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REACHING OUT TO ENTREPRENEURS

BUSINESS

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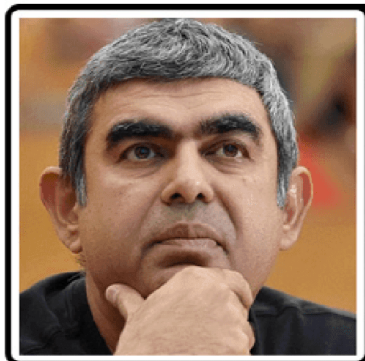
FORD IS PARTNERING WITH AMAZON TO LET YOU CONTROL YOUR HOUSE FROM YOUR CAR



FORD IS NOW WITH AMAZON

Ford has announced a partnership with Amazon to bring the Echo's personal assistant speech technology into their vehicles. During a press conference Tuesday morning here at the 2016 Consumer Electronics Show in Las Vegas, Ford CEO Mark Fields shared the stage with Amazon to demonstrate their joint vision to connect the former's Sync Connect and AppLink services with the latter's Amazon Echo home automation hub and its Alexa voice concierge service. The command "Alexa, ask my Ford for the charge status of my C-Max" spoken to the cylindrical tower was met with a robotic response communicating the current battery level of the plug-in hybrid and the estimated range.

Once in the car, the driver would be able to access Alexa home automation functions using the Sync voice command system. "Alexa, turn on my home lights," or "Alexa, open the garage door," could be spoken to the system to activate connected lighting or garage door openers. With the tap of a steering wheel button, a driver could be asking "Alexa, when's my next appointment?".



BREXIT TREMOR HITS INFOSYS

News
for your
views

whats.
happ?

- Compiled by
MATHU

Takes a knock after RBS changes plan on Williams & Glyn; contract loss to impact 3,000 Infy staffers Infosys chief executive officer (CEO) and managing director Vishal Sikka's plans to stabilise business and focus on higher growth at the Bengaluru-based company faced a Brexit impact after the Royal Bank of Scotland (RBS) shelved plans to set up a separate bank in the United Kingdom (UK), for which Infosys was a key technology partner. Infosys could lose as much as \$50 million as it plans to shift 3,000 people from this project to other clients. RBS' decision to shelve its plan for Williams & Glyn (W&G) to be listed as a separate bank in the UK is ascribed to the economic uncertainty following Britain's decision to quit the European Union. Infosys had, in 2013, won majority of the €300-million deal to build applications for W&G.

"It is a start of things to come because of the Brexit impact. There will be several banks that will re-evaluate UK operations. It will have big impact not just on Infosys but also other Indian companies that have exposure to the UK, Europe banking sector," says Pareek Jain, vice-president in the Bengaluru office of HfS Research. "In Infosys' case, we have got visibility. There will be many others, which will not come out. More importantly, it is a sign of things to come (for the Indian information technology, or IT, sector)."

In recent quarters, Infosys has pushed to win deals at lower prices, compensating its traditionally higher margins for growth. With a reputation and a good clientbase, analysts say, it also has room to cut prices, but other software outsourcers are also joining the pricing game.



TATA AUTOCOMP TO ACQUIRE ENGINE COOLING COMPANY TITANX

TITANX COOLS TATA

TitanX supplies to the commercial vehicle industry having plants across North America, South America, Europe and China. Tata AutoComp Systems, the Tata Group-owned auto-component conglomerate, will acquire TitanX, a leading global engine cooling supplier. TitanX supplies engine and powertrain cooling solutions to the commercial vehicle industry having plants across North America, South America, Europe and China with sales of approximately \$200 million. TitanX is currently owned by EQT Opportunity and Fouriertransform.

Praveen Kadle, Chairman Tata AutoComp Systems said, "TitanX represents state of the art powertrain cooling solutions with a global presence that fits perfectly into our future growth areas. We are confident that under the successful and experienced management in TitanX, it will be a great asset and will contribute to the growth of Tata AutoComp." Sellers were advised by BDA Partners and Tata AutoComp was advised by Tata Capital Investment Banking. Subject to customary regulatory approvals, the transaction is expected to be completed by the end of 2016. TitanX supplies to Volvo Trucks, Scania, Daimler and Iveco. It has manufacturing plants in Sweden, USA, Mexico, Brazil and China.

INSTAGRAM LAUNCHES BUSINESS TOOLS TO HELP USERS BUY AND SELL

INSTAGRAMS BUSINESS TOOLS



The three tools are designed to help businesses find new customers on the Facebook-owned app Instagram has launched three new tools to help its 200,000 advertisers stand out, with business profiles, analytics and the ability to promote posts in the UK all being introduced. It's hoped the toolkit will help users of the Facebook-owned social network turn their passions into livelihoods and small businesses find new customers. More than 300 million people search for inspiration on Instagram every day, so it's no surprise businesses are looking for new ways to make sales via network.

Amy Cole, head of brand development EMEA said small business make up the majority of the 200,000 businesses advertising on the platform and tend to be the most creative and innovative in the community. "Business Profiles" allow companies to more easily show they are a business on Instagram and use a 'connect' button so would-be customers can get in touch, either by phone, text or email. This free feature evolved after Instagram interviewed hundred of businesses and found it easier for them to answer questions from customers via email or on the phone, than sifting through comments on the app.

Another tool, dubbed Insights, lets businesses see whether their posts are working on the social platform. It shows companies information about how people have connected with their business in a simple format. "By learning more about the behaviour and demographics of your audience, you can create more relevant and timely content," the company said in a blog post. The feature is designed not to overwhelm companies with analytics that are hard to apply to marketing.

