Dairy focuses on accessibility, targeting largely existing customers and decreasing their market share. Amul should, according to the survey, provide a door-to-door service. Customers are forced to buy competitors' products since demand for Amul products exceeds supply. Amul has been discovered to have a high market brand value, which is rapidly expanding as a result of its advertising. Amul is a leading dairy brand because it prioritises promotion, quality, and customer service. For example, Mother Dairy focuses on accessibility, targeting largely existing customers and decreasing their market share.

Suggestions

Women make more milk purchasing decisions than men because they function as invigilators, carry out their decisions, and influence the purchase while ensuring quality, freshness, and price. As a result, I recommend that GCMMF focus more on women's and men's proposals while developing the marketing strategy, because women's roles in the home are dominant, even in making various decisions. The user's occupation has an impact on their purchasing decisions. The occupation plays a significant effect in determining the product or service. Women have a greater influence on milk. As a result, the product is influenced by the occupation. The purchasing power of people is determined by their income. High-income people want to buy products that are high in quality, freshness, thickness, and so on, and vice versa. As a result, I recommend that Amul focus on the low-income category to acquire market share and establish themselves in the minds of customers. Because Amul has loyal customers, it should place a greater emphasis on this factor through a variety of potential programmes, such as campaigns, premium packs, offers, and so on, which will help to strengthen customer loyalty to Amul products. Milk is in high demand and is considered a vital commodity. Milk is now obtained through dealers in today's globe. Dealers approach the goods in this situation. Because customers have clout, I urge Amul to pay special attention to the concerns of the dealers.

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3. Issues and Management Strategies of a Franchise Startup (Franchise of Swami Charan Abhyanga-Borivali West)

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Introduction

With certain fundamental and huge changes in the economy and world, like demonetization and Covid-19, the franchise business has become more lucrative. Some primary issues like creating a brand or goodwill or creating a target audience is resolved, because the franchisor has already worked on such essential factors. A lot of the franchisee's job is done with regards to creating a market space or setting up a business. Having said this, there are many issues faced by the franchisee as he is starting up a new branch of a tree that is already grown. The said entrepreneur has taken up the franchisee business of Swami Charan Abhyanga-Borivali West. The business pertains to providing the service of Kansa thali to the customers. Kansa thali is a 5000 year old traditional healing technique (foot reflexology/body detoxification) where a Kansa (bronze) bowl is rubbed on the feet for 30 – 60 mins to heat up the foot and give relief to people suffering from various physical ailments, including excessive body heat. The metal has been used for centuries to relieve stress, enhance health and increase energy. Prashant Dhamdhare and Prakash Bhagwat improvised on an old Maharashtrian Ayurvedic treatment into a mechanised instrument.

What is a franchise business system?

- a. A franchise is a type of license that grants a franchisee access to a franchisor's proprietary business knowledge, processes, and trademarks, thus allowing the franchisee to sell a product or service under the franchisor's business name.
- b. Franchising is one of the best ways of giving a brand's reach, to the new customers, a huge boost. A franchisor usually handovers the rights of usage of certain products or services of the business, which is already established in a particular locality to a

franchisee. Franchisor means an individual or company that sells or grants a franchise and franchisee is one who buys the franchise.

Abstract

This research paper is an exhaustive description of the issues of a franchisee and the strategies of the franchisee to expand the newly setup business.

This paper is based on personal experiences of an entrepreneur who took up franchisee of “Swami Charan Group” to set up a foot reflexology centre at Borivali (Mumbai).

A franchise is a type of license that grants a franchisee access to a franchisor's proprietary business knowledge, processes, and trademarks, thus allowing the franchisee to sell a product or service under the franchisor's business name.

Franchising is one of the best ways of giving a brand's reach, to the new customers, a huge boost. A franchisor usually handovers the rights of usage of certain products or services of the business, which is already established in a particular locality to a franchisee. Franchisor means an individual or company that sells or grants a franchise and franchisee is one who buys the franchise.

Keywords

- Franchisee
- Franchisor
- Entrepreneur
- Kansa thali
- Trademark
- Brand recognition.



Literature Review

In 1851, the American Singer Sewing Machine Company sold their sewing machine distribution franchise through a franchise contract, and since then the franchise has been on the stage of history.

a. Moral Hazard Theory

- i. The Moral Hazard Theory is given by GF. Mathewson and RA. Winter in 1994.
- ii. Due to the existence of asymmetric information, the company's direct store knows whether the local demand is high or low, but the headquarters cannot know the status of the demand.
- iii. Direct stores reduce their level of effort when demand is high, and blame the low output level on the natural state when demand is low, which constitutes the unilateral moral hazard of the branch.
- iv. Mathewson and Winter focused on the unilateral moral hazard of the store. They believe that if the contract is complete, the store only needs to pay a fixed fee to the headquarters to achieve the best result.
- v. Due incompleteness of the contract, it needs to be profit sharing is implemented between headquarters and branches

b. Principal Agents Theory

- i. A study by Perryman and combs shows that when a company has multiple chain stores, he has to hire a store manager for each store.
- ii. The company needs to supervise each store manager, which will incur supervision costs and will appear agency problem.
- iii. Barthelemy shows that under normal circumstances, if a chain store is franchised, the franchisor will ask the franchisee to pay for the purchase cost, pay a certain amount of compensation, and abide by the organization's procedures
- iv. Correspondingly, the franchisee will get all the residual profits of the store, so the franchisee is self-motivated. Therefore, if the chain store is franchised, there will be no agency problems

Objectives of Research

- To identify the issues of an entrepreneur for establishing a startup.
- To identify issues of an entrepreneur to set up a franchise business.

- To understand the strategies of an entrepreneur to grow the franchise business.

Research Methodology

This paper is produced after researching about the matter by using the following techniques:

- Personal Interview of the entrepreneur
- Questionnaire filled by the entrepreneur
- Interview of the staff hired by the entrepreneur
- Interview of other franchisee holders (Amul, Dmart Ready, Birdies – outlets located in Borivali West)
- Interview of the staff hired by the other franchisee holders
- Research sites of the Kansa Thali

Content

1. Basic process flow of establishment



2. Issues faced by the Franchisee

- Unable to fulfil the requirements of the franchisor, for example: KFC has a requirement of 1000 sqft shop and 1 to 2 cr of investment which can be difficult for entrepreneur to get in initial stage .
- Collection of capital or finding financiers, for example: After covid investors look more towards healthcare sector and are afraid to put in money in other sectors.
- Finding the suitable location.
- Target audience is not aware about the Kansa thali / product.

- e. Unsure about the target audience.
 - f. Lengthy process of onboarding like paper works and terms and conditions of the franchisor, some Govt. documentations require 2-3 months time.
 - g. Renovation of the location purchased or rented.
 - h. Hiring or finding accurate resources managing the work.
3. General points to remember when managing up a Kansa Thali business:
 - a. Finding a trustworthy personnel to manage the cash flow.
 - b. Having a backup plan for power cuts (Thali works on electricity).
 - c. Having a backup for the personnel to manage the outlet.
 - d. Training the personnel on the benefits of using the Kansa Thali / Foot reflexology.
 4. How to plan the growth of the business and implement strategies?
 - a. Marketing strategies like:
 - Monthly/Weekly packages along with some free sessions as per the packages.
 - Free trial days on weekends.
 - b. Additional machines installed at the outlet.
 - c. Having different types of machines as per the target audience requirements.
 - d. Planning to have another outlet setup as per the current growth of business.
 5. How to monitor the implementation?
 - a. Monitoring is only useful if it is built into the execution phase at the beginning.
 - b. To identify the goals and make a plan of action.
 - c. Deciding what needs to be measure.
 - d. Gathering accurate information with appropriate tools.
 - e. Analysing day to day movements.
 6. How to focus removing the bottle necks that arise while managing the Kansa Thali business?

Bottle neck can be different for different industries and business at different cycles of the business. It can also shift from one process to another.

In the initial stage of business the main bottle neck would be to get customers at the location of the outlet and also making the target audience aware about the outlet in the location.

Whereas once the business starts growing the bottle neck could shift to managing the customers/volume of the business. Like many regular customers in queue to complete the sessions under the package opted and having few Kansa Thali machines available.

In the current Covid-19 scenario the issue of sanitization and social distancing could be a bottle neck for entrepreneurs who have small outlets

Fault in the machine output or machine breakdown could be another.

Scope of Study

- Brief understanding of the franchise business system (Pros and Cons)
- Process of setting up the franchise business (Franchisee and Franchisor perspectives)
- Issues of the franchisee while setting up the system
- Managing the franchise business
- Planning of growth of the start-up established and implementing the strategies
- Monitoring the implementation and plan of action to resolve the shifting bottlenecks

Scope and Limitations of the system:

	Pros	Cons
1	The most important advantage the franchisee gets is business recognition.	As the franchisee does not have 100% rights he/she is restricted from taking independent decisions.
2	The franchisee does not need to market much as they get an already established brand name to use.	Initial capital requirements of franchise are high comparatively.
3	As the business is already set it has a low failure rate.	In addition to the initial investment, there are additional ongoing costs that are unique to franchises.
4	Low risk factor .	Conflicts among the franchisee and franchisor.
5	High profits as people already trust the brand.	As the financial statements are shared there is lack of financial privacy.

Findings

1. Most franchisee lack in depth research.
2. As the franchisor already does the primary advertisement, franchisee do not focuses on additional marketing
3. Finding and training quality staffs is a major issue.
4. Too many restrictions from the franchisor may lead to serious conflicts.

Conclusion

Franchise business is lucrative system of business provided the entrepreneur keeps the following in mind:

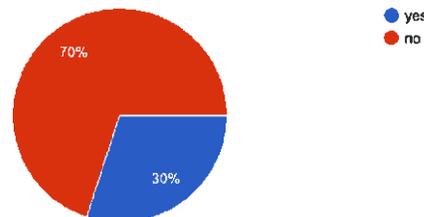
1. Proper research on the franchisor and the product.
2. Proper and in depth research of the target audience
3. Well trained and maintained staff members
4. Keep updating the marketing strategies as per requirements
5. Having offers on Festive timings or weekends to attract more customers.
6. Ensuring sanitization and hygiene is maintained.

Suggestions

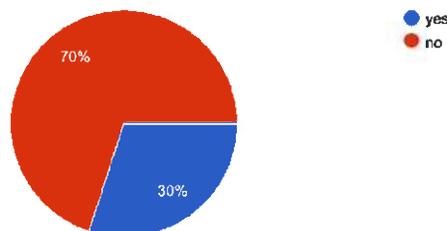
1. A franchisee should be sure about the franchise he/she will be choosing.
2. Basic local marketing strategies should be implemented as it gives best results.
3. Staff incentive model should be strong so that all the customers are equally treated.
4. Be decisive without ego clashes
5. All staffs should be well trained beforehand.
6. As kansa thali foot reflexology business is cash lucrative34ffds should be digital accountings should be carried out.

Questionnaire

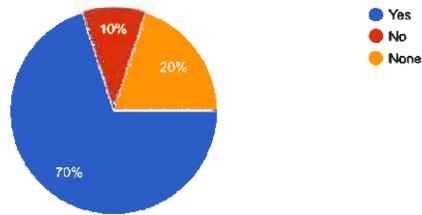
Are you aware of kansa thali concept?
10 responses



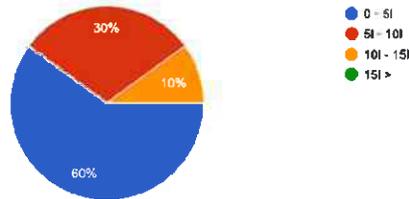
Are you aware of Swami Charan Kansa Thali franchise?
10 responses



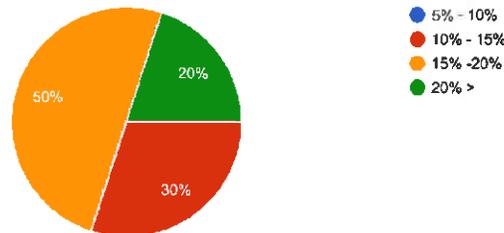
Would you like to invest in a new venture or idea or continue a well known business idea?
10 responses



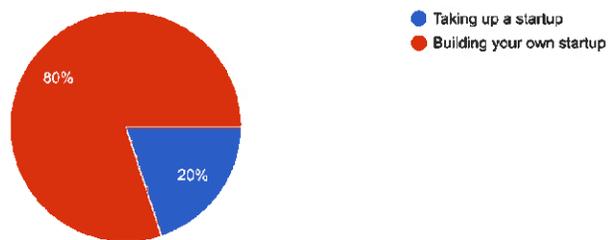
How much money would like to invest?
10 responses



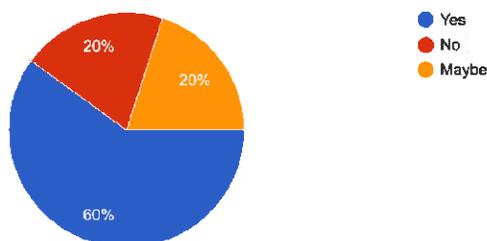
How much rate of returns/profits would you expect per annum?
10 responses



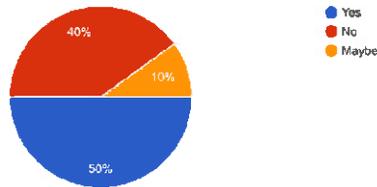
What would you choose to?
10 responses



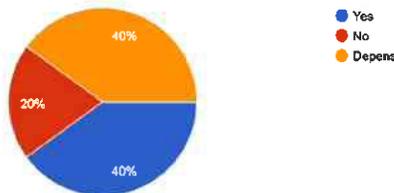
Would you wish to finance a startup?
10 responses



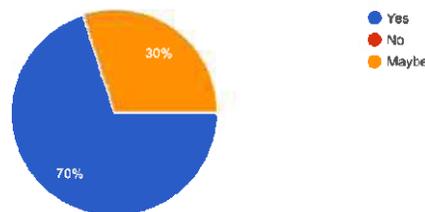
Do you understand the concept of "Bottle neck"?
10 responses



Is franchise model fair for both franchisee and franchisor?
10 responses



According to you is franchise system a good business model?
10 responses



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4. To Study the Entrepreneurship Management of IT Industry with Reference to Infosys Limited

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Abstract

Business venture has turning into a famous term as of now, yet not all of business visionaries can prevail in innovative business. This paper discusses business visionary and business from three perspectives ,Character of business people like constancy, commitment, self-assurance, want of accomplishment, etc, assist them with getting essential capacities to work business in the endeavor world.

Prior to beginning a pioneering business, business visionaries should take advantage of a proper open door. Opportunity distinguishing proof is basic during the time spent enterprising world. Furthermore catching vital assets, for example, monetary assets, HR are likewise fundamental .The last advance is to adjust an amazing open door, assets, and group so the enterprising business can be worked effectively.

Keywords :- Business, vision, innovation, enterprise, services, Industries

Objectives

- Objective is to exploit various technologies to provide effective and cost efficient solution to their customers.
- To be a globally respected corporation that provide best of breed business solution, leveraging technology delivered by best in class people.
- To achieve our objective in an environment of fairness, honesty and courtesy towards our client and society.
- Infosys believe in working as partners with customers in identifying their needs and work with them designing solution to satisfy their business needs through long term relationship.

Introduction



Infosys, a worldwide innovator in counseling and innovation, reported its help of 16 of the Assembled Realm's arising computerized, remote, and versatile programming innovation organizations during the debut Web Mission 2013 to India.

England's most encouraging innovation organizations are on a business visionary drove exchange mission to Bangalore and New Delhi this week determined to foster new connections and starting up their business to the Indian market.

Infosys facilitated the main significant meeting in Bangalore and will give each organization a U.K.- based tutor to help them and drive business open doors in the sub-landmass.

During the meeting at the Infosys grounds in Bangalore, one of the organization's seven authors, the Chief Co-Executive S. Gopalakrishnan, addressed the gathering about the beginning phases of Infosys just as his job as President Assign of the Confederation of Indian Industry. Web Mission 2013 delegates additionally got an outline of the Indian business and

The Mission is upheld by the Innovation Methodology Board and U.K. Exchange and Speculation (UKTI), close by other private backers, and coordinated by The Since quite a while ago Run Adventure and the Co-Sponsorship Organization. The eighth in a progression of Missions coordinated by the general population, private association, each is intended to assist fruitful beginning phase organizations with speeding up their development potential abroad.

Literature Review

In the investigation of(Sung & Choi, 2014) has revealed that organizations can increase the performance and revenue by increasing the investment on the employee by providing more training to their employees i.e. six sigma training activities. The managers should motivate the employee to implement various training and practice in the organization for the growth of the organization. The studies of (Brum, 2007; Bartel, 1989) have expounded that the training program is directly related to the worker's performance and company revenue.

A review literature is collected through secondary sources. We collected different reviews from many authors Donthi Ravinder and Muskula Anitha (2013) have made "A study on financial analysis" with the objective to find out the financial stability and soundness of the Bambino Agro Industries Limited by using Comparative statement, common size statement,

trend, fund flow and cash flow analysis for the period 2006-2011. It has been found that there is an increase in inventories, sundry debtors, current assets, secured loans and current liabilities for the year 2006-07. For the year 2007- 08 there is an increase in inventories, debtors, current assets and current liabilities. For the year 2008-2009 there is an increase in inventories, cash and bank balance, current assets and liabilities and decrease in debtors. For the year 2009-10 there is an increase in inventories, sundry debtors, cash and bank balances current assets and liabilities. For the year 2010-2011 there is a decrease in inventory, sundry debtors, cash and bank balances, current assets and current liabilities. The study concludes that the overall financial performance of the Bambino Agro Industries Limited is not satisfactory. Ravichandran and Venkata subramaniyan (2016) have made” A study on financial performance analysis of Force Motors limited” for the period 2010 - 2015. The main objectives of the study are to compare the financial performance and to analyse the financial changes over a period of time. The comparative financial statement analysis has been used and the major findings of the study highlighted that there has been increase in reserves & surplus and also shows deferred tax liabilities, trade payables and decrease in long term borrowings. The study interpreted that the company has maintaining good financial position. The study suggested that the Force Motors has to concentrates on its operating, administrative and selling expenses and by reducing expenses. To analyse the strength and weakness of the Tata Steel Ashok Kumar Rath (2016) has made” A study on Financial Statement Analysis of Tata Steel Odisha project, Kalinga Nagar”. The study uses secondary data and comparative, trend and ratio analysis is used to analyse the financial statement of Tata Steels for the period 2010 -2015. It has been observed that there is an increase in fixed assets, investments, shareholders fund, loan funds and decrease in the working capital. The study concluded that the overall financial position of the Tata Steels is not satisfactory. To examine the financial statement of Das Limited Poongavanam (2017) has conducted “A study on comparative financial statement analysis. Secondary data is used for analysing the comparative study for the period from 2011 – 2016. The study identified that the working capital management of the Das Limited is satisfactory. The study concluded that the financial position of the Das Limited is good and it is helpful in evaluating the efficiency of performance in Das Limited.

Main Content

Our Offerings

Our business solutions and services help accelerate innovation, increase productivity, reduce costs, and optimize asset utilization.

Experience

- Digital Marketing
- Digital Commerce
- Digital Interactions

Insight

- Applied AI
- Data Analytics

Innovate

- Blockchain
- Engineering Services
- Internet of Things (IoT)

Accelerate

- Enterprise Agile DevOps
- Cloud - Infosys Cobalt
- Microsoft Cloud Business
- Salesforce
- API Economy & Microservices
- Digital Process Automation
- Oracle
- Service Experience Transformation
- Application Modernization
- Digital Supply Chain
- SAP
- Workplace Transformation

Services

Digital advancements and focus on customer centric business models is creating new opportunities for enterprises. Our digital architecture drives outcomes for enterprises across five areas – Experience, Insight, Innovate, Accelerate and Assure.

Industries

Digital advancements and focus on customer centric business models is creating new opportunities for enterprises. Our digital architecture drives outcomes for enterprises across five areas – Experience, Insight, Innovate, Accelerate and Assure.

Infosys Competitors

The top Infosys competitors are TCS, Wipro and HCL.

TCS is one of the biggest competitors of Infosys. It is headquartered in Mumbai, Maharashtra, India. It was founded in 1968. TCS operates in the IT Services industry.

Wipro is also one of the top competitors of Infosys. It is a public company headquartered in Bangalore, Karnataka, India. It was founded in 1945. It also operates in the IT services industry.

HCL is the top 3rd rival of Infosys. It is headquartered in Noida, Uttar Pradesh, India. The company operates in the IT Services Industry.

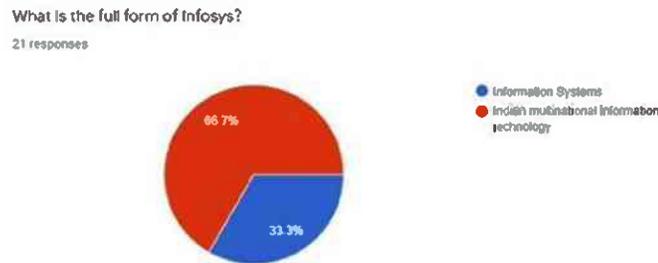
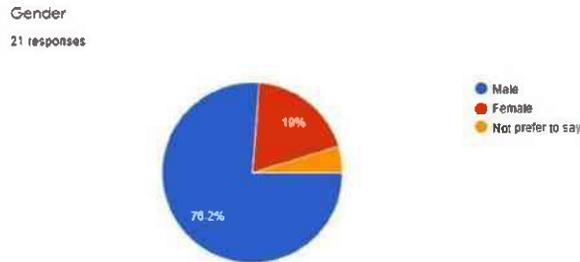
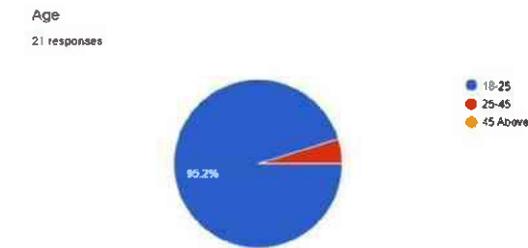
Infosys Future Plans

The company has got plans to hire around 12,000 local US additional workers for various roles by the year 2022. The eye will be especially on experienced technology professionals as well as new graduates from renowned universities and colleges to create a strong platform.

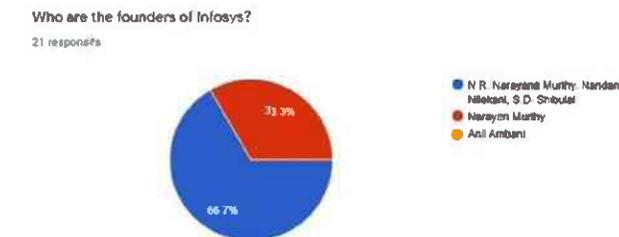
This action will be taking place in order to decrease their dependencies on the H-1B visa. This is nothing but a strategy to increase local hiring in the US.

Research Methodology & Findings

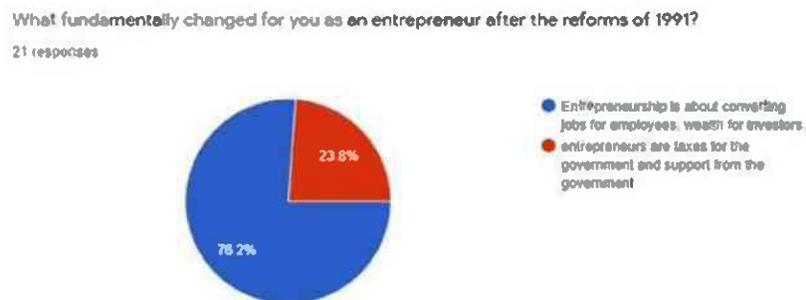
This study conducts a survey involving several people, and other part of the study is taken by read through many articles in similar topic. The survey consist of questionnaire regarding the entrepreneurship management with respect to IT industry.



The study shows that 66.7% are not aware about the full form of Infosys whereas only 33.3% people have knowledge about the full form of Infosys.



66.7% of the people have knowledge regarding the founder members of Infosys.



After the reforms of 1991 the changes took place were that entrepreneurship is about giving jobs to employees and is considered as wealth for investors(76.2%), where as 23.8% said that entrepreneurs get support from the government.

Why the new-age entrepreneurs who are steering India through the next level of growth, the face of the capital markets is going to change significantly ?

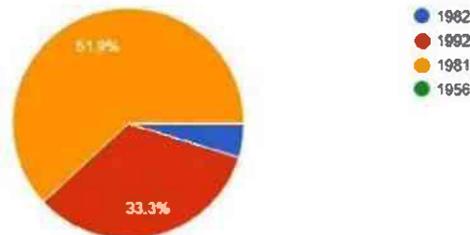
21 responses



According to the study, 90.5% people responded that because of the new age entrepreneurs level of growth, face of capital markets are going to change significantly.

Where and in which year was Infosys incorporated?

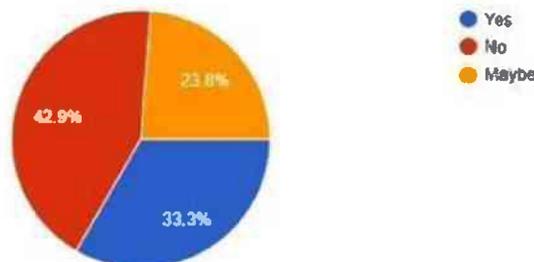
21 responses



According to the survey, 61.9% said that infosys was incorporated in the year 1981.

Does the company have debt in its balance sheet?

21 responses



33.3% responded that company has debt in their balance sheet whereas 42.9% disagreed that Infosys do not have debts in their balance sheet.

Conclusion

This case study explores that Infosys work on its strategies with new ideas of information technology to reach each and every customer on their own way. With their strategic planning and leadership, Infosys has worked hard and even managed to remain competitive even in the era of a worldwide financial downturn. They still need to concentrate on inner and external variables that help to win the weakness and challenges. It is very evident that Infosys services will play a significant part in their overall income. It has led to various innovations in entrepreneurship management with respect to IT industry. Infosys has distributed its branches and centers of growth throughout India, Australia, Canada, Japan, UK and many other nations.

Suggestions

- To gather the troops and make sure your management team and employees understand your business strategy and vision.
- They should offer training in communication, leadership skills so that there will be an effective entrepreneurship management in IT company.
- The company should have a collaborative environment so that the employees stay motivated and management works smoothly.
- The company should build a right culture among the employees.

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5. To Study the Managerial Strategies of Nike

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Abstract

Nike is a multinational corporation that is engaged in designing developing manufacturing and worldwide marketing and sales of footwear apparel accessories and services. The company is headquartered in Oregon Portland. It is a publicly traded company founded in January 25 1964 by Bill Bowerman and Phil knight. This study will be monitoring the initial strategies used by this company to gain market share in American market where the market was previously dominated by adidas and reebok. The company was initially made by seeing the competitors high priced products and seeing the space in the market for cheaper sports shoes and sneakers Nike is also global marketing company as it is the official jersey sponsor of the worlds most popular sport teams and Nike has also signed more than a dozen , worlds best athletes in there respective sports.

Introduction

Nike Inc. is an international company based in the United States, which deals with sportswear and other apparels. The company is ranked as the top seller of sports shoe and clothing. Nike was started in 1964 by Bill Bowerman and was originally called Blue Ribbon Sports, but was later changed to Nike in 1978. During that time, its main goal was to produce low-cost, high-quality shoes for Americans to break German's control over domestic trade (Nike, Inc., 2009). Nike produces an extensive range of products, categorized according to their relevant sports. Nike's initial products were track shoes, which were meant for running: the company has managed to design and produce shoes for various games like baseball, hockey, football, basketball, and Cricket. Nike has the most market share in the sports industry with the most considerable number of contracts with successful sports teams and prominent athletes. Nike is valued at \$234 billion dollars it is one of the most recognizable and valuable companies in the world. But the challenges experienced by the company are rising as the sheerer number of rivals enter the market each year the market share of the company is dropping and this study will be

monitoring the strategies Nike has planned and is using to be up against this competition these challenges.

