

BUSINESS

TRENDS

NOV, 2016 EDITION

THE BICYCLE
DIARIES



REACHROBO

- we are open -

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NEWBEE
Making a Mark in
Marketing



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Business books to read

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FRESHDESK ACQUIRES CHAT COMPANY CHATIMITY



FRESHDESK ACQUIRES CHATIMITY

Chatimity, founded in 2011 by Tarkeshwar Thakur and Aravind Murthy, develops artificial intelligence (AI) and chatbot technology to enable user interactions and improve engagement. Tarkeshwar Thakur, Co-founder and CEO of Chatimity, said, "Our team was able to get a glimpse of what Freshdesk was already working on and we immediately knew that our team and technology would complement and accelerate product development at Freshdesk with a strong focus on AI and chat tech. Delivering a top-notch customer experience over chat continues to be a challenge for many companies, a problem we intend to solve with some of the next-gen chat products we are building at Freshdesk."

The multipurpose AI-based bot from the company — MITI, uses a combination of NLP (Natural Language Processing), state machines and AIML (Artificial Intelligence Markup Language) to hold conversations across thousands of users in real time. Girish Mathrubootham, Founder, and CEO of Freshdesk said, "People want a fast, personalized response. Chat will play an important role in the future of communication for customer service but scaling that infrastructure continues to be a challenge." The Chatimity team has already moved to Chennai and joined Freshdesk, where they will work towards enhancing the company's live chat offerings.

IBM ACQUIRES SANОВI TECHNOLOGIES TO BOOST HYBRID CLOUD

IBM ACQUIRES SANОВI

Global computer services major IBM on Thursday it has signed a deal to acquire Bengaluru-based cloud recovery and migration software company Sanovi for an undisclosed sum. IBM said that the acquisition will help to assure it's clients of business continuity and disaster recovery, when they shift their applications to cloud.

"Our clients are embracing a digitized world where applications need to be 'always-on'," said Martin Jetter, senior vice-president, Global Technology Services, IBM in a statement. "As a cloud-native company, Sanovi will strengthen our resiliency portfolio to manage the broad range of applications, data, and IT systems of our clients balancing digital and hybrid cloud transformation with increased regulatory compliance."

News
for your
views

whats.
happ?

- Compiled by,
MATHU

IBM did not disclose the financial costs for the acquisition of the Bengaluru firm, which was started in 2003. Chandra Sekhar Pulamarasetti and his co-founder Vinod K began offering such services before cloud was a norm. IBM plans to also license the Sanovi disaster recovery management software as a stand alone platform to customers.

"IBM's technology leadership in hybrid cloud infrastructure and resiliency services makes it a clear choice to bring end-to-end services to our customers and transformational value to IBM's existing client base," said Chandra Sekhar Pulamarasetti, co-founder & chief executive of Sanovi. "Together, we will provide next-generation resiliency solutions for robust hybrid cloud deployments across the globe."



HIKE ROLLS OUT VIDEO CALLING, EVEN AS WHATSAPP DITHERS IN BETA

HIKE VS WHATSAPP

Indian messenger app Hike is rolling out video calling. All Android users will have the feature this week, while iOS users will get it "very soon," says a statement from the company. Users who have updated their app anytime since September can select a chat thread, tap a call button at the top right, and choose to make a video or audio call. "We see India as primarily a sight and sound market, and believe video calling will have a large impact on how people communicate," says Kavin Bharti Mittal, founder and CEO of Hike Messenger.

Hike has the second largest user base in India after WhatsApp. So it is quite significant that the homegrown app has stolen a march over WhatsApp in this important feature. It remains to be seen how well video calling works on a large scale. "We've been in beta for a few months and the results have been really positive," says Kavin. It's a puzzle what's taking Facebook-owned WhatsApp so long to roll it out. WhatsApp has also been testing video calls with beta versions of its app, so we can expect the feature there too. But it's a puzzle what's taking the Facebook-owned app so long to roll it out. Right now, some beta users can access the feature, but it works only if the receiver also has the feature.

TWITTER LAYS OFF 9% OF ITS WORKFORCE AS IT POSTS A SEPERATELY-NEEDED POSITIVE Q3

TWITTER LAYS OFF



With Twitter's acquisition hopes essentially dead, the company now seems it's on its own to fend for itself and needs to figure out a way to build a reasonable and profitable business. However, it got a much-needed good Q3 performance by largely beating Wall Street's expectations across the board. The company also confirmed that it would lay off roughly 9 percent of its staff as it looks to restructure itself into a company that can continue to run on its own and keep Wall Street happy. Those layoffs are targeted at sales, marketing and partnerships, the company said, confirming an earlier TechCrunch report.