Finally, "Promote" gives businesses the ability to promote a well-performing post as an advert in order to reach customers. Companies can choose a target audience or let Instagram to do it for them before deciding how long they wish to promote their advert. The tools will roll out in the US, Australia and New Zealand in the coming months and will be available globally by the end of the year. They are the latest features to be rolled out by Instagram, which had a busy two years, in which it has launches a host of spin-off apps, redesigned its logo and boosted its video offering.

Official figures released in June revealed the photo-sharing app now has half a billion registered users and more than 300 million people use the service every day. This means that in the past two years, Instagram's monthly user base has more than doubled in size, adding its last 100 million active users much faster than the previous 100 million.

Everything is a business and business is in
EVERYTHING



BUSINESS TWEETS



Microsoft and Dell announced an expanded partnership to deliver premium Windows 10 devices and world-class services and support to enterprise customers. On Dell's 32nd Birthday Michael Dell Took the Stage at EMC world to Stand in front of 14,000 Customers, Partners, Users and Developers.



Online marketplace Snapdeal is looking to sell a stake in unit FreeCharge at a valuation of as much as \$1.2 billion (Rs 8,000 crore) is part of a new online-to-offline strategy that will enable the payments company to target consumers in physical retail stores. Last Year the Romantic Love story of Two Big Digital platforms Now Breaking up.



Official twitter account of United Nations where you can get the latest information on the UN tweet about Gender labour gap around the world.



Tim Storey is a World-Renowned Motivational & Inspirational Speaker from Los Angeles is having a Visionary for change and creating paths for success. He tweeted on of the Most inspirational Quote of Steve Jobs.



Inspiring Business Stories 2016...

PROGRAMMER TO ENTREPRENEUR

- Interviewed by
Guru Thilak

Venkat, founder and Director of FITA (Focus'd IT Academy). I worked in an IT company for almost a decade playing variety of roles starting from programmer to consulting to delivery manager. Lived in Boston, United States and has been part of many consulting engagements for Oracle and their customers. Since he has always been passionate about entrepreneurship, moved back to India and started FITA in few years. FITA is mainly into skill development of students and IT professionals and staffing services.

When did you start FITA?

We started FITA in Jan 2013. I was then working in Cognizant as a Delivery Manager and it was very challenging period for me because managing an operative intensive business like FITA and a 50 member team in Cognizant wasn't easy. I think a lot of first generation entrepreneurs have to go through that phase since they may not have a financial backing. My wife and co-founder Kavitha certainly played a crucial role in building FITA by sharing lot of responsibilities.

Who/ What Inspired you to start FITA?

I couldn't think of a specific instance that inspired me to start FITA. I have always wanted to be an entrepreneur. I think it's in my blood. Hailing from a middle class family where my father was the only earning member, I had no option other than to work in an IT company after my engineering. I was just waiting for the right time and some degree of financial stability. I waited for almost 10 years, I think patience and determination are key things in entrepreneurship. I would say I invested 10 years in molding myself and that had shaped me into what I am today.

How has been the experience so far?

I am enjoying everything that we do at FITA and take great pride in what we do. I met an employee from TCS with 16 years of experience who was fired from the company. He was working in Manual testing and managing a team, he was very depressed and clueless about what to do. He had an EMI to pay and lot of other commitments as you can imagine. He started attending interviews frequently but he could not meet the current market expectations. We suggested him to learn Appium and taught him mobile automation testing as there is a huge scope for Appium in the market and with his experience in the industry and right skills acquired through the training, he got a good job in a leading IT firm. Everyone at FITA believes that whatever actions we do, brings a positive change in someone's life. So we take training and placement very seriously. Many transformations like this happen here at FITA. We are glad that we are able to be a tool in bringing this change. I have the job satisfaction and I don't feel like working, though I work almost 12 to 14 hours most of the days.

What is your business model?

We train students and working professionals and help them to get a career or upgrade their career. We started training on few IT courses when we started, now we have branched out to language courses, Non-IT Courses like Embedded, Soft-skills and Leadership training and lately into Aviation training. We are training on 120+ courses now and have partnered with 500+ companies in Chennai for their recruitment activities. We bring experts from the industry to train our students. Our work is simple, we make our students industry ready in few months and connect them to right Companies.

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How many students have you trained so far?

We have trained 10,000+ students so far, that includes the corporate trainings and the college training programmes. We hope the number will increase with more branches we open. We recently opened our third branch in Thoraipakkam, OMR next to Cognizant office.

VENKATESH PANNIRCHELVAN
FOUNDER AND DIRECTOR, FITA



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

We have 25+ full time employees and more than 150+ part time trainers with us. We have a culture in the company and every person we hire whether it's a part time or full time employee, we make sure they fit in our culture. There have been few cases where our hiring decisions have gone wrong, we fix it immediately. We offer roles based on their strengths and not based on what job they have done. For instance, we had a candidate who appeared for the position of developer, but we realized he had good communication skills and had a natural flair for a counselor, we offered him a role of an educational counselor and he took up that role. He is one the top performers in the company now.

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

Training business is a capex intensive business. You need to invest a minimum of 20 to 25 Lakhs to open a professional training center. When we opened our first branch we bootstrapped with our savings and got a loan from a friend in US. It was offered as an interest free loan but we paid interest every month so that we have the pressure of repaying it as quick as possible. We used the profits from business to reinvest in the successive branches. Now we have 3 branches in 4 years.



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

I make sure that we are SMART. S stands for Satisfaction (customer satisfaction), M for Marketing, A for Acquisition (Customer Acquisition), R for Revenue flow and T for Transformation. I make sure that my day is spent on focusing SMART activities.

How do you sum up your experience as an entrepreneur?

Entrepreneurship is definitely tougher than what I have thought. There are numerous challenges and roadblocks we face especially when we try to build something out of nothing. I think those challenges motivates us to be courageous and do better. I have gained a great deal of respect for every entrepreneur especially the self-made entrepreneurs. To build something in such a competitive world with lot of roadblocks isn't easy, but when you believe in something and devote yourself to it, nature will help.