Key words:- Put Customer Interests First, Base Strategy, Nike adidas, German Japanese

Literature Review

On May 12, 1998, Nike's CEO and founder Mr. Phillip Knight spoke at the National Press Club in Washington, DC and made what were, in his words, "some fairly significant announcements" regarding Nike's policies on working conditions in its supplier factories. The announcements received favorable treatment from the press, with a New York Times editorial suggesting that Nike's new reforms "set a standard that other companies should match.

Objective of the Study

- To study the initial strategies of Nike
- To study competition faces Nike
- To study marketing strategies of Nike

Research methodology

In this study secondary data has been used and the data is taken from the various sites and study. Few of them are mention in the reference.

Significance of the Study

The significance of the study is to monitor the growth of Nike and looks at its rivals and its subsidiaries acquired and developed by itself along the years of its operations. This study can be useful for studying and applying the strategies to start a business, market a business and how to compete with competitors.

Scope & Limitations of the Study

Scope of the study are as follows

- The design,
- Development and worldwide marketing of high-quality footwear, apparel, equipment, and accessory products.
- NIKE is the largest seller of athletic footwear and athletic apparel in the world.

Limitation of the study are as follows

- Poor Labor Conditions in Foreign Countries
- Retailers Have a Stronger Hold
- Pending Debts
- Dependency on US Market

Findings

Nike was initially planned to compete with the German sports shoe manufacturers Adidas and Puma as there were market leads back then. In fact, one of the legendary founders of Nike, Phil Knight wrote a published research paper 'can Japanese sports shoes due to German sports shoes what Japanese cameras dis to German cameras? 'This shows that they were thoroughly aware of the challenges and competition they were going to face in that industry. They still went ahead faced the challenges head-on and come to the top of the industry like a storm. In the early days of the company, when the company was starting up the American market was dominated by Adidas for sneakers and the sports shoes were dominated by Reebok which is owned by Adidas, to compete with these Nike manufactured their shoes from Japan and promptly sold it in America in the being and after a while, it started manufacturing in America itself. After establishing production in America, Nike on top went on an acquisition spree, and it acquired:

- Cole Haan in 1988
- Hurley in 2002
- Converse in 2003

And Nike has also recently acquired two analytics companies:

- Zodiac in 2018
- Invertex in 2018

To undoubtedly help target shoppers online. Nike has equally developed its in-house brand under its umbrella-like Air Max and Jordan, which have equally developed to be a significant brand in the sports shoes and the sneaker industry. Over the year Nike has developed itself globally and now its international sales have surpassed the American sales, this shows the brand awareness the company has efficiently created all around the world.

Nike retains a frequent practice of capping the supply of its shoes to increase the demand of its brand and because of that aftermarket value of these shoes has also skyrocketed. Nike has also signed contracts with the largest sports teams and the most well-known player in considered almost every sport. Nike has promptly signed successful teams as:

- FC Barcelona (Spain) – soccer
- Liverpool FC (UK) – soccer
- Chicago bulls (USA) – NBA
- Cleveland cavaliers (USA) – NBA
- Dallas cowboys (USA) – NFL
- Netherlands field hockey

And they have exclusive contracts with some world-famous athletes like:

- Cristiano Ronaldo
- Tiger Woods

- LeBron James
- Michael Jordan

Customer Interests First: Customers like significant products and they like serious benefits. For them, things that benefit them personally are straightforward to justify. The Nike Moon shoes performed this, but only because the customer was beginning to understand jogging and its benefits for their health. Bill's secret goal wasn't to sell shoes, he was directly promoting something that he believed in.

Base Your Strategy on A Felt Need: Initially, for Nike's audience, the felt need wasn't for better running shoes, but for a more effective way to come to be in shape. Undoubtedly, running was already popular among kids and athletes in the 1970s, but it wasn't the widespread social activity that we see today. The growing white-collar workforce helped pave the way for social activities that included the successful promotion of cardiovascular health. Once the trend was ingrained, the need shifted and the "jogging shoes" themselves became the felt need.

Believe In the Product You Are Selling: It's unlikely that Bowerman's primary goal was to come to be a millionaire as he penned the pages of his first jogging pamphlet. That wasn't why he achieved what he performed. His sole goal was to promote a sport and an idea that he believed in. As savvy marketers, shouldn't we believe in the innovative product and the ideas we are selling? For Bowerman, it sure did market a lot easier.

Conclusion

Nike, Inc. has achieved its superior performance, mostly through competitive positioning and value creation. This has been achieved through advertising, brand name recognition, product innovation, and striving to be at the competitive edge despite having a stiff competition.

Suggestions

- Expansion into sports, accessories item can also be good move for Nike.
- It should more engage more in community centered activity such as charity program
- Suggestion to make partnership with other companies with Nike as apple.

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6. Analysis of Amul Product (Anand Milk Union Limited)

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Abstract

This paper Analysis about the case study of the dairy cooperative, AMUL . in western India, which has developed a successful business model in the large emerging economy .

It was primarily responsible, through its innovative practices, for India to become the world's largest producer of milk. The paper draws various insights from AMUL's experience that can be useful to cooperatives around the world as well as to companies involved in doing business in broad emerging markets such as India and China. Most of these economies have underdeveloped markets and fragmented supply bases. Market failures are high for many of these small producers. On the other hand, the size of both markets and suppliers is very large. As a result, firms that identify appropriate business strategies that take these characteristics into account are more likely to succeed in these markets. The following is a key lesson from AMUL's success

companies in such environments must simultaneously build markets and suppliers to synchronize demand and supply planning, establish or become part of the producer network (i.e., cooperatives in this case) to achieve economies of scale, concentrate on operational efficiency to achieve cost leadership in order to allow for a low price strategy. In addition, a central focus is needed to bring together a diverse element and a long-term approach. Different industrial sectors may be at different stages of development in emerging economies. For certain industries, any of the environmental features alluded to above may not be preserved. A subset of approaches adopted by AMUL would still be very useful, however. Therefore, companies that plan to target large undeveloped markets or intend to take advantage of a broad but limited supplier base will still benefit.

Introduction

Sardar Vallabhbhai Patel first major participation was during the Kheda Struggle. The Kheda division of Gujarat was reeling under a severe drought and the peasants asked for relief from the high rate of taxes. When it was denied, Sardar Patel and others led the villagers in their refusal to pay taxes. Ultimately the government granted tax relief for that year resulting in the first major success for Sardar in his public life.

When farmers were at the mercy of milk contractors in Kheda they turned to Sardar for a solution. Sardar Patel, who had advocated farmers' co-operatives as early as 1942, reiterated his advice that they should market their milk through a cooperative society of their own. This co-operative should have its own pasteurization plant. His advice was that the farmers should demand permission to set up such a co-operative. If their demand was rejected, they should refuse to sell their milk to middlemen. Sardar Patel pointed out that in undertaking such a strike there should be some losses to them as they would not be able to sell their milk for some time. If they were prepared to put up with the loss, he was prepared to lead them.

The farmers' deputation readily accepted his proposal. Sardar then sent his trusted deputy, Mr. Morarjibhai Desai, to Kaira District to organize milk cooperative – and a milk strike if need be. Mr. Desai held a meeting in Samarkha village on January 4, 1946. It was resolved that milk producers' co-operative societies should organize in each village of Kaira District to collect milk from their member-farmers. All the milk societies would federate into a Union which would own milk processing facilities.

The Government should undertake to buy milk from the Union. If this wasn't done, the farmers would refuse to sell milk to any milk contractor in Kaira District. The Bombay Government turned down the demand. The Farmers called a "milk strike" After 15 days the milk commissioner of Bombay, an Englishman, and his deputy visited Anand, Assessed the situation and accepted the farmers' demand. This marked the beginning of Kaira District Co-operative Milk Producers' Union Limited (**later on popularly known as Amul**). His strong leadership in the Bardoli (in Gujarat) struggle gave him the name "**Sardar of Bardoli**" and later just **Sardar**.

In the year 1955 The brand name Amul signifies "AMULYA". This word got from the Sanskrit word "AMULYA" which signifies "Extremely valuable". A quality control master in Anand had proposed the brand name "AMUL". Amul items have been being used in a large number of homes since 1946. Amul Butter, Amul Milk Powder, Amul Ghee, Amulspray, Amul

Cheese, Amul Chocolates, Amul Shrikhand, Amul Ice cream, Nutramul, Amul Milk and Amulya have made Amul a main food brand in India. (The absolute deal is Rs. 6 billion out of 2005). Today, Amul is an image of numerous things like of the great items sold at sensible costs, of the beginning of a tremendous co-employable system, of the triumph of indigenous innovation, of the advertising wise of a ranchers' association. Furthermore, have a demonstrated model for dairy advancement (Generally known as "ANAND PATTERN"). MISSION : "We at GCMMF try to fulfill the taste and healthful necessities of the client of the world through greatness in the advertising by our submitted group. Through agreeable systems administration, we are focused on offering quality item that gives best an incentive to money ."The region association was additionally structure to gather the milk

From such town co-usable social orders and to sell them. It was likewise settled that the Government ought to be approached to purchase milk from the association. In any case, the govt. didn't appear to help ranchers using any and all means. It gave the negative reaction by turning down the interest for the milk. To react to this activity of govt., the ranchers of Kaira locale went on a milk strike. For 15 entire days not a solitary drop of milk was offered to the dealers. Thus, the Bombay milk plot was seriously influenced. The milk official of Bombay at that point visited Anand to evaluate the circumstance. Having appeared the condition, he chose to satisfy the ranchers request. In this way, their agreeable associations were constrained at the town and region level to gather and sell milk on a helpful premise, without the mediation of Government. Mr. Verghese Kurien indicated primary enthusiasm for building up association who was upheld by Shri Tribhuvandas Patel who lead the ranchers in framing the Coemployable associations at the town level. The Kaira area milk maker's association was hence settled in ANAND and was enlisted officially on fourteenth December 1946. Since ranchers sold all the milk in Anand through a helpful association, it was usually

Set out to sell the milk under the brand name AMUL. At the underlying stage just 250 liters of milk was gathered each day. In any case, with the developing consciousness of the advantages of the helpfulness, the assortment of milk expanded. Today Amul gather 11 lakhs liters of milk each day. Since milk was a transient item it gets hard to save milk verdure longer period. Other than when the milk was to be gathered from the far spots, there was a dread of ruining of milk. To conquer this issue the association thoroughly considered to build up the chilling unit at different intersections, which would gather the milk and could chill it, to save it

for a more drawn out period. Along these lines, today Amul has in excess of 150 chilling communities in different towns. Milk is gathered from right around 1073 social orders. With the money related assistance from UNICEF, help from the govt. of New Zealand under the Colombo plan, of Rs. 50 million for plant to make milk powder and spread was arranged . the artificial insemination service, veterinary care, better feeds and the like - all through the village societies. Basically, the union and cooperation of people brought Amul into fame i.e. AMUL (ANAND MILK UNION LIMITED), a name which suggest “**THE TASTE OF INDIA**

Research Methodology

The research methodology is the basic procedures or techniques used to classify, select, process and evaluate information on the subject. It includes following terms

Research Problem

- Seek the general perception of consumer towards Amul Milk.
- To know the consumer psyche and their behavior towards Amul Milk .
- To know the relationship of sales with the advertisement.
- To know awareness of people towards Amul Milk.
- To know which advertisement tool is mostly preferred by people.
- To know the preference of Amul Milk with comparison to Other competitive brand
- To know the factors which affects consumer’s buying behavior to purchase milk.

Research Design

Descriptive research (A Research design specifies the methods and procedures for conducting a particular study. It is a map (or) blue print to which the research is to be conducted. Descriptive research design has been considered as a suitable methodology for present study and for data analysis).

Sampling Design

Convenience sampling (The sampling design used was Convenience sampling, which is a non-probability sampling method. The convenience factors were the availability and approachability of the respondents)

Population

A population is usually a broad number of individuals or artifacts that is the main subject of a scientific inquiry. In this research, population are those who uses dairy products.

Amul Company Profile and Product [Main Content]

Type	Cooperative society
Industry	Food processing FMCG
Founded	1946; 75 years ago
Founder	Tribhuvandas Patel
Headquarters	Anand, Gujarat India
Area served	Worldwide
Key people	Rupinder Singh Sodhi (Managing Director)
Products	Dairy
Revenue	₹386 billion (US\$5.1 billion) (2020)
Number of employees	1,000 (Marketing Arm) 3.6 million (3.6 million) (Milk producing members)

In 1966, Amul hired Sylvester da Cunha, the managing director of the advertising agency as to design an ad campaign for Amul Butter. DaCunha designed a campaign as series of hoardings with topical ads, relating to day-to-day issues. It was popular and earned a Guinness World Record for the longest-running ad campaign in the world. In the 1980s, cartoon artist Kumar Morey and scriptwriter Bharat Dabholkar had been involved with sketching the Amul ads; the latter rejected the trend of using celebrities in advertisement campaigns. Dabholkar credited chairman Verghese Kurien with creating a free atmosphere that fostered the development of the ads.

Despite encountering political pressure on several occasions, DaCunha's agency has made it a policy of not backing down. Some of the more controversial Amul ads include one commenting on the Naxalite uprising in West Bengal, on the Indian Airlines employees strike, and one depicting the Amul girl wearing a Gandhi cap.

In 2013, Amul tweeted a picture featuring the Amul butter girl, implying that "freedom of choice" died in 2013, in opposition to the Supreme Court of India overruling the judgment of the Delhi High Court and criminalising homosexuality again

On 17 October 2016, Amul butter girl celebrated 50 years when she first appeared in the topical ad titled "Thoroughbread". The ad showed a jockey holding a slice of bread during the horse race season in 1966. The impish Amul girl had appeared for the first time even before that, with Eustace Fernandez showed her offering bedtime prayers with a wink and a lick of lips, saying "Give us this day our daily bread: with Amul butter".

Their Ad on *Aagey Badhta Hai India* had an excellent response from the audience. It basically spoke about how their Milk is seen as a household product with catchy tune associated to it. It has over 39 lakh (~4 million) views on YouTube.

In February 2020, Amul posted a picture of the Amul girl treating Joaquin Phoenix with butter after his academy award win for his role in the 2019 film, *Joker*. Since Phoenix is a vegan, Amul faced criticism and trolls from vegans in India and from PETA for the poor knowledge of his vegan activism and life.

Amul posted a picture of its mascot Butter Girl celebrating with PV Sindhu for winning the bronze medal in Tokyo Olympics in August 2021.

Product

Amul is the acronym for Anand Milk Union Limited, a dairy cooperative company in Gujarat, India that markets a wide range of products including milk powders, milk, butter, ghee, cheese, chocolate, Shrikhand, Gulab Jamun, ice cream, cream, Nutramul brand and others making it the largest food brand in India with an annual turnover in excess of US \$1 billion (2006-07). The complete listing is below.

Breadsreads

- Amul Butter
- Amul Lite Low Fat Breadsprea
- Amul Cooking Butter
- Delicious Margarine

Pure Ghee

- Amul Pure Ghee
- Sagar Pure Ghee
- Amul Cow Ghee

Milk Powders

- Amul Full Cream Milk Powder
- Amulya Dairy Whitener
- Sagar Skimmed Milk Powder
- Sagar Tea and Coffee Whitener

Weetened Condensed Milk

- Amul Mithaimate

Weets

- Amul Shrikhand & Amrakhand
- Amul Mithaee Khoya Gulabjamaun
- Amul Basundi

Fresh Milk

- Amul Taaza Toned Milk 3% fat
- Amul Gold Full Cream Milk 6% fat
- Amul Shakti Standardised Milk 4.5% fat
- Amul Slim & Trim Double Toned Milk 1.5% fat
- Amul Saathi Skimmed Milk 0% fat
- Amul Cow Milk

Curd Products

- Yog Sweetened Flavoured Dahi (Dessert)
- Amul Masti Dahi (fresh curd)
- Amul Lite Dahi
- Amul Prolife probiotic Dahi
- Amul Masti Spiced Butter Milk
- Amul Lassee

Amul Icecreams

- Vanilla Royale
- Royal Treat Range (Butterscotch, Rajbhog, Malai Kulfi)
- Nut-o-Mania Range (Kaju Draksh, Kesar Pista Royale, Fruit Bonanza, Roasted Almond)
- Nature's Treat (Alphanso Mango, Fresh Litchi, Shahi Anjir, Fresh Strawberry, Black Currant, Santra Mantra, Fresh Pineapple)
- Sundae Range (Mango, Black Currant, Sundae Magic, Double Sundae)
- Assorted Treat (Chocobar, Dollies, Frostik, Ice Candies, Tricone, Chococrunch, Megabite, Cassatta)
- Utterly Delicious (Vanila, Strawberry, Chocolate, Chocochips, Cake Magic)
- Amul SUGAR FREE Frozen Foods (Milk Based Sweet)

- Amul ProLife Probiotic Ice cream

Chocolate & Confectionery

- Amul Milk Chocolate
- Amul Fruit & Nut Chocolate
- Amul Bindazz
- Amul Rejoice

Brown Beverage

- Nutramul Malted Milk Food

Milk Drink

- Amul Kool Flavoured Milk (Mango, Strawberry, Saffron, Cardamom, Rose, Chocolate, Butterscotch)
- Amul Kool Café
- Amul Kool Koko

Health Beverage

- * Amul Shakti White Milk Food

Sales Turnover of Amul

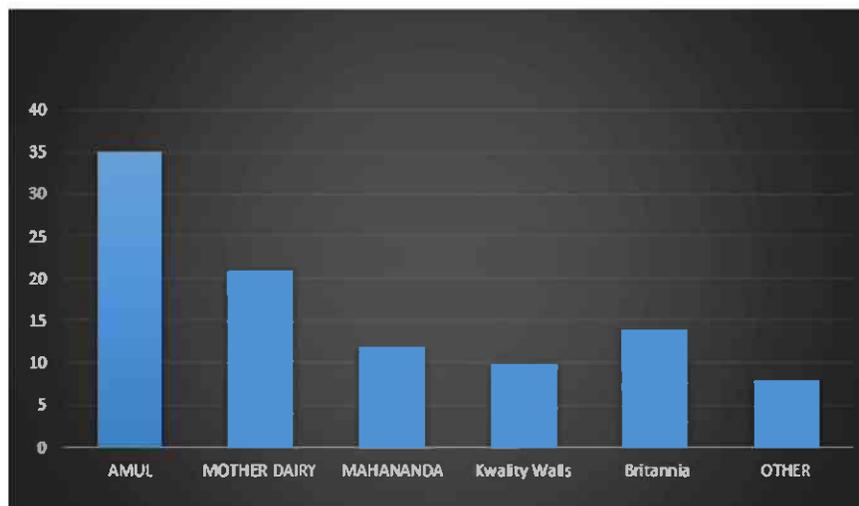
Sales Turnover	Rs (million)	US\$ (in million)
1994-95	11140	355
1995-96	13790	400
1996-97	15540	450
1997-98	18840	455
1998-99	22192	493
1999-00	22185	493
2000-01	22588	500
2001-02	23365	500
2002-03	27457	575
2003-04	28941	616
2004-05	29225	672
2005-06	37736	850
2006-07	42778	1050
2007-08	52554	1325
2008-09	67113	1504
2009-10	80053	1700
2010-11	97742	2172
2011-12	116680	2500
2012-13	137350	2540
2013-14	181434	3024
2014-15	207330	3410
2015-16	229720	3500
2016-17	270850	4100
2017-18	292250	4500
2018-19	331500	4800
2019-20	385500	5100
2020-21	392480	5300

Data Analysis And Interpretation[Findings]

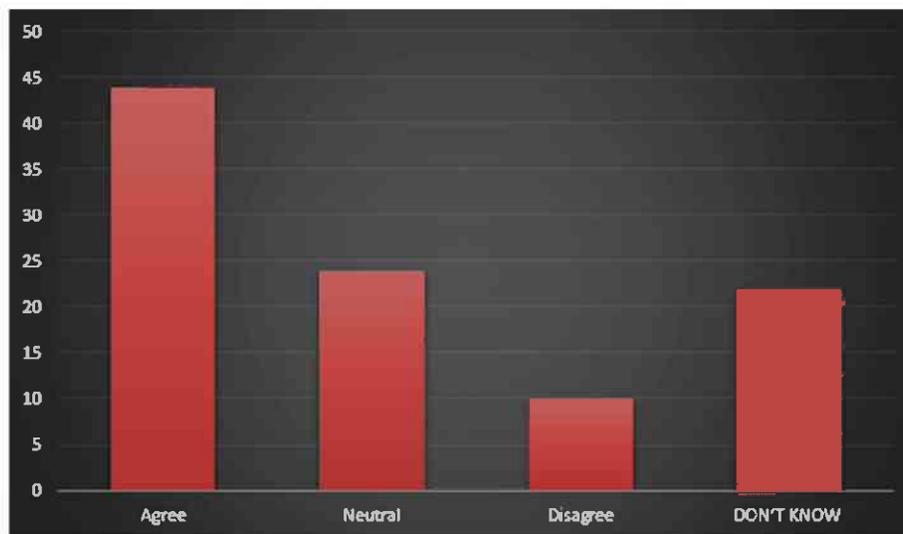
- Tools used:- Pie and Bar-Graph Chart
- Method : Question through google form , Online date

The collected data were not easily understandable, so I like to analyze the collected data in a systematic manner and interpreted with simple method. The analysis and interpretation of the data involves the analyzing of the collected data and interpretation it with pictorial representation such as bar charts, pie charts and others.

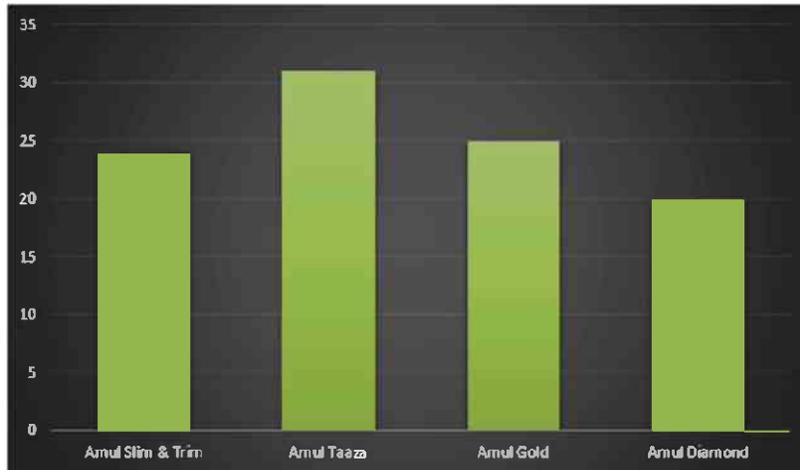
Q1) In pouch milk which brand do you prefer?



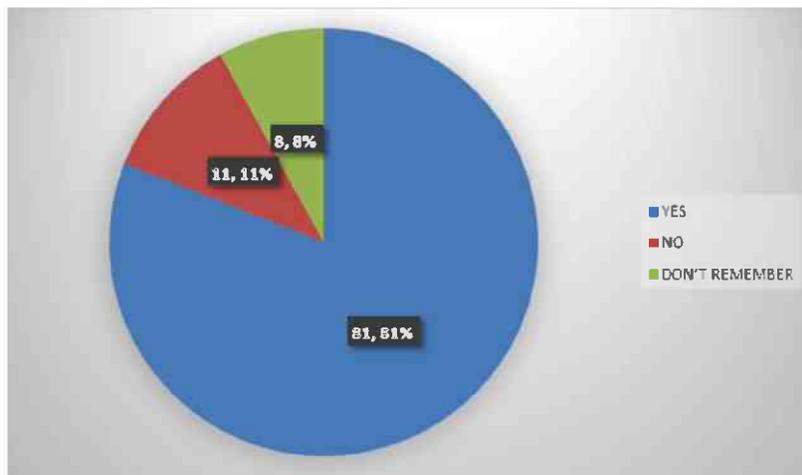
Q2) Do you think the price of the product is low compared to competitor's product?



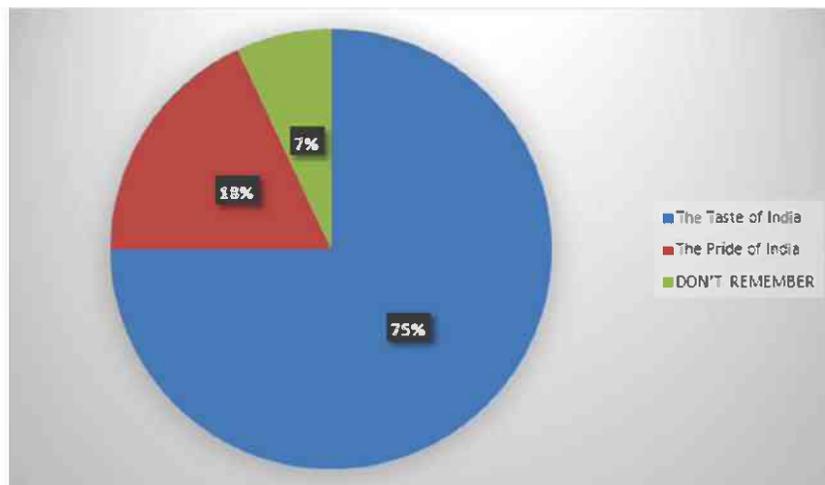
Q3) If you buy AMUL milk pouch which pack you purchase?



Q4) Do You Like the Creativity of Amul Advertisement?



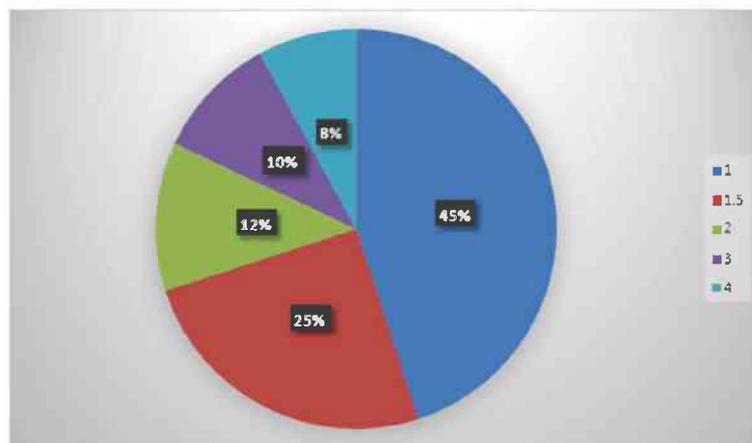
Q5) AMUL tagline is "....." ?



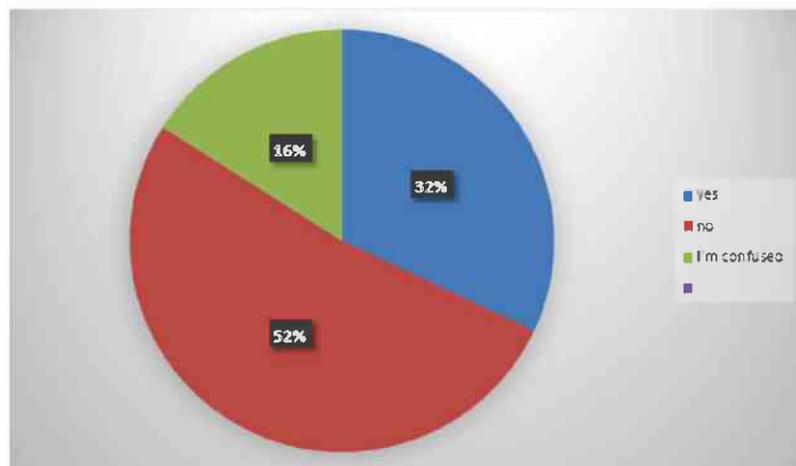
Q6) What do you like in these products most “Quality, Availability, Price or Taste?”



