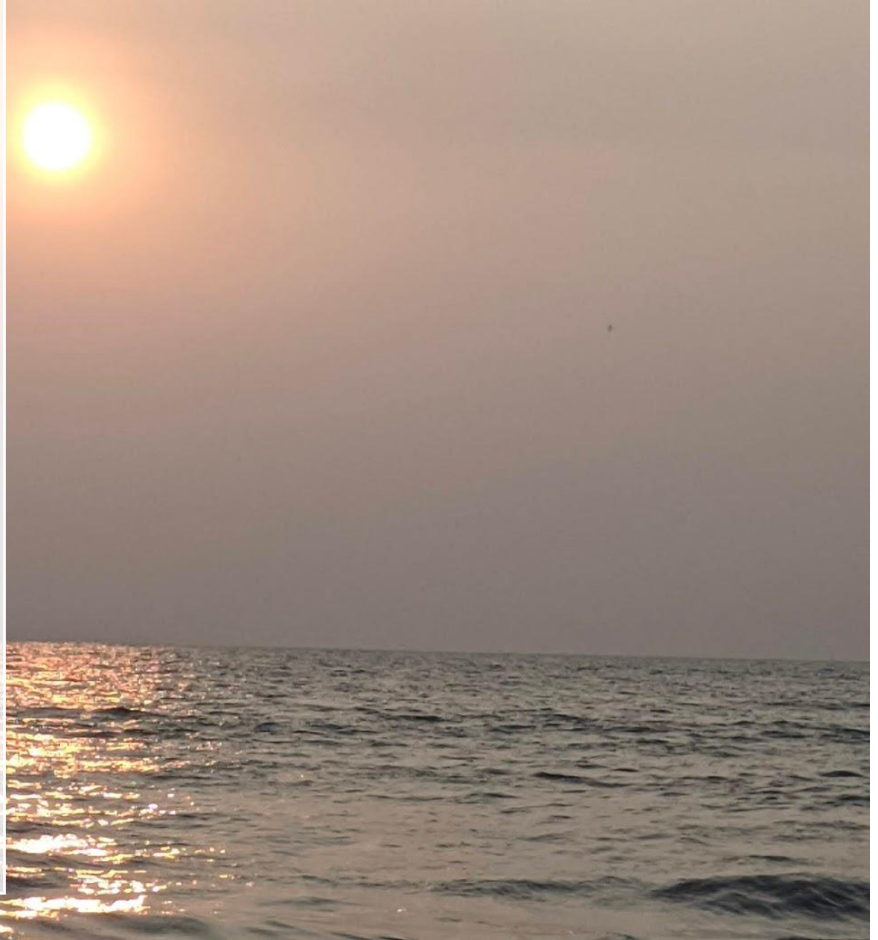


An Initiative by MSME – PPDC Agra

Knowledge Partner
Connecting Dots Strategic Consulting

Entrepreneurship



Connecting Dots Strategic Consulting is a recognized Social Enterprise under MSME Technology Development Center (PPDC) Agra.

Entrepreneurship is a Journey

Connecting Dots Strategic Consulting
www.cdsc.in

This Course material is proprietary material of CDSC



Welcome to the Program on Entrepreneurship

This Program is exclusively designed for College Students, who are inclined towards Self-Employment. These program modules are designed after market study by interviewing Students.

Introduction

Connecting Dots Strategic Consulting is a Management Consulting Firm specializes on Organization Development Interventions. We have helped companies on increasing Market Share, Average Revenue per Customer, Employee Productivity, and Customer Satisfaction.

We welcome the participants to attend the sessions attentively, take relative notes and ponder on the questions asked. In case of any clarification / questions, you shall raise at the end of the session.

We wish you all a Happy Journey on Entrepreneurship.

Our Wishes!

Thank You,

Best Regards

K U Srinivason

Course Director

Your Trusted Consulting Partner for Business Excellence

Legends of Indian Entrepreneurship



Legends in Indian
Entrepreneurship

Center – Jamsetji Tata, Amul Kurien, Wipro Azim Premji, Infosys Narayana Murthy, Ramco Ramasamy Raja, VO Chidambaram Pillai, TV Sundaram Iyengar, Reliance Ambani.

