

# Can Botany students do business?

**Oh Yes... definitely**

**Which business areas?**

1. Florist shops
2. Agricultural product's sale
3. Sale of Vegetable - & Fruits
4. Sale of jam, jellies, (processed food)
5. Mukhwas
6. Herbal face packs, Uttans,



# Which business areas? Contd...

7. Farm to table lunch / dinner (those who already have farms)
8. Agro tourism, fashion shows (use fruits,vegetables, herbs)
9. Gift hampers – spices, exotic vegetables & fruits, dry fruits, grains.
10. Herbs bouquet



# Your strength...

- **Knowledge**
- **Skills through practicals**
- **your Teachers – consultancy support**
- **EDP – “Ankur” project gives seed capital up to Rs. 2000/-**



# How to start?

Study your product

e.g. flower bouquet –

- It is delicate,
- Spreads happiness, makes environment beautiful, divine
- Symbol of respect, love & appreciation



# Study your customers / clients

What my customer want?

His need e.g. big or small bouquet.

Who is my customer?

Man women organization

customer's capacity to pay ?

High medium low



# How can I sell?

From home    my shop    other's shop    on line

# Where can I sell?

My area of residence    or    other area



Do people know that I am selling ?

No? 😞😞.... then make them aware. 😊😊😊

How?

Direct Talk

exhibition

Ads

fb

whatsapp



# Make your business plan





# Customer relations

**Constant  
contact**

**customizing**

**After sale  
service**

**PR  
events**

**Complaints  
handling**

**Personal  
touch**



# Your opportunities

A yellow five-pointed star with a blue outline, containing the text 'Sale in college'.

**Sale in  
college**

A yellow five-pointed star with a blue outline, containing the text 'Exhibition in college'.

**Exhibition  
in  
college**

A yellow five-pointed star with a blue outline, containing the text 'Gift hampers to guests visiting college'.

**Gift hampers  
to guests  
visiting  
college**

- *Innovate & grow*





*Thank You...!*