

APPS | BOOKS | TWEETS | NEWS

REACHING OUT TO ENTREPRENEURS

BUSINESS

TRENDS

AUGUST, 2016 EDITION

INSIDE TRENDS

P: 01

WHAT'S HAPP

News For Views

P: 17

LEARN NEW TRICKS

Reach ERP Software Version-4

P: 19

NEWBEE

Ethnicity Meets Digital

MAKING THE

CLICKING
BUSINESS

CLICK



ONLINE ERP SOFTWARE FOR RETAILERS

Reach POS helps your staff to provide quick and better services to your customer, improves productivity.



www.reachaccountant.com
+91 98400 75503

GEE GEE Plaza, Wheat Crofts Road, Nungambakkam, Chennai - 600034

INDEX

01 Whats Happ

Business News across the World

04 Business Tweets

Business tweets around the world

05 Inspirational Business Stories

Making the clicking business click

07 Techno logic: Business Apps in the Play store

About various business Apps in the Play store

11 Happiness Quotient

The Abundance Principle

13 Inspirational Leadership

Who on your team works on your parachute

15 Go On Go Online

E-Commerce Business differentiation

17 Tips and Tricks

Reach ERP V4 shortcuts

19 NewBee

Ethnicity Meets Digital

22 Readers Point

Business books to read

EDITORIAL TEAM

Feature Writer & Editor Guru Thilak
Feature Writers Mathu Meena, Martina, Fami Basumatary.

DESIGN

Vignesh Krishnamoorthy

WRITE TO US

Experts from business are invited to be part of Business Trends Magazine. If you have Inspiring stories/Articles to share with us, please write to vignesh@reachaccountant.com. you can send your feedback & suggestions to mathu@reacherp.com. For all advertising enquiries, Please mail us to guru@reachaccountant.com

AMAZON TIP-TOES INTO BANKING BUSINESS



AMAZON IN BANKING BUSINESS

The online retailer has entered into a partnership with San Francisco lender Wells Fargo in which the bank's student lending arm will offer interest-rate discounts to select Amazon shoppers. An Amazon spokeswoman said this is the first time members of the company's "Prime Student" service are receiving a student loan offer by a lender through its site since that service was launched in 2010. The discount will be offered both to students who want loans to attend college and those who want to refinance existing loans.

The subscription-based service charges \$49 a year, half the cost of Amazon Prime, and offers free two-day shipping and unlimited instant streaming of movies, among other perks. The discount could be used to encourage more students to sign up for the Prime service. Prime Student members will receive information about the loan discount through several channels that the companies aren't disclosing yet. The companies aren't compensating each other for what Wells Fargo describes as a multi-year agreement that will reach millions of potential borrowers. The Amazon spokeswoman said Wells Fargo is currently the only student lender that will provide loan offers to Prime Student members.



MICROSOFT'S EARNINGS REPORT SHOWS IT IS BECOMING A SERIOUS FORCE IN THE CLOUD

MICROSOFT BECOMING A SERIOUS FORCE

Microsoft on Tuesday reported earnings that easily topped expectations as the company continues to shift from a traditional software seller to a provider of cloud-based services. Excluding certain items, the Redmond, Wash.-based company said it earned \$5.5 billion, or 69 cents per share, on adjusted revenue of \$22.6 billion. On that basis, the company had been expected to report per-share earnings of around 58 cents, according to Zacks, with analysts expecting revenue of around \$22.1 billion, roughly flat from the prior year. Including all items, per-share earnings would have come in at 39 cents on revenue of \$20.6 billion.

News
for your
views

whats.
happ?

- Compiled by,
MATHU

"This past year was pivotal in both our own transformation and in partnering with our customers who are navigating their own digital transformations," CEO Satya Nadella said in a statement. The software maker's results come as the company continues to downplay its phone ambitions as well as a prolonged slowdown in PC sales that has limited its Windows PC business.

Last week Microsoft officially conceded it won't hit its prior goal of having a billion devices running Windows 10 by 2018. Meanwhile, the company has been chugging along in its efforts to convert old-school software customers into subscribers of cloud computing products like Office 365. The company is also in the process of completing its mammoth \$26.2 billion deal to buy business-oriented social network LinkedIn.



MARUTI Q1 PROFIT RISES 23% TO RS 1,486 CR

MARUTI PROFIT RISES

As higher sales on new model launches offset the adverse impact of an unfavourable foreign exchange rate, India's largest car maker Maruti Suzuki reported a 23% jump in net profit for the quarter ended June 30, 2016. The profit of Rs 1,486 crore was also the result of other factors such as lower raw material prices and higher non-operating income. Net sales for the quarter rose 12% to Rs 14,654 crore on higher volumes of vehicles sold. The stock price, however, was flat at 2.30 p.m., trading at Rs 4,535, marginally down from Monday's close.

Maruti, which enjoys a 47% share in the domestic passenger vehicle market, sold a total of 348,443 units during the Quarter, a growth of 2.1% over the same period of the previous fiscal. This includes 322,340 units in the domestic market, where sales grew 5.4%. Exports during the quarter stood at 26,103 units. The growth in the first two months of the quarter had been 10.2% but the company lost production during the quarter owing to disruption in supply of components following a fire at Subros, its key AC unit supplier. The company hopes to make up for lost sales during the course of the financial year.

VERIZON TO BUY YAHOO'S CORE BUSINESS FOR \$4.8 BILLION

YAHOO IS SOLD



Verizon Communications Inc said on Monday it would buy Yahoo Inc's core internet properties for \$4.83 billion in cash, marking the end of the line for a storied Web pioneer and setting the stage for a big new internet push by the telecom giant. Verizon (VZ.N) will combine Yahoo's (YHOO.O) search, email and messenger assets as well as advertising technology tools with its AOL unit, which it bought last year for \$4.4 billion. Verizon has been looking to mobile video and advertising for new sources of revenue outside the oversaturated wireless market.

