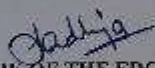


ENTREPRENEURSHIL DEVELOPMENT CELL
ACTIVITY REPORT
2025-2026

TRINITY COLLEGE FOR WOMEN, NAMAKKAL
ENTREPRENEURSHIP DEVELOPMENT CELL
2025 -2026

S.NO	DATE	TITLE
1	09.11.2025	Duties and responsibilities of women Entrepreneurs in Micro, Small and medium enterprise sector in India
2	20.01.2026	The rise of women Entrepreneurs- challenges and success factors
3	22.01.2026	Effective sales and marketing strategies for start -ups
4	14.02.2026	Turning a job seekers into job creators


SIGNATURE OF THE EDC COORDINATORS


SIGNATURE OF THE PRINCIPAL
Principal,
Trinity College for Women (Arts & Science)
Namakkal - 637 002.



TRINITY COLLEGE FOR WOMEN (ARTS AND SCIENCE)

TRINITY NAGAR, MOHANUR ROAD, NAMAKKAL – 637 002,

TAMIL NADU STATE, INDIA.

(Permanently Affiliated to Periyar University, Salem,

2f & 12b status granted by UGC - New Delhi &

NAAC Accredited by A+ Grade)

ENTREPRENEURSHIP DEVELOPMENT CELL

&

INSTITUTION'S INNOVATION COUNCIL

Jointly organize a webinar on

**Duties and responsibilities of Women Entrepreneurs in
Micro, Small and Medium enterprise sector in India.**

Date – 9th November 2025 – (Sunday) – 10.30AM

Mode: Online



Resource person

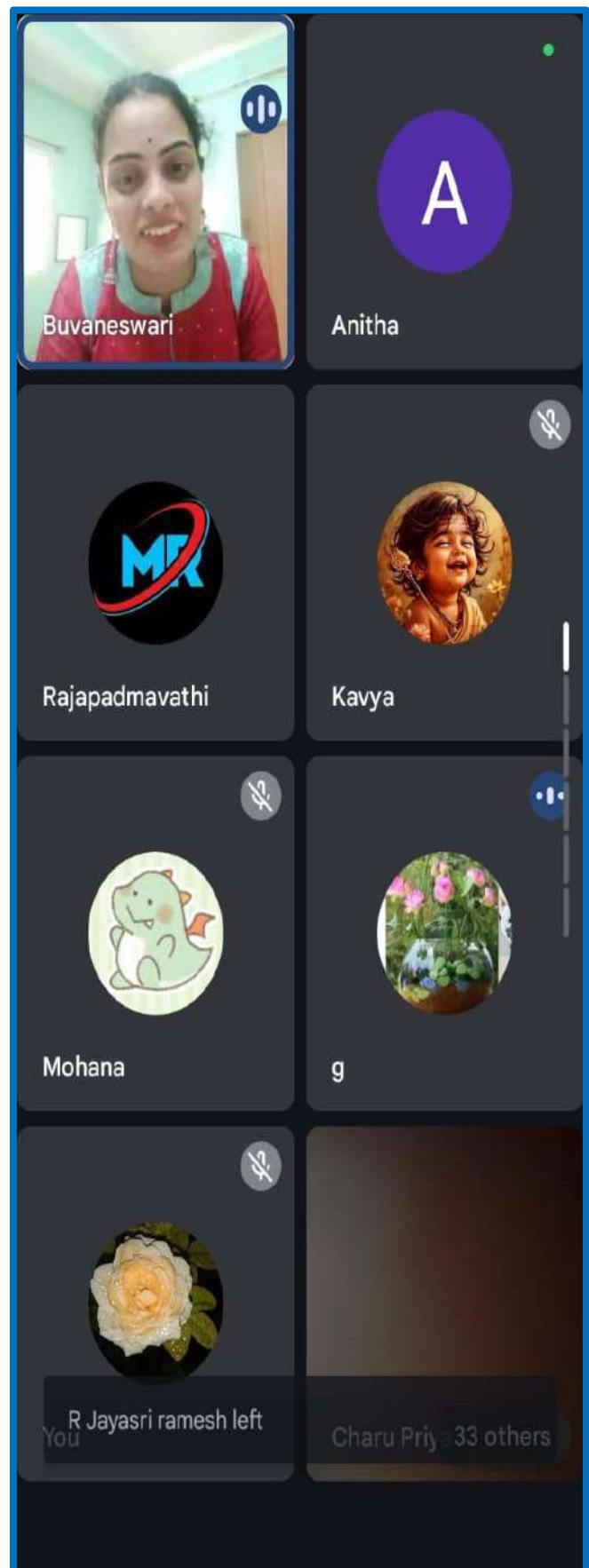
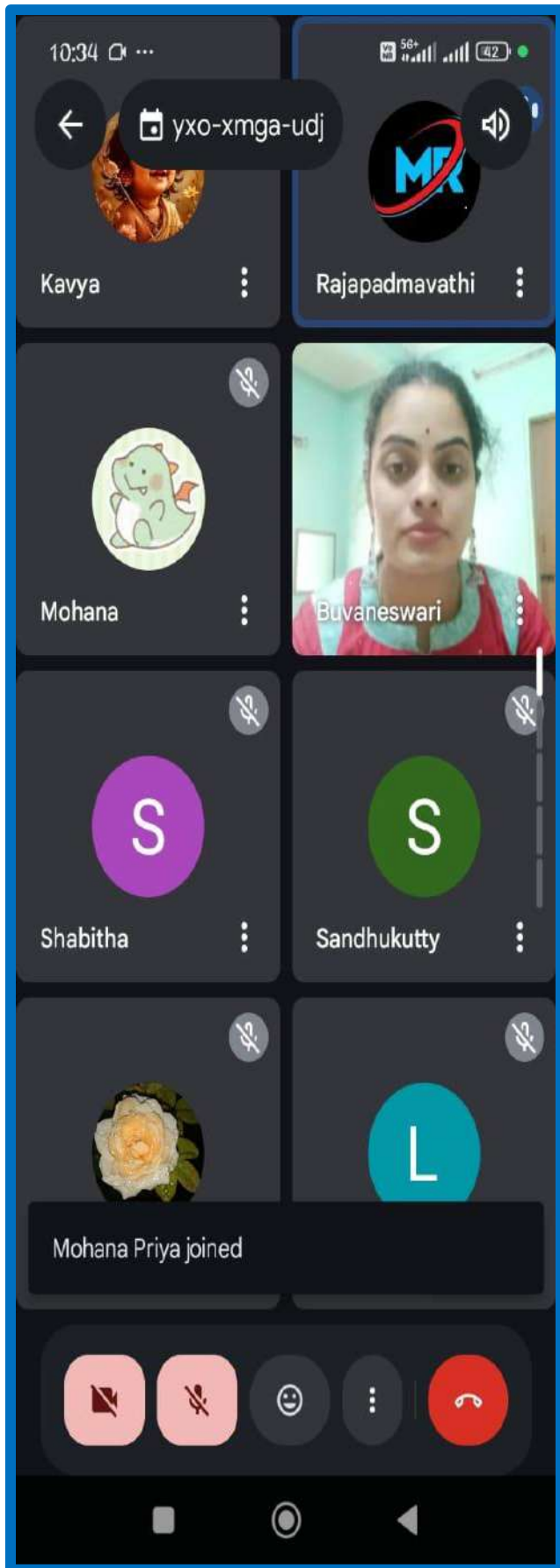
Ms. Bhuvaneswari,