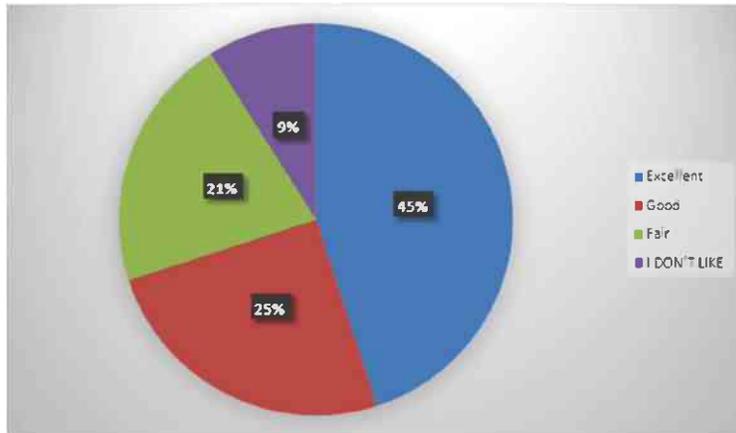
Q7) What is total consumption of milk in litre/day?



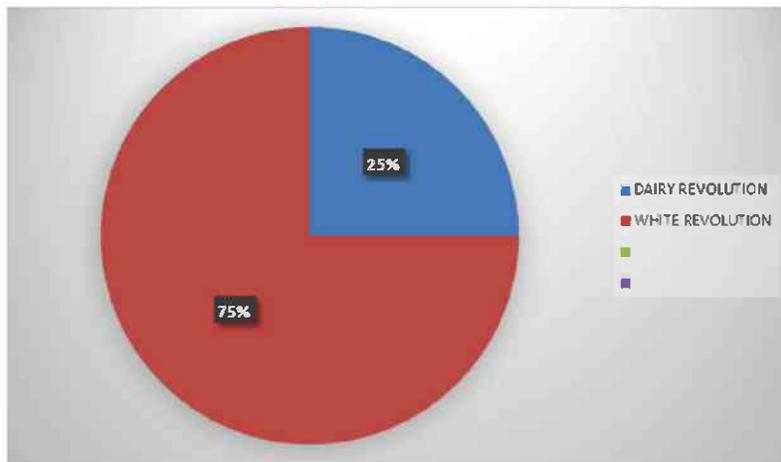
Q8) what is the full from of ‘AMUL’ ?



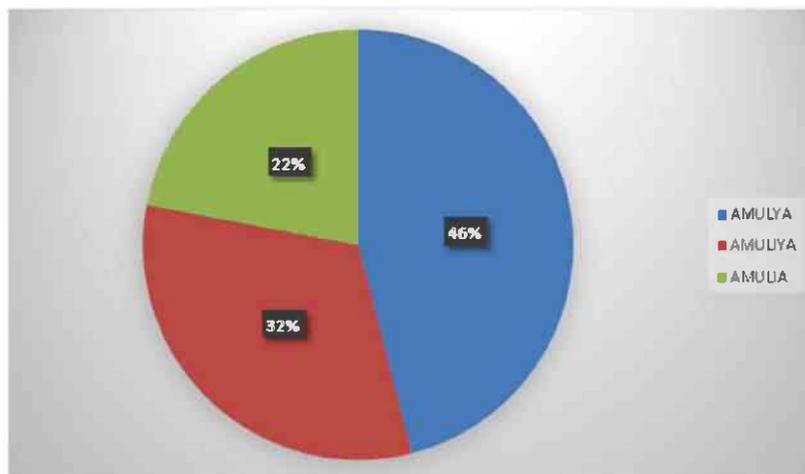
Q9) Consumer's opinion towards AMUL Products ?



Q10) BECAUSE OF AMUL WHICH REVOLUTION CAME TO INDIA ?



Q11) WHAT IS SANSKRIT NAME OF AMUL ?



Conclusion and Suggestions

It is found that Amul has a strong brand value in the market and it increases rapidly through its advertising.

- Amul focus on Advertising, Quality and customer service which makes it a chief brand in dairy industry.
- Competitors like mother dairy focus on availability, thus they attracts only existing customers and narrowing their captured market.
- Amul should provide doorstep facility which is preferred from survey.
- The demand of Amul products is higher than its supply which impose customers to buy competitors' products.

Literature Review

Since the turn of nineteenth century, Cooperatives have existed as predominant types of association in the dairy business around the globe. At times they have assumed the job of creating newborn child industry while at different occasions they have been utilized to reinforce frail creation bases in a situation where showcase disappointments will in general be higher for minor producers. In some her cases, a system of little makers has sorted out themselves to all the more likely market their items. The executives of these cooperatives have additionally prompted some intriguing administrative bits of knowledge for administrators with regards to rising just as created economies. Enormous rising economies, e.g., India and China, have complexities that extend from improvement of business sectors (where the biggest fragment of populace is the one which has low buying capacity) to joining of minimal effort providers who are transcendently exceptionally little. For firms that seek to direct considerable business in such markets, such complexities must be perceived and afterward survive. The test is to comprehend the linkages among business sectors and the general public. This would likewise require advancement of another plan of action that enables a firm to develop in such conditions. This paper is around one such effective model. The Kaira District Milk Cooperative Union or AMUL in India is a case of how to build up a system of firms so as to beat the complexities of a huge yet divided market like those in developing economies by making an incentive for providers just as the clients. AMUL has driven the milk dairy upheaval in India that has now developed as one of the biggest milk makers on the planet. In this article we will depict the advancement vision that prompted the synchronous improvement of the market and flexibly side through a procedure of social turn of

events and training at AMUL. Obviously, usage of this vision a serious situation and keeping up continued development and benefit requires improvement of intensity on a few measurements and operational viability. This article gives bits of knowledge into the executives of enormous flexibly chains by adjusting and coordinating an assortment of procedures and strategies. This incorporates building systems, creating trust and qualities in the system, growing reasonable instruments for sharing advantages over the gracefully chain, coordination for operational adequacy, development and new innovation for picking up intensity. It is important that these victories were accomplished inside the system of a system of cooperatives sorted out in a various leveled way. There are numerous exercises in AMUL's prosperity for the agreeable division as well as for firms who plan to work together in developing markets.

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7. Reliance Jio

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Abstract

Reliance Jio Infocom Limited, doing business as Jio, is an Indian telecommunications company and a subsidiary of Jio Platforms, headquartered in Mumbai, Maharashtra, India. It operates a national LTE network with coverage across all 22 telecom circles. It does not offer 2G or 3G service, and instead uses only voice over LTE to provide voice service on its 4G network. The purpose of this study is to identify what happened to the telecom stocks after the introduction of reliance jio. A sample size of 50 is used from investors who have investments in telecom stocks at BSE. The study used quantitative approach and online questionnaire was used to collect data. The objective of the study were the impact of introduction of reliance jio on telecom sector. To analyse the corporate decision taken by competitor's for their survival in telecom industry. To study the variations in profits of other listed telecom companies and to study the investor's attitude towards investing telecom sector after the introduction of reliance jio. Both primary as well as secondary sources are used to collect data. Secondary sources include journals, magazines, newspaper, and articles. The study was concluded that there is a great impact on telecom stocks after the introduction of reliance jio.

Keywords:- Marketing strategy and what was the impact of JIO on the market.

Introduction

The telecommunication sector is one of the fast-developing sector in India. Hence many investors like to invest in telecommunication companies. This sector has been experiencing big events during the current decades such as 2G spectrum auction and scams, 3G and 4G Spectrum allocation, etc. on september1 , 2016, a big business concern, reliance industries ltd. Unlike its user base and share price airtel , vodafone idea , reliance communication felt the shock of jio's entry in its total revenue. idea reported losses of rupees 385 crore between second and third quarter .it threatened other mobile service provider who want to retain their market share. On September 2019, Jio launched a fiber to the home service, offering home broadband, television,

and telephone services. As of September 2020, Reliance Industries has raised ₹1.65 lakh crore (US\$22 billion) by selling nearly 33% equity stake in Jio Platforms. This study is humble effort to analyse the introduction of reliance jio and its impact on telecom stocks at BSE.

Scope of Study

Telecom industries are booming all over the world in the increasing population as well as growing n developing technology with the countries development.

Currently India is the second largest country in the telecom industries after increase in the market of internet getting cheaper n less user friendly.

These leads to major corporate decisions by companies for their survival.

The study aimed to analyse the3 impact of jio on limited number of listed shares in BSE telecom index and also the behaviour of investors after the introduction of jio.

Objective to Study

- To known the purpose of the reliance sales and profit.
- To know how they achieve there market goals.
- To know there strategy towards attracting the consumers.
- To study the investor's attitude towards investing telecom sector towards Reliance jio.
- To know there strategy towards there competitor's in telecom business sector.
- To study the variations in profits of other listed telecom companies.

Hypothesis

After the entry of the reliance jio there were no impact on the shares of other telecom companies.

Also there were no changes towards the investor towards JIO.

There were no reduction on the return of capital market towards the investors after JIO.

There were no investors who got exited form the telecom companies after JIO

History of Reliance Jio

The company was registered in Ambawadi, Ahmedabad, Gujarat on 15 February 2007 as Infotel Broadband Services Limited (IBSL). In June 2010, Reliance Industries (RIL) bought a 95% stake in IBSL for ₹4,800 crore (equivalent to ₹91 billion or US\$1.2 billion in 2020). Although unlisted, IBSL was the only company that won broadband spectrum in all 22 circles in India in the 4G auction that took place earlier that year. Later continuing as RIL's telecom

subsidiary, Infotel Broadband Services Limited was renamed as Reliance Jio Infocomm Limited (RJIL) in January 2013.

In June 2015, Jio announced that it would start its operations throughout the country by the end of 2015. However, four months later in October, the company postponed the launch to the first quarter of the financial year 2016–2017.

Later, in July 2015, a PIL filed in the Supreme Court by an NGO called the Centre for Public Interest Litigation, through Prashant Bhushan, challenged the grant of a pan-India license to Jio by the Government of India. The PIL also alleged that the firm was being allowed to provide voice telephony along with its 4G data service, by paying an additional fee of just ₹165.8 crore (US\$22 million) which was arbitrary and unreasonable, and contributed to a loss of ₹2,284.2 crore (US\$300 million) to the exchequer. The Indian Department of Telecommunications (DoT), however, explained that the rules for 3G and BWA spectrum didn't restrict BWA winners from providing voice telephony. As a result, the PIL was revoked, and the accusations were dismissed.

The 4G services were launched internally on 27 December 2015. The company commercially launched its 4G services on 5 September 2016, offering free data and voice services till 31 December, which was later extended till 31 March 2017. Within the first month, Jio announced that it had acquired 1.6 crore (16 million) subscribers, and has crossed 5 crore (50 million) subscriber mark in 83 days since its launch, subsequently crossing 100 million subscribers on 22 February 2017. By October 2017, it had about 13 crore (130 million) subscribers.

Products and Services for Examples

Mobile Broadband

The company launched its 4G broadband services throughout India in September 2016. It was slated to release in December 2015 after some reports said that the company was waiting to receive final permits from the government. Jio offers fourth-generation (4G) data and voice services, along with peripheral services like instant messaging and streaming movies and music.

Jio-Fiber

In August 2018, Jio began to test a new triple play fiber to the home service known tentatively as Jio Giga Fiber, including broadband internet with speeds ranging from 100 to 1000 Mbits, as well as television and landline telephone services.

In August 2019, it was announced that the service would officially launch on 5 September 2019 as Jio Fiber, in honour of the company's third anniversary. Jio also announced plans to offer streaming of films still in theatres to eligible Jio Fiber subscribers.

In the year 2015, the company has a network of more than 250,000 km of fiber optic cables in the country, over which it will be partnering with local cable operators to get broader connectivity for its broadband services.

Jio-Phone

is a line of feature phones marketed by Jio. The first model, released in August, was positioned as an "affordable" LTE-compatible feature phone. It runs the Kai OS platform and includes a 2.4-inch display, a dual-core processor, 4 GB of internal storage, near-field communication support, a suite of Jio-branded apps and a Jio-branded application store. It also supports a "TV cable" accessory for output to an external display.

In July 2018, the company unveiled the Jio-Phone 2, an updated model in a keyboard bar form factor with a QWERTY keyboard and horizontal display. Jio also announced that Facebook, WhatsApp, and YouTube apps would become available for the two phones

Jio-net Wi-Fi

Prior to its pan-India launch of 4G data and telephony services, the firm has started providing free Wi-Fi hotspot services in cities throughout India including Surat, Ahmedabad in Gujarat, and Visakhapatnam in Andhra Pradesh, Indore, Jabalpur, Dewas and Ujjain in Madhya Pradesh, select locations of Mumbai in Maharashtra, Kolkata in West Bengal, Lucknow in Uttar Pradesh, Bhubaneswar in Odisha, Mussoorie in Uttarakhand, Collectorate's Office in Meerut, and at MG Road in Vijayawada among others.

“Currently India is the second largest telecommunication market and still growing. mobile economy in India is increasing very fast and will add significantly to India's GDP. Reliance jio emerge a new choice and other service providers face a new kind of challenges. These leads to major corporate decisions by companies for their survival. The study aimed to analyse the3 impact of jio on limited number of listed shares in BSE telecom index and also the behaviour of investors after the introduction of jio.”

Research Methodology

Source of Data and Tools for Collection

Primary data :- Primary data has been collected through the company regarding the sales and profit of the reliance jio data as per year.

Secondary data :- Secondary data collected through, google form, articles, journals, newspaper, magazines.

Questionnaire

Which Sim do you use?

Airtel JIO BSNL others

Are you familiar with the JIO sim?

Yes

NO

Do you have any JIO user?

Yes

No

Which Sim do you prefer more after JIO was introduced to the Public?

JIO Airtel BSNL Others

What do you think JIO is larger competitor for other Network company?

Yes

No

Maybe

Do you use any of the other products of JIO are as mentioned below?

Broadband

JIO smartphone

JIO TV

Other

Do you think JIO has acquire half of the Infocomm Industries?

Yes

No

Probably

What is your prediction regarding JIO in coming years?

How many percentage of people have been shifted to JIO sim after its Free data scheme or after its release to market?

10%

20%

30%

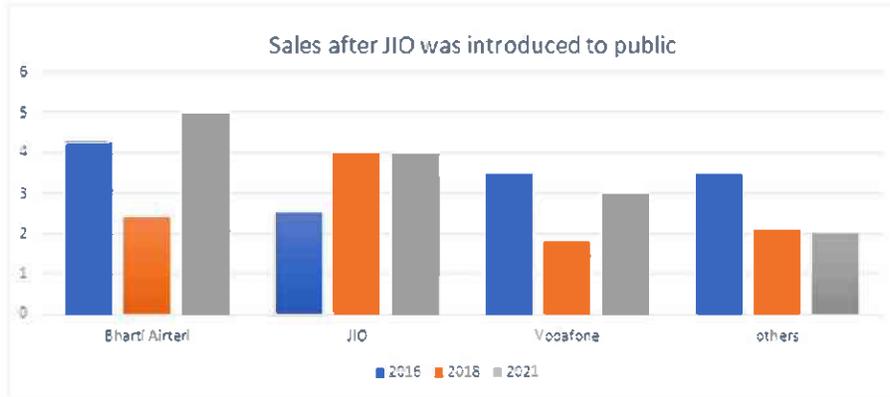
More

According to you which is the fastest network currently in 2021? Brief in 2 lines?

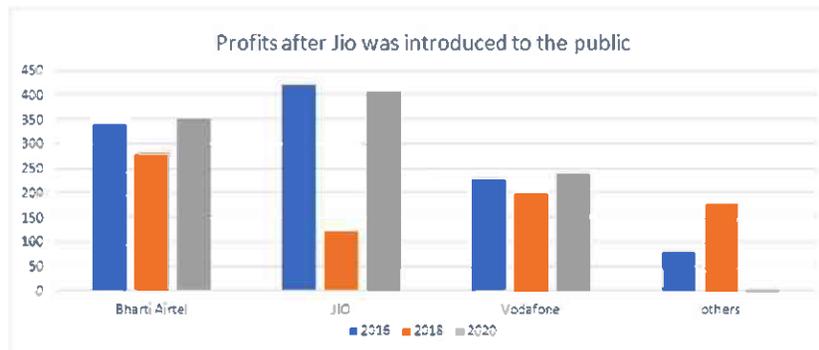
Tools used for Data analysis

Analysis of data is done through Google Forms, graphs, tables. Data collected have been analyzed with statistical tools such as percentage and average.

Graph regarding data collected on Sales and Profits



Note – As per the above chart you all can get a brief idea about the sales after the JIO was launched and what the impact was faced by the other telecom companies.



Note – As per the above chart it shows the profits companies made after the launch of JIO as you can see JIO made an booming profit when it was launched but after some year it got less profit and Airtel, Vodafone, others had an impact on there profits.

Findings

As per the charts the profit and sales were affected to the other telecom companies after JIO was introduced.

JIO made an impact on customer regarding its unlimited data.

Investors also had no changes in there returns after the JIO entered the market.

Some telecom companies faced reduction in investor also because of less returns by the companies.

Some investors faced losses regarding telecom crisis with other telecom companies.

There were changes regarding the share prices after the JIO was introduced in market.

Investor also wanted some raise in the return also.

Some of the telecom companies faced more loss n loss of share investors after the impact of JIO.

Some of the telecom companies got merged with each other because of losses and share price got down according.

10) Some investors suggested new investors to invest in the telecom companies for future benefits.

Literature Review

Rajbinder singh

(2017) carried out a study on “Impact of reliance jio on Indian telecom industry: an empirical study” this research paper discuss the features of the jio and also through some light on the competitive edge over other service providers. study stats that India would be a speedily escalating hub for internet users, with market expected to be \$9 billion by 2020 (Deloitte, 2017). Indian telecom sector is becoming backbone for fast growing Indian economic of this decade. Jio came up in Indian telecom sector with a idea to make huge revenue by providing quality service at a very cheaper rate.

L Ganesamoorthy and K .Anbazhagan

(December 2016) in their study on “Introduction of reliance jio and telecom stocks returns: A test of competition hypothesis in the Bombay stock exchange “The study analysed

the impact of the event on the telecommunication sector in India using standard event study methodology. The study found that the telecommunication sector in India was affected by the introduction of reliance jio service as shown by returns on BSE Telecom index (-5.67%) There was a significant impact on sample companies Among sample companies, idea cellular ltd. Was affected severely by the event followed by reliance communication ltd, but there was sever sustaining effect of the event on the abnormal return of idea cellular ltd. Followed by that of Bharathi airtel ltd.

Thomas joy and sumeet Bahl.

(june 2018) in their journal titled “ Disruption by reliance jio in telecom industry “ discuss innovative strategies adopted by reliance jio to capture Indian market and look to understand the overall customer satisfaction level across the consumer base .The result suggest that reliance jio has changed the overall complexion of telecom market, their strategies have made jio the 4th largest telecom service provider with in a short span of less than 2 years and they have built a loyal and satisfied customer base

Suggestions

1. Telecom companies should make better corporate strategies for their existence
2. Investors must pay necessary attention to the historical as well as the publically available information to analysis the changes in share price.
3. Investors who want to measure the accurate volatility of the stock market as well as the volatility of individual shares, investors should conduct analysis with the help of various statistical models and methods.
4. Telecom companies should also look forward towards the network connection of small villages or small area where networks are not let receive.
5. Companies should also provide after sales service time to time for the betterment of the consumer development n attracting more consumer every month or year.
6. to attract more customers towards there they should introduce discounts, offer, prizes etc. and also to not loose the ongoing consumer.

Conclusion

Reliance jio is the largest wireless telecom service provider. It got this status within a short life span. Reliance jio entry generates lat of dramatic and unanticipated changes in consumer’s behaviour.jio made a big disruption in telecom sector. Increasing mobile usage

exponentially to grow the market of jio, squeeze out old school competitors and build tremendous customer satisfaction. Due to the existing barriers the small telecom companies become too difficult to survive. Investors are expecting the IPO issue of reliance jio in stock market. A big corporate merger of Vodafone and idea happened due to the growth of reliance jio. The introduction of jio influenced the investor's investing behaviour also. India may not be the largest economy, but is a shining star among the emerging as well as developed markets across the world. If investors have to create serious wealth, they should make a portfolio investment with quality stocks to manage the risk associated with investment.

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8. Entrepreneurship Management in Franchisee Development

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Abstract

Diversifying is an idea by which autonomous substances set out upon common participation, as a piece of which the franchisor (as the framework's coordinator) moves onto the franchisees, in return for a fitting expense, the formula for a specific business action and how it ought to be worked. The connections between those substances depend on an agreement and lead to the making of an establishment organization, comprising of elements that are free lawfully, as far as possession and monetarily, who are simultaneously homogeneous according to the perspective of those buying offered items or administrations. The center sort of substances that work as franchisees in larger part of organizations are miniature, little and medium-sized ventures (SMEs), who view the diversifying idea as an incredible chance of getting support towards their pioneering exercises. Considering the abovementioned, the point of this paper is to introduce the capacities of applying the idea of diversifying in the improvement of business in the SME area. To accomplish this point, observational exploration has been directed in type of a contextual analysis, having chosen through purposive examining the „Iza" endeavor, a franchisee working as a piece of the "Żabka" organization.

Franchising As A Concept Of Entrepreneurship Development In The Sme Sector

1. Introduction

Presentation Franchising is an idea by which autonomous substances set out upon shared participation, as a piece of which the franchisor (as the framework's coordinator) moves onto the franchisees, in return for a suitable expense, the formula for a specific business action and how it ought to be worked. The connections between those elements depend on an agreement and lead to the formation of an establishment organization, comprising of elements that are autonomous lawfully, as far as proprietorship and monetarily, who are simultaneously homogeneous according to the perspective of those buying offered items or administrations [compare to Chmielarski 2002, p. 218-219]. The center kind of substances that work as franchisees in greater

part of organizations are miniature, little and medium-sized undertakings (SMEs), who view the diversifying idea as an incredible chance of getting support towards their enterprising exercises. Considering the abovementioned, the point of this paper is to introduce the capacities of applying the idea of diversifying in the improvement of business venture in the SME area. To accomplish this point, observational examination has been directed in type of a contextual analysis, having chosen through purposive testing the „Iza" venture, a franchisee working as a piece of the "Żabka" organization. A definite examination strategy utilized was the unstructured meeting with the organization proprietor and the technique for report investigation. During the exact work specific consideration was paid to the conditions, determinants and impacts of diversifying in invigorating the pioneering exercises of the investigated organization.

2. Characteristics and importance of franchising in entrepreneurship development

The improvement of business venture in the SME area is firmly connected with the arrival of private drive and scholarly movement that spotlights on producing abundance through the collaboration of appropriately joined assembling factors. It is straightforwardly connected to taking advantage of chances and staying away from market dangers, execution of groundbreaking thoughts and advancement, just as preparation to go ahead with reasonable courses of action [Borowiecki, Siuta-Tokarska 2008, p. 32]. Because of these exercises, one can notice not just the increment in the quantity of dynamic ventures, yet additionally more prominent advancement viewpoints for some miniature, little and medium-sized undertakings.

This further prompts an incredible number of positive financial and social impacts [see further in: Lachiewicz 2003, p. 16-20; Piasecki 2001, p. 76-79].

The idea of diversifying is frequently firmly connected with the improvement of business in the SME area. The provider of a unique, demonstrated what's more normalized business thought is as a rule a huge venture, prestigious and regarded on the lookout, its value (brand name, brand, working strategies, association, expertise) being the subject of diversifying [Banachowicz, Nowak, Starkowski 1999, p. 23]. However with regards to franchisees, most of them are miniature, little and some of the time medium-sized undertakings, for which the idea portrayed becomes one of the types of supporting their exercises.

1. Decay direction, if there should arise an occurrence of which the business visionary plans on leaving the business movement. It is a consequence of there being a larger part of negative impacts of utilizing diversifying and it prompts for example the proprietor considering taking on a task working for another person.

2. Moderate direction, as a piece of which the organization proceeds participation inside the current extent of exercises, not setting out on prodevelopmental exercises. Such methodology is specifically risky as it leads to the increment of reliance on the framework's supplier.
3. Formative direction inside the current organization, if there should be an occurrence of which the business person plans for opening further posts or critical increment of the scale and extent of exercises as any open doors seem gave by the franchisor.
4. Formative direction inside another organization, which is connected with the business person choosing to change the diversifying framework. Such a choice can result from the way that a new, appealing framework shows up, and the significant advantage of the organization is for this situation the experience acquired all through the current participation as a piece of diversifying.

3. Research methodology and characteristics of the analysed business entity

To accomplish the point of the paper, experimental examination has been led in type of the contextual analysis of the "Iza" organization, a franchisee (establishment holder) maintaining a business as a piece of the organization made by Żabka Polska S.A. The organization was chosen through purposive inspecting, taking into account factors, for example,

- individual relationship with the organization empowering to assemble the materials important to lead further investigation,
- generally significant stretch of working and considerable experience of the organization inside the establishment organization,
- working a business on a limited scale and the reality, that the business can be delegated a miniature undertaking.

Directing the exploration, two definite examination strategies were utilized: talk with technique and the strategy for report investigation. If there should be an occurrence of the meet, the unstructured meeting strategy was applied, as a piece of which the examination apparatus was the meeting demeanor sheet. The point of this piece of research was to evaluate the conditions, determinants and impacts of the chose ventures' presence inside the establishment framework with specific spotlight on the impact this idea has on the improvement of innovative exercises. The respondent giving responses was the entrepreneur of "Iza". She is matured somewhere in the range of 40 and 50, with advanced education degree in economy.

4. Contract as the basis of operation in the franchise system

The agreement is the establishment dependent on which connections between the franchisor and franchisee are made. The establishment arrangement is one of the so called an innominate contracts, for example those that are represented by the guidelines in the common law. Both of the gatherings marking the agreement can unreservedly shape their substance. Absence of guidelines doesn't anyway mean complete opportunity in forming the statements. According to the standard of opportunity of agreement that is basically in Clean law, the gatherings might consent to an arrangement as indicated by their desires, if its substance or point doesn't go against the idea of the legitimate relationship, the demonstration or the guidelines of social direct. The opportunity of agreement, when depicted in such a manner, sets the limits in making diversifying contract arrangements.

One more of franchisee's liabilities is to really bend over backward and perform all fundamental activities to guarantee a greatest degree of net turnover for the duration of the hour of maintaining a business. The establishment holder is likewise obliged to send writes about deals and to give admittance to printouts from the sales register when mentioned by an approved agent of the Head Office.

The following condition directs the issue of rented. As the agreement states, Żabka S.A. furnishes the franchisee with explicit premises including the protected hardware. The accompanying provision characterizes the charge, not really settled as alump aggregate for a given schedule year. It is to be paid by the tenth of every month to the financial balance showed by Żabka Polska S.A. Also the franchisee, in their name, cause every one of the expenses connected with the utilization of the premises and its hardware, barring the power, lease, protection, gear protection and security of the premises.

The following piece of the agreement alludes to the franchisee's pay and ensures by Żabka Polska S.A. The franchisee's pay is the retail benefit edge for example how much cash coming about because of the distinction between net deals cost and net price tag. If there should arise an occurrence of a franchisee who, having opened the store, has not made – in a given month, for three continuous months – net benefit of 6500 zł, the Head Office, whenever mentioned by the franchisee, certifications to cover in that period the contrast between the pay acquired and the sum of 6500 zł.

One more significant piece of the agreement gives guidelines on the punishment charges to be paid by the establishment holder if there should arise an occurrence of break of agreement. Such punishment charges are forced in the accompanying cases:

- Break of agreement with respect to the obligation of requesting, buying and selling just those items that are presented by the Head Office,
- Break of agreement concerning recording each of the deals made with the utilization of the sales register.

The following piece of the agreement decides the term of the agreement understanding. As referenced over, the agreement is endless, but the gatherings reserve the privilege to end it gave they have given the other party thirty days' notification. The Head Office can likewise end the agreement powerful quickly or force a punishment charge in instances of the franchisee:

- neglected to play out the obligations depicted in the agreements,
- didn't conform to the Instruction and Guidelines given by the Head Office,
- carried out, while the agreement was powerful, a wrongdoing or an offense related to working a business,

5. The influence of franchising on entrepreneurial activities of the researched company

A vital angle is the reality, that there is no necessity of paying the signing-up charges and the business person doesn't need to stress over the premises or then again the gear. Aside from that the franchisor ensures focal advancement of the entire organization. As respondent would like to think this is an entirely important open door, as she trusts her skills to be deficient with regards to advancement.

