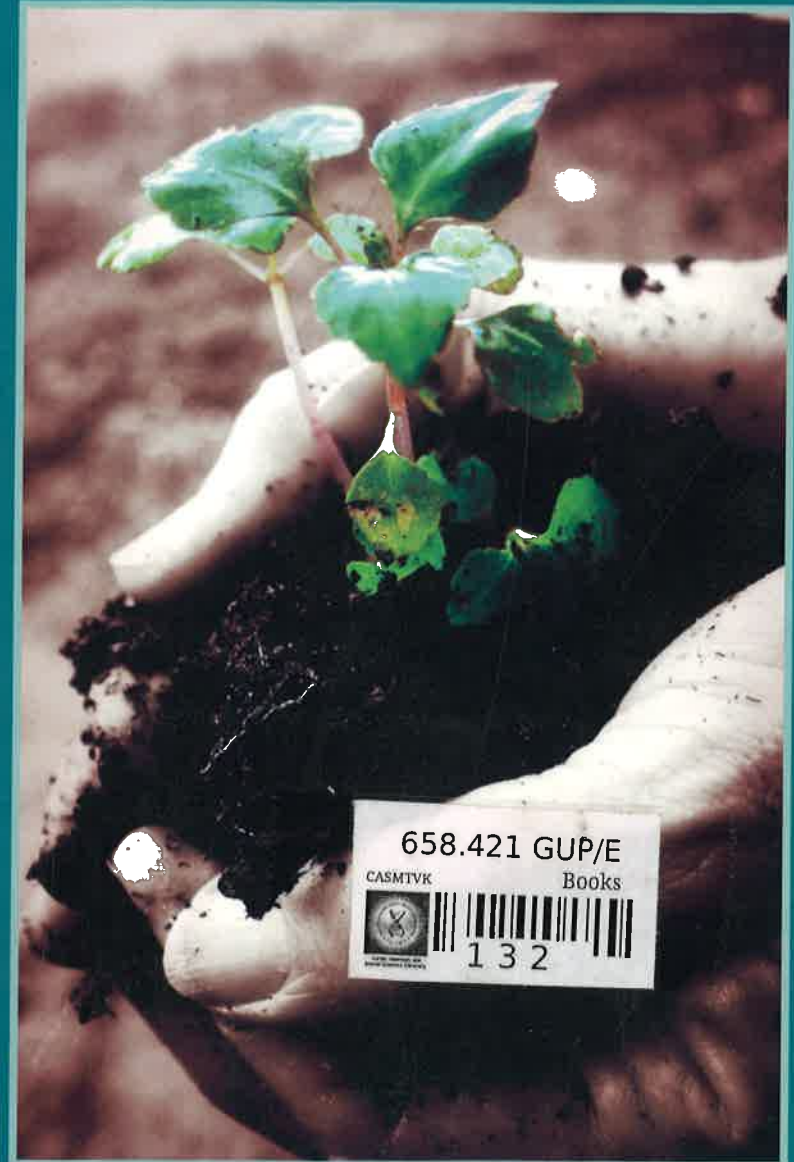


ENTREPRENEURSHIP DEVELOPMENT



DR. S.L. GUPTA • DR. ARUN MITTAL

Lastly the book contains five complete feasibility reports, which give the idea of a live report or business proposal. These feasibility reports can work as the benchmark reports for the students when they work on a similar kind of assignment.

We wish that the book will serve the purpose for which it has been written. We welcome the suggestion for improvement from our worthy readers to make this book more useful in future.

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Preface

Entrepreneurship is the blood of an economy. Entrepreneurship is born, nurtured and supported, then all has been about entrepreneurship in present scenario. Entrepreneurship Development has been taught mandatory subject in almost all the universities in India. Even after the popularity and importance of this course there are only few good books in Indian context which do justice with this subject.

