



Entrepreneurial opportunities for commerce and management graduates.

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Abstract:-

The commerce and management students have great potential in bringing up a new business. But in today's scenario starting a new business has become very tough competition. As more and more people are in to it, one can become successful in the field where there is less competition because when it becomes a unsuccessful they need to face financial losses. So choosing and implementing the best idea is very necessary. This article helps to identify the various 'Entrepreneurial' and career opportunities for commerce and management students. Entrepreneurship is the process of innovating, starting and running a new firm. Now days students of this generation is more involved in starting their own business, which has created a huge part way for many new startup company in our country.

Keywords: - Entrepreneurship, startup, innovation and students.

Introduction-

Entrepreneurship is a process of creating, implementing and running a new firm. There is a common believe that entrepreneurs means coming up with a fresh company idea but it also deals to figure out how to reach the client and customer in cost effective and efficient way. To make it simple entrepreneurship is a process of producing new product rather than following the traditional skill idea and enterprises there are humid number of chances and scope in the field of entrepreneurship. After completing your graduation you can start your own business the scope for entrepreneurship is more in India and foreign country, nowadays the young citizens of our nation are more focused towards starting their own business, which has given a hike to many new startup ventures

in our country. There are many courses available to enrich your skill in entrepreneurship you can pursue diploma courses, graduation and post-graduation programmes in this field. Many universities also provide free online courses in entrepreneurship.

Literature Review

According to BS Bodla (2021)

There are more potentials in starting a new business. Starting a new business has become very competitive as more and more people have come into the business field one can become successful in those fields where competition is minimal. The fields include Accounting and Bookkeeping services Tax Filing services digital marketing, event organizers.

Ajocrotony Martin (2000)

Lots of recent graduates are on their own choice to establish their own firm young graduates who want to start their own business unit have a bright future there are numerous business ideas available for them rather than aiming for a good career.

Anjua Bharceh (2001)

Having a successful business is not an illiterate job rather it can be implemented by the following factors like age or gender "The greater attitude is you need to make your mark in this world" he has started a list of successful business ideas for students they can start in 2022. Which include web design development, social media management, creation, and video, content.

Entrepreneurship opportunities for Graduates:

The commerce and management students have lots of ability when it comes to starting a new firm, starting a new business has become more competitive as there is huge competition. You can be successful only where there is less competition when an entrepreneur cannot succeed in his business he shall face financial losses to avoid this have to take for consideration while starting his new business.

Event planning:

One of the most common and well-known companies is event planning. An event planner must possess unique event concepts that are similar to the event concept that are similar to the events' expectations as well as time management and organizing abilities. The demand for skilled event management, large and small has increased dramatically event organizing is a visible business opportunity for college students that require only small initial expenditure. If you have a good bargaining skill, the correct contacts and amazing marketing strategies you will be successful in this business.

Market research:

It is important to know the time-to-time needed things. It helps to know what products are needed what people need and who needs it they should also know the trend changes happening in their market the market research provides the necessary information.

Many large companies invest more on their market research to make their business more successful it helps the company to know what is needed for the development and all things to be avoided. Any company no matter big or small needs to do research to bring out the business in a successful manner.

Online product consulting:

The graduates can also choose any proper marketing programs online which sell products latter they can learn from the platforms make use of it latter the affiliate companies sell like groceries, homewares, gadgets, dress and supplement.

Advertising consulting:

If you are holding a BBA in marketing it would lead you to a great platform. It is not all company can afford to have permanent employee for advertisement, hence the small and startup companies. If they open a advertising agency they can provide service to many needed people.

Green consulting:

Green consultants is a process of following ecofriendly method which is highly influenced nowadays. Many companies want to show that they are ecofriendly and follow the Green Revolution it is a way of attracting the well educated people. The business include green building consultant solar cell/panel business, green IT they are energy saving electronic business.

Delivery service:

In today fast moving world delivery service has a great hit. It is very easy to process and does not require huge investment, it can be done according to your client needs like pickup, drop, grocery service, and home care service, food delivery at work place, sick people home or elder people. To implement this we need to create a web page or web site, then set a margin of 15% on the total cost latter charge that on your clients at the time of delivery. You can market your business through word of mouth, social media and get revenues rolling.

Career counselling

If you have a sound communication you can meet the recruiters and employees and get their idea what they are cooking into a candidate. Latter you can become a carrier counselor, HR services is the one of the best income making services it is a good start up for commerce graduates. They can also provide training about accounts, management and financial services and train employees in organization.

E-commerce:

Buying and selling things online is on high trend. We are able to view how the way E-commerce has changed the way we buy things. Being a commerce graduate you can start a online E-commerce business due to high competition we should concentrate only on sustaining for a period rather than success.

Digital Marketing

Digital marketing involves a great marketing hike help in identifying the perfect social media platform to share the entrepreneurs message like Facebook, email, what's app and Instagram. The massager should be catchy and attractive so that people will buy the product. Digital marketing shall be a profitable idea and best business plan.

Online Coaching Service:

If you are good in studies you can start your own coaching center and tutor the students it is a great idea you can make income by teaching your favorite subject. Today online coaching centers are making huge money in a shorter period of time. Word of mouth is the greatest advertisement for this business. As the coaching is conducted through online portal can be had according to the students and tutor time convince. As there is no overhead 100% of your earning will be profit.

Freelance Writing Service:

If you have a good writing skill this would involve handling writing assignment for client. It cannot be done to students as it is unethical. You can look for client through internet by registering in freelance outsourcing site you can earn fulltime income by working part time as a writer on the internet.

Tax-Filling Service:

Tax filling, GST Filling service is one of the most wanted service it has a great demand, as people can go to auditor for everything. They can make good money by doing such service. Now day's tax filling has become mandatory irrespective of small or medium business according to government you can provide a variety of services in the industry such as income tax filling, TDS and indirect taxes according to the country law.

Conclusion:

As we have seen there are several attractive entrepreneurial opportunities available for commerce and management students. The most important ones are digital marketing event organizer, financial advisor, recruiting HR services, training and tutoring. After platforming various entrepreneurial opportunities for young graduates with commerce and management bag round. There are some business idea that can run from home they are (e-commerce, financial advisor, cowriter, and financial advising) one can choose his business idea based on following details location city town, investment capacity, education and family bag round your experience and special proficiency is also very important because our education and family beyond restricts us from taking up many jobs, professions or business there is no define age for starting your entrepreneurial journey.

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