Twitter reported earnings of 13 cents per share and revenue of \$616 million, and the service grew to 317 million users. Analysts were looking for earnings of 9 cents per share on around \$606 million in revenue, as well as 315 million monthly active users. Last quarter, the company had 313 million monthly active users.

After the rare beat — and a brief rush of optimism — Twitter's shares rose as much as 5% in pre-market trading. Ironically, by Twitter standards, this isn't that much of a swing, but it surely must be a breath of fresh air for the company's executive team and employees which have seen the company's stock continue to stumble for the past year. Given that there's little guidance for the fourth quarter, however, shares have come down and are only up around 3.5% now.

As Twitter looks forward, the company isn't even going to be reporting revenue guidance — a tradition for many technology companies as it looks to set expectations for Wall Street in the coming months. That seems largely because the company is going to be restructuring its sales teams as it "will move from three sales channels to two." It seems that Twitter's restructuring this time around is going to be a big rejiggering of the company's core business driver, so we'll have to see where things land next quarter.

END ■



CONSTANTLY
think about how you could be doing
THINGS BETTER

Keep questioning yourself



BUSINESS TWEETS



At the end of last month, Australia's largest inland non-capital city, Wagga Wagga in NSW, was host to an event called Regional PitchFest. It was the first-ever competition specifically focused on rural-based tech entrepreneurs, supported by headline sponsor Beyond Bank.



David Koch @dcoke_swire

Great Day in Wagga Wagga launching @SiliconPaddock for @StartupDailyANZ with these go-getters @supersimone365 @pitchregional Lashbrook Farm

2:15 PM - 24 Oct 2016

Retweets: 10 Likes: 46

Chat with Reach Robo like you would do with your accountant and get work done. Like raising receipts, asking for reports or checking prices of your products. Just add Reach Robo to your chat friends and see how much your accounting gets simplified.



BotList @botlistco

Reach Robo, your virtual accountant on @messenger by @reachaccountant. buff.ly/2dmcv8o via @botlistco

10:58 PM - 8 Oct 2016

Retweets: 410 Likes: 259

Was honoured to join Bill Gates at the first Grand Challenges event held in Europe. We were joined at Central Westminster Hall by Secretary of State for International Development, Priti Patel, for an interesting discussion on innovation.



Richard Branson @richardbranson

Grand Challenges: turning challenges not just into opportunities but into lifesaving solutions virg.in/GUYan #GC2016 @BillGates

8:49 PM - 31 Oct 2016

Retweets: 120 Likes: 263

Responsible approach to goal allowed us to change the business principles with the 2006 year. And we are proud to announce new targets #PwP2025



Indra Nooyi @indraNooyi

Excited to announce @PepsiCo's new Performance w/ Purpose goals! We can continue to do well by doing good #PwP2025 pepsi.co/2edh156

8:11 PM - 17 Oct 2016

Retweets: 57 Likes: 108

Inspiring Business Stories 2016...

THE BICYCLE DIARIES

- Interviewed by Guru Thilak

Rajith Rathyappan, an MBA graduate from Kerala University with 10 years of retail experience across retailers like Crossword, Odyssey and TI Cycles of India has now ventured into business by taking up a Company Owned Franchisee Operated bicycle retail store from March 2015.

When did you take up “To & Fro Bicycles” Franchisee?

Actually TO & FRO bicycles is the name of the Franchisee and I have taken the Franchise of “Track and Trail Sports” from TI Cycles of India which deals with the brands like BSA HERCULES ROADEO MONTRA and international brands like Cannondale, Ridley, GT , Bianchi, Schwinn, Mongoose and Dahon. Being an ex-employee of TI Cycles, company was very supportive to give me the Franchisee when shown an interest. The support continues as well.

Who/What inspired you to become an Entrepreneur?

The President of TI Cycles , Mr Arun Alagappan and my other ex-colleagues inspired me to take up the bicycle store in Kochi and expand the chain of stores in Kerala. Kochi being the commercial hub, we chose to start from there. Being a bicycle rider and an enthusiast, I chose to follow the passion. It's always good to do what you love.

How has been the experience so far?

The experience for last 1.5 years has been good being the franchisee operated retail store. The prior experience in Bicycle industry helped a lot in establishing the store in a good way. We do have good base of customers and riders which kept our store going.

SCALING UP

What is your business model?

The store currently we have is Company owned Franchisee Operated store and we are looking at expanding in other cities of Kerala as well. We are targeting 3 stores in next 2 years.

How many customers have you acquired so far?

Since any kid love bicycle, we have customers from 2 yrs to 55 years too. Customer includes, kids, women, teenagers, amateur riders, pro riders etc. The store is a hang out place for most of the riders. The interests in bicycles have gone up among people and the international bikes industry is growing at 100%. We conduct regular rides and events to keep connected with the riders.

