

Variables considered before starting an Entrepreneurship Venture				
S No	Variable	Sub-parts	Reliable Sources/Indicators	Link to authentic resources
1	<i>Market Analysis</i>	Target Market	Census data, Population survey etc.	https://censusindia.gov.in/census_website/
		Market Size and Growth	GDP, Stock Market Capitalization, Industry Assn. etc	https://data.worldbank.org/indicator/NY.GDP.MKTP.CD , https://www.bseindia.com/markets/equity/EQReports/allindiamktcap.aspx
		Market Trends	Consumer preferences, CPI, Technological progress, Bull Mkt, Bear Mkt	https://www.bseindia.com/index.html , https://www.mospi.gov.in/cpi
		Competitor Analysis	competitors' products, pricing, distribution channels, marketing strategies, and market share	https://www.bseindia.com/markets/equity/EQReports/allindiamktcap.aspx , financial statements
		Customer Needs and Pain Points	surveys, interviews	
		Pricing Analysis	production costs, profit margins, perceived value, and willingness to pay.	Financial Statements released by firms on their official website
		Distribution Channel	effectiveness, costs, and reach of each channel, whether it's direct sales, e-commerce platforms, retail stores, or partnerships with distributors.	
		Regulatory Environment	industry-specific regulations, licensing requirements, health and safety standards, and any other relevant legal considerations.	https://services.dpiit.gov.in/lms/ilServices , https://dpe.gov.in/en/user?current=node
		Market Segmentation		
		SWOT Analysis		

2	<i>Business Plan</i>	Executive Summary	pricing strategy, distribution channels, key financial projections, etc.	Financial Statements released by firms on their official website
		Business Description		
		Market Analysis		
		Organisation and Management		
		Product/Service Line		
		Marketing Strategy	target market segments, marketing channels, pricing strategy, and promotional activities.	
		Operational Plan	including production processes, distribution channels, facilities, technology requirements, and supply chain management.	
		Financial Projections		Financial Statements released by firms on their official website
		Funding Requirements	potential loans, grants, or other sources of funding	
		Exit Strategy		
3	<i>Unique Value Proposition</i>			
4	<i>Financial Resources</i>		initial investment, ongoing expenses, working capital, and potential sources of funding such as personal savings, loans, or investors	Financial Statements released by firms on their official website

5	<i>Legal and Regulatory Factors</i>	Industry-specific Regulations	licensing requirements, permits, certifications, zoning restrictions, safety and health regulations, environmental regulations, and other industry-specific compliance obligations.	https://dcmsme.gov.in/publications/policies/lframe.htm
		Intellectual Property Protection	patents, trademarks, copyrights, or trade secrets to protect your unique ideas, inventions, branding, or creative works	https://dcmsme.gov.in/publications/policies/lframe.htm
		Consumer Protection Laws	consumer rights, product labeling, warranties, refunds, privacy, data protection, and advertising standards	https://dcmsme.gov.in/publications/policies/lframe.htm
		Employment Laws	factors such as minimum wage requirements, working hour restrictions, employee benefits, workplace safety regulations, anti-discrimination laws, and labor union considerations.	https://dcmsme.gov.in/publications/policies/lframe.htm
		Taxation and Financial Regulations	income tax, sales tax, value-added tax (VAT), or other industry-specific taxes.	https://dcmsme.gov.in/publications/policies/lframe.htm
		Privacy and Data Protection	General Data Protection Regulation (GDPR) or other local data protection laws.	https://dcmsme.gov.in/publications/policies/lframe.htm
		Export and Import Regulations	customs requirements, trade agreements, restrictions, tariffs, and other regulations related to cross-border transactions.	https://dcmsme.gov.in/publications/policies/lframe.htm
		Environmental Regulations	waste management, emissions, pollution control, natural resource usage, or any other environmental impact.	https://dcmsme.gov.in/publications/policies/lframe.htm
		Gov. Contracts and Procurements	potential certification or registration requirements to access government opportunities	https://dcmsme.gov.in/publications/policies/lframe.htm
		Changes and Updates	Monitor industry associations, government websites, trade publications, or consult legal professionals to ensure ongoing compliance and adapt your business operations accordingly.	https://dcmsme.gov.in/publications/policies/lframe.htm

6	<i>Team and Expertise</i>			
7	<i>Risk Assessment</i>	Financial risks	cash flow issues, or inadequate funding	Financial Statements released by firms on their official website
		Operational risks	production processes, supply chain disruptions, or equipment failures.	
		Human resources risks	Employee turnover, skills gaps, or inadequate training	
		Legal and compliance risks	contractual disputes, or intellectual property infringement.	
		Reputation risks	Negative publicity, customer dissatisfaction	
		Market risks	Changes in customer preferences, shifts in market demand, or new competitors.	
		Economic risks	Economic downturns, inflation, interest rate fluctuations, or currency volatility.	https://www.mospi.gov.in/cpi
		Political and regulatory risks	Changes in government policies, new regulations, or geopolitical instability.	https://dcmsme.gov.in/publications/policies/lframe.htm
		Technological risks	Technological disruptions, cybersecurity threats	
		Environmental risks	Natural disasters, climate change impacts, or environmental regulations.	https://www.germanwatch.org/en/cri
		Risk Prioritization		
		Risk Mitigation Strategies		
		Risk Tolerance		
	<i>Scalability and Growth Potential</i>			
	<i>Time Commitment</i>			
	<i>Personal Readiness</i>			