



HOW TO START A BUSINESS

JV'n Km. Anamika

JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

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HOW TO START A BUSINESS

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This thesis is dedicated to all my JV'n Professors without whose supports& blessings this work could have never been taken shape.

Preface

The present book is undertaken to examine the important points required to setup a business.

In this book author has tried to cover important areas only. To understand the importance of particular area,author has given suitable examples to make everything clear. Few matters are taken from secondary data in this book. For better explanation suitable diagramsare drawn by author. Basically, author is trying to explain easily so she has tried to write this book in her own way. Few business plans are made by author which can make it easy to understand the purpose of this book

This book is covering many areas that explanation can be very depth that the reason author is trying to make important point and everything explain in short paragraph.

In this book author is suggesting four business plans. She is trying to cover higher budget plan business, medium budget plan business and normal budget plan business.

Acknowledgements

The outcome of the work done since last four years is presented here in the form of this thesis. This meaningful outcome of my work which became possible due to help got from many people. I would like to convey my deepest sense of gratitude to all of them.

I sincerely give thanks to my guide Dr. Mini Amit Arrawatiya, for her supervision, inspiration, & support all through. It is she who made a very complex task look very simply.

A warm gratitude to my parents, Mr. Om Prakash & Mrs. Durgawati devi for their Kind & valuable support and encouragement. Without truly understanding what their daughter was doing. they never ask any single day how much time was left in the work because of which I was always busy studying and not being able to live with them.

I wish to put on record my gratefulness to my brother, Dr. Ashish Kumar for never allowing me to give up, and always supporting me at every time during this journey.

Last but not least, I pay my regards to ALMIGHTY GOD who has been the secure of strength, motivation, strength and support, which led me to attain success.

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CHAPTER- 1

BUSINESS IDEA (Plan)

When we talk about business, a simple thing comes in the mind that is production and sell of goods or services. All commercial, industrial or professional activities comes under business. To sell goods or services for the exchange of money is business. Business can be profitable or can be loss. This totally depends on few important things like selection of the type of business, product type, market selection etc.

Any idea which is moneymaking, saleable and profitable, with the help of right decisions that particular idea base of a business can be established. Business idea is not a final decision for a business setup while it is a process before market research. Because after the research anyone can decide about the last product or service for business setup.



Source- Alstomindiainvestorrelations.com

Why Business Idea is Important to Start a Business

Without any idea of product or service it is impossible to invest your money. Idea is important for surety of investment. Investment can be for short term and that can be for long term as well.

In a simple word we can define that “business idea is a kind of thought which come in the mind for exchange of money that can be helpful to find final product or service to start a

business”. Business idea is a kind of contribution in social changes and social development.If anyone is going to start a business without idea that will be like to aim in darkness.



Let me explain it with the help of example of business idea-

Suppose an idea of sour biscuits or snacks production comes into your mind and you are not sure that people will like the taste of this biscuit or not. The best way to test this idea, just start a survey in market about more demanding snacks and biscuit. With the help of this idea, you will exactly find what kind of taste people are liking more. If sour taste is in higher demand then you can go ahead with your idea. But in case you are finding that sweet and sour biscuit is in higher demand then you just need a small modification in your idea which is sweet and sour taste in your biscuits and snacks. This is how you can get right idea to start a business.

Idea of a product, or services is the first step to start a business, which can push the investor in second process that is survey of market or market research. I will discuss about the market research in next chapter.

According to Wikipedia, a business idea is a concept that can be used for financial gain that is usually centered on a product or service offered for money. An idea is the base of the pyramid when it comes to the business as a whole. A business idea is often linked to its creator who needs to identify the business value proposition in order to launch to market and

establish competitive advantage. Few business characteristics of a promising business idea are-

- Innovative
- Unique
- Problem solving
- Profitable

A statement of business concept that describes the reach and reason for the existence of a given business idea. In other Words, it sums up the crucial elements that define the business. A concise definition of what a business concept varies from author to author. The reason for this, is that describing a business is never a formula.

Source- <https://www.quora.com/What-is-a-business-idea>

Apart from above mentioned requirement to start a business, there are 5 main points which you need to know before a business setup.

- Fully commit
- Be a “Type D”
- Get all business knowledge you need
- Find the business support you need
- Find adequate startup money
- Decide, are you ready for business?

FULLY COMMIT – Every success entrepreneur is fully committed to their business ventures. To start a setup of business you need to do the same. Put your heart and soul into what you are doing. Truly believe in your product or service, and be ready to work long hours to get all the tasks done that are required to grow and sustain a business. Business needs a lot of sacrifices, such as not having holiday. Remember you are going to start a business and you don’t have any safety net to use such as salaries like employees, pension plan etc. actually you have to ready with whole different mindset than an employee does.

BE a “TYPE D”-To create a profitable business that endures, you also need to be a type D person. Which means someone who has a desire for success joined with energy, discipline and determination. Always think you don’t have only business ideas but also be able to execute them, even when you run into problems.

GET ALL THE BUSINESS KNOWLEDGE YOU NEED – Before setup of a business, business knowledge is critical. If you don't have the knowledge to run a business, all the drive and determination in the world isn't going to help you. So, focus on research and plan for success of business setup. To start a business, you have to proper knowledge about different aspect of business and need to have variety of skills, or you can hire people who have the skills in which you lack.

Area you need to know-

- Manage people such as your staff.
- Sales and marketing skills which will help in need to know about your competitors, about your product or service, about your target market.
- To know about business operation such as how to manage inventory and fill orders, product or service delivery, and customer service
- Policy.
- Knowledge about resource management such as suppliers and service support.

FIND ADEQUATE STARTUP MONEY – To business setup finding satisfactory business startup money is especially critical because you never know that your business is going to make money or not. The lack of adequate funds is a top reason to fail a business. To start a business setup, you need initial capital for investment.

BUSINESS SUPPORT YOU NEED– No business succeeds without a good support system. As an entrepreneur, you need an interpersonal skill, such as teambuilding skills, leadership skills. When you are thinking of a business support, look first to the home front. Your family should be your number one cheer leaders when it comes to your success. A supportive spouse can be always there to listen to your ideas or problems and provide the encouragement or advice that keeps you doing. May be possible your spouse may offer direct business support, such as providing capital need to start a business or working in the company without pay to keep cost down.

ARE YOU READY FOR BUSINESS? – Before starting a business, check all resources are in place and ask from yourself are you ready for startup a business?

CHAPTER-2

MARKET RESEARCH

Before Starting a business, research is very important process. Only with the help of proper research business can run more than expected years, that can be 10 years, 50 years, or 100 years. Market research is a process which is required to perform before a business setup and after the well settled of business for profit maximization.



Source – articles.bplan.com

Here I will discuss how it is working before a business setup or after settled business.

Market Research for business setup – As I discussed before, idea of a business is the first process of business setup. Without business idea it is impossible to start a business. Market research or survey is very helpful to know about the business. Here few points are given below which can be helpful to understand the market research before business setup-

- Market research about the need of that particular product in the market.
- To know about the taste or need of people which is on high demand.
- To know about the market segmentation for that particular product, this research is helpful.
- To get final product or service for business setup market research is important.
- To know about the risk and competency about product.
- To get final modification in product that is shape of product, color of product, taste of product, packaging of product, etc.

Above all points are the importance of market research for business setup.

Market Research of settled business- A well settled business needs to perform time to time market research. That will help to know each and every thing about product competitors, market situation, required modification in product, collect information for profit maximization etc.