Your Trusted Consulting Partner for Business Excellence

AL-219, 14th Main Road, Annanagar, Chennai – 600040 | Phone : 044 – 48589110, 9841099110 | www.cdsc.in

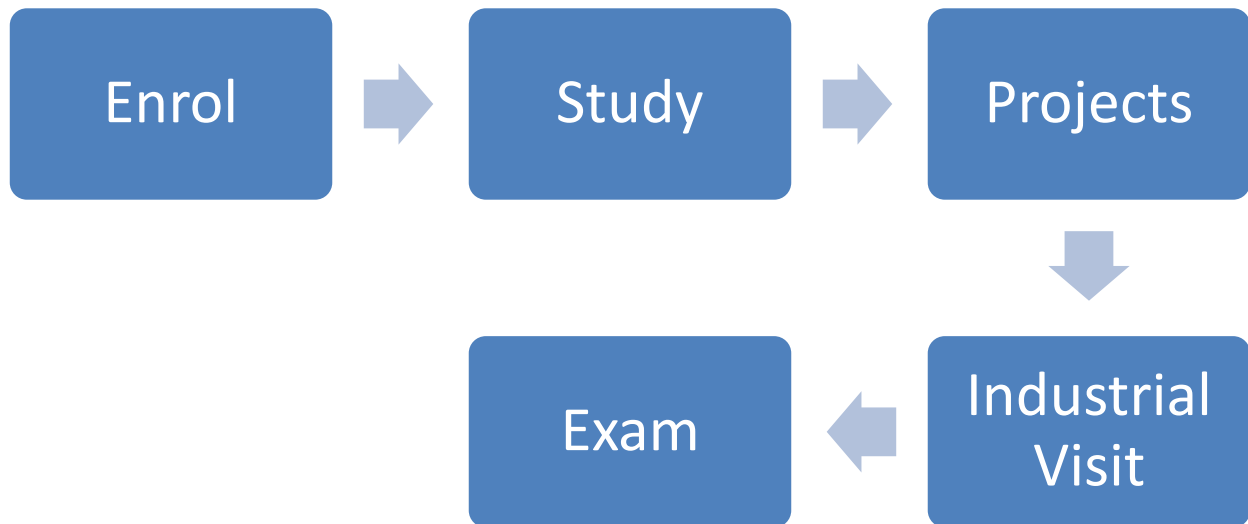
Your Trusted Consulting Partner for Business Excellence

AL-219, 14th Main Road, Annanagar, Chennai – 600040 | Phone : 044 – 48589110, 9841099110 | www.cdsc.in



Your Trusted Consulting Partner for Business Excellence

Life at College



We join in a Program in a College, study the subjects, undergo projects, and visit Industrial to gain practical Knowledge, successfully complete the Exams and pass out with flying colors.

Your Trusted Consulting Partner for Business Excellence

AL-219, 14th Main Road, Annanagar, Chennai – 600040 | Phone : 044 – 48589110, 9841099110 | www.cdsc.in

