

LANKA MAHAVIDYALAYA



A PROJECT REPORT ON ENTREPRENEURSHIP

TOPIC :- STARTING A NEW RETAIL MOBILE STORE

LOCATION:- LUMDING

SUBMITTED BY:

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PAPER CODE:- COM-SEC-RC-5024(A)
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(1) Backward of the business Idea



In understanding the business idea, it is essential to explain what it entails, its uniqueness, the target market, value proposition, customers, how to reach the clients, what they want and how the entrepreneur knows this and ways in which the business provides customer wants. The business idea that I would like to start is a retail mobile store. I will start as a new fresher.

Mobile retailing the world is becoming more digitalized and as such the future of mobile transaction and mobile ordering are likely to be bright. More customers are embracing the idea of making orders through their mobile phone as evident in many developed and developing countries. Currently, mobile alone is 29% of e-commerce transactions globally with approximately 34% evident in the US. There better mobile transaction and solution

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A PROJECT REPORT ON ENTREPRENEURSHIP

TOPIC :- STARTING A NEW RETAIL MOBILE STORE

LOCATION:- LUMDING

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(1) Background of the Business Idea:

In understanding the business idea, it is essential to explain what it entails, its uniqueness, the target market, value proposition, customers, how to reach the clients, what they want and how the entrepreneur knows this and ways in which the business provides customer wants. The business idea that I would like to start is a Retail Mobile Store. I will start as a new fresher.

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LANKA MAHAVIDYALAYA



PROJECT REPORT ON ENTREPRENEURSHIP

A

NAME OF TOPIC :- A PROJECT REPORT ON FANCY STORE

LOCATION :- LANKA DIARY MARKET

SUBMITTED BY :- SUMIT PAUL

CLASS :- B.COM 5TH SEMESTER [REGULAR]

ROLL NO :- 106

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1. BACKGROUND OF THE BUSINESS IDEAS



However, it can also be quite challenging to come up with an idea in a forced situation. Therefore, it is important when brainstorming to ask a few questions that will prompt and stimulate the brainstorming process.

With business ideas, you might ask reflective questions such as: "What do I enjoy?", "Do I wish a product or services could be a bit different?" "What would make my life a bit easier?"

* Understanding what the customer want to see or needs:-

However some ideas can also be organically developed by improving incrementally on existing product and services. This requires an understanding of what the customer would want to see or need in the next version of product.

Take, for example, technology product such as your phone which may have several versions historically. Or perhaps the upcoming playstation 5, which is an improvement of a previous version as well.



LANKA MAHAVIDYALAYA

LANKA : HOJAI : ASSAM

SESSION : 2022-2023.

ESTABLISH : 1979.

LOCATION : LANKA.

A Project on "chocolate Industry" on
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"SUBMITTED BY"

Name : Bishal Mandal.

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G.U. Roll No : UC-201-303-0065.

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* India's chocolate market is estimated at around Rs 3,000 crore while the organized confectionery market is around Rs 2,000 crore in 2013.

* The overall chocolate market is growing 15% a year, while the growth in modern retail is almost double of that.

* India's chocolate market is expected to reach \$ 3.2 billion by 2018 due to increasing gifting culture in the country and increase in the income bracket.

* The chocolate market in precedent years has been witnessing tremendous growth in terms of value as well as volume.

* It is expected that India chocolate industry will be growing at the CAGR 23% by volume between the years 2013-2018 and reach at 3.41,609 Tons.



LANKA MAHAVIDYALAYA
ESTD:- 1979

Project report of Entrepreneurship

Name of topic :- A New Grocery Store

Submitted by :- Ujjal Acharyjee

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Submitted to :- Malay Das

Location :- Lanka

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Introduction and Purpose

Starting and operating a small business can be both complicated and confusing for even an experienced entrepreneur. The purpose of this primer is to facilitate the start-up process of a small grocery store. There are numerous resources available - many at no cost - to entrepreneurs. This guide is not intended to take the place of professional advice and all business owners should work with qualified attorneys in starting a small business in one of the Small Business Development Centers. These centers offer a wide range of service and advice at their service free and are located throughout the state. A list of Small Business Development Centers is included in Appendix A.

Starting a Grocery Store

Before starting any new business, it is necessary to know it is feasible both time and money into the venture. Unfortunately not all good ideas make great businesses or even make money. Determining the feasibility of starting a business may be one of the most crucial tasks facing entrepreneurs. A checklist should be used to determine a real business opportunity to create a new business.

The checklist in Appendix B includes both personal and market considerations.



Market Analysis

Once the feasibility checklist is successfully completed entrepreneurs should conduct a market analysis. Market Analysis consists of conducting a market survey and gathering information about location and community. This will allow small independent grocery stores are patronized by those who do not travel outside community regularly customers who are in a hurry.

