

ENTREPRENEURSHIP AND INDIA: STRATEGIES FOR TRANSFORMATION AND GROWTH MATH MEETS ENTREPRENEURSHIP

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ABSTRACT

The aim of this article is to propound that understanding math concepts is essential when undertaking an entrepreneurial endeavour. Most youth entrepreneurship ventures include the development of a business plan. One major component of that plan is the financial strategy of "budget". To develop a good business plan, young entrepreneurs need to know the math behind their business. Important components include determining cost, calculating break even, developing pricing strategies and calculating projected sales.

Keywords: Entrepreneur, Venture, Cost revenue

Introduction :

Entrepreneurship is the ability and readiness to develop, organize and run a business enterprise, along with any of its uncertainties in order to make a profit. The most prominent example of entrepreneurship is the starting of new businesses.

In Economics, entrepreneurship connected with land, labour, natural resources and capital can generate a profit. The entrepreneurial vision is defined by discovery and risk-taking and is an indispensable part of nation's capacity to succeed in an ever-changing and competitive global marketplace.

Importance of Basic Math in Entrepreneurship:

Understanding basic business math is necessary for profitable operations and accurate record keeping. Knowing how to add, subtract, multiply, divide round and use percentages and fractions is the minimum one needs to price the product and meet the budget.

For a business, it is a vital subject that a student has to deal with. It act as a tool that helps in solving and controlling various business problems. The basic objective to learn the subject is to adapt the knowledge of various mathematical tools and techniques and models which helps in dealing with real life business situations.

Business Maths :

Business maths includes reading and interpreting tables, charts and graphs; computing discounts and mark-ups; solving problems related with percentage, ratio and proportion; determining unit costs, total costs, scales costs for receipts; budgets; financing; credit; costs compared to cash; understanding income, payroll taxes and deductions; studying federal income tax annual reports; comparison of various methods of financial investments; understanding sales tax, utility tax, property tax and miscellaneous taxes; comparisons of insurance programs; knowledge of costs of manufacturing and analyzing business performance.

Different types of entrepreneurship

Entrepreneurship can be classified in the following types:

Small Business Entrepreneurship: These business are a hairdresser, grocery store, travel agent, consultant, carpenter, plumber, electrician etc. These people run or own their own business and hire family members or local employee. For them, the profit would be able to feed their family and not making 100 million business or taking over an industry. They fund their business by taking small business loans.

Scalable Start-up Entrepreneurship:

This start-up entrepreneur starts a business knowing that their vision can change the world. They attract investors who think and encourage people

who think and encourage people who think out of the box. The research focuses on a scalable business and experimental models, so they hire the best and the brightest employees. They require more venture capital to fuel and back their project or business.

Large Company Entrepreneurship:

These huge companies have defined life-cycle. Most of these companies grow and sustain by offering new and innovative products that resolve around their main products. The change in technology, customer preferences, new competition etc. build pressure for large companies to create an innovative product and sell it to the new set of customers in the new market. To cope with the rapid technological changes, the existing organisations either buy innovation enterprises or attempt to construct the product internally.

Social Entrepreneurship :

This type of entrepreneurship focuses on producing product and services that resolve social needs and problems. Their only motto and goal is to work for society and not to make any profits.

COST, REVENUE AND PROFIT :

Cost, revenue and profit are the three most important factors in determining the success of business. A business can have high revenue, but if the costs are higher, it will show no profit and is destined to go out of business when available capital runs out. Managing costs and revenue to maximize profit is key for any entrepreneur. Revenue is the same as total income for a business and measure all money taken in through sales of goods and services. Profit is the total revenue minus the total cost; this is the money made by the business and is the key indicator of success.

CONCLUSION :

The above study makes it clear that Mathematics play a vital role in the endeavours of an entrepreneur and is the integral part of the study for entrepreneurship - a study and a relationship that no one can neglect.

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