REINVENT Boutique Management Module,

Bommasamuthiram, Perumapatti,

Namakkal. Tamil Nadu – 637002.

All are warmly invite



National Entrepreneurship day programme

On behalf of the Institution's Innovation Council, Entrepreneurship Development Cell and Trinity College Alumni Association, Trinity College for Women, Namakkal organized a programme entitled "Duties and Responsibilities of Women Entrepreneurs in Micro, Small and Medium Enterprise Sectors in India" on 09.11.2025. It was held through the virtual mode of Google Meet.

Ms. S. Bhuvaneswari, Alumna (B.Com., CA – 2020-2023 Batch), Trinity College for Women, Namakkal & Director, Reinvent Boutique Management Module, Bommasamudram, Perumapatti, Namakkal was the resource person. The Government of India's initiatives, such as "Start-up India" and "Make in India", support medium and small-scale business enterprises. India is an international hub for textiles and fashion. Starting a boutique business is one of the most profitable ventures, especially for female people. A smooth competition for business is inevitable. Now, many young women entrepreneurs are joining the textile markets. Chances and opportunities are unlimited. The interested young female people are invited to start these entrepreneurial activities. she stated.

Also, she highlighted the strategic planning for the success of boutique business.

Mrs. M. Rajapadmavathi, Coordinator, Viksit Bharat Cell @ 2047, Trinity College for Women, Namakkal made arrangements. Nearly 100 students and faculty members took part.

TRINITY COLLEGE FOR WOMEN, NAMAKKAL.

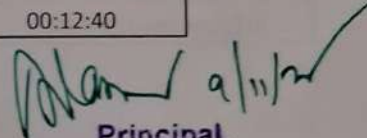
IIC, EDC and Trinity Alumni Association

TITLE : "Duties and Responsibilities of Women Entrepreneurs in Micro, Small and Medium Enterprise Sectors in India" .

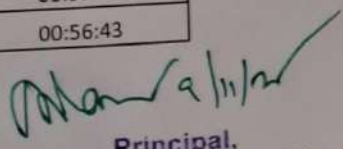
DATE: 09.11.2025

- * Meet – yxo-xmga-udj.
- * Meeting code: yxo-xmga-udj.
- * Created on 2025-11-08 10:45:51
- * Ended on 2025-11-09 11:52:48

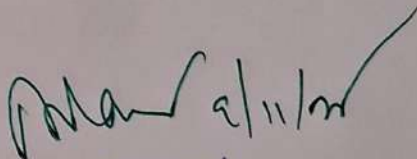
S.NO	Full Name	First Seen	Time in Call
1	Ms. S. Bhuvaneswari	09-11-2025 11:07	00:44:48
2	Anitha Shri	09-11-2025 11:17	00:00:37
3	Agalya	09-11-2025 10:58	00:50:15
4	Atch aya	09-11-2025 11:41	00:11:30
5	Barathi Kathiresan	09-11-2025 11:43	00:02:54
6	Bhuvaneswari Srinivasan	09-11-2025 10:53	00:05:16
7	Deepashree Mohan	09-11-2025 10:51	01:01:32
8	Dhanalakshmi Anbazhakan	09-11-2025 10:45	01:06:57
9	Dhanushiya Periyasamy	09-11-2025 10:54	00:57:48
10	Dhanusika Senthil kumar	09-11-2025 10:51	01:45:02
11	Dharshini	09-11-2025 10:53	00:58:58
12	Dharshini R.N	09-11-2025 11:24	00:05:53
13	Dharshni	09-11-2025 10:48	01:03:28
14	Dr. DEVI S	09-11-2025 10:54	00:07:22
15	Dr. Uma	09-11-2025 10:51	00:49:34
16	Elakkiya S	09-11-2025 11:00	00:46:14
17	G. SATHIYA SANGARI, Commerce	09-11-2025 10:47	01:05:06
18	Gayathri V	09-11-2025 11:30	00:22:39
19	Gayathri sri	09-11-2025 11:41	00:11:16
20	Gokila Ananth	09-11-2025 10:56	00:54:57
21	Gowri K	09-11-2025 11:05	00:12:31
22	Hari Priya	09-11-2025 10:53	00:57:30
23	Hari malani Malani 1710	09-11-2025 10:45	01:06:57
24	Janani K	09-11-2025 11:09	00:34:05
25	Jesvarthiga Jesvarthiga	09-11-2025 10:53	00:59:17
26	Kavitha A	09-11-2025 11:20	00:02:33
27	Kavitha DhanaSekar	09-11-2025 11:21	00:31:14
28	Kiruthika Senthil	09-11-2025 10:50	01:01:52
29	Lathika Lathika	09-11-2025 11:03	00:12:40


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Namakkal - 637 002.

