



How to Start and Manage your Business

- Insights -

Regional Training of Women Entrepreneurs
on
Utilizing E-commerce and Digital Marketing Platforms
for Enhanced Access to Supply Chains

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**Everyone has a
chance to learn,
improve, and build
up their skills.**

(Tom Peters)

Suman Shakya

—
Founder



Training Objectives

- To challenge assumptions about entrepreneurship and running a business
- To provide participants with insights of starting and managing their business

Agenda

Training	Time
Welcome, Introduction, Objectives, and Agenda	10 mins
Starting a business – quick check list	20 mins
Why does a business fail?	10 mins
Managing a business – Important aspects	40 mins
Reflections and closing remarks	10 mins

Starting a business

- Why are you starting the business?
- What problem are you solving?
- How big is the problem?

- Market size
- Market research
- Competition



STARTUP MADLIBS

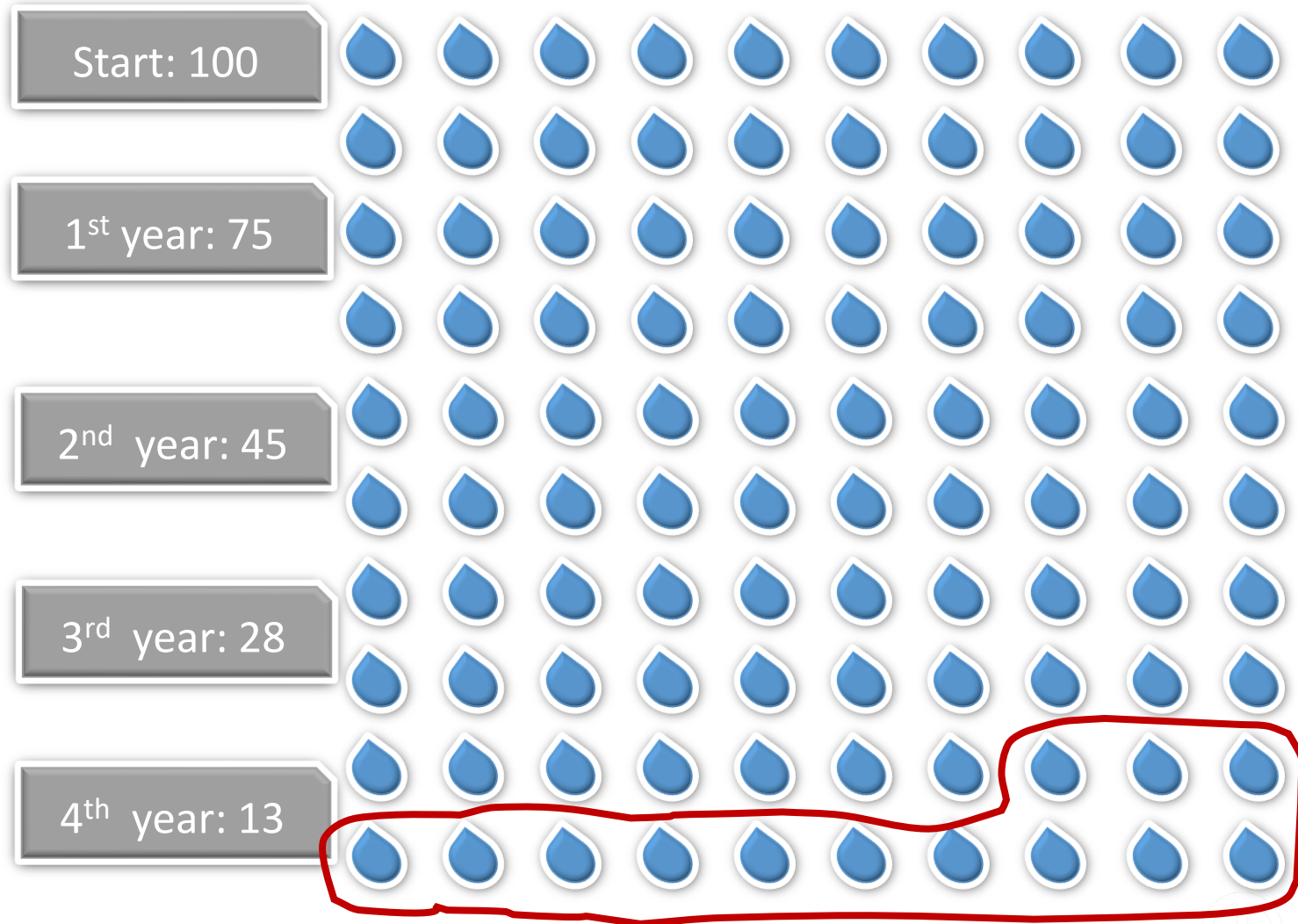
My company, _____
NAME OF COMPANY
is developing _____
A DEFINED OFFERING
to help _____
A DEFINED AUDIENCE
_____ with
SOLVE A PROBLEM
_____ with
SECRET SAUCE

Example: My company, the Founder Institute, is developing a training and mentoring program to help entrepreneurs launching a new startup create meaningful and enduring technology companies with shared equity that encourages peer support.

Starting a business

- o Company name – registration
- o Ownership structure
- o Legal requirements
- o Understand employer responsibility
- o Prepare a business plan
- o Arrange Funds
- o Network, Network, Network

How long will a business last ?



Why does a business fail ?