The No. 1 U.S. wireless operator is betting that it can take data on more than 200 million unique monthly visitors to Yahoo sites, many of them on mobile devices, and combine it with data on 150 million or so unique monthly AOL users and data on its own user base of over 100 million wireless subscribers to offer a more targeted service for advertisers. Barclays said last month Verizon could save \$500 million a year in costs of acquiring internet traffic and other expenses by buying Yahoo's internet business. The deal likely means more investment in popular content sites such as AOL's Huffington Post and Yahoo Finance when they become part of a much larger entity. "It now becomes somewhat easier to justify investing in content," said Brian Wieser, an analyst at Pivotal Research.

Verizon said it would provide more detail on the strategy behind the acquisition when it announces second-quarter earnings on Tuesday. The integration of Yahoo will not come without challenges. In its latest results, it reported a second-quarter net loss of \$439.9 million as it wrote down the value of Tumblr, the microblogging and social media service it acquired in 2013 for \$1.1 billion. Even with AOL and Yahoo, Verizon would still be far behind Google and Facebook. According to eMarketer, Yahoo is expected to generate \$2.32 billion in net U.S. digital ad sales, while AOL is expected to make \$1.3 billion in 2016.

Facebook and Google are forecast to deliver sales of \$10.3 billion and \$24.63 billion, respectively, by the end of this year. The Verizon deal would transform Yahoo into a holding company, with a 15 percent stake in Chinese e-commerce company Alibaba Group Holding Ltd (BABA.N) and a 35.5 percent interest in Yahoo Japan Corp (4689.T) as well as Yahoo's convertible notes, certain minority investments and its non-core patents. Yahoo executives said the remaining company is structured to "indefinitely" hold its Yahoo Japan and Alibaba stakes. They are worth about \$40 billion based on their market capitalizations, while Yahoo had a market value of about \$37.4 billion at Friday's close.

“If you spend too much time thinking about a thing, you'll never get it done.”



BUSINESS TWEETS



Flaviana Matata is the Founder of Famous Lavy Products Tweeted about the First Lady of United States who becomes the first woman in history to have speeches at both the RNC and DNC in the same year.



John F.kennedy School of Government at Harvard is the global leader in educating and empowering individuals committed to public service Tweeted Steven Overly post in www.washingtonpost.com about the Reason Behind Humans once opposed coffee and refrigeration and why we often hate new stuff



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...

MAKING THE CLICKING BUSINESS CLICK

- Interviewed by,
Guru Thilak

Suresh, M.D of BSAGE comes from a business family where his father Eknaath is one of the pioneers in Photography & Videography Business in South India. In Spite of having an established brand called "Eknaath Videos" Suresh wanted to work, so he joined a Software Company and worked there for sometime.

After his successful stint in the company he wanted to start his own business. Instead of continuing with their existing brand, he started a new brand called "BSAGE" and also introduced lot of other services. Let us see what he has to say about this new business

When did you start B-Sage?

When I decided to come out of the employee life. I thought I should start my own business that is when I started B-Sage communications in the year 2009. See basically our family business was into photography, way back in 1980. So when I decided to start my own business, I did not want to start it under the brand name of Eknaath videos. That is when I decided we should establish a brand B-Sage which could cater to corporates as well as to individual clients.

SURESH S EKNAATH
MANAGING DIRECTOR, BSAGE

So if we take the current trend. Generally any startup, chooses a technology product. But what made you to choose a traditional business?

It's a very nice question. Even though my work life with the software company gave me knowledge on how a techy startup could be, i did not want to take that route. I choose Photography business over others is because the market is huge and matured as well. Moreover, my path exposure in the field made me to take up this business. People understood the need for photography. There was a slack period where people were not spending for photography.

But today if you see, every corporate company has training programs. Hence there is a need for photography. Then, if you look at wedding, day to day functions people start to realize that there is a need for professional photography. Everybody has digital cameras at home; everybody has experienced cameras though, because their passion for photography is there. But when you call professional photographers like us, we are there to capture your moments where you will have to be with your family and spending and enjoying your function, right!

What are the services that you provide here?

See we at B- sage provides 100 plus services which are related to photography and videography. Customers are offered various services for them to save their memories on a hard disc, on a CD or in any platform. There are digital albums, which we create for them. If you take B- Sage from the time we started we have grown from strength to strength by having our in house team. Initially, when we started we never had a designer or an editing team. Now B- Sage has an in-house editing team and we have our own design team which serves to all the clients for their designing requirements.

We have our own dubbing studio which helps a lot of young singers and dubbing artist to come here and take a test and editing to be done. For which re-recording and dubbing can be done at our studio. We also have a production house where a lot of modeling shoots, product shoots are being done. So these are the things we currently have in house. Earlier we had to go out for all these services which had an effect on the cost. So now having this in-house helped us to bring down the cost. Now that we are in business for over 5 years, we have come across lot of corporate clients and other customers who are looking out for good gifting

and framing solutions as a service. Customers can walk in with their photographs where they can tend to have at around 100 to 200 gifting solutions. They can decide to give from a coffee mug to a frame of life size. We are planning to come out with an app based gifting solutions for customers through which they can send their photos. We will work on the gift and deliver it to them.

What are the challenges in your Business?

The major challenge, which we face in our business is the competition in terms of sales. One is on the quality front and the other one being lot of new young cameramen who are really talented. So, for us to keep up to their competition we need to have the right talent and place to face them and ensure that the customers believe in a brand. Main advantage of a customer stepping into a brand or a studio is because he gets all the services at one place, he doesn't have to go to too many places, say for instance one for videography, one for photography and so on. We call ourselves as one stop solutions for all digital needs.

What are the three critical things that you focus on a daily basis?

Three critical things what I focus on a daily basis is that I make sure that I make a list of things that I have to address for that day. One is quality check. We ensure that the quality is maintained in all departments and the second one is timely delivery to ensure that the customers are happy about our services. The last thing is customer's grievances to ensure that there is no unhappy customer in B-Sage.