30	Logeshwari Logeshwari	09-11-2025 10:49	01:03:00
31	M.ATCHAYA	09-11-2025 10:51	01:01:37
32	Madhu Priya	09-11-2025 10:45	01:04:31
33	Madhupriya	09-11-2025 11:22	00:00:57
34	Madhusoothana	09-11-2025 10:55	00:32:16
35	Mangaikarasi S	09-11-2025 10:53	00:58:53
36	Mekala Nandhakumar	09-11-2025 11:29	00:13:46
37	Mohana priya	09-11-2025 10:57	00:55:45
38	Mounikavaradaraju	09-11-2025 10:46	00:58:14
39	NTR Raj	09-11-2025 10:58	00:53:47
40	Navi Kesavan	09-11-2025 10:54	00:56:03
41	Navithaa Navithaa	09-11-2025 11:07	00:45:05
42	Nigela	09-11-2025 10:51	01:00:52
43	Nithika	09-11-2025 10:48	01:04:11
44	Pandiyan Selvi	09-11-2025 10:52	00:40:00
45	Paper Babu	09-11-2025 10:51	01:00:11
46	Pavithra P	09-11-2025 10:55	00:48:37
47	Preethi Preethika	09-11-2025 10:54	00:00:53
48	Priya	09-11-2025 10:54	01:04:25
49	Priya Saravanabhavan	09-11-2025 11:29	00:17:56
50	Punitha 123	09-11-2025 10:55	00:39:45
51	REVATHY	09-11-2025 11:01	00:07:18
52	Rajapadmavathi M	09-11-2025 10:48	01:03:52
53	Ramya Ramya	09-11-2025 11:18	00:33:59
54	Rekha	09-11-2025 11:06	00:43:22
55	Rubika P	09-11-2025 10:51	01:00:56
56	S Nivetha Nive	09-11-2025 11:23	00:27:24
57	Saru Mathi	09-11-2025 10:49	01:02:50
58	ShanShansika	09-11-2025 11:39	00:11:13
59	Sharmila s	09-11-2025 10:58	00:54:34
60	Sneha Kumari	09-11-2025 10:54	00:57:55
61	Sowmiya Sk	09-11-2025 10:55	00:57:40
62	Sowmiya Sowmiya	09-11-2025 10:50	01:02:19
63	Sripondevi Pondevi250	09-11-2025 10:52	01:00:00
64	Subaranjana Thangadurai	09-11-2025 10:50	01:01:49
65	Sukanya Sumathi	09-11-2025 10:59	00:53:42
66	Swathi N	09-11-2025 10:51	01:01:29
67	Thirisha Thirisha	09-11-2025 10:55	00:31:24
68	UMA MAGESWARI	09-11-2025 10:52	00:56:43


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69	Vani Papakutty	09-11-2025 10:49	00:42:26
70	Vinitha Vinitha	09-11-2025 10:55	00:57:17
71	Yazhini S	09-11-2025 10:47	01:05:09
72	Yeshwini	09-11-2025 10:54	00:24:55
73	Yoga Sri	09-11-2025 10:52	00:59:27
74	alamelu sharmila	09-11-2025 10:47	00:35:05
75	b narmatha	09-11-2025 10:47	01:04:32
76	bharathi subramani	09-11-2025 11:01	01:11:59
77	g nithya	09-11-2025 10:56	00:26:34
78	kalai vani	09-11-2025 11:45	00:01:05
79	kiruthika alagesan	09-11-2025 10:57	00:02:11
80	prabha adithya	09-11-2025 11:29	00:23:15
81	priya	09-11-2025 10:53	00:59:10
82	rupa arivu	09-11-2025 11:23	00:29:45
83	sahanamohan	09-11-2025 10:49	00:59:06
84	sara raji	09-11-2025 10:48	01:04:26
85	sathiya muruges	09-11-2025 10:45	00:04:22
86	suvetha sweet	09-11-2025 10:53	00:58:53


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TRINITY COLLEGE FOR WOMEN (Arts and Science)



NAMAKKAL – 637002, Tamil Nadu, India

(PERMANENTLY AFFILIATED TO PERIYAR UNIVERSITY, SALEM.

2f & 12b STATUS GRANTED BY UGC NEW DELHI

AND NAAC ACCREDITED BY A+)

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INSTITUTION'S INNOVATION COUNCIL, IN ASSOCIATION WITH THE
DEPARTMENT OF COSTUME DESIGN AND FASHION,
ENTREPRENEURSHIP DEVELOPMENT CELL,
&
TRINITY COLLEGE ALUMNI ASSOCIATION.
TRINITY COLLEGE FOR WOMEN - NAMAKKAL,
PROUDLY CELEBRATE

“NATIONAL START-UP DAY “

ENTREPRENEURSHIP AWARENESS PROGRAMME ON
"THE RISE OF WOMEN ENTREPRENEURS - CHALLENGES
AND SUCCESS FACTORS

RESOURCE PERSON



Ms R.SANTHIYASHREE

ALUMNUS 2021-2024 B.Sc. CDF,
TRINITY COLLEGE FOR WOMEN.

&

PROPRIETOR - SHREE'S BOUTIQUE

1/27A BOMMASUMUTHRAM, NAMAKKAL- 637002

DATE : 20/01/2026

TIME : 10 AM TO 12 PM

ROOM NO - 17 / GARMENT CONSTRUCTION LAB



Celebration of National Start-up Day

The Institution's Innovation Council, in association with the Department of Costume Design and Fashion and Trinity College Alumni Association, Trinity College for Women, Namakkal celebrated "National Start-up Day" on 20th January 2026 in the College premises.

The aim of the programme is to encourage young women entrepreneurs who are interested in self-employment through entrepreneurship.

Mrs. R. Santhiyashree, (Alumnus – B.Sc., Costume Design and Fashion - 2021-2024 Batch), Proprietor, Shree's Boutique, Bommasamudram, Namakkal was the special invitee. She delivered the topic titled "The Rise of Women Entrepreneurs – Challenges and Success Factors". She discussed the significance of women entrepreneurship (especially, young women entrepreneurs) and their role in economic development.

Also, Mrs. R. Santhiyashree shared her experiences, motivated young women to take bold steps and emphasized the role of confidence, decision-making, creativity and risk-taking in entrepreneurship.