Has being an entrepreneur unsettled your work-life balance?

One cannot expect to work 9 to 6 being an entrepreneur. Your role is not limited to just specific set of tasks. As an entrepreneur you have to take care of multiple things, so obviously you need to work more than your employees. But with right process and control mechanism it can be improved. I am working on improving our process and that is where my focus is now. I used to work all 7 days, it's getting better, I am able to take few breaks now.

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

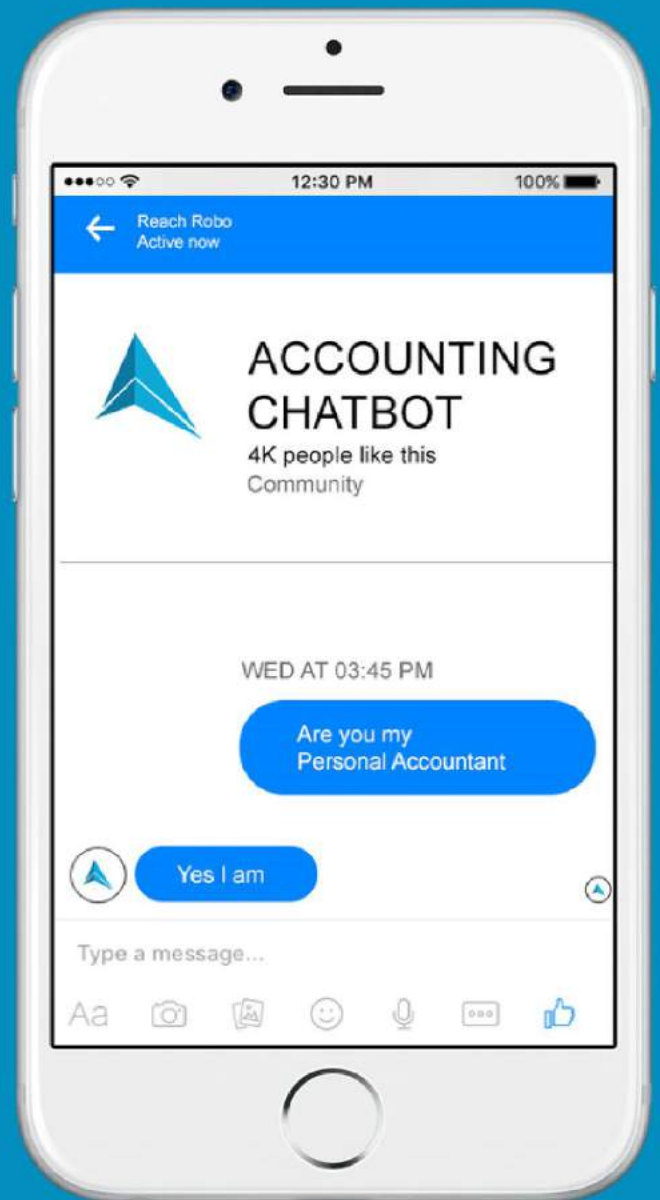
There are lot of startups with innovative products who are doing great work in India. Thanks to our government for taking lot of initiatives to help and promote these startups through programmes like Atal Incubation Centres. I think it's the right time to be part of the ecosystem in India.

Get your Accounts done by

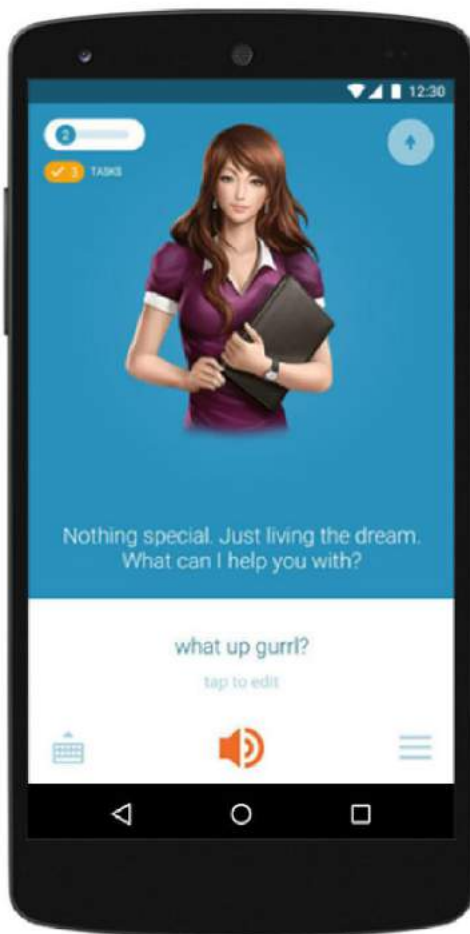
ACCOUNTING CHATBOT

Chat with Reach 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 to your chat friends and see how much your accounting gets simplified...

coming
soon...



TECHNO LOGIC USEFUL BUSINESS TOOLS AND SERVICES



ASSISTANT – YOUR VOICE AIDE



Assistant.ai is the most popular voice assistant for Android. Assistant.ai answers questions, finds information, launches apps, sets alarm clock, and connects you with various web services.

KEY FEATURES

1. Appearance – Customizable avatars with basic emotions.
2. Apps – No more swiping, just ask your Assistant to open the app you need.
3. Book Flights and Hotels – Find the best deals.
4. Briefing – Get the briefing about the topics that matter.
5. Browse – Open websites by voice.
6. Calculator – Calculate anything: basic math, currency rates, tips, units.
7. Calendar – Add and search events and birthdays.
8. Clock – Get exact time and date in your and other locations around the world.
9. Contacts (Calls, Messages, Emails) – All by voice.
10. Device – Turn on and off your device's functions by voice: Wi-Fi, Airplane mode, Silent mode, and more.
11. Entertainment – Assistant likes to have some fun as well. It can tell jokes, support fun small talk, play games, etc.