How big is your team? How do you look for the right people to hire?

We are team of three. Since I am from retail operations background, I handle the entire store operations with a store manager Mr Angelson , who is from sales background and Mr Balu, who takes care of the service part. We look at people who have interest in sales and fitness should be one of his interests in life.

Most new businesses find Funding as a major challenge. How did you overcome that?

Yes , we started with some secured loans .

What are the 3 critical things that you focus your attention on every day?

1. Product availability
2. Service
3. Digital marketing

LEARNINGS

How do you sum up your experience as an entrepreneur?

The experience as an entrepreneur is both challenging and exciting. Focus and passion can bring in good results. Continuous learning is required to cope up with the industry.

Has being an entrepreneur unsettled your work-life balance?

Being an entrepreneur, there is less of travel and I can be both at my business and home in a decent way.

What do you think about the future for startups in India?

There are lot of young talents and entrepreneurs who wish to be their own and capitalize on their ideas, which will give growth to them as well as the country. I wish good luck to all of them.

RAJITH RATHIYAPPAN
CEO, To & Fro Bicycles





Happiness Quotient

*The Secret
of Happiness*

A merchant sent his son to learn the secret of happiness from the wisest of men. The young man wandered through the desert for forty days until he reached a beautiful castle at the top of a mountain. There lived the sage that the young man was looking for. However, instead of finding a holy man, our hero entered a room and saw a great deal of activity; merchants coming and going, people chatting in the corners, a small orchestra playing sweet melodies, and there was a table laden with the most delectable dishes of that part of the world. The wise man talked to everybody, and the young man had to wait for two hours until it was time for his audience.

With considerable patience, the Sage listened attentively to the reason for the boy's visit, but told him that at that moment he did not have the time to explain to him the Secret of Happiness. He suggested that the young man take a stroll around his palace and come back in two hours' time. "However, I want to ask you a favor," he added, handing the boy a teaspoon, in which he poured two drops of oil. "While you walk, carry this spoon and don't let the oil spill."

The young man began to climb up and down the palace staircases, always keeping his eyes fixed on the spoon. At the end of two hours he returned to the presence of the wise man. "So," asked the sage, "did you see the Persian tapestries hanging in my dining room? Did you see the garden that the Master of Gardeners took ten years to create? Did you notice the beautiful parchments in my library?" Embarrassed, the young man confessed that he had seen nothing. His only concern was not to spill the drops of oil that the wise man had entrusted to him. "So, go back and see the wonders of my world," said the wise man. "You can't trust a man if you don't know his house."

Now more at ease, the young man took the spoon and strolled again through the palace, this time paying attention to all the works of art that hung from the ceiling and walls. He saw the gardens, the mountains all around the palace, the delicacy of the flowers, the taste with which each work of art was placed in its niche. Returning to the sage, he reported in detail all he had seen. "But where are the two drops of oil that I entrusted to you?" – asked the Sage. Looking down at the spoon, the young man realized that he had spilled the oil. "Well, that is the only advice I have to give you," said the sage of sages. "The Secret of Happiness lies in looking at all the wonders of the world and never forgetting the two drops of oil in the spoon."

Don't
let
the oil
spill



TECHNO LOGIC ABOUT VARIOUS BOTS



ZOOM.AI

Zoom.ai grew out of the need to minimize the distractions at work from menial tasks that limit our productivity. This automated virtual assistant helps our customers offload menial tasks such as meeting scheduling, meeting preparedness, introductions and travel logistics.