Market Survey:

The first step in a market analysis is to conduct a market survey. A market survey will help in determine a sales forecast. There are five basic steps:-

- (1) Identify the trading area for the store and determine which items the store will carry.
- (2) Determine the potential spending characteristics for the population within the area.



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SESSION :- 2022-23



A PROJECT REPORT ON ENTERPRENURSHIP

Topic:- A New Retail Mobile Store

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(1) Background of the business idea

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LANKA



MAHAVIDYALAYA

LANKA: HOJAI ASSAM

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A PROJECT REPORT ON ENTREPRENEURSHIP

TOPIC: A CHOCOLATE INDUSTRY PROJECT

LOCATION: LANKA

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Chapter - 1

INTRODUCTION ABOUT CHOCOLATE INDUSTRY



- India's chocolate market is estimated at around Rs 3,000 crore while the organized confectionery market is around Rs. 2,000 crore in 2013
- The overall chocolate market is growing 15% a year, while the growth in modern retail is almost double of that.
- India's chocolate market is expected to reach \$3.2 billion by 2018 due to increasing gifting culture in the country and increase in the income bracket.

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LANKA : HOJAI (Assam),

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A PROJECT REPORT ON ENTREPRENEURSHIP

TOPIC : A CHOCOLATE INDUSTRY Project
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Chapter - 1INTRODUCTION ABOUT CHOCOLATEINDUSTRY

- India's chocolate market is estimated at around Rs 3,000 crore while the organized confectionery market is around Rs 2,000 crore in 2013.
- The overall chocolate market is growing 15% a year, while the growth in modern retail is almost double of that.
- India's chocolate market is expected to reach 83.2 billion by 2018 due to increasing gifting culture in the country and increase in the income bracket.
- The chocolate market in precedent years has been witnessing.



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LANKA MAHAVIDYALAYA



LANKA: HOJAI: ASSAM

**A PROJECT REPORT ON ENTERPRENEURSHIP
TOPIC: STARTING A NEW RETAIL MOBILE STORE**

Location:- Lumeling, Kalibari

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DATE OF SUBMISSION : 28/11/2022



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① Background of the business idea



In understanding the business idea, it is essential to explain what is entails, its uniqueness, the target market, value proposition, customers, how to reach the clients, what they want and how the entrepreneur knows this and ways in which the business provides customer wants, the business idea that I would like to start is a Retail mobile store. I will start as a new franchise.

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The mobile solution providers have made this possible through the provision of a wide range and convenient mobile app platforms. Smartphone is making all this possible as their sales and eventual effectiveness in e-commerce is proving and surpassing tablets. For instance in the us, a larger percentage of the mobile transaction came from the smartphone and this trend is forecast to be more prevalent.



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**A PROJECT REPORT ON ENTERPRENEURSHIP
TOPIC: STARTING A NEW RETAIL MOBILE STORE**

Location :- Lumding, Kalibari

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PROJECT REPORT ON ENTREPRENEURSHIP

Topic:-.....RETAIL BUSINESS.....

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7	BUSINESS PLAN
8	IMPLEMENTATION
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13	LEGAL ASPECTS IN RETAILING
14	SOCIAL ISSUES IN RETAILING
15	CONCLUSION

INTRODUCTION TO RETAILING



Meaning of Retailing:-

Retailing encompasses those business activities involved with the sale of goods and services to the final consumer for personal, family, or household use.

Retailing is the final stage in a channel of distribution. Retailing functions are performed by any firm selling merchandise or providing service to the final consumer.

According to Phillip Kotler:-

"Retailing includes all the activities involved in selling goods or service to the final customer for personal, non-business use."

Functions of Retailing:-

1. Understanding the needs of consumers -

Knowing and understanding customer needs is

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LANKA :HOJAI: ASSAM

SESSION :- 2022-23



A PROJECT REPORT ON ENTERPRENURSHIP

Topic:- Starting a new grocery store Location :- Lanka

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* Starting a new Grocery Store :-

Introduction :- A grocery store (AE), grocery shop (BE) or simple grocery⁽¹⁾ is a store that ~~primarily~~ primarily retails a general range of food production⁽²⁾ which may be fresh or packaged. In everyday U.S. usage, however, "grocery store" is a synonym for supermarket⁽³⁾ and is not used to refer to other types of store that sell groceries. In the UK, shops that sell food are distinguished as grocers⁽³⁾ or grocery shop (though in everyday use, people usually use either the term "supermarket" or a "corner shop"⁽⁴⁾ or "convenience shop").

Large types of stores that sell groceries, such as supermarket and hypermarket, usually stock significant amounts of non-food products, such as clothing and household items. Small grocery stores that sell mainly fruit and vegetables are known as greengrocers (Britain) or produce markets (U.S.) and small grocery stores that predominantly sell prepared food, such as candy and ~~snacks~~ snacks are known as ~~convenience~~ convenience shops or delicatessens.

