

Secrets for Making Big Profits from Your Business with Export Guidelines

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Hundreds of thousands of people start their own businesses every year, and untold more dream about the possibility of becoming their own bosses. While entrepreneurship has its many potential rewards, it also carries unique challenges. Entrepreneurship is an act not a born tact, you need to understand the environment to set up an enterprise of you own. Setting up a business requires many things like understanding yourself, understanding market and availing funds are certain basic things that one must mandatorily know before making a business decision. To start a business of your own you need to understand the environment to set up an enterprise of you own. Starting a business involves planning, making key financial decisions and completing a series of legal activities. To run a successful business, you need to learn all about your existing and potential customers, your competitors and the economic conditions of your market place. Entrepreneurship helps in the development of nation. A successful entrepreneur not only creates employment for himself but for hundreds. Deciding on a right project can lead you to the road to success. The purpose of this book is to enrich the people with an understanding of the entrepreneurial process. There is no presumption, however, that entrepreneurship can be taught, because entrepreneurs have their own peculiar way of doing things. Yet it is possible to help them be better prepared for transforming dreams in realities.

Startup India Stand up

Our Prime Minister unveiled a 19-point action plan for start-up enterprises in India. Highlighting the importance of the Standup India Scheme, Hon'ble Prime minister said that the job seeker has to become a job creator. Prime Minister announced that the initiative envisages loans to at least two aspiring entrepreneurs from the Scheduled Castes, Scheduled Tribes, and Women categories. It was also announced that the loan shall be in the ten lakh to one crore rupee range.

A startup India hub will be created as a single point of contact for the entire startup ecosystem to enable knowledge exchange and access to funding. Startup India campaign is based on an action plan aimed at promoting bank financing for start-up ventures to boost entrepreneurship and encourage startups with jobs creation.

Startup India is a flagship initiative of the Government of India, intended to build a strong ecosystem for nurturing innovation and Startups in the country. This will drive sustainable

economic growth and generate large scale employment opportunities. The Government, through this initiative aims to empower Startups to grow through innovation and design.

What is Startup India offering to the Entrepreneurs

Stand up India backed up by Department of Financial Services (DFS) intends to bring up Women and SC/ST entrepreneurs. They have planned to support 2.5 lakh borrowers with Bank loans (with at least 2 borrowers in both the category per branch) which can be returned up to seven years.

PM announced that “There will be no income tax on startups’ profits for three years”

PM plans to reduce the involvement of state government in the startups so that entrepreneurs can enjoy freedom.

No tax would be charged on any startup up to three years from the day of its establishment once it has been approved by Incubator.

This book majorly deals with the advent of quality management & its impact on marketing, total quality management, measuring customer satisfaction, pitfalls of the traditional approach, customer value management, marketing research for new ventures, implications of market research and competitive analyses, new developments in business to business marketing , relationship building in key account management, enlarging domain of marketing, finance for exports, understanding world trade environment, global marketplace of the nineties, business environment and political variables analysis, dimensions of political environment and so on.

Consequently the book is organized to explore the nature of entrepreneurship, provide models for new venture creation and describe way to help entrepreneurs succeed. The book contains different parameters, procedures and facilities provided by central and state Govt. The book can prove to be a useful compendium for anybody wanting to setup a small scale unit.

The Advent of Quality Management & its Impact on Marketing

QUALITY GURUS

TOTAL QUALITY MANAGEMENT

QUALITY AWARDS AND STANDARDS

The Malcolm Baldrige Award

The European Quality Award

ISO 9000

MEASURING CUSTOMER SATISFACTION

Why this sudden Interest in CSM

How is satisfaction Measured

OVERALL SATISFACTION

Kano Model

BEYOND CUSTOMER SATISFACTION

Pitfalls of the Traditional Approach

CUSTOMER VALUE MANAGEMENT

BENCHMARKETING

QUALITY FUNCTION DEPLOYMENT

PROCESS REENGINEERING

IMPLICATIONS FOR MARKETING

Marketing Research for New Ventures.

THE MARKETING CONCEPT

A Commitment to Customers

A Long View toward profitability

Integrated Objectives

PERSPECTIVE ON MARKETING RESEARCH

MARKET RESEARCH IN THE PRE-START-UP PHASE

Who Is the Customer?

Where Is the Market?

Segmenting the Market: What Niche to Fill

Competition: Who Are the Market Players?

Distribution: How Will Customers Be Reached?

MARKETS FOCUSED ON ORGANIZATIONS

SOURCES OF MARKET INTELLIGENCE

Existing competitors

Trade publications

Securities Analysts' Reports

Government Sources

Potential Customers

Other Sources and Methods of Research

COMPETITIVE ANALYSIS: RESEARCH AFTER START-UP

The Threat of Entry

The Power of Buyers

The Power of Suppliers

The Threat of Substitutes

Competitive Rivalry

IMPLICATIONS OF MARKET RESEARCH AND COMPETITIVE ANALYSES

New Developments in Business-to-Business Marketing

FROM COST OF MATERIALS TO TOTAL COST

SUPPLY CHAIN MANAGEMENT

NETWORK MARKETING

KEY ACCOUNT MANAGEMENT

Accountants - Enemy #1 of Marketing

Customer is Not Always Right

Relationship Building in Key Account Management

ENLARGING DOMAIN OF MARKETING

IMPLICATION FOR MARKETERS

Impact of Technology on Marketing

DEVELOPMENTS IN TECHNOLOGY

Invention of the Wheel

The Fuzzy World

The Dolly Effect

INFORMATION TECHNOLOGY IN RETAILING

INFORMATION TECHNOLOGY IN DISTRIBUTION

Distribution of Services

Cyber Distribution

INFORMATION TECHNOLOGY IN MARKET RESEARCH

INFORMATION TECHNOLOGY IN ADVERTISING

FROM E-COMMERCE TO E-BUSINESS

IMPACT ON MARKETING

Entrepreneur's Introduction to Export Business.....

