



Estd. 1962
"A" Accredited by
NAAC(2021)
With CGPA 3.52

SHIVAJI UNIVERSITY, KOLHAPUR - 416004,
MAHARASHTRA

PHONE:EPABX-2609000, www.unishivaji.ac.in, bos@unishivaji.ac.in

शिवाजी विद्यापीठ, कोल्हापूर - ४१६००४, महाराष्ट्र

दूरधर्मी - ईमेल:epabx - २६०९०००, जम्बासमंडळे विभाग, दूरधर्मी विभाग ०२७२-२६०९०९३/९४



Ref./SU/BOS/Com & Mgmt./ 539

Date : 19/07/2023

To,

The Principal
All Affiliated (Commerce & Management) College/Institutions,
Shivaji University, Kolhapur

Subject : Regarding Syllabi of BBA Part-II (Sem-III/IV) Choice Based Credit System (CBCS) degree programme under the Faculty of Commerce & Management as per National Education Policy, 2020

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the University authorities have accepted and granted approval to the revised Syllabi of **BBA Part-II (Sem-III/IV) Choice Based Credit System (CBCS)** under the Faculty of Commerce & Management as per National Education Policy, 2020

This Syllabi shall be implemented from the academic year **2023-2024**. A soft copy containing the syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in (Online Syllabus).

You are therefore, requested to bring this to the notice of all Students and Teachers concerned.

Thanking you,

Yours faithfully,

(Dr. S.M. Kubal)

Dy. Registrar

Encl : As above

Copy to,

1. Dean, Faculty of Commerce & Management
2. Chairman, Board of Studies
3. Director, BOEE
4. Appointment Section
5. P. G. Admission Section
6. B. Com. Section
7. Affiliation Section (U.G./P.G.)
8. Computer Center/I.T.
9. Eligibility Section
10. Distance Education
11. P.G. Seminar Section

for information

for information and necessary action.

SHIVAJI UNIVERSITY, KOLHAPUR.



Estd. 1962

NAAC "A++" Grade

Faculty of Commerce and Management

Syllabus For

BBA Part II (Sem III & IV) (CBCS)

(Regulations in accordance with National Education Policy to
be implemented from Academic Year 2023-24)

(Subject to the modifications that will be made from time to time)

BBA-II-Sem.-III
Fundamental of Entrepreneurship
CC-B1

Course Outcomes	<p>After completion of course, students will be able to :</p> <ol style="list-style-type: none"> 1. Explain about different aspects of entrepreneurship development, entrepreneurial skills 2. Illustrate and make use of different theories of entrepreneurship in practical manner. 3. Explain the concept and role of woman entrepreneurs and also to examine their problems and remedial measures 4. Compare and evaluate rural, social, digital, and technological entrepreneurship 5. Discuss success stories and elaborate about start-ups, eco-system and Unicorn.
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Total Hours of Teaching : 60	Lecture/Week: 04	Credit Points: 04
Total Marks: 100	Theory: 60	Internal: 40

Syllabus Contents:

Unit: I	<p>Entrepreneurship Meaning and concept, characteristics of entrepreneurship, role of entrepreneurship in economic development, Difference between entrepreneur and intra-preneur, Type of entrepreneurship, Factors affecting entrepreneur growth</p>	15 Hours
Unit: II	<p>Theories of Entrepreneurship Schumpeter's Theory of innovation, McClelland's Theory of achievement, Max Weber's Theory of social change, Hagen's Theory of status withdrawal, Entrepreneurial Supply Theory-John Kunkle</p>	15 Hours
Unit: III	<p>Woman Entrepreneurship Concept of woman entrepreneurship, Functions & problems of woman entrepreneur, remedial measures, success story of any woman entrepreneurs.</p>	15 Hours
Unit: IV	<p>Rural, Social, Digital and Technological Entrepreneurship Concept and Meaning of rural entrepreneurship, Need of rural entrepreneurship, problems of rural entrepreneurship, Meaning and concept of social entrepreneurship, Difference between business entrepreneur and social entrepreneur, Case-The Grameen Bank, Success story of Mansukhbhai Prajapati- Mitticool, Digital and Technological Entrepreneurship-Introduction, concept, scope, practical examples, Start-Ups and eco system, Introduction to Unicorn</p>	15 Hours