The respondent demonstrated the benefit dependent on the edge to be the movement supporting business venture to a little degree. Ms Izabela trusts the degree of benefit offered is excessively low and has she been maintaining her own business without the collaboration inside an establishment, she would have a higher net revenue and subsequently a more prominent benefit. Anyway as she would see it the current participation has undeniably more constructive outcomes than negative ones.

The proprietor of "Iza" organization intends to proceed with the participation with the "Żabka" organization. The respondent underlined the reality, that she has a examination between working a business as a piece of an establishment and working as a free, independent business visionary, as she had been dealing with her own shop before she chose to help out Żabka Polska S.A. Having run a business autonomously for quite a long time she chose to coordinate with the network, as the expanding contest made her business quit being productive. As she would like to think consenting to a diversifying arrangement has brought her the anticipated outcomes, for example business being more eminent and her benefits coming to a stable level because of

working under a known brand. This caused her on schedule to open a second store in the Żabka organization.

6. Summary

Diversifying is an exceptionally intriguing idea of creating business with regards to the SME area. Its fundamental advantages incorporate having the option to base the business procedure on a demonstrated market idea and a referred to mark, just as the critical substance related, specialized and authoritative help gave by the franchisor. Such advantages have additionally been seen in the organization exposed to exact exploration, connected with the subject talked about and dissected. Albeit the respondent taking part in research evaluates the utilization of diversifying in an exceptionally certain way, what ought to be highlighted is the reality that such idea of maintaining a business has critical constraints. It appears diversifying is reasonable rather for those with moderate penchant to leave on innovative exercises. It is demonstrated by the need to stringently stick to rules and rules of maintaining the business characterized by the framework's coordinator. Break of settled upon provisions can bring about fines forced, which become a responsibility additionally on the proprietor's very own properties. It is advantageous to consider the utilization of diversifying additionally in the long haul point of view. For this situation the impacts of acquiring huge involvement with running a business, just as monetary and monetary victories, can convert into the business visionary going to a favorable to formative direction with an exceptionally significant level of movement, inventiveness and imaginativeness. These impacts will likewise be connected with a considerable expansion as far as advancement viewpoints of one's venture.

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9. A Study on Impact of Plastic Money usage on Consumer Spending Behaviour

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Executive Summary

Abstract

The paper examines the perceptions of consumers regarding the impact of plastic money on their spending pattern. This study was conducted among the individuals. A sample of 100 customers has been taken. Primary data have been used to analyse the data. The analysis reveals that majority of the customers have the opinion that using of plastic money has a high impact on their spending pattern and are struggling to manage their money irrespective of their age, sex and income. The analysis was done to find out why consumers prefer plastic money even though they struggle to control their money while using plastic cards and the main reasons for which plastic money has a high impact on consumer spending pattern. Plastic money made a revolution in the banking industry across the world. Plastic money has many advantages when compared to paper money, but the convenience of plastic money makes it easy to spend beyond means. Plastic money is a good system but if you are not managing your plastic cards in a proper way that will lead to overspending, financial burdens, and financial stress.

Keywords: plastic money, plastic money users, paper money, overspending.

Introduction

Money is regarded as a medium of exchange and payment tool. Initially barter system was utilized as the significant mode of payment. Over the years, money has transmuted its form from coins to paper cash and today it is available in formless form as electronic money or plastic card. The major change in banks which has been brought in by the technology is through introduction of products which are alternative to cash or paper money. Plastic cards are one of those types of innovations through which the customers can make utilization of banking services just by owning the card issued by bank and that too without restricting himself in the official

banking hours. With hundreds of millions of credit cards in circulation today, these Plastic cards have become a way of life. India alone is home to millions of them. Initially situated as a status symbol these plastic cards have caught on in a big way amongst the educated population of the country. Extending credit to their customers has always been a profoundly prevalent practice.

The plastic cash can be as Credit cards or Debit cards. Charge and Visas offer in excess of an approach to get to cash without hefting around money or a cumbersome chequebook.

Charge cards resemble digitized adaptations of chequebooks; they are connected to your financial balance (typically a financial records), and cash is charged (pulled back) from the record when the exchange happens. Mastercards are extraordinary; they offer a credit extension (i.e., an advance) that is sans intrigue if the month to month Mastercard bill is paid on schedule. Rather than being associated with an individual ledger, a Mastercard is associated with the bank or monetary foundation that gave the card, so when you utilize a Mastercard, the guarantor pays the dealer and you stray into the red to the card backer. Most charge cards are free with a financial records at a bank or credit association. They can likewise be utilized to advantageously pull back money from ATMs. Charge cards have the upside of remunerations programs however such cards frequently require a yearly expense to utilize. Money related obligation is a major factor in charge card use; it is anything but difficult to overspend and afterward get covered in overpowering Visa obligation at an exceptionally high loan fees. It isn't so much that solitary the card numbers have expanded, yet even the kinds of cards on offer have seen a flood. Today the residential card industry is overflowed with various kinds of cards going from gold, silver, worldwide, co-marked charge cards, keen to make sure about the rundown is unending. Outside banks have carried the significant duty of expanding the card base and adding esteem added administrations to the card items before. The situation has changed drastically in the remainder of couple of years with the passage of State Bank of India (SBI), a household major in the financial division. Increasingly more nationalized banks and private division banks like ICICI and HDFC Bank are forcefully propelling Visa with esteem included highlights. Indian customers are additionally utilizing the plastic cash for ordinary spends, for example, oil, emergency clinics, telephone utilities and home outfitting. Purchasers in India are additionally utilizing charge cards increasingly more to take care of school obligations for their children. Be that as it may, India is at a low 11 percent in contrast with different nations in the Asia-Pacific

locale with regards to utilizing plastic cash for repeating bills, for example, utilities, memberships and protection.



Plastic money as the name suggests the money made out of plastic, an easy way to make payment in exchange of goods and services to reduce the usage of cash. The concept plastic money came into 1900's and the first plastic card was used in USA. The idea behind using plastic money was to make payment system cashless. Plastic money includes ATM cards, credit cards, debit cards etc.

Using a card to make buys was first idea of by Edward Bellamy in 1887. He composed a book, "Looking Backward", which depicted his concept of an idealistic culture. Right now, begat the expression "Visa." Since that time, headways have been made that have permitted this plan to turn into a reality.

Although at present the card market is mainly limited to India's relatively bigger cities and tourist locations only, there is also a potential in smaller cities. Domestic banks, owing to their vast network and reach to smaller cities, can easily tap this potential. They would be better off, penetrating into smaller cities and bringing credit card to the masses rather than cannibalising other foreign banks' existing cardholder base. The efforts of these banks to increase the card base is going to be wholeheartedly supported by the residents of these smaller cities with their higher disposable income, changing lifestyle, increasing travel and the growth in the entertainment sector.

Research Methodology

Introduction

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done systematically. In fact, research is art of scientific investigation. In that various steps, those are generally adopted by a researcher in

studying his problem along with the logic behind them. "The procedures by which researches go about their work of describing, explaining and predicting phenomenon are called methodology".

Research Design

A research design is typically include how data is to be collected, what instruments is to be employed, how the instruments is to be used and the intended means for analysing data collected. Descriptive research design will be adopted for the research. Descriptive research design is adopted because it aims to study the demographic characteristics of customers who avails the services of plastic cards. The descriptive research design typically concerned with determining frequency with which something occurs or how two variables (preference and satisfaction level) vary together.

Descriptive Research Design

Descriptive research design is characterized as an exploration technique that portrays the qualities of the populace or marvel that is being contemplated. This system concentrates more on the "what" of the examination subject instead of the "why" of the exploration subject. As such, unmistakable research essentially centres around portraying the idea of a segment section, without concentrating on "why" a specific wonder happens. At the end of the day, it "depicts" the subject of the exploration, without covering "why" it occurs.

Attributes of Descriptive Research 51 The term elucidating research at that point, alludes to investigate questions, plan of the examination and information examination that would be led on that theme. It is called an observational research technique since none of the factors that are a piece of the examination study are impacted in any way. Some particular attributes of engaging examination are:

1. Quantitative Research: Descriptive research is a quantitative research technique that endeavours to gather quantifiable data to be utilized for factual investigation of the populace test. It is a mainstream statistical surveying apparatus that permits to gather and depict the idea of the segment fragment.

2. Uncontrolled factors: In expressive research, none of the factors are affected in any capacity. This uses observational techniques to direct the examination. Henceforth, the nature of the factors or their conduct isn't in the hands of the scientist.

3. Cross-sectional examinations: Descriptive research is commonly a crosssectional investigation where various areas having a place with a similar gathering are contemplated.

Advantages of Descriptive Research

Data Collection

Descriptive research can be led by utilizing explicit techniques like observational strategy, contextual investigation strategy and overview technique. Between these 3, every single significant strategy for information assortment are secured which gives a great deal of data. This can be utilized for future research or in any event, creating theory of your exploration object.

Varied

Since the information gathered is both subjective and quantitative, it gives an all-encompassing comprehension of an exploration point. This causes information that was not wanted to be gathered gets followed and the information is shifted, differing and intensive.

Weaknesses of Descriptive Research

Confidentiality

Respondents aren't constantly honest if questions are excessively close to home or they feel that they are being "viewed". This may discredit the legitimacy of the information.

Halo impact

If the examination spectator has a potential predisposition towards the exploration point or a few respondents in the exploration, the perceptions at that point perhaps considered as invalid or false.

Sample isn't Delegate

Due to the irregularity of the example, it is exceptionally hard to approve that the example is a precise portrayal of the entire populace.

Data Collection Method

The sources of data used in this project report are both primary and secondary data.

1. Primary data, Primary data consists of original information gathered from sample size of 100 respondents residing in Mumbai, India.
2. Secondary data, Secondary data consists of information that already exists and that was collected in the past for some other purposes.

Data Analysis

For analysing the data simple tools are used. Simple statistic such as frequency, average and percentage were applied. Data Analytics has a key role in improving your business as it is

used to gather hidden insights, generate reports, perform market analysis, and improve business requirements.

You can refer below:

- **Gather Hidden Insights** – Hidden insights from data are gathered and then analyzed with respect to business requirements.
- **Generate Reports** – Reports are generated from the data and are passed on to the respective teams and individuals to deal with further actions for a high rise in business.
- **Perform Market Analysis** – Market Analysis can be performed to understand the strengths and weaknesses of competitors.
- **Improve Business Requirement** – Analysis of Data allows improving Business to customer requirements and experience.

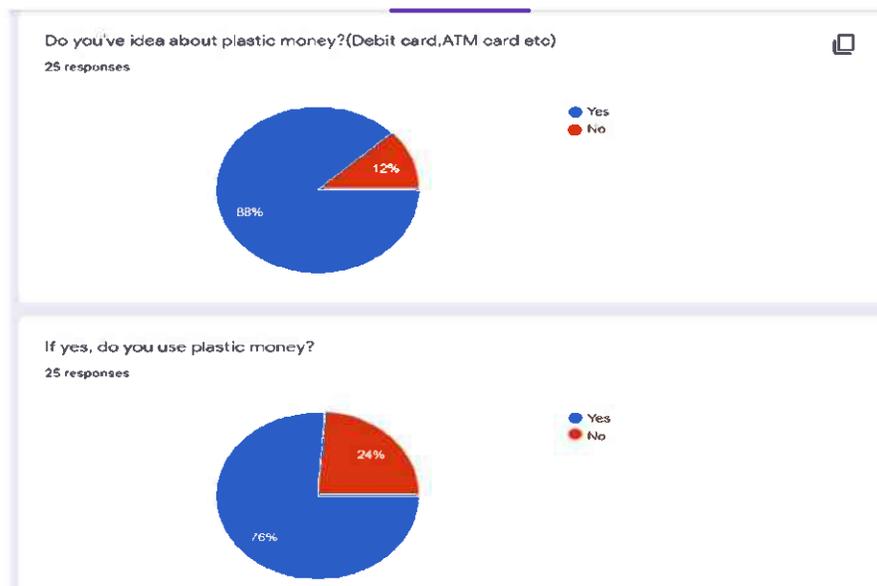
Percentage

Tables are used to represents the response of the respondents in a precise term so that it becomes easy to evaluate the data collected.

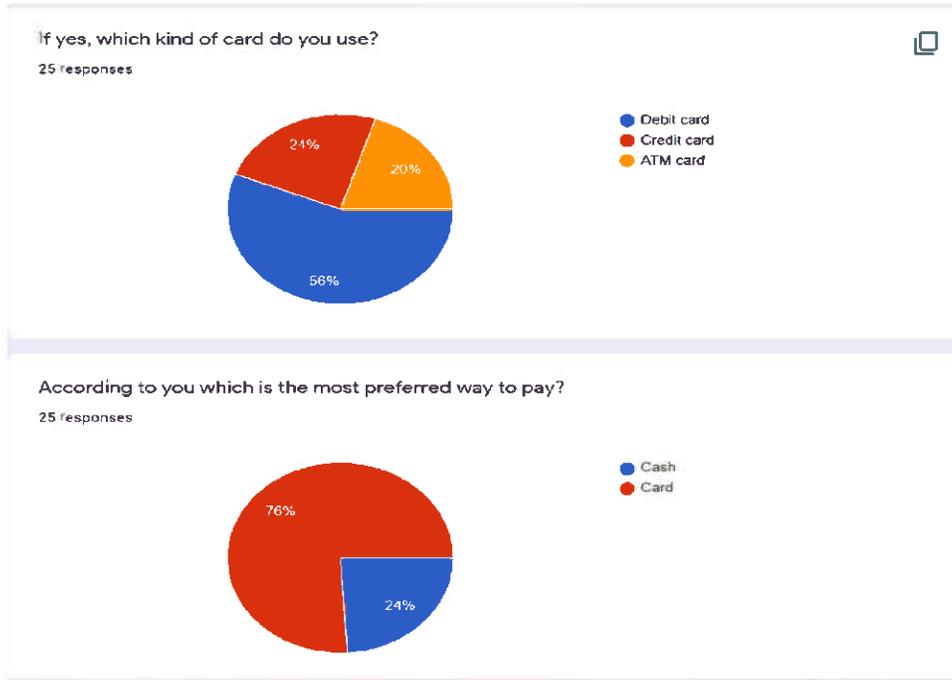
Graphs

Graphs are nothing more than a graphical representation of the data collected in tabular form

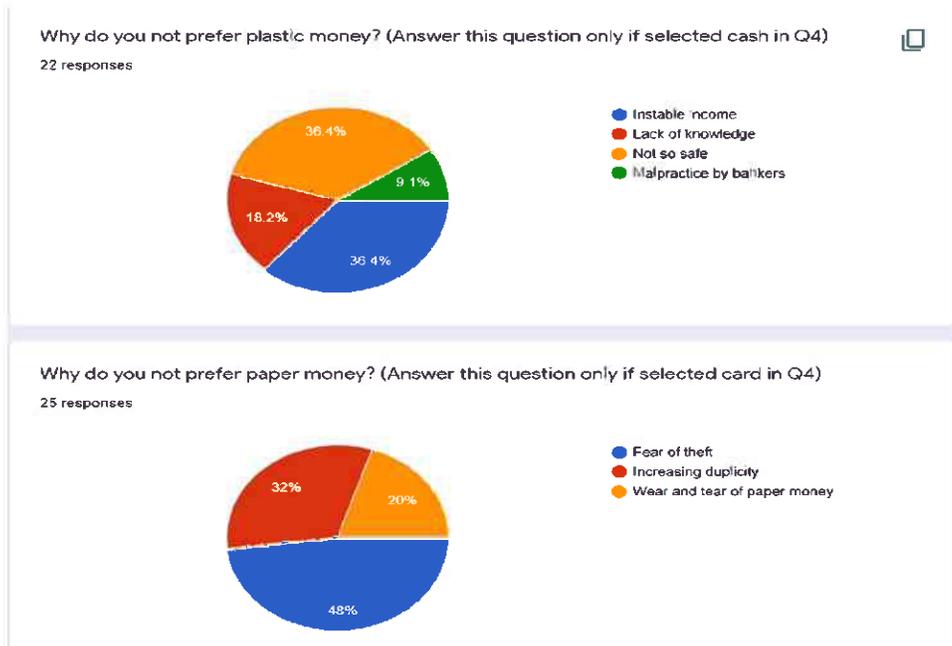
Questionnaire



The above graph shows how many people use plastic money.



The above graph shows which is the most preferred way to pay.

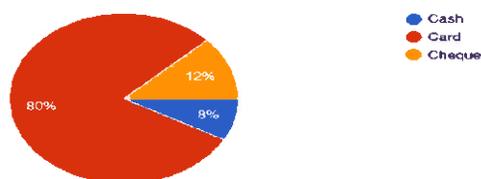


The above graph shows people who do and do not prefer using plastic money.

How do you prefer to pay your utility bills and necessity household consumables?
25 responses

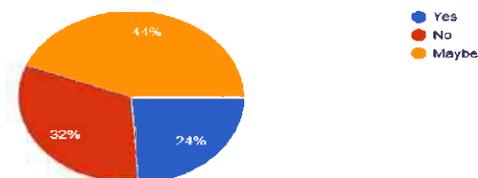


How do you make payment for purchase of luxuries and durable goods?
25 responses

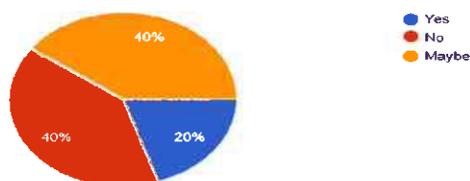


The above graph shows by which mode do people buy luxury goods and durable goods.

Do you think usage of plastic money has increased your expenditure?
25 responses



Do you think use of more plastic money will curb black money circulation in economy?
25 responses



The above graph shows that can use of plastic money decrease black money circulation.

Conceptual Framework

Money is the most important and utilizable inventions made by man. It comes in different forms. As we all ken that earlier there was no monetary system in the economy, people used barter system for any kind of exchange. Barter system was a system in which people used to sell

goods and services through direct exchange. Thus, it accommodated the purpose of the self-interest of every individual in society. It has been observed that the barter system of exchange was customarily mundane among the uncivilized and economically rearward communities and countries. The functioning of barter system was, however, cumbersome and inconvenient in which people had to face the quandaries like: o inconvenience of lack of double coincidence of wants o prevalent measure of value o mean of sub division o Store of value. The inconvenience and difficulties of the barter system led to the evolution and growth of a common unit of account. The inception of money came as a blessing to the society as the barter system was an outmoded way of life for those people who were keen to grow and impatient to conduct their trade frugally and efficiently in many commodities. Money deserves to be the best among man's important inventions. According to Kutty (1979), money was introduced by people to remove the Inconvenience and difficulties faced in the barter system. From its very invention, money came in society in different forms. Money has been around in one form or the other with some or all of the features and functions, since about 5000 BC. It has evolved over thousands of years to get new characteristics and to perform new functions. Even today money is evolving. In fact, the 20th century has seen money change form like no other. Today, plastic form of money is common in most of the developed countries and are gaining acceptance in many developing and under developed countries too. Plastic money has certain advantages over traditional money just as paper money has certain advantages over coins. Plastic money has all advantages of coins and paper money. It differs from other existing forms of money in various ways. In comparison with cash, which uses only physical security features, electronic or plastic money products use cryptography to authenticate transactions and to protect the confidentiality of data (ECB, 1998). It has an extra function of identification. Like conventional money, plastic money acts as a medium of exchange, a unit of account and a store of value of money. It is meant to be used in place of coins and banknotes for the purpose of making payments. A major drawback of plastic money as payment mode is its heavy dependence on technology (satellites, phone lines, computer links, LANs, WANs etc.). A disturbance in any one of these can cause a major disruption in acceptance procedures.

Properties of Plastic Money

- It cannot be copied modified or double sent. Each card is unique and different
- Privacy of the user is protected

- Customer can perform activities anonymously.
- No third party is necessary, the customer has direct link with the user
- Plastic money can be transferred to any other user if the personal identification number is shared.

Advantages of Plastic Money

Cash vs Plastic money, which one will you go for? If you are the one who always forgets your PIN number, cash is the best option for you. As saving the PIN in mobile is not a good idea. What if mobile gets lost? We require to contemplate all possibilities as it is our hard earned money. There are many advantages of carrying plastic money. The convenience, the quality of cards when compared to bank notes, arduousness to duplicate facilely like notes etc. are a few to designation. You require to get a better conception of the advantages, isn't it? Let us learn in detail the advantages of utilizing plastic money instead of money.

1. Cards get into wallet effectively.
2. Crime percentages will diminish.
3. Gives credit office.
4. Following exchanges turns out to be simple.
5. 0% instalment alternatives.
6. Comfort of making instalments from home.
7. Is universally worthy.

Disadvantages of Plastic Money

Like everything, plastic cash additionally has its own benefits and negative marks. We ought to admirably utilize it remembering all the beneath focuses. In the event that you are sharp, you can utilize the cards however not every person can be smart. So for the individuals who are not very much aware of the cards and its inconveniences ought to consistently be mindful so as to stay away from themselves being in a difficult situation. Numerous individuals play with cards and probably won't wind up paying a solitary penny as intrigue. Never tail them as not every person is brilliant with cards and we may wind up losing cash.

1. Simply plastic cash won't help constantly.
2. Plastic money is not likewise 100% safe.
3. Least buy prerequisites.
4. Administration charge in specific cases.

5. Card can also get harmed.
6. Interest, for non-instalment.

Types of Cards

Debit Cards: Debit Cards are the payment cards that provide the electronic access to the cardholder to his bank account. These cards are issued by the banks and linked to bank account. Debit Cards are used to withdraw cash from an ATM and Purchase of goods and services at the point of sale both domestically and internationally provided it is enabled for international use.

Credit Cards: Credit Cards are the plastic cards which are issued by banks and other entities approved by the RBI to pay a merchant for goods and services.

Prepaid Cards: Prepaid cards are issued by banks /nonbanks against the value paid in advance by the cardholder and stored in such cards which can be issued as smart cards or chip cards, internet wallets, mobile accounts, etc. maximum limit that can be stored in 38 any prepaid card at any point of time is Rs50000. The usage of prepaid credit cards depends on who has issued the cards.

Smart Card: It contains an electronic chip that is used to store cash. There is no requirement of any signature, identification and payment authorization. The exact amount is deducted from the smart card during payment and is collected by the smart card reader machines.

Rupay Cards: Rupay Card is the Indian version of debit/credit card. It is similar to international cards such as Master and Visa. It is launched by NPCI (National Payment Corporation of India) in India. All major public sector banks have started issuing Rupay Card.

Kisan Credit Card: Kisan Credit Cards is a scheme to provide timely and credit to farmers to meet their production credit needs besides meeting contingency expenses and expenses related to ancillary activities through a simplified procedure.

Plastic Money Scenario in India

In numerous every day client instalments, the credit and check card is supplanting the general exchanges in cash. It was before just in private business foundations, however now the vast majority of Government exchanges like Railways, Telephones, Electricity divisions and Government charge offices are promoting and giving more inclination to on line instalments which can be made distinctly through credit and check cards. This is on the grounds that charge cards are increasingly adaptable and safe and the framework has commonly obtained open trust. These credit and platinum cards are progressively mainstream in e banking, web based business.

In Europe, the Royal Bank of Scotland (RBS) has a detailed divisions and back hand to really oversee money and most bills are paid by the bank itself through a standing guidance. They even can oversee abundance in income and this is done totally on line through web based business which is called overabundance the executives. Higher consistence assists with cutting down the enormous income/monetary shortfalls at the middle and state levels. Card instalments for exercises like expense assortments and other managerial purposes may encourage a progressively successful utilization of open supports make government exchanges and records increasingly straightforward and effectively 43 detectable. Affecting credit and charge card use in tax collection, which will in general add to the clients' consumption. Expense decrease would go about as a motivating force with advantages to the economy. Investors said that a decrease or even a waiver would be income positive. This suggests income list on the withdrawal of the duty would be progressively remunerated with expanded wiping up by different segments. More vendor foundations in the nation would need to be wired into the card organize for making any e-instalment fruitful. Cardholders appreciate the comfort of plastic cash just as the credit extension offered by it. Vendors found that Visa client typically spent more than what they needed to pay with money. Tolerating cards was more secure for the dealer than managing money (progressively secure from interior and outside robbery and blunder) and more affordable than making and keeping up a shipper explicit credit program. More extensive shipper acknowledgment of instalment cards alongside more ATM offices could expand the travel industry consumption and India's outside trade income. A cash transformation positions as a significant issue for approaching vacationers; more prominent acknowledgment of instalments cards by trader foundations could support the travel industry. Upgrades in India's card instalment foundation - better media transmission, availability at lower cost, further developed innovation and hardware just as more extensive card utilization, the quantity of dealers tolerating cards in India has been developing quickly. Card offers various advantages and benefits. Every one of these advantages increment the buying conduct of cardholders, which thus builds spending and utilization design in the economy. To meet the high utilization, huge scope creation will begin which thusly will expands the business openings and pay level. High pay level expands the way of life and economic wellbeing. The interest for better nature of products/benefits naturally rises and expands the deal and benefit of business. Expanded deals and benefit is an indication of business development, which is a basic segment of financial development and advancement.

Suggestions

1. Majority of the plastic money users have the opinion that plastic money has a high impact on their spending pattern.
2. Plastic money has many advantages over paper money but, it does not mean that paper money is obsolete. It is always recommendable to reduce the use of plastic money because consumers don't feel physical cash leaving their hands also plays into the tendency of some to use plastic more often.
3. The above analysis reveals the fact that the majority of the customers use plastic money than paper money.
4. Analysis proves the fact that customers prefer plastic money due to wear and tear of paper money and increased duplicity of paper money.

Conclusion

Plastic money made a revolution in the banking industry across the world. It has many advantages compared to paper money, but the convenience of plastic money makes it easy to spend beyond means. Plastic money is a good system but if you do not manage your plastic cards in a proper way that will lead to overspending, financial burdens, and financial stress. Plastic money is convenient, less risky, and safer than paper money, but it's important to remember that it is not compulsory that you should use plastic money especially if you are not able to manage your money while using the plastic cards. When we spend cash, there is emotional pain associated with handing over our money and concretely knowing we now have less in our wallets. With cash, the exchange of physical money for goods is visible, tangible, and immediate, but when a plastic card is swiped, it doesn't give any immediate feeling of loss. Even when a message is communicated to the person, by the time they comprehend that the money is gone, the damage has already been done and cannot be reversed. So the selection of the mode of money should depend on which mode helps you more to have a better control over your hard earned money.

Plastic money is a term that has been used to a wide variety of payment systems and technologies. Credit cards or electronic money transfer through computer network or internet or through telecommunication links are also termed as plastic money. It is also known as digital cash. These cards can be either multipurpose or single purpose cards. The major classifications of plastic cards are the debit and the credit cards. Debit cards are linked to the account of the card

holder and they are usually issued by the bank or the financial institution. When one uses the debit card, the money immediately gets transferred from the account. This card cannot pay more money than what is available in one's account. Credit cards on the other hand are cards which enable us to take a loan from the bank or the financial institution which issues the card.

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10. To Study the Marketing Strategies of Wipro Industries with Respect to Bengaluru

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Abstract

Wipro is an Indian Multinational Corporation Corporation that provides information technology, consultancy, and business process services.

It was established years ago, ushering its growth in the industry. It has well-recognized performances in the industry.

In the Wipro case study, we take a deeper look into the company and gain insights into its marketing by way of its marketing mix, swot analysis, competitors, and social media presence

Wipro Limited is also known as Western Indian Products Limited which is a global service provider delivering information technology and business services. It was founded by Mohamed Premji in 1945. The company's headquarters are located in Bangalore, India.

It is presently ranked among the top 100 technology companies in the world.

Let us now look at the case study in more detail to understand about Wipro's marketing strategies

Keywords:- Wipro, Marketing Strategy, Company, Technology

Objective

1. The objective of the research is to study and analyse the marketing strategies of wipro industries
2. Knowing about wipro on individual level.
3. Knowing different marketing and advertising strategies.