Introduction
Foreign Currency
Rupee Value
Rates of Currency

Choice of Currency
Externalization Certificate
Methods of Payment
Cross-Border Sale
Terms of Sale
Sale of Cargo
Sale Contract
Sale without Ownership
Exchange Control and Exporters
Export Credit
Interest Cost of Credit
Country, Credit and Currency Risk
Exchange Cover
Finance for Exports
Refinance
Countertrade
Euro-Currency Loans
Multi-Currency Option
Club-Deals
Tax Sparring Loans
Euro-Currency Bonds
Acceptance Finance
Islamic Banking
Offshore Banking Units
Forfeiting
Standby Letter of Credit
Factoring
European Currency Unit
Enforcement of Foreign Judgements
Recent Developments
Financial Negotiations
Understanding World Trade Environment
Global marketplace of the Nineties
Responsiveness and Customers' Demand
Approach to Technology Management
Universe of Corporate Research and Development
New Technology: New Challenges
Technology and the Third World
Flows of Technology
Impact of Communication Revolution
Loans and Risk Capital
Risk Evaluation System
Type of Borrower
Resource Mobilization Objectives
Perceived Country Risk
Classification by Action Taken by Borrower
Repudiation or Default
Renegotiation

Rescheduling or Moratorium

Technical Default

Transfer Risk

Geographical Location of Risks

The Development of Country Risk Evaluation

BUSINESS ENVIRONMENT AND POLITICAL VARIABLES ANALYSIS

Dimensions of Political Environment

Liaison or Nexus

Politics, Business and Unpredictability

Coping with Political Uncertainty

Before Investing

Identifying Export Markets: India and the World

Leading Trade Partners

1. The European Union (EU)

2. North America (USA and Canada)

3. East Asia

Guide to Cargo Insurance and Claims Procedure

Why of Cargo Insurance

Legal Aspect

Commercial Aspect

Assignment of Marine Cargo Policies

With Whom to Insure?

How to Pay Premium?

Disclosure of Material Facts

Duty and Increased Value Insurances

Marine-cum-Erection Insurance

Insurance Documents

Insurance Documents

Seller's Contingency Insurance

Nature and Scope of Cargo Insurance Policy

Marine Insurance Contract

Parties to the Contract

Insured and Insurable Interest

Indemnity and Insurable Value

Perils and Cause Proxima

Scope of Cargo Insurance Policy

Kinds of Perils

Maritime Perils

Extraneous Perils

War Perils

Strike Perils

Kinds of Losses

Actual Total Loss

Constructive Total Loss (CTL)

General Average

Particular Average

Hazards that Lead to Losses

1. Breakage During Handling Stowage and Transit

Stowage Transit

2. Corrosion Due to Water Damage

3. Non-Delivery Because of Theft/Pilferage

What Can Go Wrong with Packaging

Good Handling Can Make All the Difference

Coverage and Institute Cargo Clauses
Institute Cargo Clause (A)
Risk Covered
Institute Cargo Clause (B)
1. Risk Clause
Institute Cargo Clause (C)
Risks Covered
Exclusions to Institute Cargo Clauses A, B, & C
Duration
Duration Clauses
Transit Clause
Termination of Contract of Carriage Clause
Exclusion Clauses
Wars and Strike Exclusion Clause
Unseaworthiness and Unfitness Exclusion Clause
Recoverable Expenses
Types of Policies
Specific Voyage Policy
Open Cover
Open Policy
Procedure and Documentation When a Loss Arises
Duties of the Insured (Preservation of Recovery Rights)
Claims Against Marine Policies
Export Insurance Guidelines
Sea voyage:
Acid and Other Extraneous Substances

About NIIR

NIIR PROJECT CONSULTANCY SERVICES (NPCS) is a reliable name in the industrial world for offering integrated technical consultancy services. NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.

Our various services are: Detailed Project Report, Business Plan for Manufacturing Plant, Start-up Ideas, Business Ideas for Entrepreneurs, Start up Business Opportunities, entrepreneurship projects, Successful Business Plan, Industry Trends, Market Research, Manufacturing Process, Machinery, Raw Materials, project report, Cost and Revenue, Pre-feasibility study for Profitable Manufacturing Business, Project Identification, Project Feasibility and Market Study, Identification of Profitable Industrial Project Opportunities, Business Opportunities, Investment Opportunities for Most Profitable Business in India, Manufacturing Business Ideas, Preparation of Project Profile, Pre-Investment and Pre-Feasibility Study, Market Research Study, Preparation of Techno-Economic Feasibility Report, Identification and Section of Plant, Process, Equipment, General Guidance, Startup Help, Technical and Commercial Counseling for setting up new industrial project and Most Profitable Small Scale Business.

NPCS also publishes various process technology, technical, reference, self employment and startup books, directory, business and industry database, bankable detailed project report, market research report on various industries, small scale industry and profit making business. Besides being used by manufacturers, industrialists and entrepreneurs, our publications are also used by professionals including project engineers, information services bureau, consultants and project consultancy firms as one of the input in their research.

Our Detailed Project report aims at providing all the critical data required by any entrepreneur vying to venture into Project. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.

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