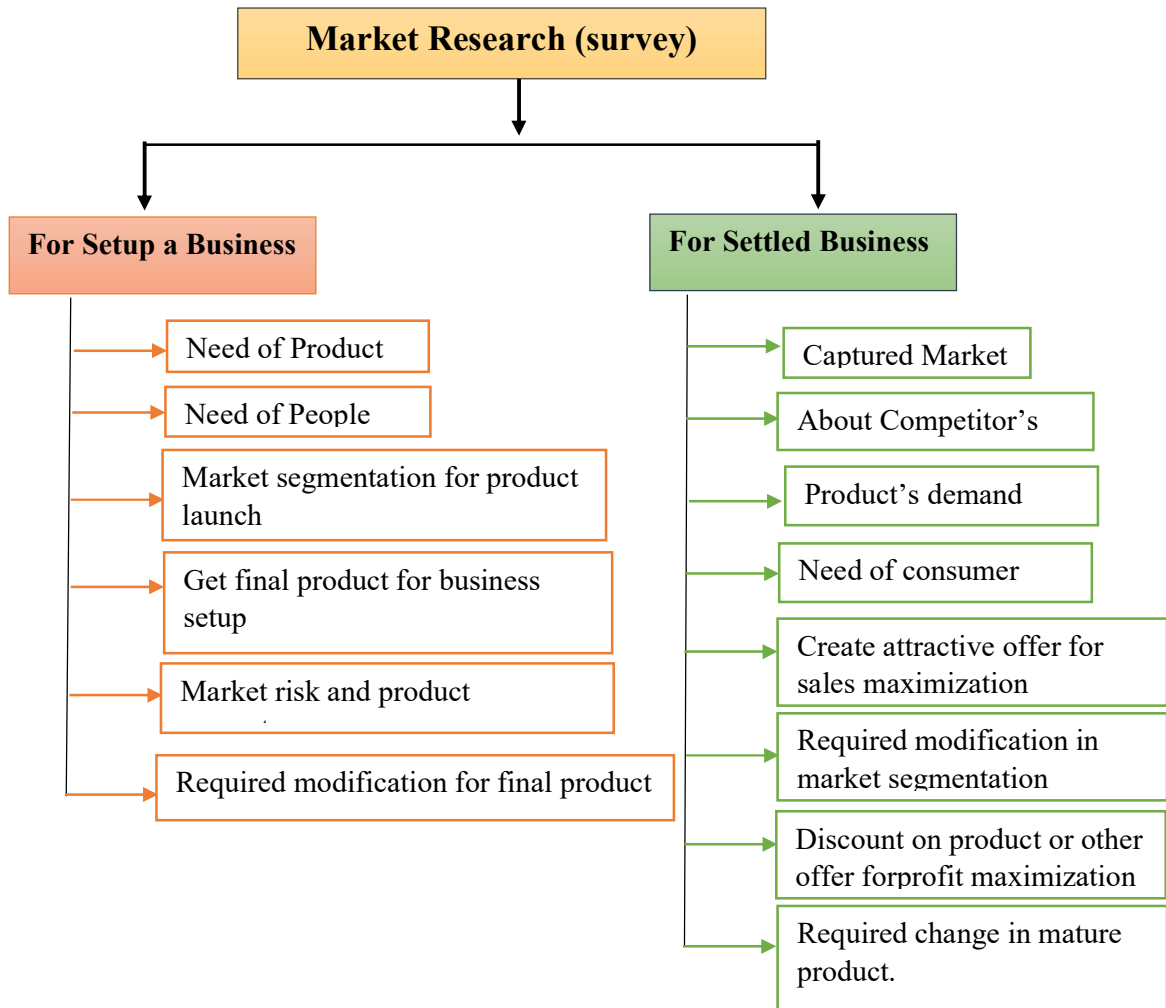


(Source - https://www.123rf.com/photo_41935395_market-analysis.html)

let me explain you with the help of market research how settled business can run smoothly for-profit maximization-

- To Know about the captured market of the product
- To know about competitor's product
- To know about the demand of product
- To know about current needs of consumer.
- For maximization of sell what offer can attract the consumer.
- Any changes or modification is required in market segmentation of that product or not.
- For profit maximization any offer or discount on product is required or not.
- To know about need and changes for matured product.

Here with the help of figure market research will be easy to understand-



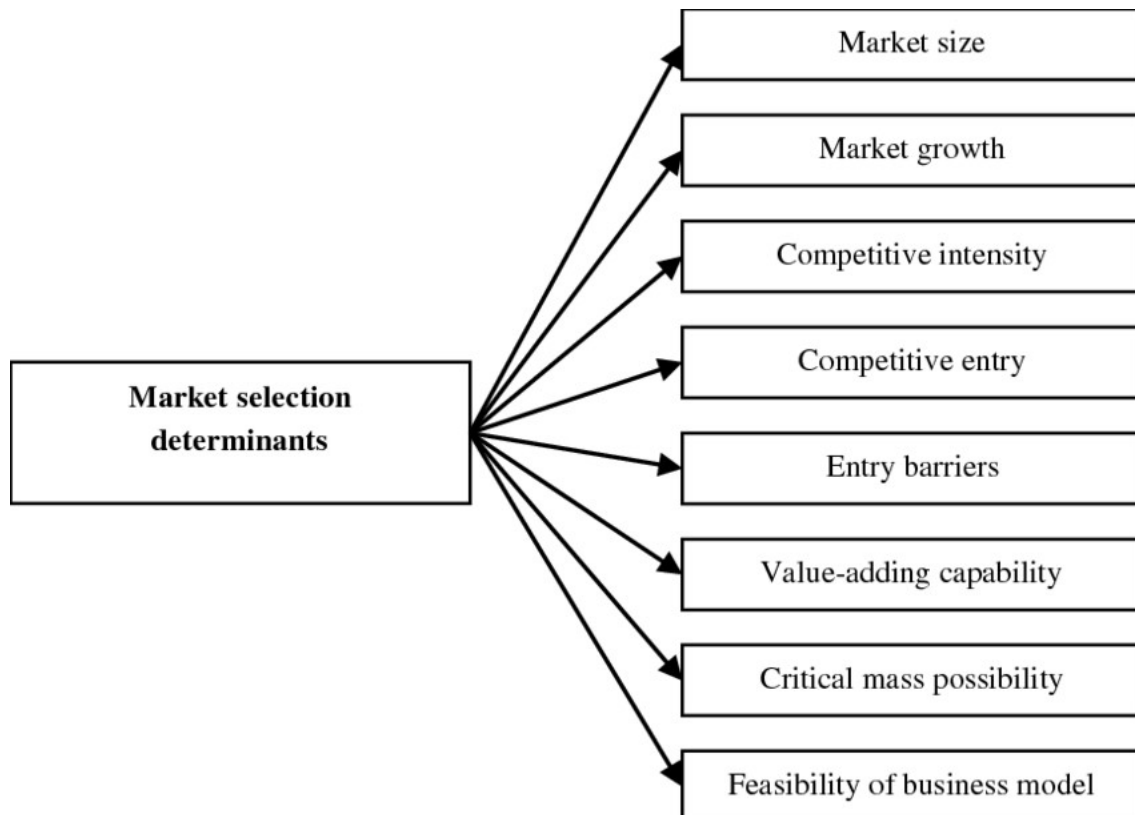
Source: - self-design figure

With the help of above explanations importance of market research is clear. Research will help directly or indirectly in all process of business setup. For a business setup the next step is market selection in next chapter we will discuss about market selection.

CHAPTER- 3

MARKET SELECTION

Market selection is a process of deciding which market to invest and pursuing. A lot of things are need to aware during market selection. What is potential for company's profit to grow by investing in a particular market. Goal should be clear while entering that particular market. Market selection can be done with the help of market research. Selection of market is depending on many things like competition in the market, demand, supply, distribution channels etc.

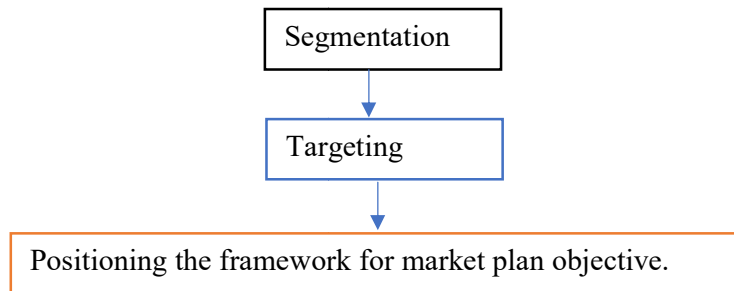


(Source- researchget.net)

Market segmentation can be helpful to categorize the market into small groups. It segments customer in into a group who are from similar in interest, needs, location etc. It will allow to know your customer, market needs, and best way to meet those needs with your product or service.

