



ENTREPRENEURSHIP INTERFACE PROJECT
Mr.Kaja Mythein, Subam Mobiles, Udumalaipetti.

by
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ENTREPRENEURSHIP INTERFACE PROJECT
submitted

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of

MASTER OF BUSINESS ADMINISTRATION

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BONAFIDE CERTIFICATE

This is to certify that this project report titled " _____ " is the bonafied work of _____, Roll No: _____ who carried out the project under my supervision. Certificate further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on as earlier occasion on this or any other candidate.

Submitted for project Viva-Voce examination held on _____

Examiner I
(Project Guide)

Examiner II

Examiner III

INTRODUCTION

ENTREPRENEURSHIP

Entrepreneurship is the capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit. It is the act and art of being an entrepreneur or one who undertakes innovations or introducing new things, finance and business acumen in an effort to transform innovations into economic goods. This may result in new organizations or may be part of revitalizing mature organizations in response to a perceived opportunity. The most obvious form of entrepreneurship is that of starting new businesses. It includes social and political forms of entrepreneurial activity. When entrepreneurship is describing activities within a firm or large organization it is referred to as intra-preneurship.

Entrepreneurial activities are substantially different depending on the type of organization and creativity involved. Many "high value" entrepreneurial ventures seek venture capital (seed money) in order to raise capital to build the business. Angel investors generally seek annualized returns of 20-30% and more, as well as extensive involvement in the business. Many kinds of organizations now exist to support would-be entrepreneurs including specialized government agencies, business incubators, science parks, and some NGOs.

In economics, entrepreneurship combined with land, labor, natural resources and capital can produce profit. Entrepreneurial spirit is characterized by innovation and risk-taking, and is an essential part of a nation's ability to succeed in an ever changing and increasingly competitive global marketplace.

SKILL SETS REQUIRED FOR ENTREPRENEURSHIP

✓ **Focus:**

Entrepreneurs must focus on goals to ensure that they are reached, customers to ensure that they are satisfied, and employees to make sure they are motivated.

✓ **Vision:**

Entrepreneurs must have a vision of where they want their company to be in the future. They must be able to communicate this vision to employees and investors, so that they share the vision and are motivated to help achieve it.

✓ **Leadership:**

Rarely can entrepreneurs make a company succeed by themselves entrepreneurs need to be able to identify staffing needs, expertly fill them, and lead the team to success.

✓ **Persistence & Passion:**

An entrepreneur must be passionate about what they are trying to accomplish. They must persist through trying times, since there are always bad times, and fight as much as needed to achieve the goals.

✓ **Flexibility:**

Successful entrepreneurs understand and the environments in which they operate are constantly changing. So they must adapt their strategies and offerings to meet changing market conditions.

✓ **Technical Skills:**

While entrepreneurs may not need to have the greatest technical skill sets in their organizations, they need to be savvy enough to lead the technical team.

SUBAM MOBILES AND TIMES

History and Background of the Entrepreneur

Subam Mobiles and Times was founded by Mr. Kaja Mythien in 1999. He was born on March 23, 1968 at udumalaipettai (a village) in Thriurpur district. His Father was a Watch mechanic and his mother was a homemaker. He studied up to 12 standard and started to work with his father, After gaining an experience of 10 years in that field he started his own watch sales and mechanic shop in udumalaipettai, He had an idea to start a mobile sales and service center in town, in 1999 he started a mobile sales and service shop with initial investment of 50000 and he named as Subam Mobiles and Times

He has been successfully running this mobile shop with his son for the past 14years. Initially he started his Business with 50000 and during those days he used to buy a second hand mobiles for his mobile stores in a small quantity and with the profit gained through first sales he bought new mobiles for his mobile store. In this way he used to develop his business and profit. He completely believes that services providing to the customer will be the only way to reach the profit and success. He also use it as a tool to ahead the race with his competitors.by providing the best services to the customer, Now his mobile store which was started with a small investment was standing as one of the best mobile store in udumalaipettai. He has established three branches and all these branches were running successfully with more profits

According to him, Customer is the king of the business. They should be satisfied only with quality and best service. He also believes that service and quality should be the backbone of the firm to emerge as a long standing one!

A DAY IN LIFE OF AN ENTREPRENEUR

Time is the precious thing which would never come again. And in the life of a business man each second is money and so it is much valuable. In order to manage it in an effective way entrepreneur should schedule the activities that he going to carryout for the day, Kaja Mythien by knowing the importance of time, He plan his activities previously and implement it effectively. By spending a day with him I came to know how valuable and active is a day for an entrepreneur.