What is your advice for aspiring Entrepreneur?

Every individual who is going to be starting his own business, he is going to enjoy his entrepreneurship cheers!





TECHNO LOGIC USEFUL BUSINESS TOOLS AND SERVICES



INTERVIEW QUESTION AND ANSWERS

★★★★★

Looking for Job Interview Questions with Answers App ? You're at the right place. Placecom - "Interview Guide" provides you a wide range of Interview questions (with smart answers) that an organization demands from candidates,

KEY FEATURES

1. 40 Most Important Interview Questions covered for each Subject Areas (Total 500+ Questions)
2. 14 Different Subjects covered
3. Useful for Freshers & Experienced Professionals
4. GD Tips & Topics
5. Free Resume Sample & Review
6. Best Interview Guide & Aptitude Preparation
7. Logical Reasoning, Verbal, Maths, Puzzles covered with a sample paper, easily downloadable.
8. Easy to use GUI and Navigation Controls
9. Simply Fast and Requires NO Internet Connection
10. Best for preparing your resume before Interview
11. Helps you rehearse/practice own answers & compare them
12. Answers important interview tips like
13. What to do when you don't know the Answer ?
14. What to wear on the day of Interview ?
15. Strong Services & We do really work on your feedback

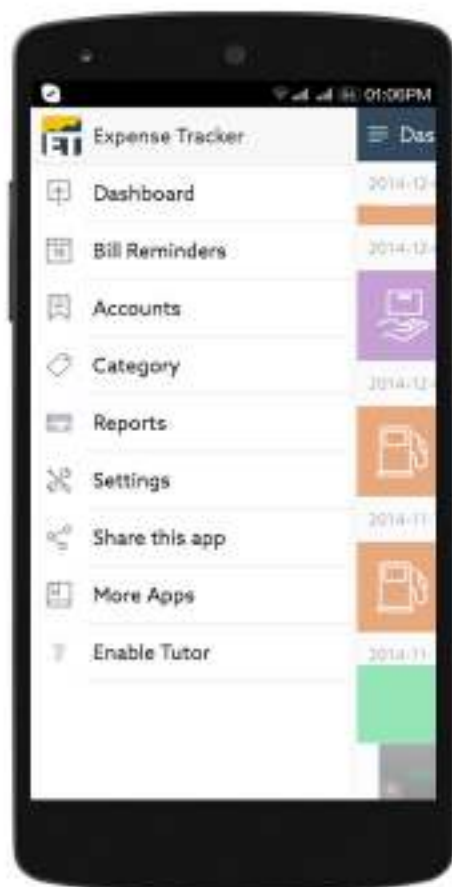
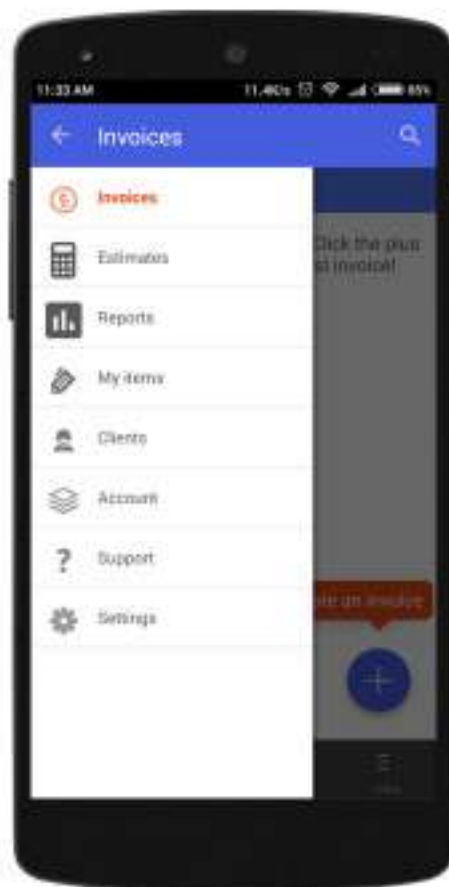
INVOICE & ESTIMATE ON THE GO



Invoice Simple is an easy and convenient invoice app to send invoices & estimates to your customers. The free version can be used to create a limited number of invoices, you can upgrade in-app to be able to create an unlimited number of invoices. With Invoice Simple you'll be invoicing customers in no time, sending them professional PDF invoices with ease.

KEY FEATURES

1. Invoices for products and services
2. Create and send estimates to your customers, convert them to invoices later
3. Customize invoice fields: quantity, rate, shipping and item number
4. Invoice payment terms (eg 30 days, 14 days)
5. Generates receipts, makes a great receipt template
6. Discount on item or total
7. Tax on item or total
8. Tax inclusive or exclusive
9. Customize company logo on your invoice templates
10. Invoice # in letter and number
11. Create a PDF invoice or estimate easily
12. Email your invoice to an invoice



WHERE'S MY STAFF ★★★★★

Expense tracker is a complete app to track your all the expenses bared by your pocket or bared by you & manage your personal finance. So that you can trace where your money goes as well as from where money comes in, you can limit & plan accordingly. Expense tracker is a feature rich tracking application with numerous powerful tools like, Income/Expense, Bills, Accounts, Reports etc., and behaves as a powerful expense manager.

