



Department of Commerce, ISWK



# BUSINESS COMMUNIQUE

APRIL 24 VOL 1

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# From The Leader's Desk

We are thrilled to announce the launch of the Business Communique newsletter! Designed with you in mind, this newsletter will become your reference for all things business and entrepreneurship at our school. Whether you're dreaming of launching your own venture, exploring career paths, or simply curious about the latest trends, this newsletter will keep you informed and engaged.

This newsletter is aimed to be more than just information; it's a community. We encourage you to actively participate by submitting your own ideas, articles, and creative expressions. Let's use this platform to learn, grow, and inspire each other on our entrepreneurial journeys.

Remember, your entrepreneurial spirit is what fuels our future. Let's make the most of this exciting opportunity!  
Best wishes.



**Sachin Toprani**  
**President, ISWK**



I am delighted to extend my warmest greetings to all as we embark on a new and exciting venture with the launch of our newsletter, "BUSINESS COMMUNIQUE," brought to you by the Department of Commerce.

This newsletter serves as a significant platform for the dissemination of vital information and updates related to the dynamic activities conducted by the Business & Entrepreneurship Club. Our goal is not only to inform but also to inspire and foster the creative skills of our students.

The Business & Entrepreneurship Club has consistently been a hub of innovation and collaboration, and through "BUSINESS COMMUNIQUE," we aim to showcase the remarkable talents and achievements of our students.

**D.N. Rao**  
**Principal, ISWK**

I would like to express my gratitude to the Department of Commerce, the Business & Entrepreneurship Club, and all those involved in bringing this newsletter to fruition. Your dedication and hard work are commendable, and I am confident that "BUSINESS COMMUNIQUE" will become a cherished source of inspiration and knowledge for all.

It is with great pleasure and enthusiasm that we welcome you to the inaugural issue of "BUSINESS COMMUNIQUE," brought to you by the Department of Commerce.

In an era defined by rapid globalization, technological advancements, and evolving market dynamics, effective communication is paramount. With this newsletter, we aim to provide a comprehensive platform where insights, innovations, and industry trends converge, facilitating informed decision-making and fostering collaborative discourse within the business community.

Let's embark on this journey together, filled with learning, growth, and endless possibilities. Here's to the success of "BUSINESS COMMUNIQUE" and the bright futures of all its readers and contributors.



**Jayaprakash K Pillai**  
**Vice Principal, ISWK**



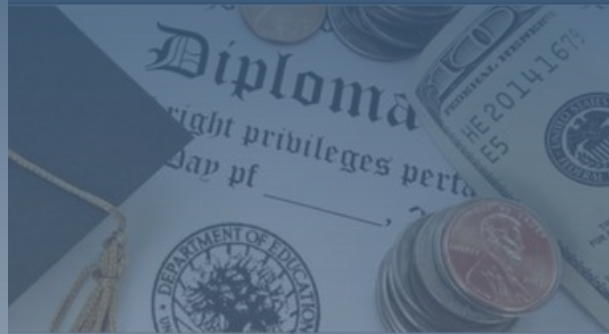
The Department of Commerce at ISWK, has consistently established benchmarks of excellence and endeavours to provide impeccable opportunities for those with a penchant for honing their skills and persona. With multiple competitions and events conducted by the Business & Entrepreneurship club we have been able to develop invaluable skills such as leadership, teamwork & perseverance in our students.

“Putting pen to paper is like striking a match; it sets the imagination ablaze with endless possibilities.”

With the Launch of “BUSINESS COMMUNIQUE” the only magazine in the Sultanate for students of Accounting & Business in the Indian Schools, we hope to foster a community of intellectually curious readers who are eager to explore new ideas, challenge their assumptions, and broaden their horizons. For our students, this launch promises to be a unique and enriching experience, and for our team of makers, this magazine has been a beautiful journey.

I extend my heartfelt felicitations to the Editorial Board for their laudable exertions and outstanding efforts in publishing this unique magazine with exceptional zeal and ardour and to the entire team of commerce teachers for their continuous involvement in guiding the students.

**H.S. Bagga**  
**Assistant Vice Principal- Commerce, ISWK**



Regularly engaging with potential customers online, and by posting experiences of alumni of your institute, may help in making on your customers

### By Shailee Modi



Most institutes talk about their flexible schedules, and achievements in extracurriculars, but these are much expected by students. Instead, provide information about your institution in a way that makes your customers feel connected to the institute which helps in communicating with them in a more interacting efficient manner. Answering their questions shows that you have the solutions, and this gives you the edge over your competitors. Developing a marketing strategy that revolves around trust and emotionality takes lots of time and effort, but I believe that is what helps achieve best results as it makes a lasting impact on the prospects who are willing to join our institution.

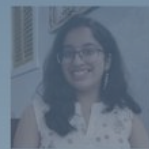
By Ananya Bhamidipati  
The merchandising concept is important for the formation of new strategies (store layout and visual display) because a new look attracts customers, the current customers buy more and it increases sales. The store's design is something that distinguishes IKEA from other conventional stores. With such a store format IKEA is able to stimulate some needs in the customer.  
Most layouts like grid, racetrack, freeform and spine give customers the freedom to explore but IKEA breaks all the rules. It uses a one-way path that goes through 50+ showrooms. IKEA has mastered the psychological phenomenon called the Gruen Transfer which causes a customer to forget about his original intentions when they are surrounded by an intentionally confusing layout making them more susceptible to impulse buying.



It's not just about ideas, it's about making these ideas happen". We can apply this to a business context, and I cite a business plan as an example. A business plan is a crucial tool

Application of the Cuen Effect by IKEA-  
• IKEA's food court changes how the customers feel. Eating food releases dopamine and creates a state of happiness which affects how much a customer spends.  
• IKEA Showrooms have a one-way path which guides you through the entire store allowing you to discover new items along the way.  
• It also uses a merchandising technique called "Bulla Bulla" in which products are piled up in large bins to create the impression that there are lots of products available.  
How IKEA uses principles to grow and create an unforgettable experience -

### By Trisha Manoj



IKEA is known for its affordable prices, dynamic and minimal furniture with compact "flat-pack" for in-home assembly. IKEA was founded in 1943 by Ingvar

## From Nehru to Now: What's changed?

the moon.

# ARTICLES

In the recent time, education has turned into a business profitable one. Every source of revenue needs marketing expansion and it is the need of the hour for educational institutes today. This article encompasses the gist of the marketing strategies used to promote educational institutions.



### By Aviva Shibu



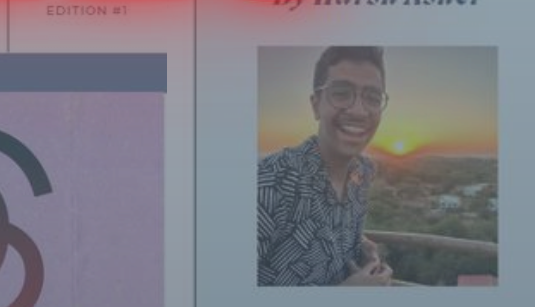
The success of ISRO's third lunar exploration endeavour, Chandrayaan-3, is a significant feat; it is not only a source of national pride but is also capable of having tremendous economic outcomes. The triumphant soft landing on the unexplored south pole region of the Moon is a testament to India's perseverance and abilities. It has positioned India as a prominent player in the space race, which will open up numerous new opportunities for the country's growth.



