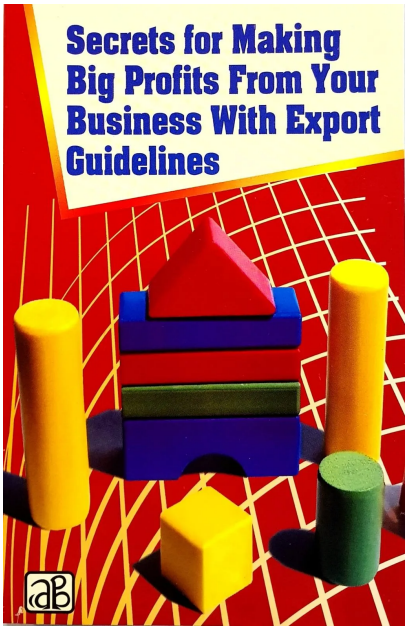
## Entrepreneur India

106-E, Kamla Nagar, New Delhi-110007, India.
Tel: 91-11-23843955, +91 9097075054
Mobile: +91-9097075054
Email: npcs.ei@gmail.com, info@entrepreneurindia.co
Website: www.entrepreneurIndia.co


# Secrets for Making Big Profits from Your Business with Export Guidelines

| | |
|---|---|
| **Code** | NI106 |
| **Format** | paperback |
| **Indian Price** | ₹400 |
| **US Price** | $50 |
| **Pages** | 270 |
| **ISBN** | 8178330466 |

| | |
|---|---|
| **Publisher** | Asia Pacific Business Press Inc. |

## Description

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. Entrepreneurship is an act not a born tact, you need to understand the environment to set up an enterprise of you own. Setting up a business requires many things like understanding yourself, understanding market and availing funds are certain basic things that one must mandatorily know before making a business decision. To start a business of your own you need to understand the environment to set up an enterprise of you own. Starting a business involves planning, making key financial decisions and completing a series of legal activities. To run a successful business, you need to learn all about your existing and potential customers, your competitors and the economic conditions of your market place. Entrepreneurship helps in the development of nation. A successful entrepreneur not only creates employment for himself but for hundreds. Deciding on a right project can lead you to the road to success. The purpose of this book is to enrich the people with an understanding of the entrepreneurial process. There is no presumption, however, that entrepreneurship can be taught, because entrepreneurs have their own peculiar way of doing things. Yet it is possible to help them be better prepared for transforming dreams in realities.

Startup India Stand up

Our Prime Minister unveiled a 19-point action plan for start-up enterprises in India. Highlighting the importance of the Standup India Scheme, Hon’ble Prime minister said that the job seeker has to become a job creator. Prime Minister announced that the initiative envisages loans to at least two aspiring entrepreneurs from the Scheduled Castes, Scheduled Tribes, and Women categories. It was also announced that the loan shall be in the ten lakh to one crore rupee range.

A startup India hub will be created as a single point of contact for the entire startup ecosystem to enable knowledge exchange and access to funding. Startup India campaign is based on an action plan aimed at promoting bank financing for start-up ventures to boost entrepreneurship and encourage startups with jobs creation.

Startup India is a flagship initiative of the Government of India, intended to build a

strong ecosystem for nurturing innovation and Startups in the country. This will drive sustainable economic growth and generate large scale employment opportunities. The Government, through this initiative aims to empower Startups to grow through innovation and design.

What is Startup India offering to the Entrepreneurs

Stand up India backed up by Department of Financial Services (DFS) intents to bring up Women and SC/ST entrepreneurs. They have planned to support 2.5 lakh borrowers with Bank loans (with at least 2 borrowers in both the category per branch) which can be returned up to seven years.

PM announced that “There will be no income tax on startups’ profits for three years”

PM plans to reduce the involvement of state government in the startups so that entrepreneurs can enjoy freedom.

No tax would be charged on any startup up to three years from the day of its establishment once it has been approved by Incubator.