Note: Relevant case studies based on the above units should be discussed in the class

Suggested Practical Work /Field Work:

1. Visit any creative entrepreneur and understand the creativity, motivation, reason for starting business. Study the impact of creativity on business.
2. Visit nearest industrial area and collect information about different industrial units. Prepare industrial profile of the designated area.
3. Identify entrepreneurs in your vicinity. Classify them according to different types of entrepreneurs.
4. Identify women entrepreneurs in nearby area. Prepare report on their voyage of entrepreneurship. Study the challenges faced and strategies to overcome the challenges.
5. Interview the rural entrepreneurs to ascertain the problems and prospects in rural entrepreneurship.

**BBA-II-Sem.-III
Service Marketing
CC-B3**

Course Outcomes

- After completion of course, students will be able to :
1. Illustrate Services- it's concept, classification and importance
 2. Demonstrate and experiment with 7 P's of service marketing
 3. Apply 7 P's for various service organizations
 4. Analyze financial services and discuss their functioning
 5. Discuss application of 7 P's in different service sector

Total Hours of Teaching: 60

Lecture/Week: 04

Credit Points: 04

Total Marks: 100

Theory : 60

Internal : 40

Syllabus Contents:

Unit: I	Introduction to services Meaning and concept of Services, Characteristics of Services, Difference between Goods and Services, Classification of Services, Importance, Reasons for growth of service sector in India.	15 Hours
Unit: II	Service Marketing Meaning, 7P's in Service Marketing-Product-Product Service Grid, Price, Place, Promotion, Process, People and Physical Evidence, Services Marketing Triangle, Customer Service in Technology/Digital Era.	15 Hours
Unit: III	Introduction of industry and Application of 7 P's Introduction - Industry, Application of 7 P's in -Financial Services-Bank, Insurance, Mutual fund, Transportation Services.	15 Hours
Unit: IV	Introduction of Application of 7 P's Application of 7 P's in-Travel and Tourism services, Hotel, Healthcare services	15 Hours

Note: Relevant case studies based on the above units should be discussed in the class.

Suggested Practical work/ Field work :

1. Visit different service units in your vicinity. Study the marketing mix they offer.
2. Conduct a comparative study of tour and travel organizations in Maharashtra using internet sources.
3. Visit to nearby hotel/restaurant of your area and study marketing mix offered.
4. Visit to Automobile Dealers in your vicinity and study the marketing mix offered.
5. Visit to Transportation Services in your vicinity and study the marketing mix offered.
6. Visit to Insurance Company in your vicinity and study the marketing mix offered.
7. Visit hospital in your vicinity and study the marketing mix offered.
8. Visit a bank to understand marketing mix offered.
9. Select any organization dealing in Financial Services-Bank, Insurance, Mutual fund, Transportation Services, Travel and Tourism services, Hotel, Healthcare services and study the customers' expectations and fulfillment using appropriate scales like SERVQUAL model.
10. Any other practical based on syllabus

Note: Each student should prepare report of every practical or field work including detailed information as per guidelines and structure/format given by subject teacher. The report should be hand -written. Take photographs in your cell phone with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report.

Reference Books:

1. Services Marketing: S.M. Zha, Himalaya Publishing House
2. Services Marketing :Harsh Verma, Pearson Education
3. Service Marketing: Rajendra Nargudkar, Tata McGraw Hill Education Pvt. Ltd.
4. Services Marketing :Zeithaml, Bitner, Gremler & Pandit, McGraw Hill Publication

Index

	Topic	Date	Sign
1	Visit a government organisation. to understand the process to start a proprietorship.		
2	Process of private limited company.		
3	Different forms of business.		
4	visit an event management firm.		
5	Interview of chartered accountant. to study private limited company.		
6	Short term & long term		
7	DIC to understand the role of government in business organisation.		
8	visit Government website to understand the financial scheme extended to entrepreneurs.		
9	media on mergers, acquisition take over of firm in India		
10	Study of Disaster management.		