## Larry's chirp v/s Threads

The number of students walking down career paths towards investment banking has been gradually increasing over the past decade. This is because of various considerations such as career stability and earnings. However, most fail to gain insight into the pros and cons of professional investment banking. Investment banking is one of the most highly paid professions in today's monetary world. These banking professionals are handpicked carefully from the top universities all around the globe, attaining these positions through tedious examinations and internships.  
However, most of them start to question their days when they are employed. An average investment banker works a minimum of 80 hours per week which could extend up to even 100 sometimes which translates to an average of at least 10 to 12 working hours per day. This deprives the bankers of any personal time to dedicate. They are unable to spend time with their loved ones, lacking work-life balance while their morals are being eroded. Complaints and surveys, which have been published based on the banker's mental health, have gained attention and were responded to by some banks such as The Bank of America by a raise of 10% in their salaries and bonuses in some other cases. But the bankers did not feel whether it is a compensation worth trying their lives and soul during the Decade these results revealed by some of the ones who have been in the field for a longer period of time have accustomed to and accepted the fact that they will not be able to give much or any importance at all to their mental health. Statistics have shown that about 54% of the total participants are in need of counselling. The data has also revealed that some significant neglectors of work hour limitations and employee-friendly work environment conditions are Credit Suisse, UBS, etc., where the first years and juniors are most badly impacted. They feel under the direct pressure of senior employees and are provided with unsustainable work environments.  
"We still strongly believe that investment banking is an incredible career and leads to a very attractive set of options. However, we would be more sure we put the mental health and safety of our community first," says Patrick Curtis, the Founder and CEO of WSD (Wall Street Class), the largest online community focusing on careers in finance.  
Investment banking and products are consistently conducted by bankers, even if it is to obtain only a small change in their salary. Investment bankers strive to escape from the shadow of the work pressure that is slowly but surely robbing their member self being day to day.  
Financial institutions are still expected to make further improvements before we have highly educated people going haywire, giving us the existence of potential Patrick Bateman (from the book, "American Psycho" by Bret Easton Ellis 1991 - an investment banker who wanted to have a change in his life besides his work and unconsciously took things a bit too far, dragging other people down along with him.) It is high time we learn from our financial mistakes and provide adequate support to these highly skilled individuals.

### By Khidhi Satishkumar



### By Harsh Asher

India from the time it gained independence has faced various issues and still does to this day. However, it has always shown to the world and



On the whole, it can be said that Twitter and Threads, though closely related, serve different purposes. Threads despite being relatively new has already established itself as a rival to Twitter. To connect best platform will depend your individual needs. Personal updates Thread is a better choice but sharing news and major Twitter would be a good to go with.  
In the vast landscape of language learning apps, Duolingo stands out for its fun and effective teaching methods. But what sets Duolingo apart from other language learning apps is its gamified approach. By turning language learning into a game, Duolingo makes it more engaging and enjoyable. Users earn points, complete tasks, and unlock rewards as they progress through lessons. Adding to this is the Duolingo community of active learners. This allows users to interact with Duolingo managers to share their progress and receive support. Duolingo's success in making language learning accessible to a wide audience, including children and adult learners.  
Duolingo's gamified approach to language learning is a key factor in its success. By turning language learning into a game, Duolingo makes it more engaging and enjoyable. Users earn points, complete tasks, and unlock rewards as they progress through lessons. Adding to this is the Duolingo community of active learners. This allows users to interact with Duolingo managers to share their progress and receive support. Duolingo's success in making language learning accessible to a wide audience, including children and adult learners.  
Duolingo's story is a testament to the power of creative marketing in the digital age. It not only commemorates the potential for tech companies to thrive, but also highlights the significance of understanding user behavior, leveraging viral marketing and embracing a community-driven approach. In a world where effective communication across languages is increasingly crucial, Duolingo's innovative marketing approach has undoubtedly played a crucial role in promoting global linguistic diversity.

### By Akanksh M.



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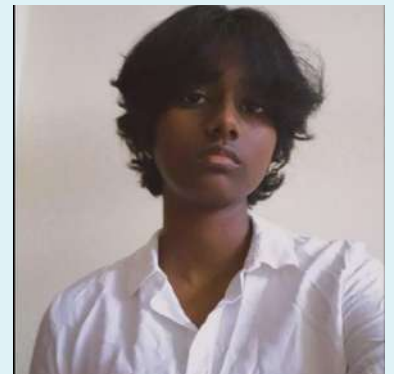
However, most of them start to question their days when they are employed. An average investment banker works a minimum of 80 hours per week which could extend up to even 100 sometimes which estimates to an average of at least 10 to 14 working hours per day. This deprives the bankers of any personal time or self-care. They are unable to spend time with their loved ones, lacking work-life balance while their minds are being exploited ruthlessly. Complaints and surveys which have been published based on the bankers' mental health have gained attention and were responded to by some banks such as The Bank Of America by a raise of 10% in their salaries and bonuses in some other cases, but the bankers are yet not sure whether it is a compensation worth ravaging their lives and well-beings for. Despite these subtle revolts initiated by some, the ones who have been in the

field for a longer period of time have accustomed to and accepted the fact that they will not be able to give much or any importance at all to their mental health. Statistics have shown that about 54% of the total participants are in need of counselling. The data has also revealed that some significant neglectors of work hour limitations and employee-friendly work environment conditions are Credit Suisse, UBS, etc., where the first years and juniors are most brutally impacted. They are under the direct pressure of senior employees and are prevailed over in unsuitable work environments.

***“We still strongly believe that investment banking is an incredible career and leads to a very attractive set of options, however, we want to make sure we put the mental health and safety of our community first,” says Patrick Curtis, the founder and CEO of WSO (Wall Street Oasis), the largest online community focusing on careers in finance.***

Various surveys and protests are constantly conducted by bankers, even if it is to obtain only a small change in their liberty. Investment bankers strive to escape from the shadow of the work pressure that is slowly but surely absorbing their mental well-being day by day.

***By Nidhie Satishkumar***



**Financial institutions are still expected to make further improvements before we have highly educated people going haywire, giving us the existence of potential Patrick Bateman (from the book, “American Psycho” by Bret Easton Ellis 1991 - an investment banker who wanted to have a change in his life besides his work and unconsciously took things a bit too far, dragging other people down along with him.) It is high time we learn from our fictional mistakes and provide adequate support to these highly skilled individuals.**



In the vast landscape of language learning apps, DUOLINGO stands out not only for its effective teaching methods but also for its innovative marketing approach. Founded in 2011 by Luis Von Ahn and Severin Hacker, DUOLINGO has become a global sensation, boosting over 500 million users. This article delves into DUOLINGO's creative and successful marketing strategies that have played a vital role in its rise to prominence.

### **Gamification (Making Learning Fun):**

Duolingo recognized early on that language learning can be a difficult task for many. To address this challenge, the company ingeniously incorporated gamification into its platform. By turning language learning into a game, Duolingo made it more engaging and enjoyable. Users earn points, compete with friends and unlock rewards as they progress through lessons, tapping into the psychological principle of positive reinforcement. The innovative aspect here is that Duolingo managed to strike a balance between education and entertainment, making language learning accessible to a wider audience, including children and casual learners.

### **Crowdsourced Content Creation:**

Another groundbreaking approach employed by Duolingo is crowdsourcing content creation. Rather than relying solely on in-house experts to develop language courses, Duolingo allows passionate volunteers to contribute to course development through its Duolingo incubator program.

This approach not only accelerates the addition of new languages, but also leverages the collective knowledge and enthusiasm of a global community. Duolingo has effectively harnessed the power of user-generated content, further engaging its user base and creating a sense of ownership among contributors.

**Viral Marketing:** Duolingo's "evil" mascot, the Green Owl, is an example of viral marketing done right. The owl, named Duo, has become an internet sensation, known for its humorous and sometimes threatening reminders to users to practice their lessons. Duo has been memed, parodied and shared across social media platforms, creating immense brand awareness for Duolingo. This viral marketing strategy capitalizes on the power of social media and user generated content. Users willingly share Duo's messages and antics, effectively promoting Duolingo to their friends and followers. This organic, word-of-mouth promotion has been instrumental in Duolingo's rapid growth.

**Philanthropy:** Duolingo has engaged in philanthropic efforts, such as the "Duolingo for good" program, where users can translate real world texts to make knowledge more accessible.