KEY FEATURES

1. Create your own categories
2. Set High quality icons to categories
3. Notify you before 1 day, 2 days, 3 days, 5 days, Weekly, Monthly or Yearly
4. Log Expense and Income
5. Manage Multiple Accounts
6. Search by Categories
7. Search by Keywords

GUESS WHO & WIN

SUBMIT YOUR ENTRIES BEFORE AUGUST 15, 2016



- 1st prize - Reach ERP Software Worth Rs. 54,000/-
- 2nd prize - Reach ERP Software Worth Rs. 36,000/-
- 3rd prize - Reach ERP Software Worth Rs. 18,000/-
- 30 consolation prizes worth Rs. 30,000/-

PARTICIPATE

*conditions apply

WINNERS

July Edition

1. Ashwin Arul
Chennai
2. Sumeet Agarwal
Bombay
3. Ashish Chhikara
Dehradun

Ans : Sundar Pichai, CEO, Google



THE ABUNDANCE PRINCIPLE

Once a man got lost in a desert. The water in his flask had run out two days ago, and he was on his last legs. He knew that if he didn't get some water soon, he would surely die. The man saw a small hut ahead of him. He thought it would be a mirage or maybe a hallucination, but having no other option, he moved toward it. As he got closer, he realized it was quite real. So he dragged his tired body to the door with the last of his strength. The hut was not occupied and seemed like it had been abandoned for quite some time.

The man entered into it, hoping against hope that he might find water inside. His heart skipped a beat when he saw what was in the hut - a water hand pump. It had a pipe going down through the floor, perhaps tapping a source of water deep under-ground. He began working the hand pump, but no water came out. He kept at it and still nothing happened. Finally he gave up from exhaustion and frustration. He threw up his hands in despair. It looked as if he was going to die after all. Then the man noticed a bottle in one corner of

the hut. It was filled with water and corked up to prevent evaporation.

He uncorked the bottle and was about to gulp down the sweet life-giving water, when he noticed a piece of paper attached to it. Handwriting on the paper read : "Use this water to start the pump. Don't forget to fill the bottle when you're done." He had a dilemma. He could follow the instruction and pour the water into the pump, or he could ignore it and just drink the water. What to do? If he let the water go into the pump, what assurance did he have that it would work? What if the pump malfunctioned? What if the pipe had a leak? What if the underground reservoir had long dried up?

But then... maybe the instruction was correct. Should he risk it? If it turned out to be false, he would be throwing away the last water he would ever see. Hands trembling, he poured the water into the pump. Then he closed his eyes, said a prayer, and started working the pump. He heard a gurgling sound, and then water came gushing out,

Happiness Quotient





more than he could possibly use. He luxuriated in the cool and refreshing stream. He was going to live!

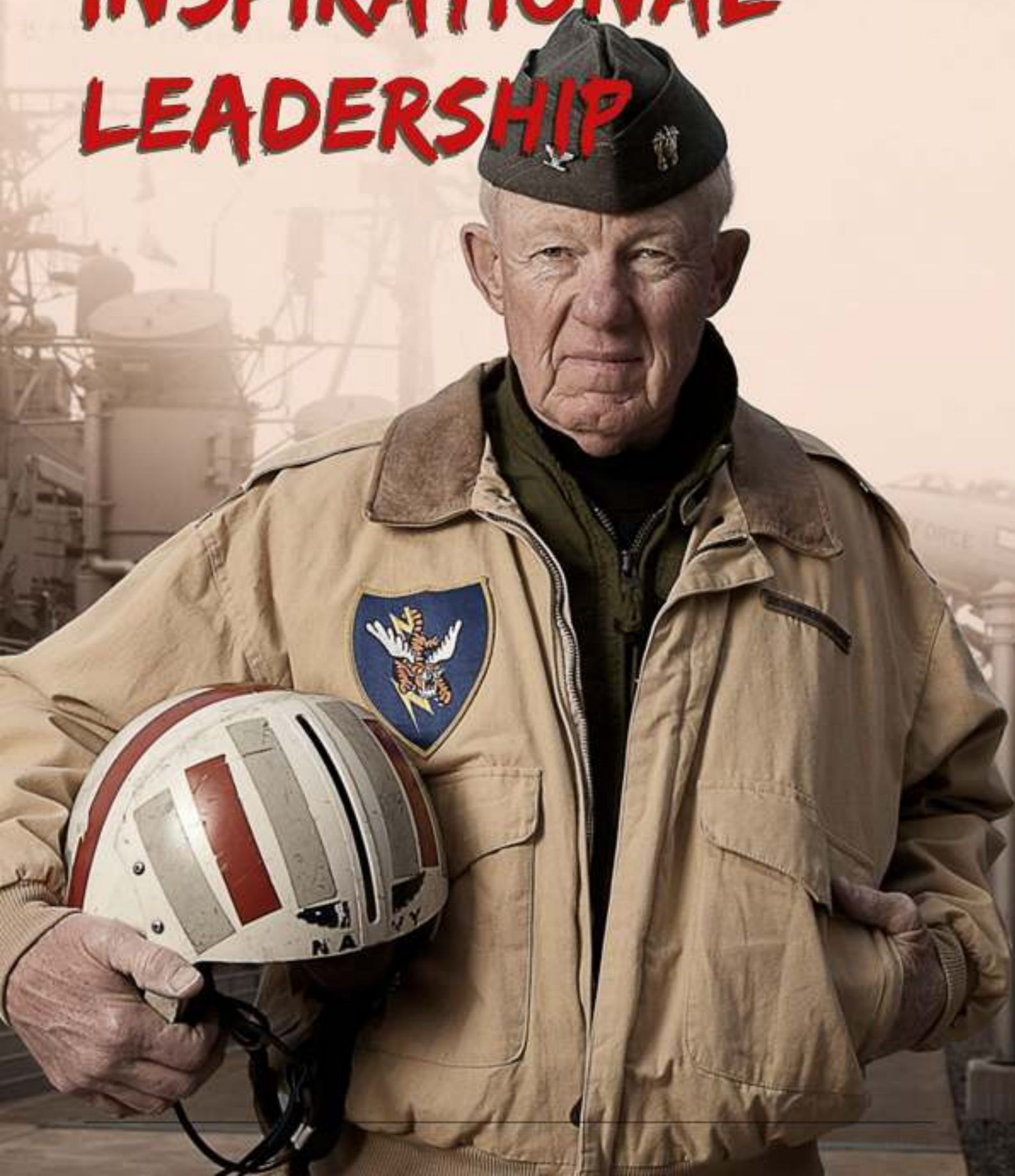
After drinking his fill and feeling much better, he looked around the hut. He found a pencil and a map of the region. The map showed that he was still far away from civilization, but at least now he knew where he was and which direction to go. He filled his flask for the journey ahead. He also filled the bottle and put the cork back in. Before leaving the hut, he added his own writing below the instruction.

