

Entrepreneurship Strategy Planning

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Abstract - Every entrepreneur or little business has totally different goals which all of them operate underneath the identical general premise. they need to transform their concepts into a sure-fire business. But, the manner throughout that entrepreneurs approach achieving their goals seizing monetary risks inside the hope of profit. For several entrepreneurial ventures, information assortment and analysis techniques and technologies are becoming a vital supply to manage uncertainty. This trend is typically noted as "data driven entrepreneurship". The aim of our project is to create your business set up privately or with friends and business partners. Application guides you to relinquish some thought to every section of business set up and empower you to not solely produce an honest business setup, however additionally begin your little business or startup the best manner attainable. Step by step timeline method of business for to require care of a startup business on do list. Numerical findings show that, rather than following the simplest expected returns entrepreneur could select excellent data, risk hedging, or market-controlling investments supported his/her money level and risk preference. Hence, the business person by the provision of data analysis, may overcome uncertainties and procure higher insights for business chance selections.

Key Words: Entrepreneur, Business, Startup, Market, Investment, etc.

1. INTRODUCTION

Android Applications are designed in the special development environment of Android Studio. It is an open source application designing and deploying platform to generate the applications apk and web deployment of apk. Project basically helps in investing of money in the online trade sector, which will be assure in the higher rates of profits in the investment. It all deals with processing of data from previous existing data which is present in the structure query language(SQL) database by using to fetch the data from database and process it for future prediction of profits. When an entrepreneur wants to start a new business, he need to consider various things which involves budget, risks, profit and so on. He/She might not even know what type of company they should start such as private limited company. If they need to get that information they may ask any person or someone and they may get the info. But it is not sure that the information received by them is true. Not only about the correctness in

the information, even they need to pay some amount of money to the person who gave the details. So in order to overcome this problem to the entrepreneurs, our project produces a hands on android application through which they can get a clear understanding of whatever the information they need that too with free of cost. The entrepreneur simply installs our application in his or her mobile and gives the required information such as their budget and so on. This application based on the input data automatically suggests all the details which includes positives, negatives and future risks. So they can easily navigate to this application and get the required information and can start their business with hassle free experience and get huge profits with very less risks.

2. OBJECTIVE

The main objective of this project is to guide the people who are willing to start a new or small business with a best plan possible. To make the entrepreneurs aware about all the risks involved in choosing a business plan for their new business. This also aims at better utilizing the resources available and make much profit possible knowing the future risks involved for their business. Whatever the businessman wants to know before establishing their new company or business, this application is the best for him or her to know every related thing starting from type of company and loans to future predictions and risks involved. This finally aims at the entire satisfaction of the entrepreneur without making him spend any money.

3. EXISTING SYSTEM

In existing system it uses ID3 algorithm which is not much effective. It is based on income approach in which valuation is done based on the economic benefit produced by the business. Calculation is straight forward without any forecasts of future activities and risk involved. The main disadvantage that comes with the existing systems are that they do not bother about the future activities. Moreover the risk hedging in not considered in the existing system. However those drawbacks in the existing system are the main and key objectives of our project. The existing ID3 algorithm is not being used as it do not help us to solve the current requirement of the project and not much suitable for the objective which we had chosen for this project.

4. PROPOSED SYSTEM

In proposed system, we used Apriori algorithm with association rule mining technique which is better compared to that of the existing system. Real option reasoning suggests that if the point of studying entrepreneurship is to understand the wealth creation, then examining failures is the heart of matter. It displays huge growth of business data in a scientific form. This system studies various success and failure stories to provide the best suitable output. It will be having multi Source - Destination paths. Moreover that it will help you out with various suitable suggestions for the company details. Our project will help you in the future problem analysis. It will make sure that the financial risks are prevented. No need to pay money to get the info about any details. Various possible outputs are displayed clearly.

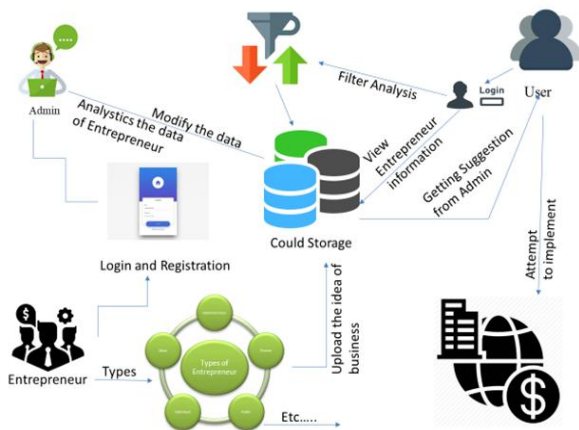


Fig 4.1 Proposed Architecture

5. MODULES

- Entrepreneur Registration
- Business Plan
- Search Analysis
- Company Information
- Finance Prediction

5.1 Entrepreneur Registration

In this module we construct the design to develop login and sign up screen. Android uses the xml language to enlarge the classified screens in our app. The modules narrate the signup page that contains the mobile number that is registered by the users of our app, mobile number, location, email-id, password. Those kind of information is carried and that are stored in database should. Login screen include mobile number and password. When the entrepreneur wants to login into the app it should be find and extract the data to the database and all together based on the user input. If it matches username and password it

allows the user to proceed to the app otherwise it shows pop up that is toasting message to the user. The entrepreneur will be having a separate login which he can register in the app itself. He or she will be entering all the details such as name, mobile number and location etc. Then they can login into the app with their unique username and password. However the admin will be having a separate login in the same application with separate credentials and his own user interface. The admin will be using his credentials to login into the application and access the data. The admin need not register in the application as there is only one admin and it is default.