His schedule Starts by 9.00 in the morning, As a first job in the morning he use to verify the stocks which are received, Then the routine life starts, he used to monitor and motivate the employees all through the day. He has a very good Marketing and

communication skill and with this he used to interact effectively with customers. He used to monitor the sales of each product and with this he predicts the demand for the product. From 9.00am-12pm he spends his time in the main branch at ukp complex, after that he visit the other three branches. In every branch he employed 3 persons. His day come to end by accounting the transactions of the day.

SCHEDULE OF ENTREPRENEUR:

TIME PERIOD	ACTIVITY
9.00am-12.00pm	Supervising ukp complex main branch
12.00pm-1.00pm	Lunch
1.00pm-3.00pm	Supervising Bazar street Branch
4.00pm-6.00pm	Supervising Flower Market Branch
6.00pm-8.00pm	Supervising koovil street Branch
8.00pm-10.00pm	Accounting

BUSINESS MODEL

PRODUCT

Subam Mobiles and Times is one of the famous Mobile Shop in udumalaipettai. Subam Mobiles and Times are operated for over 12 years. It offers wide variety of Mobiles, Mobile accessories, watches and Second hand mobiles in stores. Latest Mobiles, Mp3 Player, and Data Cards are all available at Subam mobiles at astonishing price. Subam Mobiles and Times is well known for its Service

Subam Mobiles and Times offer all Products at attractive price. It offers mobile brands like Samsung, Sony Ericsson, Nokia, China mobiles and all other brands.

Authorized Dealer of Mobile Brands like:

- **Nokia**
- **Samsung**
- **Sony Ericsson**
- **HTC**
- **LG**
- **Karbons**

Mobile Types Like:

- Android OS
- GSM / CMA
- Slide
- Dual Sim
- Only Touch
- Touch and Type
- Windows OS
- Basic Model

The following are the list of mobile models and accessories in Nokia, Sony and Samsung that Subam Mobiles offers to the customers,

Nokia

Basic Models



Nokia X1-01 Nokia 101 Nokia 100 Nokia 112 Nokia 1280
 Rs. 1,818 Rs. 1,407 Rs. 1,135 Rs. 1,078 Rs. 941



Nokia Asha 305 Nokia Asha 200 Nokia C2-03 Nokia Asha 202
 Rs. 3,971 Rs. 3,932 Rs. 3,815 Rs. 3,800

Touch Screen



Nokia Lumia 620 Nokia Lumia 710 Nokia 603 Nokia Lumia 520
 Rs. 13,519 Rs. 11,699 Rs. 9,999 Rs. 9,799

Samsung Basic Models:



Samsung Guru FM E1220 Samsung Guru E1207 Samsung E1205 Samsung E1200
 Rs. 1,350 Rs. 1,245 Rs. 1,186 Rs. 982

Touch Screens



Samsung Galaxy Young Samsung Galaxy Y CDMA I509 Samsung Galaxy Y Duos S6102 Samsung Wave Y S5380 Samsung Galaxy Chat
 Rs. 7,849 Rs. 7,254 Rs. 7,049 Rs. 6,956 Rs. 6,290

Android Phones:



Samsung Galaxy Grand Quattro Samsung Galaxy Tab 2 P3100 (WiFi / 3G / 16GB) Samsung Omnia M Samsung Galaxy S Advance I9070 Samsung Galaxy S Duos
 Rs. 15,742 Rs. 14,750 Rs. 13,499 Rs. 13,150 Rs. 10,999

SONY

Touch Screen and Android Phones



Sony Ericsson Live With Walkman Sony Ericsson Xperia Mini Sony Ericsson XPERIA X10 Mini Pro Sony Ericsson Mix Walkman WT13i Sony Ericsson CK13i
 Rs. 13,020 Rs. 7,490 Rs. 6,999 Rs. 5,916 Rs. 4,464



Sony Ericsson Xperia Arc S Rs. 18,800	Sony Ericsson Xperia Ray Rs. 17,141	Sony Ericsson Xperia Active ST17i Rs. 14,499	Sony Ericsson Xperia Mini Pro Rs. 13,629	Sony Ericsson Xperia Pro Rs. 13,110
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MOBILE ACCESSORIES

Subam Mobiles provides all types of mobile accessories to their customers even some times to their competitors; it deals with all Mobile accessories

- Batteries
- Bluetooth Devices
- Cases
- Chargers
- Data card

MOBILES ACCESSORIES



Nokia Battery BL-5C
Rs. 270



Philips SHE1360/97
Headphone (Black)
Rs. 134



Transcend Memory Card
Rs. 295

COMPETITORS

Being in a perfect competition, the store faces a heavy competition within the complex and also in the whole of the town. There are around 13 competitors within the complex itself. These competitors are highly competitive in nature where they have very low margin to attract the customers. Only when they provide a quality product at a low price offered in the market they customers will come to the shop. Around udumalpet there are around 312 relatively competitors who actively competitor in the mobile market. Only with the best and quality service the customers can be attracted to the stores.