Introduction

Marketing Strategy of Wipro analyses the brand with the marketing mix framework which covers the 4Ps (Product, Price, Place, Promotion). There are several marketing strategies

like product innovation, pricing approach, promotion planning etc. These business strategies, based on Wipro marketing mix, help the brand succeed.

Wipro marketing strategy helps the brand/company to position itself competitively in the market and achieve its business goals & objectives.

Wipro which is also known as Western India Products Limited in a conglomerate operating worldwide, particularly in the Information Technology and consultancy sector. It is headquartered in Bangalore in India. Wipro started in the year 1995 as vegetable oil manufacturer and was founded by Mohamed Hasham Premji. By 1980s they entered in to the Information Technology industry. Since then it has grown exponentially year on year and currently Wipro is one of the fortune 500 companies.

Headed by one of the eminent industrialist Mr. Azim Premji, and with annual revenues of ₹50,000+ crores, WIPRO is a giant player in the competitive Information Technology sector.

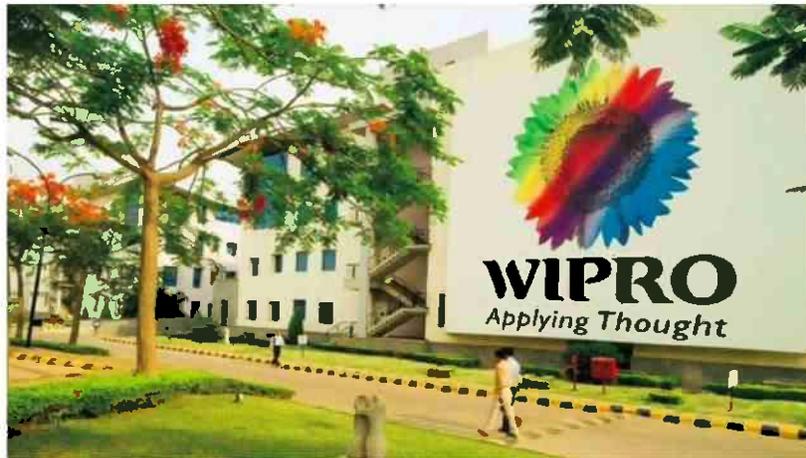
Review of Literature

This study focuses on addressing some new opportunities for Wipro. The present study has been undertaken through the two-stage approach; first, a theoretical model is constructed using factors study of various research papers in the same context. Second, Expert mining has been performed through Expert Opinion survey in which it was realized that if Wipro try to go for SC (Social Commerce) Market which is the combination of social networking services and E-commerce services, then With this Wipro can provide many services at a single platform like messaging, video sharing, video chat, voice calling, apart from these Wipro can provide E-commerce services also with the same platform.

Hypothesis

Wipro is one of the biggest companies in India with widespread services. Wipro being a global IT player combines the business knowledge and industry expertise and technical knowledge and implementation skills to ultimately design their products and solutions to make their clients satisfied in the outmost level. Although Wipro being one of the largest conglomerate in India is present in myriad of businesses spreading across various sectors, their primary product width in their marketing mix includes Aerospace, Automotive, Consumer goods, energy, healthcare, insurance, media, retail, professional services, Analytics, Business processes, Cloud computing, consulting, Information management, infrastructure services, Internet of things, product engineering and many more. Wipro work on various technologies like Java, SAP, Dot Net,

Agile, Python which gives competitive advantage to their client with their services. Master Data Management and Enterprise Data Warehouse are a few niche domains



where Wipro is present. Catering to today's demand Wipro services forms a part of Big Data Services, which is in highest demand.

Marketing Mix of Wipro

Marketing Mix is the set of actions that a company follows to promote its brand or product. The firm uses such tactics to pursue its objectives in the target market. Let us have a deeper understanding of Wipro's marketing mix.

Product

It is a well-recognized company which provides you with the best products and thus gives solutions in the IT industry. Being one of the largest conglomerates it has several products ranging from automobile, consumer goods, retail, professional service, product engineering, and many more. The product of includes as follows

IT services

- Business Process – Product Engineering
- Service Offerings – Consulting and analytics
- Applications – Infrastructure service
- Data – Cybersecurity & Mobility

IT products

- Hardware products include security, networking, computing.
- Related Software products which include database and integration.

Digital Services

- Strategy – Organisation design, digital fitness
- Customer Journey engineering
- Design – User research, experience, product design, innovation strategy, etc

Industries

- Retail industry
- Oil and gas
- Healthcare
- Medical devices
- Insurance
- Pharmaceutical & life sciences
- Automobile industry
- Consumer electronics etc

These were the different sectors of products that Wipro offers.

Price

Its pricing policy is widespread and diversified as its product portfolio. It targets big enterprises from international and domestic which require IT services and solutions. They have positioned themselves as the company that offers a wide range of services with high-quality products. The company adopts a competitive pricing strategy that is dependent on several factors. It mainly offers prices lower than its competitors which helps them stand out in the market.

Place

The company operates its headquarters in Bangalore. It is also incorporated in Maharashtra from where it reaches its international market. The products related to FMCG are easily available at retail stores, convenience stores, grocery stores, and supermarkets as they have a strong powerful distribution that includes both urban and rural markets. The offices are majorly located in cities to operate quickly. They can handle their dealings from anywhere in the world.

Promotion

Following is the promotional strategy of the company.

They spend a lot of revenue on promotional activities to stay ahead of their competitors. The promotion strategy primarily includes television, billboards, radio, magazine, and advertisements for consumer durable goods.

They advertise heavily on social media platforms like Twitter, Instagram, Facebook, and its website. It also takes part in various CSR activities to create brand visibility.

People

- Wipro focuses on buyers and employees.
- Have the best of their expertise in the IT industry.
- Recruits from top engineering, management universities.
- They hire top human resource consultancy services.

Process

- Has a combination of expertise and experience to satisfy their clients
- Guarantees free services to staffs and clients
- They make sure while using their service the customer doesn't face any issues.
- Maintain high standards and ensure a clear process.

Physical Evidence

- Major Selective Economic zones across India
- Collaboration with various organizations across the globe
- Primary focus on urban cities and metropolitan cities

Wipro has a withstanding Digital presence for us to explore. Let's understand it's digital presence.

Digital Media Presence

A digital presence simply refers to how your business appears online and how you manage your brand on various social media platforms. Following is the social media presence of Wipro on Facebook, LinkedIn, Instagram, and Twitter.



From the above images, we see the company profile on various social media platforms has a huge presence and thus has a strong base in the market.

The brand faces a lot of competition, hence let's look at its competitors below.

Competitors Analysis of Wipro

The major competitors for Wipro are:

- HCL Enterprise (Hindustan Computer Limited)
- Sify Technologies
- Genpact
- NTT Data (Nippon Telegraph and Telephone Public Corporation)
- Avanade
- IBM (International Business Machines Corporation)
- Tata Consultancy
- Tech Mahindra
- HCL Technologies

As we see Wipro has major competition in all segments of the market and thus they boost their market share they come up with various marketing strategies to lead.

Now let us have a look at their SWOT analysis.

SWOT Analysis of Wipro

Strengths

- Diversifies product offerings
- Early strategic alliances & boosted credibility.
- Multi domestic market philosophy
- Stronger dealer community
- Well established infrastructure
- Low-price benefits and high-quality standards
- Wide range of developmental services, and one of the top IT Companies.

Weaknesses

- A small player in the global market.
- Investment in research & development is below the fastest growing operations.
- Not a proactive company.
- Low operating margin of other companies

Opportunities

- New company strategy leads to greater profits.

- Expand from pure tech to a broad-based vendor that solves business problems.
- Diversify brand products and consultancy service.
- Huge global market and domestic market.
- Rising exports from the industry.
- New varieties of products.

Threats

- Huge competition from its rivals
- New entrants
- The increasing cost of human capital
- Rising raw materials
- No regular supply of innovative products
- Shortage of skilled workforce

Wipro has grown immensely and has also received some great opportunities in the market. They should be consistent in their work to overcome threats.

Findings

Wipro spends good amount of their revenues on promotional activities. These promotions in its marketing mix primarily includes advertisements on Television for the consumer durable goods. Billboards and placards are also sometimes put up at strategic locations. Wipro takes part in a lot of corporate social responsibility projects in order to increase their goodwill and makes their presence felt in the industry. Project Wipro Cares focuses on key problems faced by communities like rehabilitation due to natural calamities, especially in the state of Odisha. Wipro take up activities like teaching in government school at rural areas where the quality of teaching is very bad. They also undertake in skill development especially for the engineering graduates. This indirectly benefits the industry and the country as a whole. The presence of being in all major Selective Economic Zones across India, is itself a testimonial to Wipro's presence across India. Its onshore and offshore offices work in collaboration with each other to provide the best quality of projects being executed simultaneously at different locations across the globe. This is because the work in Information technology sector is not affected due to location as in other industries. Being one of the greater players of IT in the world, Wipro's offices are primarily concentrated in major cities and metropolis. Wipro's physical evidence is also found from its website where it lists out every detail based on which a prospective customer can make a

decision whether to approach them for a project or not. Hence, this considers Wipro marketing mix.

Research Questions

1. How Did You Get To Know About Wipro Industries?
2. Have You Ever Visited Any Of Wipro Industry ?
3. Are You Satisfied With The Company Profile?
4. Why Should Wipro Must Be Preferred Over Any Other It Industry?
5. Do You Think Wipro's Marketing Strategy Is Better Than Any Others?
6. What Do You Think About Wipro's Mission Statement?

Conclusion

Wipro is undoubtedly the leading company in IT technology and has grown immensely over the last few years. The company gives importance to its customers and employees to ensure better services and quality products. Moreover, they have a huge presence on all social media platforms which helps them create strong brand awareness in the market. The company is constantly developing and evolving. Although it really needs to be more active and innovative to beat its competition in the market.

Suggestion

- **Identify special situations:** Make employees more effective by providing them access to contextual information. For example, system alerts on politically exposed persons or duplicate card requests etc., would allow employees to redirect these requests to appropriate channels.
- **Enable Flexibility:** Provide employees with detailed guidelines but keep processes ultra-flexible. This allows employees to get a second opinion from legal and other domain experts before processing a contract.
- **Enrich business processes with intelligence:** Provide employees with enriched customer data on their systems. For example, an employee processing a loan request would be able to spark new offers and sell additional investment products if the data also showed that the loan applicant was generating increasing income from other accounts.
- **Provide contextual intelligence:** Employees are handicapped by the lack of contextual information. They are forced to log into multiple systems/screens for customer

information. Include rich contextual information about customers such as spend patterns, sentiment, credit risk analysis etc., within the workflow so that employees can identify opportunities to serve customers better as well as generate incremental revenue.

- **Enable visualization of intelligence:** Existing workflows demand that a large number of tasks be performed manually. For example, corporate lending analysts use annual reports to manually calculate liquidity ratios, valuation ratios and profitability. Use CPA to automatically extract and deliver data in the form of visual trend graphs for quick decision making. Additionally, integrate data from multiple screens, allowing analysts to explore the information on a single screen thus improving productivity and decision making.
- **Develop predictive capabilities:** Workflows must be designed to predict transactions that could go rogue in the future. The study found that a third of the cases were reverted back to the original analyst after a 4 eye risk and compliance check. These cases could have resulted in regulatory penalties. CPA can reduce the manual burden by automatically matching patterns against historical cases where penalty was paid and alert analysts to perform further checks.
- **Build historical customer insight:** Provide visual dashboards for customer history. These help analysts increase customer wallet share by cross selling services and products such as wealth management and insurance.

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11. The Study of Success Story of Mcdonald's in India

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Abstract

Ray Krock the founder of McDonald's corporation the world's largest food chain of restaurants a symbol of globalization serves around 68 million customers daily in 119 countries. Glocalization (Globalization + Localization) the company's success can be attributed to this, where the company has its standardization with a certain degree of localization suiting the cultural needs of the customer. There are various franchisees of McDonald's restaurant that is an affiliated or the corporation itself serves in various countries. The company primarily sold hamburgers, cheese burger, chicken burger, French fries, breakfast items, soft drinks, milkshakes and desserts. According to the customer's preferences and changing food habits and taste, company introduces new products and expands the menu accordingly. McDonald's carries forth development of products and services to adapt to different locales to ensure its global brand, which improves global economy. Globalization can be clearly seen in the area where McDonald's has diversified its business of satisfying people's taste buds, wherever we go, be it Europe, Asia or America we'll always find a McDonald's outlet around the corner. In this paper we will study detail entry of McDonald's in India, Glocalization, price, reduction strategies adopted to bring in branded affordability, the efficient supply chain, operations, critical success strategies, innovation, sustainability and growth plans.

Key Words:- Success, India, McDonald's

Objectives

- To study the strategic goal of McDonald's
- To study the customer relationship management of McDonald's

Introduction

McDonald's is an American fast food company, founded in 1940 as a restaurant operated by Richard and Maurice McDonald, in San Bernardino, California, United States. They rechristened their business as a hamburger stand, and later turned the company into a franchise, with the Golden Arches logo being introduced in 1953 at a location in Phoenix, Arizona. In

1955, Ray Kroc, a businessman, joined the company as a franchise agent and proceeded to purchase the chain from the McDonald brothers. McDonald's had its previous headquarters in Oak Brook, Illinois, but moved its global headquarters to Chicago in June 2018. The development of the web, the rapid spread of cable and satellite TV around the world and the global linking of telecommunication networks have led to a convergence of lifestyles. The convergence of needs and wants has created global markets for standardized marketing mix on one side and has also led to adapted marketing mix on the other side, where the company has to adjust its marketing program according to the target market. For many companies global branding has been both a blessing and a curse. If not designed and implemented properly, it may ignore important differences in consumer behaviour in the individual countries. Companies with vision and good judgement achieve excellency in international marketing. Consumer behaviour dramatically differs across markets. To be successful in foreign market, a firm must understand what makes those markets different from its domestic markets. But understanding differences is only the first step. The firm must then tailor its marketing strategy to fit the special characteristics of these new markets. In general companies that are successful at international markets are patient, flexible and willing to compromise to meet the needs of their foreign partners and customers. Great brands understand the fine balance between making the familiar new, and the new familiar. The key to "being" global is not strictly about offering a product a service which the locals already have, rather leveraging the familiar in order to create something innovative like aloo tikki burger or tandoori pizza!

Litrature Review

Globalization refers to the growing interdependent relationships among people from different cultures and nations as physical and psychological walls collapse, barriers to the movement of trade, capital and people are blurred and modern technology is integrated (Daniels et. al. 2009; Hill 2009). This indicates the two main factors that drive globalization are the decline in barriers to the free flow of goods, services and capital, and the change in technology (Daniels et. al. 2009). Internationalization involves customizing business strategies depending on cultural, regional and national differences (Vignale 2001). Since the 20th century, more corporations have become global to create value for their organizations and to achieve competitive advantage. This was followed by the development of multinational enterprises or corporations (Daniels et. al. 2009).

According to Vignale (2001), globalization involves marketing standardized products the same way everywhere, thus viewing the world as a single entity (Vignale 2001). However, the

reality is that nations, cultures and people vary around the world. Corporations need more than just globalization to succeed in the international market. According to Taylor (see Vignale 2001), companies should “think global, act local” (Vignale 2001, p.98) by combining internationalization and globalization elements to create a competitive advantage.

History of McDonalds

McDonald is the world-famous fast-food restaurant. The idea of McDonald's was introduced by two brothers Mac (Maurice) and Dick (Richard) McDonald in California. Their father Patrick McDonald in 1937 was having a hot dog cottage called as Airdrome restaurant near the airport. In 1940 the restaurant was renamed as McDonald's Famous Barbeque. In 1940 both brothers came to a conclusion that most of their profit comes from selling hamburger so they made their menu very simple by selling only Hamburger, cheeseburger, soft drinks French fries and apple pie. In 1954 a turning point came in McDonald's brother history. Ray Kroc a seller of Multimixer milkshake visited McDonald and he liked the idea of McDonald. McDonalds corporation was built in those times and as a result Kroc started expanding their business by opening franchises for mcdonalds. 1960 McDonald's advertising campaign “look for the golden arches” gave McDonald's sale a big boost. 1965 McDonald corporation went public. In 1968 McDonald open its 1000th restaurant. 1974 McDonalds started their business in UK and Newzealand. In 1980 McDonalds was facing very big competition from its rival Burger King and Wendy but McDonald with its innovation was experiencing boost in its sales. In early and mid-nineties McDonalds was having decline in their sales and as a result they start improving their business. Taste was improved and some new menu items were introduced. McDonald introduced first Kosher McDonald in Jerusalem and Halal McDonalds in India (1995 and 1996 respectively). McDonald start creating healthy image and invested heavily on refurbishment in 2000's. Today McDonalds has more than 33000 outlets and is operating in 125 countries. It is the world leading brand in fast food.

McDonald started their business in India in 1996. They start their business in India's capital New Delhi. They choose a busy residential area Vasant Vihar. McDonald India is 50-50 partnership between McDonald USA corporation and Two Indians (Amit Jatia Hardcastle Restaurant Ltd Mumbai and Vikram Bakshi Cannought plaza restaurant Delhi). McDonald as of now has 210 stores in India. Majority of Indians are Hindu and cows are sacred to them. For McDonalds to sell beef was almost impossible. The second majority population is Muslim and they eat Halal food. It was a big challenge for McDonald's as there were many protests against McDonalds. So, McDonald changed their menu according to local community for example they

introduce Maharaja Mac instead of Bic Mac. Their menu is full of some spicy products as we know that Indians use spice in their dishes in abundance. About 75 % of the menu of McDonald's has been Indianized and specially designed to woo Indians. McDonald's passed through some tough times but eventually managed to survive in that different culture and different religious belief. McDonald by now has a big presence in India and are trying to extend this ahead. Over all McDonalds serve more than 47 million customers every day.

Research Methodology

This research was mostly based on secondary data.

This research shows us how McDonalds manage to succeed and made good relations with the customer by satisfying their needs. The journey was not easy but it manages to give what the people want and as we all know India is full of some spicy products and use spice in their dishes in abundance. McDonald's passed through some tough times but eventually managed to survive in that different culture and different religious belief.

Findings

What do you like in the menu of McDonalds?

Mc Spicy Panner

Mc Aloo

Mc Spicy chicken

Happy Meal

Veg Pizza McPuff

Chicken Wrap

How occasionally do you visit McDonalds?

On Birthday Parties

Whenever I want to eat fast food

To hangout with friends

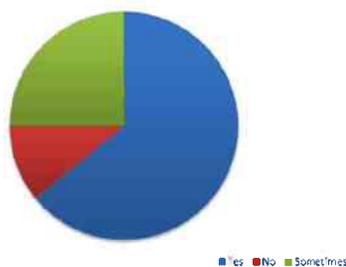
Whenever I am hungry

Sometimes with family

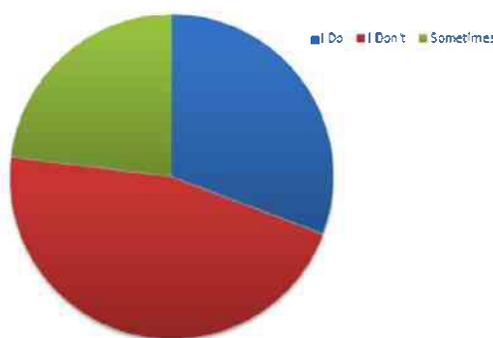
Giving treats to friends

Are you satisfying with the price range of McDonalds?

Price satisfaction



Do you prefer McDonalds over other fast-food competitors (like Burger King, KFC, Subway etc.)?



Above findings proves that, whatever changes have been made according to Indian taste, people are liking it. They are satisfying the needs and going on the right direction as they are already the biggest fast-food industry in India.

Conclusion

McDonalds has undergone several changes since its inception in San Bernardino, California. The fast food chain has conquered the US and it now focusing on the rest of the world. McDonalds, along with this trend, continues to strive toward customer satisfaction while still enhancing its international market position. The company is doing very well and keeps trying in Africa, China, and the Middle East, which will be continued source of revenue for many coming years. If McDonalds can overcome all of its challenges, makes use of advantages and has right strategies, it will win the market again and hold fast to first position in fast food industry.

Suggestion

Early 2000, McDonald's faced a lot of problems and the local population were dissatisfied with the corporation's presence in the country. The problems stemmed from the corporation's lack of understanding about cultural and religious beliefs in India. This shows a sign of lack of faith and lack of trust, particularly after rumours of beef fat in cooking oil used by

the French McDonald's (Harding 2001) set of angry protests in India. Delhi's managing director for McDonald's insists the outlets in India do not use beef extracts, but since the McDonald's empire was built on beef products, some Indians find it hard to believe that the local outlets do not use beef extracts (Harding 2001).

It is a delicate situation and a hard problem to solve when religion and cultural beliefs are involved. The best thing McDonald's can do to keep business flowing in India is by building up consumer trust in the Indian market. By establishing a strategic alliance between domestic competitors, like Nirula's, customers might be influenced into eating at McDonald's (Hill 2009). This collaboration would encourage McDonald's to develop more Indian-friendly products, like curries, that fit the tastes of the local demand, and it might present the American corporation in a more favourable light.

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12. Start-up India

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Abstract

Innovations are indispensable for the development of a nation and so the importance of start-ups cannot be denied. To encourage innovation and to promote entrepreneurship, the Start-up India programme was launched by the honourable Prime Minister of India, Shri Narendra Modi. This paper briefly discusses the various action plans and schemes which the government has initiated through the scheme of Start-up India. The paper throws light on some of the important statistics related to start-ups in India and makes a study of how successful the Start-up programme has been so far in encouraging entrepreneurship and its contribution towards the development of the country. Examples of a few successful start-ups have been given. The reasons why Start-ups fail in India or why there is a lack of innovation among the people along with the ways the Start-up India programme can cope with it, have also been discussed.

Keywords:- Business Incubators, Ecosystem, Entrepreneurship, Start-ups, University.

Introduction

In India as in many other parts of the world, have received increased attention in recent years. Their numbers are on the rise and they are now being widely recognized as important engines for growth and jobs generation. Through innovation and scalable technology, startups can generate impactful solutions, and thereby act as vehicles for socio-economic development and transformation.

The Indian startup ecosystem has evolved dynamically over the last two decades. Some startups were founded in the 2000s, but the ecosystem was still immature as only a few investors were active and the number of support organization's such as incubators and accelerators was limited.

The aim of this study is to provide a comprehensive understanding of both the growth drivers as well as the challenges faced by Indian startups. Further, the study investigates how the startup ecosystem has developed over the years and describes where and which kind of support is

available. While the primary focus is on technology-driven startups, the study recognises that non-tech, social and micro-entrepreneurs have also come up with innovative ideas and solutions.

Objectives

The objectives of a startup are to be one's own boss and to create employment to others which warrants lot of endurance and sacrifice. Large population with high percentage of middle income group, educated youth with technical background, IT domination, high internet and mobile penetration are some of the drivers that have thrown up opportunities for spreading startup revolution in India. The 'Make-in-India' initiatives and other government schemes have also given a boost to startups with many individuals entering the fray. Starting a venture is a well planned and disciplined exercise with due consideration of both internal and external factors that may impact the sustainability of the venture.

Main content

Along with government initiatives, there is a definite movement in startup arena in India due to penetration of IT and internet. Many startups are coming up in service sector including education, legal, retail, insurance and health. With customers becoming aware of the benefits and convenience, the popularity and viability of startups is no more a difficult proposition for an entrepreneur. A number of venture capitalists and angel investors are aggressive and gung-ho on Indian startups as they see lot of potential with few expected to become unicorns (high valued companies) bringing in good returns. On the contrary, there are examples of few startups that failed and eventually closed their businesses due to various issues and challenges.

India being a large country with over 130Cr population, boasts of high demographic dividends due to large number of young people. According to the latest UN report India with 356 million 10-24 year-olds have the largest concentration of youth population who are going to be the driving force behind innovation and creation with commensurate demand and consumption of goods and services (Mittal, 2014). India has a unique set of problems due to multicultural and multilingual regions that need innovations to find solutions to health, education, infrastructure, sanitation and for population at the 'bottom-of-the-pyramid' space. Each problem provides a unique opportunity for startups to create a business around it. India's tele-density reached 76.55 percent with a subscriber base of 95.76Cr bringing in convenience and reach to consumer segments including Tier-2 and 3 towns (TRAI,2017).This increased

mobile penetration has given a fillip to Indian economy with E-commerce garnering increased share. Further, Goji's digital push is going to improve connectivity and data to higher levels bringing in more software applications to find solutions for day-to-day issues. The reduction in data charges will also help start-ups to tap into new markets and even disrupt traditional businesses.

Suggestions

Government Initiatives

There are numerous government and semi-governmental initiatives to assist startups.

- **Start-Up India** This initiative provides three-year tax and compliance breaks intended for cutting government regulations and red tapes.
- **MUDRA Yojna** Through this scheme, startups get loans from the banks to set up, grow and stabilize their businesses.
- **SETU (Self-Employment and Talent Utilization) Fund** Government has allotted Rs 1,000 Cr in order to create opportunities for self-employment and new jobs mainly in technology-driven domains.
- **E-Biz Portal** Government launched e-biz portal that integrates 14 regulatory permissions and licenses at one source to enable faster clearances and improve the ease of doing business in India.
- **Royalty Tax** Indian government has reduced the royalty tax paid by businesses and startup firms from 25 per cent to 10 per cent.

Conclusion

The current economic scenario in India is on expansion mode. The Indian government is increasingly showing greater enthusiasm to increase the GDP rate of growth from grass root levels with introduction of liberal policies and initiatives for entrepreneurs like 'Make in India', 'Startup India', MUDRA etc. 'Make in India' is great opportunity for the Indian start-ups. With government going full hog on developing entrepreneurs, it could arrest brain drain and provide an environment to improve availability of local talent for hiring by startup firms. Small contributions from a number of entrepreneurs would have cascading effect on the economy and employment generation which would complement medium and large industries efforts catapulting India into a fast growing economy.

The startup arena has lot of challenges ranging from finance to human resources and from launch to sustaining the growth with tenacity. Being a country with large population, the plethora of opportunities available are many for startups offering products and services ranging from food, retail, and hygiene to solar and IT applications for day to day problems which could be delivered at affordable prices. It is not out of place to mention that some of these startups would become unicorns and may become world renowned businesses by expanding into other developing and underdeveloped countries.

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13. A Research Study on Entrepreneurial Management in Healthcare Industry

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Abstract

Entrepreneurial management is defined as the practice of taking entrepreneurial knowledge and utilizing it for increasing the effectiveness of new business venturing as well as small- and medium-sized businesses. Entrepreneurs are directly concerned with the complexity of managing business strategy and managing money. In the majority cases, the person creating the selections has personal risk at stake. The purpose of this paper is to elucidate entrepreneurial aspects of healthcare system and highlight its significance in overall development of the industry and its significance to the general public. It also includes the chief contribution for implementing ethics in the right direction.

Key words: entrepreneurship, healthcare,

Introduction

The aim of this study is to enrich peoples knowledge on what is an entrepreneur and how he reacts in different "environments". The paper's main objectives are to help others understand the qualities and principles that govern the thinking of an entrepreneur. Entrepreneurship within the health care sector has received multiplied attention, in terms of technology and medicine. Entrepreneurial activities and innovations have emerged from and shall continue to be driven by many actors in the healthcare sector. The purpose is to see the behavior of entrepreneurs in a society where they are seen as underdogs in the healthcare field. One such case is the story of the company 'ciplā'. This paper includes how ciplā, an underdog, became India's Robin Hood of drugs and a few other inspirational tales.

Objectives

- Study the

Research methodology

In this research paper, the methodology element allows the reader to essentially evaluate a study's general rationality and reliability. I undertook investigation of data which can be widely divided into primary and secondary data, as follows:

Primary data	Secondary data
surveys	company websites
Results of experiments	A second- hand account of an event
More time consuming	Less time consuming

This research is also based on a survey method where questions were asked to a group of people.