**Educational Partnership:** Duolingo partners with educational institutions and organizations to offer language courses for academic and professional purposes, broadening its user base.

*By Akanksh M.*



**Duolingo's story is a testament to the power of creative marketing in the digital age. It not only demonstrates the potential for e-tech companies to thrive, but also highlights the significance of understanding user behavior, leveraging viral marketing and embracing a community driven approach. In a world where effective communication across languages is increasingly crucial, Duolingo's innovative marketing approach has undoubtedly played a crucial role in promoting global linguistic diversity.**



Social media is all about conversations, community, connecting with people around the globe and building relationships. As the competition between social media platforms intensifies day by day, we the viewers get to experience new and engaging ideas every day.

Threads is a new feature introduced by Meta as a competitor for Twitter. It is a new text-based conversation app where communities come together to discuss trends. Twitter on the other hand focuses more on public discussions. Though both the apps serve the purpose of expressions and communication, they have distinct characteristics which set them apart.

Twitter is a **microblogging site** made for content that is brief. Its character restriction of 280 (increased from 140) for postings and emphasis on real-time updates and dialogues make it appropriate for succinct thoughts, updates, and links to external content. It encourages prompt responses, likes, retweets, and engagements. Retweets allow for the rapid diffusion of information. The user's timeline is arranged in chronological order, with the most recent tweets at the top. Users can "pin" tweets to make them more visible and make it easier to read the information. Frequently, hashtags, trending topics, and user recommendations can be used to convey content. Individual tweets can also contain polls, GIFs, videos, and other media.

With Threads, you are not limited to 280 characters and get the freedom of using up to 500 characters which is why Threads is more geared towards social networking. Threads is tightly integrated into Instagram. With a click of a button, your Threads post can also be posted on your Instagram story. Threads has more media options and allows you to share up to 10 items, like Instagram, in your post. With Threads, you can be more creative while sharing your content, thanks to the carousel posts; Twitter is not as fun with additional content since it's a text-first platform.

But a major disadvantage to users of Threads is that if one wants to delete her threads account it will deactivate the corresponding Instagram account. Hashtags used in Twitter let you track posts - but Threads, unlike Twitter, has a more personalized platform that focuses less on global conversations. Threads offers an easy and intuitive interface with minimal clutter. With some of these better features, Threads already seems to have overtaken Twitter. In the world of social media, though Threads is just a newborn it is being compared to Twitter which has already been around for 16 years.

Though recently launched it's already being called Twitter's Rival. Instagram, the app has multiple features that it offers to the users and in all honesty, threads isn't offering that much. Threads can be seen as a complement of Instagram. Its rapid growth primarily reflects Meta's market dominance, but there exists no revolutionary quality or innovation within the product itself.

*By Mehek Jijesh*



**On the whole, it can be said that Twitter and Threads, though closely related, serve different purposes. Threads despite being relatively new has already established itself as a strong rival to Twitter. To conclude, the best platform will depend on your individual needs. For more personal updates Threads would be a better choice but for sharing news and major updates Twitter would be a good option to go with.**





India is on the Moon and over the Moon - and rightly so. 23rd of August marked an important day in India's history as it became the first ever country to reach the south pole of the moon and only the fourth to achieve a soft landing there. Rewind 76 years when India first gained its Independence from the British, and the scenario was vastly different. India wasn't the formidable force that it is today. Fresh from gaining independence from the British, the nation struggled with economic problems, grain shortages, the impact of partition and overall economic stagnation. However, India rebounded using meticulous planning and management. Today India stands tall as one of the most influential countries in the world. Reflecting on India's economic conditions in the 1950s and comparing them to today, we question what the parallels are between the periods.

### 1. Democratic Soul

The 1950s saw India establish its status as the world's largest democracy. The democratic spirit, freedom of speech, vibrant debates and active public participation still plays a predominant part in India's government structure.

### 2. Social Fabric

India's inbuilt diversity, plethora of religions, languages and cultures were its defining characteristics in the 1950s. Today this diverse journey continues as there are over 121 languages and 270 native languages in India.

This plays a huge role in how India goes about with its international and domestic interactions.

### 3. Media and freedom

Newspapers played a vital role in shaping the opinion of the public back in the 1950s. It helped the people of India to be aware of the happenings in the country after they gained independence. The media today is said to be the 4th pillar of democracy as it informs, criticizes and supports the decisions taken by the government.

### 4. Artistic Royalty

From the euphonious melodies of Lata Mangeshkar to the aesthetic and bold paintings of M.F. Husain, 1950s was a golden era for Indian art and literature. To this day, the same/it is famous worldwide for the way the artists portray their various traditions and cultures.

### 5. Social Reforms

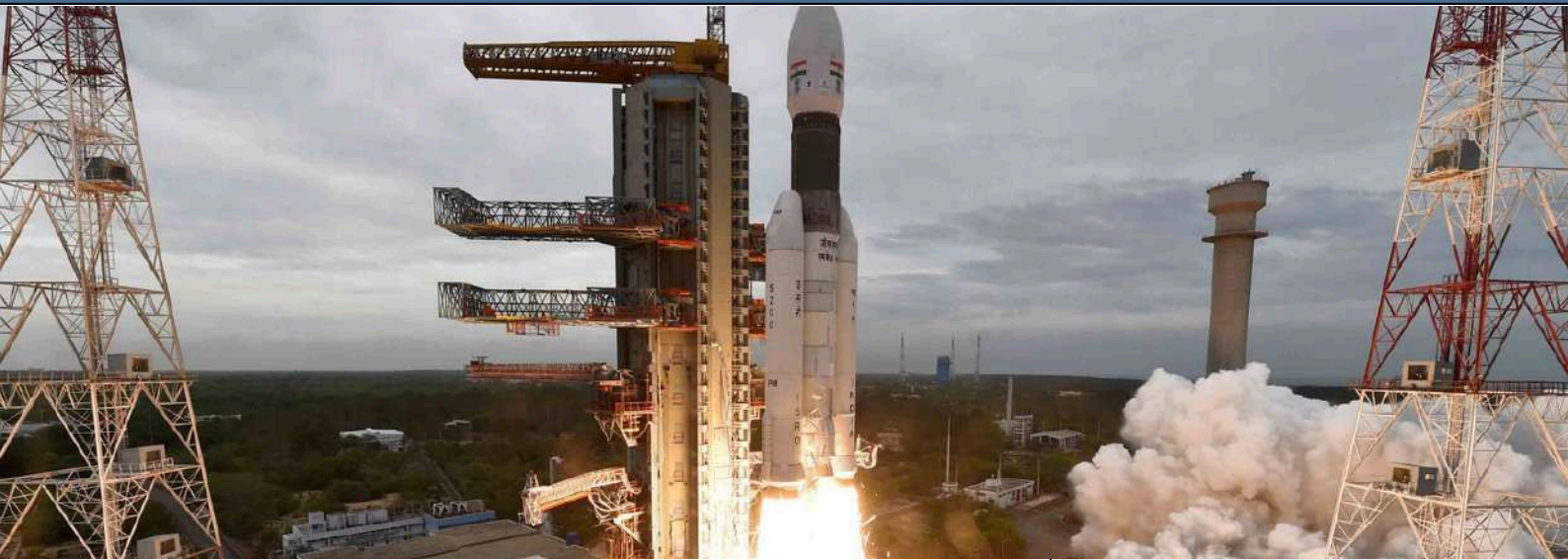
India was burdened with various issues such as gender discrimination, religious brawls, etc. These have improved over time, nevertheless the Indian government still fights for further reduction of such issues.