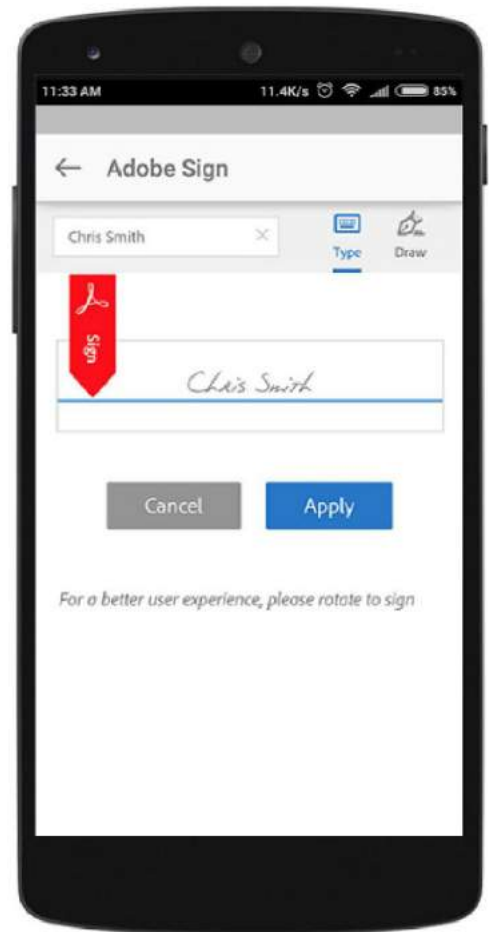
ADOBE SIGN



Adobe Sign is the electronic signature solution you can trust, from the global leader in secure digital documents for over 25 years. Adobe Sign is used by businesses of all sizes including Fortune 1000 companies, healthcare organizations and financial institutions to accelerate critical business processes in Sales, HR, Legal and Operations.

KEY FEATURES

1. Send documents for signature from your online document library, your device or email attachments.
2. Work with documents from Google Drive, Box, Dropbox, Evernote or Adobe Document Cloud.
3. Use your Android to get e-signatures in person when meeting a client.
4. Choose a language for the signer's experience.
5. Track progress and manage agreements with real-time status updates.
6. Send reminders to recipients who haven't signed yet.
7. View agreements stored in your online account.
8. All parties get a certified copy of the signed document automatically by email.



CAMSCANNER ★★★★★

The world's No. 1 mobile document scanning and sharing app with over 100 million installs in more than 200 countries and regions. CamScanner helps you scan, store, sync and collaborate on various contents across smartphones, tablets and computers.

KEY FEATURES

1. Mobile Scanner
2. Optimize Scan Quality
3. Quick Search
4. Extract Texts from Image
5. Share PDF/JPEG Files
6. Print & Fax
7. Collaboration
8. Advanced Editing
9. Secure Important Docs
10. Sync across Platforms

YOUR

100 HAPPY DAYS



Happiness
Quotient

HAVE YOU EVER STOPPED TO THINK ABOUT HOW MUCH ENERGY WE ALL SPEND IN SEARCH OF HAPPINESS?

We plan, we react, we cooperate, and we create, all in the interest of increasing our happiness quotient. I suspect the search for happiness only takes a back seat to some very primal needs like food, water, sleep and sex.

But do we organize our time and attention in-line with our passions? Do we really know what brings us the most joy? Today I want to share with you something simple and brilliant: for 100 days, take a photo of what makes you happy. Then at the end, make a collage so you can really see your life "working". There may be an overall theme you never realized existed.

This is important! Sometime our lives don't seem to be working, but actually we do find joy and have things to celebrate. Unfortunately, neuroscience has proven our brains want to focus on the negative and rehash the moments in our day that went wrong... but that's a primal impulse. Yes, 50,000 years ago we needed to remember exactly where that saber-tooth tiger almost ate us, but we don't live in a constant challenge to stay alive anymore. We don't need to focus on the negative. We can afford to put our impulses behind and become mindful people in the 21st Century!

The joy of an ice cream cone, a sunset, a funny moment with kids or co-workers, a heavenly scented lilac bush, a special meal, or a bird's song may be more common than you realize. We need to take notice of those things that feed our souls. In any case, you will see some patterns appear and know yourself a little better. You may even find you have more than one moment of bliss each day.

Why take the 100 Happy Days challenge? Two reasons:

If you uncover some things you didn't know about yourself, some patterns, you may be able to edit your life a little to increase the odds that joy will come your way.

You may find you are not prioritizing the things that mean the most and bring you happiness. This project might inspire you to find more balance in the way you spend your time.

"71% of people tried to complete this challenge, but failed quoting lack of time as the main reason. These people simply did not have time to be happy." Yikes! I suspect there's a take-away message there too! Let's get on this...

Below are some stats about one of the participant's 100 happy days:

Beach	: 40 pictures	Food	: 30 pictures
City	: 12 pictures	Work	: 08 pictures
Random	: 07 pictures	Dog	: 02 pictures

As you can tell that the two things that make the most of his days are being close to the beach and eating food.

Good luck!

Make it a lovely day for yourself and others!

Stay open... stay curious...
&
stay hopeful!



END ■

INSPIRATIONAL LEADERSHIP

THE LEADERS SEED



A successful business man was growing old and knew it was time to choose a successor to take over the business. Instead of choosing one of his directors or his children, he decided to do something different. He called all the young executives in his company together.

He said, "It is time for me to step down and choose the next CEO. I have decided to choose one of you." The young executives were shocked, but the boss continued. "I am going to give each one of you a SEED today - one very special SEED. I want you to plant the seed, water it, and come back here one year from today with what you have grown from the seed I have given you. I will then judge the plants that you bring, and the one I choose will be the next CEO."