TRINITY COLLEGE FOR WOMEN, NAMAKKAL.
DEPARTMENT OF COSTUME DESIGN & FASHION

THE RISE OF WOMEN ENTREPRENEURS – CHALLENGES AND SUCCESS FA

DATE : 20.01.2026

S.NO	NAME	CLASS	SIGNATURE
1	GOBIGAA S	I B.Sc. CDF	<i>G. Gobigaa</i>
2	GOPIKA S		<i>G. Gobikar</i>
3	KAVITHRA R		<i>K. Rav</i>
4	LATHIKA R		<i>L. Lakshmi</i>
5	MALISHRI M		<i>M. Lakshmi</i>
6	NARTHIKA B		<i>N. Lakshmi</i>
7	NAVEENA SRI R		<i>N. Lakshmi</i>
8	SAMARSHINI A		<i>S. Lakshmi</i>
9	SHARMILADEVI K		<i>S. Lakshmi</i>
10	SWATHI T		<i>S. Lakshmi</i>
11	THILAGAVATHI G		<i>T. Lakshmi</i>
12	VISHALI K		<i>V. Lakshmi</i>
13	AASHA K	II B.Sc. CDF	<i>A. Lakshmi</i>
14	DHEETCHIKA S		<i>D. Lakshmi</i>
15	KARTHIKA B		<i>K. Lakshmi</i>
16	LAVANYA V		<i>L. Lakshmi</i>
17	SAJITHA S		<i>S. Lakshmi</i>
18	SAMEEHA S		<i>S. Lakshmi</i>
19	SANDHIYA K		<i>S. Lakshmi</i>
20	SANMATHI JEYSIHA N		<i>S. Lakshmi</i>
21	THANISHKA T		<i>T. Lakshmi</i>
22	VAISHALI S		<i>V. Lakshmi</i>
23	AKILA P	III B.Sc. CDF	<i>A. Lakshmi</i>
24	HARSHIKA R		<i>H. Lakshmi</i>
25	JANANI A		<i>J. Lakshmi</i>
26	KALPANA S		<i>K. Lakshmi</i>
27	MITHUNA SRI G		<i>M. Lakshmi</i>
28	RITHIKA S		<i>R. Lakshmi</i>
29	VINOTHINI K	II B.Sc. N&D	<i>V. Lakshmi</i>
30	DHARANI A		<i>D. Lakshmi</i>
31	DHARANI S R		<i>D. Lakshmi</i>
32	FAHIMITHA BANU S		<i>F. Lakshmi</i>
33	HASIN MEHMUDA A N		<i>H. Lakshmi</i>
34	LIBIKA S		<i>L. Lakshmi</i>
35	MAHALAKSHMI S		<i>M. Lakshmi</i>
36	MANORANJINI M		<i>M. Lakshmi</i>
37	NIVITHA R		<i>N. Lakshmi</i>
38	PREETHISHA M		<i>P. Lakshmi</i>
39	RAKSHASRI K V		<i>R. Lakshmi</i>
40	SANTHIYA T		<i>S. Lakshmi</i>
41	SHRE ISHWERYA LAKSHMI K		<i>S. Lakshmi</i>
42	SRIMATHI S		<i>S. Lakshmi</i>
43	SRISABITHA G		<i>S. Lakshmi</i>
44	YUVARANI G		<i>Y. Lakshmi</i>

H. P. Hob
HOB

T. Lakshmi
20.1.26
PRINCIPAL

Principal,
Trinity College for Women (Arts & Science)
Namakkal - 637 002.



TRINITY COLLEGE FOR WOMEN
(Arts and Science),
NAMAKKAL – 637 002, TN state, India.
(NAAC A+ / Permanent Affiliation / 2f & 12b status / AISHE/NIRF/
NDLI / SWAYAM-NPTEL / UNNAT BHARAT ABHIYAN)

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Institution's Innovation Council,
in support of the Entrepreneurship Development Cell and
the Post Graduate & Research Department of Commerce,
Trinity College for Women, Namakkal
conducts a webinar programme on

“EFFECTIVE SALES AND MARKETING STRATEGIES FOR START-UPS”

Date – 21st January 2026 (Wednesday) @ 11 AM

Via – Virtual Mode (Google Meet)

Name and Designation of the Resource Person



Dr. C. INDIRANI,
Assistant Professor – PG & Research Department of
Commerce with Computer Applications,
Vellalar College for Women
(Autonomous),
Thindal,
ERODE – 638 012.



Entrepreneurship Start-ups Event

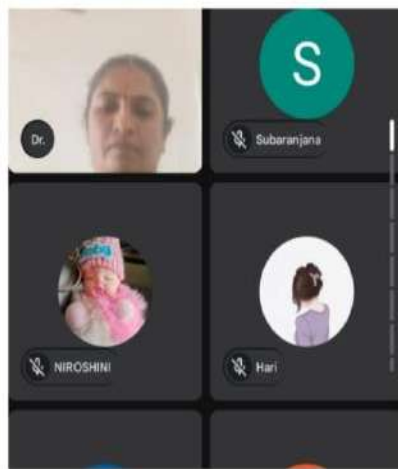
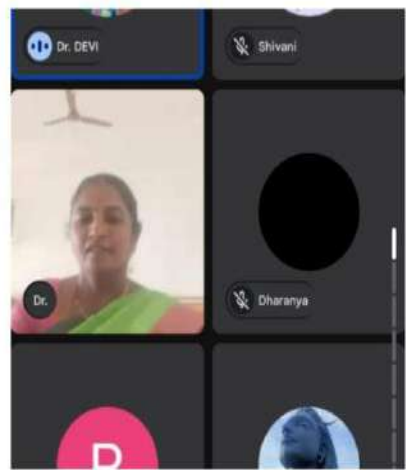
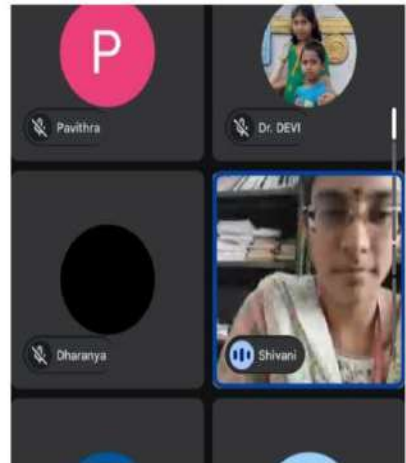
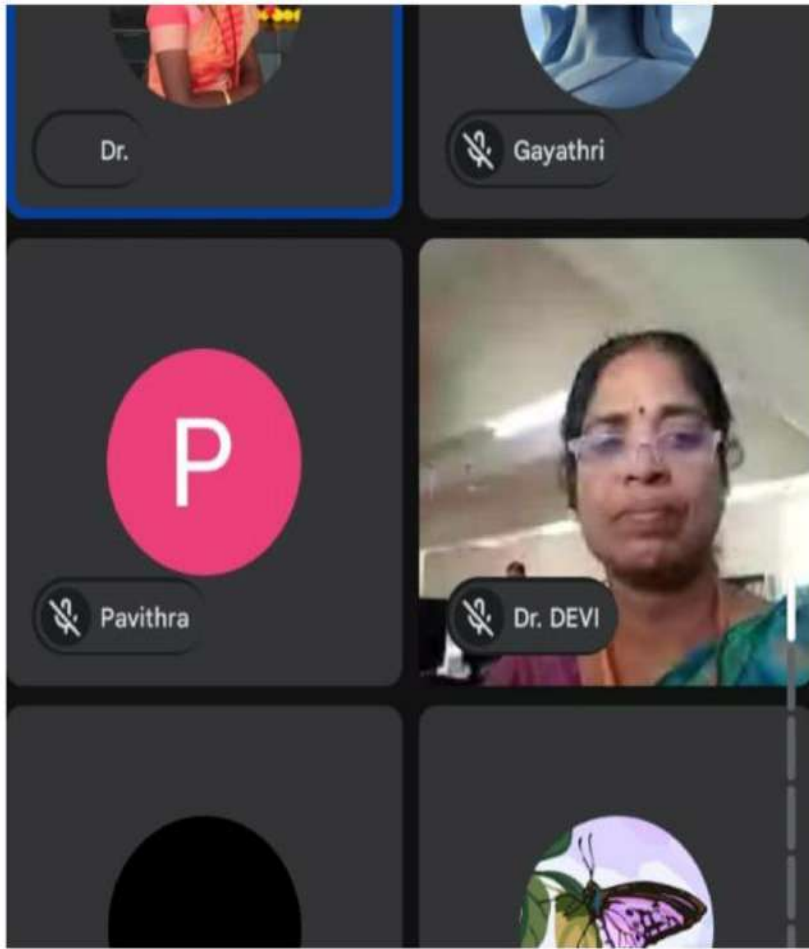
The Institution's Innovation Council, in support of the Entrepreneurship Development Cell and the Department of Post Graduate and Research Department of Commerce, Trinity College for Women, Namakkal organized a webinar programme on 21st January 2026.