KEY FEATURES

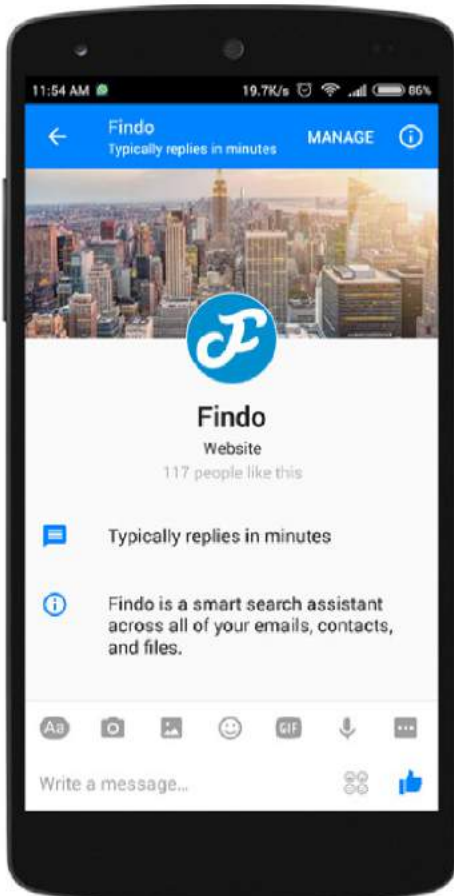
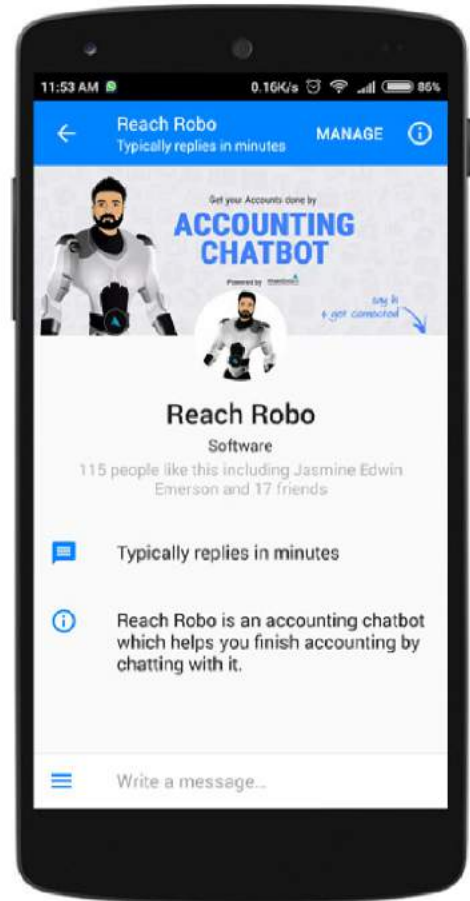
1. Meeting Scheduling
2. Contact Research
3. Warm Introductions
4. Reminder Scheduling
5. Uber Scheduling
6. Flight Search & Booking

REACH ROBO

Chat with Reach Robo like you would do with your accountant and get work done. Like raising receipts, asking for reports or checking prices of your products. Just add Reach Robo to your chat friends and see how much your accounting gets simplified.

KEY FEATURES

1. Invoice Creation
2. Print Invoice
3. Income Entry
4. Receipts
5. Payments
6. Accounting
7. Product Search
8. Customer Search
9. Day end Report
10. Payment Reminders



FINDO

Findo finds important information and saves time. Findo is an intelligent search assistant which can search by description while searching all your personal cloud, notebook, Dropbox, Evernote, Gmail, Outlook, Slack, etc. from one place. You just finished a project and realized that your colleague has completed a similar project. Don't waste time redoing something that has already been done. Collaborate effectively. Findo allows you to search through shared locations. And more. Findo is fully integrated inside Facebook Messenger, Slack, Telegram and Skype through

KEY FEATURES

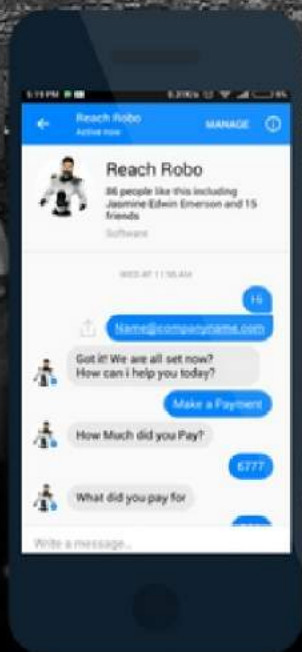
1. Share Quickly
2. Search Everywhere from One Place
3. Search on the go
4. Security

YOUR VIRTUAL ACCOUNTANT

REACH ROBO

HAS ARRIVED TO HELP YOU MANAGE YOUR ACCOUNTS

CHAT WITH REACH
ROBO ON FACEBOOK



ONLY ON



<http://m.me/ReachRobo>



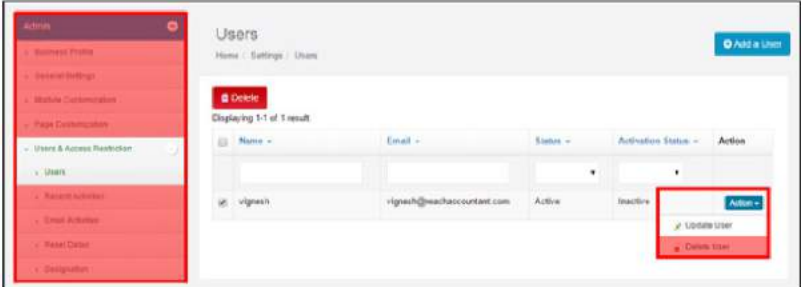
LEARN NEW TRICKS

REACH ERP SOFTWARE VERSION-4

- Compiled by,
Martina Cinderella



1. How to give access to the user if they want to see other User's Records?



Solution:

