

Bada Business

An Initiative By Dr. Vivek Bindra

EVERYTHING ABOUT ENTREPRENEURSHIP

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60 Billionaire Business
Leaders as Bada Business
Professors

264 Videos. 264
Reading Materials.
264 Assessments

FRAMEWORKS | CASE STUDIES | STRATEGY SHEETS



Bada Business Professors



Dr. Vivek Bindra
Founder & CEO Bada Business



Mr. Balaji Viswanathan
Chairman,
Invento Robotics



Mr. Abhishek Somany
Managing Director,
Somany Ceramics Ltd.



Dr. Arvind Lal
Chairman,
Dr. Lal Pathlabs



Shri. Acharya Balkrishna
Managing Director & CEO,
Patanjali Ayurveda



Dr. Devi Shetty
Chairman,
Narayana Hrudayaya



Mr. Gaurav Chaudhary
Technical Guruji
(Youtuber)



Mr. Girish Agarwal
Director,
Dainik Bhaskar Group



Mr. Harpreet Singh Malhotra
Chairman,
Tiger Logistics



Dr. Kiran Mazumdar Shaw
Chairperson,
Biocon Ltd



Ms. Kalpana Saroj
Chairperson,
Kamani Tubes



Mr. Lalit Agarwal
Chairman & MD,
V - Mart



Mr. Manu Jain
Managing Director,
Xiaomi India



Dr. Mahesh Gupta
Chairman,
Kent RO



Mr. Nikhil Arora
Managing Director,
GoDaddy India



Mr. Prahlad Kakkar
Indian Ad Film Guru



Mr. Rajesh Mehta
Chairman,
Rajesh Exports



Mr. Rajesh Agarwal
Chairman,
Insecticide India



Mr. R G Agarwal
Chairman,
Dhanuka Agritech



Mr. R. Gopalakrishnan
Former Executive Director,
Tata Sons Ltd.



Mr. Rajesh Sharma
Managing Director,
Capri Global Ltd



Mr. Boman Irani
Indian Film Actor



Mr. R S Sodhi
Managing Director,
Amul



Mr. Ramesh Agarwal
Chairman,
Agarwal Packers & Movers



Mr. Sajjan Bhajanka
Chairman,
CenturyPly & Star Cement



Mr. Sunil Kanoria
Vice Chairman,
SREI Infra



Mr. Sanjay Gupta
Chairman,
APL Apollo

Bada Business Professors



Mr. Sanjeev Kapoor
Indian Celebrity Chef



Mr. T.V. Mohandas Pai
Managing Director,
Bajaj Corp Ltd.



Mr. Umesh Revankar
MD & CEO,
Shri Ram Transport
Finance



Mr. Ashish Chauhan
Managing Director & CEO,
Bombay Stock Exchange



Dr. A Velumani
Chairman,
Thyrocare Technologies



Mr. Abhiraj Singh Bhal
Co-Founder,
UrbanClap



Mr. Sumit Malhotra
Managing Director,
Bajaj Consumer Care Ltd.



Shri. Sindhu Tai
Social Worker



Mr. Sanjiv Bajaj
Vice Chairman,
Bajaj Capital



Mr. Hari Om Rai
Chairman,
Lava Mobiles



Dr. Jayshree Vyas
Managing Director, Shree
Mahila Sewa Sahakari Bank



Mr. Keki Mistry
Vice Chairman & CEO,
HDFC Ltd.



Mr. Radheshyam Dixit
Chairman,
Ananda Dairy



Mr. Ravi Saxena
MD & Co-Founder,
Wonder Chef



Mr. Ridham Desai
Managing Director,
Morgan Stanley India



Mr. Nirmal Jain
Founder & Chairman,
India Infoline (IIFL)