The Main Competitors for new mobiles

- Poorvika Mobile World
- Universal Mobile store

The Main Competitors for Second Hand mobiles

- Cell to Sell Mobiles
- Tip top mobiles
- Hari mobiles
- Lakshmi Mobiles

Poorvika Mobile World

The poorvika Mobile World has been running for about 5 years and it is the great competitor of Subam Mobiles , and it deals with the wide variety of mobile models and accessories

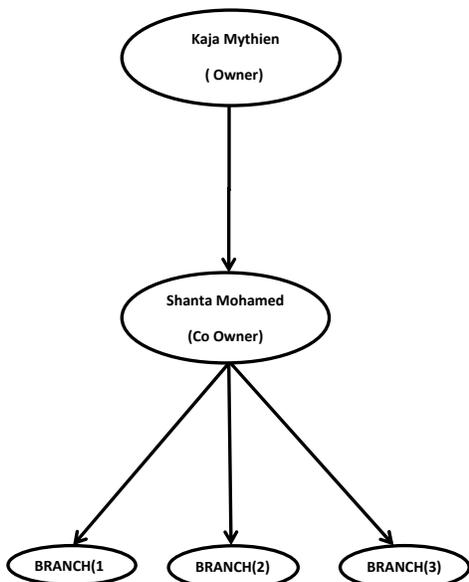
Cell to Sell Mobiles

The Proprietor of Cell to Sell Mobiles is Mr.Saravanan, He has been running this mobile store for about 10 years, and it is one of the popular mobile store which earned goodwill among the customers. So Cell to Sell Mobiles is also a major competitor for Subam Mobiles.

Tip top mobiles

Tip top mobiles is well known for mobile Accessories, and it has been running for about 8 years with different variety of mobile Accessories so it is also one of the major competitor for Subam Mobiles .

Organization Structure



FUNDING

Mr.Kaja Mythien the proprietor of Subam Mobiles has made an initial investment of Rs.50, 000, to start up the business. Later in order to expand and to start a new branch his he secured loan of RS 200000 from private financial institutions The financial Institutions from where did he borrowed money are, Dhanalakshmi finance and from private money lender. In order to set up a new branch in 2005 he invested his 6 year savings.in 2009 he starts another new branch in same town with the investment of Rs 400000 he secured as a loan from Indian Bank These are the sources of funds for Subam Mobiles.

PEOPLE

The Target People of Subam Mobiles and Times are

- ✓ Youngster
- ✓ Middle Class People
- ✓ Lower income People (for second hand mobiles)

Based on my observation most of their customers are middle class and lower income people they will mostly prefer for second hand mobiles so their main target people are lower and middle level income people

CHALLENGES

The major challenges of Subam Mobiles are

- ✓ Competitors
- ✓ Increase in prices of Mobile Accessories

As the major customers of Subam Mobiles are Middle Class and Low Income People, they are not affordable to pay more for services and Accessories

ACHIEVEMENTS

The Major Achievements of Subam Mobiles and Times are they have earned goodwill and loyalty among the customers,

- ✓ The Major Achievements of Subam Mobiles and Times are they have earned goodwill among the customers for their services
- ✓ Within the short period of time their growth was extraordinary,
- ✓ They have opened three branches,
- ✓ All these branches were running successfully and are financially sound,
- ✓ They have provided employment opportunities to the people,

FUTURE PLANS

In future they are planning to open branches in pollachi which would help them to become as financially strengthened firm; it will also provide employment opportunities to the people.

They are also planning to get a multi dealership for mobile EC recharge and DTH recharge

CONTRIBUTION TO THE SOCIETY

- ✓ They are contributing funds to the orphanage
- ✓ Kaja mythien regularly donates blood to the blood bank
- ✓ They implemented Rain Water Harvesting plan in their store,
- ✓ Providing employment opportunity to the people

SUGGESTIONS FOR IMPROVING THE BUSINESS

- ✓ Advised to use computer billing to maintain strong customer base
- ✓ Advised to do a mobile ec recharge business

- ✓ By advertising through various mediums such as print ads in local papers, These marketing techniques will all help to get your business name out in the public and draw more customers, improving your sales.
- ✓ Create a website and social networking page for your business that features many photos of your mobile shop.
- ✓ To check out competitors pricing and products to ensure you are offering fair prices and competitive items, so that customers will continue to come back.

CONCLUSION

This project is very much helpful for me to know about Entrepreneurship and the vital role of entrepreneurs in the society. I came to know about the importance of taking risks, innovations and initiatives in the life of entrepreneurs. I also came to know about their contributions to the society.