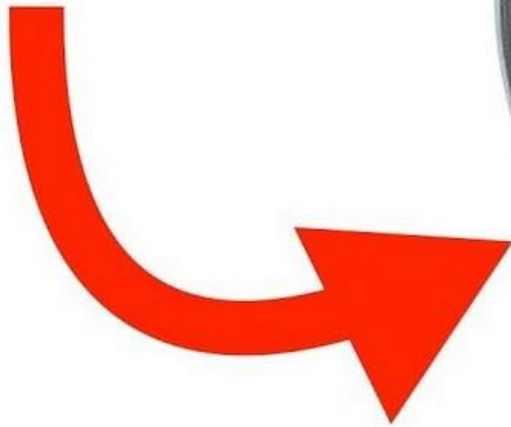
- The business is undercapitalized – a business with too much debt and negative cash flow
- Business expansions that are poorly planned and not appropriately financed
- Poor management
- The business offers products and services that nobody wants or cannot afford
- Inability to adapt to changing environment
- Failing to control costs
- Poor execution creating dissatisfied customers

Managing a business

Have you made a plan? Any plan? Ever?

- What about making plans to attend this wonderful event?
- Was there last minute packing pressure?
- Did you forget anything to be included?

DISC BRAKES



Stages of Business Planning Process



RISKS





40%

of businesses do not reopen
following a disaster (FEMA)



ANOTHER

25%

fail within one year (FEMA)

Let's discuss Costing

- What is the selling price of your product/service?
- How much profit are you making?
- How do you determine the selling price of your products/services

Pricing Good or Services

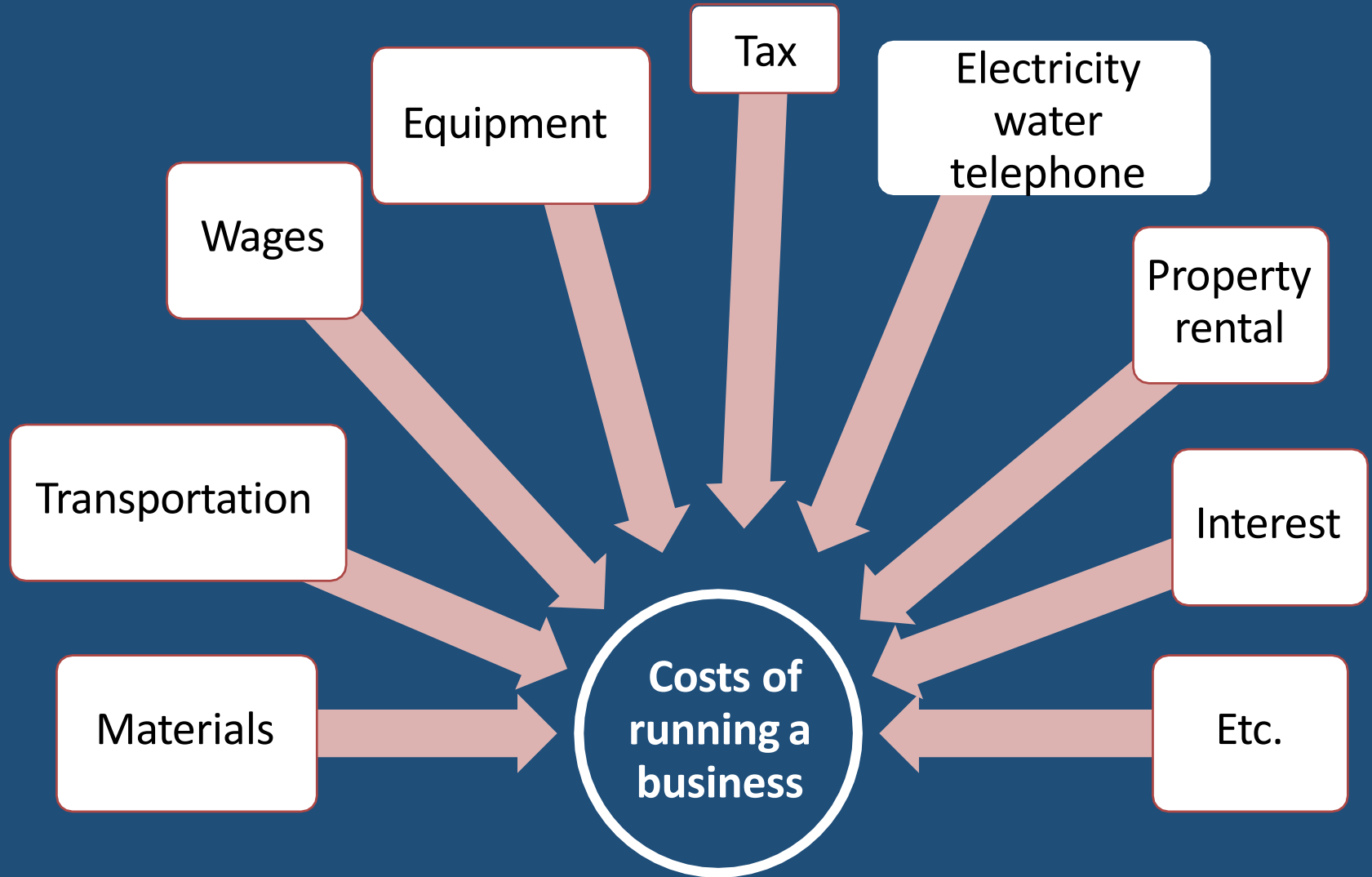
Customers willing to pay

The cost to make/produce it

Competitor's price

Our Price

Costs In Business



Reflections

- Starting up
- Reasons for failure
- Managing success
- Planning, Risks, Costing

Empowering women
is key to building a
future we want.

— Amartya Sen

Thank You

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