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LANKA :HOJAI: ASSAM

SESSION :- 2022-23



A PROJECT REPORT ON ENTERPRENURSHIP

Topic:- Starting a new grocery store Location :- Lanka

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Starting a new Grocery store:

Introduction: A grocery store (AG), grocery shop (BE) or simply "grocery" is a store that primarily retails a general range of food products,⁽²⁾ which may be fresh or packaged. In every day U.S. usage, however, "grocery store" is a synonym for supermarket,⁽³⁾ and is not used to refer to other types of stores that sell groceries. In the UK, shops that sell food are distinguished as grocers, or grocery shops (though in everyday use, people usually use either the term "supermarket" or a "corner shop"⁽⁴⁾ or "convenience shop").



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**A PROJECT REPORT ON ENTERPRENEURSHIP
TOPIC: STARTING A NEW RETAIL MOBILE STORE**

LOCATION :- LUMDING KALI DARI

**SUPERVISED BY :-
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Regd. No :- 20060872

Subject:- Entrepreneurship

Paper Code :-COM-SEC-RC-5024(A)

Stream :- Commerce

Submitted to : HOD,Management

Group :- (A)

DATE OF SUBMISSION : 26-11-2022

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(i) Background of the business idea

In understanding the business idea, It is essential to explain what it entails, its uniqueness, the target market, value proposition, @ Customers, how to reach the clients, what they want and how the entrepreneur knows this and ways in which the business provides customer wants. The business idea that I would like to start is a ~~mobile~~ Retail mobile store. I will start as a new fresher.

Mobiles retailing the world is becoming more digitalized and as such the future of mobile transaction and mobile ordering are likely to be bright. More customers are embracing the idea of making orders through their mobile phone as evident in many developed and developing countries. Currently, mobile alone is 29% of e-commerce transactions globally with approximately 34% evident in the US. There better mobile transaction and solution emerging such as mobi2Go, SMBs that have in recent days encouraged companies such as BJ's Restaurant and Chipotle to implement this in ordering and service provision.

LANKA MAHAVIDYALAYA HOJAI ASSAM



A PROJECT REPORT ON ENTREPRENEURSHIP

TOPIC: RETAIL MOBILE STORE

PLACE: LANKA

CLASS: B. COM 5th SEMESTER

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Background of the business idea



Mobile has become a very basic need for people all over the world. Everyone uses a smartphone, even small kids are ~~obsessed~~ obsessed with it. Mobile has become an entertainment medium more than its basic use which is to connect with others.

Interest in phones and the number of mobile phone brands entering the Indian market has players like 110 entering the market and releasing cheap data plans.

The mobile store business is one of the best business ideas to start in India

Although a good performing Mobile Shop makes an average net profit of 20% on its daily sales, 80% of those who get into this business close their Mobile shop in less than 2 years due to losses and cashflow problems. Additionally, mobile



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LANKA MAHAVIDYALAYA



LANKA: HOJAI: ASSAM

A PROJECT REPORT ON ENTERPRENEURSHIP

TOPIC: STARTING A NEW RESTAURANT

LOCATION: LANKA, MARKETING

SUPERVISED BY :-

MOLOY DAS

Submitted by :- Amirul Islam

Std :- B.Com 5th semester

Roll No :- 80

G.u. Roll No :- UC-201-303-0061

Regd. No :- 20060855

Subject:- Entrepreneurship

Paper Code :-COM-SEC-RC-5024(A)

Stream :- Commerce

Submitted to : HOD, Management

Group :-

DATE OF SUBMISSION :

26-11-2022



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INTRODUCTION



A Restaurant is generally an established ment where the public may obtain meal on self-entertainment. The term Restaurant has its origin from Paris where one Boulanger started as a Soup vendor in 1956. A sign on the door said "Restaurant".

Restaurant now serving a larger role in society. Restaurant has become place of social contact of discovering new-cultures and rest from far-away lands of spending an evening with partners of dining business deals over a glass of wine and forth. All this of course in addition to the basic function of "restoring" people with the help of good food services and ambience.



লক্ষা মহাবিদ্যালয়
LANKA MAHAVIDYALAYA



LANKA: HOJAI: ASSAM
A PROJECT REPORT ON ENTERPRENEURSHIP
TOPIC: STARTING A NEW RESTAURENT
Location ÷ Lanka N. Area

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MOLOY DAS

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A PROJECT REPORT ON ENTERPRENEURSHIP
TOPIC: STARTING A NEW RESTAURANT
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LANKA, HOJAI, ASSAM

PROJECT REPORT ON ENTREPRENEURSHIP

Topic:- Unitary Store
Location:- Khetoni

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: UC-201-303 - 0085

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: 25-11-2022

Name of Supervisor

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Assistant Professor

Department of

management

Grocery store Description



Grocery store is the one of the profitable business in today. The new grocery store located in central place where high traffic. To starting it required a trade licence. GST registration and FSSAI in case of food items. and also Business insurance.