**By Harsh Asher**



**India from the time it gained independence has faced various issues and still does to this day. However, it has always shown to the world and to its competitors that India stands strong and has battled these challenges with its head held high. The legacy set by the leaders in 1950 continues to this day but with a modern touch.**

*Destiny unfolds as each crate is unwrapped,  
Bringing joy and delight, no detail is trapped.  
From every corner, smiles brighten the air,  
As treasures are revealed, beyond compare.*



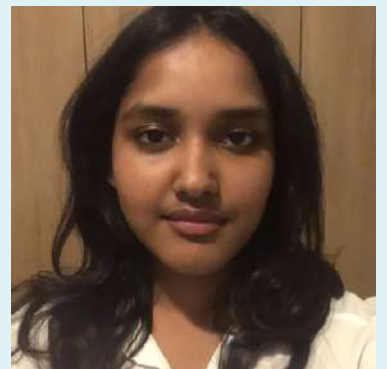
The world watched as India, ISRO and Chandrayaan-3 made history on the 23rd of August, 2023. The achievement has ushered in a new era of economic growth by creating employment opportunities, increasing investment potential and promoting technological research and development.

India's space program has always focused on cost-effectiveness while maintaining quality and it has achieved the same with Chandrayaan-3 as well. The impressive achievement has promising economic implications. India currently contributes 2-3 per cent to the global space economy, and this is expected to grow up to 8-10 per cent over the next decade. The successful mission is predicted to promote interest in research and development as well as encourage collaborative partnerships. It will contribute significantly to the 'Make in India' movement and improve its image. From research scientists and engineers to technicians and administrative staff, the space sector demands a highly skilled workforce. The success of the mission will provide a diverse range of employment opportunities. It will also motivate the youth of the country to embark on similar endeavors.

Since the mission's success will improve investors' confidence, it can be foreseen that there will be an increase in investments relating to not only the companies that have been a part of the mission but also to the Indian space

exploration sector as a whole. This will contribute to skill improvement. Furthermore, the achievement may influence and inspire other countries to invest in space exploration research. This can accelerate lunar exploration in general. The success of the mission also enhances India's reputation in the global field of space exploration and scientific research. This will gain more recognition from the international community. It can open doors for future collaborative missions with other countries engaged in space exploration projects.

*By Aviva Shibu*



**The success of ISRO's third lunar exploration endeavour, Chandrayaan-3, is a significant feat; it is not only a source of national pride but is also capable of having tremendous economic outcomes. The triumphant soft landing on the unexplored south pole region of the Moon is a testament to India's perseverance and abilities. It has positioned India as a prominent player in the space race, which will open up numerous new opportunities for the country's growth.**



Just like in the case of any other business, Educational Institutions also need to be effectively marketed.

Your institute may have a lot to offer ranging from great faculty to diverse courses and famous alumni, but you are competing with other institutes in order to attract students to enroll and fulfill their life goals.

Awareness needs to be created through marketing about what makes your institute preferable over the others.

Now that we know the need for marketing educational institutes, let us look at some of the ways you can effectively do so- The post-pandemic techniques used for marketing of educational units are entirely different from the traditional methods. Identifying the target audience is an essential step in the process of marketing as it helps you develop strategies that resonate with them.

Marketing through social media has become one of the largest forms of digital marketing in this era.

A modernized, user-friendly website with interactive portals would work well in establishing authority in the field, along with posting curated content about the institute on other social media apps. Video marketing is another helpful source to attract the attention of the target market. Consuming video content has become much more feasible for people worldwide today.

Regularly engaging with potential customers online, and by posting experiences of alumni of your institute, may help in making on your customers.

Most institutes talk about their flexible schedules, and achievements in extracurriculars, but these are much expected by students. Instead, provide information about your institution in a way that makes your customers feel connected to the institute which helps in communicating with them in a more interacting efficient manner.

Answering their questions shows that you have the solutions, and this gives you the edge over your competitors.

Developing a marketing strategy that revolves around trust and emotionality takes lots of time and effort, but I believe that is what helps achieve best results as it makes a lasting impact on the prospects who are willing to join our institution.

*By Shailee Modi*



**In the recent time, education has turned into a business, a profitable one. Every source of revenue needs marketing for expansion and it is the need of the hour for educational institutes today. This article encompasses the gist of newly found marketing strategies that can be used to promote educational institutions.**

Come and explore this magical space,  
Where fantasies come alive, at your own  
pace.

Unlock the possibilities, let your  
imagination soar,  
In this place where fiction turns real,  
forevermore.



A business plan is a roadmap that helps a business reach its goals successfully. By definition, a business plan is a document containing the company's objective and how and when it will successfully reach its goals. Making a business plan is not as easy as it seems in theory. To break down the mammoth task that a business plan is, this article will help you learn the ins and outs when it comes to creating the perfect business plan.

The recipe for making the perfect business plan can be broken into smaller steps as follows-

#### **Step 1 – Draft an executive summary**

The executive summary is the heart of any business plan and hence is a very crucial aspect. Now the purpose of an executive summary is to present the highlights and all the important points of the business briefly and concisely. Touching on your business's goals, its financial details, issues the business faces and target market could be some of the points you specify in your executive summary.

It is important to note that although the executive summary might be the most important part of a business plan it must be written at last as once you have all the other sections done and ready to go, you can summarize and review it all in one concise document i.e. the executive summary. The executive summary should not exceed a page.

#### **Step 2 – Describe your company**

This section is important because it gives the readers a single place where they can learn details about your business like its mission, its vision, the objectives, what your business stands for, and what its customers

mean to it, etc. It serves as an introduction to your business. Provide a history of your company and what it took to get your company to where it is today. For example – many companies have a letter or note from their Founders shown on their website that comprises the reason why the business exists and what it aims to achieve.

#### **Step 3 – Describe your products and services**

Next, describe the products and services your company offers and demonstrate how your product or service can provide a solution to the problems a customer faces or how your product can make one's life easier and more comfortable. This stage is necessary because this acts as a means of putting your products out there in an open market.

#### **Step 4 – Market Analysis**

The next step would be conducting a market analysis. A market analysis is essentially where you conduct thorough research about your business's target market, the kind of customers you can expect, the business's position concerning its competitors, etc.

Don't be afraid of using your competitors as an example, illustrate how your business is different from your competitors and what sets your product or service apart. You can use various market research tools like SWOT analysis, surveys, focus groups, and product testing.

*By Ananya Bhamidipati*



**It's not just about ideas, it's about making these ideas happen". We can apply this to the business context, and I cite a business plan as an example. A business plan is a crucial tool when it comes to business and although it starts as just a mere idea, through its ebbs and flows it develops into something more than just an idea or a vision. It becomes a solid and concrete medium through which you can execute your goals efficiently and effectively and, on that account, it becomes pivotal to have a strong and reliable business plan.**

**Step 6 – Financial Plan**

One of the major reasons for starting a business is to earn profits, after all that's what everyone wants at the end of the day. Investors are more likely to invest in your business if it is making profits with a good margin. That's why making a financial plan is crucial. The financial plan should include a detailed overview of the finances of the business. You can use various statements and figures to show your profits but you must include the Income statement, the Balance sheet, and the cash flow statement of your business. You can also include your business budget for the current year and the next year

**Step 7- Operational Plan**

This is where you should specify your business logistics plan. Talk about your business's location, its suppliers, your production process, inventory, storage facilities, equipment, etc. Make sure you also specify your plan B in case things don't work out. After reading this one should understand that you have a solid understanding of your supply chain and that you have a backup plan ready in case anything goes wrong.

**Step 8 – Marketing Plan**

Marketing is an extremely important aspect of any business. It creates awareness and demand for your product so having a solid marketing plan is of utmost importance. Your marketing plan should include a business strategy to promote the product and improve sales. In this section, you can specify the various approaches you are taking to put your product out there and to attract customers.

Don't forget to include the 4Ps of marketing namely:

- Price – how much your product or service costs
- Product – what you are selling and why it's unique
- Promotion – how you will put your product out there and gain traction
- Place – where your product will be sold

**Step 9 – Appendices**

Don't forget to include the appendices. An appendix works as a supporting tool for the main documents in your business plan. The information in the appendix might not be crucial but it is always helpful knowing such information. You can also add various graphs and charts that you wanted to include in the main body of your plan but could not. This section can be as short as you please which is why the description for this section in this article is the shortest.

