

Shri Niketan Arts Commerce College

Ganesh Nagar , Nagpur.

(Department of Commerce)

Class :- B.Com 1st Semester (NEP 2020)

Subject :- Start-up Support Executive

(Unit No. 2)

- Presented by -

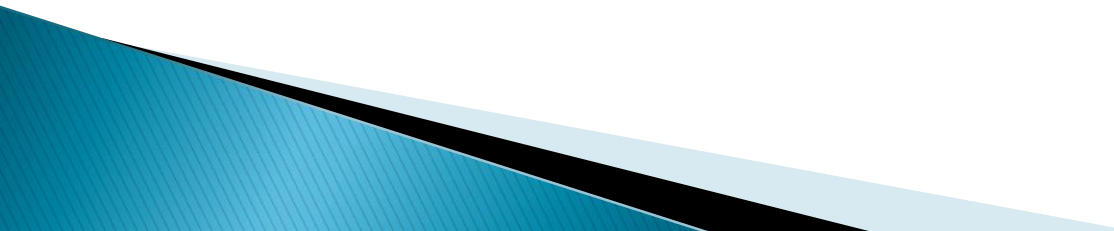
Mr. Prashant S. Yenurkar

Assistant Professor (C.H.B.)

Shri Niketan Arts Commerce

College

Introduction to Start-Up

- A start-up is a newly established business
 - It focuses on innovation and growth
 - Operates in competitive and uncertain markets
 - Uses modern technology and creative ideas
- 

SWOT Analysis of Start-Up

SWOT stands for:

S – Strengths

W – Weaknesses

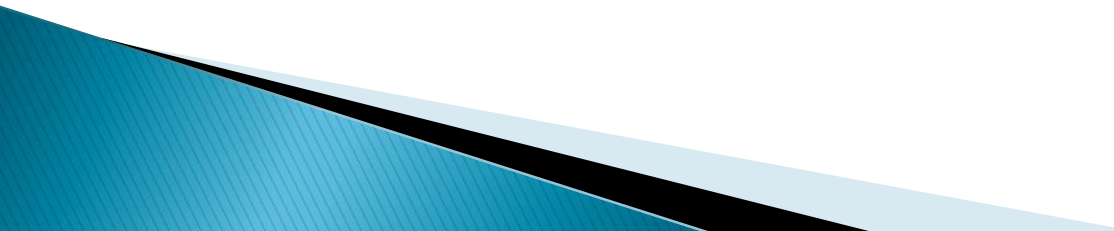
O – Opportunities

T – Threats

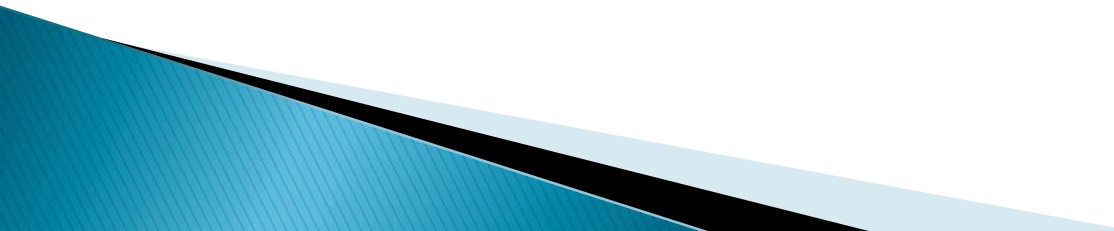
It helps to analyze internal and external business factors.



Strengths

- Innovative ideas
 - Flexible organizational structure
 - Fast decision-making
 - Use of modern technology
- 

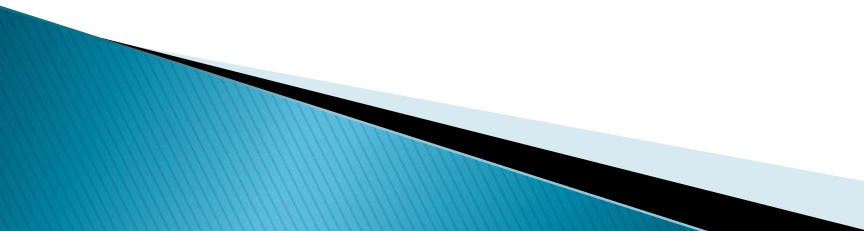
Weaknesses

- Limited financial resources
 - Lack of brand recognition
 - Inexperienced management
 - Limited market presence
- 

Opportunities

- Growing digital and online markets
 - Government start-up support schemes
 - Increasing demand for new products
 - Global market access
- 

Threats

- High market competition
 - Rapid technological changes
 - Economic uncertainty
 - Legal and regulatory issues
- 

Unique Selling Proposition (USP)

- USP is what makes a start-up unique
- Differentiates it from competitors
- Provides special value to customers

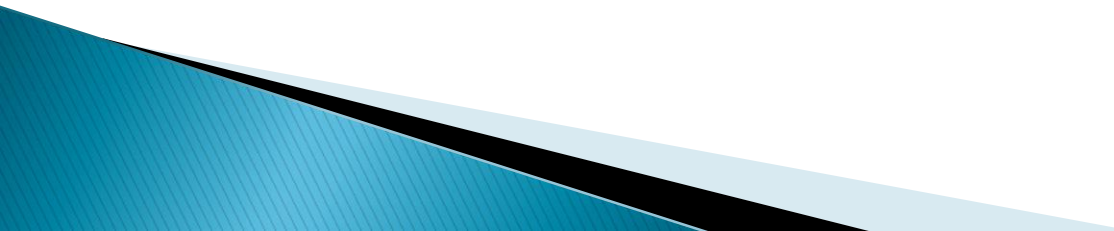
Examples:

- Lower price
 - Better quality
 - Faster service
 - Innovative features
- 

Requirements of Start-Ups

- Innovative business idea
 - Market research
 - Capital and funding
 - Skilled workforce
 - Technology and infrastructure
 - Legal registration and compliance
- 

Overview of Market

- Target customers
 - Market size and demand
 - Competitors analysis
 - Current market trends
 - Customer preferences
- 

Conclusion

- SWOT analysis helps in business planning
 - Strong USP ensures competitive advantage
 - Proper requirements reduce failure risk
 - Market understanding leads to success
- 