Life after College

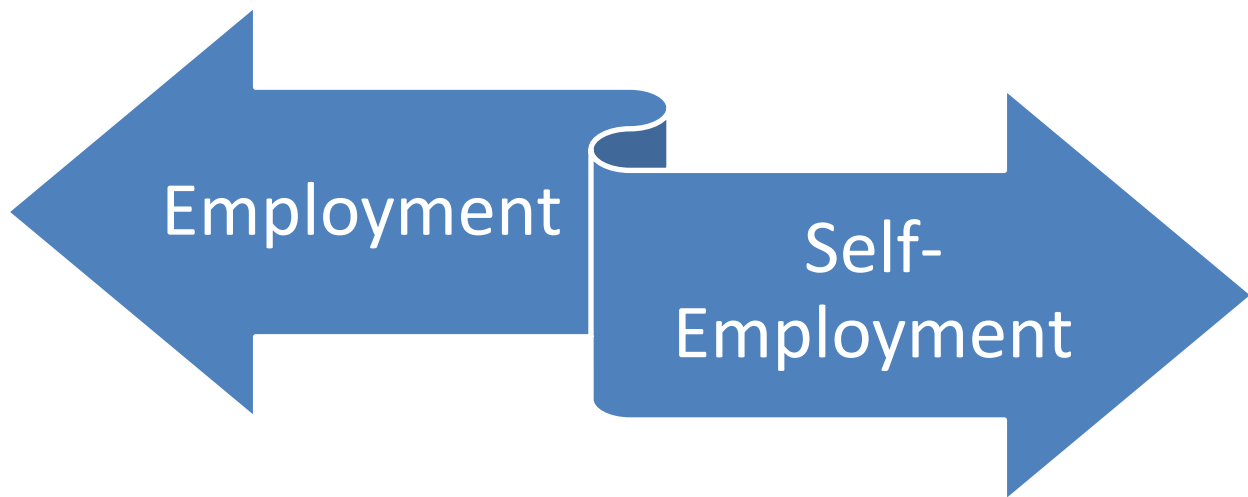


When we join a Job, we start earning and start living on our Own that is determined as our “Status of Life”

Your Trusted Consulting Partner for Business Excellence

AL-219, 14th Main Road, Annanagar, Chennai – 600040 | Phone : 044 – 48589110, 9841099110 | www.cdsc.in

Earning Choices



We have two options, either to choose Employment or Self Employment

Your Trusted Consulting Partner for Business Excellence

AL-219, 14th Main Road, Annanagar, Chennai – 600040 | Phone : 044 – 48589110, 9841099110 | www.cdsc.in