**"Believe me,
It works!"**

This story is all about life. It teaches us that We must GIVE before We can RECEIVE Abundantly. More importantly, it also teaches that FAITH plays an important role in GIVING. The man did not know if his action would be rewarded, but he proceeded regardless. Without knowing what to expect, he made a Leap of Faith.

Water in this story represents the Good things in Life - something that brings a smile to your face. It can be Intangible Knowledge or it can represent Money, Love, Family, Friendship, Happiness, Respect, or any number of other things you Value - Whatever it is that you would like to get out of life - that's water. The water pump represents the Workings of the Karmic Mechanism. Give it some "Water" to Work with, and it will RETURN far more than you put in.....!!!

INSPIRATIONAL LEADERSHIP



Inspirational Teamwork Story – Something to think about In the daily grind of life we sometimes fail in being grateful and recognizing all of the good that is done on our behalf. Here is an inspirational teamwork story that demonstrates that there are many working on a team that we often times fail to recognize for their good work.

This teamwork story is about a US Naval Academy graduate and jet fighter pilot in Vietnam by the name of Charles Plumb. He had completed 75 combat missions when he was shot down. Plumb was ejected and parachuted into enemy hands afterwards spending six years in a Vietnamese prison. Fortunately he survived and today lectures on the many lessons he learned. One day while eating at a restaurant with his wife a man came up and said, "Your Plumb! You flew jet fighters in Vietnam from the aircraft carrier Kitty Hawk. You were shot down!"

"How in the world did you know that?" asked Plumb. "I packed your parachute," the man replied. Charles Plumb in surprise and gratitude had to catch his breath. The man then shook his hand and said, "I guess it worked!" Plumb assured him it had and said, "if your chute hadn't worked, I wouldn't be here today." That night Plumb could not sleep. He

said, "I kept pondering what he might have looked like in a Navy uniform – a Dixie cup hat, a bib in the back, and bell bottom trousers. I wonder how many times I might have seen him and not even said good morning, how are you or anything because, you see, I was a fighter pilot and he was just a sailor."

Plumb thought a lot about that man who had packed his parachute and the hours he spent at a wooden table at the bottom of the ship carefully packing his and others chutes. He held in his hands the chute; the fate of someone he did not even know. Charles Plumb is now a motivational speaker telling this story to hundreds. He always ask his audiences after telling it, "Who's packing your parachute?"

In our life many people have a hand in our parachutes. Are we taking the time to acknowledge them, thank them, reward them? It is very easy to overlook the work of many. When an athletic team has won a championship do you ever hear them thank the trainer, the cook, the bus driver? Do they take the time to reward them too? It takes a lot of people to create a championship team.

Who on your team
works on your
parachute?





E-COMMERCE BUSINESS DIFFERENTIATION WHICH WILL KEEP YOU AHEAD OF YOUR COMPETITION

India is witnessing a sea change in the buying pattern of the consumers. Suddenly we could see people moving into the habit of online shopping. With the introduction of faster internet connections and mass advertising by e-commerce companies consumers are slowly drawn towards online shopping. Almost every day we can see a new online company coming up in the market. As a result

we could witness a huge increase in online shopping. But to reach this level, online companies had to come out with lot of things like full page Ads in Newspapers, TV ads, cash on delivery, one day delivery, special discounts, easy returns, order tracking, exclusive products, seller ratings, mobile app and so on. At present E-commerce sites are happy that people have come to the habit of shopping online. But now the new challenge for them is the competition.

Leading Online Retailers like Flipkart, Amazon, E bay, Snapdeal etc have their own set of market share. But there are more and more players entering this segment. If you see overall almost all of them provide the same products with more or less the

same offers. So what is the differentiator between these companies? All the big players offer all the things that are offered by their competitor. Take an example of Flipkart vs Amazon. Not much you can differentiate between the two. Is it going to be the "Big day sale" that is happening once in a month or week which differentiates them? Is it going to be their Full page Ad or heavy TV promotions or online promotion? These things are important but they are not the only thing which will make them to stay on top.

If you take a physical Retail store the differentiator can be location, ambience, customer service, price, personal rapport etc. So it is much easier to retain regular retail store customer compared to an online retail customer. In case of an E-tailer the differentiation factor is very less. So it becomes part of the business model to create differentiation wherever possible. This differentiator again is not a one-time effort it has to be a continuous effort. So E-tailers should proactively work on this space in order to stay on top. This has to be something equaling to the efforts technology Products Company does on a regular basis. Take an

Go On...

- By
Guru Thilak

Go Online

example of Apple or a Samsung phone; they constantly invest time and money to come out with new features to stay on top. Similarly E-tailers have to come out with innovative differentiators to be on top in the long run. Let us see what kind of differentiators which can help E-tailers to stay on top.

TOP 5 E-COMMERCE BUSINESS DIFFERENTIATION WHICH WILL KEEP YOU AHEAD OF YOUR COMPETITION

Loyalty Programs: Loyalty programs have been part of Retail business for years. This has been one of the successful ways of retaining customers in Retail segment. When it comes to e-tailing people's loyalty to brand goes for a toss. Even though E-tailers have come out with loyalty programs it has not been effective so far. So they need to re work on their loyalty program strategy to make it more effective. Since most of the E-tailers do not have their own products they were not able to use this effectively. But they have to cut down on their margins and give their own loyalty points for the buyers.