One man, named Rakesh, was there that day and he, like the others, received a seed. He went home and excitedly, told his wife the story. She helped him get a pot, soil and compost and he planted the seed. Every day, he would water it and watch to see if it had grown. After about three weeks, some of the other executives began to talk about their seeds and the plants that were beginning to grow. Rakesh kept checking his seed, but nothing ever grew. Three weeks, four weeks, five weeks went by, still nothing. By now, others were talking about their plants, but Rakesh didn't have a plant and he felt like a failure.

Six months went by - still nothing in Rakesh's pot. He just knew he had killed his seed. Everyone else had trees and tall plants, but he had nothing. Jim didn't say anything to his colleagues, however. He just kept watering and fertilizing the soil. He so wanted the seed to grow.

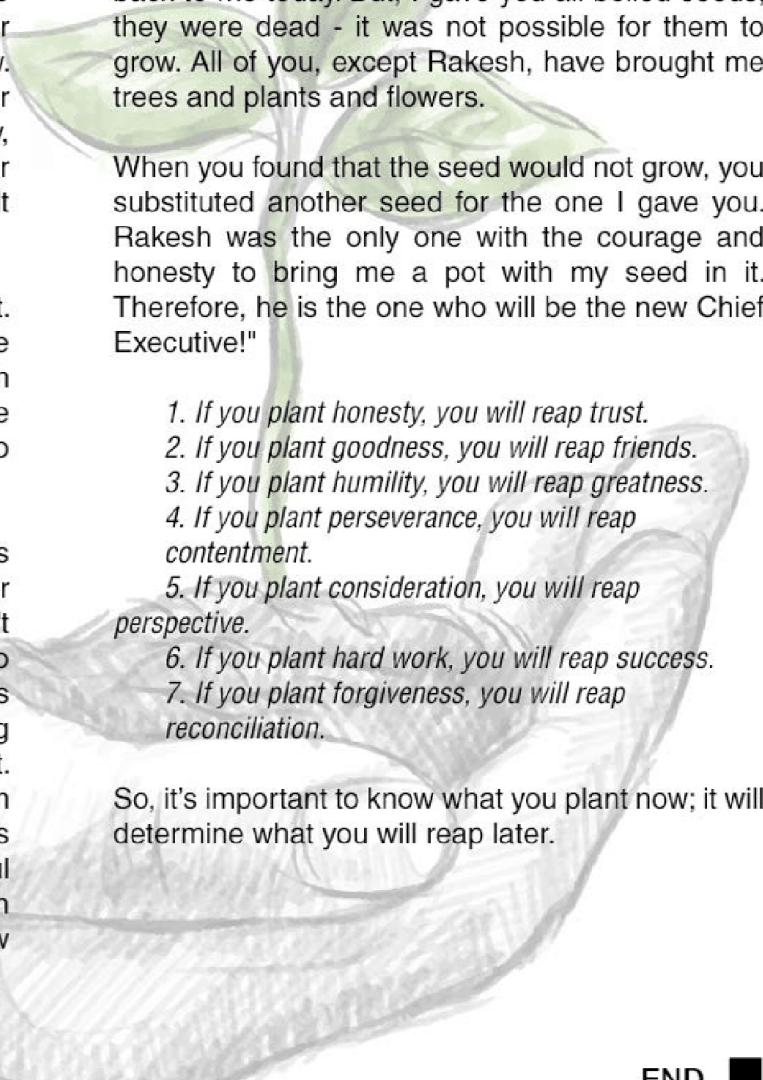
A year finally went by and all the young executives of the company brought their plants to the CEO for inspection. Rakesh told his wife that he wasn't going to take an empty pot. But she asked him to be honest about what happened. Jim felt sick at his stomach, it was going to be the most embarrassing moment of his life, but he knew his wife was right. He took his empty pot to the board room. When Jim arrived, he was amazed at the variety of plants grown by the other executives. They were beautiful in all shapes and sizes. Jim put his empty pot on the floor and many of his colleagues laughed, a few felt sorry for him!

When the CEO arrived, he surveyed the room and greeted his young executives. Jim just tried to hide in the back. "My, what great plants, trees, and flowers you have grown," said the CEO. "Today one of you will be appointed the next CEO!" All of a sudden, the CEO spotted Rakesh at the back of the room with his empty pot. He ordered the financial director to bring him to the front. Rakesh was terrified. He thought, "The CEO knows I'm a failure! Maybe he will have me fired!"

When Rakesh got to the front, the CEO asked him what had happened to his Seed - Rakesh told him the story. The CEO asked everyone to sit down except Jim. He looked at Rakesh, and then announced to the young executives, "Behold your next Chief Executive! His name is Rakesh!"

Rakesh couldn't believe it. Rakesh couldn't even grow his seed. How could he be the new CEO the others said? Then the CEO said, "One year ago today, I gave everyone in this room a seed. I told you to take the seed, plant it, water it, and bring it back to me today. But, I gave you all boiled seeds; they were dead - it was not possible for them to grow. All of you, except Rakesh, have brought me trees and plants and flowers.

When you found that the seed would not grow, you substituted another seed for the one I gave you. Rakesh was the only one with the courage and honesty to bring me a pot with my seed in it. Therefore, he is the one who will be the new Chief Executive!"

- 
1. *If you plant honesty, you will reap trust.*
 2. *If you plant goodness, you will reap friends.*
 3. *If you plant humility, you will reap greatness.*
 4. *If you plant perseverance, you will reap contentment.*
 5. *If you plant consideration, you will reap perspective.*
 6. *If you plant hard work, you will reap success.*
 7. *If you plant forgiveness, you will reap reconciliation.*

So, it's important to know what you plant now; it will determine what you will reap later.

Go on...