Dr. C. Indirani, Assistant Professor, Postgraduate and Research Department of Commerce, Vellalar College for Women (Autonomous), Thindal, Erode, was the resource person, and she delivered the topic titled "Effective Sales and Marketing Strategies for Start-ups".

The aim of the programme was to equip participants with essential skills in market analysis, branding, digital marketing and customer relations management.

Dr. C. Indirani, shared her valuable insights on effective sales approaches, marketing strategies and key take-ways for aspiring entrepreneurs. Also, she highlighted the 5 C's of Marketing Strategy Mix like Company, Customers, Collaborators, Competitors, and Climate.

The faculty members of Commerce, Dr. M. Sasikala, Dr. S. Devi, Dr. G. Sathiya Sangari, Dr. M. Umamageswari, Mrs. M. Rajapadmavathi, Mrs. A.Rajeswari, Ms. P. Madhupriya, Ms. P. Dhanushiya along with the students of various departments took part.





21 Jan
12:25 pm



Back up now

Top 10 Green Business Ideas for MSMEs in 2025



GOVERNMENT SCHEMES AVAILABLE FOR STARTUPS IN INDIA

- Startup India
- Pradhan Mantri Yojana
- Venture Capital
- Credit-linked
- Credit Guarantee for Micro and Enterprises

You

Dr. DEVI

+62

Dr. is presenting

Innovation Entrepreneurship
ment
• Multiplier Grants Scheme



Trinity College for Women, Namakkal
IIC In Support of the EDC and PG & Research Department of Commerce
Conducts a Webinar Programme on
" Effective Sales and Marketing Strategies for Start-Ups"
Google Meet- drw-jrwm-wxm
Date: 21.01.2026
* Created on 2026-01-20, 11.00 AM
* Ended on 2026-01-20 12.00 PM

S.No	Full Name	21.01.2026 11.03
1	Aarthi Selvakumar	21.01.2026 11.04
2	Anitha Ammu	21.01.2026 11.05
3	Anitha Shri	20.01.2026 11.05
4	Aruna Aruna	20.01.2026 11.04
5	Deepashree Mohan	20.01.2026 11.06
6	Dhanusika Senthil kumar	20.01.2026 11.07
7	Dharanya S	21.01.2026 11.03
8	Dharshini	21.01.2026 11.04
9	Dharshini R.N	21.01.2026 11.05
10	Dr. C.INDIRANI	21.01.2026 11.05
11	Dr. DEVI S	21.01.2026 11.04
12	G. SATHIYA SANGARI, Commerce	21.01.2026 11.06
13	Gayathri .V	21.01.2026 11.07
14	Hari Priya	21.01.2026 11.03
15	Hari malani Malani 1710	21.01.2026 11.04
16	Jesvarthiga Jesvarthiga	21.01.2026 11.05
17	Kavya S	21.01.2026 11.05
18	Keerthi Kumar	21.01.2026 11.04
19	Kiruthika Senthil	21.01.2026 11.06
20	M.ATCHAYA	21.01.2026 11.07
21	Madhusoothana	21.01.2026 11.08
22	Mangaikarasi S	21.01.2026 11.09
23	Meena Govind	21.01.2026 11.10
24	Mekala nandhika	21.01.2026 11.11
25	Mohana priya	21.01.2026 11.12
26	Mounikavaradaraju	21.01.2026 11.10
27	NIROSHINI V	21.01.2026 11.11
28	NTR Raj	21.01.2026 11.12
29	Narmatha Balan	21.01.2026 11.06
30	Navi Kesavan	21.01.2026 11.07
31	Nithika Selvaraju	21.01.2026 11.08
32	Pandiyan Selvi	21.01.2026 11.09
33	Pavithra P	21.01.2026 11.10
34	Priyadharshini Kannan	21.01.2026 11.11
35	R abinaya	21.01.2026 11.12
36	Ragul Rajendran	21.01.2026 11.10
37	Rajashree Jayakumar	21.01.2026 11.11
38	Ramesh Padma	21.01.2026 11.12
39	Ramya Ramya	21.01.2026 11.05
40	Rubika P	21.01.2026 11.04
41	Sanjai P	21.01.2026 11.06


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42	Saru Mathi	21.01.2026 11.07
43	Sharmila s	21.01.2026 11.08
44	Shivani Sree	21.01.2026 11.09
45	Sowmiya S	21.01.2026 11.10
46	Sowmiyamasi	21.01.2026 11.11
47	Subaranjana Thangadurai	21.01.2026 11.12
48	Sureka Kumar	21.01.2026 11.10
49	Swathi N	21.01.2026 11.11
50	UMA MAGESWARA	21.01.2026 11.12
51	Vani Papakutty	21.01.2026 11.06
52	Varshini Varshini	21.01.2026 11.07
53	Vinitha Vinitha	21.01.2026 11.08
54	Vinotha Vinotha	21.01.2026 11.09
55	Yazhini S	21.01.2026 11.10
56	Yeshwini Yeshwini	21.01.2026 11.11
57	Yoga Sri	21.01.2026 11.12
58	alamelu sharmila	21.01.2026 11.10
59	anbu	21.01.2026 11.11
60	geetha T	21.01.2026 11.12
61	kaviya0121 Manikaviya	21.01.2026 11.10
62	nanthini natarajan	21.01.2026 11.11
63	rangasamy dhanalakshmi	21.01.2026 11.12
64	sahanamohan	21.01.2026 11.10
65	Rajapadmamk	21.01.2026 11.11