The source of fund is bank loan self saving and family and friends.

The marketing policy is provide quality goods and capture more market with advertisement.

It also required the books of account and also need employee manage to maintain its.



LANKA MAHAVIDYALAYA



ESTD-1979

LANKA, HOJAI, ASSAM

PROJECT REPORT ON ENTREPRENEURSHIP

Topic:- Retail Business.....

Location:- Mailoo.....

Reg No - 20060860

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Meaning of Retailing



Retailing encompasses those business activities involved with the sale of goods and services to the final consumer for personal, family, or household use.

Retailing is the final stage in a channel of distribution. Retailing functions are performed by any firm selling merchandise or providing services to the final consumer.

function

According to Philip Kotler :-

Retailing includes all the activities involved in selling goods or services to the final customer for personal, non-business use.

function of Retailing

(1) Understanding the needs of consumer

Knowing and understanding customer need is at the center of every successful business man; a retailer should clearly understand need of his target customer. Every successful business retailer should know the reason for

LANKA MAHAVIDYALAYA



ESTD-1979

LANKA, HOJAI, ASSAM

PROJECT REPORT ON ENTREPRENEURSHIP

Topic:-.....RETAIL BUSINESS.....

Location:-.....MAILOO.....

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INTRODUCTION TO RETAILING



Meaning of Retailing

Retailing encompasses those business activities involved with the sale of goods and services to the final consumer for personal family or household use.

Retailing is the final stage in a channel of distribution. Retailing functions are performed by any firm selling merchandise or providing services to the final consumer.

According to Phillip Kotler -

Retailing including all the activities involved in selling goods or services to the final customer for personal or retailing non-business.

Function of Retailing:-

1. Understanding the needs of consumer:-

Knowing and understanding customer needs

is -

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ESTD-1979

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PROJECT REPORT ON ENTREPRENEURSHIP

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(11) Stage of buying Decision process.	43

Introduction to Retailing



module - 1

meaning of Retailing:-

Retailing encompasses those business activities involved with the sale of goods and services to the final consumer of personal family or household use.

Retailing is the final stage in a channel of distribution. Retailing functions are performed by any firm selling merchandise or providing services to the final consumer.

According to Philip Kotler:

"Retailing includes all the activities involved in selling goods or services to the final customers for personal non-business use."

Functions of Retailing:-

1. Understanding the needs of consumers -

Knowing and understanding customer needs is at the centre of every successful

LANKA MAHAVIDYALAYA
Estd-1979



HOJAI, ASSAM

A PROJECT ON ENTERPRENEURSHIP

Topic: "Starting A New Grocery Store". (Khenoni)

Submitted To,
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Background of a Business

A Grocery store is a retail store that where we can take care of our household needs such as grains, flour, rice, pulses etc. They also sell plastic products for household use such as mugs, buckets etc. and cleaning product like soaps, detergents, etc etc.

Starting up a small grocery store in India is a lucrative business idea as the population is increasing and the purchasing power of the average person is rising, so a grocery store is a good business option.

With the boom in the economy and increasing per capita income, people prefer to shop at those new age shiny grocery retail store, where they are treated neatly on the shelves in a complete do or die comfort. The product for daily need like dairy, cereals, pulses, meat, cleaning items, and an array of more - set to and Sates people on their toes.

So, a new grocery store business idea is to open that makes a reasonable profit and goods.

LANKA

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Estd - 1979

HOJAI, ASSAM

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A PROJECT ON Entrepreneurship.

Topic: "Starting A New Grocery
Store" (Location :- Kheroni)

Location :- Kheroni

Submitted to

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GROCERY STORE DISCRPTION



Grocery store is the one of the profitable business in today. The new grocery store located in central place where high traffic. To starting it required a trade licence.

GST Registration and FSSAI in case of food items, and also Business insurance.

The source of fund is Bank Loan, self saving and family and friends.

The marketing policy is provide quality goods and capture more market with advertisement.

It also required the books of account and also need employee, manager to maintain its.

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MAHAVIDYALAYA, LANKA

Estd - 1979



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PROJECT ON Entrepreneurship

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GROCERY STORE DESCRIPTION



Grocery store is the one of the profitable business in today. The new grocery store located in central place where high traffic.

To starting it required a trade licence, GST Registration and PSSAI in case of food items, and also business insurance.

The source of fund is bank loan, self saving and family and friends.

The Marketing Policy is provide quality goods and capital more market with advertisement.

It also required the books of account and also need employee manager to maintain it.