According to Wikipedia market segmentation is an activity of dividing a board consumer or business market, normally consisting of existing and potential customers into subgroup of consumer based on some type of shared characteristics.

Many marketers are using STP approach that means –



(Source- self-design diagram)

Here I am not going to discuss more about market segmentation because. It's a very vast topic and I am only trying to cover those points which are generally used in business setup. Market selection basically depends on product's need of customer, product's demand, long term market plan objective etc.

THE MARKETING MIX



Source-
introduction/

<https://courses.lumenlearning.com/suny-hccc-introbusiness/chapter/marketing-mix->

A business plan is the blueprint for taking an idea for a product or service and turning it into a commercially viable reality. The marketing portion of the business plan address four main topics-

PRODUCT - To know about the goods or service that your business will offer. How you can make better product than competitor. Why people will buy it.

PRICE – make a plan about product charge. And find best balance in sale volume and maximize income.

PROMOTION- Plan your product or service to be positioned in the marketplace. Will your product carry a premium image with a price to match? What type of advertising will you see? When will ads be run?

PLACE – which sales channels will use for your product? Is it possible to sell on telephone or will your product be carried in retail outlets?

After selection of market, it is important to collect all required resources. What resources will be required to start a business is explained in next chapter.

CHAPTER-4

FINANCE PLANNING

This is the fourth important step to setup a business. In this stage a person who is going to start his business, has enough information about finalized product or service, market information. Registration of business is performed in this process. And before the registration there are so many things which are required to be planed-

Finance, Land, Machine, Labor and different management department are required in plan.

According to me to setup a business plan, we should never use our saving or our entities. That should be kept in backup plan for any type of hazard situation in business. Now the question is without finance how one can start a business.



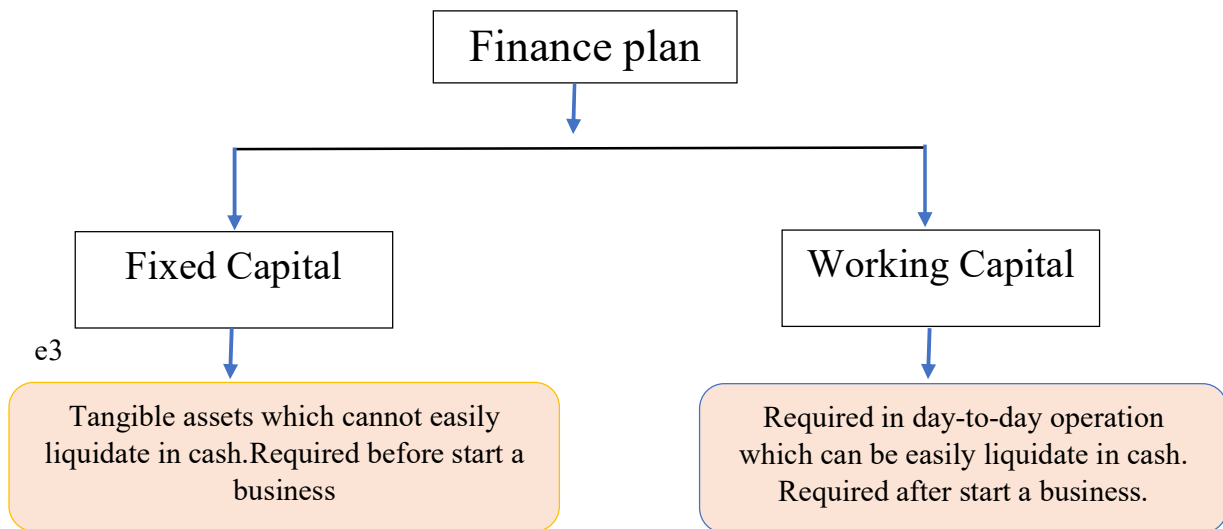
Source- upmetrics.co

Actually, I never mean to say without finance anyone can start a setup of business I was mean to say take a business loan to startup a business. Government is offering many schemes to start a business. Here I will discuss about the benefits of these schemes. On your saving you will get interest that will be beneficial for your future plan. But if you will start a business by loan profit maximization will always in your mind for EMI payment to bank and for proper business setup. In these days' government is providing subsidy on loan which is really good to start a business. Subsidy on loan is a good step of government to support a business. Loan on land to start a business is different thing while loan for a business is different.



Source- www.startuploan.co.uk

Almost everything is depending on finance to setup a business. Without finance we cannot proceed business plan. So carefully finance distribution is important in business.



Fixed capital: - it's an investment for long term benefits in business. Fixed capital investment created in long-term belongings (assets).

Working capital:- it's required to serve business for day-to-day operations.

FINANCING IN BUSINESS

Financing is a process of providing funds for business activities, making purchase or investment. Financial Institutions, such as banks are providing capital to business, consumers and investors to help them to achieve their goals.

A process of funding business activities making purchase or investment is called financing process.

There are two type of financing

- Equity financing
- Debt financing

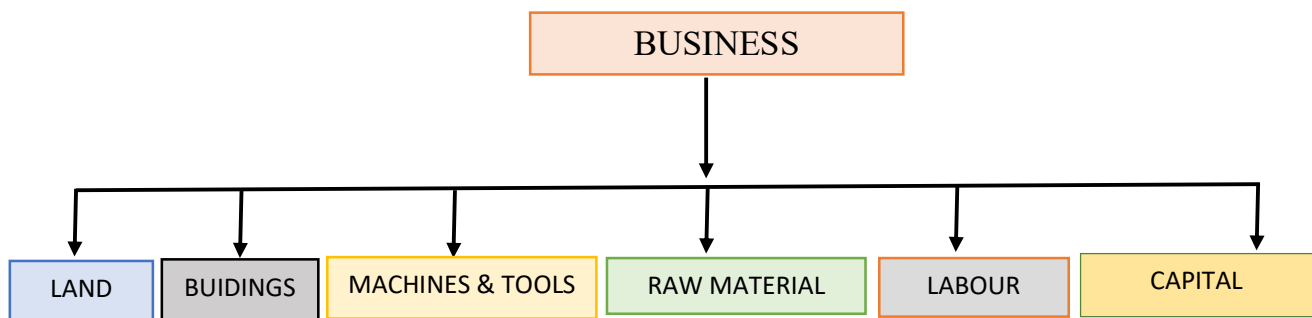
The advantage of equity financing is that there is no obligation to repay the money acquired through it. equity financing places no additional burden on the company. though the downside is quite large.

Maximization of turnover financial plan should be clear that will help in calculation of profit maximization. After finance, distribution planning business setup will discuss in next chapter.

CHAPTER- 5

BUSINESS SETUP

To set up a business, many resources are required. Selection of resources can be done carefully. Resources selection are playing very important role in profitability of business. In this chapter we will study about the role and impact of resources on business. A well-organized setup can be more profitable and helpful in long term business plan.



Land: - Land selection in setup of business affects a business positively or negatively. There are few points which should be in mind before land selection are road and transportation facilities, nearly availability of raw material market, market selection for sell, and labor market etc. all this can save time and money.

Machine- Machine selection in business setup can give a great direction to a business. Modern technology is developing self-operated machine which can save labor cost and time of production. Maintenance cost of machine should be always in mind before purchasing of machine. Machine should be easy to operate. Production capacity of machine and feature of machine etc.

Raw Material: - Raw material is playing important role in production. For the production of product raw material will be required so raw material market availability should be nearby factory, that should be on low price, road and transportation facilities should be available in raw material market.

Labor: - To run an industry or business, labors play an important role for production. Many machines can be self-operated but on other machine labor is required to operate the machine. From production to sell process mainly two type of labor required-

Non-Skilled labor- unskilled labor does not required any training or special skill. Ex- general cleaners and sweepers, farms laborers, maids etc.

Skilled labor—worker who have specialized training or learned skill to perform the particular work.

Very high skilled workers may come under the category of professionals. Ex- Sells Manager, Engineer, Doctor, Lawyers etc.

