

# Small Businesses You Can Start

## Sample guide for Tailoring business

Transform sewing skills into a profitable tailoring venture with systematic planning and execution.

### Phase 1: Skills and Equipment Assessment (Week 1-2)

#### 1. Skill Development Roadmap:

- **Current Level Assessment:** Can you stitch basic blouses, simple alterations?
- **YouTube Learning Plan:** Subscribe to channels like "Tailoring Classes" and "Fashion Designing"
- **Practice Schedule:** 2 hours daily for 2 weeks on basic stitching
- **Local Training:** Find local tailoring classes for advanced techniques (₹2,000-5,000 for 3 months)

## 2. Equipment Purchase Strategy:

Essential Equipment : ₹15,000-25,000

Sewing machine : ₹8,000-12,000

Overlock machine: ₹6,000-10,000

Iron and ironing board: ₹2,000

Cutting table: ₹1,500

Measuring tools, scissors: ₹1,000

Basic thread, needles stock: ₹1,500

**Space Setup:** Designate 8x10 feet area with good lighting and ventilation

## Phase 2: Service Menu and Pricing (Week 3)

### 3. Service Categories and Pricing:

Alterations:

- Blouse fitting: ₹150-300
- Saree fall and pico: ₹200-400
- Pant/shirt alterations: ₹100-250

Stitching Services:

- Simple blouse: ₹300-600
- Churidar set: ₹500-1,000
- Kids' clothes: ₹200-500
- Curtains/bed sheets: ₹300-800

#### 4. **Customer Acquisition Strategy:**

- **Week 1:** Offer free alterations to 10 neighbors for testimonials
- **Week 2:** Create WhatsApp business profile with before/after photos
- **Week 3:** Distribute pamphlets in apartment complexes
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- **Week 4:** Partner with local boutiques for overflow work

#### **Phase 3: Operations and Growth (Month 2+)**

##### **5. Daily Operations Schedule:**

9:00 AM: Check orders, plan day's work

9:30 AM: Start stitching/alterations

12:00 PM: Lunch break, customer consultations

1:00 PM: Continue work, take measurements

4:00 PM: Tea break, WhatsApp updates to customers

4:30 PM: Finish pending work

6:00 PM: Plan next day, update customer status

#### 6. **Quality Control System:**

- Double-check measurements before cutting
- Try-on sessions before final stitching
- Same-day minor fixes policy
- Customer feedback form for improvement

# Food Business - Pickle/Papad Making

Convert traditional cooking skills into a profitable food business with proper planning and compliance.

## Phase 1: Product Development and Testing (Month 1)

### 1. Recipe Standardization:

- **Choose 3-5 Signature Products:** Mango pickle, mixed vegetable pickle, masala papad, plain papad, samosa papad
- **Recipe Documentation:** Write exact measurements, process steps, cooking times
- **Cost Calculation per Unit:**

Mango Pickle (500g jar):

Raw materials: ₹45 (mangoes ₹25, spices ₹15, oil ₹5)

Packaging: ₹15 (jar, label, seal)

Labor: ₹20 (2 hours at ₹10/hour)

Total Cost: ₹80

Selling Price: ₹140 (75% markup)

Profit per jar: ₹60

## 2. Quality and Safety Standards:

- **FSSAI Registration:** Apply for Basic License (₹100 fee)
- **Hygiene Protocol:** Use gloves, hair nets, sanitized equipment
- **Storage System:** Airtight containers, proper labeling with expiry dates
- **Shelf Life Testing:** Test products over 2-4 weeks for freshness

## Phase 2: Production Setup (Month 1-2)

### 3. Kitchen Setup Requirements:

- **Equipment Needed** (₹10,000-15,000):

Large mixing bowls: ₹1,000

Grinding stone/mixer: ₹3,000-5,000

Storage containers: ₹2,000

Weighing scale: ₹500

Gas stove (additional): ₹2,000

Packaging materials: ₹2,000

- **Space Designation:** Separate area for food preparation, away from regular cooking

4. **Production Planning:**
- Batch Production Schedule:

Monday: Pickle preparation (20 jars)

Tuesday: Papad making (100 pieces)

Wednesday: Packaging and labeling

Thursday: Quality check and inventory

Friday: Delivery and new orders

Weekend: Marketing and customer feedback

### **Phase 3: Marketing and Sales (Month 2+)**

5. **Sales Channel Development:**

- **Direct Sales:** Door-to-door in apartment complexes
- **WhatsApp Marketing:** Create broadcast lists of 50+ contacts
- **Local Partnerships:** Tie-up with grocery stores (20% commission)
- **Online Presence:** Facebook page with regular posts
- **Festivals Strategy:** Special packaging for Diwali, Dussehra
- **Customer Retention Strategy:**
  - **Loyalty Program:** 10% discount on orders above ₹500
  - **Referral Rewards:** Free small jar for bringing new customers
  - **Seasonal Offerings:** Summer: Aam papad, Winter: Gajar pickle
  - **Custom Orders:** Accept special requests for family functions

# Beauty Parlour - Home-Based Service

**Launch beauty services with minimal investment and flexible operations.**

## **Complete Beauty Business Setup:**

### **Phase 1: Skill Development and Certification (Month 1-2)**

#### **1. Training and Certification Process:**

- **Basic Course Selection** (₹5,000-15,000):