This book majorly deals with the advent of quality management & its impact on marketing, total quality management, measuring customer satisfaction, pitfalls of the traditional approach, customer value management, marketing research for new ventures, implications of market research and competitive analyses, new developments in business to business marketing , relationship building in key account management, enlarging domain of marketing, finance for exports, understanding world trade environment, global marketplace of the nineties, business environment and political variables analysis, dimensions of political environment and so on.

Consequently the book is organized to explore the nature of entrepreneurship, provide models for new venture creation and describe way to help entrepreneurs succeed. The book contains different parameters, procedures and facilities provided by central and state Govt. The book can prove to be a useful compendium for anybody wanting to setup a small scale unit.

## Content

The Advent of Quality Management & its Impact on Marketing
QUALITY GURUS
TOTAL QUALITY MANAGEMENT
QUALITY AWARDS AND STANDARDS
The Malcolm Baldrige Award
The European Quality Award
ISO 9000
MEASURING CUSTOMER SATISFACTION
Why this sudden Interest in CSM
How is satisfaction Measured
OVERALL SATISFACTION
Kano Model
BEYOND CUSTOMER SATISFACTION
Pitfalls of the Traditional Approach
CUSTOMER VALUE MANAGEMENT
BENCHMARKETING
QUALITY FUNCTION DEPLOYMENT
PROCESS REENGINEERING
IMPLICATIONS FOR MARKETING
Marketing Research for New Ventures.
THE MARKETING CONCEPT
A Commitment to Customers
A Long View toward profitability
Integrated Objectives
PERSPECTIVE ON MARKETING RESEARCH
MARKET RESEARCH IN THE PRE-START-UP PHASE
Who Is the Customer?
Where Is the Market?
Segmenting the Market: What Niche to Fill
Competition: Who Are the Market Players?
Distribution: How Will Customers Be Reached?
MARKETS FOCUSED ON ORGANIZATIONS
SOURCES OF MARKET INTELLIGENCE
Existing competitors
Trade publications
Securities Analysts' Reports
Government Sources
Potential Customers
Other Sources and Methods of Research
COMPETITIVE ANALYSIS: RESEARCH AFTER START-UP
The Threat of Entry

The Power of Buyers
The Power of Suppliers
The Threat of Substitutes
Competitive Rivalry
IMPLICATIONS OF MARKET RESEARCH AND COMPETITIVE ANALYSES
New Developments in Business-to-Business Marketing
FROM COST OF MATERIALS TO TOTAL COST
SUPPLY CHAIN MANAGEMENT
NETWORK MARKETING
KEY ACCOUNT MANAGEMENT
Accountants - Enemy #1 of Marketing
Customer is Not Always Right
Relationship Building in Key Account Management
ENLARGING DOMAIN OF MARKETING
IMPLICATION FOR MARKETERS
Impact of Technology on Marketing
DEVELOPMENTS IN TECHNOLOGY
Invention of the Wheel
The Fuzzy World
The Dolly Effect
INFORMATION TECHNOLOGY IN RETAILING
INFORMATION TECHNOLOGY IN DISTRIBUTION
Distribution of Services
Cyber Distribution
INFORMATION TECHNOLOGY IN MARKET RESEARCH
INFORMATION TECHNOLOGY IN ADVERTISING
FROM E-COMMERCE TO E-BUSINESS
IMPACT ON MARKETING

Entrepreneur's Introduction to Export Business.....
Introduction
Foreign Currency
Rupee Value
Rates of Currency

Choice of Currency
Externalization Certificate
Methods of Payment
Cross-Border Sale
Terms of Sale
Sale of Cargo