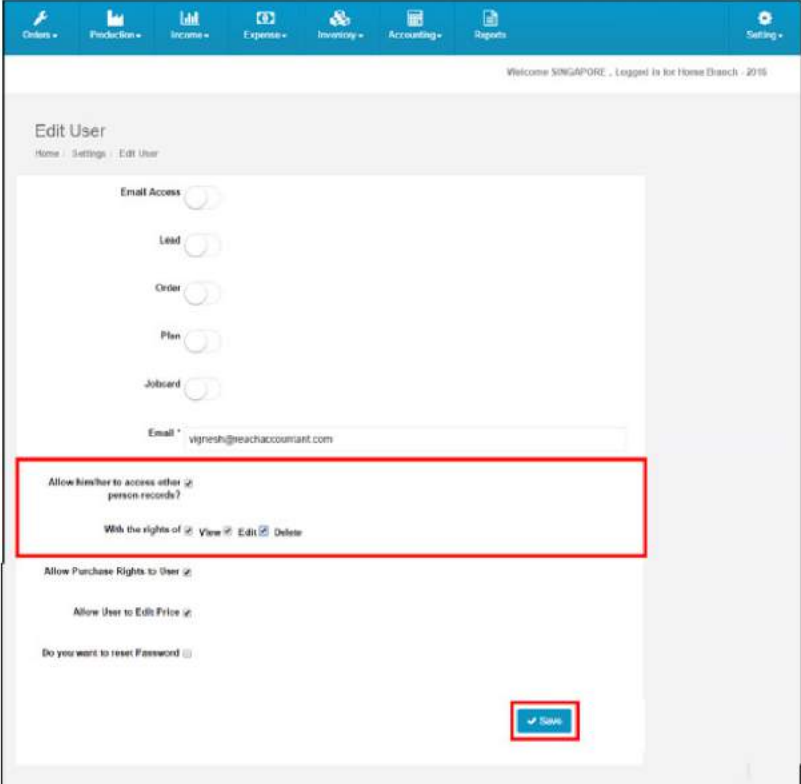
Go to Settings.

Now click **user** under users & access restriction in admin tab.

Then click **Action** button and **Update** user. In Additional Charges you can add the charges.

Enable the check the box (Allow him/her to access other person records).

Now click save.



2. How to add Company Service Tax / TIN / CST No.?

Branch Details of Singapore manufacturing for Financial Year 2016 Add

Displaying 1-1 of 1 result.

Organisation	Year	Action
Home Branch		Action Update Delete

Tax Information

TIN 98320

CIN 9652

Cst Number 8574

Solution: Click My reach under settings tab. Then Click Organisation name. Now Click financial Dates. Update under branch details. Click save.

3. How to change the invoice Starting number ?

Branch Details of Singapore manufacturing for Financial Year 2016 Add

Displaying 1-1 of 1 result.

Organisation	Year	Action
Home Branch		Action Update Delete

Proforma Invoice Settings

Invoice Starting No 1

Invoice Prefix

Invoice Suffix

Proforma Terms

Proforma Notes

Solution: Click Reports. Then Click Bank Reconciliation Report under Accounting Reports.



INSPIRATIONAL LEADERSHIP

LEARNING BY FAILING



Elon Musk watched as his latest attempt at landing his Space X Falcon 9 rocket went wrong, ice froze one of the legs and the entire rocket toppled over and exploded.

THAT'S ANOTHER \$60 MILLION UP IN SMOKE. WHAT WAS ELON'S REACTION?

First, he tweeted "Well, at least the pieces were bigger this time!" Then, he posted a video of the explosion on Instagram. And finally, he posted "My best guess for 2016: ~ 70% landing success rate (so still a few more RUDs to go), then hopefully improving to ~90% in 2017."

"RUD" stands for "Rapid Unscheduled Disassembly" which is another way of saying "it blew up"...

WHAT CAN WE LEARN FROM ELON HAPPILY BLOWING UP HIS ROCKETS?