- By
Guru Thilak

Go Online



Customer Relationship Management (CRM) is equal to Customer Happiness Management (CHM) Customer Relationship Management (CRM) is one of the critical areas of any B2C Business. Especially when you are in the online retail space it is very important and critical for you to keep your customers happy. But how do you know whether your customers are happy or not. That too if you take an online business you will not interact with the customer face to face. So it is very difficult to understand their mood and emotions. This is where CRM will help you in making your customers happy.

Any CRM program implemented into the system should have only one objective that is to keep your customers happy. Every Happy Customer can give you more new customers. It is in your hands to expand your customer base. There is no single formula for customer happiness. What works for one business may not work for many. So it is important to understand your business to the core and find out ways to keep your customers happy.

Since every customer is different, we need to follow different strategy for different customers. In order to do it we need to understand the various types of customers.

- Visitors or Strangers
- First time Customers
- Regular Customers
- Irregular Customers

Let us now look each one of them in details.

Visitors or Strangers

As an online store it is important to have more traffic to your website to have more sales. In order to get more visitors you will have to make your site known to everyone through proper advertising. If you are new online store you will have to do SEO as well. If you are a known brand in your segment then work on the speed of the site and its availability in mobile. As an online store it is important to have more traffic to your website to have more sales. In order to get more visitors you will have to make your site known to everyone through proper advertising. If you are new online store you will have to do SEO as well. If you are a known brand in your segment then work on the speed of the site and its availability in mobile platform in the form of app. To start with you need to do Facebook retargeting, Google ads. If you have more marketing budget, then you can go for a TV

commercial and newspaper as well. Apart from making your brand visible, you also need to give good user experience for your visitors. Do not dump your online store with too many banners and offers. Keep it simple with few offers and the menus should be easy for the user to navigate. In order to convert your first time visitor to a customer, give them an exclusive offer. If he has any query your chat or contact details should be on top or in a place which is viewable easily for the visitors. But in reality most of the ecommerce stores will have their contact details at the bottom of the page. This is a clear indication, that these companies are not ready for customer interaction or they do not have an exclusive team for that. If you have these details in a prominent place, your company will build trust in the customer minds.

First time Customers

This is the stage where the visitor orders first time in your online store. At this stage, you will have to keep your payment process as simple as possible. Your website should have all the information relating to the order like total amount due, delivery schedule, address of delivery, mode of payment, product specifications with warranty, contact details of customer support etc. By having all these info, the buyer will have more clarity about his purchase. At this point, you can delight the customer in few ways like sending an auto SMS and email about the order details with delivery schedule. This should be followed by a phone call and explain the customer about the order. Make sure the ordered products get delivered well before the actual schedule. If you can send a redeemable gift card or a code for availing exclusive discount in their next purchase, it will not only make them to buy again but also to stay loyal to your brand.

HOW TO HANDLE CUSTOMERS IN AN ONLINE BUSINESS

Regular Customers

Regular Customers are the ones who come and shop in your online store at regular intervals. The reasons for repeat customers are many. It may be because of reasons like he may be a shopaholic, actual needs, sudden jump in revenue of the buyer, impulsive behavior, and habit or can be any reason. If you can know the exact buying behavior of these types of customers, it will help you in your customer loyalty efforts. You will have to read their buying patterns carefully and understand their tastes and preferences. For example, a customer will be buying only technology products from you. To this type of customers who buys only technological products you need to send him a mail, what's app or sms about a new technology product launch or you can send him an invitation or just the details about an upcoming tech conference or summit. This will make the customers happy and stay with the brand for long.

Irregular Customers

A Customer becomes regular or irregular based on various reasons. Here let us take a scenario where the customer purchases from you only when you have special offers in your online store. This type of customer is price sensitive. If you want to make them buy from you on a regular basis, you will have to provide an exclusive discount for him. It is again the choice that you have to make. If majority of your customers belong to this category then you will have to keep on giving them exclusive deals on a regular basis. Another customer may be irregular due to improper study of his buying behavior. As a customer, the moment I buy a smart phone from an online of a particular brand, I keep on getting Ads from the store about an offer from the same smart phone brand which is not the right approach. Instead if I get ads relating to accessories, there is a great chance that I may be interested. This wrong approach will actually irritate your customer and can make them irregular. In order to make a customer regular you need to understand the customer buying behavior and plan your strategy accordingly.

Based on the customer type you need to plan the customer happiness strategy. Let the customer belong to any of the customer types mentioned above it is important to have human touch when communicating with the customer. Just imagine a customer support person calls up the customer and wishes him on his birthday, don't you think customer will remember it and will share that experience to

people whom they see on that day. In fact, it will stay in their mind for long. To do this phone call, it does not cost much. These are small things which will have a huge impact in the hearts of the customers. How about sending flowers/sweets/cake on the birthday followed by a phone call? Just think about ways to keep your customers happy. But the basics have to be right which is nothing but delivering what is promised. In addition to that if you do these small things then the customer will be very happy. There are so many ways to make your customer happy. Only one thing which you have to keep in mind is the type of business you are in and the budget that can be allocated to customer happiness management.

As a business owner if you can put some efforts on the above mentioned aspects especially at the beginning stage of your business, it will be easy for you to scale up and grow faster. To conclude, a company which has more of happy customers will have more of new customers.

LEARN NEW TRICKS

REACH ERP SOFTWARE
VERSION-4

- Compiled by,
Martina Cinderella



1. How to Add/Deduct charges in Invoice?

Income - Invoice Settings
Home / Settings / Income - Invoice Settings

Do you want the Product Tax Description to be Printed?

Print Copies for Invoice/
Subinvoice / Quote / Proforma
Invoice

Display Address To:

Billed By: Yes

Edit

Solution:

Go to Settings. Now click Invoice under Income tab. Then click Edit. In Additional Charges you can add the charges. Now click save.