Field work No-1



Yash vijay Jagdale
BBA-II Sem-3
A

Stub -: Forms of Business Organisation.

1] visit a government organization to understand the process to start a proprietorship firm

→ Visiting a government organization like the local business registered office centre would be a great idea to understand the process of starting a proprietorship firm. They guide us through the necessary step, paperwork and requirement for registering your firm. Make sure to bring and relevant identificant documents and question you have.

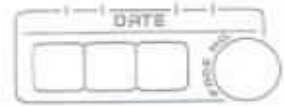
Detailed explanation of the process to start a proprietorship firm.

• Business idea and research :-

Begin by deciding on the type of business you want to start and conduct thorough for your products or services and to identify potential competitors.

• choose a Business Name :- select a unique and appropriate name for your firm. Ensure that the name isn't already registered by another business.

FOR EDUCATIONAL USE



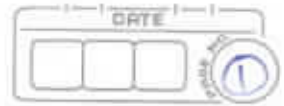
- **Business structure** - A proprietorship firm is a type of business structure where an individual is the sole owner and operation of the business. No separate legal entity is created. Decide whether this structure suits your business goals.
- **Business plan** - Create a comprehensive business plan outlining your business goals, target market, pricing strategy, marketing plan, and financial projection. A well-structured plan can help attract investors and guide your business growth.
- **Registration** - Depending on your country regulations, you may need to register your proprietorship firm with the relevant government authorities or local business registration office. This process typically involves filling out an application form and submitting necessary documents.
- **Tax registration** - Register for any applicable tax, such as goods and services tax (GST) or sales and use tax. Obtain a tax identification number (EIN) if they are required.
- **Bank Account** - Open a business bank account to keep your business finances separate from your personal finances. This helps with accounting and tax reporting.

- legal compliance - Ensure that you adhere to all legal requirements related to employment, safety and other regulations. Consult legal experts if needed.
- Bookkeeping and Accounting - set up a proper accounting system to track your business income and expenses. This will help you manage your finances effectively and fulfill tax obligations.
- Branding and marketing - Develop a brand identity including a logo and other branding materials. Create a marketing strategy to promote your business and attract customers.
- operations and launch - set up your business location, hire employees if necessary and start providing your products or services to customers.

To process might vary based on your country and local regulation. It's advisable to consult with legal and financial professionals to ensure that complete all the (follow) necessary steps correctly.



Field work - 2.



Name - Yash vijay Jagdale.

BBA-II Sem-3

Div - A

Sub - forms of Business organisation.

1] visit a chartered accountant is a great idea to understand the process of establishing a private limited company.

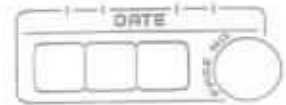
→ Visiting a chartered accountant is a great idea to understand the process of establishing a private limited company. CA Abijit Poshi guide through the legal and financial aspects, such as company registration, share structure, taxation, and compliance requirement. They will help ensure company is set up correctly and in line with regulations.

Process of establishing private limited company.

- Business idea and name :- start with a clear business idea and choose a suitable name for your company. Ensure the name is unique and already in use by another entity. You can check the availability of the name on the official government website.
- Directors and shareholders :- Identify the directors and shareholder of the company. A private limited company must have at least two directors and two shareholders. Shareholders are the owner of the company and directors

FOR EDUCATIONAL USE





are responsible for managing its affairs.