[Handwritten Signature]
21/1/26

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(NAAC - A+ / 2f and 12b Status / AISHE / NRF / NDLI / SWAYAM -
NPTEL / UNNAT BHARAT ABHIYAN / NAAN MUDHALVAN)

www.trinitycollegenkl.edu.in

Entrepreneurship Development Cell & Institution's Innovation Council

Jointly Conduct a Student's Entrepreneurial awareness
webinar on

TURNING A JOB SEEKERS INTO JOB CREATORS

Date : 14.02.2026

Day : Saturday

Time : 10 am (online mode)

Meeting Link :

<https://us02web.zoom.us/j/86578672235?pwd=Ah4vdjDcGsMMVJxvStmGYZRizjaHaK.1>

Organized by

M/S BHARATIYA YUVA SHAKTI TRUST

C/o Confederation of Indian Industry (CII)

Core 4A, 4th Floor, India Habitat Centre, Lodhi Road, New Delhi - 110003



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Entrepreneurship Awareness Programme

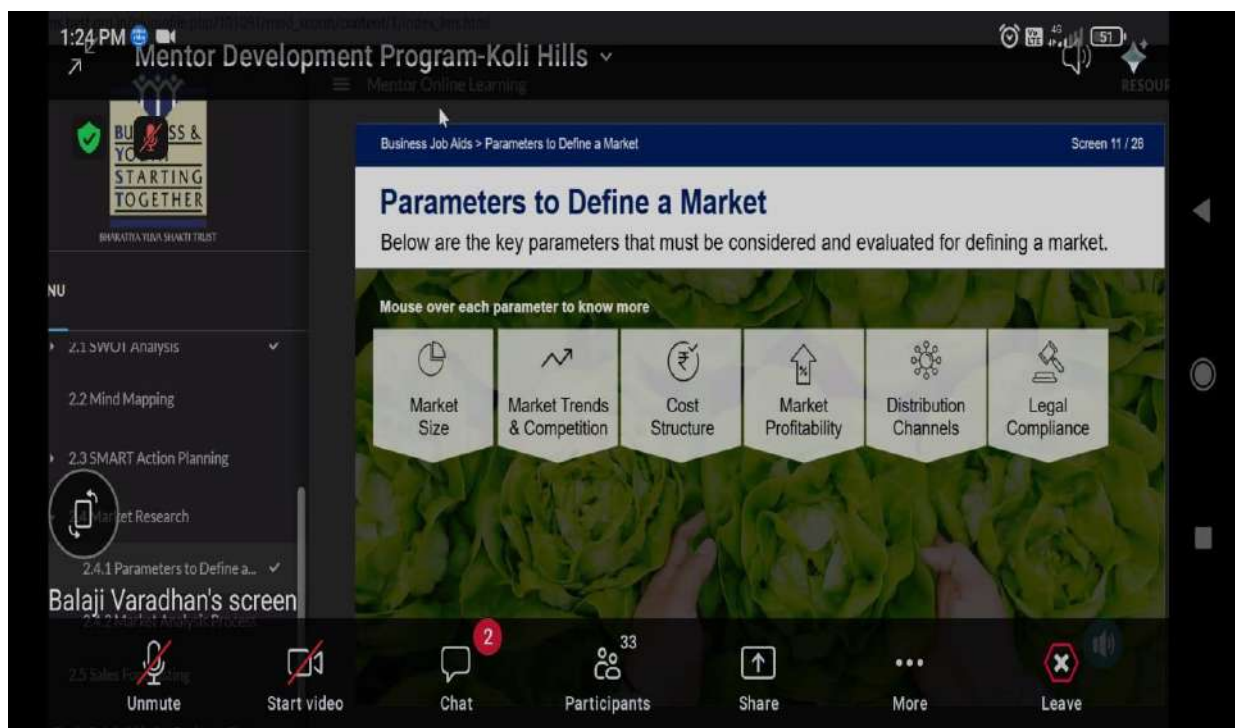
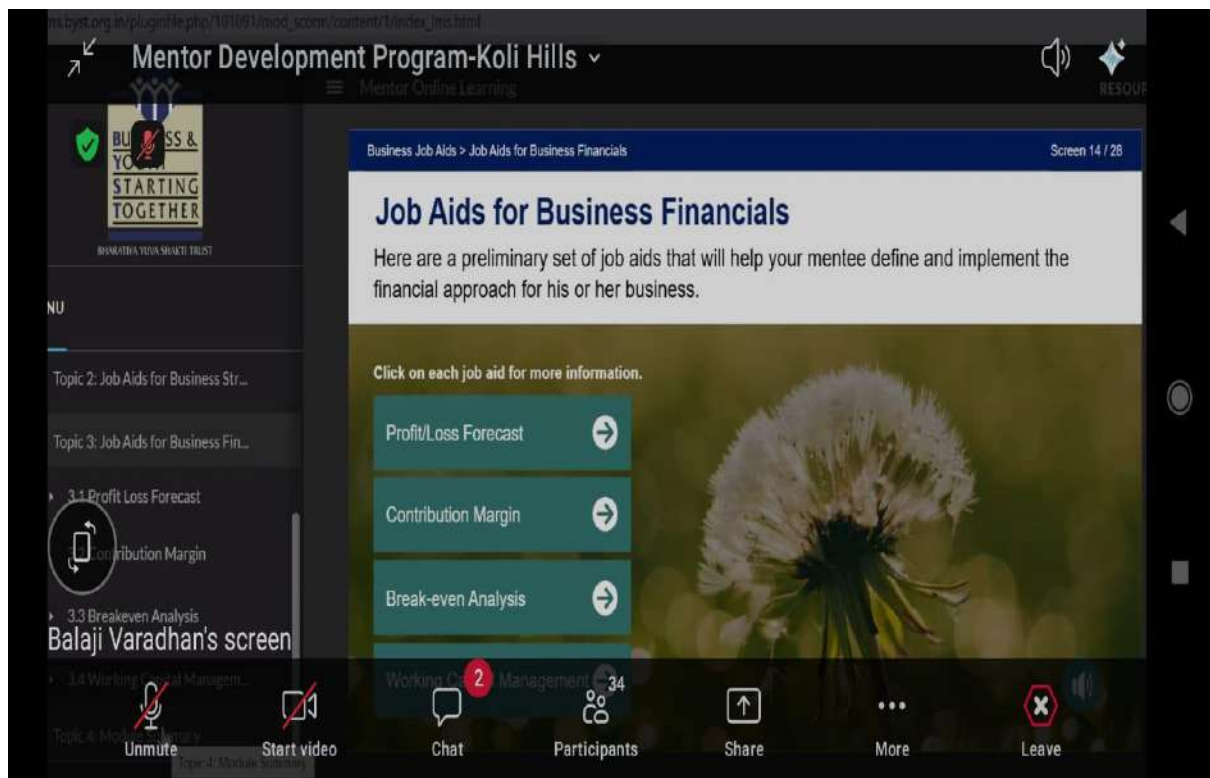
On behalf of the Entrepreneurship Development Cell & Institution's Innovation Council, Trinity College for Women, Namakkal, organized a one day Entrepreneurship Development Webinar Programme titled “Turning a Job Seekers into Job Creators” on 14th February 2026.