After all these processes, need of management will be required. To proper business operation role of management in business is playing very important role. In next chapter will study, how management is working in a company.

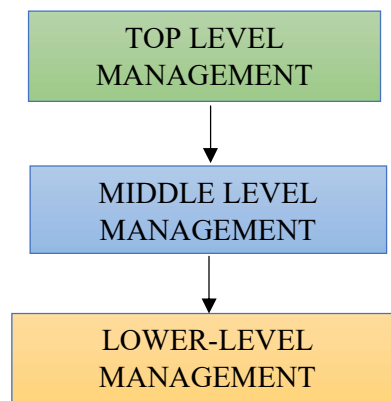


Source - <https://www.sultangroudpdubai.com/services/business-setup-services/>

CHAPTER- 6

ORIGIN OF MANAGEMENT

Management is the mix-up of the discipline of planning, organizing leading and controlling. It sounds everything is in proper way. There is different type of management required in a setup of business and every management have their own manager with their worn working style. To take care of business it is important to categorize the work and distribute the work according to the different level of management. Management is dividing mainly in three level

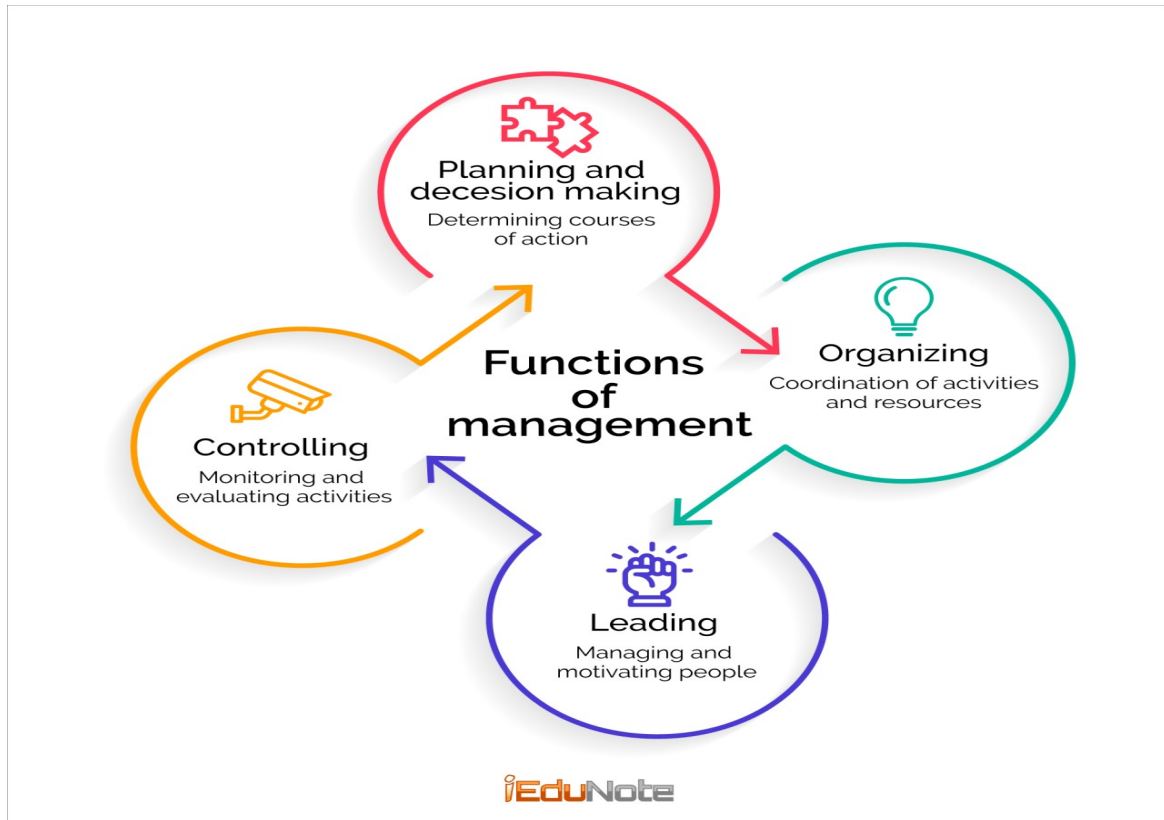


TOP LEVEL MANAGEMENT: - These level management is responsible for controlling and taking care of entire business. This level management can develop goal, strategic plan, policy making etc. very much responsible management level to provide direction to company. Example of top-level authority is director, president, vice president, CEO

MIDDLE LEVEL MANAGEMENT: - This level management is responsible for executing organizational plan which is made by top level management. This management is playing mediator role between top level and lower-level management. Example of middle level authority is regional manager, general manager, branch manager etc.

LOWER-LEVEL MANAGEMENT: - This management is following the instructions of middle level management to achieve organizational goal. Supervisors, foremen, are the example of lower-level management.

Managers are those people who is responsible for development and carrying out management process. Management is dynamic by nature and progresses to meet needs and limits in the organization's external and internal environments. In global market place, rate of change is rapidly increasing, flexibility and adaptability are crucial to the managerial process. This process is based on four key functional area of the organization- planning, organizing, leading and controlling.



<https://www.iedunote.com/function-of-management-process>

PLANING AND DECISION MAKING – Determining course of action.

ORGANIZING- Coordinating activities and resources

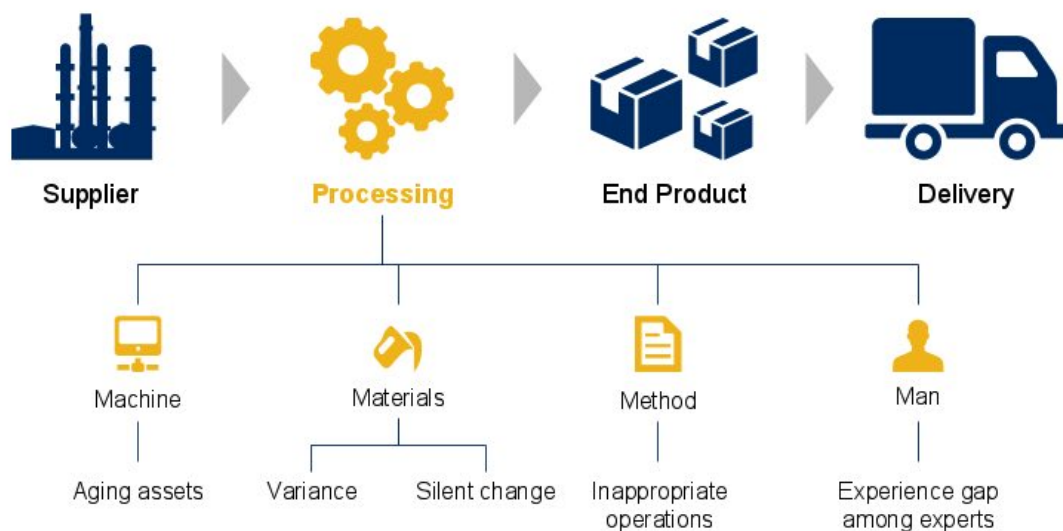
LEADING – Managing, motivating and directing people.

CONTROLLING – Monitoring and evaluating activities.

CHAPTER- 7

PROCESS OF WORK FOR PRODUCTION

With the help of previous chapter explanation, it is clear that how management is working and how many types of level of management are there in an organization. To start a production work it is important to make different department in organization. Every department will perform their own responsibility. Department can be interrelated in any organization or industry. Strategic management department working as a top-level management and other department working under this.



Source- controleng.com

Different Management Department's functions

In a company different kinds of management departments are working, here we will discuss about the roles and responsibilities of different management departments-

STRATEGIC MANAGEMENT: - an executive function that may report to the owner of a firm

OPERATION MANAGEMENT: - It is a broad field that describes everything from manufacturing management to retail management.

HUMAN RESOURCES MANAGEMENT: - responsible for recruitment, selection, training, rewarding, compensating. Playing key role in forming organization culture and managing performance of employing.

FINANCIAL AND ACCOUNTING MANAGEMENT: - responsible for financial and accounting process.

QUALITY MANAGEMENT: - responsible for quality control, quality planning, assurance and improvement.

