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ANALYSIS OF ENTREPRENEURSHIP STRATEGY APPLIED IN BROWNY'S CAFE (COIMBATORE)

MANIKANDAN.N.

Student

B.Com With Computer Applications

Sri Krishna Adithya College of Arts and Science, Coimbatore, Tamilnadu, India

Abstract: This study will be the motivation and helpful one for the youngsters to create a new beginning and learn some business strategies and provide a new workspace for those who need employment.

INTRODUCTION:

Gastronomical business is one of the most common business field. One of the most gastronomical business is coffee and tea shop business. Routinely, most of the peoples want a coffee and tea shop and that has a pleasant way to get together with friends and family for a relaxed environment.

OBJECTIVES OF THE STUDY:

- To provide an in-depth knowledge of the concept of entrepreneurship ideas to students.
- To make students as young entrepreneurs.
- To learn about simple and innovative business ideas.
- To learn resourceful strategies applied in local businesses and cafe shops.
- To eliminate unemployment and create self employment.
- To motivate youngsters through local entrepreneurs.

SCOPE OF THE STUDY:

Business owners certainly had to rack their brains to maintain the business they owned. The purpose of this study itself is to find out what and which factors influenced the success of Browny's cafe's right business strategy decision to be implemented by the entrepreneur of Browny's cafe.

This study will be the motivation and helpful one for the youngsters to create a new beginning and learn some business strategies and provide a new workspace for those who need employment.

STATEMENT OF PROBLEM:

- Many youngsters are demotivating themselves because of unemployment and they are not aware about the small entrepreneurial ideas.
- There are many misconceptions running through the minds of people about coffee and tea shops.
- One of the important ones is that this business is something that is unnecessary to do and invest in.
- Even many people think they have to exert their dominance over the local and small shops and some even think of it as a disgusting type of entrepreneurship. Of course this study will put an end to all the above misconceptions.

LIMITATION OF THE STUDY:

- This may not reflect the entrepreneurial activity of entire small business industries.
- The survey and its sample had limited data only.
- This study is based on a particular cafe shop located in Coimbatore city.
- Bureaucracy may be a limitation of this study.
- Short period of study.

RESEARCH METHODOLOGY:

This section describes the methodology adopted in the present study which includes the study area, the sampling technique adopted, the collection of data, the period of study and the tools of analysis.

STUDY AREA:

Coimbatore is a western district of Tamil Nadu blessed with good basic infrastructural facilities and resources, which could contribute to the process of development of the industries in the area and in particular to the development of the medium, small and micro enterprises. By and large, the whole background makes one conclude that the policies are sufficient enough to accelerate the pace of entrepreneurial development in the District. There is also a scope of motivating youngster to make entrepreneurs. These are the main reasons for selecting the southern districts as the study area to evaluate the development of the entrepreneur of Brownny's cafe of Coimbatore District.

SAMPLING TECHNIQUE:

In order to evaluate the development of entrepreneur of Brownny's cafe of coimbatore were selected by adopting stratified random sampling method. The entrepreneurs registered in District Industries Center under Industries Commission as on March 2012 were classified into six categories namely,

- agro-based and food processing industries
- forest-based industries
- service and textile-based industries
- polymer and chemical-based industries
- rural engineering and bio-technology industries
- mineral based industries

COLLECTION OF DATA:

The present study is based on primary as well as secondary data. The personal interview method has been adopted to collect primary data. For this, a well designed and a pre-tested interview schedule was prepared to collect the information relating to the study. With a view to identifying the Marketing and Entrepreneurial strategies of the entrepreneur, the researcher had an in-depth review of previous studies undertaken, relating to the topic of the present study. The secondary data were collected from published, unpublished reports.

PERIOD OF STUDY:

The period of study pertains to the March-May of the academic year 2021-22. The primary data were collected from the selected entrepreneurs during the one months from March to April 2022. The data relating to the growth components of entrepreneur have been obtained for the period of one years from February 2021 to March 2022.

TOOLS OF ANALYSIS:

In order to measure the income of entrepreneur of Brownny's cafe is based on monthly and annual income. The income percentage has been calculated on the basis of the two year data from February 2021 to December 2021 and January 2022 to March 2022.

FORMULA:

The below formula is used for a percentage analysis for a month.

$$\text{Percentage analysis} = \frac{\text{Individual income from a day in a month}}{\text{Total income of the month}} \times 100$$

REVIEW OF LITERATURE:**Narayanasamy⁸⁶ (2005)**

The role assigned for Khadi and Village Industries under planning is to generate more and more employment opportunities and to quickly produce essential goods of mass consumption. Further its programme is to secure the objective of the eradication of mass poverty through the creation of more and more gainful employment opportunities. He has observed that khadi is the only true economic proposition in terms of millions of villages.