Chat options: Generally people tend to take opinions from their close circles before making a purchase decision. When it comes to online people are isolated when making a purchase decision. So it delays the purchase decision. In order to reduce the sales cycle E-tailers should come with app or a feature where they should be able add their opinion leaders during the buying process. Flipkart's ping and Reach CRM have already come out with this chat feature. Of course Reach CRM is meant for Sales team for internal discussion which is used for a different purpose. In Flipkart ping user can involve his set of people in purchase decisions. Sure other E-tailers will also launch their own version of ping shortly.

Group Discount: Group discount is another option which E-tailers can think about. As of now this is not been used by E-tailers. By group discounts E-tailers can make more people buy and the volume of sales can be increased considerably. Group discounts can be in the form of Friends group, Family group, Colleagues group etc. This can be another differentiator where competitors can find it difficult to work on group discounts.

Knowledge Resources: E-tailers should help the buyer by including buying guides for all products offered in their portal. E-tailers should have a bank of knowledge resources which should help the buyer in making the buying decision faster. The knowledge resources can be in the form of buyer guide eBooks audio and video resources. The chance of buyer buying the product will be much higher if the website has all the information that is required by the buyer.

Real time advisor: Apart from the knowledge resources, the buyer should also be given an option to take opinion of experts who should be available real time either via chat or through phone call. E-commerce companies should have experts in each category of products that they offer. This becomes a vital feature when it comes to technology products. Currently they have ratings by buyers. But real time advice will always help the buyer to decide faster.

Differentiators will be the major game changer for e-commerce companies in the long run. So, online retailers should focus more on these differentiators to be the market leader. The above mentioned differentiators are not exhaustive in nature. There will be more differentiator coming up in future.

You can visit us here: www.reacherp.com

LEARN NEW TRICKS

REACH ERP SOFTWARE VERSION-4

- Compiled by,
Martina Cinderella



1. How to edit Invoice/Bill/Quote/Sales order No.?

General Settings
Home / Settings / General Settings

About Your Company and Financials

Default Settings:

Books Starting Date (dd/mm/yyyy)

Financial Year Ending Date (dd/mm/yyyy)

Transaction Page Size

Settings Page Size

Invoice/Bill/Quote/Manufacturing Order/Service/Bill/Order/ Suborder ID number Editable

Allow back date entries

Do you want to send mail from user?

Required GC Approval for POs? Mandatory?

Do you want to generate a QR? when new invoice users login?

Enter Mobile number to generate QR

Define Amount Decimal Point

Do You Want to Show Customer Name in Print?

Do you want Costing details calculation in Job Cost?

Do You Want To Maintain Estimate Separately

Do you want to "Add to Accounts" automatically?

Save

Solution:

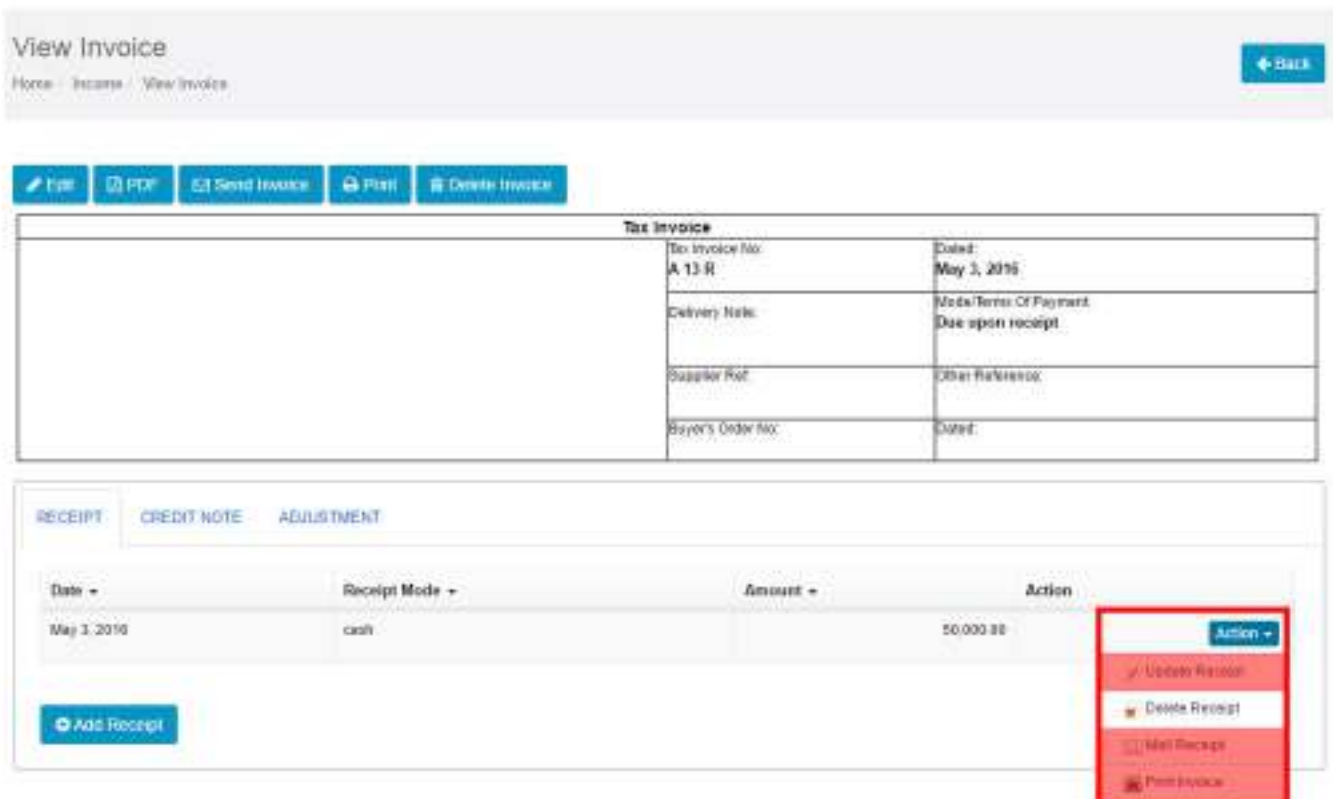
Go to Settings. Now click General Settings under Admin tab. Then click Edit. Click the check box. Now click save.