Income - Invoice Settings
Home / Settings / Income - Invoice Settings

Do you want the Product Images to be Printed?

Print Copies for Invoice/
Subinvoice / Quote / Proforma
Invoice

Additional Charges

Freight Charge	<input checked="" type="checkbox"/>	Freight Charge	Freight Charge
Transport Charge	<input checked="" type="checkbox"/>	Transport Charge	Transport Charge
Packing Cost	<input checked="" type="checkbox"/>	Packing Cost	Packing Cost
Service Charge	<input checked="" type="checkbox"/>	Service Charge	Packing Cost

[Add Additional](#)

Subtract Charges

Subcontract Charge 1	<input checked="" type="checkbox"/>	Map Account
Subcontract Charge 2	<input checked="" type="checkbox"/>	Map Account
Subcontract Charge 3	<input checked="" type="checkbox"/>	Map Account
Subcontract Charge 4	<input checked="" type="checkbox"/>	Map Account

For Invoice

Default Payment Terms: Due upon receipt

Do you want the Product Description to be Printed?

Do you want Product Name and Description in the same field?

Do you want the Product Tax to be Printed?

Do you want to print user contact in Invoice?

Do you want to print quantity?

Display Address

Billed By:

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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Update Delete

Proforma Invoice Settings

Invoice Starting No 1

Invoice Prefix

Invoice Suffix

Proforma Terms

Proforma Notes

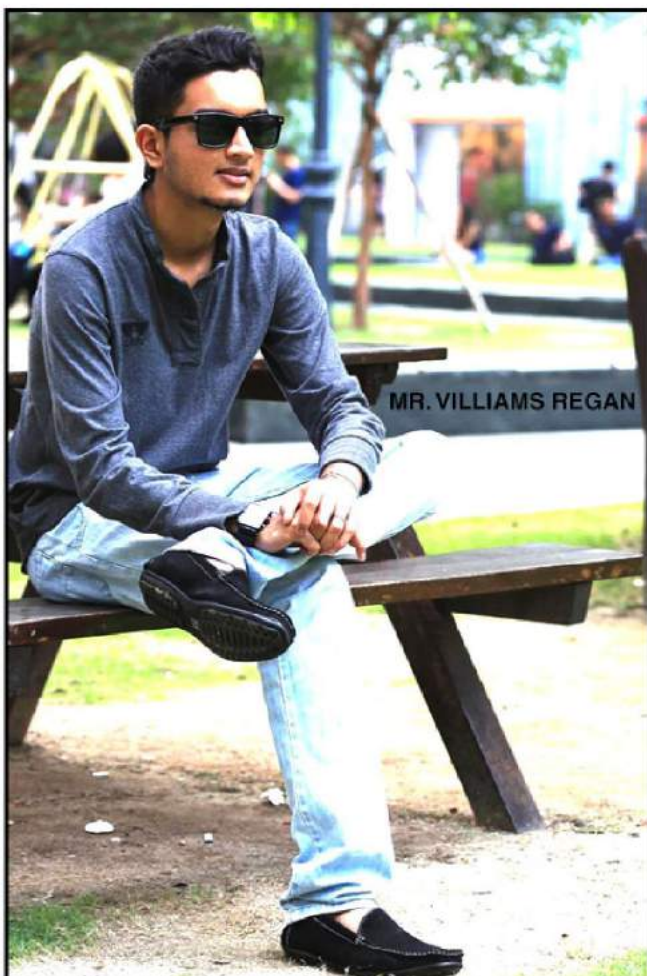
Solution: Click Reports. Then Click Bank Reconciliation Report under Accounting Reports.

GAME RULES

- Interviewed by Fami Basumatary

Mr. Williams Regan born and brought up in the beautiful former French India better known as Pondicherry or Puducherry. He completed his b.tech from SRM University, Chennai. He introduces himself as a simple person who tries to do best in whatever he is interested in and whatever comes to his desk.

Vill Regz is taken from my first and last names. We were searching for some good names and then one of my friend from abroad suggested me this. So that's how it came to be. We, at Vill Regz develop games for mobile phones. Being an entrepreneur isn't about starting a business. It's a way of looking at the world and seeing an opportunity where others see obstacles.



Vill Regz started in the year of August 2015. It all just started with the simple idea of making the best mobile games possible for everyone from a kid to 90 year olds to play it for years to come and not just some games which just fades away after months. Hiring the right people for the right job is the toughest challenge we are facing the most at the moment. In India, the gaming industry is just starting to boom while western countries are far ahead from us. We have been facing many challenges here but it's all worth the risk.

Running your own game developer company is so much fun and interesting. You get to play a lot of games most of the time. You have to be more creative. Gaming industry is one of riskiest fields to get in but it's worth it. When you do something you love, then what else you could ask for. We develop 2D and 3D mobile games for IOS and android. Name of our products that we have in hands are Dido Fall and Wooden Escapees. We just have one goal. To be the best mobile gaming company.

If you really have a good idea and think you can make a huge difference in this world just go with it. Never turn back. See if your product has a market for it. If not, you have to create your own. At first you will face many challenges and obstacles but never be put down by them. Its just the first step to success and you have a long way to go.