- Registered officers decide on the registered office address of the company. This is the official address where all communication will be sent. It can be different from the actual business location.
- Obtain digital signatures: Directors need digital signatures for online filling of documents. These signatures are used to verify the authenticity of the documents filed electronically.
- PAN and TAN Application: Apply for a permanent account number (PAN) and tax deduction and collection account number (TAN) for the company. These are required for tax purposes.
- Bank account opening: Open a bank account in the company's name. This is where the initial capital will be deposited.
- Share capital: Decide on the initial share capital and issue shares to the shareholders accordingly. This determines the ownership structure of the company.

- Goods and services Tax (GST) - registration
If your company's turnover exceeds the prescribed limit, you'll need to register for GST. This enables you to collect and pay taxes on your products or services.
- Employee Provident Fund (EPF) & Employee State Insurance (ESI):
If you have employees, you might need to register for GST. These are social security schemes for employees.

It is important to note that the process and requirement can vary based on your country laws and regulation consulting a chartered accountant or legal professional is highly recommended. To ensure you're following the correct procedures and meeting all legal obligations - they can guide you through each step and help you through each step involved in setting up a private limited company.



Practical work - 3



Name - Yash vijay Jagdale. BBA II (A)
Sub - F Bo.

Q3) Critically analyze the different forms of business from the view point of establishment.

→ Different forms of business have their own advantages and disadvantages when it comes to establishing a company. Here is a critical analysis of four common business forms sole, proprietorship, partnership, private limited company and public limited company.

① Sole proprietorship.

Advantages:-

- Easy and inexpensive to set up and dissolve.
- complete control and decision-making power
- minimal regulator compliance.

Disadvantage.

- Unlimited liability putting personal assets at risk.
- limited access to capital and resources.
- lack of continuity and dependence on the owners.

⑧ Partnership

Advantages:

- shared ~~resp~~ -responsibility work load and risks.
- more potential for ~~cap~~ capital and resource
- flexibility in decision-making

Disadvantages:

- Unlimited liability for all partners
- Possibility of conflicts and disagreement
- Dissolution or exit of any partner can disrupt operation.

⑨ Private limited company:

Advantages

- limited liability, protecting personal assets.
- Separate legal entity, providing continuity
- Easier access to capital and resource

Disadvantage

- Compliance with complex legal and regulatory requirement.
- Higher administrative and operational costs
- Constraints on decision-making due to board structure

④ Public limited company!

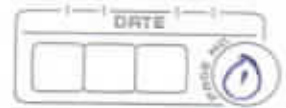
Advantage.

- Access to public funding through trading of shares in stock market.
- creates potential for growth and expansion.

Disadvantage.

- Extensive legal and regulatory compliance
 - Disclosure requirement that can compromise private.
- Dilution of control as shares are held by numerous share holders.

Practical work - 4

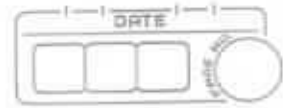


Name - Kash vijay Jagdale.

BBA II A

546 - f30

- 4] Visit an event management firm in your vicinity and study their business operations.
- 1] Understanding clients needs - Event management firms engage with clients to understand their event requirements objectives and budget. This initial phase involves thorough discussion and gathering information to form a clear understanding of the clients vision and goals.
- 2] Planning and concept development - Event management firms create event concepts, themes and designs aligned with the client preferences; they develop detailed event plans, timelines and budgets, considering all necessary elements such as venue selection, logistics.
- 3] Vendor management - These firms collaborate with vendors and suppliers to procure the necessary event resources, such as venues, catering services, audio-visual equipments, furniture, decorations, and technical support.
- 4] Marketing and promotion - Event management firms assist clients in marketing and promoting their events. This can include developing marketing strategies



managing social media campaign, designing promotional materials, coordinating media coverage, and implementing ticket sales or registration process.

5) On-site Event Execution: During the event the firm's team handle setup manage event schedules ensures a seamless experience for attendees. They have contingency plans in place to address and unforeseen circumstances and manage event operations effectively.