MARKETING MANAGEMENT: - responsible for marketing strategy, product and brand promotions.

SALES MANAGEMENT: - responsible to manage sales territories.

SUPPLY CHAIN MANAGEMENT: - managing the process of movement of a product from supplier to customer.

PROCUREMENT MANAGEMENT: - responsible for goods acquisition and service from external sources.

INNOVATION MANAGEMENT: - Responsible for every type of innovation process.

DESIGN MANAGEMENT: - Responsible for design new product.

INFORMATION TECHNOLOGY MANAGEMENT: - managing Information technology terms and process.

RISK MANAGEMENT: - Risk management is the discipline of identifying, assessing and controlling the change.

R&D MANAGEMENT: - R& D management is managing research and development process.

Without management a business cannot run properly and profit maximization is impossible without good management in a business.

CHAPTER- 8

MATURITY CHALLENGE IN BUSINESS

Maturity is a stage in which a business need change or innovation. A business life cycle is the progression of business in different phase. business maturity can measure with the help of business maturity index.



Source- manuel palachuk

BUSINESS LIFE CYCLE

Progression of a business in phase is called business life cycle. It is divided in five stage

- Launch
- Growth
- Shake-out
- Maturity
- Decline

The cycle is shown on a graph with horizontal axis as time and the vertical axis as dollars or various financial metrics.

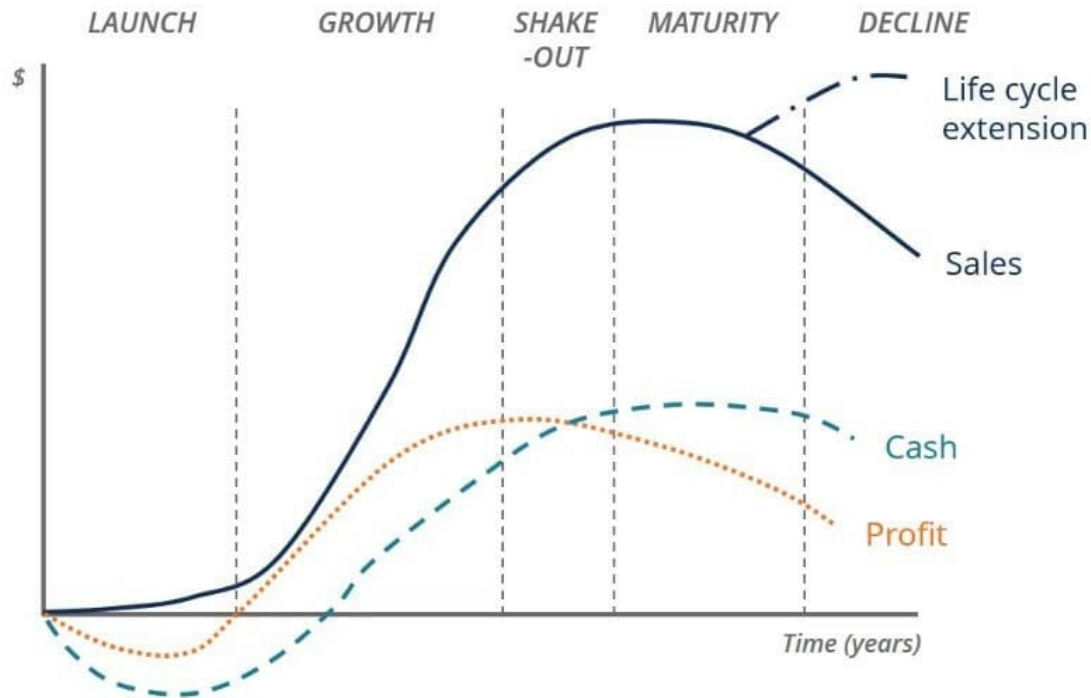


Image: CFI's free corporate financial class.

LAUNCH – In first phase company will launch the product. During launch phase, sale is low but slowly increasing. Business focus on target consumer segments by advertising their comparative advantages and value propositions. The cash flow during the launch phase is also negative but dips even lower than the profit. This is due to the capitalization of initial start-up cost that may not be reflected in the business profit but that are certainly reflected in its cash flow.

GROWTH- the second phase of business is growth phase. As sales increase rapidly, business start seeing profit once they pass the break- even point. Whereas the profit cycle still lags behind the break-even points. The cash flow during the growth phase becomes positive, representing an excess cash inflow.

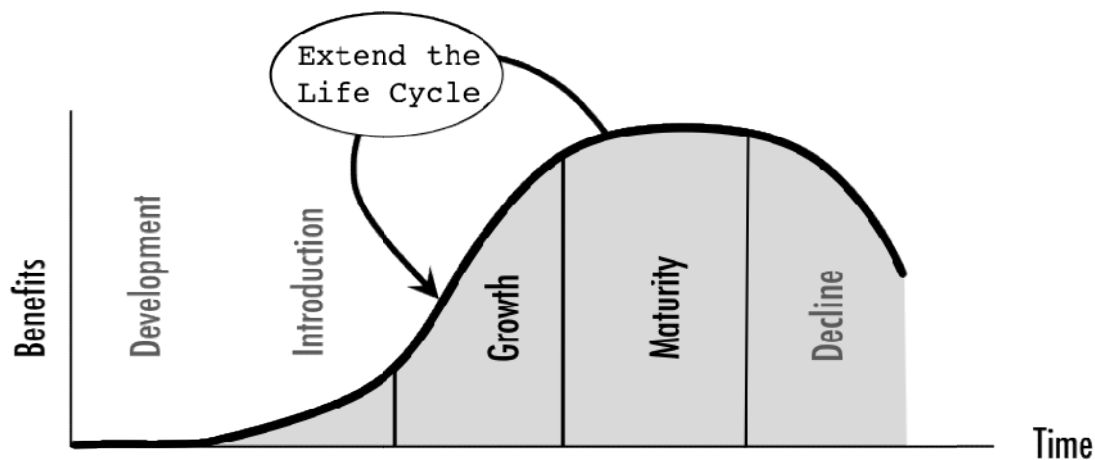
SHAKE-OUT - During the shake-out phase, sales continue to increase, nut at a slower rate, usually due to either approaching market saturation or the entry of new competitors in the market. Sales are on peak during the shake-out phase. Although sales continue to increase, profit start to decrease in the shake-out phase.

MATURITY – When the business mature, sales begin to decrease slowly. Profit margins get thinner, while cash flow stays relatively stagnant. As firms approach maturity, major capital spending is largely behind the business, and therefore cash generation is higher than the profit on the income statement.

DECLINE – The final and last stage of the business life cycle, sales, profit, and cash flow all decline. During this phase, companies accept their failure to extend their business life cycle by adapting to the changing business environment, firms lose their competitive advantage and finally exit the market.

PRODUCT LIFE CYCLE

Another challenge is product maturity during this stage product sales growth has started to slow down and product face a lot of competitor in the market. In this stage innovative changes are required in product otherwise it might be possible that product will go to decline stage and business or company will go in loss. To understand the product maturity, it is important to understand product life cycle-



Source- romanpichler.com

In above figure it is very much clear that after maturity of product to get proper growth, product need extend the life cycle and that can be possible only by innovative changes in product like different variants in color, size, packaging, different flavors of that particular product etc.

After the product development first stage of product is introduction second stage is growth, third stage is maturity and last stage is decline. How product is moving from all this cycle will discuss in given paragraph-

INTRODUCTION- This is the stage of product launching in the market. In this stage product introducing first time in the market. Product promotion and marketing will high during this stage.

GROWTH- This is the second stage of product life cycle. In this stage product becoming more popular in the market. Sales value will be increased and revenue will be generated.