2. How to check net speed if Software is slow?



Solution: Check your Computer Internet speed at www.speedtest.net. Click Begin Test your Download speed should be minimum 2Mbps.

3. What to do if the invoice is unable to delete?



Solution: Click Invoice under Income tab. Click view invoice under Action tab. Delete receipt under action tab.



ZARI VASTRAM

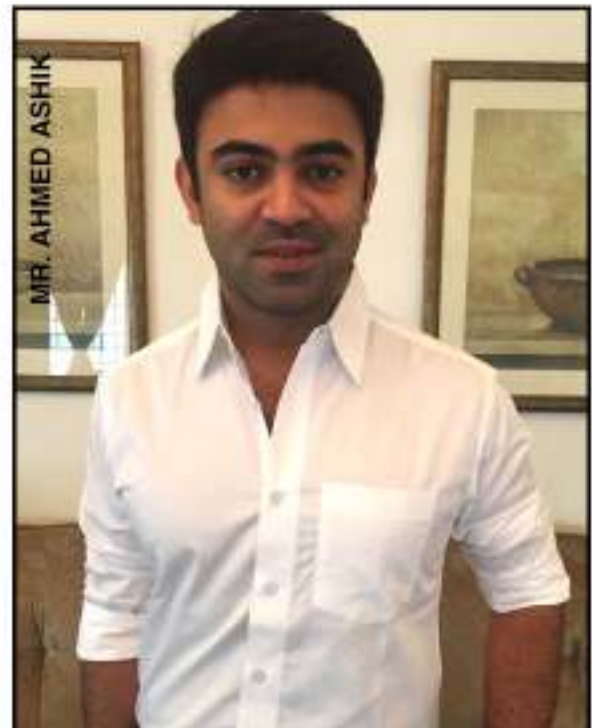


Ethnicity Meets DIGITAL

- Interviewed by Fami Basumatary

Indarjith Mathivanan, C.E.O / Co-Founder, TresMercari hails from an industrial family and has a vast experience in various businesses including textiles, education and technology and other business domains. He completed his Bachelors in Engineering honors and Business Studies in Solent university in Southampton, England. He comes from the fourth generation entrepreneur family with experience across merchandising, designing, production management, marketing and brand creation. Prior to joining and Co-founding ZariVastram he co-founded and managed French Kick, a European fashion brand from 2010 to 2015.

From 2007 to 2012, he was the Managing Director and C.E.O of Caliber Corporation SPRL, Liege, which was a textile manufacturing and distribution company in Liege, Belgium. He is also the Vice Chairman of SSM Educational institution, which operates SSM Engineering College, SSM Arts and Science College, SSM School of Management and applied sciences and SSM Knowledge Kendra International School, in Tamil Nadu.



MR. AHMED ASHIK

How would you describe ZariVastram?

ZariVastram is a Social Entrepreneurship Initiative which is being promoted by the Tres Mercari group to bring together the real tradition of the Ethnic Indian apparel and Indian handlooms and textile curated from different parts of the Indian subcontinent, to promote and help artisans, weavers and small scale textile business owners and other related vendors in India, helping them with digitalization of their businesses, providing optimized manufacturing and production techniques, product diversification by introducing latest designs and connecting the manufacturers with new age designers, arranging working capital and bank funding to businesses in need and providing required marketing and sales support. By bringing all these segments of the Ethnic apparel industry under one roof, they aim to help this community in the most transparent fashion.

How did ZariVastram start?

I was sent away to study in England. After completing my education from England, I was offered to move to Belgium, where I had to set up and run a textile distribution company. While I was in Belgium, I started up my own online fashion label by the name of French kick. Things were going smooth and i was very much satisfied with my choice of work.

In 2014, a sharp turn took place in my life when I came back to India to source some raw materials from the weavers of Tamil Nadu. As "going digital" was becoming the new fad, I saw this people had no access to understand the evolving nature of the industry. I was emotionally moved and this situation urged me to do something meaningful to contribute towards uplifting these communities. That made me to launch a digital platform to help the community of weavers, artisans and other small-scale textile manufacturers. ZariVastram was Born.

Where did this idea of promoting social entrepreneurship initiative come from?

Once i decided on the project of and the mission i committed to, i worked alongside many people in this trade and tried to understand the eco system. I learned and discovered that the ethics and morals were missing, and the people who mattered the most, the weavers, the artisans, the manufacturers who toil day in and day out were not rewarded or compensated in any way that the skill that they possess deserves.

So keeping that in mind i went about creating my team that i would require to make this mission possible. And thanks to the good will of my family i met the right people, like Mr. Kamal Nangia who understands and knows the ecosystem of the Indian textile industry in and out and what is the need of the hour. He gave me the confidence and came onboard to strategies and develop the business. And Mr.s Vamsi Krishna , who understood our project and was the only one who had the capability to build the technology that would be able to deliver what ZariVastram aspires to achieve.

What challenges do you face?

1. User engagement and Customer acquisition for such a varied and vast project.
2. customer retention
3. Delivering the ultimate shopping experience, which keeps the customer coming back for more.
4. Signing up vendors
5. Marketing for the whole venture as its unprecedented on the scale we wish to operate.
6. Execution

Benefits of running a social entrepreneurship initiative promoting company?

Sustainability is the wholesome reason for us to operate and execute this project as a social entrepreneurship initiative by promoting our company as a business venture.

How would you explain a life of an entrepreneur?

Entrepreneurship has a very broad meaning according to me. The people who choose that path are a breed who are driven by either passion or with a purpose in life. And each ones lifestyle varies with what they want to achieve and how fast they want to achieve it in. Being an entrepreneur is not just about changing your life but about changing the lives of many people. Its neither a part time job nor a full time job. its a way of life, which includes a lot of sacrifices, determination, and commitment to what you believe in.