6) Financial management: Event management firms handle financial aspects like budgeting, expense tracking, invoicing and payment management. They provide financial report to clients ensuring transparency and accountability.

These are just a few general aspect of event management firm operations. To gain a deeper understanding of a specific event management firm's operations in your vicinity.

Name - Yash vijay Jagdale
BBA II (A)

Sub - FBO.

Q1) Interview a chartered accountant to understand the advantages & disadvantages of partnership Private limited company & limited company

name - CA Rajat cramesh Ralet
Address - Building 71, near stand, Kharad.

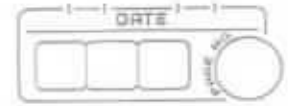
1) private limited company:

Advantages:

1) limited liability
share holder have a limited liability meaning their personal assets are protected if the company faces financial difficulties.

2) perpetual existence.
the company can continue to exist even if share holder change or pass away.

3) ~~separate~~ separate legal entity.



Disadvantages

1) complex formation.

The process of setting up a private limited company can be more complex & costly. |

2) ~~By~~ Regulations.

subject to various regulations & compliance requirement.

3) ownership restrictions.

② Partnership Firm.

Advantages.

① flexibility

partnership offer flexibility in term of management agreements & sharing of profit & losses.

② Easy to Formation.

③ combined skills & resources.

Partners can bring different skills expertise & resource to the business, enhancing its overall ability.

Disadvantages.

① unlimited liability.

In a general partnership partners have unlimited personal liability for the firm's debts & obligations, which puts their personal assets at risk.

② limited capital

③ shared profit

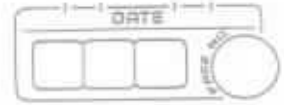
③ Limited company

Advantages.

① limited liability.

shareholders' personal assets are protected & they are only liable for the amount unpaid on their share providing a significant level of financial security.

② Credibility - limited companies often have more credibility in the business world, which can be beneficial when dealing with clients, suppliers & lenders.



⑧ Access to capital.

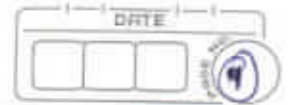
- Disadvantages

① Regulatory compliance
subject to various regulations & compliance
requirements including filing annual financial
statements & other legal documents.

② Ownership restriction.

③ Public disclosures.

practical - 6



Name - Yash Vijay Jagdale.

BBAA II A.

Sub - FBO.

Q1) Interview a chartered accountant or a business consultant to know on the source of raising short term & long term finance.

Name - CA Rajat Ganesh Raut

Address - Building 71, near bus stand
Korad.

Business can raise finance through various source, both short term, long term here are given below.

Short term finance sources.

1) Bank overdraft.

A business can maintain a current account with a bank allowing them to withdraw more money than they have in their account.

2) Trade Credit.

Suppliers may extend credit ~~to~~ to the business allowing them to purchase goods pay for them later date.

③ Short term loans.

These are loans with a short repayment periods often used for working capital needs. Business can obtain such loans from banks or financial institution.

④ Commercial paper

Larger well established businesses can issue commercial paper. which are short term ~~and~~ unsecured, promissory note sold to investors.

⑤ Factoring:

Business can sell their accounts receivable to a factoring company at a discount providing immediate cash flow.

Long term Finance Sources

① Equity Financing

Businesses can raise capital by selling shares of ownership to investors which can be done through initial public offering or private placements.

② Debt financing

long-term ~~and~~ bond can be used to raise funds this include bank loans corporate bonds & debentures.

③ Angel investors
Individual investor with a high network may provide funding to early stage companies in exchange for equity

④ Crowd funding :-
Business can raise capital from a large number of individual through online crowdfunding platform.

⑤ Grants & subsidies.
In some cases business may qualify for government grant & subsidies to support specific project or activities.

Name - Yash vijay Jagdale

Class - BBA II (AI)

Roll NO -

Subject - Fundamentals of Business Organisation.

- Visit the district industry center (DIC) to understand the role of government in setting up of business organisations and also in providing finance.