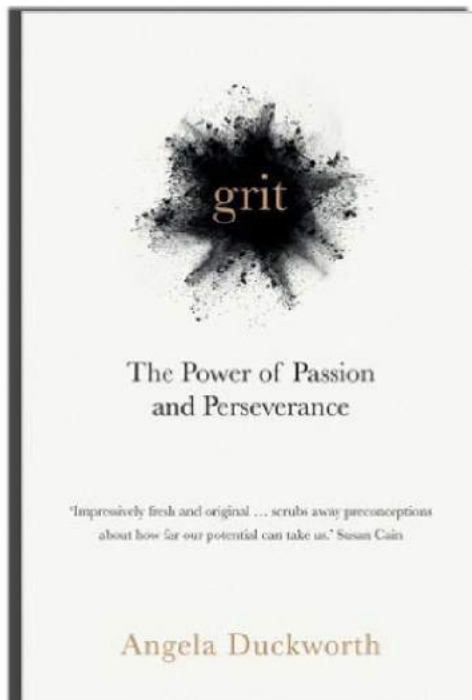
TAKE RISKS

NOW
OR

REGRET
LATER



END ■



Grit: The Power of Passion and Perseverance

Author : Angela Duckworth

Why do naturally talented people frequently fail to reach their potential while other far less gifted individuals go on to achieve amazing things? The secret to outstanding achievement is not talent, but a passionate persistence. MacArthur Genius Award-winning psychologist Angela Duckworth shares fascinating new revelations about who succeeds in life and why.

Based on her cutting-edge research, Duckworth shows how many people achieve remarkable things not just by relying on innate natural talent, but by practising what she calls grit. She then offers a Grit Formula to help anyone to become more gritty, focusing on six key factors: hope, effort, precision, passion, ritual and prioritisation.

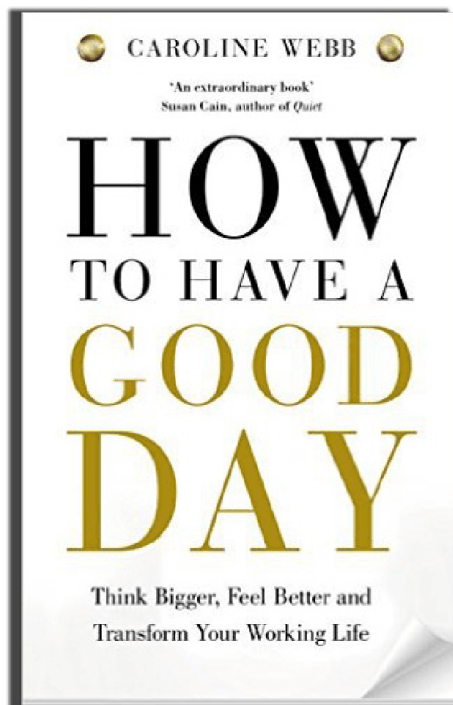
She reveals:

1. Why people who test high for talent often fail to achieve their potential, and why people who do not test high for talent often "overachieve" what others expect them to do
2. How grit can be learned, whatever your IQ or circumstances
3. Why stubbornness is a key characteristic of gritty people
4. When to be stubborn and when giving up is the grittiest thing you can do
5. How gritty people found their passion, and you can find yours.



READERS POINT





How to Have a Good Day

Author : Caroline Webbs

In *How to Have a Good Day*, economist and former McKinsey partner Caroline Webb shows readers how to use recent findings from behavioral economics, psychology, and neuroscience to transform our approach to everyday working life. Advances in these behavioral sciences are giving us ever better understanding of how our brains work, why we make the choices we do, and what it takes for us to be at our best. But it has not always been easy to see how to apply these insights in the real world – until now.

In *How to Have a Good Day*, Webb explains exactly how to apply this science to our daily tasks and routines. She translates three big scientific ideas into step-by-step guidance that shows us how to set better priorities, make our time go further, ace every interaction, be our smartest selves, strengthen our personal impact, be resilient to setbacks, and boost our energy and enjoyment. Through it all, Webb teaches us how to navigate the typical challenges of modern workplaces—from conflict with colleagues to dull meetings and overflowing inboxes—with skill and ease.

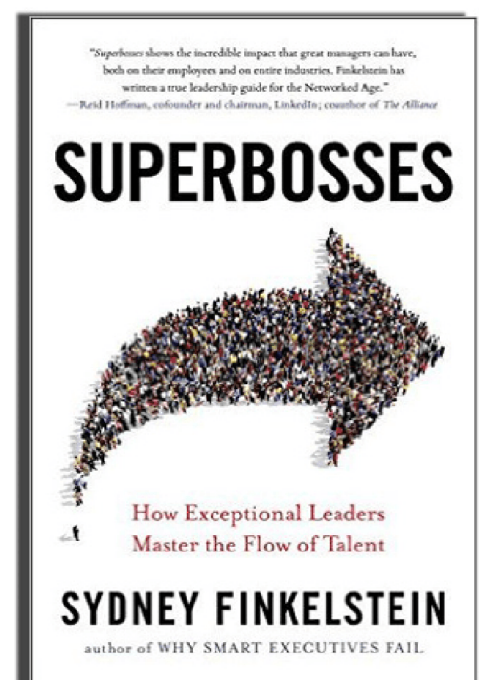
Superbosses: How Exceptional Leaders Master the Flow of Talent

Author : Cal Newport

“Maybe you’re a decent boss. But are you a superboss? That’s the question you’ll be asking yourself after reading Sydney Finkelstein’s fascinating book. By revealing the secrets of superbosses from finance to fashion and from cooking to comic books, Finkelstein offers a smart, actionable playbook for anyone trying to become a better leader.”—Daniel H. Pink, author of *To Sell Is Human* and *Drive*

A fascinating exploration of the world’s most effective bosses—and how they motivate, inspire, and enable others to advance their companies and shape entire industries, by the author of *How Smart Executives Fail*. A must-read for anyone interested in leadership and building an enduring pipeline of talent.

What do football coach Bill Walsh, restaurateur Alice Waters, television executive Lorne Michaels, technology CEO Larry Ellison, and fashion pioneer Ralph Lauren have in common? On the surface, not much, other than consistent success in their fields. But below the surface, they share a common approach to finding, nurturing, leading, and even letting go of great people. The way they deal with talent makes them not merely success stories, not merely organization builders, but what Sydney Finkelstein calls superbosses.



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COUNTRIES

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