Mr. Puneet Gulati
CEO,
Barista Coffee



Mr. PK Gupta
Managing Director,
State Bank of India



Mr. Vikas Gutgutia
Founder & MD,
Ferns & Petals



Mr. Vivek Oberoi
Indian Film Actor



Ms. Anuradha Agarwal
Founder
Multibhashi



Mr. Vivek Bhargava
CEO,
Dentsu Aegis Network
Performance Group



Mr. Akshay/Kartik
Co-Founder,
Log 9 Materials



Mr. Yash Dahiya
CEO,
PolicyBazaar.com



Mr. Ashish Goel
CO-Founder,
Urban Ladder



Mr. Ram Chandra Agarwal
Chairman & MD,
V2 Retail Ltd



Dr. Ajay Sahai
DG & CEO, Federation of
Indian Export Organisations



Mr. Alfred Ford
Global Chairman,
Ford Motors



Mr. Ashwani Arora
MD & CEO, LT Foods
(Dawat Basmati Rice)



Mr. Deepak Bagla
Managing Director & CEO,
Invest India

BURNING PROBLEMS SOLVED

— Topics Covered —

STRATEGY

All Videos



- Customer Lifetime Value
- Market Penetration
- Revenue Maximization
- FREEMIUM Model
- 10X Business
- Scaling Up - 4 Strategies
- Turnover Growth - 5 Strategies
- Mergers & Acquisitions
- Perfect Customer, Imperfect Customer
- Reduce Cost - 7 Strategies
- Most Essential Goals
- Passive Income
- Positive Interpretation

- Product Pricing - 7 Strategies
- Kingfisher Airlines - Case Study - Part1
- Kingfisher Airlines - Case Study - Part 2
- Entry Barrier - 12 Strategies
- Competition Analysis - 5 Tools
- Accelerator Vs Incubator
- Startup India Scheme
- Business Review
- Data & Business Valuation
- Find Killer Business Ideas - 5 Tips
- Startups USP - Part 1
- Startups USP - Part 2
- Startups USP - Part 3
- Benefit Of Industry Associations
- Family Business
- Sunrise Sectors - Part 1
- Sunrise Sectors - Part 2
- Market Research
- Elevator Pitch
- Advisory Board Setup
- Retail Chain Growth
- Geolocation Advantage

BURNING PROBLEMS SOLVED

— Topics Covered —

STRATEGY

- BOT Model - Dairy Business
- Startup Growth
- Physical Retail V/s Online Retail
- Make Sick Business Profitable
- Market Share - Logistics
- Lessons For Entrepreneurs
- BIOCON Growth Story
- Startup Success - 5 Strategies
- Business Success Mantras
- Success & Entrepreneurship
- Business Success
- Retail Business Growth
- Garments Manufacturing
- 5 Growth Sectors
- Important Government Schemes
- Long Term Sustainability
- Stock Exchange Listing - 6 Advantages
- Wedding Decoration Business
- How To Bounce Back?
- LAVA Mobile Journey
- LAVA Mobile Journey
- Consumer Insights
- 18 Point Agenda - Wadhwani Foundation
- Merger & Acquisition - Housing.com
- Manage Downturn
- Manufacturing - Inhouse vs Outsource
- Distribution Model
- Small Manufacturers Growth

BURNING PROBLEMS SOLVED

— Topics Covered —

EXECUTION & OPERATIONS



- Inventory Management
- Framework : FSN
- Import - Licensing & Funding
- Strategic Alliance
- Geographical Expansion - 14 Strategies
- Productivity Improvement
- "Breakdown Maintenance (BM) V/s Preventive Maintenance (PM)"
- Growth Hacking - Mobile App
- Hassle Premium - 10 Examples
- Increase Execution Speed - Framework
- Urgent Important Matrix
- Company Formation
- Business Turnaround - 7 Steps
- Design Thinking
- Busyness to Business
- Reduce Expenses
- Revenue Growth Formula
- Business Partnerships - 10 Techniques
- Export & Import
- Virtual CFO - 10 Advantages
- Non Disclosure Agreement (NDA)
- Non-Compete Agreement
- Customer Feedback
- NPS Score
- Online Reputation Management (ORM)
- FIND YOUR CO - FOUNDER
- Notes Taking - 4 Methods
- Food Business
- Reduce Production Cost
- Reverse Engineering
- Start Export Business
- Vertical & Horizontal Integration
- Backward & Forward Integration
- Manage Distributors & Retailers?
- Efficiency & Innovation In Logistics
- Distribution Network
- Small Business Growth - 5 Strategies
- Secure Jewelry Business
- Scale Healthcare Business
- Grow Market Share
- Disruption With Innovation
- Product Strategy - Patanjali
- Success Lessons - Century Plywood
- Export Business - 4 Strategies
- Retail Ka Detail
- Flower Retail Business - 11 TIPS
- Business Listing On Stock Exchange
- Export Business

