SRI PADMAVATI MAHILA VISVAVIDYALAYAM

(WOMEN'S UNIVERSITY), TIRUPATI- 517502 (A.P)

CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)

Master of Commerce (M. Com)

Mini Project: Semester – III

M.Com 304: Entrepreneurship in Practice (30 Marks)

Prepare a mini project on "A Study on Business Models and Entrepreneurial practices of a local small Business". The format to be followed is as follows:

- **Introduction:** Write about the importance of small businesses, entrepreneurship, and the purpose of selecting the business for study along with a brief introduction to the enterprise.
- **Profile of the Business:** Include the name, location, type of business, year of establishment, ownership pattern, and nature of activities carried out by the business.
- **Profile of the Entrepreneur:** Describe the entrepreneur's educational background, experience, skills, motivation, and reasons for starting the business.
- **Products and Services Offered:** Explain the major products or services provided by the business and their importance to customers and the local market.
- **Marketing Practices:** Discuss the methods used for advertising, promotion, pricing, customer attraction, and sales activities followed by the business.
- **Customer Relationship Practices:** Explain how the business maintains customer satisfaction, handles feedback, builds loyalty, and develops long-term customer relationships.
- **Financial and Operational Practices:** Describe basic financial activities, daily operations, inventory handling, employee management, and use of technology in business activities.
- **Entrepreneurial Practices and Innovations:** Write about innovative ideas, problem-solving methods, risk-taking ability, creativity, and entrepreneurial strategies adopted by the business owner.
- **Challenges Faced by the Business:** Explain the major problems faced by the business such as competition, finance, marketing, labour shortage, or changing customer preferences.
- **Conclusion:** Summarize the overall learning from the study, important observations about the business, and the role of entrepreneurship in business success.