

Retirees (Post-Retirement Business)

Objective: Help retirees start a fulfilling business using their experience and passions.

Step-by-Step Process:

1. Initial Consultation (Week 1):

- Conduct a 30-minute virtual or in-person session using the "Pehchan Quiz" to assess their interests (e.g., gardening, consulting) and retirement goals.
- o Deliverable: Personalized interest report.

2. Business Ideation (Week 2):

- Analyze quiz results and suggest 2-3 business ideas (e.g., hobby shop, online course) based on the "Vision to Reality" step.
- Deliverable: Ideation document with pros/cons.

3. Custom Plan Development (Weeks 3-4):

- Create a tailored business plan with flexible hours, covering market analysis, startup costs and the "Custom Plan" step.
- o Deliverable: 5-page business plan with timeline.

4. Skill and Legal Training (Weeks 5-6):

- Offer a 2-hour workshop on digital tools (e.g., WhatsApp Business) and guide Shop and Establishment registration.
- Deliverable: Workshop certificate and registration support.

5. Launch and Mentorship (Weeks 7-8):

- Assist with a soft launch (e.g., local event) and assign a retiree-specific mentor for 3 months of weekly check-ins.
- o Deliverable: Launch event plan and mentor schedule.

6. Follow-Up (Month 3):

- o Review progress, suggest scaling (e.g., online sales), and offer ongoing support.
- o Deliverable: Progress report and next-step recommendations.

Tools: Pehchan Quiz, 4-step roadmap, mentor network, workshop modules.

The concepts and guides in this note are for illustrative purposes only and represent a general outlook. Addition provides personalized solutions tailored to each client's unique needs and circumstances. Individual results may vary."