The government play a vital role in setting up business organisation. They create a conducive policies that facilitate business formation. Here's a detailed breakdown of government rules.

1) legal framework.

2) Regulatory compliance.

3) Regulatory compliance.

4) Infrastructure development

5) Investment incentives

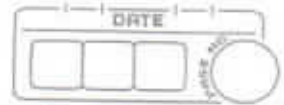
6) Access to markets

- Role of government in providing finance:



The government plays a significant role in providing finance to business. They offer various financial support programs, such as loans, grants, and subsidies, to help business access the capital they need to start, expand or ~~grow~~ sustain their operations. These financial resources can be crucial, especially for small and medium sized enterprises as they may face challenges in obtaining financing from traditional source.

Practical - 8.



Name - Yash vijay Jagdale

Class - BBA-II (A).

Roll No -

Subject - FBO.

- visit government website to understand the financial schemes extended to entrepreneurs.

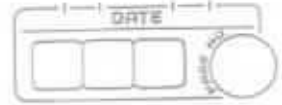
Some of the financial schemes extended to entrepreneurs by government.

1) Startup India scheme:-

This scheme was launched to promote a support startup in India by providing them with funding, tax benefit and other incentives.

2) Mudra Yojana scheme:- This scheme provide financial assistance to small and micro enterprises includes startup has been designed to cater to the financial requirement of startup and small business in our country.

3) Stand up India scheme:- This scheme was launched to promote entrepreneurship among women and SC/ST entrepreneurs under this scheme, loans of up to INR 1 crore and provide to eligible entrepreneurs to start or expand business.



④ Atal Innovation Mission (AIM):

AIM is a government initiative that aims to promote innovation and entrepreneurship in the country. This mission provides funding, mentoring work on innovation ideas.

⑤ Electronic Development Fund (EDF)

This EDF is a fund set up by the government to provide financial assistance to startups and small businesses working in the electronics and IT sector.

⑥ Pradhan Mantri Mudra Loan Yojana (PMMY)

This scheme provides loans to small and micro enterprises, including startups, for their business need. The loan can be used for various purposes such as being used for various and purchasing raw materials.

practical - 9.

Name - Yash vijay Jagdale.

Class - BBA II(A)

Roll no -

Subject - FBO

- study from the media on mergers, acquisitions, takeover of firms in India.

- Mergers of firms in India

1] merger between Tata group and Air India :-
Tata group acquired Air India for a value of \$ 2.4 billion or Indian Rupees 1200 crore, wherein INR 2700 crore was paid upfront and INR 15300 of debt was taken up by Tata Sons.

2] Zomato :- Blinkit merger - Zomato and Blinkit have reached an agreement for a merger.

3] Vodafone - India merger :- According to Reuters the Vodafone - Idea merger is worth \$ 23 billion. The deal benefited to Idea and Vodafone as Vodafone now owns 4.5% percent of the blended firm with Aditya Birla investment.

• Acquisitions Firms In India.

1) Acquisition of Ambuja cement by Adani - Adani Group has acquired a 72.39% stake in Ambuja cement limited from Holcim Group for 24680 crore (\$3.3 billion) The acquisition was completed in march 2022.

2) Acquisition of Akash Educational services by Byju's - Byju's acquired Akash Educational services for around \$1 billion in a cash equity (10:30 deal).

3) Acquisition of uber eats by Zomato - Zomato acquired uber Eats for \$350 million. However the deal was via stock exchange and uber got 9.99% of ownership in Zomato.

Take over of Firms In India.

1) The takeover of twitter by Elon Musk is the latest case of a takeover.

2) The takeover of satyam computer services by mihindra tech was another takeover in India.

3) The takeover of Ranbaxy laboratories, a pharmaceutical company by Sun Pharmaceutical industry in 2018.

Name - Yash vijay Jagdale

class - BBA II (A)

Subject - FBO

- Study of Disaster management.