**Step 10 – Spell check**

After everything is put in place, make sure to go through your document thoroughly so that there are no spelling mistakes and grammatical errors because if there are such obvious errors. How will anyone believe that you will be successful in your business?

Here are some tips you can use to enhance your business plan

- Keep it short
- Make sure you spend a good amount of time doing research
- Have a clear goal and do not beat around the bush
- You can always use a business plan software

"A goal without a plan is just a wish". Your business plan is crucial because it is a means of making your dreams a reality and is just the first step toward reaching your goal. Make sure you have a plan that shows how committed you are towards the business, one that sets you up for success.



**Hollywood's obsession with movies on entrepreneurship is as old as time. With the constant attempt of promoting start-ups and self sufficiency, Hollywood has produced some of the greatest pieces in cinematic history on entrepreneurship starring superstars like Leonardo DiCaprio, Ryan Gosling, Brad Pitt, Cristian Bale and many more in block busters like Aviator, The Big Short, The Pursuit of Happiness, Wall Street among a few.**



The merchandising concept is important for the formation of new strategies ( store layout and visual display) because a new look attracts customers, the current customers buy more and it increases sales. The store's design is something that distinguishes IKEA from other conventional stores. With such a store format IKEA is able to stimulate some needs in the customer.

Most layouts like grid, racetrack, freeform and spine give customers the freedom to explore but IKEA breaks all the rules. It uses a **one-way path** that goes through 50+ showrooms. IKEA has mastered the psychological phenomenon called the **Gruen Transfer** which causes a customer to forget about his original intentions when they are surrounded by an intentionally confusing layout making them more susceptible to impulse buying.

The Gruen Effect was first identified by **Victor Gruen**, who designed many shopping malls. He realized that people get disoriented in a large, open space. So he designed malls with a central "anchor" store (mostly a departmental store) . He placed other smaller stores around the mall in such a way that people would have to walk past them to get the anchor store. Research has shown that the Gruen Effect is also present in online shopping.

IKEA surpasses others at creating a disorienting environment. It understands the customers psychology which it uses to create new products

Application of the Gruen Effect by IKEA-

- IKEA's food court changes how the customers feel. Eating food releases dopamine and creates a state of happiness which affects how much a customer spends.
- IKEA showrooms have a one-way path which guides you through the entire store allowing you to discover new items along the way.
- It also uses a merchandising technique called "Bulla Bulla" in which products are piled up in large bins to create the impression that there are lots of products available.

How IKEA uses principles to grow and create an unforgettable experience -

- 1.The Choice Overload Effect : This principle states that while some choice can be good, too much choice will overwhelm customers and become a barrier to sales. Customers may also feel anxious, depressed and can disengage.
- 2.The Scarcity Effect : This effect states that humans put a higher value on items that are scarce. Since IKEA uses a one-way system it will be harder for customers to go back to pick up products and hence they'll be tempted to put it in their carts then and there.

*By Trisha Manoj*



**IKEA is known for its affordable prices, dynamic and minimal furniture with compact "flat-pack" for in-home assembly. IKEA was founded in 1943 by Ingvar Kamprad. IKEA has grown from a small shop on the street to an international retailer. There are two aspects that Ingvar Kamprad used to attract customers: Flat-pack furniture and a brilliant shop layout that makes you purchase more than intended. IKEA has been able to capitalize on the Gruen Effect and create a mesmerizing shopping experience. IKEA's creative ability to tap into the unconsciousness of consumers plays a big role in its success.**



**Chandrayaan 3;** The latest obsession of space exploration enthusiasts all around the world. Apart from providing the country with an unlimited supply of bragging rights, with its landing on the moon's south pole on the 23rd of August, India has created history by becoming the first country ever to do so. The launch of the highly anticipated mission skyrocketed, quite literally, the hopes and aspirations of many, along with the prestige of our country. You may have found yourself being smothered by unbidden news articles and Instagram posts about the same these last few days and wondered why do I even care? And what IS all this buzz about?

Firstly, the success of Chandrayaan 3 marks a significant advancement in India's technology and innovation sector. Merely 40 years ago, ISRO scientists were carrying parts of their first rocket on the backseat of a cycle before launching it from a small church in Kerala, a scenario which is a profound contrast compared to the Chandrayaan 3 mission. This expedition's success has opened more doors, for not just India, but also many other countries to invest in, and study the world of astronautics. This means that India has officially entered the space race, proving to be a worthy opponent to several advanced countries including the likes of Russia and China. This endeavor has introduced new bounds to the space industry by motivating space startups and creating numerous and employment opportunities in the meantime.

The industry that possesses about a 2 percent share in the global space economy, is set to grow to 8-10 per cent in the next 10 years. The country's space economy is estimated to be worth an astonishing \$100 billion by 2040. India, in doing so, reflects an important message of self reliance and unity. Secondly, this success has largely boosted investor confidence along with the credibility of the country. This can be seen in the uptrend in stock prices of 13 space-related companies like Linde India, Centrum Electronics and Hindustan Aeronautics Ltd, following the soft landing of Chandrayaan 3. India's domestic stock prices are expected to continue on the high, according to professionals. This triumph will also help India to achieve its goal of attaining the position of third largest economy by 2047. Finally, the country serves as a testament to persistence and endurance.

A portal to another realm, it does provide,  
Transporting you instantly to the other side.  
With everything at your fingertips, within reach,  
This place is a gateway, where dreams breach.

*By Devika Chandrababu*



**An important lesson of learning from past mistakes and charging forward. The Chandrayaan 3 mission gives great hope for the growth and evolution of both the space economy and India's economy as a whole, and has unleashed tremendous scope for further advancements in lunar science. The world waits with anticipation to see what India has up their sleeves and what the future has in store for us.**



### 1. The store is designed like a maze

One of the most distinctive features of IKEA's store layout is its maze-like pathway. Upon entering the store, customers are made to follow a predetermined route that winds through various showrooms and product displays. This carefully designed pathway ensures that customers explore the entire store, exposing them to the full range of products IKEA offers. IKEA maximizes the chances of customers finding something they want to purchase. Customers at the store are mesmerized and fall into a delusion, they forget what they had intended to buy and make them buy more products.

### 2. Inbuilt model homes

Unlike traditional furniture stores where products are neatly stacked, IKEA displays its furniture and home decor items in fully furnished rooms. These realistic room setups allow customers to envision how IKEA products might look in their own homes, enhancing the shopping experience and making it easier for customers to make purchasing decisions.

### 3. Sign Boards and Way finding

IKEA understands the importance of clear signage and wayfinding in its massive stores. The company employs a consistent and straightforward system of signs, arrows, and numbers to guide customers along.

This helps prevent customers from feeling overwhelmed and getting lost in the vast store, making the shopping experience more enjoyable. But this sometimes maybe too overwhelming for senior citizens which could create a tiresome feeling.

### 4. Self-Service Model

Another hallmark of IKEA's store layout strategy is its self-service model. Customers are encouraged to browse, pick up items, and place them in their shopping carts. This hands-on approach empowers customers to explore the store at their own pace and interact with the products. Additionally, IKEA provides convenient shopping tools such as pencils, paper, and measuring tapes to assist customers in planning their purchases.

### 5. The Marketplace and Bistro

After customers have navigated through the showrooms and made their selections, they are directed to the marketplace, where smaller items like kitchenware, textiles, and home accessories are conveniently displayed. This encourages additional impulse purchases. Furthermore, the in-store bistro serves Swedish cuisine and provides customers with a place to take a break, enhancing the overall shopping experience.