Puli Subramanyam and B. Ramachandra Reddy⁸⁷ (2012)

In their article that the MSME sector plays an extremely significant role in the Indian economy. MSMEs have the advantages of generating gainful employment with low investment, diversifying the industrial base, reducing regional disparities through dispersal of industries into rural, semi urban and backward areas. The manuscript places of interest, the result of the Micro, Small and Medium enterprises and their position in the economy and the impact of economic reforms on growth pattern and performance of MSMEs. The 11Th plan notes that MSMEs are the main beneficiaries of the investment incentives for moderation, upgradation and additional capacity creation giving in schemes like technological upgrading schemes for the textile sector. The meaning of this document is to give explanation, the incidence of sickness and causes in the industry sector. In India many traditional and modern industries are now being affected by industrial sickness.

ENTREPRENEURIAL STRATEGIES THEY WERE APPLIED BY THE ENTREPRENEUR OF BROWN'S CAFE:

The entrepreneur of the brown's cafe has followed and applied important three entrepreneurial strategies for his start-up. The following strategies have been applied by the entrepreneur of Brown's cafe.

- Initial Planning
- Organizing Ideas
- Making Good Contacts

INITIAL PLANNING:

The entrepreneur of brown's cafe started his first plan with the basis of financial planning. He structures the plan for what can be spent for business in a month for monthly investment, marketing, wages for employees, monthly expenses for shop and along with spending necessary for expected profits.

ORGANIZING IDEAS:

Before establishing his idea he organized that as well as possible. He analyzed the both positive and negative view of the location, rental agreements, acceptability, kind of customers and sustainability.

MAKING GOOD CONTACTS:

Making good contacts is one of the best strategies of entrepreneurship. The entrepreneur made some good contacts from regular business meetings and through customers and also through his employees and friends. This kind of activity has helped for his successful business.

MARKETING STRATEGIES THEY WERE APPLIED BY THE ENTREPRENEUR OF BROWN'S CAFE:

Marketing strategies are one of the pillars for any kind of business. There is no matter between the business medium or size of business in a marketing. The entrepreneur of brown's cafe has followed below listed marketing strategy for his business.

- Branding
- Listing items and advantages
- Strong Business Plan
- Offering samples
- Taking Care of Customer

BRANDING:

Brown's Cafe entrepreneur was very clear about bringing his brand to the people. So he designed everything like colour and location and also he prepared his products well. Even the logo of his brand also fits the name of the shop. It was designed to look like a boy with tea in his hand

LISTING ITEMS:

He used the menu list of his product as a kind of strategy. Even he mentioned the adorable price and benefits of his products also in the menu. So the people were satisfied with him and his products.

STRONG BUSINESS PLAN:

He strongly created the plan for his business such as finances, getting a loan for development, and needed equipment for the shop and for the labor. As a MBA graduate he analyzed what are the products in demand in the particular location and implemented the plan for his expected income.

OFFERING SAMPLES:

Not every customer is satisfied with the entrepreneur. So he started giving samples of his products to his new customers and also nearest shops and other workers to promote his business. This strategy has really worked as well as his expectation.

TAKING CARE OF CUSTOMER:

Taking care of customers is helpful and one of the great strategies that promote your brand as soon as possible. These strategy comes under mouth publicity. The entrepreneur helped his customer through his medical and financial knowledge for wealth of customer. This kind strategy shows that the entrepreneur of brown's cafe is loyal to his customer.

FINDING:

- The majority of income earned by the fourth week (26.3%) of February.
- The majority of income earned by the fourth week (30.2%) of March.
- The majority of income earned by the fourth week (31%) of April.
- The majority of income earned by the fourth week (32.9%) of July.
- The majority of income earned by the fourth week (30.9%) of August.
- The majority of income earned by the fourth week (39.9%) of September.
- The majority of income earned by the fourth week (30.9%) of October.
- The majority of income earned by the fourth week (39.9%) of November.
- The majority of income earned by the third week (32.9%) of December.
- The majority of income earned by the third and fourth week (32% and 32.1%) of January 2022.
- The majority of income earned by the fourth week (29.9%) of February 2022.
- The income of the month August and October was the same (30.9%).
- Most of the majority income earned by the month of July, September, November of 2021.

- The month of May and July of 2021 was the pandemic period.
- The income of Brownny's Cafe is not a constant one. Because it's increasing and decreasing each and every month beginning and ending.
- Also the location of brownny's cafe is not a business floating area.
- As a MBA graduate entrepreneur, Brownny's cafe made a wrong choice for his business area.

SUGGESTION:

According to the findings there are many ups and downs in a business. So the entrepreneur needs to develop his business for the constant income. The first suggestion is to relocate the area for a healthy business. Second one is the analysis of a healthy business floating area. Because, this is a main reason for the variable ups and downs of Brownny's Cafe Income.

CONCLUSION:

As per the study, the strategies of entrepreneurship activity in this research is also a good and acceptable one except the final decision.

In a country like India where unemployment is increasing year by the year. Most of the youngsters and students are not aware about that. Because, the corporate companies only need the energy and knowledge of the youngsters. Once they are lagging in energy then the corporate will fire them immediately.

The best choice is Entrepreneurship for avoiding these kinds of circumstances. Entrepreneurship means not only a large size of business but also its defining a large view of small business.

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