Comparison

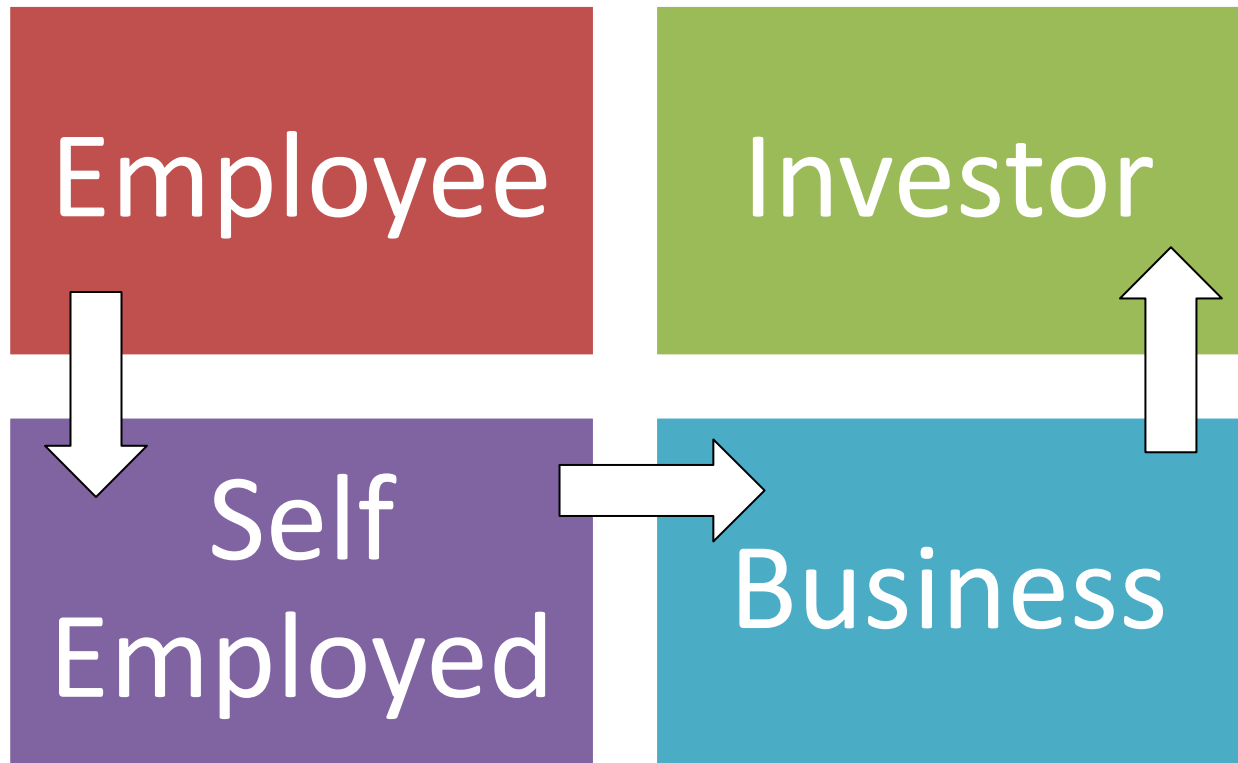
Employment

- You work for Someone
- Ambition of your Founders determine your Career
- Compulsory Retirement at 58 Yrs
- No Pension after Retirement
- Easy Going – No Risk

Self-Employment

- You work for Yourself
- Your Ambition determine Career
- NO - Retirement
- Pension thru Shares & Investment
- Focus Direction – Risk Predicted