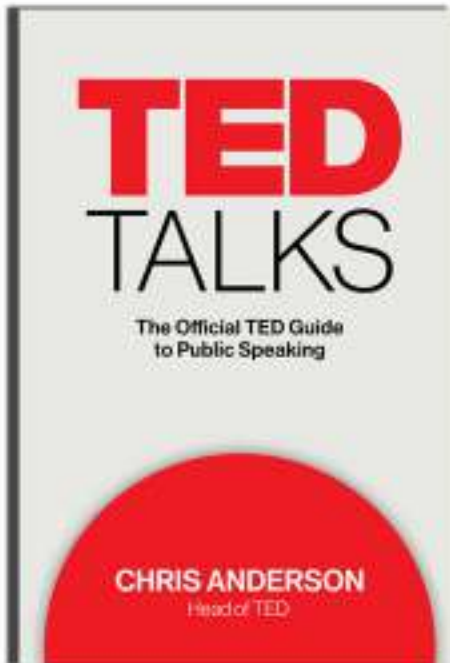
Future goals for your company?

To bring organization to the indian textile and lifestyle manufacturing Eco-system, To create BRICK & CLICK marketplace and a network for ethnic Indian garment Weavers, Artisans, traders & manufacturers.

Any advice for people who want to start their own companies?

Start a company only if you feel that you have the vision and capability to make a change in the society. Have a goal in mind, never deter from that goal and build a team that you can inspire and believe in that same vision. Believe in them and empower your team and lead them with confidence.

Participate, Collaborate and Delegate !



TED Talks: The Official TED Guide to Public Speaking

Author : Chris Anderson

Since taking over TED in the early 2000s, Chris Anderson has shown how carefully crafted short talks can be the key to unlocking empathy, stirring excitement, spreading knowledge and promoting a shared dream. Done right, a talk can electrify a room and transform an audience's worldview. Done right, a talk is more powerful than anything in written form. This book explains how the miracle of powerful public speaking is achieved and equips you to give it your best shot. There is no set formula; no two talks should be the same.

The goal is for you to give the talk that only you can give. But don't be intimidated. You may find it more natural than you think. Chris Anderson has worked behind the scenes with all the TED speakers who have inspired us the most and here he shares insights from such favorites as Sir Ken Robinson, Amy Cuddy, Bill Gates, Elizabeth Gilbert, Salman Khan, Dan Gilbert, Mary Roach, Matt Ridley and dozens more. This is the 21st-century's new manual for truly effective communication and it is a must-read for anyone who is ready to create impact with their ideas

A photograph of a person wearing a blue jacket sitting at a wooden table. In front of them is a white cup of coffee on a saucer. They are holding an open book and looking at it. The background is slightly blurred, showing an outdoor setting.

B READERS POINT



Platform Revolution: How Networked Markets Are Transforming the Economy

Author : Sangeet Paul Choudary, Marshall W. Van Alstyne, Geoffrey G. Parker

Uber. Airbnb. Amazon. Apple. PayPal. All of these companies disrupted their markets when they launched. Today they are industry leaders. What's the secret to their success?

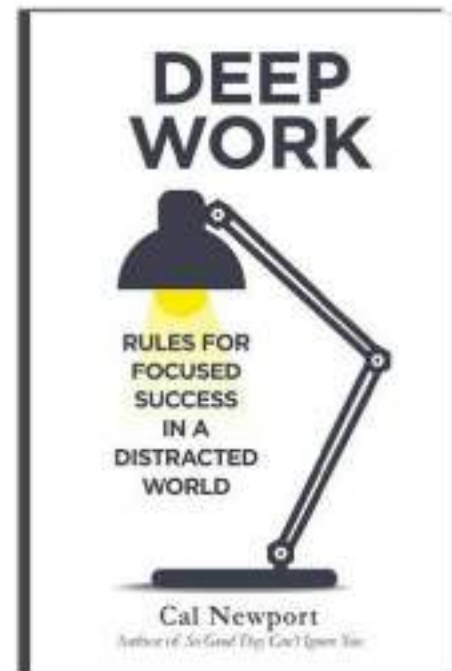
These cutting-edge businesses are built on platforms: two-sided markets that are revolutionizing the way we do business. Written by three of the most sought-after experts on platform businesses, Platform Revolution is the first authoritative, fact-based book on platform models. Whether platforms are connecting sellers and buyers, hosts and visitors, or drivers with people who need a ride, Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary reveal the what, how, and why of this revolution and provide the first "owner's manual" for creating a successful platform business. Platform Revolution teaches newcomers how to start and run a successful platform business, explaining ways to identify prime markets and monetize networks. Addressing current business leaders, the authors reveal strategies behind some of today's up-and-coming platforms, such as Tinder and SkillShare, and explain how traditional companies can adapt in a changing marketplace.

Deep Work: Rules for Focused Success in a Distracted World

Author : Cal Newport

Cal Newport discusses in his new book, Deep Work: Rules For Focused Success In A Distracted World, about how professionals of today have started valuing quantity over quality; and how this has turned young professionals of today into puppets who try to indulge in extensive multitasking, dealing with multiple emails and projects. This prevents them from doing 'deep work'; which is focused work free from all other distractions. This also means that the professionals of today should sort out their priorities.

Newport uses principles of psychology and neuroscience to enhance his points. He elaborates how to improve a person's cognitive abilities and how employers should encourage workers to not take shortcuts for completing projects. He claims that the best way to break away from the corporate race is to take a break from technology and social media and use some alone-time to rewind and introspect. Newport enforces the beliefs of a non-technophile to deliver work that is productive and efficiently delivered.



Automate Your Business with
REACH ERP



MORE THAN
3000+
USERS ACROSS
COUNTRIES

Do you want to experience it?
Call us for a free Demo at
95660 23463
www.reacherp.com