



Grow Rich By Starting your Own Business



www.entrepreneurindia.co

INTRODUCTION

Hundreds of thousands of people start their own businesses every year, and untold more dream about the possibility of becoming their own bosses. While entrepreneurship has its many potential rewards, it also carries unique challenges.

To start a business of your own you need to understand the environment to set up an enterprise of your own. Setting up a business requires many things. Understanding yourself, understanding market, availing funds are certain basic things that one must mandatorily know before making a business decision.

In fact before starting a business also one has to be thorough with the requirements of current line of industry.

The book contains the aspects to plan any business strategy step by step. The book explains about business plan, effective marketing matters, facing the competition, adding employees,

choosing right location and more aspects that will help start and maintain a new business. The book also contains the list of organizations that help small business in India, important organizations for entrepreneurs and technical consultancy organizations for small scale sector.



This book will guide you step by step to get your business up and running. You will see how to choose a business that is right for you and find the fund you need to begin and support it.

This book will help you how to handle all aspects of running your own business setting up your office, marketing your product or service,

getting the help your cash flow and collection, adding employees to expand more, fighting the defaulting customers and more. And you will also find out the challenges and opportunities that running a new business of your own presents. You will see how your dream to be your own boss becomes a reality.



See More at:

<http://goo.gl/yqEqZ5>

TABLE OF CONTENTS

1. You And Your Business Plan

Why A Business Only?

Your Motivations And Goals

Financial Motivations

Family Motivations

2. Choosing A Business

Your Hobbies And Interests

Market's Present And Future Needs

Will Your Business Succeed?

Important Points To Remember

3. Plan To Make Your Business Successful

Your Strategic Plan

Location Of Your Business

Resistance To Change

Synchronizing Your Goals And Those
Of The Company

Adding Employees Or Partners

Important Points To Remember

4. Your Business Plan

You And Your Potential Investors

Contents Of Your Business Plan

Index

Summary

Your Products/Service

Market And Industry Analysis



The Competition
Marketing Strategy
Management Team
Operations Plan
Financial Analysis
Appendix
Important Points To Remember

5. Choosing Your Business Form

Sole Proprietorship
Partnership
Corporation

Publicly Held Corporation
Privately Held Corporation
(Close Corporation)
Franchises

6. Effective Marketing Matters The Most

Target Marketing
Pricing Strategies
Product/Service Life Cycle
Marketing Message And Positioning

Getting The Public Attention
Publicity
Other Ways
Advertising

7. Selling Your Product

Manipulative Selling

Professional Selling

Criteria For Closing The Deal

Selling Through Distribution And Your Own Sales
Force

8. Facing The Competition

Strategic Or Tactic Threats

Competitive Information

Price War

Market Makers And Followers

Using Market Niches

9. Importance Of Accounting

Earned Income

Types Of Accounting

Cash Basis Of Accounting

Advantages

Disadvantages

Accrual Basis Of Accounting

Advantages

Disadvantages

Financial Statements

10. Dealing With Banks

Your Relations With Banks

Relationship With Loan Officer

Your Business Plan

11. Significance Of Cash On Hand

Success May Turn Lethal

Improve Your Cash Position

12. Facing Collection Problems

Avoid Deadbeat Clients

Your Bad-Debt Ratio

Legal Action Against The Defaulting Customers

Role Of Collection Agencies

13. Adding Employees

How To Get A Good Employee

Your Relation With Your Employees

Effective Interviewing

14. Choosing The Right Location

Home Office

When Do You Need A Regular Office?

15. Helping Your Success

Your Success

Your Business Ego

Small Expenses

16. Government And Non-Government Organizations Supporting Entrepreneurship Development In Our Country

Small Scale Sector

The National Small Industries Corporation Ltd. (Nsid),
New Delhi

Prime Minister's Rozgar Yojana For Educated
Unemployed Youth (Pmry)

Delhi Financial Corporation

Commissioner Of Industries Office

**Dsidc (Delhi State Industrial
Development Corporation)
Opportunities In Haryana
Industrial Assistance Group
Haryana State Industrial Development Corporation
(Hsidc)
Haryana Financial Corporation (Hfc)
Haryana State Electronics Development Corporation
(Hartron)
Haryana Agro Industries Corporation (Haic)**



Haryana State Small Industries And Export Corporation (Hssi & Ec)

The Himachal Pradesh State Industrial Development Corporation Ltd.