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PROJECT REPORT ON ENTREPRENEURSHIP

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12	SWOT ANALYSIS	
	CONCLUSIONS	



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LANKA MAHAVIDYALAYA



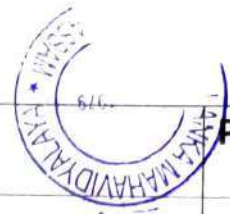
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LANKA, HOJAI, ASSAM

PROJECT REPORT ON ENTREPRENEURSHIP

Topic:- Starting A New Grossery Store.....
Location:- Kheroni.....

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LANKA : HOJAI : ASSAM
A PROJECT REPORT ON RETAIL MANAGEMENT.
TOPIC : STARTING A NEW RETAIL BUSINESS

SUPERVISED BY :-
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Submitted by :- Akash Das
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G.u. Roll No :- UC-201-303-0060
Regd. No :- 20060854
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Paper Code :-COM-SE-6034
Stream :- Commerce
Submitted to :-(HOD) Management

DATE OF SUBMISSION: 12-04-2023

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How to Start a Retail Business



Learn how to start a retail business. Our guide covers everything from identifying a niche to finding suppliers. If you're industry thing about starting a business in the retail industry, you're in good company. Although local retailers don't get the same level of attention as nationwide brands do, small retail businesses actually make up the vast majority of all U.S. retail businesses.

In fact researchers found that small retailers (with 50 or fewer employees) made up 98.6% of all retail businesses in 2019. To break into this vibrant industry and open a store of your own therefore, you first need to understand how to start a retail business.



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A PROJECT REPORT ON RETAIL MANAGEMENT.
TOPIC : STARTING A NEW RETAIL BUSINESS

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Stream :- Commerce
Submitted to :- (HOD) Management

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Question: How to start a retail business?

Ans: A business in the retail industry, you're in good company. Although local retailers don't get the same level of attention as nationwide brands do small retail business actually make up the vast majority of all U.S. retail business.

In fact, researchers found that small retailers (with 50 or fewer employees) made up 98% of all retailer business in 2019. To break into this vibrant industry and open a store of your own, therefore you first need to understand how to start a retail business.

To help you through the process, we'll guide you through all the steps required to start a retail business. as well as offer additional resources to assist you on your startup journey.



LANKA MAHAVIDYALAYA

PROJECT ON

"STARTING A NEW RETAIL BUSINESS"

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SUBJECT - Retail Management

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* STARTING A NEW RETAIL BUSINESS :-

A retail business buys products or services from a manufacturer or wholesaler and sells them to consumers. Simple enough but the industry is vast - it covers everything from food and apparel to home decor and auto. And while the size of the retail industry and the number of segments it encompasses offers many opportunities for entrepreneurs, it is also extremely competitive, making it a risky endeavour. But with some smart planning, you can start a retail business that stands out with among the competition. Here's what you need to know about opening a retail business.

* Start with a business plan!

A business plan is where you plan out

LANKA

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LANKA, HOJAI, ASSAM

A PROJECT REPORT ON RETAIL MANAGEMENT

TOPIC : STARTING A NEW RETAIL BUSINESS

SUPERVISED BY :- MANIK CHAKRABORTY

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Stream :- Commerce

Submitted to - (HOD) Management

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[Signature]

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NO.

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* Starting a new Retail Business.

⇒ These steps will have ~~our~~ us running our retail business in no time. Let's get started.

Step 1: Find our niche:-

The first decision we will need to make in order to learn how to start a retail business is figuring out our company's niche. We may already have an idea of the type of company we want to form, or we may still be grappling to figure out where to focus our retail company. To determine our niche market, we recommend.

- Explore our interests and passions:
Determine what we love doing or what we will enjoy our selling.
- Brainstorm potential conflicts:- No industry is perfect, but, figuring out what obstacles or issues we could encounter in our niche will help us plan ahead and determine if an industry is a good fit for our business.



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LANKA : HOJAI : ASSAM

A PROJECT REPORT ON RETAIL
MANAGEMENT.

TOPIC : STARTING A NEW RETAIL
BUSINESS

SUPERVISED BY : MANIK CHAKRABORTY

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Stream - Commerce

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Organize your finances	17 - 19
Market your retail business	20 - 23



How to start a retail business in 10 steps -

Step-1 The first decision you will need to make in order to learn how to start a retail business is figuring out your company's niche. You may already have an idea of the type of company you want to form, or you may still be grappling to figure out where to focus your retail company. To determine your niche market, we recommend.

- explore your interests and passion:

Determine what you love doing or what you will enjoy selling.

- Brainstorm potential conflicts: No industry is perfect, but figuring out what obstacles or issues you could encounter in your niche will help you plan ahead and determine if an industry is a good fit for your business.