The questions asked were as follows

1. Do you believe it to be rightful when pharmaceutical/healthcare companies charge a premium for their products?
2. What can make you more successful in healthcare industry, good intent or good business strategy?

Answers (consensus of the personal responses):

1. The survey concludes that people agree on the premium prices that pharmaceutical/healthcare companies charge for their products but believe that after covering their investments they must reduce the prices of the products.
2. Good business strategies are obviously important but the survey concludes that good intent is above everything.

Narayana health-DR. Devi Prasad Shetty

Dr. Devi Prasad Shetty is determined to help the poor, all his efforts in the field of medicine are aimed at reducing healthcare costs for the benefit of poor patients, it permits them to finish heart surgeries at a lower price than within the us. In 2009 The Wall Street Journal newspaper delineate him as "the Ford of heart surgery". Six further hospitals were afterward planned on the Narayana Hrudayalaya model at many cities in Asian country, with plans to expand to over thirty thousand beds with hospitals in Asia and Africa. Dr. Devi Prasad Shetty, with his innovative mind, has managed to cut operating costs by using cross ventilation instead of air conditioning in hospitals, among other cost-cutting measures such as buying cheaper scrubs. That has cut the worth of coronary artery bypass graft surgery to ninety five thousand rupees, half what it had been twenty years past. In 2013 he aimed to induce the worth right down

to sixty thousand rupees in under a decade. Identical procedure prices over eighty lakh rupees in America. He has additionally eliminated several pre-ops testing and innovated in patient care like "drafting and coaching patients' relations to administer after-surgical care". Surgeons in his hospitals perform thirty to thirty five surgeries every day compared to 1 or 2 in an exceedingly North American country hospital. His hospitals additionally offer substantial free care particularly for poor youngsters. Yeshasvini is a low-cost health insurance scheme, designed by Dr. Prasad and the government of Karnataka for the poor farmers of the states which covers over 40 lakh beneficiaries for only 10 rupees.

Sahajanand Medical Technologies (SMT)-Dhirajlal Kotadia

Before Devi Shetty launched Narayana Health, there was an organization that was excelling in producing life-saving health care devices. Sahajanand Medical Technologies (SMT), based by Dhirajlal Kotadia in 1997, was India's initial manufacturer of cheap vessel medical stents that matched world standards. In the early nineties, Dhirajlal detected that heart diseases were rife in Republic of India which treatment was restricted to a little portion of the population thanks to high prices. Dhirajlal realized if he might manufacture stents regionally and create them cheap, cheaper stents would greatly cut back the price of surgery, Dhirajlal worked along with his team of engineers and scientists to develop and manufacture the stent. SMT achieved a product-market work early. Over the years, SMT has become India's largest manufacturer of stents. It additionally exports to over sixty countries. Here we can observe how Dhirajlal Kotadia found a problem relating to the high prices of heart surgeries because of the accompanying component used and decided to develop it locally at a lower price.

Phadke Labs-Suresh Vazirani

Dr. Phadke Labs was originally started by Achyut Phadke in 1963. It began in Mumbai as the first andrology centre - a medical branch dealing with male fertility. However, with the proliferation of illegal pathology labs, there was a need to set up doctor-led diagnostic centres in the city for proper testing and healthcare services. Thus, his son, Avinash, and his wife, Vandana Phadke, started several pathology tests and services, leading to the establishment of Dr. Avinash Phadke Pathology Labs in 1980. They offer up to 3,000 different tests to patients, performing more than 30,000 tests a day, with a team of 700 employees, including over 30 MD pathologists.

Transasia BioMedicals-Suresh Vazirani

When Navnirman Andolan's Bihar leader Jayaprakash Narayan suffered kidney failure, and was admitted to a hospital, the imported dialysis machine had broken down and the service engineer was unavailable. Young Suresh Vazirani was a graduate in electrical engineering and on the scene, he worked on the machine and made it functional and saved Jayaprakash Narayan. This incident created him consider the lives lost daily thanks to a scarcity of technical service for medical devices. He felt the creation of an inexpensive and easily-accessible medical technology supplier was the necessity of the hour. This galvanized him to begin Transasia BioMedicals in Mumbai in 1979. Suresh says he started In Vitro medical specialty (IVD) company Transasia with just 250 rupees from his own pocket and one lakh that he borrowed from a friend. Over the years, Transasia has full-grown into a 1000cr large integer company that gives product and solutions in organic chemistry, hematology, activity, ESR, immunology, urinalysis, essential care, polygenic disease management, biology, and molecular medical specialty. Here we see how an incident set a young **Suresh Vazirani** on a very unexpected path of becoming a healthcare entrepreneur.

Cipla-India's Robin Hood of Drugs

Providing a turning purpose within the history of AIDS medical care, in february 2001, the 80-year-old pharma company Cipla (Chemical, Industrial and Pharmaceutical Laboratories) developed a revolutionary anti-HIV drug 'cocktail' created from 3 medicine – Viramune, Didanosine and nucleoside reverse transcriptase inhibitor. CIPLA shocked the world by offering it to poor African countries and aid groups for \$350 a year, prompting many major prescribed drug manufacturers to lower costs. At but a dollar on a daily basis, that was 1/30th of the quality value. This move by CIPLA angry massive pharmaceutical company to assert their belongings right, however this claim resulted in a very war between Cipla and massive pharmaceutical company, that reframed the pharmaceutical trade and introduced new factors such as; good competition, social responsibility, truthful R&D and advertising and selling margins. these days one in 3 individuals living with HIV within the world square measure taking a Cipla drug for treatment.

Providing a turning purpose within the history of AIDS medical aid, on sixth Feb 2001, the 80-year-old pharma Cipla (Chemical, Industrial and Pharmaceutical Laboratories) developed a revolutionary anti-HIV drug 'cocktail' created from 3 medication – non-nucleoside reverse

transcriptase inhibitor, Didanosine and AZT. Then it appalled the planet by providing it to poor African countries and aid teams for \$350 a year, prompting many major prescription drugs to lower costs. At but a dollar daily, that was one thirtieth of the quality value. This move by CIPLA aggravated huge drug company to assert their belongings right, however this claim resulted in a very war between Cipla and large drug company, that reframed the pharmaceutical business and introduced new factors such as; good competition, social responsibility, honest R&D and advertising and promoting margins. Now-a-days one in 3 folks living with HIV in the world are taking a Cipla drug for treatment.

Conclusion

From the above stories we can conclude that in such a noble service industry as healthcare, where saving lives and helping people out of pain, profits can be earned by having good intentions, wanting to serve comes first. With Dr. Hamid's leadership Cipla's transformed its strategy from opportunity orientation (nationally and globally) that keeps the company's competitiveness to a development orientation that enlarges the company's role in providing the poor people with their vital treatments in order to develop their wellbeing. This new orientation enabled Cipla to grasp enormous profit (more than the competitive orientation) and worldwide reputation. We can see how DR. Devi Prasad Shetty's innovative ideas help in providing cheap surgery, and lifts burdens of major illnesses burning the pockets of farmers by providing them with health insurance at exceptional rate.

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14. Problems Faced by Women Entrepreneur

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Abstract

Indian ladies are going through some trouble to obtain identical rights and function due to the fact traditions are deep ingrained in Indian society where the sociological installation has been a male dominated one. Women entrepreneurship is gaining importance in India inside the wake of monetary liberalization and globalization. The policy and institutional framework for growing entrepreneurial talents, offering vocation education and schooling has widened the horizon for monetary empowerment of women. However, women constitute best one third of the monetary establishments. The transformation of social cloth of the Indian society, in phrases of extended academic fame of women and varied aspirations for better residing, necessitated a trade in the existence fashion of Indian ladies. This study explains that the concept of women marketers and appears into the diverse problems. A conceptual framework is presented and the information provide by means of us.

Key Words:- Women entrepreneurs, Problems, Challenges, Government.

Introduction

Women entrepreneur approach "A women or organization of women entrepreneur who take an initiate to start a business or an enterprise". Women are purpose oriented, unbiased, bendy, tolerant, creative, realistic, energetic and enthusiastic due to which the control fashion differs from their male complement. Government of India has defined ladies entrepreneurs primarily based on women participation in equity and employment of a enterprise organisation. Accordingly, a female run a agency is defined as "an organization owned and controlled via a women having a minimal monetary hobby of 51% of the capital and giving at the least 51%of the employment generated inside the business enterprise to ladies". Women entrepreneur represent 10 % of the range of the quantity of entrepreneur inside the u . S .. In the conventional society, they were constrained to the four walls, playing family roles, however inside the contemporary society, they may be popping out to

participate in all forms of sports. Normally, ladies entrepreneurship is determined inside the extension of their kitchen activities, specially in preparing commercially the specifically, Pickles, Papads and Powder. Few of them venture into services industry relating to hospitality, catering, educational offerings, consultation or public relations, splendor clinics, etc. Women input entrepreneurship due to monetary elements which pushed them to be on their own and urge them to do some thing independently. Women opt to work from their personal paintings residence, difficulty in getting suitable jobs and choice for social reputation motivate them closer to self-employment. We see a lot of women experts in engineering, remedy, regulation and so forth. They are also putting in hospitals, education facilities, and so forth. "An company owned and managed with the aid of a ladies having a minimum economic hobby of fifty one in keeping with cent of the capital and giving as a minimum 51 consistent with cent of the employment generated by the organization to ladies."

Objectives

1. To find the problems encountered by women in starting business enterprises.
2. To study development of women entrepreneurs.
3. To suggest how to overcome the problems.

Research Methodology

The study focuses on general study of Secondary data collected from various books, National & international Journals, publications from various websites which focused on various aspects of Women Entrepreneurship.

Challenges and Problems of Women Entrepreneur in India.

Even though woman entrepreneurship and the formation of woman-owned business networks is step by step growing, there are some of challenges and barriers that lady marketers face. One fundamental task that many woman marketers face is the impact that the conventional gender-roles society may still have on ladies. Female entrepreneurs are dealing with numerous obstacles related to their organizations.

1. Problem of Finance

To raise finance is a huge venture for women. Women's do not have any property and any securities in their personal names and they use. Probably the women's are relying person to men either physically and financially and morally. They need to depend upon their own financial savings and negligible loans from friends and spouse and children.

2. Male Domination

Women's are dominated by means of men in her family in addition to enterprise. Still now women's are get permission from guys before doing any form of sports; this isn't taken into consideration there may be no same right of women.

3. Technology governance

It is an important position to growth and improvement within the evolving procedures and politics of presidency (centre and kingdom), private institutions, media, non-governmental institutions and society in India. In India women training is still no longer given to ladies that will able utilize generation nicely.

4. Lack of Infrastructure development

India calls for more and more infrastructure facilities like raw materials, finance and many others... ladies may not having enough infrastructure centers to begin and expand an business enterprise. The New Development Bank, Asian Infrastructure Investment Bank and Asian Development Bank provide extra sources in the direction of infrastructure and sustainable improvement in the united states of America.

5. Lack of Education

Women have decrease price of literacy. At present the significance of women training is most wanted.

6. Low hazard bearing potential

Women's are evidently to keep away from the threat from their childhood, their mother and father are take choices for her and after marriage her husband take over decisions what she has to be performed. So maximum of the times they are able to't able take any kind threat in her life as well as her business.

7. Social Recognition

Society does now not supply a whole lot importance to women marketers, due to the fact the society taken into consideration as ladies's are make simplest residence work like cooking, washing, and to take care on her family and circle of relatives individuals.

8. Religion

Some of the religion does now not deliver preference to women due to the fact the religious norms.

9. Marketing

Women are can't fully advertising their goods and service evaluating to guys. A girl does no longer journey every day or frequently like guys, so she does not cover the whole marketplace.

Conclusion

It sincerely show that these days we are residing 21st century, the participation of women in all fields more and more specially within the field of entrepreneurship is growing at a widespread fee. Indian charter is developing the identical opportunity in all locations, identical rights of participation in political and same rights in schooling and employment. Women are in 48% of Indian populace, but a totally few women are executed in our country, so the authorities need to offer entrepreneurial attention, orientation and skill improvement programmes for women. In this look at it has been genuinely shows that women are superb marketers and prefer to pick out the family, that allows you to keep the family and business in a balanced way. Even though we've proper successful women entrepreneurs in our country, however others can't capable of gain because male domination and our conventional tradition. These demanding situations are faced by means of women marketers from family and society.

Suggestion

In our country women entrepreneur are very much interesting for doing any kind of business, but the researcher has given few suggestions on the basis of problem of women Entrepreneurs. This suggestion will help to who want become an entrepreneur and future research purpose.

1. The family and society kindly allow women to start a business.
2. Male can supported to the females and to help them for doing business activities.
3. The government and banking financial institutions provide the loan to the women for to start an enterprise.
4. The government needs to give an awareness programme for women's.
5. The non-government organizations can help to women entrepreneurs on the basis of new technology and strategy of new business.
6. Women's education is most needed, so kindly provide the higher education for women in our country.

7. To avoid the child marriage, because it affects physically women entrepreneurial skill and development.
8. The government can undertake the women entrepreneur goods and service.
9. Women entrepreneurs are organize one welfare organizations for them

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15. A Study on - 'Factors Affecting Students' Attitude towards Entrepreneurship in India'

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Abstract

There are various studies conducted on the topic of people's attitude towards entrepreneurship and some do believe that they are based on the knowledge which they had about entrepreneurship in the past. This study helps to find about the various factors affecting the attitude of students towards entrepreneurship in India by focusing on its awareness among the students, its subject matter or scope, and its impact on the individual and the society. The information/data of this research was collected mainly through survey methods done through questionnaires which were distributed to students in India studying in various colleges and universities and its responses were thoroughly analyzed. The study showed that the students have awareness of entrepreneurship among them and there are various demographic factors affecting their attitude towards it. Here,, in this we have tried to study the various factors affecting students' attitude towards entrepreneurship like awareness, gender, entrepreneurship education, personal family & peer influence, financial insecurity, risk taking capacity and also the level of countries development too. They also perceive that there is a positive effect of entrepreneurship to an individual and to society. The limitation of this was that it was mainly focused on students in India where their responses and recommendations can be generalized widely. The students have also provided many suggestions regarding this study.

Keywords : Entrepreneurship, Entrepreneur, Factors Affecting Students Attitude.

Introduction

There are many graduates in the market with no jobs available with them. This shows that there is a shortage of entrepreneurs in the market of India. Stable and constant economic growth & development is also possible only with increasing entrepreneurship development in the country. It acts as a fundamental characteristic for the overall growth of the economy. It has a

great impact or role in , especially developing countries like India. Nowadays, we have seen many cases of educational unemployment which act as a gap in the growth of the economy and entrepreneurship will act as an agent to fill up that gap. Because an entrepreneur is a person who will make new ideas & provide something new to the economy.

New and new entrepreneurs will decide the development that has to be made in the future. It basically means coming up with new innovative ideas and turning that idea into profitable business. Even though it sounds simple it is not. As Gottlieb once said, an entrepreneur is someone who can take any idea , whether it be a product or service, and have a skill set, will and courage to take extreme risk to do whatever it takes to turn that concept into reality and not only bring it market, bu to make it into a product that people will make it into a necessity. Entrepreneurship has become a buzzword in recent days. Many economists, academics & even university students talk about it. seminars , conferences and workshops are being organized every year not only in India but also around the world. Why not start with an early stage by providing students education on entrepreneurship . so that they can bring about the changes in the near future with their great ideas and convert that idea into a business bringing in the turnover and profits & boosting the economy. There are many colleges and universities which provide students with knowledge on entrepreneurship but many are lacking in providing practical knowledge apart from theoretical knowledge. Today, people have argued that the concept of entrepreneurship should be introduced at an early school stage , not only at secondary but also at primary school level of education.

Various factors affecting attitude of students towards entrepreneurship are as follows :-

Some believe that there are certain demographic factors affecting the attitude of students towards entrepreneurship i.e gender, their major of education they are in. some social and cultural factors, some believe it is due to lack of educational and training programmes, but doing so might act as a long term investment for the development of future growth in the economy. Some believe financial regulations to be a major threat as they act as a limitation. Lack of supportive measures, and also the image of entrepreneurs. Some of the factors that affect the attitude of students in a positive way are - life style, life goal, competitiveness, independence, creativity, imagination, curiosity and initiative ideas.

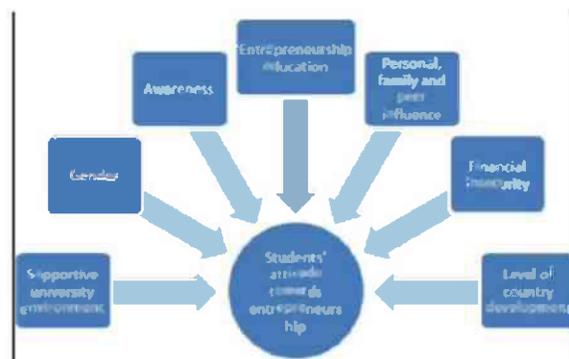


Image Source : <https://www.abacademies.org/articles/students39-attitude-towards-entrepreneurship-at-princess-sumaya-university-for-technology-7685.html>.

Objectives of the Study

- To study about the various factors affecting students' attitude towards entrepreneurship.
- To create awareness among students regarding entrepreneurship.

Review of Literature

Entrepreneurship is a wide spread term which has been studied by many researchers from different aspects and points of view, and its literature can be found in every discipline related to humans and their behavior (Campbell and Mitchell, 2012). The concept was found in old literature and defined in various ways (Bernstein, 2011), from simple meaning to the creation of new ventures (Kirzner, 1997), to leaving the definition of entrepreneurship entirely to the entrepreneurs and their actions (Miller and Collier, 2010).

The importance of entrepreneurship increases the responsibility of universities in providing students with adequate entrepreneurial skills and mindset, which is needed to supply the countries with valuable entrepreneurs who would establish entrepreneurial companies and start-ups, which gradually affect the economic stability of the country since entrepreneurship proved to be essential for the development and renewal of the economy through the creation of new innovative markets and the modernization of society (Najim et al., 2013). This concept of entrepreneurship also contributes to the growth of the national economy and increases the economic efficiency through job creation which leads to sustaining employment levels (Al-Mohammad, 2010).

The role of universities in crystallizing the concept of entrepreneurship was coined in many researches; one of which has found that studying an entrepreneurship major increases the students' willingness of starting a new business in addition to increasing the entrepreneurial

intentions of the students (Kolvereid and Moen, 1997). Another research concluded that the entrepreneurial orientation can be affected greatly by the education process since universities can encourage students' creativity, increase tolerance for ambiguity, and enhance risk assessment techniques to enable students to recognize and take advantage of opportunities (Frank et al., 2005). Entrepreneurial education also has a positive impact on student's immediate entrepreneurial intentions (Jones et al., 2008). On the other hand, Chrisman et al. (2012) found out that entrepreneurship courses do not have a significant impact on the venture and performance but have an impact on venture creation; this can mean that entrepreneurship courses can work as a motivating factor for students to start their businesses but cannot help them throughout the later stages of the entrepreneurial process. Although entrepreneurial education in universities is criticized for being theoretical, educationalists can offer entrepreneurial insight for students to influence their choice of entrepreneurship as a career (Henderson and Robertson, 2000).

However, universities were criticized for not being really active in this field, although some universities have technology parks most of them treat these parks as mere real estate projects ignoring their potential benefits in creating a risk taking environment between students and focusing too much on cost and review management. This was mainly attributed to the lack of understanding of the importance of these parks and thinking that they are just a way to generate a supplementary income, while looking at the training that students get as a bonus (Kharabsheh et al., 2011). A Spanish study has shown that the low attention given by universities to entrepreneurship could lead to harmful consequences affecting the future of entrepreneurship; these can include the low awareness among students towards the potential economic, personal, and social outcomes of starting their own businesses, in addition to not feeling completely qualified to become entrepreneurs; which leads to supplying the market with graduates lacking the required skills for building a productive society (Luis et al., 2011).

Research Methodology

This research is quantitative and descriptive, where the whole research is based on both the data i.e. Primary and Secondary data. For primary data, survey method is used by preparing questionnaire & data collected through respondents. Secondary data is collected through desk research by summarizing the information through various books, websites etc and the data from the already existing survey is also used in this research to increase the overall efficiency of the

research. The survey questions prepared and asked were about their gender, age group, and such other demographic factors like financial status, major of education, level of education, work status or parents own business. Apart from these questions where - 1) Do you know what entrepreneurship is ? 2) At what class have you heard about entrepreneurship ? 3) According to you, what following skill sets would a person require to become an entrepreneur? 4) Do you believe that there are actually any changes in the life of an individual as well as the society due to entrepreneurship ? 5) Which of the following would you consider an opportunity/ possibilities that has a positive attitude towards entrepreneurship ? 6) Which of the following would act as a limitation which acts as a negative impact towards entrepreneurship? 8) Which of the following points should be considered to increase the spread of entrepreneurship at an early stage ? 7) If life gives an opportunity, would you like to become an entrepreneur in the near future? Limitation of the study is that it is mainly time restraint, limited sample size which does not represent the whole population i.e. their data generalization would not be accurate.

Findings

After thorough analysis, we have interpreted the following findings i.e. The respondents were from both genders as 48.2% of the respondents were males while 51.8% of them were females. 87.8% of the respondents' ages ranged between 18-22, while the rest of the respondents were aged between 23 -30; as this was mainly focused on the educational level as 92.9% of the respondents were bachelor students and 7.1% of them were master students. Many students have already known about the term 'entrepreneurship' in secondary schools sections. The respondents do believe that competitiveness, innovativeness, creativity, imaginative ideas are the skill sets needed in the person who be a great entrepreneur & also curiosity, risk bearers, knowledge about the market, ethical person too like Ratan Tata etc; Respondents agree that along with all the above skill sets, their lifestyle, life goal, self-believe act as a positive factors leading the person towards entrepreneurship which in turn leading to the growth of the economy. The lack of family & peer influence / support, financial insecurity, lack of entrepreneurship education, afraid to take risks and also sometimes the bad image of the entrepreneurs the minds of the people act as a factors creating negative attitude towards entrepreneurship.

Conclusions / Suggestions

After this research, it is safe to say that there are people (students) who already know about the concept of entrepreneurship. In their universities and colleges, they have been provided

with much theoretical and practical knowledge about entrepreneurship. Since they have already read about this terminology in the secondary section itself, why not try to enhance more by providing many entrepreneurial workshops and many more. Limitations are -Lack of family & peer support act as a hindrance towards entrepreneurship because they believe that it rarely offers the potential to earn profit but instead suffer from huge losses ie. discouragement but as we already know entrepreneurship is all about risk taking. Affords an individual the opportunity to aim for financial independence, financial instability related to entrepreneurship, Possibility to fail with entrepreneurship, Financing an enterprise is too expensive, no practical skills for running a business, Current job security may be lost, Entrepreneurs have too heavy taxation. Plus points / Positive includes - May improve one's quality of life. Raises one's standard of living. frequently experiences a restlessness that keeps them from learning and trying new things. Has a positive image within society and the community. Can affect the country's economy positively, Frequently makes a difference in the world.

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16. Importance of a Business Plan for an Entrepreneur

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Abstract

The aim of this study is to determine how a business plan is effective in helping an entrepreneur to achieve success in a competitive business environment. A business plan assists an entrepreneur in every business activity related to the business in every business activity related to the business.

A business plan is a written document which describes the organization structure, aims, Vision, Objectives, competition target market and future plans of an organization. An entrepreneur needs to plan the resources and their utilization in order to establish himself in a particular industry. A business plan is essential for the initial growth of an organization. This study also illustrates the steps in preparing a business plan and their significance, for a new venture. An Entrepreneur has to evaluate the business environment for the product or service and the current market trends related to it before commencement of the business. In absence of a business plan, an entrepreneur will not be able to organize resources effectively and achieve the objective of the business.

Keywords:- Management, Business plan, entrepreneur, market analysis, financial plan, objective.

Introduction

A business plan is a formal written document containing the goals and objectives of a business, the methods for attaining those goals, and the time-frame for the achievement of the goals. It includes various aspects of management ranging from planning, organizing, directing, coordination and controlling. It is the first stage in the planning of procurement and utilization of resources.

Literature Review

Every business starts with an innovative idea. A sound business plan is what helps turn that idea into a reality . A business plan is defined as a formal, written document which describes the nature of the business, operations and strategies for the firm. (Dollinger, 2003).

According to Burns (1990) the business plan underlies the opportunities of the venture and helps to recognize the strengths and weaknesses while adding structure to the proposal of the entrepreneur. Business plans are considered a highly valued tool to be used in obtaining finance, forming alliances, setting the direction of a company or as a tool to measure the performance of the firm (Burns & Dewhurst, 1990). Page | 15 Since planning provides a clear goal and a strategy to obtain it, the success of the business plan as a document, must stress the company's capabilities, objectives underline the path of action for accomplishing the goals (Burns & Dewhurst, 1990).

A good business plan must recognize strengths and weakness of the venture. Developing a business plan sets one of the most important transitions for the firm. It defines the stage when an idea becomes into a tool for generating value and growth. It is argued by Burns & Dewhurst (1990) that the process of planning the venture needs an extensive understanding of the business and its environment. It also prepares the owner to foresee challenges and serves to steer the business into the desired direction.

Burns & Dewhurst (1990) establishes that every business opportunity contains different characteristics and can be viewed from several different perspectives. Adapting the business plan to the target specific stakeholders and according to the outcome pursued makes it an excellent tool that gives a better understanding of the business. From the investor's point of view, a business opportunity must be assessed regularly.

Meaning of a Business Plan

The business plan is a practical tool for entrepreneurs to use in designing their venture. This document helps entrepreneurs to plan a business idea before taking action (Corbett & Katz, 2016). There are various types of business plans:

Elements of a Business Plan

Executive Summary

A review of relevant information about a business is essential to make a business plan. It is important to determine the target market and the need of the consumer which the business can

satisfy. What type of expertise the business has will provide the necessary inputs for a business plan.

Company Overview

A good business plan provides meaningful and relevant information about the business. It should include the vision, mission statement, objective and goal of the organisation. This includes the goods that the firm will produce and sell or the services the firm will provide. With product details, the firm gives a detailed account of its competitive advantage over other firms in the business,

Marketing Plan

- A marketing plan is a document that lays out the marketing efforts of a business in an upcoming period, which is usually a year. It outlines the marketing strategy, promotional, and advertising activities planned for the period. Elements of a Marketing Plan include how the firm prices the product. Also, how the firm promotes and generate interest and sales from new customers.

Financial Plan

- For potential investors to know whether or not to invest, they need to know financial information. The financial forecast includes:
 - Income statement.
 - Balance sheet.
 - Cash flow statement.
 - Capital expense expectations.

Organization Structure

It shows the authority and responsibility of the various department heads and employees working under them. A business plan also includes the following aspects:

- Contracts or legal documents.
- References.
- Permits or licenses.
- Product specs or images.
- Organizational charts.
- Detailed financial reports.

Business Planning Process

- **IDEA GENERATION:** An entrepreneur may come up with a new business idea or use an established idea to market his product. The sources may vary from customers to existing employees or companies or research and development or retailers.
- **ENVIRONMENTAL ASSESSMENT:** This step involves a study of the social, cultural, economic, political and environmental factors affecting a business.
- **INTERNAL ENVIRONMENT:** The entrepreneur has to take into account the availability of raw material, machinery, tools, equipment, techniques of production and sources of finance.
- **FEASIBILITY ANALYSIS;** The entrepreneur has to conduct a detailed market and demand analysis, technical and operational analysis and a production plan, organizational plan and financial plan.
- **PROJECT REPORT PREPARATION:** A project report is a written document that describes step by step strategies involved in starting and operating a business.
- **EVALUATION, CONTROL AND REVIEW:** A firm has to review its business plan to compete in a dynamic business environment.
- **INDUSTRY ANALYSIS:** This involves data collection about competitors which is available from newspapers, websites, dealers, promotion, catalogues.
- **MARKET PLAN:** It refers to the market opportunities and pricing and distribution of the product.
- **PROJECT TIMELINE:** It describes the time duration required for a project and the estimated time of completion of a project.

Critical Risks and Assumptions

It explains the risks associated with the product or kind of service that the company is to offer in the market.