- Disaster -

A disaster is a serious disruption of the functioning of a community or a society involving wide spread human, material, economic or environment losses or impairment of society to cope using its own resources.

- Disaster management: Disaster management is the managerial function charged with creating the framework within community reduces vulnerability to hazards and cope with disasters.

Disaster management principles:

- 1) Minimizing the casualties.
- 2) Preventing further casualties.
- 3) Rescue the victims.
- 4) First aid.
- 5) Medical care.
- 6) Reconstruction of their life.

Agencies Involved in Disaster Management.

- 1) National Disaster Management Authority (NDMA)
Apex body headed by the prime minister is responsible for the supervision, direction and control of the national disaster response (NDRF)
- 2) National Executive Committee (NEC) - Composed of high profile ministers from the government.
- 3) State Disaster Management Authority (SDMA) - Composed of chief ministers of the respective states.
- 4) Local Authorities - It includes Panchayati Raj Institutions (PRI), municipalities, District and cantonment institutions and legal arrangement board and their planning authorities with members and managers etc. ~~sarvika~~

BUSINESS IDEA PRESENTATION

PRESENTED BY –

SANIKA DIGHE

BBA II (B)

ROLL NO. 9

DELIGHT CAFÉ



BUSINESS SUMMARY

My mission is to will provide a friendly, comfortable atmosphere where the customers can receive quality food, drinks, and service at a reasonable price.

My café will offer a variety of choices to the customers. Cappuccinos, lattes, espressos, smoothies, regular coffee, soft drinks, and tea of all sorts will be available.

The café will also serve deli-style breakfast sandwiches with the freshest ingredients, muffins, croissants, cinnamon rolls, coffee cake, and other tasty treats.

Coffee Spot Café will be open from 10:00 A.M. to 10:00 P.M.

Sunday-Saturday.

GOALS AND STRATEGIES

Short-term goal: Use the quality of our service and advertising to soon become well-known throughout Connerville.

Strategy: Work hard to have the best-tasting coffee, treats, and service in town and surrounding areas.














Starting a café can be quite intimidating to some people.

Many of us go into business to gain a profit, and there are some who really want to contribute to their community or leave something behind for their family.

COMPETITOR

- Supermarkets and customers making coffee themselves at home.
- All near by cafes providing variety of food products.
- Local tea stalls.
- Restaurants.

PRODUCT'S

1. Coffee 
2. Cold coffee 
3. Tea 
4. Cold Drinks & Soft Drinks  
5. Ice cream  
6. Pizza 
7. Burger 
8. Sandwich 
9. Momos 
10. Finger chips 
11. Noodles
12. Spring potato 

PRODUCT'S



LOCATION

7 Star Mall, M2R3+PRC, Near Satara stand, Sadar Bazar, Satara,
Maharashtra 415001

PROMOTION

1. Use Loyalty Card.
2. Make it a Combo.
3. Give Half-Priced Refills.
4. Offer Buy-One-Get-One-Free Deals.
5. Placing hoardings in public places.
6. Appealing Store fronts Attract Customers.
7. Use of the following marketing and sales strategies to attract clients:
8. Advertise our business in relevant magazines, newspapers, TV and radio station.
9. Social media marketing (promotion on Instagram , Facebook , WhatsApp , twitter)

SWOT ANALYSIS

Strengths: Reasonable prices, wide variety of coffee and drinks, a lot of home-made treats.

Weaknesses: Turn down in the economy, start-up costs, new business, no reputation.

Opportunities: Job opportunities for the many unemployed in Connersville, catering.

Threats: Gas stations, McDonalds, Brian's Bookstore, and other local restaurants.

FINANCIAL SUMMARY

EXPENSES	Cost
Licences and Permits	1,00,000/-
Furniture and interior	5,00,000/-
Advertising	80,000/-
Rent	50,000/-
Deposit	1,00,000/-
Equipment	2,00,000/-
Labour	20,000/-



Thank you