*By Rasheed Ahmed*



**IKEA, the Swedish retail giant, has become synonymous with innovative and customer-centric store design. Renowned for its flat-pack furniture and affordable home decor products, IKEA's store layout strategy plays a crucial role in its success. Let's explore IKEA's store layout strategy, focusing on how it combines functionality, efficiency, and a unique shopping experience to draw customers into its stores and keep them coming back for more.**



**6. Children's Play Areas**

IKEA recognizes the importance of family-friendly shopping experiences. Many IKEA stores include children's play areas, allowing parents to shop while their children enjoy supervised playtime. This thoughtful addition makes IKEA stores more welcoming to families and encourages repeat visits.

**7. Efficient Warehouse Design**

Beyond the showroom and marketplace, IKEA's store layout includes an efficiently designed warehouse. Products are arranged on shelves with clear labels and bin numbers, making it easy for customers to locate and retrieve their items. This efficient warehouse design complements the showroom experience, ensuring customers can quickly access the products they wish to purchase.

**8. E-commerce Integration**

In recent years, IKEA has embraced e-commerce while maintaining its in-store presence. The company's store layout strategy has adapted to this shift by incorporating click-and-collect areas and online order pickup locations within its stores. This seamless integration of online and offline shopping enhances customer convenience and strengthens IKEA's omnichannel retail strategy.

I am a place of dreams and imagination,  
Where fiction becomes reality, a true  
manifestation.  
A haven for those seeking solace and peace,  
In the confines of its walls, all worries  
decrease.

**Conclusion**

IKEA's store layout strategy is a masterpiece of retail design that prioritizes customer engagement, convenience, and efficiency. IKEA has utilized the Gruven effect very carefully. By leading customers on a carefully curated shopping journey, IKEA maximizes sales opportunities while providing an enjoyable and memorable shopping experience. The innovative approach to showroom displays, clear signage, self-service options, and the incorporation of supplementary services like the marketplace and children's play areas make IKEA a prime example of how effective store design can drive success in the retail industry. As the retail landscape continues to evolve, IKEA's adaptability and focus on customer experience ensure its continued relevance and success in the market. And the most important thing is the lowest cost.

# Financial Literacy 101



# Financial Literacy 101



# Financial Literacy 101



# Financial Literacy

One day, Raza received message on his phone from customer, if your XXX details are not updated every 30 days, your account will be blocked. Use the below link to update the details at http://updateXXX.XYZ/ba



# FINANCIAL LITERACY

# Financial Literacy 101



# Financial Literacy 101



# Financial Literacy



# Financial Literacy 101



# FRAUD THROUGH PHISHING LINKS

One day , Raza received message on his phone : 'Dear customer , if your XXX details are not updated within two days , your account will be blocked . Use the below link to update the details at <http://updateXXX.XYZbank.com>

Raza : 'Oh! ALL MY MONEY WILL BE BLOCKED ; I need to update my XXX details''.

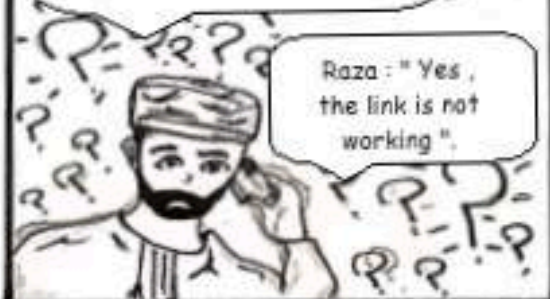


Raza clicked on the link , but the link to update did not work , Soon, he gets a call.

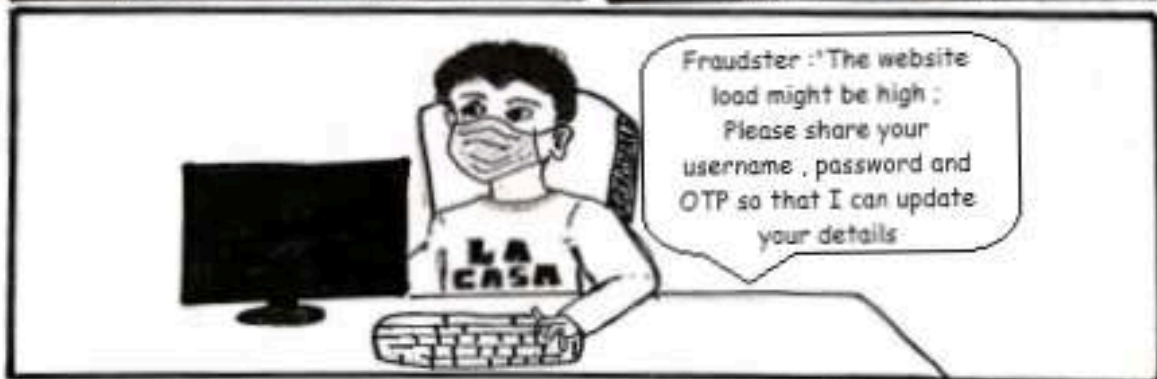


Fraudster: 'Hello Sir , I am calling from XXX bank . Are you facing any issues in updating your XXX details

Raza : " Yes , the link is not working "



Fraudster : 'The website load might be high : Please share your username , password and OTP so that I can update your details





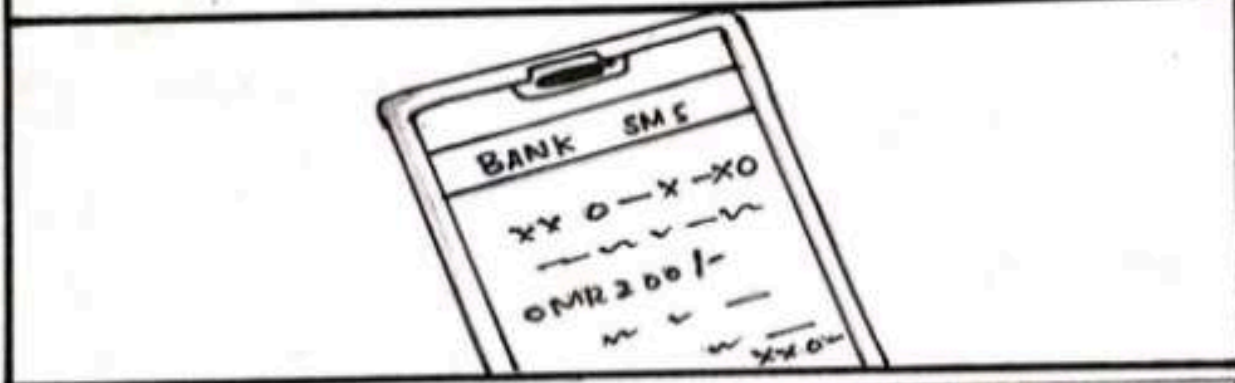
Raza : " Okay, I have texted you all the details " .



Fraudster: " Your XXX details are updated successfully " .

Raza: " Thank You " .

After some time , Raza received SMS alerts on his phone stating that OMR 5,000 was debited from his account .



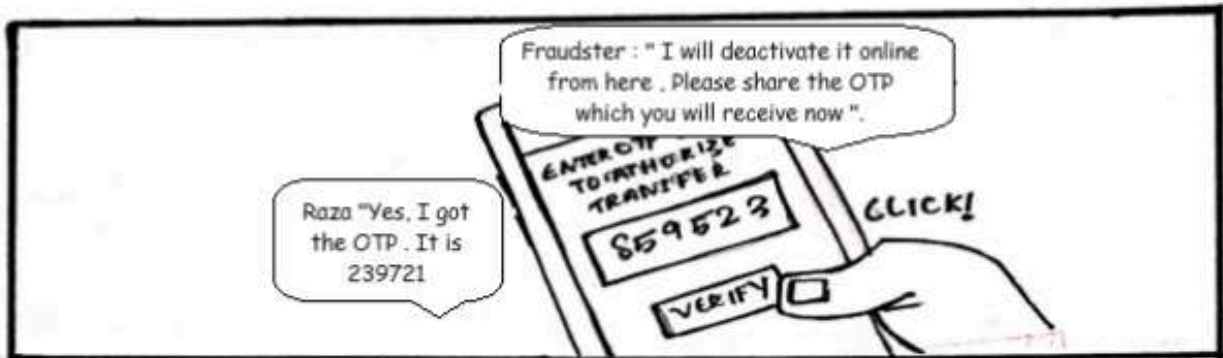
Raza immediately called the other person , but he didn't answer the calls . Raza realized that the person was a fraudster and he should not have shared any personal details with him



# FRAUD THROUGH VISHING CALLS

One day Raza received a call .





