

CASE STUDY

SUBJECT : (ENTREPRENEURSHIP)

CHAPTER NUMBER:3

CHAPTER NAME :ENTREPRENEURIAL JOURNEY

CHANGING YOUR TOMORROW

LEELA BORDIA- JAIPUR BLUE POTTERY

- Did Leela face the common problems faced by other women entrepreneurs?
- With how much money did Leela started her business?
- Which values do Leela convey to the society?

CASE STUDY- NANDITA BIJUR

- Nandita's advice to new entrepreneurs:
 - Don't give up. Keep at it to succeed.
 - Pay the creditors, suppliers and vendors on time. It builds a credibility.
 - Treat employees like family. If employees are happy, one's business will be successful.

THANKING YOU
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