The present book has been designed after a thorough analysis of the current academic demand, which is very useful for all business and management courses where this subject has been introduced. The book has useful insights about entrepreneurship development in a comprehensive manner. There are four unique features of this book, which make it more useful than the other text books in the market.

Firstly the book is comprehensive and covers all essential topics related to entrepreneurship. There are separate chapters on the topics of current interest such as Retail Entrepreneurship and Women Entrepreneurship.

Secondly, all the chapters have opening cases related to the topic discussed in the chapter. The opening cases have been selected and prepared to give initial insights regarding the topic in the realm of the book, so that a practical context can be associated with the text while going through the book.

The third feature of the book is that it includes unique number of company and cases. Insights, biographies of successful entrepreneurs and examples related to the discussed topics. Various examples from the real life business situation help the reader to understand the conceptual aspects in a better manner.

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Introduction

Case Study

Entrepreneurial Skills of Kishore Biyani

Kishore Biyani is known as one of the most notable personalities who has contributed in transforming organised retailing in India. One of the most versatile entrepreneurs, Kishore Biyani has played many roles-as a trader, a failed film maker, a dance festival organiser and an innovative retailer. Kishore Biyani cashed in on the latent opportunities of the booming Indian consumer market, and transformed the retailing business in India with the 'bania- company that even hardcore punters at Dalal Street had been afraid to touch.

Born in a middle class family Kishore Biyani started his career selling stonewash fabric to small shops in Mumbai. Few year later, with the launch of Pantaloons, Big Bazaar, Food Bazaar, Central and many more retail formats, he redefined the retailing business in India. Indecently, Kishore Biyani's objective is to capture every rupee in the wallet of every Indian consumer, wherever they are -an investment banker living in a south Mumbai (India) locality or a farmer in Sangli. As large business houses enter the retail space, Kishore Biyani is not just concentrating on retail but is also aiming to capture the entire Indian consumption space. From building shopping malls, developing consumer brands to selling insurance, he is getting into every business where a customer spends his/her money.

Kishore Biyani's vision divided India into three sets-India One, India Two and India Three. These groups can be understood as consuming class, the serving class and the struggling class. His studies showed that India One or the consuming class constitutes only fourteen percent of the country's population. Recently all modern retail format, including Big Bazaar, were attracting customers mostly from this segment. Most of these customers have a substantial disposable income and form part of what is usually called the upper middle and the lower middles class. India Two or the serving class includes people like drivers, household helps, office peons, liftmen, washerman, etc. They are the people who make life easier and more comfortable for the consuming class or India One. For every India One, there are at least three India Two, making up almost fifty-five percent of the population. But India One doesn't care to pay India Two too well, like there is the difference between the increments of salary in a person like a Professor and a driver. While their numbers are huge, they still have very little disposable income to spend on buying aspirational products.

ABOUT THE BOOK

The present book "**Entrepreneurship Development: Text and Cases**" has been designed after a thorough analysis of the current academic demand. The book is useful for BBA, BBM, B.Com, M.Com, MBA, MBM and other related courses.

The book has useful insights about entrepreneurship development in a comprehensive manner. There are four unique features of this book, which makes it more useful than the other text books available in the market:

Firstly the book is comprehensive and covers all essential topics related to entrepreneurship. There are separate chapters on the topics of current interest such as Retail Entrepreneurship, and Women Entrepreneurship.

Secondly, all the chapter have opening cases related to the topic discussed in the chapter. The opening cases have been selected and prepared to give initial insights regarding the topic so that a practical context can be associated with the theoretical aspects while going through the book.

The third feature of the book is that it includes ample number of chapter-end cases, formats, biographies of successful entrepreneurs and examples related to the discussed topics. Various examples from the real life business situations help the reader to understand the conceptual aspects in a better manner.

Lastly the book contains five complete feasibility reports, which give the idea of business proposal. These feasibility reports can work as the benchmark reports for the students when they work on a similar kind of assignment.

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