LANKA MAHAVIDYALAYA



LANKA :HOJAI: ASSAM

SESSION :- 2022-23



PROJECT

Topic:- Starting a new Retail Business

Submitted To:

**Prof. Manik Chakraborty
Department of Management
Lanka Mahavidyalaya**

Submitted by:

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Class : B. Com. 6th Sem
Session : 2022-23
Class Roll No : 28
GU No. : UC-201-303-0078
Subject : Retail Management
Stream : Commerce
Contact No : 9707647551**

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(Signature)

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- 1) Find your niche.
- 2) Write a business plan.
- 3) Register your business.
- 4) Obtain licenses, permits, and business insurance.
- 5) Find a physical location and build an online store.
- 6) Establish relationships with vendors and suppliers.
- 7) Hire staff.
- 8) Find the right POS system.
- 9) Organize your finances.
- 10) Market your retail business.

Step 1: Find your niche

The first decision you'll need to make in order to learn how to start a retail business is figuring out your company's niche. You may already have an idea of the type of company you want to form, or you may still be grappling to figure out where to focus your retail company. To determine your niche market, we recommend:

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Determine what you love doing or what you'll enjoy selling.

- Brainstorm potential conflicts :- No industry is perfect, but figuring out what obstacles or issues you could encounter in your niche will help you plan ahead and



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"PROJECT ON RETAIL"
MANAGEMENT

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1. Create a Retail Store Business plan



A business plan is a written document containing the goals of a business the methods for attaining those goals, and the goals of a business and the time frame for the achievement of the goals. It is what you present to potential investors and a crucial first step for starting any business. Not only that, writing a business plan gives you a definitive path to follow, ensures you've done proper market research, and sets you up for success.

The Small Business Administration (SBA) outlines two types of business plans: traditional and lean startup.

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PROJECT

TOPIC: STARTING A NEW RETAIL
BUSINESS

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	Staffing plan	
	Financial plan	
7	Conclusion	
8	Annexure	

Executive Summary



The retail industry shows constant positive demand especially for food and related products. Compared to other business activities this kind of business has low risks because of low required investments. New forms of cost cutting and store optimization will help to set up a successful business.

The return on this retail business has a growth rate of about 3% to 5% per year. A company that provides additional service activities for the customers can be sure to have a high demand and a strong competition advantage.

Yogeswari General Store is located in the Marciampura, located near C.S.M. school, Pettad, in the famous area of

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PROJECT FOR SUBJECT RETAIL
MANAGEMENT

TOPIC: Starting a new retail
business.

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① Starting a new retail business —



In a highly competitive industry, retailers need to remain up-to-date. A retail business won't thrive unless key areas are met. From making sure you have the right products to a great social media presence, this checklist has it covered. Whether your retail business focuses on one primary product, make sure what you're selling is relevant for your market. Here are some ways to do this:

➤ Use your product sales data to review to review your range and determine which products are most popular. Can you add a wider range to your inventory?

➤ Generate feedback through surveys, and talk to your customer when they're anything you're not offering that they'd like to see. Make the most of

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PROJECT ON RETAIL

TOPIC: STARTING A NEW RETAIL
BUSINESS

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Retailing in India - Introduction



India is one of the fastest growing economies in the world with 8 percent economic growth rate. The present retail business contributes about 10-11 percent of country's GDP. Organized retail is only 2-3 percent of total in India. India is the fastest growing Asian Pacific market for international tourist spending and it has largest young population in the world.

The Indian retail industry remained a largely unorganized sector till the eighties. Corporate houses like Raymond's Bombay Dyeing and Titan stepped into retailing after recognizing the vast potential of this sector. Besides the economic growth, India is the second highest populated country in the world and has also been recently ranked as the fourth largest



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1. Start with a business plan -

A business plan is where you plan out your business's future objectives and how you will achieve them.

Think of it as your guide for success and any potential roadblocks you may face. Your plan should show you're looking three to five years ahead and include markers for milestones along the way.

Here's an overview of what your retail business plan should include:

Executive summary: A top-line description of your retail business and how you're going to accomplish your goals.

Business description: Your elevator pitch, conveying your business idea in a concise manner.

Market analysis: A current landscape of the market and a description that identifies your target market.

Competitive analysis: The strategic research outlining information about competitors in the space.



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PROJECT

STARTING A NEW RETAIL BUSINESS

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Q1) → Start a new retail business :-

A retail business buys products or services from a manufacturer or wholesaler and sells them to consumers. Simple enough, but the industry is vast - it covers everything from food and apparel to home decor and auto.

While the size of the retail industry and the number of segments it encompasses offers many opportunities for entrepreneurs, it is also extremely competitive making it a risky endeavour.

With some smart planning, you can start a new retail business that stands out among the competition. Here's what you need to know about opening a new retail business.

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A retail business buys products or services from a manufacturer or wholesaler and sells them to consumers. simple enough, but the industry is vast - it covers everything from food and apparel to home decor and auto.

And while the size of the retail industry and the number of segments it encompasses offers many opportunities competitive, making it a risky endeavour.