Social Plan: It gives an account of how a business will benefit the society.

It should highlight how the firm will help in employment generation, skill development of people and provide goods and services to the people. Also, the effect on GDP and standard of living of the people of the country is considered.

Conclusion

A business plan describes all relevant aspects -internal and external, which are related to setting up of a business by an entrepreneur. It is instrumental in converting a business idea into a successful business venture. It gives direction to the vision of the entrepreneur. A good business plan enables an entrepreneur to obtain finance to set up his new venture. It helps to identify opportunities and challenges for a business and frame strategies accordingly.

Suggestions

- In order to achieve the objectives of the organization, a business plan should be prepared keeping the business environment and past trends in the market, into account.
- Expert opinion can be taken in this regard, to ensure that the plan is feasible and accepted by the financing institution. Also, a business plan should be reviewed before it is finally implemented by the entrepreneur.
- It is essential to document ownership and financial arrangements, future plans and projected growth of the business venture.

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17. To Study the Integrated View of Rural Entrepreneurship

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Introduction to Rural Entrepreneurship

- Entrepreneurs are people who create and grow enterprises.
- Entrepreneurship” is the process through which entrepreneurs create and grow enterprises.
- Entrepreneurship development refers to the infrastructure of public and private policies and practices that foster and support entrepreneurship.

What Is Rural Entrepreneurship?:-

The problem is essentially lop-sided development which is development of one area at the cost of development of some other place, with concomitant associated problems of underdevelopment. For instance, we have seen unemployment or underemployment in the villages that has led to influx of rural population to the cities. What is needed is to create a situation so that the migration from rural areas to urban areas comes down. Migration per se is not always undesirable but it should be the minimum as far as employment is concerned. Rather the situation should be such that people should find it worthwhile to shift themselves from towns and cities to rural areas because of realization of better opportunities there. In other words, migration from rural areas should not only get checked

but overpopulated towns and cities should also get decongested. **The question is, Is it really possible?** If it is so, ways can always be found out.



Rereview Literature

1. Ibrahim, (2010) In His Study

The finding shows that rural entrepreneurship has high potential for creating new jobs considering the vast resources abound in the rural areas. Also it further shows that it has the ability to generate more employment considering the fact that it employs more labour intensive mode of production.

2. Deller, Kures, And Conroy,(2019)

In their study the result, which is consistent with the findings of the meta-analysis of (2011), has strong policy implications: from an entrepreneurial perspective, the loss of younger adults is likely out weighed by the “retirement migration” of older persons. Rural communities should not overlook the in-migration of people who are either preretirement age or retirees when pursuing entrepreneurship strategies.

3. Jayadatta, (2017)

Has explored that there are certainly some obstacles which we call challenges to overcome by looking forward the prospects to be a successful entrepreneur. The paper also makes an attempt to find out the challenges and problems for the potentiality of rural entrepreneurship. It also tries to focus on the major problems faced by entrepreneurs especially in the field of marketing of products, other primary amenities like water supply, availability of electricity, transport facilities, required energy and financial amenities. In the light of this research paper focuses on the major challenges and problems available in the Indian market by en-cashing the possibilities and prospects of the same to be an able and successful entrepreneur.

4. Kulkarni, Narkhede, And Jalgaon, (2016)

Have explored that rural development is more than ever before connected to entrepreneurship. Entrepreneurship is an important driver of economic growth, productivity, innovation, and job creation, and as a key aspect of economic dynamism. Rural entrepreneurship is generally defined as **“entrepreneurship emerging at village level which can take place in a variety of fields endeavour such as business, industry, agriculture and acts as a potent factor for economic development”**. MCED helps development of entrepreneurship among rural population. Training in Jalgaon district was studied. In the Year 2015-16, out of total 171 participants in the six programmes, 131 women and 40 men benefitted from EDP. Maximum participants (74) were 10th pass, followed by 12th pass (72). Majority participants were Obc (93), followed by st (42) and sc (39). 11 participants were from general category. It empowers those sections of society who were traditionally denied equal opportunities. Overall feedback is very positive.

5. AYOADE, & AGWU, (2016)

In their study the finding from the study revealed that several intervention programmes introduced by successive governments in the country had failed to produce the expected results. Findings further indicated a plethora of bottlenecks which are principally hinged on corruptions, bureaucratic bottleneck vis-avis inconsistencies in government policies, political instability and lack of entrepreneurial skill by majority of unemployed nigerians. The study recommended combined hard work on the part of the government to the development of entrepreneurship by providing an enabling environment and infrastructures coupled with the introduction of relevant entrepreneurial educational programmes in all institutions of learning be tailored towards development of entrepreneurial skills while start up loans should be made available without interests.

6. Mishra, & Dhal, (2017)

Have explored that India lives in villages. Majority of the population in India live in rural areas. Rural development is the main thrust area of every government of our country. Without rural development it is impossible to dream of Indian development. It is also felt that for rural development village and cottage industry development is the only solution. So rural entrepreneurship is the major indicator for rural development the standard of living of the rural population largely depends on rural industrialisation and it can be possible when rural

entrepreneurs will take the challenges of entrepreneurship. The present study deals with the role of rural entrepreneurship in rural employment and the impact of rural entrepreneurs in economic development of our country.

7. Panda, (2021)

Have investigated considering India's population growth and paucity of job opportunities, entrepreneurship is the only key to come out of the juncture of unemployment. Entrepreneurship may be in the organised or unorganised form. So far as engagement of workforce is concerned, unorganised sector in India outweighs the organised sector. But the unorganised sector fails to win the confidence of the stakeholders owing to its unsystematic approach and unavailability of regulatory framework. Due to this the stakeholders of this sector do not boast about their affiliation. This paper unfolds how the unorganised sector in India easily accommodate heavy workforce but with many gray areas.

Objective of Rural Entrepreneurship

The overall objective of the project is the creation of self-employment and /or social economy enterprises for home help in aged rural areas with a high dependency ratio. We are Specifically targeting rural women with entrepreneurial spirit.

The specific objectives

- To study the creation of self-employment.
- To study the situation of working women located in rural areas.



Research Methodology

The research design of this study is exploratory in nature. The existing literature has been derived from various online sources such as Elsevier products, emerald e-journals, JSTOR, sage online journals, springer, Taylor & Francis online, Wiley online Library, Google scholar etc. The literature was searched with the help of various related key words like, rural entrepreneurship, rural development through entrepreneurship, employment generation and entrepreneurship, employability and entrepreneurship etc. Most of the articles have derived from Google scholar related to rural entrepreneurship. These papers were published in different journals of Social Sciences. Eighty research studies from various double blind peer reviewed journals were found appropriate for this article. The qualitative analysis of existing literature is done with the help of r-software. The r-software which helps in word clouding, text search, data mining and helps in establishing correlation between text and terms. “r studio” a software package that allows users to import, sort and analyse text documents, pdfs, audio files, video files, spread sheets, databases, documents, bibliographical data, web pages etc. The qualitative analysis of articles available in these formats has been done. The results provided by r –software have been presented and concluded in the following section of the paper.

Significance of the Rural Entrepreneurship

India is principally an agrarian economy. About three- fourth of the Indian population lives in country and out of which 75% remains earning its livelihood from agriculture and it allied activities. There is a wide gap between the economic activities of the rural and urban people. Rural population is more or less dependent on agriculture whereas industries are exclusively located in urban areas.

Moreover, the growth in agriculture sector is much slow than industry which widens the income level gap between both. Further, the relationship between the agriculture and industry has a dependency

Structure which puts the rural area at more disadvantageous position in terms of gain and thus leads to poverty and backwardness. Therefore there is a need of the rural development which can be best done through rural entrepreneurship.

Scope & Limitations of the Rural Entrepreneurship

Rural entrepreneurship is active and is opening new scopes for the entrepreneurs and are discussed as follows

- Rural area has the capacity of small and medium enterprises and these sectors acts as the economy builders by generating employment and income for poor and unemployed people and is contributing more than 52% of the GDP.
- Moreover, there is a rapid expansion in the small and medium industry arena. Therefore, repair shops, service centers, pco, internet café, hiring of agriculture implements & tractor, computer and other skill training centres have good scope in cluster of villages.
- Entertainment, cable TV, rural tourism and amusement parks (near urban areas) also are a number of the potential areas for rural entrepreneurs in commission sector.
- Various development programs are being executed through Panchayati Raj Institutions, who are engaging contractors for civil /mechanical works. Rural youth can start this business.
- Changed consumption pattern has opened up new avenues for trading activities in rural areas.
- Rural areas are also using large amount of agriculture products like fertilizers, seeds, pesticides and insecticides etc.

Findings

There are few findings of this study which can be explained as follows:

- It is nowhere found that rural entrepreneurship has generated employment in India.
- It is evident from previous literature that economic development has some relation with rural entrepreneurship.
- It is evident that major beneficiaries of rural entrepreneurship are women.
- Social development gets reflected through rural entrepreneurship in previous literature. Regional development would have taken place due to rural entrepreneurship.

Conclusions

Raw material is a must for any industry. However, the Non availability of raw materials accompanied by their prohibitive cost has weakened the viability of these industries. Past experience bears evidence that rural industries with employment potential can not be sustained for long unless a strong raw material-base is created in rural areas itself. Therefore, an urgent policy is called for to strengthen the raw material base in rural areas.

- Finance is considered as lubricant for setting up and running an industry funds. Therefore, need to be made available on time at soft terms and conditions to those who really need it.
- In order to solve the problem of marketing for rural industries, common production-cum- marketing centres need to be set up and developed with modern infrastructural facilities, particularly, in the areas having good production and growth potential.
- This would help in promoting export business, on the one hand, and bringing the buyers and sellers in close interaction avoiding the middlemen in between them, on the other. Legislative measures have to be taken to make the Government purchases compulsory from rural industries.

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18. A Study on Women Entrepreneurship in Today's Generation

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Abstract

What is entrepreneurship? It is nothing but how to run a business with risk, aiming to get profit, dealing with the competitors and growing in our business in the search of success. Yes!! This is the definition of entrepreneurship in each and every mind of people who are planning to start a business on their own. In my research I'll be throwing light on women entrepreneurship. Nowadays all men have dominated all the sectors in business, what about women where are they landing? This question definitely triggers our mind. But women are no less than men in today's generation. Women are equal to men in today's generation in doing business as well.

Keywords: Women, Entrepreneurship, Generation, Competition, Hurdles, Equality, Women Dignity, Fighting for Justice, Support Women. In today's generation there are many responsibilities on women such as managing the household chores,

Introduction

Nowadays there is such a big competition between men and women in running a business because men think they are superior to women, which is completely wrong. There was a time 30 or 40 years ago where women used to sit at home and do all the household work, In olden days it was the thinking of majority of people that women should sit at home and do all the household chores, she was not encouraged to study or work outside the home, along with the male dominated society. With the passing of time, now things have changed and women too are participating in coming forward and working along with the male dominated society. Women are getting educated, working in companies, industries, many sectors where she is proving herself and working with enthusiasm and dedication. Not only working as an employee but also she is taking a step forward in starting her own business and managing it properly. It is our duty to encourage women to start their own venture and become a women entrepreneur who can lead

this world without anyone's support then only we can say that yes!! there has been change taken place and now there is no discrimination between men and women.

Research Methodology

This research is basically done from primary as well as secondary data. It is collected through reference books, websites, questionnaires, my own data , suggestions of my friends and family. Research is collected in such a way that I have taken the views of all my teacher colleagues and my dear friends.

Main Content

Talking about women entrepreneurs, I would like to say that in today's generation women are coming forward to prove their capability and they are working along with men, with the same power, dedication and enthusiasm. I think women should be motivated to come forward and work in whichever field they like. Women should come forward so that they can set an example for the other women who are scared to take a step forward to start their own business.

Advantages of women entrepreneurship

1. Women are emotionally more intelligent than men and they have good interpersonal skills for framing strategies and running a business.
2. Women are also multitasking as they can handle the calls, simultaneously checking mails, lining up the meetings, managing their home, cooking, feeding children and taking care of their loved one's. That is why women are said to be perfect multitaskers in their job.
3. Self branding attitude is another advantage of women in business as they are passionate about their work and they have great choices in carrying out their work and also they have good interpersonal skills in cracking the deals with their clients in a positive way.
4. Women have patience in them while working. Also they have a great vision in working on their tasks. The ability to wait and see is natural in women which is a plus point for women.
5. Women who have potential to do business, they also possess the risk bearing skills so they are already motivated in their work.
6. Women are quite independent when it comes to work, they love working with proficiency and they are quite serious about their work.

Disadvantages of women entrepreneurship

1. Family Considerations: Women are bound by both business and family. Both are important and she has to play a huge role in both the frames. She has responsibility for both home and work at the same time.
2. Lack of confidence in women can create a problem in doing business. Also the male business leaders don't want females to lead the business or compete in business which for women most of the time.
3. Multitasking is another barrier for women entrepreneurs as she has to manage both the work at the same time which makes her life hectic and miserable.
4. Discrimination between male entrepreneur and female entrepreneur is made because people assume that only male entrepreneurs succeed in their life which is wrong because female entrepreneurs are reaching another level competing men.
5. Women entrepreneurs also cope with the fear of failure because they are afraid of failing in their business because they might have less knowledge as compared to male entrepreneurs.
6. Women entrepreneurs are always demotivated that they cannot do anything. Which is wrong because now women is also no less than men and she has already proved herself by excelling in the business and also looking to her many women are getting inspired and they will also definitely prove themselves and women should not be degraded because she has proved herself in almost all the sectors and now she is proving herself in business.

Functions

1. They have the urge of starting a new business.
2. They can undertake risks and can deal with them.
3. They can introduce new innovations in the business.
4. Administrative and Control work can be done by women Entrepreneurs in a good way.

Entrepreneurial Traits of Women

- Imagination
- Can work hard
- Urge to fulfill their dreams into reality
- Risk taker
- Fearless in starting a business.

Scope of Women Entrepreneurs

Women entrepreneurs have a huge scope in doing business. Nowadays women can think of doing business and they execute it in real life.

Characteristics of Women Entrepreneurs

Women are ambitious when they are deciding to do business because they have knowledge from their previous experience of their job and they apply those tactics and they try to take innovative steps and they excel in doing business. Women are also confident enough in doing business because she has the learning habit from her seniors or the superiors which she utilises and applies in the business. Women are also willing and open to learn new things because if she doesn't learn then she won't be able to learn new things. Women are also cost conscious as they very well know how to save money and where to cut the cost so that they can save the money and can use the profit in dealing with other activities of the business. Women have also good cooperation skills which help her to manage the contacts well and also to communicate with the clients politely and calmly which can save her business with good contacts. And as rightly said women can balance the home and work with ease as she has got the ability to manage things with ease.

Benefits of Women Entrepreneur

According to Pandit Jawaharlal Nehru if a woman moves forward, even the family moves forward and along with that even the village moves forward. If women take the step to move forward then the whole nation moves towards progress.

1. To generate employment.
2. Economic Development.
3. Optimum utilization of resources.
4. Improvance in quality of life.

Findings

From this research we have got to know that there is a scope for women to enter into business and they are excelling in the entrepreneurship sector with great success. Also it is known to men that even women are no less than men in this sector. There is mostly no discrimination made between men and women because everyone has accepted the fact that women can also do everything whatever men can do and women is having quite knowledge of business and she is now on that position where women is conducting business meetings, completing business projects and opening new branches of business and leading them. Why should men always

dominate and lead in the business sector? Even women have the power to run them and become successful in the business.

Conclusion

Women entrepreneurs rate is increasing day by day. Due to the will of women to start something and explore it has raised their share in business considerably. Women are not lagging behind instead she is taking her step confidently and solely she is taking interest and excelling in it. Women are starting their business by producing, organising, handling economic uncertainties, taking risks, cracking deals and many more. Education is a new step to bring changes in women because education is the only thing which can change the women's perspective in her life. Educated women can change the world and can set a good example to all the women who are afraid to take any step on their own. Women working outside the home not only supports the home but also she is giving her contribution to economic development. Women should be encouraged to take a step in entering the business sector because now women are more knowledgeable about how to start business and she is very well carrying out the activities in a good way. There are many government schemes introduced for women in which they have been given the loans at a low interest rate so that they can actively take a step to start their own business. This helps the women to start their own business and women are really doing a great job. So I conclude with the topic that women should be encouraged to start their own business, be independent and to take such steps that will increase their economic development.

Suggestions

1. I would suggest that women should be encouraged to take active participation in starting their own venture.
2. Women should be given assistance by her family and government in starting the business.
3. I would also suggest that women should be motivated and should be given confidence and trust that yes she can do and she will succeed.
4. There should be awareness spread all over that women should take active part in leading in the business sector and excelling in it.
5. There should be webinars or seminars conducted in college level or school level about women entrepreneurship so that right from the initial level only, the girls will have the hunger to be independent and she will pay attention in the studies and as they grow up they will think of starting their own venture and they will also spread the awareness to the other women about being independent.

Literature Review

1. G. Palaniappan, C. S. Ramanigopal, A. Mani (19 March 2012) in their article analyzed that women have been successful in breaking their barriers within the limits of their homes by entering into varied kinds of professionals and services. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. This research had also been carried out to understand the motivational factors and other factors that motivate women to become entrepreneurs, the major strength and weakness of women entrepreneurs and the environmental opportunities and threats which promote entrepreneurship, and to offer suggestions to promote women entrepreneurship of selected districts in Tamilnadu. This study concluded that Due to lack of training and education they are not able to survive in the market. Women should be supported and her views should be respected. Women should be given respect and in whichever field she wishes to do her career must be welcomed.

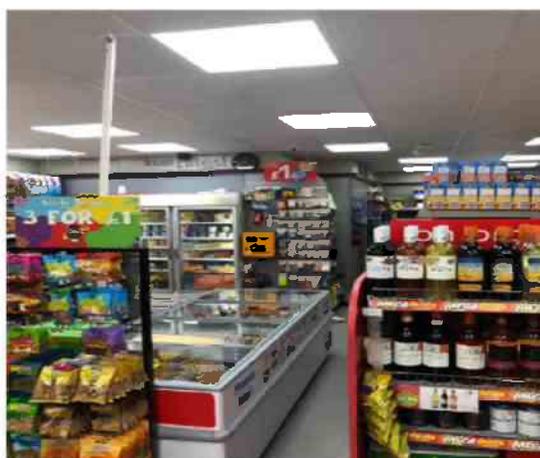
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19. A Study on 'Fresh General Mart' Finance Balance Sheet

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Abstract

A general Merchant Store is a rural or a small town store that carries general line of Merchandize, Sometimes in a small space, where people from the town and surrounding rural area come to purchase all their general goods. The store carries routine stock and obtain special routine stocks and obtain special orders from warehouse. It differs from a convenience store or corner shop in that it will be the main shop for the community other than a convenient supplement.

Keywords:- Departmental stores, Cheaper sales ,Brand variety, Bulk purchase

Introduction to General Mart

In todays business competitive life there is a business which have a huge profit and a large scope in todays world which is known as general mart today I am going to tell u about a general mart which is locatd in malad (east) near station and the name of mart is fresh mart. Which is the most knowing mart in our area. It has all the product like medicine to all food items to all the grocery items. It also have various offer for their customers all time going on. They

have different counters for various products. They have a self shopping system. We get all the types of product over there because of which customers prefer going over there instead of other general stores. They have a computer billing system. It is spread on a large scale. It has a large customer stake. They have many strategies for customer. Nowadays they have modern technologies with them.

Literature Review

Effect on the broader food system has been a major focus of research since the early 2000s. The most visible banner for this work has been the “supermarket revolution”. Supermarkets existed in Latin America from at least the 1960s, but began to grow much more rapidly in that region during the economic boom and opening to Foreign Direct Investment (FDI) of the 1990s. Growth began later in East/Southeast Asia and Central Europe, followed by selected countries of Africa (Reardon et al, 2004). This growth, together with new procurement practices that the firms work to apply, has led to a rash of studies attempting to document and anticipate the impacts of these firms on existing actors in the food system, and to draw policy implications for governments and donor.

The emergence and institutionalization of new solutions (i.e., the temporal durability of new integrative, normative and representational practices)” (2015)

A process involving a new network of stakeholders. The network is initiated through an effectual commitment that sets in motion two concurrent cycles of expanding resources and converging constraints that result in the new market” (2005)

Influencing the structure of the market and/or behavior of market players in a direction that enhances the competitive position of the firm
Influencing the structure of the market and/or behavior of market players in a direction that enhances the competitive position of the firm (2000)

“Articulation of demand and more ‘hard’ market development in terms of demonstration projects, ‘nursing markets’ (or niche markets), bridging markets and, eventually, mass markets (large-scale diffusion)” (2008)

“A particular form or manifestation of entrepreneurial behavior whereby the organization proactively creates or is among the first to enter a product-market arena that others have not recognized or actively sought to exploit” (2000)

Research Metodology

We have visited to the store and it was good to have a face to face talk with the owner of the store which gave us a lot of knowledge through that which is very helpful for us in the future and also he helped us completing our project with an excellent expiarence we also gaterd some information trough net, paper, magazine and we also loved to experience this types of project where we get much of knowledge and excitement and he was very sweet and polite with us we thanks miss soni who was our mentore and the person who helped us in completing this project she helped us when ever we needed.The information was gathered was both primary and secondary it was verbally and internet both.

Main Contant

The general merchant is also known as general merchandise store general dealer or department stores. The Mart have less expensive products and sells at the discounted rate for the customer. They have various brand for a similar product. They get product at the cheapest rate because the order is bulk.

They have a purchase of total (10,000,00 RS) per month which includes food items, soap, house hold, medicines, etc. The general mart have better locations. They higher smaller numbers of staff but staff have effective means of communication with the costumers. They have a sale of approx. (70,000,0-80,000,0 RS) per month in which they have a huge profit for themselves. They also have bad stock which is due to expire date or the demand of product is less. They buy products from various dealer at various prices. They have e-billing system with them which is attractive for customer

They provide fast home service to the customers which attract them to purchase from their store as they don't need to go out to buy any product

They provide vaious type off brands to their customer and also help them to choose the the best product with best brand from the store

They also provide online app of their store to purchase product

Government policies that raise business taxes can also cause companies to cut expenses, which can lead to layoffs.Government policies can also cause businesses to cut costs, which can lead to layoffs.General market factors are often influenced by various factors, such as the type of property, the area's economic and demographic conditions, and the government's policies. An

example of a market that shows signs of improvement is when a tenant suddenly defaults on his or her lease. \

As an example of demographic changes, a specific neighborhood may experience younger people moving to more popular neighborhoods, leaving behind older residents. Most of these residents subsist on government aid. With many of the higher-earning residents gone, rents and property values will drop in the neighborhood. As you can see, the entire neighborhood, rather than any single property, is affected by the shift in demographics.

An economic or business cycle example is when a town dependent on summer tourists sees a large decrease in visitors as the summer comes to a close. With not much else to do in the town for entertainment or work, most homes remain vacant since they are used only as summer homes. This is more of an extreme case of how a business cycle can affect a market.

Government policies such as an increase in business taxes can cause businesses to cut expenses, including labor. This cost-cutting leads to layoffs and unemployment. As people move to areas where they can find work, areas they are moving from experience a decrease in property values.

Suggestions

Some suggestions which general Mart owners should consider to enhance the business are:

- Home Delivery:- They have a safe and fast home delivery because which customer need not go out for shopping which makes their work easy and fast
- Online Store:- As its very important to learn online shopping it also provides online shopping in which we can pay online so no need to keep cash at home so there is no risk
- Proper customer services:- They don't leave a customer alone for shopping they give a proper customer service and do fast e-billing
- Festival Discounts:- They provide various discount to customers on festival which attract them to shop from there
- Winning Customers Trust:- The workers and owner both wins the trust by giving fast service and good products and also by providing some knowledge about product
- Should Provide 24/7 services:- They provide 24hrs service to their customers and also provide home delivery at night in their locality

- Sanitize and Clean Their Product:- In this pandemic time they use to sanitize themselves as well as their product the use to keep clean both store and themselves

Conclusion

Retailing has become large-scale, concentrated, centralised and sophisticated. Retailers are well down the track of seizing value-chain power. The next major challenge and opportunity for retailers is the development of strong retail brands, that generate long-run consumer preference and loyalty and create sustainable differentiation between direct retail competitors. Where they have started with general mart which is the biggest chain of retailers marketing. General marts keep all types of products which are used on a daily basis in day-to-day life. This year we can say this mart is the most profit-gaining business compared to others. General mart is a small-scale business which needs huge investment. This general mart owner also makes good connections from doctors from which they get new customers. This also helps them in the sale of medicine. They have a huge profit left for themselves after giving discounts to the customers. They have electricity charges high as the use of A/C, REFRIGERATOR, ETC is high. They attract customers by giving them various offers on various products.

Reference

- We have referred to the store owner, Internet, SNEHAL ma'am and some paper and social media

20. Impact of COVID-19 on FMCG Sector

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Abstract

The Indian economy is experiencing substantial expansion in the FMCG sector, which includes a wide range of companies such as food, beverages, cereals, cosmetics, and so on. The influence of the coronavirus epidemic on India's FMCG sector and customer behavior is examined in this article. According to the study, the coronavirus pandemic has had a significant impact on the FMCG sector, and employment in India has been impacted as a result of laborer's returning to their homeland owing to the epidemic. Protection procedures, sanitation and sanitization methods, an updated sourcing policy, the incorporation of new vendors, the streamlining of their product portfolio, a more responsive evaluation of supply chain resilience, and an analysis of disaster or emergency management plans are among the companies' responses to this issue. As a result, the FMCG sector will be able to deal with the coronavirus epidemic.

Keywords:- Covid-19, FMCG, Coronavirus pandemic, kirana stores, impact

Introduction

Panic is in the market because of the coronavirus pandemic. There is no market that is unaffected by a pandemic. The pandemic has an influence on various industries, including FMCG, FMCD, insurance, and finance. As a result of the global pandemic's onset, the COVID-19 has contributed to a worldwide slump in FMCG business. The epidemic has also impacted global economic situations, potentially pointing to the next global catastrophe, with over 195 countries affected. Various governments are stepping up their efforts to combat the disease. However, social isolation has had a significant impact on the FMCG industry. Organizational issues, a lack of suitable jobs, and activities limited to the manufacture and distribution of only the necessary items are among the few reasons that most FMCG enterprises across the world face.

The food and beverage industry was not spared from the effects of COVID-19. Businesses that produce refined and non-perishable commodities, for example, have seen high

earnings develop as a result of the shortage of fresh fruits and vegetables. Workers and restaurants and retail food enterprises, meanwhile, confront issues due to a paucity of food and tight government locks. Organic and natural product enriched food is likewise in high demand at never-before-seen levels. For example, Nourish Bio Goods PVT Ltd in India saw a 30 percent increase in sales between February and March 2020, including sales of plant-based, gluten-free, and vegan foods. During the COVID-19 outbreak, sales of cosmetics and paint are expected to plummet. In addition to some things that are regarded as important during a crisis, other non-critical goods are required to compensate for market shortages in the second half of the year.

Since the outbreak of Covid-19, for example, US shoppers have changed their shopping habits, with 27% indicating that the epidemic has resulted in restrictions and avoidance of public events, as well as a considerable drop in demand for cosmetics. On the other hand, demand for personal hygiene goods such as side sanitary equipment and hand washing in both physical and online retail is increasing at an alarming rate around the world (Mahajan, 2020).

Review of Literature

COVID-19 has shockingly shown structural and cyclical flaws in various economies. All of them are unmistakably Indian. Until recently, India was a primary guiding force for economic development and stability. China ranked towards the top of the 'GDP growth rate' metric. As the world's largest democratic nation with a history of famine, illiteracy, institutional injustice, and casteism, India is also a key socioeconomic empirical topic for many scientists worldwide. Prior to the introduction of Corona, the Indian economy was beset by rising corruption, crony capitalism, rural inflation, and extreme banking inefficiencies. This conflict is largely due to fundamental flaws in the country that have not been addressed by serious policy reforms. The pandemic has wreaked havoc on Indians, particularly the youth. Jakhotiya described the implications of COVID-19 on the Indian economy in the perspective of the similar influence on the world economy.