Raza immediately visited the nearby XYZ branch and enquires about the transaction. Raza realized his mistake: the call was from the fraudster ; he should have not believed a stranger.

# FRAUD USING ONLINE MARKET PLACES

Raza wanted to dispose of the sofa set . He posted the advertisement on the website which is an online marketplace for second-hand goods.

Immediately after posting the advertisement, there was an enquiry from a fraudster offering to pay OMR.180/- for the sofa set . Raza felt very happy after getting an offer



The fraudster sent OMR.5/- to Raza's account and asked for the confirmation for the final payment



Then the fraudster sent a Payplus request for receiving a payment of OMR250/- instead of paying Raza

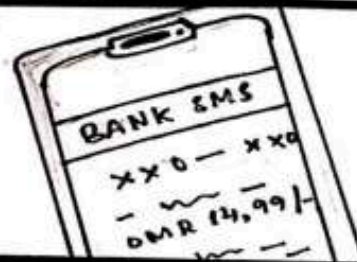


Raza : " It is asking for my PIN; why should I enter the pin?"

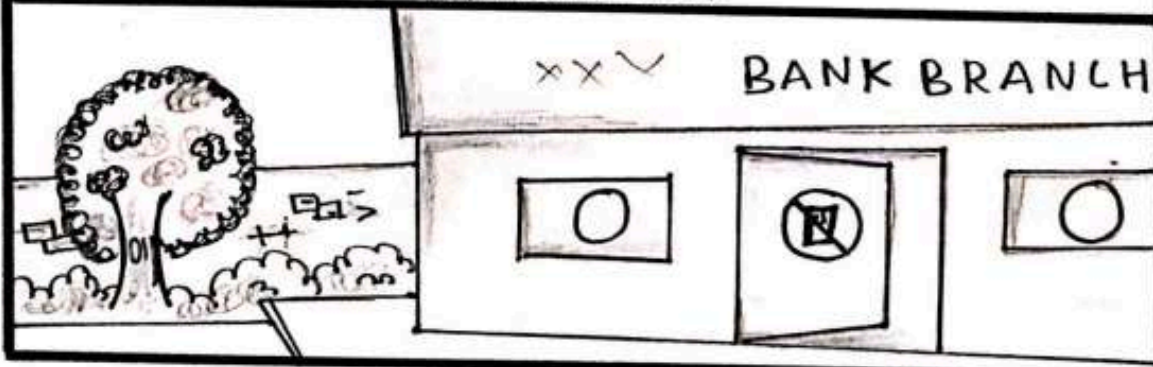
Fraudster : "As per the bank rules , the PIN needs to be entered for high-value transactions".



Raza entered the pin immediately , and his account was debited for OMR.250/-

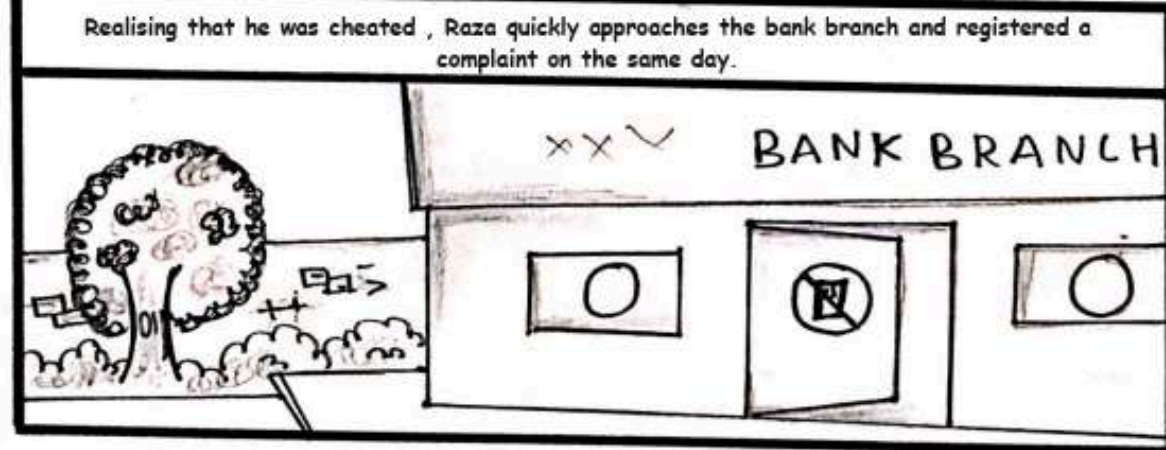


Realising that he was cheated , Raza quickly approaches the bank branch and registered a complaint on the same day.





Then the fraudster sent a Payplus request for receiving a payment of OMR250/- instead of paying Raza

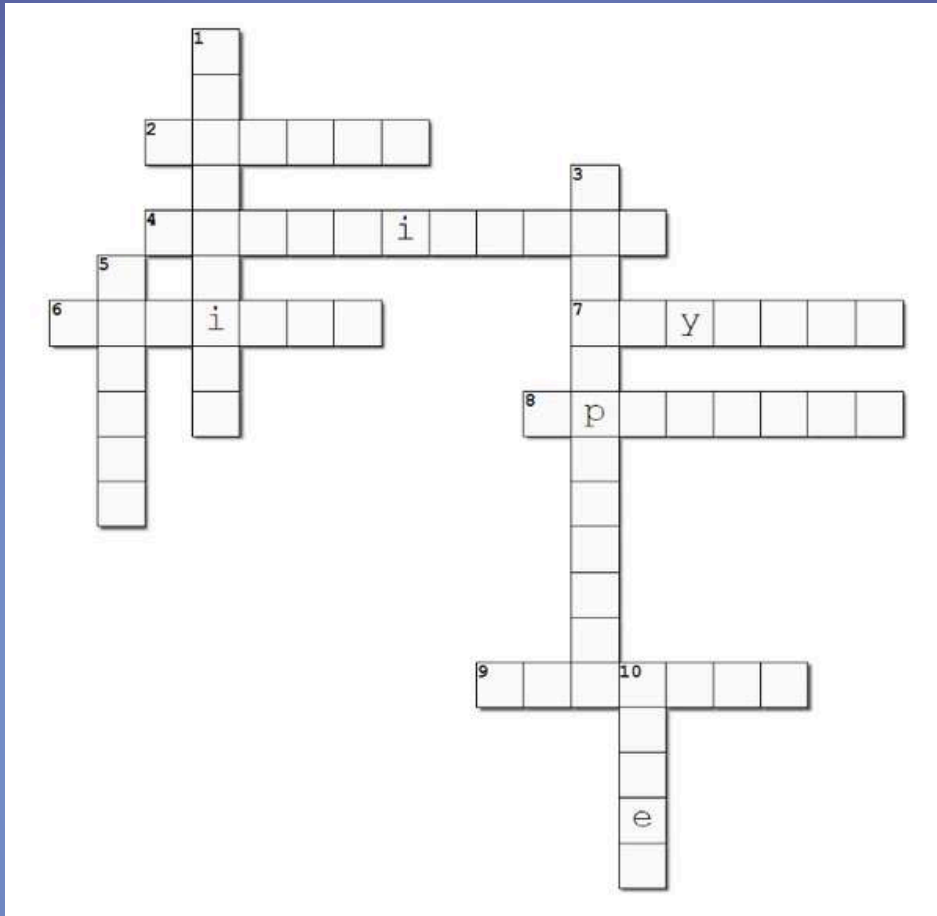


Conceptualized by  
H.S. BAGGA

Illustrated by  
NISHAN

# Food *For* Thought

Solve this crossword to prove your business prowess.