Sale Contract
Sale without Ownership
Exchange Control and Exporters
Export Credit
Interest Cost of Credit
Country, Credit and Currency Risk
Exchange Cover
Finance for Exports
Refinance
Countertrade
Euro-Currency Loans
Multi-Currency Option
Club-Deals
Tax Sparring Loans
Euro-Currency Bonds
Acceptance Finance
Islamic Banking
Offshore Banking Units
Forfeiting
Standby Letter of Credit
Factoring
European Currency Unit
Enforcement of Foreign Judgements
Recent Developments
Financial Negotiations
Understanding World Trade Environment
Global marketplace of the Nineties
Responsiveness and Customers' Demand
Approach to Technology Management
Universe of Corporate Research and Development
New Technology: New Challenges
Technology and the Third World
Flows of Technology
Impact of Communication Revolution
Loans and Risk Capital
Risk Evaluation System
Type of Borrower
Resource Mobilization Objectives
Perceived Country Risk
Classification by Action Taken by Borrower
Repudiation or Default

Renegotiation
Rescheduling or Moratorium
Technical Default
Transfer Risk
Geographical Location of Risks
The Development of Country Risk Evaluation
BUSINESS ENVIRONMENT AND POLITICAL VARIABLES ANALYSIS
Dimensions of Political Environment
Liaison or Nexus
Politics, Business and Unpredictability
Coping with Political Uncertainty
Before Investing
Identifying Export Markets: India and the World
Leading Trade Partners
1. The European Union (EU)
2. North America (USA and Canada)
3. East Asia
Guide to Cargo Insurance and Claims Procedure
Why of Cargo Insurance
Legal Aspect
Commercial Aspect
Assignment of Marine Cargo Policies
With Whom to Insure?
How to Pay Premium?
Disclosure of Material Facts
Duty and Increased Value Insurances
Marine-cum-Erection Insurance
Insurance Documents
Insurance Documents
Seller's Contingency Insurance
Nature and Scope of Cargo Insurance Policy
Marine Insurance Contract
Parties to the Contract
Insured and Insurable Interest
Indemnity and Insurable Value
Perils and Cause Proxima
Scope of Cargo Insurance Policy
Kinds of Perils
Maritime Perils
Extraneous Perils
War Perils

Strike Perils
Kinds of Losses
Actual Total Loss
Constructive Total Loss (CTL)
General Average
Particular Average
Hazards that Lead to Losses
1. Breakage During Handling Stowage and Transit
Stowage Transit
2. Corrosion Due to Water Damage
3. Non-Delivery Because of Theft/Pilferage
What Can Go Wrong with Packaging
Good Handling Can Make All the Difference
Coverage and Institute Cargo Clauses
Institute Cargo Clause (A)
Risk Covered
Institute Cargo Clause (B)
1. Risk Clause
Institute Cargo Clause (C)
Risks Covered
Exclusions to Institute Cargo Clauses A, B, & C
Duration
Duration Clauses
Transit Clause
Termination of Contract of Carriage Clause
Exclusion Clauses
Wars and Strike Exclusion Clause
Unseaworthiness and Unfitness Exclusion Clause
Recoverable Expenses
Types of Policies
Specific Voyage Policy
Open Cover
Open Policy
Procedure and Documentation When a Loss Arises
Duties of the Insured (Preservation of Recovery Rights)
Claims Against Marine Policies
Export Insurance Guidelines
Sea voyage:
Acid and Other Extraneous Substances

## About Niir

NIIR Project Consultancy Services (NPCS) is a reliable name in the industrial world for offering integrated technical consultancy services. Its various services are: Pre-feasibility study, New Project Identification, Project Feasibility and Market Study, Identification of Profitable Industrial Project Opportunities, Preparation of Project Profiles and Pre-Investment and Pre-Feasibility Studies, Market Surveys and Studies, Preparation of Techno-Economic Feasibility Reports, Identification and Selection of Plant and Machinery, Manufacturing Process and/or Equipment required, General Guidance, Technical and Commercial Counseling for setting up new industrial projects and industry. NPCS also publishes various technology books, directories, databases, detailed project reports, market survey reports on various industries and profit making business. Besides being used by manufacturers, industrialists, and entrepreneurs, our publications are also used by Indian and overseas professionals including project engineers, information services bureaus, consultants and consultancy firms as one of the inputs in their research.