Himachal Pradesh Financial Corporation

Karnataka State Financial Corporation (Ksfc)

Entrepreneurship Development In Lakshadweep

Major Facilities Available Under Centrally Sponsored Scheme

**Maharashtra Industrial Development Corporation
(Midc)**

Udyog Sahayak, Directorate Of Industries, Punjab

Punjab Financial Corporation

Rajasthan Financial Corporation

Interest Rate Structure

Semfex Loan

Industrial Development Bank Of

India (Idbi)

Small Industries Development Bank Of India (Sidbi)

- I. Schemes Of Refinance Assistance
- II. Schemes Of Direct Assistance
- III. Bills Schemes

17. Important Organizations For Entrepreneurs

- I. National Financial Institutions
- II. State Financial Institutions

Andhra Pradesh

Assam

Bihar

Chandigarh



Delhi
Gujarat
Haryana
Himachal Pradesh
Jammu & Kashmir
Karnataka
Kerala
Madhya Pradesh
Maharashtra
Orissa
Pondicherry
Punjab

Rajasthan

Tamil Nadu

Tripura

Uttar Pradesh

West Bengal

18. Technical Consultancy Organizations For Small Scale Sector

Andhra Pradesh

Assam

Bihar



Gujarat
Haryana
Himachal Pradesh
Tamil Nadu
Jammu & Kashmir
Karnataka
Kerala
Madhya Pradesh
Maharashtra
Manipur
Punjab
Orissa
Rajasthan

19. Organisations That Help Small Businesses In India

Andhra Pradesh Industrial &

Technical Consultancy Organisation

Appropriate Technology Development Association

A.P. Women's Co-Operative Finance Corporation Ltd.

Association Of Women

Entrepreneurs Industrialists

Of Maharashtra (Wima) Awake, Association Of

Women Entrepreneurs Of Karnataka

Bhagavatulla Charitable Trust

**Bihar Industrial & Technical Consultancy Organisation
Ltd.**

Canadian International Development Agency (Cida)

**Canara Bank Platinum Jubilee Rural Development Trust
(Cbpjrd)**

Central Building Research Institute

Central Drug Research Institute

Central Electro-Chemical Research Institute

**Central Food Technological
Research Institute**

Central Fuel Research Institute

Central Institute Of Fisheries

Technology

Centre For Entrepreneurship

Development

Centre For Management Development

Council For Advancement Of People's Action And

Rural Technology

(Capart)

Council Of Scientific And Industrial Research (Csir)

Department Of Science And Technology

Department Of Women And Child Development,
Govt. Of India.

Development Alternatives

Development Corporation Of
Vidharbha

Eastern India Womens' Association

Economic Development Corporation
Of Goa, Daman & Diu Ltd.

Electronics Trade And Technology Development
Corporation Ltd (Et&T)

Entrepreneurship Development
Institute Of India

Ford Foundation

Friedrich Ebert Foundation

Gram Vikas

**Handicrafts And Handloom Exports Corporation Of
India**

Haryana Industrial Consultants Ltd

Himachal Consultancy

Organisation Ltd.

India Development Services

Indian Gramin Service

Indo-German Dhauladhar Project

**Industrial & Technical Consultancy Organisation Of
Tamil Nadu**

**Institute Of Entrepreneurship Development
International Centre For Entrepreneurship And Career
Development (Icecd)
Jammu & Kashmir Industrial &
Technical Consultancy Organisation Limited
Jan Vikas
Jnana Prabodhini
Karnataka Leather Industries Development
Corporation Ltd.**

Karnataka Silk Industries Corporation Ltd. (Ksic)
**Karnataka State Central Coir Cooperation Development
Production And Marketing Board**
**Karnataka State Electronics Development Corporation
Limited (Keonics)**
**Karnataka State Handicraft Development Corporation
Ltd.**
**Karnataka State Women's Development Corporation
Limited**

**Kerala Industrial & Technical Consultancy
Organisation Ltd.**

Kerala State Women Industries Association

Khadi And Village Industries

Commission

Kutch Mahila Vikas Sanghathan

Maharashtra Industrial And

Technical Consultancy

Organisational Ltd.