## Across

2. When your sales are greater than the costs required to run the business.
4. The process of identification of a staffing need to filling a position.
6. Someone who inspects financial records is called
7. Paid to copyright owner
8. The ability to learn a particular job
9. Tax paid on imports.

## Down

1. Developing, promoting and distributing products/services to satisfy customer's needs and wants.
3. A person who takes a risk and turns an everyday obstacle into an opportunity.
5. A company whose stocks are traded in the stock market is called \_\_\_\_ company
10. A company that makes a component found in most PCs, and began as a small business.

# Food

*For*

# Thought

Take a go at this quiz to make the future entrepreneur in you happy.

☆ Name the first Indian businessman who found place on the cover story of Forbes magazine.

A. Anil Ambani

B. Dr Reddy

C. Azim Hasham  
Premji

D. Narayan Murthy

☆ Which State became the first fully digital banking state in India?

A. Tamil Nadu

B. Kerala

C. Karnataka

D. Telangana

☆ The value of GDP at the current prevailing prices is called -

A. Nominal GDP

B. Current GDP

C. Domestic GDP

D. Real GDP

☆ 'Agenda-21 of Rio Summit, 1992 is related with-

A. Sustainable development

B. Polluter-Pays principle

C. Environmental Education

D. Preservation of ozone layer

☆ "Improving the quality of Life?" is the slogan used by which Indian Enterprise?

A. Reliance

B. TATA

C. Birla

D. ITC

☆ Which American Tech Giant has created tools such as My Business and Digital Unlocked for SMEs in India?

A. Microsoft

B. Yahoo

C. Facebook

D. Google

☆ Fixed cost per unit increases when -

A. Production volume increases

B. Variable cost per unit increases

C. Production volume decreases

D. Variable cost per unit decreases

☆ The buying and selling of goods is called -

A. Business

B. Trade

C. Telecommunication

D. Commerce

# 2023 IN PIXELS



### Investiture Ceremony



### Support Staff Day



### Clothes for a Cause



### Battle of The Businesses



### Financial Literacy



### Millet to Win It

Indian School Al Wadi Al Kabir  
Business & Entrepreneurship Club  
Department of Commerce

**Millet to Win it**  
"Culinary Talent Hunt Competition"

**Oneza Tabish**

Oneza Tabish is a recipe strategist, food columnist with Times of Oman, food critic, and owner & admin of 'What's Cooking Oman'.

She has a large influence on over 12,000 foodies through facebook and over 6000 followers on Instagram.

She has graciously consented to be a part of our culinary competition MILLET TO WIN IT as the judge.

# B&E Club Officials Investiture 2023-24



# Support Staff Day





# Clothes for a Cause

Student Social Responsibility Program





# MILLET TO WIN IT

in connection with Mission Life



**MILLET TO WIN IT**


*Winner*



*Nidhi Jagrani*



Mrs. Jagrani's dish:



**MILLET MEDLEY BURGER**

A delicacy made completely from scratch, with healthy and satiating



*Millet to Win it*

"Culinary Talent Hunt Competition"

**Oneza Tabish**

Oneza Tabish is a recipe strategist, food columnist with Times of Oman, food critic, and owner & admin of 'What's Cooking Oman'.

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# BATTLE OF BUSINESS



02.11.2023



02.11.2023



02.11.2023



02.11.2023



02.11.2023



02.11.2023



02.11.2023



02.11.2023

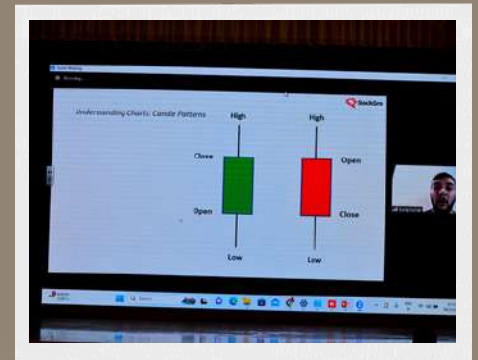
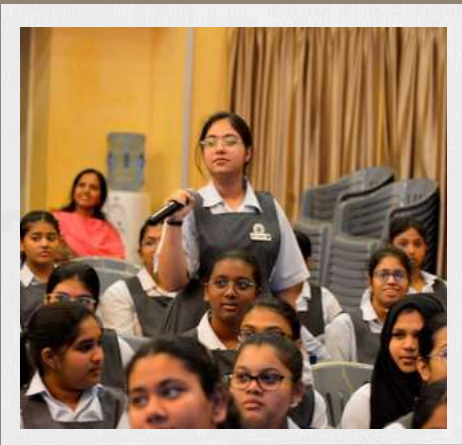


02.11.2023



02.11.2023

**B.O.B**



# Session on Financial Literacy



# Cover Notes

## PRESIDENT - B&E CLUB

The business newsletter offers a centralized platform that brings together information, resources, networking opportunities, inspiration and enhances your overall experience. Being a part of this club has made me face situations which I never knew I had the abilities to handle. Indeed, leadership is not a position of power but a seat of responsibility. Working under a great faculty along with a multi-talented team has helped me to grow in multiple dimensions which I will cherish lifelong.



Dear future club officials, I invite all of you with open arms to join this Club to transform this great club to The Best Club. Wishing you the best of luck in your new roles. I'm excited to witness your success and the incredible events ahead.

***Gunjan Karwani***  
***President, 2023-24***

## VICE PRESIDENT - FINANCE



Being a part of this club has truly helped its members in developing their thinking abilities and also has helped them in adapting it according to various problems in real world situations. Doing all this with the help of my Senior Managers Albin and Jeet has truly added to it.

I hope the legacy of the club gets carried on in the future and would like to wish the future members of the club 'All the very best'.

***Abhinav Menon***  
***Vice President - Finance, 2023-24***

# VICE PRESIDENT - M&C

The commerce department of ISWK is incomplete without the B&E club, a team of exceptionally and diversely talented individuals who have put in their best efforts in making it a lively community that every commerce student is an inherent part of. Sienna and Reem, the M&C senior managers, have worked with me every step of the way to provide the best content to the club members.



Being a part of the club has been a key constituent in making me the person that I am, and I owe it a lot. I offer my best wishes to the future club officials, and from the VP of the Marketing department, this is to all the future sharks - keep innovating, creating, and defying expectations.

***Praniti Jagnani***

***Vice President - Marketing & Communications 2023-24***

# VICE PRESIDENT - OPERATIONS



One of the many events I was looking forward to after entering grade 12 was the club election. Giving a speech in front of the entire department and being interviewed by the teachers, all of it was a gut wrenching process but it is something that I'll forever cherish.

I failed and fumbled multiple times this year and so did the people around me but at the end of the day what mattered is, we still got back up and moved forward. From being so scared and anxious before entering Bagga sir's office to that very room teaching me things that I'll carry with me for a lifetime. And to my senior managers- Ilfa Saleem and Emmanuel Thomas, without whom I would not have been able to survive, thank you for always being so dedicated and patient. I am very excited to see what the future holds for this club. I wish all my juniors a best of luck. Make us proud.

***Nandana Suresh***

***Vice President - Operations, 2023-24***

# MEET THE TEAM



YAHYA KHAN



MS FIONA



TANISI DESAI

## DESIGN TEAM



DEPARTMENT OF COMMERCE



HARSHINI T.



SHYAM NAIR



TARNJOT KAUR

## CONTENT TEAM

SPECIAL THANKS TO MRS INDRANI



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DEPARTMENT OF COMMERCE  
INDIAN SCHOOL WADI KABIR  
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SCAN TO CONNECT