Most people would see this as an expensive failure, but Elon is a master of learning by failing, and he expects to fail epically and often. It doesn't cost Elon to fail as he builds it into his business model. Each Falcon rocket is expected to be lost anyway if he wasn't testing how to land them. This one had already done its job of delivering an ocean monitoring satellite in orbit, which had already paid for the rocket. This year, there are another 10 to 20 falcon rockets scheduled for take-off, each already paid for by the companies and governments paying Elon to send their cargos to space. With revenue secure, he focuses his time on how to test new innovations (like landing the rockets back safely). We've moved from the industrial age where product development and testing took place **BEFORE** delivery, to the technological age where product development and testing takes place **DURING** delivery. How can you increase the testing you can do? When in front of customers? When serving your customers? When delivering an existing product to develop the next product? In the old paradigm, it was easy to dismiss testing as being too costly. In the new paradigm, it's **NOT** testing that's far more expensive. When Elon finally works out how to return his rockets each time, he'll be saving himself over a billion dollars of lost rockets each year - and he'll be able to cost his trips to be far ahead of the competition. You don't need to be a billionaire like Elon to test like him. But you do need to test like Elon to be a billionaire like him. Failing isn't where the price is. Failing is where the profit is. "If things aren't failing, you are not innovating enough." ~ Elon Musk



Go on...

- By,
Guru Thilak

Go Online



WHY FACEBOOK SHOULD HAVE ITS OWN BOT STORE QUICKLY

Ever since the introduction of chatbots, developers have gone crazy about it and have started developing bots across the world. Businesses have also looked at it as an opportunity and have invested in developing their own bots. So it's high time for Facebook to develop a searchable bot store like Google playstore. Let us see why it's important for Facebook to come out with its own bot store.

Easily Discoverable: The very reason for any developer or a business to create a bot is to reach their prospects and end users. If Facebook does not have an option for its users to discover bots, the very reason of the bots existence is defeated. The reason why apps were very popular earlier was because it was all organized in a proper way for the user to discover it and download it. In bots there is no such thing as download which is a good thing. But at the same time there should be a way for the users to search the type of bots that they need.

Promotional problem: In spite of developing the bot the developer will have to put in lot of effort to promote the same. The Bot concept as such is pretty new for the user. So the developers are finding it difficult to first make their users to create awareness about their bot. Secondly, they will also have to promote their bot to the users. If Facebook comes with a search for Bots in their chat platform, it will be easier for the user to search bots based on c

User Reviews: Bot store with reviews will help the user to select the bot that has more positive reviews. Otherwise user will get more exposure to bots which has good promotion strategy. The real ones which might be useful to the user may not even reach the

user. Another important aspect is if the bot starts to spam the user or if the bot is very bad then the user does not have a chance to express the same. Bad bots definitely affects Facebook's reputation. So user reviews are critical for bots to become successful to Facebook users.

Developer Remuneration: Apart from the bots developed by businesses there are also individual developers who are developing bots. They may mainly look at it as an earning opportunity. So it is important to have a platform where they get remuneration based on the number of sign up. This will encourage more developers to come out with more chat bots.

Competition: Even though Facebook has so many users, if it does not change according to the users convenience then there is a great chance that user will move to the other player. This happened when "what's app" entered the market. People started to converse more in what's app than Facebook. So if Facebook considers its move on opening up bots to developers it has to do few changes in the current set up to stay ahead of competition. Having said all these, we may not know Facebook might already been working on a bot store. If not its high time for it consider in their development.

MAKING A MARK IN MARKETING

- Interviewed by Fami Basumatary

Para Marketingg a result driven, customer oriented marketing strategy and planning company. Para Marketingg is second startup founded by Parth Shah. He has 5+ years of international marketing experience with MBA from Brandeis International Business School(USA). His first Aegis Graham Bell Award winner Start-up Walking Media gave his life a twist with fun and enthusiasm. A T-shirt with Wearable screen product took him to places with media presence in Times Of India,TV9, Sandesh,Mid-Day,etc..

YOUR INSPIRATION

The first person that comes in my mind every time I am asked this question, the answer is my Father. He has always supported me and all that he has done in his life has inspired me every step of the way.



MR. PARTH SHAH

HOW DO YOU BALANCE YOUR FAMILY AND BUSINESS LIFE?

Being time specific for both. You can enjoy truly only when you have both the sides of your life. I believe that is what has helped me in balancing my work and my family. Give as much time to your family as your work because family is what you live for and work is what you do to live and look after your family.

WHAT INSPIRED YOU TO BECOME AN ENTREPRENEUR?

My Father has always inspired me in various ways so I owe this as well to him. Then there's my supportive family who have put their trusts in me which gave me the support to start a business of my own.

WHAT SERVICE OR PRODUCT DO YOU OFFER/MANUFACTURE?

Marketing ,branding, one stop solutions, events, ideation, strategy and execution of any service in Marketing.

WHAT MADE YOU CHOOSE THIS TYPE OF BUSINESS?

My interest in this field and experience came from working for a big advertising agency in Mumbai.

WHAT WAS YOUR MISSION AT THE OUTSET?

To take Para Marketingg to a level with most clients and best marketing service company.