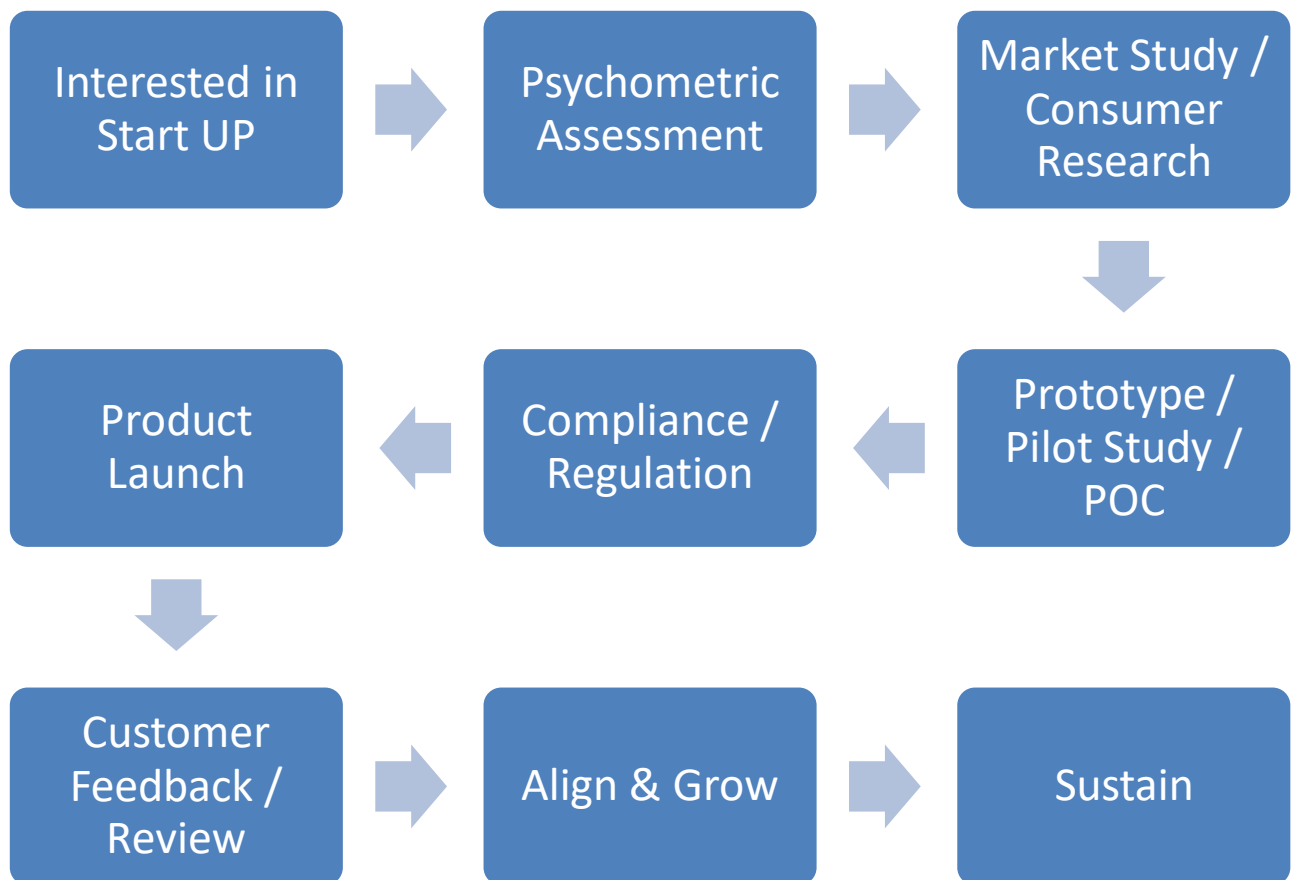
Growth Plan



Your Trusted Consulting Partner for Business Excellence

AL-219, 14th Main Road, Annanagar, Chennai – 600040 | Phone : 044 – 48589110, 9841099110 | www.cdsc.in