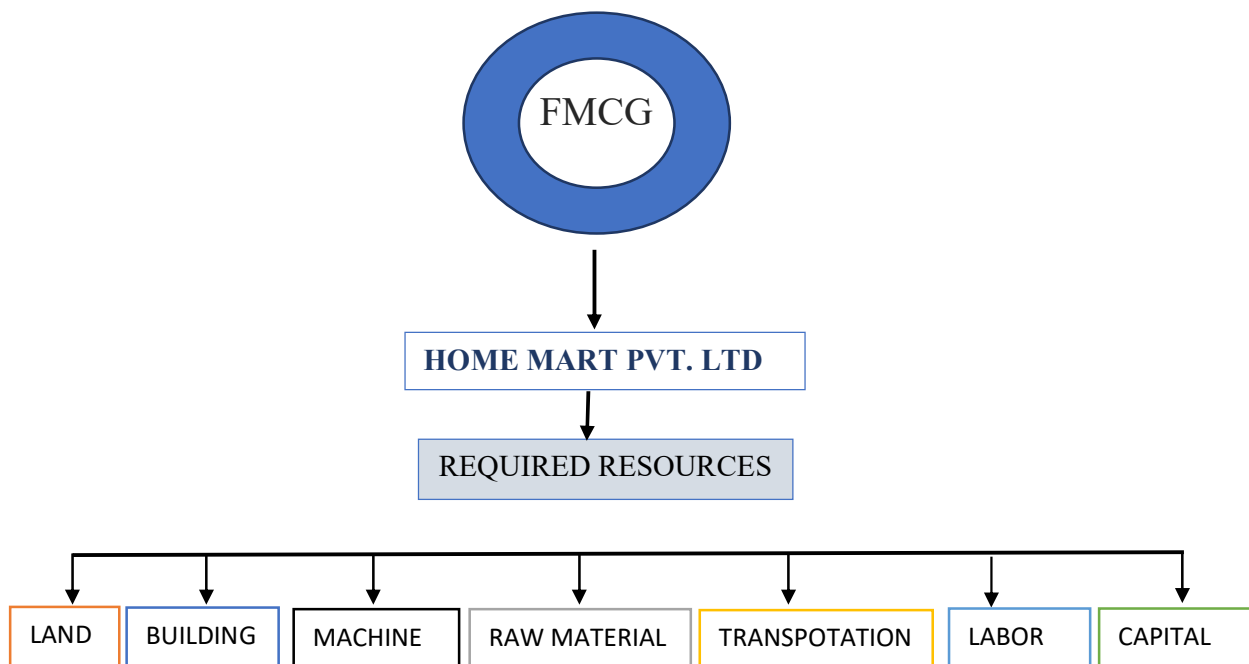
MATURITY- In this stage product sale will slow or stop. Product needs to be changed and developed with new developing technology in this stage.

DECLINE- Product demand will drop and consumer behavior will change as demand of product will also drop. In this stage product will be retired out from the market unless it is able to redesign itself.

In this book author will explain 3 type of business setup one by one which start from next pages.

BUSINESS PLAN OF MANUFACTURING INDUSTRY

Business plan of manufacturing company is covering almost every area of management. In this chapter I will make a business plan of FMCG Product. Fast moving consumer good is the best idea of profit maximization of a business. For this market research should be very carefully. In this category all consumable good are involving and people are using on regular basis.



PRINCIPAL PRODUCT- the principal product of company is Foodstuff, Toothpastes, Detergent.

MISSION-Keeping in view the customer's expectations, good quality and many flavors of eatable product will be manufactured. The mission – to develop many color and size as per customer requirements with secure packaging of product.

VISSION- To setup all house hold category product by the year 2030.

OBJECTIVE OF THE COMPANY-

- To maximize production of good quality of product in different alternatives with motto of achieving excellence in consumer good health first, and profitability next.
- To increase consuming power of consumer, quantity of mineral vitamins always keeping with growth of product demand in the market
- To continue and strengthen quality assurance activities relating to company programs, within the company and those associated with it.
- To develop technical personal at all levels through an appropriate Human Resource Development (HRD) program in the organization with a view to further improving the skills and performance consistent with the high technology operation.
- To continue and strengthen the public awareness programs for enhancing and improving the public perception about organization in the country.

ABOUT COMPANY-

Home mart site is situated in Ballia which is in eastern Uttar Pradesh. This is house of three production unit. In unit 1st foodstuff, 2nd unit toothpaste, and unit 3rd detergent production. Eastern Uttar Pradesh known as Purwanchal, it is nearby Bihar and Nepal. Ballia can be reached by train or by taxi from Patna and Varanasi.

ABOUT UNIT 1- Unit 1 is taking care of eatable foodstuff, ex. Biscuits, All type of snacks, chocolate, pickle etc.

UNIT 2- This unit is taking care of toothpaste production in gel and powder form. They are serving different taste and colour as per the requirement of age group. For kids taste and colour is different. Requirement of adult is refreshment, aroma and good packaging etc.

UNIT 3- This unit taking care of detergent production. Detergent powder and detergent soap these two qualities are being manufactured in this unit.

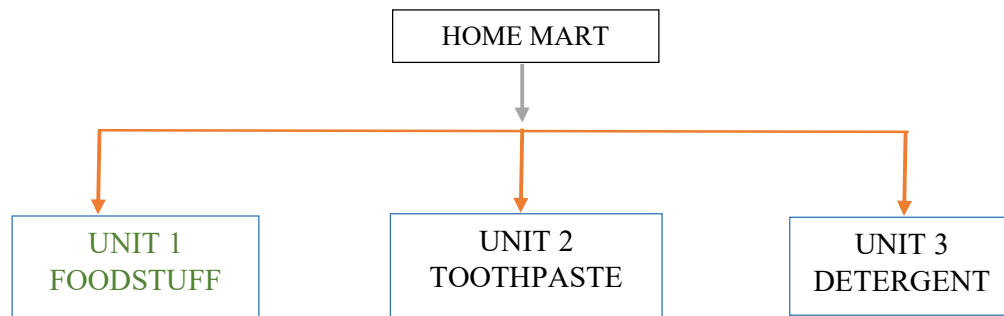
MANPOWER- Company has 500 labours, 14HR Employees, 65 Marketing and sales department employees, 15 Account department employees, 35 other department employees and managers. 20 on contract basis employees.

MACHINE & EQUIPMENT- in unit 1 total machine for production is 100, in unit 2 total machine for production is 50 and unit 3 total no. of production equipment and machine is 50.

Company is performing 24 hours. Employees are performing day and night shift duty.

OTHER FACILITIES IN COMPANY- 24-hour ARO water facilities at every unit, 3 canteen area, 20 toilet (washroom) facilities at every unit. 24-hour electricity available at workplace, transportation between one unit to another unit is available. Fairstead facilities at every unit, firefighting equipment at every unit with trend workers, Transportation facilities available for every permanent employee for pickup and drop from home to workplace.