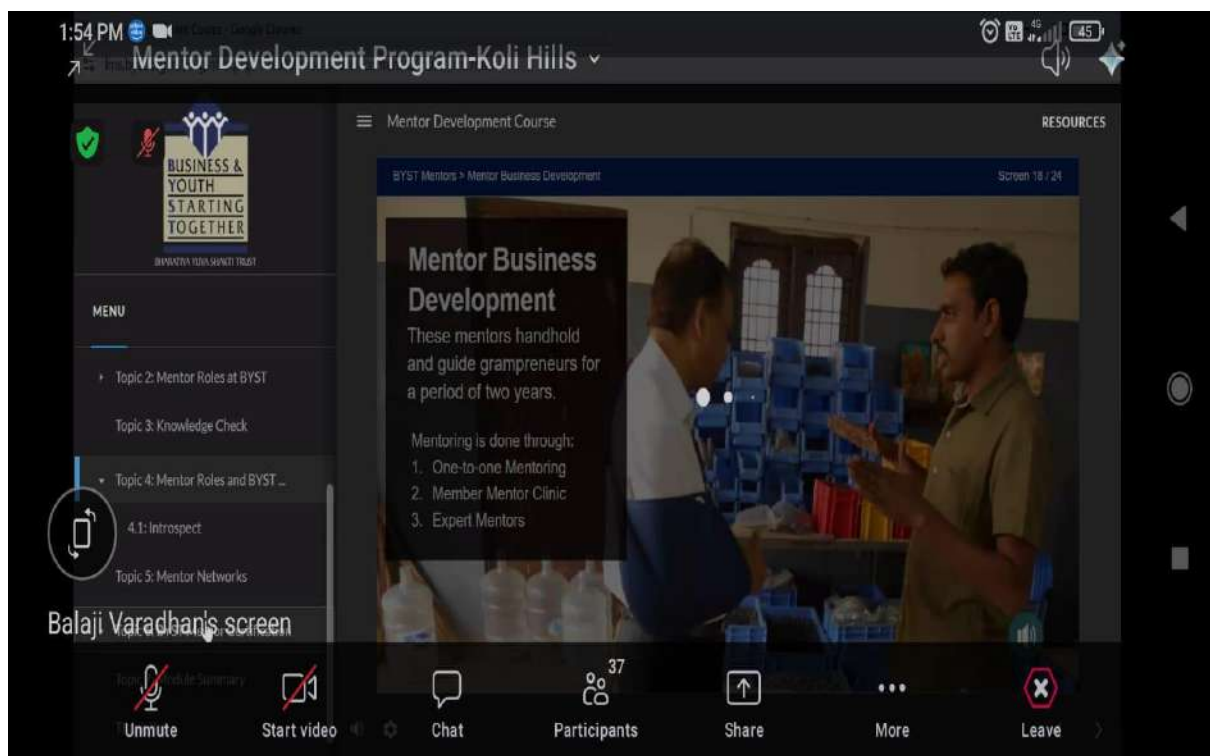
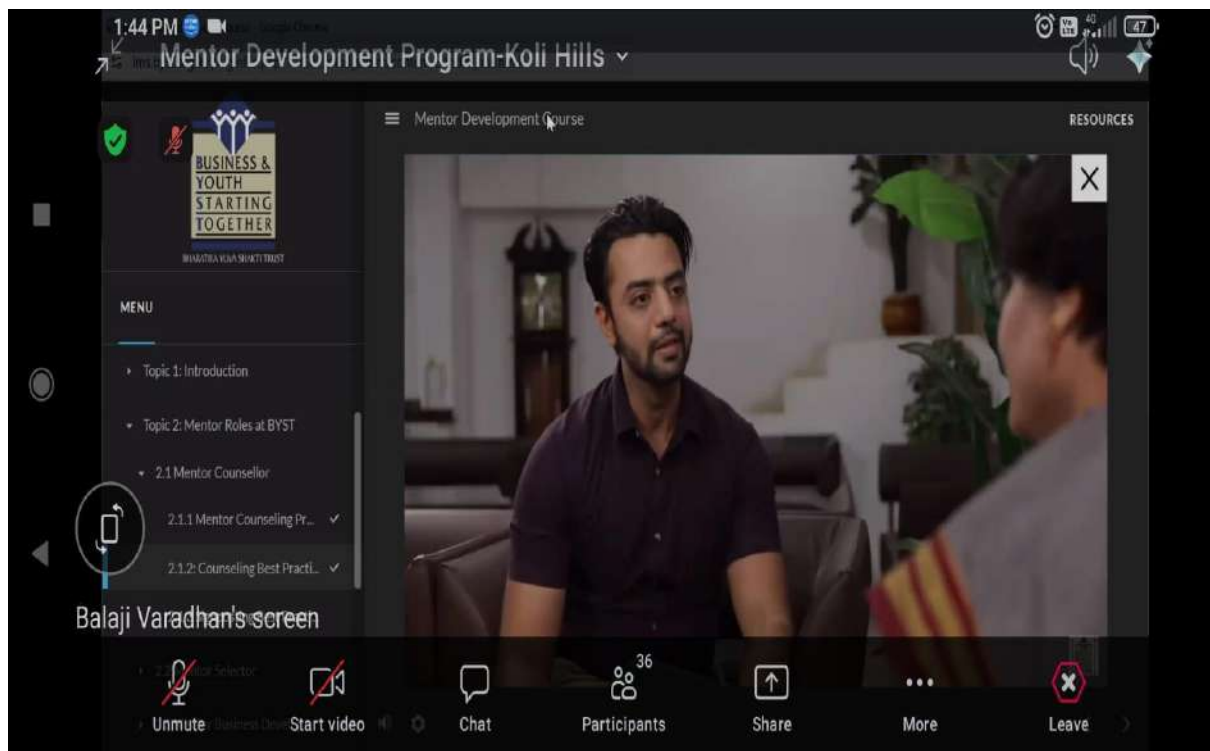
It was held through the platform of zoom. The programme was organized by the M/s. Bharatiya Yuva Shakti Trust, C/o. Confederation of Indian Industry (CII), Lodhi Road, New Delhi.