WHAT MADE YOU CHOOSE YOUR CURRENT LOCATION?

Everyone looks for comfort and a suitable place but it might not be possible with every business. But I was lucky to have the freedom to choose my business location and I found this place suitable for my business and comfortable as well, since I reside here.

MORE ABOUT YOUR TEAM

Here at Para Marketingg we have experienced employees as we work with minimum budget using Guerilla marketing style so we have limited resources but we give our best to grasp the customers quickly with just what we have, making the marketing strategy very customer focused. We have very down to earth people working with us who are easy to approach and the clients can talk to them with ease.

WHAT DO YOU LOOK FOR IN AN EMPLOYEE?

We have dedicated and skillful team members which is exactly what we look for while hiring. And along with hardworking and clever characteristics we look for people those who have the Passion to learn and grow.

HOW IS IT TO RUN A COMPANY?

Best experience in the world. You have many responsibilities but then you make your own rules as it is your company. You are your own boss and the fact that you came up with something that is useful to other people and other business owners is a different kind of feeling.

WHAT CHALLENGES DO YOU FACE?

There are several challenges in any business but one of the main challenges that we face in our business is Competition. Marketing has a huge demand everywhere hence there are many marketing companies so we have to always come up with new ideas and try to stay ahead or keep up with our competitors.

WHAT ARE YOUR RESPONSIBILITIES AS THE BUSINESS OWNER?

Everything as it is a proprietorship business, from Business Development to Cleaning the office.

HOW DO YOU MANAGE YOUR BUSINESS PROCESS?

1. Done Manually
2. Using Business Automation Software

YOUR BUSINESS PROCESS FLOW IN DETAIL

Our work process is basically taking calls from the clients and scheduling appointments for the meeting and discussion about what they are looking for and what services they are in need of. We plan out as per their needs and their business and provide them with the solution.

Call Client...Meet Client....Service Marketing

WHAT IS UNIQUE ABOUT YOUR BUSINESS?

Para Marketingg provides better rates. We use Guerrilla marketing technique which means we focus on giving a magnetic property to the product's marketing by attracting huge customers, and grasping their attention using minimum budget in a very skilled manner. We are what you see. There are no hidden costs in our services once the deal is made the clients only pay what they have agreed for and we keep it transparent with no further charges without their consent. Better Rates, Transparency in Costing, No hidden cost, Guerrilla Marketing.

DESCRIBE/OUTLINE YOUR TYPICAL DAY?

First of all my our day starts with calls in the office which is how we attend to our clients and make appointments with them. After the meetings and appointments are scheduled next comes making arrangements with the vendor for the clients and then we finalize according to their requirements and suitability.

FUTURE GOALS FOR YOUR COMPANY.....

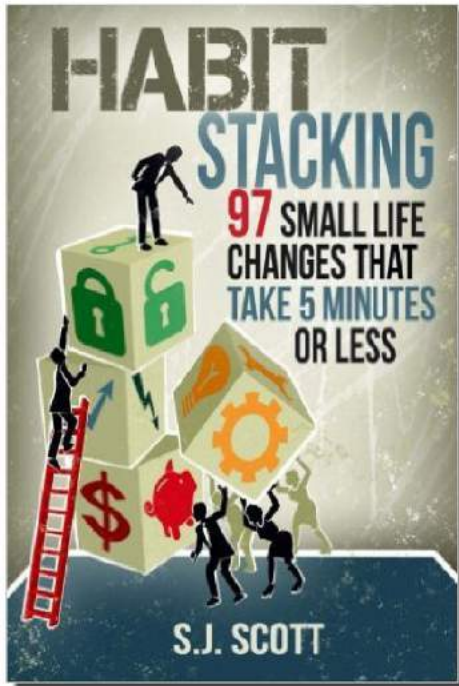
Grow...Grow...Grow to new level of being at TOP

WHAT IS YOUR BUSINESS MANTRA?

You create the best product or service, we create best marketing strategy

IF YOU HAD ONE PIECE OF ADVICE TO SOMEONE JUST STARTING OUT, WHAT WOULD IT BE?

Give your 100% without exit strategy.