Threading and waxing: ₹3,000, 15 days

Facial treatments: ₹5,000, 1 month

Hair cutting basics: ₹7,000, 1 month

Bridal makeup: ₹15,000, 2 months

- **Online Learning:** YouTube channels like "Meenakshi Dutt Makeovers"
- **Practice Phase:** Practice on family and friends for 2 weeks
- **Certification:** Get certificate from recognized beauty academy

## 1. Equipment and Products Investment:

### Basic Kit Setup (₹8,000-12,000):

Threading thread and scissors: ₹500

Waxing kit with wax rolls: ₹2,000

Basic makeup kit: ₹3,000

Hair tools (straightener, curler): ₹2,500

Facial products and masks: ₹2,000

Sanitization supplies: ₹1,000

## Phase 2: Service Menu and Operations (Month 2)

### 3. Service Pricing Strategy:

Home Services:

Threading: ₹50-80

Waxing (full arms): ₹200-300

Waxing (full legs): ₹300-500

Basic facial: ₹300-600

Hair wash and blow dry: ₹200-400

Special Occasions:

Bridal makeup: ₹3,000-8,000

Party makeup: ₹1,000-2,500

Mehendi application: ₹500-1,500

#### 4. Mobile Service Operations:

- **Service Area:** 5 km radius from home
- **Transportation:** Use personal vehicle, charge ₹50 travel allowance
- **Appointment System:** WhatsApp booking with 24-hour advance notice
- **Service Kit:** Portable case with all essentials, sanitizer, towels

#### Phase 3: Customer Base Building (Month 2+)

#### 5. Marketing and Customer Acquisition:

- **Launching Strategy:** Offer 50% discount to first 20 customers
- **Referral Program:** Free threading for bringing 3 new customers
- **Apartment Marketing:** Put up posters in building notice boards
- **Social Media:** Before/after photos on Instagram and Facebook
- **Festival Season:** Special packages for Diwali, weddings

#### 6. Quality and Safety Protocols:

- **Hygiene Standards:** Always use sanitized tools, disposable items where possible
- **Allergy Testing:** Patch test for new products, maintain customer records
- **Time Management:** Block 1.5 hours per home visit (service + travel)
- **Customer Feedback:** WhatsApp follow-up after service for reviews

# Tiffin Service - Systematic Food Delivery

**Create a reliable meal service business with proper logistics and customer management.**

## **Phase 1: Menu Planning and Costing (Month 1)**

### **1. Menu Development Strategy:**

- **Target Audience Research:** Survey 50 office workers about preferences
- **Menu Categories:**

Regular Tiffin (₹120-150):

- 2 rotis, 1 vegetable, dal, rice, pickle

Premium Tiffin (₹180-220):

- 3 rotis, 2 vegetables, dal, rice, sweet, papad

Special Diet Tiffins:

- Diabetic-friendly: ₹200

- Jain food: ₹160

- South Indian: ₹140

## 1. Cost Analysis and Pricing:

Regular Tiffin Cost Breakdown (₹150 selling price):

Raw materials: ₹60 (vegetables ₹25, dal/rice ₹20, oil/spices ₹15)

Gas and utilities: ₹15

Packaging: ₹10

Delivery: ₹10

Labor: ₹25

Total Cost: ₹120

Profit per tiffin: ₹30 (25% margin)

Monthly Target: 100 tiffins × 25 days = 2,500 tiffins

Monthly Revenue: 2,500 × ₹150 = ₹3,75,000

Monthly Profit: 2,500 × ₹30 = ₹75,000

## **Phase 2: Operations Setup (Month 1-2)**

### **3. Kitchen and Equipment Setup:**

- **Commercial Equipment (₹25,000-35,000):**

Large pressure cookers (3): ₹6,000

Industrial gas stove: ₹8,000

Large tawa and kadhai: ₹3,000

Storage containers: ₹3,000

Tiffin boxes (steel, 100 pieces): ₹8,000

Carry bags: ₹2,000

- **Compliance Requirements:**

- FSSAI license registration
- Health department clearance
- Fire safety certificate (if using commercial space)

#### 4. **Logistics and Delivery System:**

- **Delivery Schedule:**

11:30 AM: Start packing tiffins

12:00 PM: First delivery route (nearby offices)

12:30 PM: Second delivery route

1:00 PM: Last delivery route

2:00 PM: Collect empty boxes from previous day

- **Route Planning:** Group customers by location, maximum 15-20 tiffins per delivery person

#### **Phase 3: Customer Management and Growth (Month 2+)**

##### 5. **Customer Acquisition and Retention:**

- **Launch Strategy:** Free trial for 3 days to office groups
- **Subscription Models:**

Daily: ₹150 per tiffin

Weekly: ₹1,000 (7 tiffins) - 5% discount

Monthly: ₹3,800 (25 tiffins) - 10% discount

- **Loyalty Programs:** Free tiffin after every 20 paid tiffins
- **Corporate Tie-ups:** Bulk orders from companies (50+ employees)

6. **Quality Control and Customer Service:**

- **Daily Quality Checks:** Taste test before packing, temperature maintenance
- **Customer Feedback System:** WhatsApp group for daily menu updates and feedback
- **Complaint Resolution:** 24-hour replacement guarantee for unsatisfactory meals
- **Menu Rotation:** Weekly menu changes to prevent boredom
- **Festival Specials:** Special meals during festivals, birthday surprises for regular customers