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Project on Retail Management

Topic - Starting a new ^{Retail} Business.

31

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What are the things include while making a business plan.



It is my pleasure to present this project work. This project has expanded my horizon of knowledge in practical as well as theoretical which is vital for management level students. Only the basic understanding of the principles of management is not sufficient but their application is also equally important.

~~Name: Sunny Sharma~~

Executive Summary

The retail industry shows a constant positive demand especially for food and related products compared to other business activities this kind of business has low risks because of low required.

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" PROJECT ON RETAIL
MANAGEMENT

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TOPIC :- How to Start a Retail Business:

⇒ A Step - by - Step Guide

If you're thinking about starting a business in the retail industry, you're in good company. Although local retailers don't get the same level of attention as nationwide brands do, small retail businesses actually make up the vast majority of all U.S. retail businesses.

In fact, researchers found that small retailers (with 50 or fewer employees) made up 98.6% of all retail businesses in 2019. To break into this vibrant industry and open a store of your own, therefore

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A PROJECT REPORT ON RETAIL MANAGEMENT

TOPIC: STARTING A NEW RETAIL BUSINESS

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GU. NO: UC-201-303-0083

Subject: Retail Management.

Submitted ~~by~~ by: Manik chakraborty

Date: 12/04/2023

PH. NO: 8822.493973

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• Starting a new retail business

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In fact, researchers found that small retailers made up 98.6%

of all retail businesses in 2019.

To break in to the vibrant industry and open a ~~store~~ of your own,

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DEPT. COMMERCE

PROJECT REPORT ON

**TOPIC:- How to start a new Retail Business
in India.**

SUB:- RETAIL MANAGEMENT

(B.com Regular Course 6th sem)

SUBMITTED TO:-

ASSISTANT PROF.

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COMMERCE

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SUB: Retail Management

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37



Edit with WPS Office

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Retailing In India :-

Introduction :- India is one of the fastest growing economies in the world with 8 per cent economic growth rate. The present retail business contributes about 10-11 per cent of country's GDP. Organized retail is only 2-3 per cent of total retail in India. India is the fastest growing Asian Pacific market for international tourists.

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PROJECT ON
RETAIL MANAGEMENT.

TOPIC:- STARING A NEW RETAIL BUSINESS.

SUBMITTED TO:-
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on "RETAIL BUSINESS PLAN". The main objective of this project is to give hands on experience of creating a detailed Business plan & what are the things include while making a business plan.

It is my pleasure to present this project work. This project has expanded my horizon of knowledge in practical as well as theoretical, which is vital for management level students. Only the basic understanding of the principal of management is not sufficient but their application is also equally important.

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SESSION :- 2022-23



PROJECT ON

Topic:- Starting a new Retail Business

Submitted To:

Prof. Manik Chakraborty
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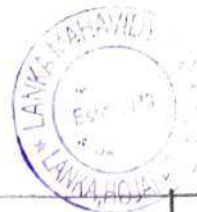
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Introduction:- A retail business buys products from a manufacturer or wholesaler and sells them to consumers. Simple enough, but the industry is vast - it covers everything from food and apparel to home decor and auto.

And while the size of the retail industry and the number of segments it encompasses offers many opportunities for entrepreneurs, it is also extremely competitive, making it a risky endeavour.

But with some smart planning, you can start a retail business that stands out among the competition. Here's what you need to know about opening a retail business.

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PROJECT ON :- RETAIL

MANAGEMENT

TOPIC : STATING A NEW RETAIL
BUSINESS

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Retailing in India - Introduction

India is one of the fastest growing economies in the world with 8% economic growth rate. The present retail business contributes about 10-11% of country's GDP.

Organized retail is only 2-3% of total retail in India. India is the fastest growth Asian Pacific market for international tourist spending and it has largest young population in the world.

The Indian retail industry remained a largely unorganized sector till the eighties. Corporate houses like Raymond's Bombay Dyeing, and

Titan stepped into retailing after recognizing the vast potential of this sector. Besides the economic growth, India is the second highest populated country in the world.



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A PROJECT REPORT ON RETAIL MANAGEMENT
Topic:- *Starting a new Retail Business* ENT

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A Retail business buys products or services from a manufacturer or wholesaler and sells them to consumers. Simple enough, but the industry is vast - it covers everything from food and apparel to home decor and auto.

And while the size of the retail industry and the number of segments it encompasses offers many opportunities for entrepreneurs, it is also extremely competitive making it a risky endeavour.

But with some smart planning you can start a retail business that stands out among the competition. Here's ~~what~~ you need to know about opening a retail business.

1. Start with a business plan:- A business plan is where you plan out your business future objectives and how you will achieve them. Think of it as your guide



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"PROJECT ON RETAIL
MANAGEMENT"

TOPIC : STARTING A NEW RETAIL BUS-
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66 Starting a new retail Business.