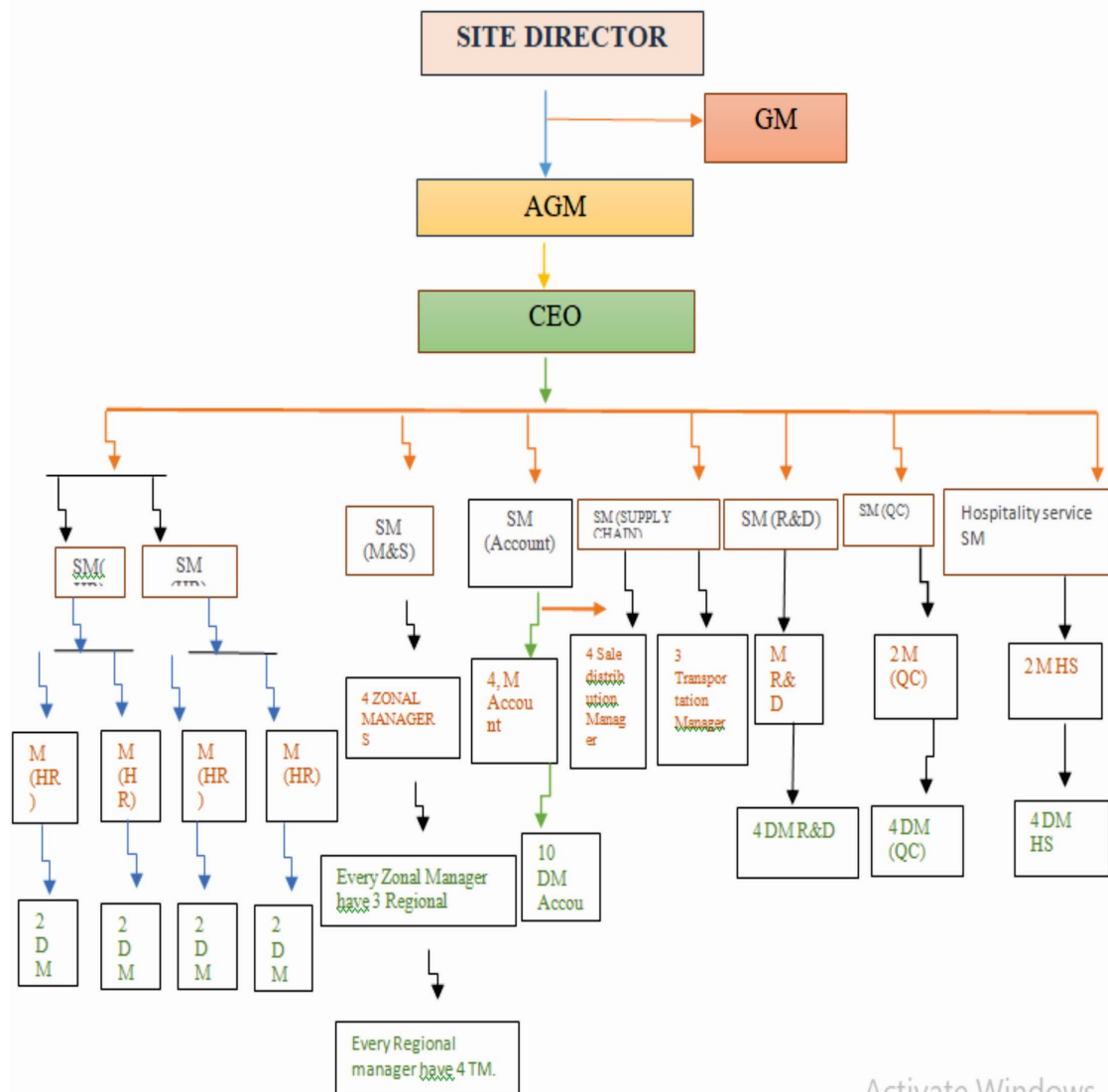
Here unit wise structure is given below-



EMPLOYEE'S AND SOCIAL WELFARE PROGRAM

- ESI medical facilities for all labour and employees.
- Maternity leave for female employee.
- Free education to all labour's children on higher secondary level in government school.
- 1 time Family tour for executive level employee in a year.
- Indoor and outdoor game for labour's children, to improve mental and physical ability in them.
- Drinking water facilities of nearby villagers.

Organization structure of Home Mart



Activate Windows

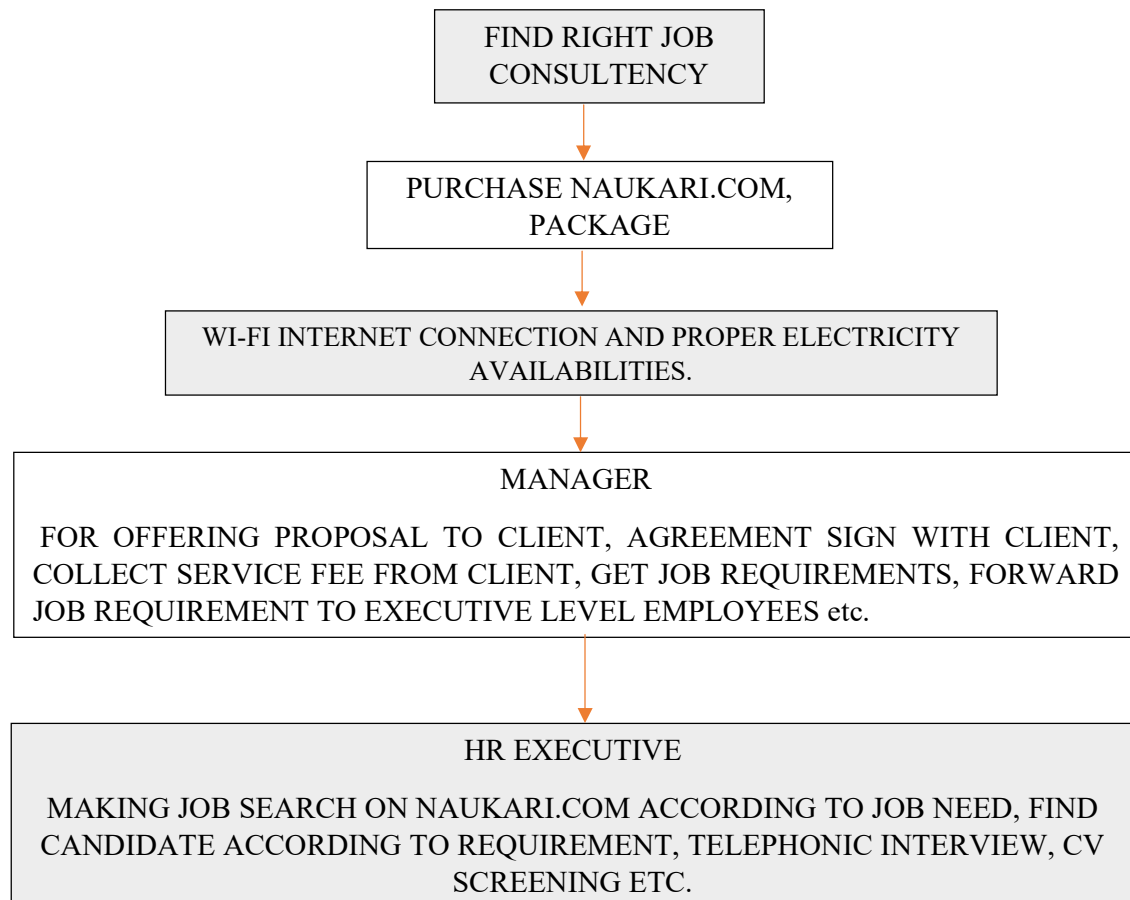
STARTUP OF BUSINESS PLAN, FOR SERVICE PROVIDING COMPANY

Startup of business for service providing company is in high demand. There are many types of service providing business for ex. Maid provider service, watchman provider service, online job preparation home tuition service, job providing service etc. as I discussed before every idea is saleable for exchange of money. Here I am talking about service sale which can be started from a single room. Every service provider needs their own required assets. Here I will discuss about job provider agency in other word can say job consultancy. This business can be started with 4 to 5 employees only. With the help of this business setup I will explain, how job consultancy is providing job on pan India level.

PRODURT- Recruitment service.

VISION – To setup 2 another branch in metro city by the year 2030.

MISSION –Understand the client expectations for right person for job. Recruitment service providing for different kind of job.



In this business a lot of facilities can be used, how you can use naukari.com different feature, it is easily available video on naukari website or you can get training over conference call at workplace from naukari.com service provider. Here I will discuss few features of job site.

Bulk mailing: with the help of this feature, you can make a proposal to tie-up and can select same group of company of a state and send them proposal with company brochure in one time. That can save your time.

Search- according to need of clients you can make search and with the help of these more than 50 employees you can find over here, according to the job requirements.

Social media referrals from employees' network- from here you can post job on social site.

Resume store- here you can save the applicants resume and call them in future for job requirements.

Work from home: - if you want to work from home you need to install naukari site with the help of naukari executive they will register this site and allow to work with new generated id and password.

For this business you can hire freelancer or you can recruit 5 to 10 employee who can work with you in your office. But every process needs attention such as sign of agreement, plan about payment, either candidate will pay or recruitment payment will be done from company side only. One more thing which is important to start this business that is maximization of client tie-up with company. So that you can get job requirement.

STUDY SOLUTION PROVIDER AGENCY

In current time of country people are very much conscious about their children's study. For earning purpose parents need to go out side for job and they are not able to give attention on their children's education. this is the reason parents are looking for good tuition for children. And the second reason for home tuition is awareness of children for their study and trying to get best solution of their doubt. It's a normal problem of parents that they can pay good amount for their children but they are not able to get good teacher for their children.