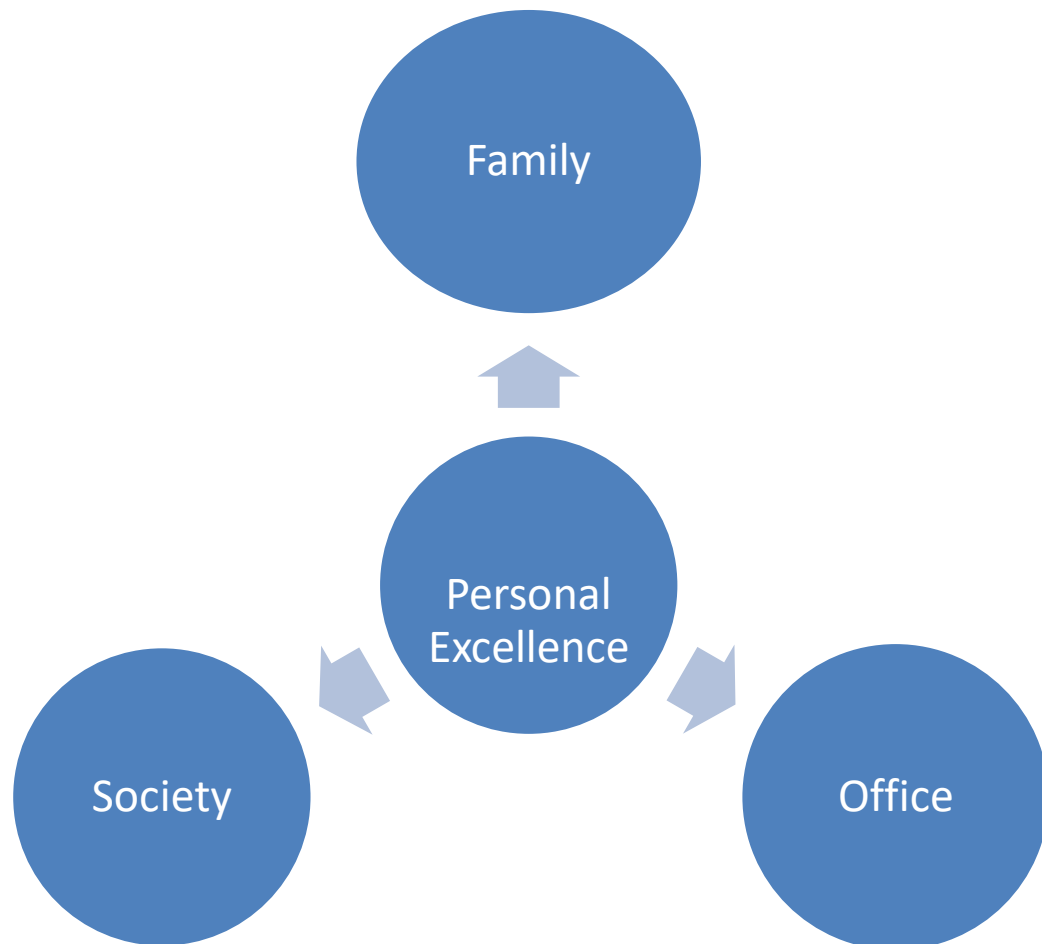
Entrepreneurship Process



Your Trusted Consulting Partner for Business Excellence

AL-219, 14th Main Road, Annanagar, Chennai – 600040 | Phone : 044 – 48589110, 9841099110 | www.cdsc.in

Self Development



Your Trusted Consulting Partner for Business Excellence

AL-219, 14th Main Road, Annanagar, Chennai – 600040 | Phone : 044 – 48589110, 9841099110 | www.cdsc.in