Retail business sell their products and services directly to customers and services directly to customers without the involvement of an intermediary. The customers are the end-users of the product or service sold by the retail business or service sold the retail business in India. The retail business can be operated in all possible forms, such as proprietorship, Partnership, LLP or a Private limited company. Although for single-brand retail business in India, FDI is permitted; however, there are restrictions on foreign investment in India for the multi-brand retail.

According to Statista, the Indian retail market is the third-largest in the world, next only to the US and China. In the financial year 2020-21, its total market size stood approximately at total GDP.

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Project on Retail Management

Topic - Starting a new ^{retail} Business.

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Objectives:- "Yogeswari General Stone" is a neighbourhood kintana stone, which is located near C.J.M School in Pettah, this area is known as the Centre of city, which is convenient for all the people.

- * Obtain necessary funding
- * Become an established community destination with a customer satisfaction rate of 90% by the end of the next financial years.
- * Achieving sales turnover of Rs. 4,00,000 per month in next year.
- * Hiring 5 five new employees for the Stone.
- * Repay debt from original financing by the end of the next three years.
- * Utilizing the Marketing budget of Rs. 50,000 for the promotion of the Stone.

Mission:

The most fundamental philosophy of The Yogeswari General Stone is the concern for people. The Stone's primary objective is to create a new and revolutionary distribution outlet that will significantly reduce prices for its customers and provide greater services with an equal level of quality. The Stone seeks to be first to

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Executive Summary.



The retail industry shows a constant positive demand especially for food and related products. compared to other business activities

This kind of business has low risk because of low required investments. New forms of cost cutting and store optimization will help to set up a successful business.

The return on this retail business has a growth rate of about 3% to 5% per year.

A company that provide additional services activities for the customer can be sure to have a high demand and a strong competition advantage.

Yogeswar General Store is located in the mariampura, located near C.J.M School. Itland, on the famous area of this city. This business plan is for the expansion of the store. we are

LANKA MAHAVIDYALAYA



LANKA :HOJAI: ASSAM

SESSION :- 2022-23



PROJECT

Topic:- *Starting a new Retail Business*


Submitted To:

Prof. Manik Chakraborty
Department of Management
Lanka Mahavidyalaya

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INTRODUCTION: 1



Starting a new retail business can be an exciting and challenging endeavor. It requires a lot of planning, hardwork, and dedication to make it successful. The first step is to identify a profitable niche and develop a business plan that outlines your goals, target market, budget, and marketing strategies.

Once you have your plan in place, you will need to secure funding for your business. This may involve applying for a small business loan, seeking out investors, or using your own personal savings. You will also need to find a suitable location for your store and ensure that it is zoned for retail use. When it comes to stocking your store, you will need to research your suppliers carefully and negotiable the best possible deals. It's also important to select merchandise that is in demand and aligns with your brand's values and target market. Marketing your retail business is key to attracting customers and building brand awareness. This may involve creating a website, social media presence, and advertising campaigns.

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Topic:- Starting a new Retail Business

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36

[Signature]

* Starting a New Retail Business.



Introduction: A retail retail business buys product or service from a manufacturer or wholesaler and sells them to consumers. Simple enough, but the retail industry is vast - it covers everything from food and apparel to home decor and auto.

And while the size of the retail industry and the number of segments it encompasses offers many opportunities for entrepreneurs, it is also extremely competitive, making it a risky endeavour.

But with some smart planning, you can start a retail business that stands out among the competition. These are below what we need to know about opening a retail business.

1) Start with a business plan:

A business plan is where you plan out your business's future objectives and how you will achieve them. Think of it as your guide for success and any potential roadblocks you may face. Your plan should show you looking three to five years ahead and include markers or milestones along the way.



LANKA MAHAVIDYALAYA

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“PROJECT ON RETAIL
MANAGEMENT,”

TOPIC: STARTING A NEW RETAIL
BUSINESS

T.DC : B.COM 6th SEMESTER

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DECLARATION BY THE STUDENT



I do hereby declare that the project "Starting a new retail business" in my locality i.e. Lanka Town, is an outcome of my own effort under the guidance of Prof. Sir Manik Chakraborty, Department of Management of Lanka Mahavidyalaya. The project is submitted to the department of management for the partial fulfillment of the subject Retail Management of B.Com 6th sem Session - 2022-23.

I also hereby ~~do~~ declare that the project report has not been previously submitted by anyone.

Date :

Place : Lanka.

Signature of Student.
Ankit Ranika.

How to start a retail business.



These steps will have running our retail business.

Step-1: Find niche.

The first decision you'll need to make in order to learn how to start a retail business is figuring out your company's niche. You may already have an idea of the type of company you want to form, or you may still be grappling to figure out where to focus your retail company. To determine your niche market, we recommend.