In modern time study solution provider agency is one of the best options for working parents to get proper guidance for their kids according to their class wise syllabus. Many agencies are working on higher level they are providing solution on competitive level too. This kind of company is working on pan India level. Toppers.com is a good study solution provider agency.

Here I will discuss to open this type of service provider company-

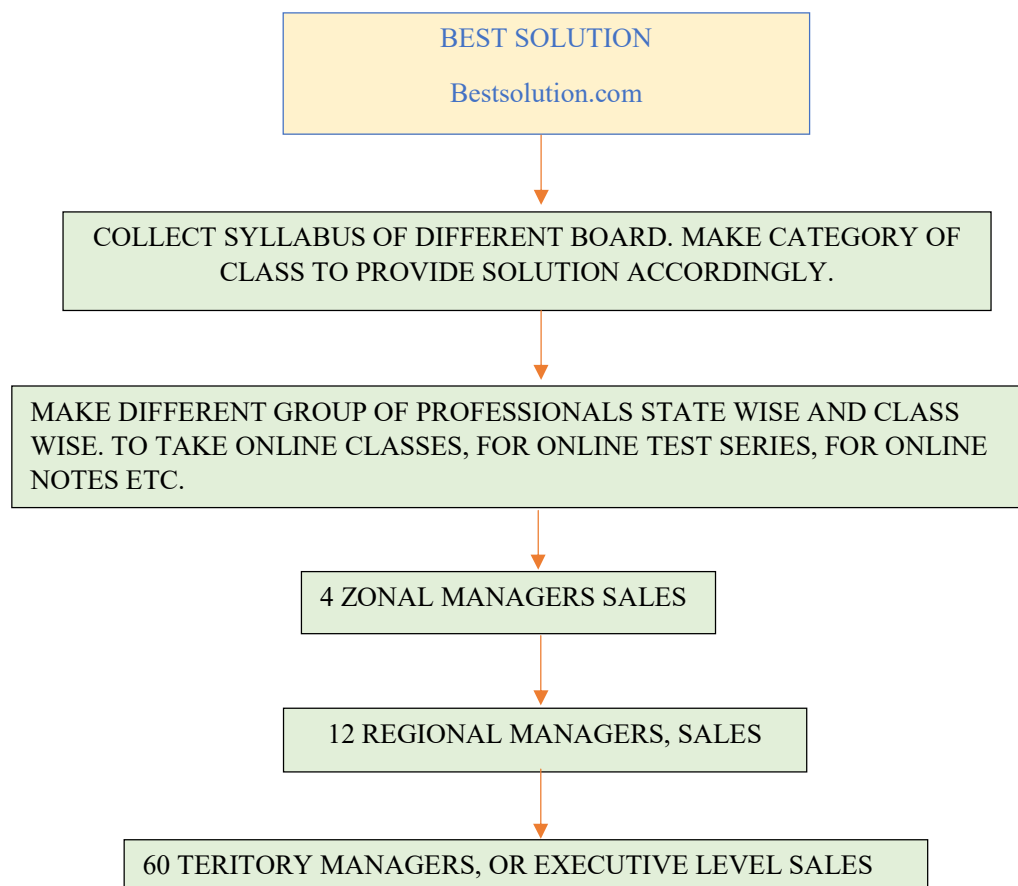
PRODUCT- Study material CD, DVD.

MISSION-keeping in the mind the view of student and parent expectations, study material is available in different package with different time limits. The mission- to develop interest in student for their study.

VISION- To develop every kind of competitive exam study material and test series by year 2030.

OBJECTIVE-

- To make study attractive and understandable.
- To build smartly problem solve capability in student.
- To provide good financial support from salary to unemployed experts.
- To make it easy for parents for their children's study matters.
- To create a problem-solving channel on pan India level.



WORK PROCESS—Make a team of experts. Categorize them according to their skills and knowledge. Make a plan to solve all the syllabus with creative ideas such as ppt, with the help of story, different diagrams, graph, test series package etc. store all this relevant informant in CD or DVD. With the help of professionals, arrange the class of query, extra classes or online test series.

All this is the key product of the company. Company will make different package for sales.

Now the question is, how it can possible to sale to students. For this process sales team will work. Executive level employee will fix the appointment with principle, teachers or parents and they will explain about the feature of this study material package.

Time to time parents meeting is important to know the required improvement in package or attract them to purchase that product for next year also.

Important point-

- Student can file the query anytime, and get proper guidance and solution within 8 hours should be in promise list.
- Suggestion of parents and student should always welcome.
- Incentive plan for executive and for managers should be there.

MAIDS PROVIDER SERVICE AGENCY

Maid providing service or care taker service is very unique and easy service to provide made at district level. For this service verification of document is very important process. The person who will work under this process their family background and personal character should be clean. Verification of client (owner) family is also required, where worker will go for work. Every year agreement should be made with worker to company and owner to company.

He/she can be educated or uneducated. To start this business first need is categorized the requirement like maid for house hold work on hourly basis, care taker of house and kids on hourly basis, multipurpose maid on hourly basis.

The Important point to start this business is-

- Their salary should be according to homes attending in a day.
- Salary should be paid to worker by the third party not from the owner of house.
- 4 leaves should be in a month.
- If someone don't need leave, incentive plan should be for them.
- A proper dress code for every worker.
- Medical insurance should be available for them.
- Discipline of worker should be managed by company.
- A register maintains by client (owner) to take the attendance and absent of worker that attendance sheet should be shared with company on 1st date of the month.
- A complain file for worker and owner should be maintained by company.
- Any complain should register over phone call or in writing by worker and client.
- Online thumb impression facilities should be available for worker. Report will send by owner to company with their signature.

So, these are the required points to setup a business. Now I will explain process of this business setup with the help of figure, which is given below.

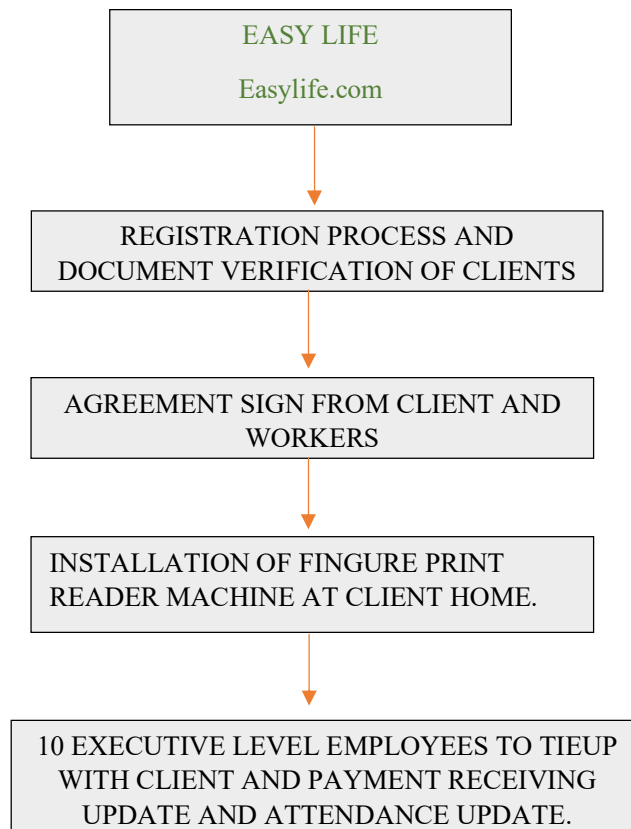
PRODUCT- Maid staff, Care taker staff, Multipurpose staff.

MISSION- To fulfill the requirement of honest staff, providing loyal and honest staff for house hold work to client. Mission- to provide good financial support and work to poor people.

VISION – To build a channel on state basis by year 2030.

OBJECTIVE-

- To provide work and financial support to poor people.
- To provide easily house hold work staff anywhere in district.
- To provide free medical checkup for staff.



This business can be maintained online and few activities will be done manually also.

Payment of staff will be paid in their bank by third party (Employer of business).

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