BURNING PROBLEMS SOLVED

— Topics Covered —

FINANCE + FUND RAISING



- Fund Raising
- Finance V/s Accounts
- Asset Finance
- Debt Free Business
- COGS Of COGS
- Cost Optimization
- Low Margin Big Profit
- GST & Digital Banking
- Growth Funding
- Construction Business - (Part 1)
- Construction Business - (Part 2)
- Balance Sheet, P&L & Cash Flow
- Maintain Cash
- Business Loans
- Wealth Creation
- How Investors Value Business?

- Customer Credit Score
- Manage Cash
- Hot Sectors For Business
- Company Valuation
- Pitch Deck
- Manage Gross Margins
- Zero Based Budgeting
- Loss Recovery - 7 Tip
- Zzero Cost EMI
- ESOPs
- ROI vs Margin?
- 1/3 Business Framework
- Bootstrap Business
- Financial Independence - 6 Steps
- Pitch Investors - 10 Steps
- Authorised, Issued, and Paid-Up Capital
- Ways to Invest Cash
- Asset Turnover Ratio
- Cost of product

BURNING PROBLEMS SOLVED

— Topics Covered —

HUMAN RESOURCE



- Leadership - 5 Components
- High Performance Culture - 5 Steps
- Succession Planning
- Organisational Belief System
- Team Motivation - Part 1
- Team Motivation - Part 2
- Cultivate Navratna
- Core Values
- Manpower Capability Building
- Change Management
- Employee Competency - Checklist
- Personal Assistant
- Porter 5 Forces
- Employee to Intrapreneur
- Track Employee Efficiency
- Leadership 4 Points
- Executive Assistant
- Hiring a CEO
- CEO's Office
- Employee Training Evaluation
- Manage Partner Differences
- Employee Retention
- High Performance Team
- Attract Manpower - 7 Strategies
- Increase Managerial Efficiency
- Family Owned Business

BURNING PROBLEMS SOLVED

— Topics Covered —

SALES & MARKETING BRANDING



- Brand Equity
- Low Cost Branding
- Brand In Commodity Business
- TV Advertising
- PR Strategy
- Ad Campaign Design
- 4A Marketing Formula
- Low Cost Marketing
- ARROW Model - Part 1
- ARROW Model - Part 2
- Compelling Business Story
- RiSiMis
- Reduce COCA - 10 Steps
- 0 Dollar Marketing - 5 Techniques

- THINK Model
- Product Positioning
- 90-Day Communication Calendar
- Influencer Marketing
- Social Media Success - 7 Steps
- Email Marketing Funnel
- Network Effects
- Product Sampling
- Gamification In Business
- Business Storytelling
- Community Spread Framework
- KENT RO Growth Story
- Product Launch Strategy - Maruti
- Business Advertising Decoded
- Brand Masterclass
- Low Cost Branding

BURNING PROBLEMS SOLVED

— Topics Covered —



CUSTOMER EXPERIENCE

- Customer Relationship Management
- Customer Service - 10 Points
- Consumer Insights - Case Study
- Customer Experience



LEGAL + COMPLIANCE

- License Agreement
- Exclusivity Agreement
- Company Audits - Part 1
- Company Audits - Part 2
- Social Media Policy
- Privacy Policy



TECHNOLOGY

- Business Security
- Technology For Business
- Mobile Apps - 7 Advantages
- Business Automation - ERP
- Cyber Security
- Work From Home - 10 Tools
- Project Management
- Website For Business
- CHAT BOTs
- Robotics For Business
- Technology For Small Business

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