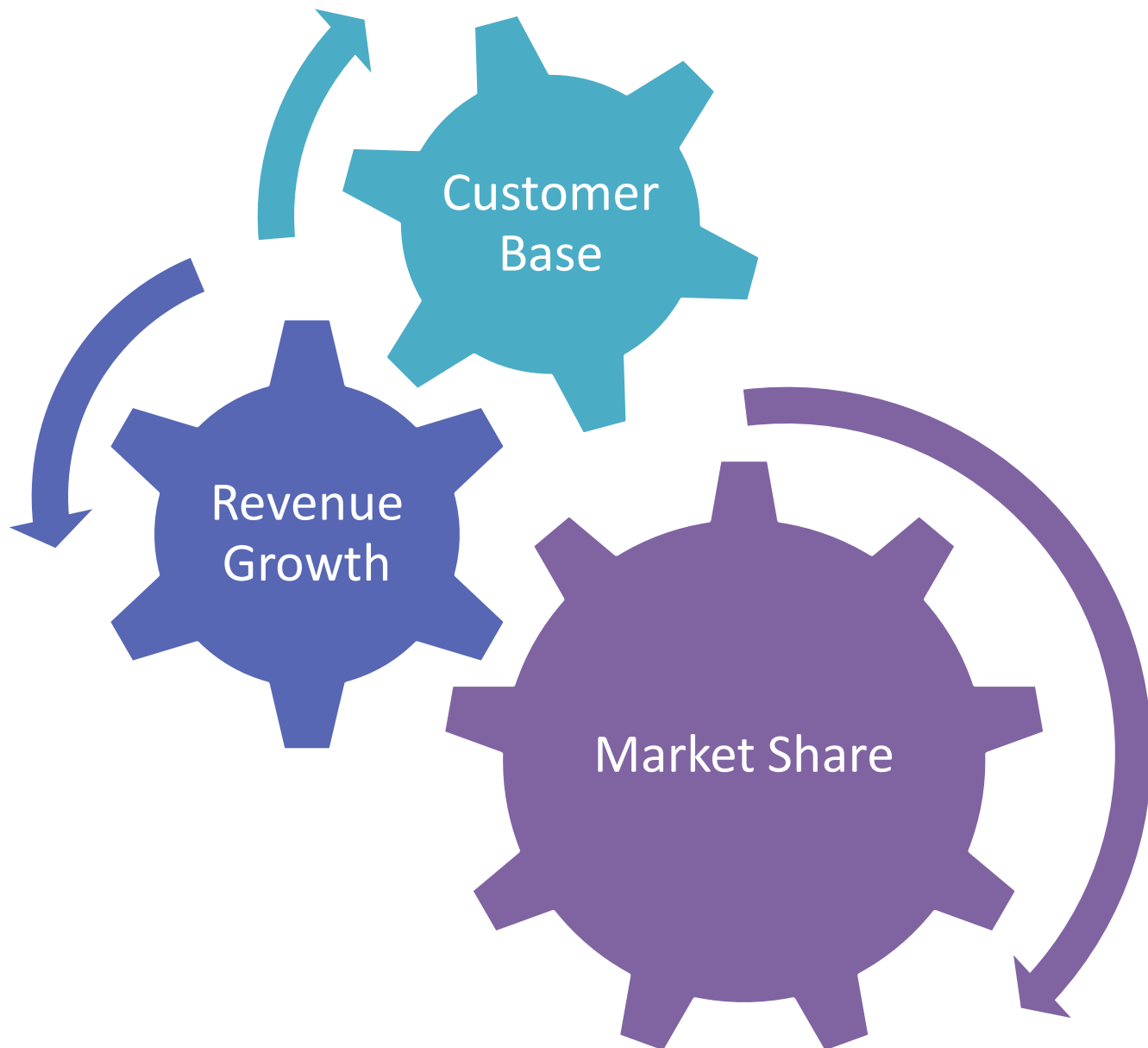
Start Up Flow



Your Trusted Consulting Partner for Business Excellence

AL-219, 14th Main Road, Annanagar, Chennai – 600040 | Phone : 044 – 48589110, 9841099110 | www.cdsc.in

Three Pillars for Business Success



Your Trusted Consulting Partner for Business Excellence

AL-219, 14th Main Road, Annanagar, Chennai – 600040 | Phone : 044 – 48589110, 9841099110 | www.cdsc.in

Start Up Support

Company Formation Support – Compliance & Regulation

Company Funding / Institution Support

Organisation Development Support - Policy / Process / Sales / Human Resources / Marketing / Customer Device / Factory

Quality & Service Audit / Customer Service / 5S / ISO / Six Sigma / Kaizen / Compliance Management / Business Excellence

Legal / Tax / Audit – Advisory & Consulting

Your Trusted Consulting Partner for Business Excellence

AL-219, 14th Main Road, Annanagar, Chennai – 600040 | Phone : 044 – 48589110, 9841099110 | www.cdsc.in

Capability Development – Scale UP



Your Trusted Consulting Partner for Business Excellence

AL-219, 14th Main Road, Annanagar, Chennai – 600040 | Phone : 044 – 48589110, 9841099110 | www.cdsc.in

Work Sheet 1

Write few lines about your inspiration towards Entrepreneurship

1. -----
2. -----
3. -----
4. -----
5. -----

What are the Ideas, Thoughts about starting up Business?

1. -----
2. -----
3. -----
4. -----
5. -----

Work Sheet 1

What are your Skills – You are good at & what are not?

Strength	Weakness
Opportunities	Threat

Identify Line of Business

According to you, these are your thoughts----

1. -----
2. -----
3. -----
4. -----
5. -----

Market Study

Meeting Customer (End Users)

1. -----
2. -----
3. -----
4. -----
5. -----

Market Study

Discussion with Manufactures / Producers

1. -----
2. -----
3. -----
4. -----
5. -----

Market Study

Discussion with Mediators / Traders / Partners / Dealers

1. -----
2. -----
3. -----
4. -----
5. -----

Market Study

Review Competitors / Nearest

Sl	Competitors	USP	Rating	
1				
2				
3				
4				
5				

Prospective Buyers

Meet / Networking / Buyer Meeting / Visiting Trade Shows

Try to meet the Prospective Buyers and try to get their concurrence; - By any chance, they are interested to place orders if you give competitive price and quality product with efficient service.

1. -----
2. -----
3. -----
4. -----
5. -----

Business Case – Project Preparation

Sl	Documents	Get Reviewed
1	Project Report	Auditor / Subject Matter Expert
2	Investment Proposal	Financial Consultant
3	Organization Chart, SOP, Policy, Roles, Responsibilities	HR Consultant
4	Entity Types – OPC, Partnership, Pvt, LLP and Compliances	Auditor
5	Business Start UP Support	BYST / MSME / SIDBI Startup Mitra

Your Trusted Consulting Partner for Business Excellence

AL-219, 14th Main Road, Annanagar, Chennai – 600040 | Phone : 044 – 48589110, 9841099110 | www.cdsc.in