5.2 Business plan

The historical data of all businesses can be viewed and analyzed. The data has been segregated in the private cloud which can be retrieved with search analysis. Historical data is processed to evaluate the lean management. The different types of plans available for business will be shown in this module. In this we will be having a option to select the budget of our business which we are going to start. It will be showing a drop down list containing different ranges of budgets for us. We have to select any one of the budget which suits our business and which we need to know the details about. On selecting the budget from the drop down list, it will fetch the data from the cloud server and present it to the entrepreneur. The retrieved data consists of all the information required by the entrepreneur. It has all requirements including positives, negatives, profit and also a image which helps them to understand better.

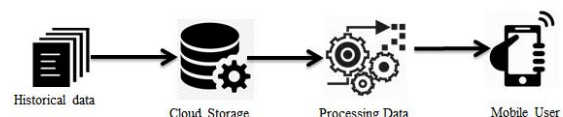


Fig 1- Business plan

5.3 Search analysis

Search analysis is the use of search information to analyze particular interactions amongst mobile searchers, the quest engine, or the content at some stage in looking episodes. It also uses association rule mining technique for searching the better output result. The ensuing evaluation and aggregation of search engine records may be utilized in and search engine optimization (search engine optimization) using an android application.

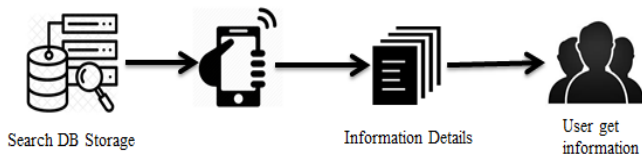


Fig 2- Search analysis

5.4 Company information

This module will be having a screen with a list of buttons with all types of companies list. Whatever the company we choose from the list, the app redirects you to another page which will be having all the information about that company. All these details about the company can be viewed by the entrepreneur and can be uploaded by the administrator.

5.5 Finance prediction

In the Fig 3, the predicted values of the finance after the entrepreneur has given the loan amount, interest, sales tax and the term tenure details. For the sample in the given below the loan amount given by the entrepreneur is rupees 1 lakh with a interest of 5 percent and sales tax with 2 percent. The user has the option to choose the term tenure in months and years and he has chosen 2 years as the term for the current loan. There are further optional details the user can enter if he need but are not mandatory. Those optional options include the down payment if any , Trade in and the fees. The user had left those optional fields blank. The finance has been predicted successfully after entering the required details and on clicking the calculate button, the app immediately predicts the output values as discussed above. Here in this case for the given input values, the monthly payment is 4478.88, the total interest is 5397.16 and the total cost id 107397.16 The outputs are displayed in this manner after the prediction

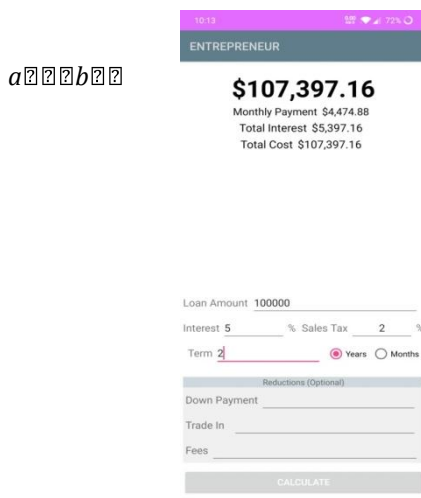


Fig .3 -Finance sample

5.6 Loan Calculator

In this module, it shows the calculation of the loan finance to the user. It asks the input for few details such as the loan amount, down payment, term, annual interest rate. After entering those details and on clicking the calculate button , within no time the loan gets calculated and the monthly payment, total repayment, total interest and the monthly average interest will be displayed to the user in the same screen. As discussed the loan finance is calculated in this way in the [2][2]

6. CONCLUSION

Thus the project infer that every individual willing to start a new business can get free and better guidance through mobile application. Perfect plan is made in advance involving risks and costs of a business. Every essential information needed by the entrepreneur when they want to start a new business has been clearly helped with the help of this application with free of cost. All the future business risks, positives, negatives will be displayed to the entrepreneur based on his requirement.

7. FUTURE ENHANCEMENT

In future we can use C 4.5 algorithm and it will have more feature as like to predict complete business analysis of data with future prediction, examining the previous analysis with business intelligence. It constructs a decision tree with the help of predictive analysis. There is a huge growth of businesses that display data in a very scientific form to their clients. It can solve the social challenges. Multi source-destination path

8. SCREENSHOTS

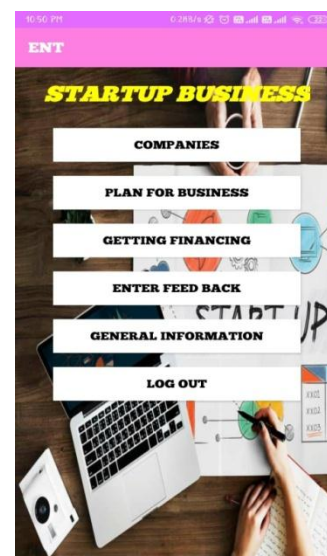


Fig 4 - Main Activity



Fig 5 - Budget selection

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