In addition to discussing COVID-19, the study offers several recommendations for removing structural flaws. I have a simple suggestion for readers: look at India's current position, keeping in mind that it is suffering on two fronts at the same time. The new pandemic and its previous repercussions (Jakhotiya, 2020). Mahajan discusses the variables that motivate Indian millennials to shop at a specific online retailer in India, as well as their attitudes toward these merchants. The paper investigates the topic in the context of India. Millennials are more or less

satisfied with the services of some internet businesses, according to research. Four characteristics were also discovered to be statistically relevant for millennials when choosing an online retailer (Mahajan, 2017; Mahajan, 2015).

COVID-19 had a profound impact on both of our lives. As the world resumes following the COVID-19, businesses and overseas markets will never be the same. Several developing trends, such as D2C, the introduction of the Omni channel, and others, will shape tomorrow's marketplaces. The companies that are proactive in recognizing these tendencies will be the winners. Interruptions on the macro, consumer, and supply sides create a dynamic network that pushes these economic patterns. Shetty has attempted to evaluate this complicated network with respect to India's FMCG and retail industries, and has written down patterns in these marketplaces as well as potential measures organizations should implement in order to successfully emerge from this pandemic (Shetty, 2020).

Objectives of the Study

- To study the impact of coronavirus on the FMCG sector and Kirana stores in India.
- To study the impact of coronavirus pandemic on consumer behavior in India.
- To suggest measures to improve the present situation of the FMCG sector in India.

Research Methodology

The current impact of coronavirus on India's FMCG sector is investigated in this paper. The research is purely descriptive. The analysis of the FMCG sector is based on secondary data. Secondary data is gathered in India via websites, blogs, magazines, and newspapers. The study examines the current state of the FMCG industry in India and its impact on consumer behavior. The study's geographical scope is India. The first section of the article examines the impact of the coronavirus on the FMCG industry. The impact of the coronavirus pandemic on employment and consumer behavior in this industry is then investigated.

FMCG during the pre-COVID world

The FMCG market in India has grown dramatically in the years leading up to the pandemic. The market has been increasing since mid-2018, with growth rates dropping fast from the mid-teens to nearly half by January/February 2020. In this situation, FMCG businesses attempted to bargain in the hopes of gaining market share by cutting prices and selling higher supply to customers. In particular, for urban India. The story of rural India, on the other hand,

must not be disregarded. Rural India's FMCG industry has recently grown faster than the FMCG goods market, which accounts for nearly half of the country's overall expenditures.

With nearly 12% of the world's population living in Indian villages, the semi-urban and rural industries account for over 40% of total FMCG sales in India, and the rural Indian FMCG segment is predicted to be a developing force for the industry in general. To boost their rural presence, FMCG companies want to develop smaller packages for items that may match the lower incomes of people in rural India. It's a great example of how businesses try to apply creative growth strategies. Western trading and ordered exchange had had a particularly detrimental effect on the Kirana district market, especially because of the Kiranas' lopsided bargaining strength and unstructured selling capability.

This will improve when Kirana stores are being digitized so that they can communicate with larger retail partners. The latest chemistry between global technology and Indian telecom companies has received some attention. Sajith Pai of Blume Ventures is responsible for the newly announced Jio-Facebook agreement, which might have ramifications for the entire FMCG business. The digitalization of Kirana stores indicates that a variety of industries, notably FMCG – Modern India, have made significant progress. The FMCG industry is grappling with a wide range of issues.

The skyrocketing smartphone penetration in the country, coupled with one of the lowest data charges in the world, has helped bring India online. This has changed the face of consumer behavior in the country. With the majority of the population expected to be online, the e-commerce sector is flourishing. While Covid-19 has accelerated the pace at which India adopts digital means of buying FMCG products, the trend has been upward for a while now, with e-commerce expected to contribute to about 11 percent of FMCG sales by 2030. Therefore, India stands to immensely benefit from the power of the internet.

FMCG during the post-COVID world

Following the Covid-19 epidemic in India, demand for hand sanitizers, hand wash, and other health hygiene goods must skyrocket. The year 2020 is expected to be the most prosperous for these products. By 2022, Indian consumers' growing awareness of hand hygiene antiquated is expected to present a lucrative opportunity for numerous domestic and international firms. A good e-commerce system in India will also lead to the manufacture of hand sanitizers, hand washing, and other hygiene products. Many leading consumers claim that over 600,000 Kirana

stores may have closed due to lockouts, liquidity shocks, or the proprietors returning to their villages, fearing that the majority of them would not reopen.

Pressures are also felt in the phone business, with the All India Telecom Retailer Association reporting that roughly 60% of the 150,000 retailers that sell cell phones refusing to open since they were permitted to sell non-essentials. Small channels are stung, according to industry executives, by the fact that manufacturers work in cash and don't pay for 7-21 days. The industry is concerned that these closures would stymie demand recovery even further. In April and May, roughly 10% of the 5.8 million kirana outlets that used to sell tea and paan from house and road corners were shut down, according to Parle Goods.

Pressures are also felt in the phone business, with the All India Telecom Retailer Association reporting that almost 60% of the 150,000 retailers that sell cell phones refusing to open since they were permitted to sell non-essentials. Small channels are squeezed, according to industry executives, because manufacturers work in cash and don't pay for 7-21 days. The industry is concerned that these closures will stymie the revival of demand. Nearly 10% of the 5.8 million kirana establishments that used to sell tea and paan from house and road corners were shut down in April and May, according to Parle Goods.

Even though the duration is unknown, Sunil Kataria, Chief Executive Officer of Godrej Consumer Goods India & SAARC, anticipates outlet closures to be brief. In India, there are over 10-12 million small retail businesses offering food and other fast-moving consumer goods, but many are tiny and located in the countryside. Many shop owners have had liquidity challenges, severe low brand supplies in the sub 15,000 zone, a lack of consumer financing, and very minimal losses, according to Arvinder Khurana, CEO of AIMRA. According to Nielsen, sales in the FMCG industry declined 34% year over year in April, contributing to a 38% drop in sales in smaller businesses, while modern commerce grew 5%.

Chemical stores have arisen as a new food store for Indian customers, particularly in urban areas, because they can operate for longer hours than kiranas and even modern enterprises. According to Kantar, about 35 million households have purchased fast-moving consumer items from pharmacist stores since Covid's lock-off, compared to 25 million in the preceding era. According to a poll, the growth of the client base clearly reveals that everyday food is preferred in the drugstore. The total cost of FMCGs in the country is currently 10% more than the cost of contemporary chemicals. The platform has been utilized for a long time to target diapers,

deodorants, and frozen food goods. In the last three months, industries have introduced more than two decades of wellness and immunity-boosting products.

In comparison to the nutritional goods segment, firms are reporting an increase in income in the health and wellbeing, cleanliness, and protection sectors. The rural development of the homegrown Emami FMCG business has been thriving since March. Leading FMCG companies including ITC, Godrej, Dabur, Emami, and Marico have reported strong sales in rural and semi-urban regions, indicating that the impact of the COVID-19 situation will quickly fade. Furthermore, firms report an increase in sales of health and wellbeing, hygiene, and safety improving immunities in those industries, in addition to the nutritional items market. These products are sold in value bundles to enterprises, and their network is expanding into rural and semi-urban areas. Rural consumption would undoubtedly increase as migrant workers returned home and the government proposed greater investment on MNREGA and enlarged MSPs.

Furthermore, this year's prospects are for an average monsoon. He claims that emotions are heightened even more in the hinterland. New products, such as toilets and soaps from the personal hygiene spectrum, are showing early signs of high demand. The Kolkata Company has developed initiatives like as reward packages in certain markets. In addition to fruit, exercise, and well-being, hygiene and vaccination booster supplies are in high demand, particularly in rural areas. "Consumers' awareness of health and hygiene has improved in both urban and rural India. Hand hygiene and hand washing, in particular, have exploded in popularity in India, with penetration levels skyrocketing. ITC has introduced a hand sanitizer pack at only 50 locations in order to reach these consumers. Metropolitan economies, according to experts, will rebound as the crisis subsides.

"With the prospect of a regular monsoon, the rural sector could perform well in the future. However, if the instance of COVID in urban markets is followed, lockdowns and instability should be reduced, and urban markets should recover "Pinakiranjana Mishra, an EY associate and National Leader of Consumer Goods and Retail, stated. In April, Nielsen cut its FMCG sector growth forecast for 2020 by nearly half, to 5% to 6%, citing the effects of the coronavirus epidemic and potential lockouts. Since the dawn of time, humanity has faced numerous challenges. The scope of these issues was distinct, and they came to us in a variety of forms. All along the road, there will be starvation, battles, pandemics, global unrest, and climate change.

Fortunately, several of them have mankind - a better and more resilient species. Another stumbling block facing the world today is the arrival of the new coronavirus. Only a few of these occurrences occur in which all humans are involved or maybe influenced — Covid-19 is one of them. We'll definitely make it through that as well. Despite the fact that this epidemic has altered many aspects of our life, it also presents new opportunities for individuals and organizations. This holds true in the sphere of Fast Moving Consumer Goods as well.

Impact of Covid-19 on consumer behavior

The novel coronavirus is here for a brief moment. It has demonstrated that life, and our attitude toward it, will never be the same again. Because it is unavoidable, some businesses will suffer as a result of the shift, while others will benefit. In the short to medium term, I predict significant changes in consumer behavior that will force FMCG companies to rethink their client acquisition and retention tactics. The market basket's structure has evolved as a result of COVID, and certain alterations are permanent. A greater emphasis on hygiene and health will become the norm. Demand for discretionary items is expected to pick up gradually, but not immediately. For the average customer, we're seeing an increase in demand for products that improve personal hygiene in, around, and around their homes and workplaces.

Soap, hand washing, bathroom sanitary equipment, disinfectants, towels, gloves, and home-cleaning goods such as floor cleaners and cookware cleaners are all seeing increased demand; cleanliness and hygiene are the latest mantras. FMCG companies are likely to meet these requirements. Food basics and nutritional commodities such as instant noodles, gourmet meals, frozen snacks, dinner, cooking oil, fast mixes, and supplements, for example, would be in high demand. Large items are frequently expected to aid in the development of disease protection. However, in the FMCG sector, certain categories are expected to take a back seat for a while.

Companies should shift their focus away from areas such as deodorant, perfume, skincare, and other cosmetics, gourmet cuisine, and so on. It would also be necessary to adequately control inventory in order to eliminate concerns with commodity freshness and expiration. FMCG firms' CSR initiatives will be impacted (Mahajan, 2018) There are also two major modifications in consumer purchasing behavior. Customers will want to reduce their shopping trips as much as possible. This means that the total amount spent on each trip may increase if they tend to cease going to the store on certain days.

Internet buying is the current craze. Customers will be able to purchase things at home from the comfort of their homes, thanks to initiatives like the 'no contact rule' from big actors. The rapid increase in rural demand in the short term is a significant development in the sector. This is largely due to the migratory labor population returning to their homes. Government programs such as the Mahatma Gandhi National Rural Jobs Guarantee Act (MGNREGA) are designed to offer jobs to low-income households in rural India, paving the way for increased rural demand, at least as long as migrants do not return to town for work. The Kirana retailers' debts, which were obtained through government programs such as mudra loans (Mahajan, 2019), may be difficult to repay.

This shift in client demand would be the impending challenge for businesses. To dedicate money to the categories where demand is expected to expand, a structural adjustment in market divisions would be required, with emphasis being diverted away from the categories that will have to take a back seat. Thankfully, the government appears to be taking proactive steps to alleviate the severity of the crisis—to raise liquidity through customers, to focus on social schemes such as MGNREGA, to feed the poor, to ensure that farmers harvest crops on time, and to ensure that the country's food procurement programs are in line with the population's needs.

Conclusion

The impact of coronavirus on FMCG and customer behavior is investigated in this paper. We are witnessing a paradigm shift in customer preferences, organizations, and economic structures, with some firms speeding up and others slowing down. A pandemic like this exposed the frailty of human beings, the short seconds when everyone is fighting for survival. Many of those who gain from this victory, both corporations and citizens, would have made a smoother adjustment to the new standard than the majority. The impact of Covid-19 on the FMCG industry is clear: those companies that are able to adjust quickly to changing demand dynamics while maintaining a resilient attitude and execution will succeed

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21. A Study on Managerial Skill in Managing the Franchise Domino's Business in India

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Abstract

Domino's Pizza, Inc is a pizza producing and serving company. The company was started in the United States of America. The company was founded in 1960 by Richard Alison. Richard Alison was also the CEO of the company when the company initially started. As of 2021, Domino's has a total of 15,000+ stores worldwide. In the US itself the company has approximately 5,649 stores. 1,232 stores in India and 1,094 stores in the U.K. Domino's serves a total of 83 countries and 5,701 city stores, it has its own stores in all 83 countries. The company not only offers pizza to eat for its customers but a variety of other foodstuffs and beverages. In this research we are going to find out in detail on how a small pizza store opened in Michigan, USA has managed to become such a successful company, various strategies used in marketing of the product to bring business in the initial stages of the company, how company can improve the business further, public feedback on pros and cons of the service offered and how they can rise above their competition. The company has been in the pizza making business for more than 6 decades now and still running better than ever in financial and profit earning terms. The company started in 1960 and is running smoothly even today in 2021 with great revenue income. The company has been in profit of thousands of crores and is able to achieve all this success and profits only by means of their quality food, stringent hygiene policies, excellent marketing strategies, good quality control over ingredients used, on time delivery, continuously adding new versions of their product according to the trend around the globe and keeping customer satisfaction the priority for the growth of their business.

Keywords:- Marketing Strategies, Quality Control, Rivalry/ Competition

Introduction

Domino's believes that when a box of pizza is opened, family and friends come together to share the pizza. Hence, the brand positioning is "Yeh Hai Rishton Ka Time". Over the period since 1996, Domino's Pizza India has remained focused on delivering great tasting Pizzas and slides, superior quality, exceptional guest care and value for money offerings. The brand has managed to establish a reputation for being home food delivery specialists capable of delivering pizzas within 30 minutes or else FREE to a community of loyal customers from all our restaurants around the country. Domino's strongly believes in the strategy of "Think Global And Act Local". time and again the company has been innovating delicious new products such as crusts, toppings, and spices suitable to the taste buds of Indian consumers. Further providing value for money products to the customers has been an integral part of their business strategy. New initiatives like Fun Meal and Pizza Mania have been extremely popular with consumers looking for an affordable and value for money meal option.

The main marketing mix elements that Domino's focuses on includes product, price, promotion, process, people, etc. The organizational structure of dominoes is a flat structure. The structure helps in fast communication which helps in faster decision making. In this structure

You will find out that there is high specialization as every person working knows his/her job very well. As the workers are specialized in their work this causes the work efficiency to be high, helping in achieving customer satisfaction overall.

Research Gap

After going through papers and various reviews of literature, it can be stated that there is no study carried out for focusing on this particular brand in detail. This study is particularly carried out to know how dominoes managed to grow such a big company making millions of dollars every financial year. The study also focuses on the strategies used by the company to retain its customers even when such heavy competition is always present in the market.

Various other reviews referred for finding solutions to the problems faced by the company in its difficult times, suggests about how the company's betterment was done on various occasions. This research paper focuses on what are the issues, barriers and obstacles it faced during trying to increase its business in PAN India regions. This research also focuses on who are the main rivals and competitors of the brand in the Indian region specifically and what

other measures can be taken to challenge the competitors and increase the organizations business.

Literature Review

- **A Mankikandan, S Kumaresan (2015)** in their paper titled customer satisfaction in Domino's revealed how happy the consumers were after knowing the services offered by the pizza company. They have focused mainly on how happy the customers are from the overall services provided by Domino's.
- **Ashwin Dhingara (2021)** in their paper titled "operation strategy followed by domino's" shows the strategy followed by Domino's in regards to its business carried out worldwide. The research paper had an overview of how Domino's manages to operate its business in various continents across various countries.
- **R Kenyon (2001)** in their research paper titled "studying the business strategy of Domino's and the probability of business success", in the future years to come. The research stated the probable profits the company would earn in the future years of their business.
- **BartleBy website (2001)** in their research paper titled "The Domino's business model" used to grow its business in India and its adjoining Asian countries. It shows how the company has been successfully operating on such a large scale in the Asian regions.

Objectives

- To know how Domino's comes up with the best marketing strategies for growing their business.
- To analyze their financial performance in Indian markets

Methodology

The primary stage of collecting involves generating a questionnaire to understand the situation of the company from a customer point of view. It also shows whether the customers are facing problems or want the brand to improve in a particular sector. The survey also shows which factor the brand is lacking compared to its competitors.

As per our survey we, there were a total of 14 responses recorded from the survey participants. The people who participated in the survey belong to people of all age groups and have different expectations from the pizza making brand. No objection was raised by any of the participants on any question regarding various factors of the brand.

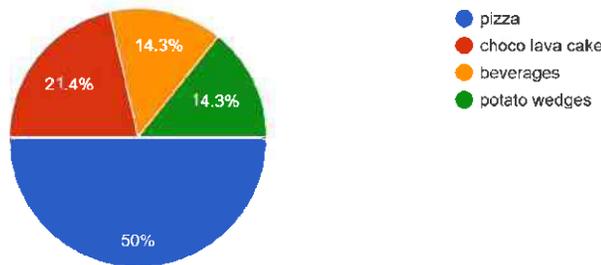
Data Collection and Analysis

Have you ever tried Domino's pizza
14 responses



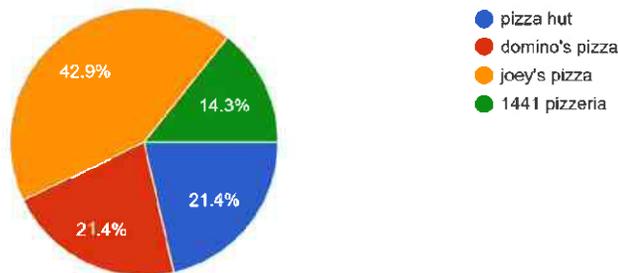
42.9% of the people are aware and have tried the products offered by Domino's (mainly pizza). The large number of have not yet tried the foodstuffs offered by Domino's. 14.3% of people haven't tried any of the food products offered by Domino's.

What product from Domino's you like the most
14 responses



Maximum number of people who visit Domino's for a meal eat the pizza's offered(50%), while 21.4% people prefer a desert cake, 14.3% people prefer just the beverages offered and 14.3% people like the slides like potato wedges.

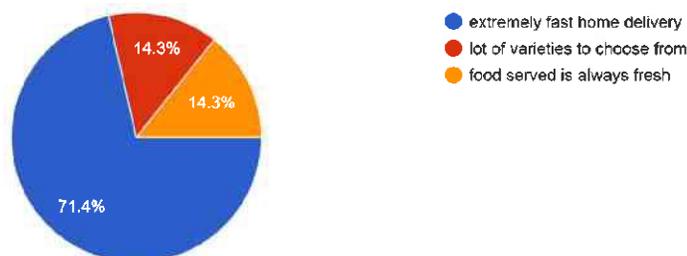
which pizza eatery do you like the most
14 responses



Domino's has tough competition when it comes to the Indian market. Their main competition in the suburbs is Joey's pizza. Next comes the pizza hut with 21.4% and last is the 1441 pizzeria with 14.3%.

What factor of customer service by Domino's do you like the most

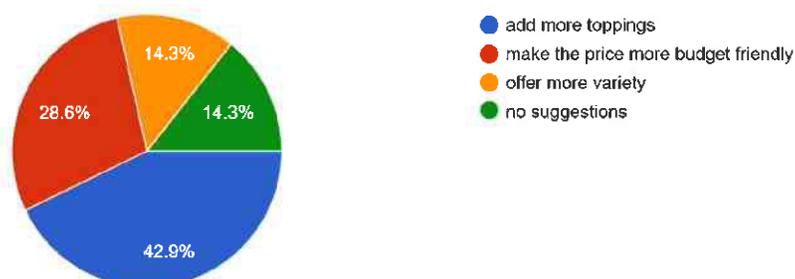
14 responses



The best thing that customers find in Domino's is the extremely fast home delivery, followed by the variety of options to choose from and then the freshly served food that they offer on every purchase. These above mentioned points are few of the reasons why Domino's has been in the Indian market for such a long time.

Any suggestions for the brand to improve

14 responses



The company mainly needs to improve on their pizzas which is their main offering to their customers next comes making the menu prices more pocket friendly that means reducing their price of the products a little. Customers also look for more variety in their menu and lastly the 14.3% majority of people are happy with the services and have no suggestions for the brand to improve.

Issues Faced By Domino's In Expanding Their Business In The Indian Market

Domino's Pizza is an American pizza restaurant chain founded in 1960, the founder of this is Tom Monaghan. Its corporate headquarters is in Ann Arbor, Michigan. The company makes fresh and quality pizza. Today the franchise is so well spread that you can find a Domino's store in any country at any place. In India, there is a huge brand loyalty. With its localized taste, it has managed to build customers in all age groups. In India, the major investor is Jubilant Food Works

As you all know Domino's is a food service industry, which makes, serves and delivers fast food. Domino's USP was its standardization of pizza bases and its fast delivery promises, that was, if the delivery was not received to the buyer in the 30 mins from the order then the order would be free of cost. This was very appealing to the crowd. Domino's also offers and ensures that all the toppings used for the pizza would be fresh and of good quality all over the world.

The Values / Objectives

- Treat people as you'd like to be treated.
- Produce the best for less.
- Measure, manage and share what's important.
- Think big and grow.
- Incentivize what you want to change.
- Set the bar high, train, never stop learning.
- Promote from within.
- We are not ordinary, we are exceptional

Political

After the GST policy being applied, Domino's would have to pay additional taxes for the pizza which it gives for free too. So, in such cases the company will not be able to give BOGOF because it will be an additional cost to the business, therefore if Domino's was looking at BOGOF with a perspective of promotional or marketing strategy, then it would alter it because of the political change.

Economy

Economy plays a very vital role for a business. For Example – If an economy goes into recession obviously, people would not like to spend money on fast foods or pizzas. They would rather spend on the essential stuff, like rice and dal, which are necessities and not wanted. This causes the business to face heavy loss during this time. The situation gets better after it's again on the growth platform but till then heavy losses and closure of Domino's franchise can be seen.

Social

Cultural differences can very much be seen in Domino's as it has its retail outlet in more than one country. These can be language issues, different ways of working and various other reasons. Domino's is handling this rightly by giving the shop to be run by a local person, by way

of franchise so that it would not have to face the issue. But the second important factor under Social is the Demographic spread or the age group spread. Domino's will look into this factor because, if the region has a lot of old people then there is no point opening a shop there as there would be no demand. If it's the other way, that is if the young and adult age group people are more in numbers than it makes sense to open there where there is more demand.

Technological

Technology can make things easy for Domino's. For Example, the region in the locality builds a technology so that there is no need for a person to take your order on desk, everything can be done over computer screens.

And if the competitors in the local area have got fancy technology then even Domino's would have to invest in something similar so that people find it appealing.

Legal

Best example for this is the Indian market. In India beef is banned, this causes Domino's to not make beef pizza. Laws are very important and a business should always keep in mind this external factor, because if this is not approved then you are not allowed to enter the market also.

That's why you feel the taste of oregano in India is different than in the UK or USA, because some herbs are not allowed in the UK and USA which causes the oregano to be less spicy and tasty.

Competition / Customer Issues

For Domino's, one of their major competitors are Pizza Hut and KFC. Nonetheless Pizza Hut shares the same market. People might have differences in taste that could cause harm to the pizza market.

Even fat/calorie comes in the view because as we know pizza has got a lot of cheese and fattening material that can actually increase people's weight drastically. In the USA after Obama said to start educating the public of the obesity issues and to start making calorie cautious champs, this all caused the sales of pizza to be reduced. So, such external factors apart from PESTLE should also be taken in mind. Maybe making a healthier pizza can be an opportunity for growth ahead if such a thing is foreseen. So, coming back to the point, if people became more health conscious then they would like to go to competitors like KFC as their food options are much lower in calories and have good protein and vitamins like Peri-Peri chicken and various other menu items.

Suggestions

- The company needs to bring in more variety of dishes apart from their usual offerings.
- The company needs to add more toppings initially without the customers asking for it.
- More combo meals would be a great addition where the consumer can get a pizza, slides, garlic bread, preferred choice of sauce and a beverage.
- Discounts on items more often will attract and retain the customers in the long run.
- To ask for customer feedback on every bill for improving the services even better.

Conclusion

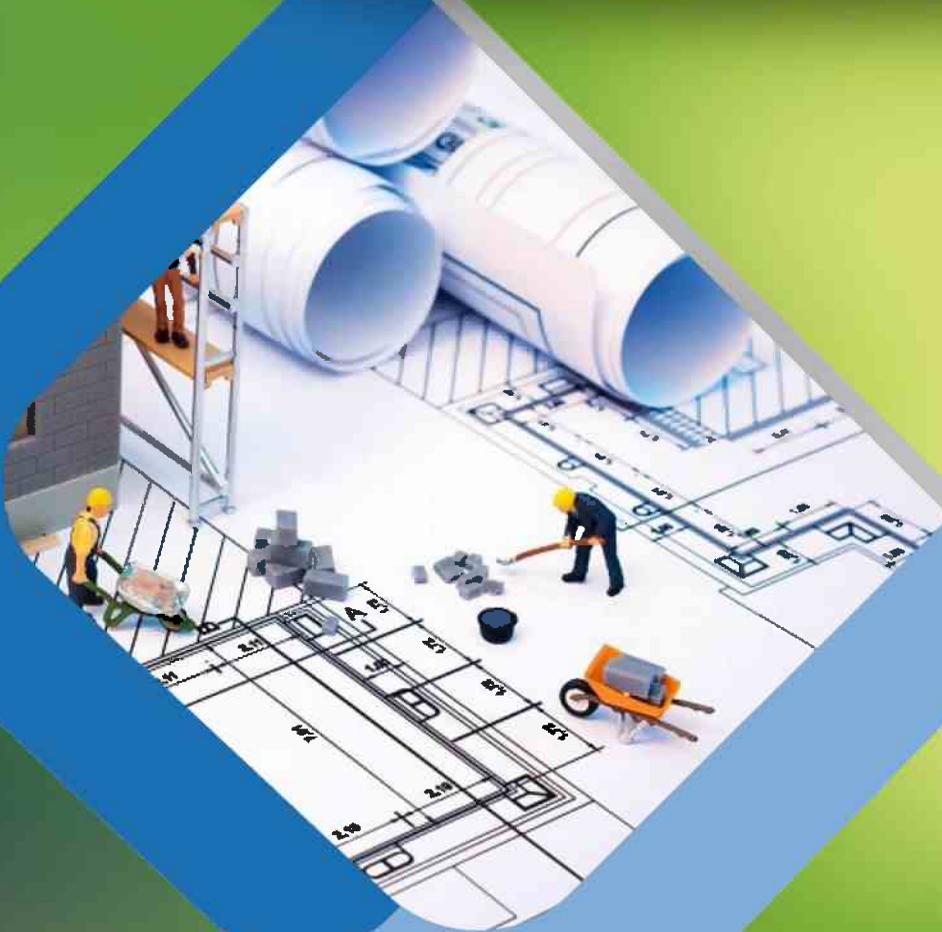
The company is still liked by many of its customers worldwide. It needs to improvise a few of its policies in context to customer satisfaction. The company needs to approach more of the rural and inner areas of countries like India wherein people have not discovered such international food products and the premium services provided. Keeping in mind the taste and spices Indian audiences are used to.

In the last financial year 2020-2021, revenue generated from operations stood at a total of Rs 32,689 million. The total profit after paying taxes to the government stood at 2,337 million at 7.1% of revenue.

As the above figure states the company has quite an amazing run, focusing on the Indian market. The figures mentioned above were during the time of the pandemic when every business industry was hit badly by the corona virus pandemic. Domino's still managed to earn profits and that too of a whopping 200+ million rupees. The company on an average of every financial year takes its profits to an average of 220+ million rupees.

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