

Using Your Mobile To Grow

UPI Payments - Digital Transaction Mastery

Accept payments seamlessly through digital payment systems to improve cash flow and customer convenience.

Phase 1: UPI Setup and Optimization (Week 1)

1. Multi-Platform Payment Setup:

Primary Payment Apps Setup:

Google Pay Business:

- Download Google Pay for Business app
- Complete KYC with business documents
- Create QR code with business name
- Set up payment links for different amounts

PhonePe Business:

- Register business account
- Get branded QR stickers printed
- Set up recurring payment links
- Enable payment notifications

Paytm Business:

- Create merchant account
- Get Paytm Soundbox for audio confirmations (₹1,799)
- Set up inventory management integration
- Generate dynamic QR codes for different orders

2. Payment Process Standardization:

Customer Payment Journey:

- Step 1: Show multiple payment options (QR codes displayed)
- Step 2: Confirm payment amount before transaction
- Step 3: Wait for payment confirmation (audio + SMS)
- Step 4: Provide receipt via WhatsApp message
- Step 5: Update customer ledger immediately

Payment Confirmation Protocol:

- Double-check amount received matches order value
- Send immediate WhatsApp confirmation with order details
- Maintain daily digital payment register
- Reconcile payments every evening

Recording Expenses Digitally - Financial Management

Use technology to track business finances accurately and make data-driven decisions.

App-Based Expense Management

Khatabook Implementation for Small Business:

Khatabook Setup Process:

Day 1: Download and create business profile

Day 2: Add all customer contacts with opening balances

Day 3: Set up product/service categories

Day 4: Configure automatic SMS reminders

Day 5: Train on daily entry procedures

Daily Entry Routine:

Morning: Record planned expenses (raw materials, transport)

Afternoon: Log sales as they happen

Evening: Update any additional costs

Night: Review daily profit/loss summary

Learning from YouTube - Continuous Skill Development

Leverage free online education to continuously improve business skills and stay competitive.

Systematic YouTube Learning Strategy for Skill Development:

1. Business Skills Learning Channels:

Essential Business Channels (Hindi/English):

Marketing & Sales:

- "Digital Marketing by Sorav Jain" - Social media marketing
- "Marketing Guruji" - Customer psychology and sales techniques
- "Think School" - Business case studies and strategies

Financial Management:

- "Labour Law Advisor" - Business compliance and taxation
- "CA Rachana Ranade" - Basic accounting and GST
- "FinnovationZ" - Business finance and investment

Food Business Specific:

- "Hebbar's Kitchen" - Recipe standardization and costing
- "Food Business Academy" - Food safety and regulations
- "Startup Central" - Food business case studies

AI Tools for Small Business Enhancement:

Integrate artificial intelligence tools to automate tasks, improve efficiency, and compete with larger businesses.

Essential AI Tools :

1. Content Creation and Marketing AI:

ChatGPT for Business Applications:

Daily Use Cases:

- Write product descriptions and menu cards
- Create social media posts and captions
- Generate customer service responses
- Develop marketing email templates
- Create business policies and procedures

Practical Implementation:

Morning: Use ChatGPT to write day's WhatsApp status

Afternoon: Generate responses to customer inquiries

Evening: Create next day's social media content

2. Visual Content and Design AI:

Canva AI for Business Graphics:

Weekly Design Tasks:

- Menu cards with attractive food photos
- Social media posts for Facebook/Instagram
- WhatsApp status images with daily specials
- Festival greeting cards for customers
- Business flyers and promotional materials

DALL-E 3 for Custom Images:

- Generate food photography when actual photos aren't available
- Create branded illustrations for marketing materials
- Design logo variations and business graphics
- Produce seasonal promotional images

3. Financial and Analytics AI:

Business Intelligence AI Tools:

QuickBooks AI for Expense Tracking:

- Automatic expense categorization
- Intelligent invoice generation
- Predictive cash flow analysis
- Tax preparation assistance

Google Sheets AI Features:

- Smart fill for repetitive data entry
- Automatic chart generation from data
- Trend analysis and forecasting
- Expense pattern recognition

AI-Driven Business Insights:

Weekly AI Analysis Questions:

"Based on my sales data, what are the trending products?"

"What's the best time to launch new menu items?"

"How can I optimize my delivery routes?"

"What pricing strategy would maximize my profits?"

4. Predictive Analytics and Growth Planning AI:

AI-Powered Business Forecasting:

Sales Prediction Models:

- Seasonal demand forecasting
- Customer lifetime value calculation
- Inventory optimization suggestions
- Revenue growth projections

Market Analysis AI:

- Competitor pricing analysis
- Customer sentiment analysis from reviews
- Market trend identification
- New opportunity discovery

Implementation Process:

- Upload 3 months of business data to AI analytics tools
- Generate monthly business performance reports
- Use insights for strategic decision making
- Continuously refine AI models with new data

AI TOOLS TO BOOST YOUR PRODUCTIVITY 🔥



AI Bot



ChatGPT



Gemini



Bing AI

Website



Wix



Buzzy



Unbounce

Video



Runway



Pika



HeyGen

Research



Perplexity



Harpa



Glasp

Slides



Beautiful.ai



Decktopus



Tome

Prompt



G-prompter



Promptpal



Snack Prompt

Image



Midjourney



Leonardo.ai



Artbreeder