Marketing Organisation Of Women Entrepreneurs

(Moowes)

Meghalaya Industrial Development Corporation Ltd.

**Ministry Of Food Processing
Industries**

Myrada

**National Bank For Agriculture
And Rural Development
(Nabard)**

**National Institute For
Entrepreneurship And Small
Business Development (Niesbud)**

**National Institute Of Small Industry Extension
Training (Nisiet)**

National Productivity Council

**National Research And Development Corporation Ltd.
(Nrdc)**

**National Small Industries
Corporations Ltd. (Nsic)**

Norad (Norwegian Agency For Development)

**North Eastern Industrial & Technical Consultancy
Organization Ltd.**

North India Technical Consultancy Organisation Ltd.

**Organisation In Human Welfare & Research
Foundation**

Overseas Development Administration, British High
Commission

Professional Assistance For Development Action
(Pradan)

Rajasthan Consultancy
Organisation Ltd.

Rayalaseema Seva Samithi (Rass)

Regional Engineering College

Royal Netherland's Embassy, Development
Cooperation/Women Development

Rural Development And Self-Employment Training
Institute (Rudset Institute)

**Sri Jaya Chamarendra College Of Engineering Science
And Technology
Park (Sjce-Step)
Shree Kshetra Dharmasthala Rural Development
Project (Skdrdp)
Small Industries Development
Bank Of India
Small Industries Service Institute
Social Alliance Of Women
Entrepreneurs
State Bank Of India Consultancy
Bureau**

State Financial Corporation
Sumangali Seva Ashrama
Udyogini

Usaid (United States Agency For International
Development)

Ushagram Trust

Village Planning Forum

West Bengal Consultancy

Organisation Ltd.

Womens Entrepreneurs Association
Of Rajasthan

Youth Charitable Organisation

*20. Annexure 1 : Addresses Of
National Bank For Agriculture
And Rural Development (Nabard)
Offices In India*

*21. Annexure 2 : Addresses Of
Rural Development And Self-
Employment Training (Rudset)
Institutes In
India*

22. Annexure 3 : Small Industries Service Institutes, Branch Institutes, Extension Centres

Andhra Pradesh

Assam

Bihar

Goa

Dadra & Nagar Haveli

Gujarat

Haryana

Himachal Pradesh

Jammu And Kashmir



Karnataka

Kerala

Madhya Pradesh

Ujjain

Maharashtra

Manipur

Meghalaya

Nagaland

Orissa

Punjab

Rajasthan

Sikkim

Tamil Nadu

Tripura

Uttar Pradesh

West Bengal

Arunachal Pradesh

Andaman & Nicobar Island

Delhi

Mizoram

Pondicherry

See More at:

<http://goo.gl/yqEqZ5>



Visit us at

www.entrepreneurindia.co

**Take a look at
NIIR PROJECT CONSULTANCY SERVICES
on #Street View**

<https://goo.gl/VstWkd>

NIIR PROJECT CONSULTANCY SERVICES

An ISO 9001:2008 Company

Niir Project Consultancy Services

106-E, Kamla Nagar, New Delhi-110007, India.

Email: npcs.ei@gmail.com , info@entrepreneurindia.co

Tel: +91-11-23843955, 23845654, 23845886

Mobile: +91-9811043595

Fax: +91-11-23841561

Website : www.entrepreneurindia.co

**Take a look at NIIR PROJECT CONSULTANCY SERVICES on
#StreetView**

<https://goo.gl/VstWkd>



➤ <https://www.linkedin.com/company/niir-project-consultancy-services>



➤ <https://www.facebook.com/NIIR.ORG>



➤ <https://www.youtube.com/user/NIIRproject>



➤ <https://plus.google.com/+EntrepreneurIndiaNewDelhi>



➤ https://twitter.com/npcs_in



➤ <https://www.pinterest.com/npcsindia/>



For more information, visit us at:
www.entrepreneurindia.co