A Project Report on Small Scale Entrepreneurship in Bicholim, A Case Study of Fatima Readymade Garments

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Abstract
Small scale entrepreneurship in Bicholim. Detail study of customers opinion on services offered by Fatima Readymade Garment. Survey made on different issue which are sources of information about Fatima Readymade Garments, Frequency of customer visit, Availability of choice, Quality of readymade garments, Customer perception about price, Brands offered, Hospitality and services, Overall impression of customers.

Keywords--- Entrepreneurship, Brand, Hospitality

I. INTRODUCTION

1.1 Small scale Entrepreneurship
Entrepreneurship is a form of business organization in which an individual invests his own capital, uses his own skill and intelligence in the management of its affairs and is solely responsible for the results of its operation. The enterprise may be started either in a portion of entrepreneurs own house or in rented premises. Entrepreneurship activities are substantially different depending on type of organization that scale from solo project to major undertaking creating many job opportunities.

1.2 Objectives of the study
1) To analyze the present status and to study future plans of Fatima Readymade Garments.
2) To find out the satisfaction level of customers in relation to different services provided by Fatima Readymade Garments.

1.3 Research and Methodology
This study is based on both Primary and Secondary data. The primary data used for this study have been collected through questionnaire and discussions held with owner of Fatima Readymade Garments. I have also collected primary data from fifty customers of Fatima Readymade Garments with the help of questionnaire. The secondary data have been collected through reference books from college library and website.

II. RESULT AND ANALYSIS

Customer’s opinion on Services offered by Fatima Readymade Garments

2.1 Sources of information about Fatima Readymade Garment
Customers have to know about showroom in local area through word of mouth publicity. 24% of customers got information from relatives about Fatima Readymade Garments. 60% of customers said that they came to know about FRG from their friends. 16% of respondents said that they got information from their neighbours and colleagues.

2.2 Frequency of Customer visit
Repeat customers are very important for business. 24% of Respondents visit frequently to FRG. 24% of respondents visit frequently to Fatima Readymade Garment. 36% of customers said that they visit during festival time (Twice or Thrice in a year). 40% of customer visit Fatima Readymade Garment shops only if required (Once in a year).
III. CONCLUSION

I have collected opinion of customers about Fatima Readymade Garment. On the basis of this information and analysis we can draw following conclusion. I have found that only 24% of customers are regular/loyal customer who visits Fatima Readymade Garments regularly. However 36% of customers visit during festivals time. I feel it is possible to convert these customers into regular customers. Majority of customers are happy with variety of choice and brands available with Fatima Readymade Garments. Many multinational and local brands are available with Fatima Readymade Garments.
REFERENCES


Websites

[1] www.enterprisecommunity.org