Habit Stacking: 97 Small Life Changes That Take Five Minutes or Less

Author : S. J. Scott

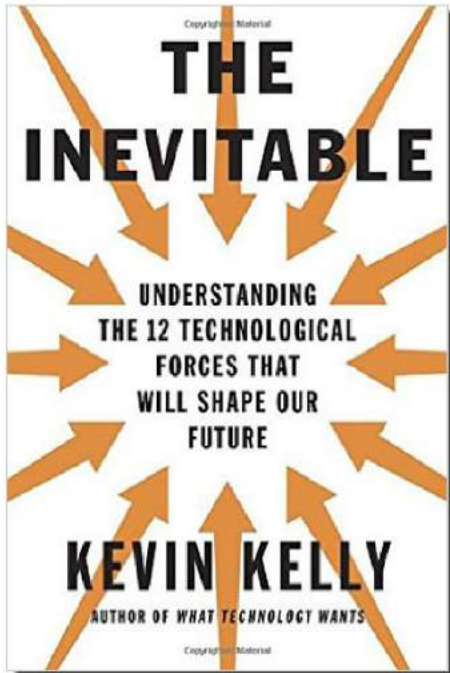
LEARN: 97 Small Habits that Can Change Your Life

In the book "Habit Stacking: 97 Small Life Changes That Take Five Minutes Or Less," you will discover 97 quick habits that can instantly improve your life. Plus you'll discover how to create a simple routine (managed by a checklist) that you repeat on a daily basis. Even better, you'll discover a few tools that will keep you motivated and consistent. So even if you're completely stressed out, you'll still find the time and energy to complete these actions on a consistent basis. By completing dozens of small habits on a daily basis, you'll be able to make giant leaps forward in your business, strengthen your personal relationships, stay on top of your finances, get organized and improve your health.



READERS POINT





The Inevitable

Author : Kevin Kelly

Much of what will happen in the next thirty years is inevitable, driven by technological trends that are already in motion. In this fascinating, provocative new book, Kevin Kelly provides an optimistic road map for the future, showing how the coming changes in our lives from virtual reality in the home to an on-demand economy to artificial intelligence embedded in everything we manufacture can be understood as the result of a few long-term, accelerating forces. Kelly both describes these deep trends flowing, screening, accessing, sharing, filtering, remixing, tracking and questioning and demonstrates how they overlap and are codependent on one another.

These larger forces will completely revolutionize the way we buy, work, learn and communicate with each other. By understanding and embracing them, says Kelly, it will be easier for us to remain on top of the coming wave of changes and to arrange our day-to-day relationships with technology in ways that bring forth maximum benefits. Kelly's bright, hopeful book will be indispensable to anyone who seeks guidance on where their business, industry or life is heading what to invent, where to work, in what to invest, how to better reach customers and what to begin to put into place as this new world emerges.

ELON MUSK HOW THE BILLIONAIRE CEO OF SPACEX AND TESLA IS SHAPING OUR FUTURE

Author : Ashlee Vance

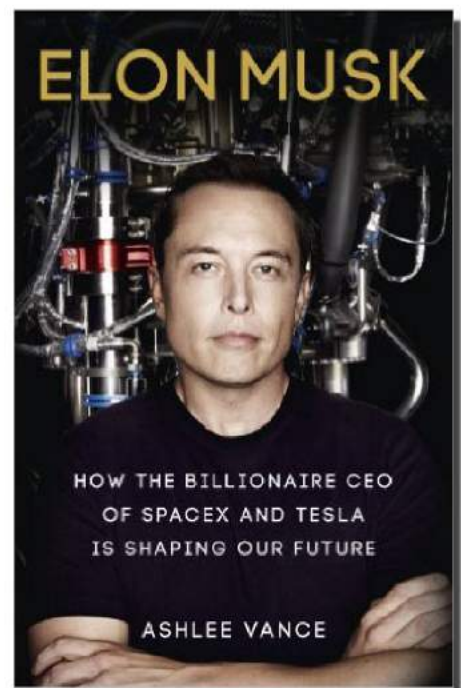
The book captures the life and achievements of South African interpreter and innovator, Elon Musk, the brain behind series of successful enterprises such as PayPal, Tesla, SpaceX and Solarcity. The real-life inspiration of the Iron Man Series, Musk wants to be the saviour of the planet, send people into space and set up a colony on Mars.

Bullied in school and scolded tremendously by his father, Musk was actually a brilliant student and his life story is nothing less than a drama packed film. Ashlee Vance's brilliant description of Musk's character, simple language and neat choice of words indeed makes this book a great read.

Considered by some as the innovation, entrepreneurial Steve Jobs of the present and future, Elon Musk became a billionaire early in life with his successful online ventures. One of the successful companies that he co-founded was the online payment gateway PayPal that was later acquired by e-Bay in 2002.

Getting sacked as the CEO, Musk did not cease to amaze friend and foes alike with his out of the box ideas, like investing in rockets! Needless to say, this deconstructed obsession with technology had his marital life go haywire.

The book 'Elon Musk: How the Billionaire CEO of SpaceX and TESLA is Shaping Our Future' is a brilliant and intelligent account of this genius young 'iron man' told in a gripping manner. Available in paperback from Penguin Random House publication, the book was published in 2015.



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