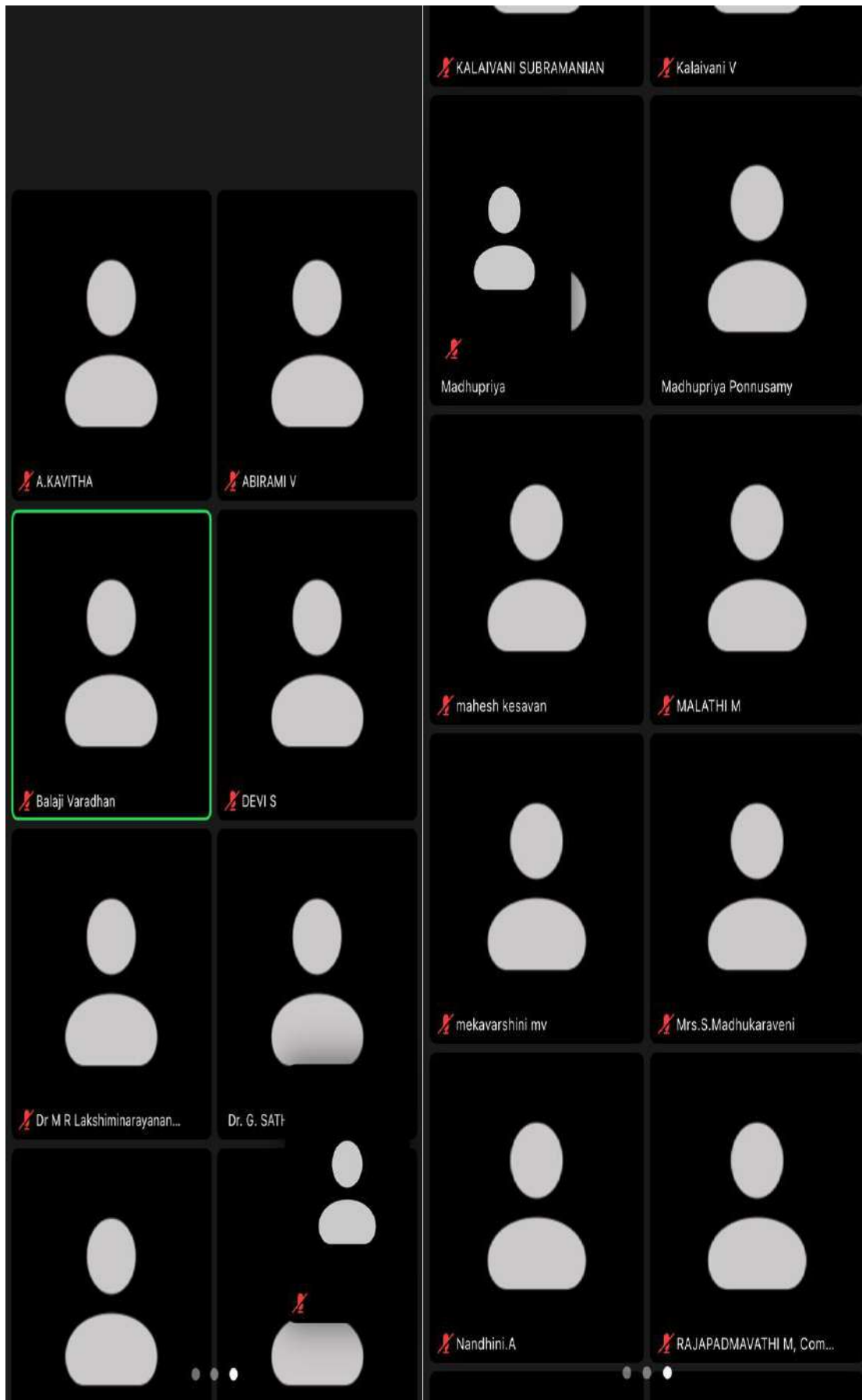
Mr. Balaji Varadhan, COO & Co-Founder of Village Technology School, Director – VTS Global Innovations LLP, Co-Founder & Vice-President of Robotics, Foundation of Tamil Nadu, Co-Chairman of BYST (Bharatiya Yuva Shakti Trust), Chennai Chapter was the resource person.

He demonstrated the mentoring skills training, like, understanding the role of mentors, need of qualities and skills of a mentor, mentoring process and key business related concepts, practical training in counseling mentors, Lifelong upskilling and Networking, etc.,

Dr. M.R. Lakshiminarayanan, Principal, presided over the programme. Dr. N. Elamathi, Coordinator, Internal Quality Assurance Cell, Mrs. A. Revathi, Member – Entrepreneurship Development Cell as well as the entire faculty members of the College actively took part.







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lms.byst.org.in/pluginfile.php/101091/mod_scm/content/1/index_lms.html

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RESOURCES

MENU

- BYST Module 4 - Business Job Aids
 - Module 4: Business Job Aids ✓
 - Topic 1: Introduction
 - 1.1 Objectives
 - Topic 2: Job Aids for Business Str...
 - Topic 3: Job Aids for Business Fin...
 - Topic 4: Module Summary
 - Thank You

Video player showing a woman speaking.

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lms.byst.org.in/pluginfile.php/101091/mod_scm/content/1/index_lms.html

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RESOURCES

Business Job Aids > Example of SWOT Analysis Screen 5 / 28

SWOT Analysis: Example

SWOT Analysis & aligned strategic changes done by an entrepreneur for a small-scale textile unit.

Mouseover the boxes to view action taken

S STRENGTHS Differentiated; high quality; competitive price	W WEAKNESS Limited market reach; limited investments; no brand recognition
O OPPORTUNITIES Collaboration with retailers; expand the product portfolio from office shirts to school uniforms	T THREATS Dependency on retailers; competitors can manufacture similar products very easily

Balaji Varadhan's screen