

AIM

To choose a manageable  
mini-enterprise  
SYSTEMATICALLY

# ONLINE HELP

[www.bplan.com](http://www.bplan.com)

[www.businessfinance.com](http://www.businessfinance.com)

[www.sba.gov](http://www.sba.gov)

[www.entrepreneur.com](http://www.entrepreneur.com)

[www.score.org](http://www.score.org)

[www.businesspartners.com](http://www.businesspartners.com)

[www.antiventurecapital.com](http://www.antiventurecapital.com)

# JOYS OF BEING AN ENTERPRISER

(a job creator)

# SOME JOYS

Creator

Free agent

Discretionary income

No retirement date  
and more

PARASPARAM

Enterprisers of the world

UNITE

Enterprise, enterprise, enterprise

Dream enterprise, Think  
enterprise

Act enterprise

Support enterprise

Play enterprisee

DOING  
preceded by  
THINKING

Theory and practice  
Concepts and actions

VS

Jumping to conclusions

Informed enthusiasm



# WORK/CAREER OPTIONS

Working for others

Working for myself

Having others work for me

Social service

All have satisfactions and risks

# ENTERPRISE OPTIONS

Part time

Full time

Fun time

Player  
Organizer  
Venturer

# 4 KEY STEPS

1. Identify opportunity
2. Create an organization
3. Marshall resources
4. Bear the risk

# HOW TO HAVE A MINI ENTERPRISE OF MY OWN

How to spot/start  
a mini enterprise

## Step 1

To recognize an opportunity

To pursue it through  
an organization

# KEY WORDS

Enterprise

SPOT

Start

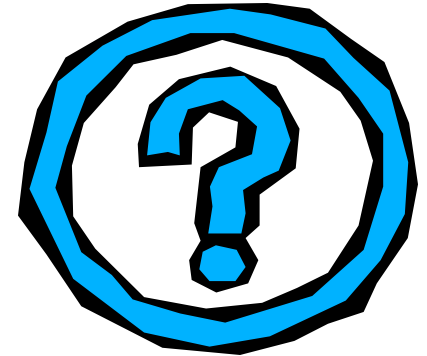
Mini

Success

Mini-risk

Low investment

# SOME OF OUR QUESTIONS





SOME QUESTIONS OFTEN  
RAISED

- How to have it side by side with a job?
- How to switch from a job to an enterprise?
- Where from to get the needed money?
- How to run it smoothly for ever?
- What to start, when to start and how to start?
- Are enterprisers born?

- How to arrange the resources?
- How to diversify from an existing unit?
- What is the first step?
- How to start a pharmacy chain?

# Continued....

- How to move from idea to reality?
- How to provide for the financial risk?
- How to provide for the legal issues and govt permissions?
- What special ideas for a retired person?
- What and how to do the preliminary research?

# Continued...

- How to avoid failure?
- What precautions for gems and jewellery unit?
- In the garment segment?
- An entrance preparation setup?
- How to ensure acceptance?
- How to do the needed research?

# Continued...

- . How to retain people in a small enterprise?
- Pl outline the route map to a mini enterprise?
- A software company on a small capital base?
- I give up too soon

# Continued...

- . Making gel wax candles?
- At what age can one start?
- How much minimum capital?
- What qualities are needed?
- How to avoid pitfalls – mistakes people often make?
- . What are the risks and how to avoid them?
- How to raise needed capital?
- A gift flower market?

# Continued.....

- Best field, best way for me?
- Give me a list of ideas for mini enterprise



WHAT ARE some of  
our CONCERNS?

# WORK OPTIONS

Being an employee

Being a professional

Being a volunteer

Being an enterpriser

All have satisfactions

AND risks

# ESSENTIALS FOR ENTERPRISE SUCCESS

1. Comfort in stretching the rules
2. Being prepared to face oppn
3. Having patience to start small
4. Knowing how to close a deal

# TRAITS NEEDED

1. Negotiating skills
2. Technical skills/marketing skills
3. Motivational and delegational skills
4. Executing skills
5. A passion for what they are doing

# FOUR STAGES

1. Starting an enterprise
2. Running an enterprise
3. Growing an enterprise
4. Selling an enterprise

# YOUR CURRENT STATUS

- Having an enterprise
- Having a part time one
- Working on one
- Considering a possibility

How to start a MINI enterprise  
systematically, scientifically?

# WHAT IS AN ENTERPRISE



# LIST OUT SOME MINI ENTERPRISES

A KG school

A mobile laundry

A magazine lending library

A .....

A.....

A.....

# SOME NEEDS “not” MET

1. A tool library
2. A regular maintenance service for computers
3. Ditto telephones
4. Home appliances
5. Special libraries – eg puzzles, travel, skills, meditation
6. Meditation centres

Continued.....

7. Errand services
8. For elderly lonely folk
9. First aid centres
10. Ambulance
- 11 Mobile hospital
- 12 Mobile emergency hospital
- 13 Mobile book shops

Continued....

14. Reception desk for new comers to the city
15. Conversational Gujarati/Bangla/Tamil
16. Form filling service
17. Baby sitting esp at theatres
18. Editing service
19. Airport reception
20. Etc etc

# ESSENCE OF AN ENTERPRISE

A person or persons  
Has/have a need for a product,  
service or convenience

A person willing and able  
to meet that need

When these two meet  
a device, a set up,  
an enterprise is born



# TWO BROAD APPROACHES

Have a product  
and look for a customer

Find a customer with a need  
and meet his need  
with the product or service

Customer in search of a supplier

Supplier in search of a customer



The later a harder proposition

**BASIC NEEDS**

eg. Dubba service

**AND**

**SOPHISTICATED NEEDS**

e.g. Event Management service

# FOR PROFIT OR DELIGHT

The need may be an economic one where there is an exchange

The need may not be so.

The only return will be a smile or a thank you or a blessing.

# IS IT NEW?

To me the customer  
where I happen to be

New in availability?  
new in quality?

# OPPORTUNITY CRITERIA

1. Creates big value for customers
2. Offers a good risk/profit ratio
3. Has a good fit with one's capabilities
4. Is potentially profitable over a period
5. Is amenable to financing

# SOME OPPORTUNITY AREAS

1. New knowledge and technological change
2. Changing regulations
3. Social turmoil/civic failure
4. Changing tastes
5. Convenient solutions

# EVALUATION CONSIDERATIONS

1. The market – size, growing?, aware/latent, potential customers who, how to reach them, etc.
2. The competition – their strengths/weaknesses, barriers, single worst thing and your strategy
3. The economics – costs fixed/variable, pricing constraints suppliers, employees, others
4. The resources required – land, machinery, manpower etc

Natural advantages I have  
Special ones  
My assets



# ADVANTAGES I HAVE

1. Tradition
2. Family
3. Land
4. Training
5. Experience
6. Contacts
7. Connections
8. Flair

WHAT I CAN HAVE  
with some effort

# MY FEARS AND CONCERNS

1. I don't have money
2. My family will not support me
3. I cannot afford risk
- 4....
- 5....
- 6....
- 7....

# Enterprises around me present and possible

- What are my needs met and thereby someone has an enterprise?
- Met but not adequately and am looking for an enterpriser?
- Not met and I wish someone will start an enterprise?
- I see the need and others may have too.

# A FORMULA

Find a legitimate need  
and fill it well  
and you have  
an enterprise

A need to receive

A will/skill to give/serve/help

# HOW TO SPOT AN ENTERPRISE OPPORTUNITY

BIG MONEY enterprise  
Small capital ENTERPRISE

In a tiny enterprise  
money secondary

# NATURE OF AN ENTERPRISE

It is like a seed

It can grow into a banyan tree  
or into a beans creeper

How far it grows

and how fast

depends on so many factors

some controllable

and some not controllable

Opportunity+Pluck+Luck

Readiness, Preparation  
and timeliness  
are part of pluck



# THREE APPROACHES

from the receiving end

1. A need now met but NOT satisfactorily
2. A need felt but NOT met now
3. A nascent or possible need  
Not brand new  
but new to our context

Let us wear the thinking cap

In OUR area

what enterprise opportunities

what of them I like

what of them I can handle

by doing myself

by getting it done

what preparations I need to make

FROM THE GIVING END

# NATURAL ADVANTAGES

As a person

As a family

As a community

Because of tradition

Because of background

Because of any accident

Something we can make well

Something we can give well

Something we can organize well

Very well

What WE have to bring

THE SKILL AND THE WILL to  
spot an opportunity  
and organize  
cashing on it

We can take help  
The decision/action is ours

A TENTATIVE CHOICE  
and our logic

# SOME QUESTIONS

1. Is the need real?
2. Can I meet it satisfactorily?
3. How ready am I? What help I need and from whom and when?
4. What preparations have I to make?
5. Can I have a time plan?
6. Can I have a resources –place, tools, assistants etc - plan?
7. And a funds plan?
8. Can I have a HR – who can help me and how, for love or money - plan?



# FURTHER STEPS

How to organize one

How to manage one

How to grow one

How to sell one

# SPOTTING AND STARTING

the crucial step

How well it grows

how far it goes

depends on

many factors

100 OPPORTUNITIES  
for OUR enterprise

WHICH ONES FOR US?

BY WHAT TIME  
WE WILL CHOOSE ONE?

# BROAD AREAS

1. FOOD
2. ENTERTAINMENT
3. CONVENIENCE
4. EXPERTESE
5. LIBRARY
6. EMERGENCY

7. SPECIALTY
8. AGE RELATED
9. TRAVEL RELATED
10. TOURISM RELATED
- 11 SAFETY RELATED
- 12 .....