

DEALING WITH STARTUP ISSUES: A COMPREHENSIVE STUDY

Venkatesh Narayan Tidake, *Dr. Peerzade Riyasat Aminuddin and **Nishikant Dhande

*Y&M AKI's Poona Collage of Arts, Science and Commerce, Pune

Email: hod.commerce@poonacollege.edu.in

**School of Commerce and Management Sciences, SRTM University, Nanded

Email:nishika.dhan@gmail.com

Abstract: In the current study, the attempt has been made to resolve issues related to real estate as startup industry. Six principles to deal with business challenges in a complex world were discussed viz., tracking, adopting a strategy, focus etc. Effective in supportable strategic policies frequently requires business and development. This study gives an outline of business venture and advancement as it connects with sustainable business.

Keywords: Real estate as Startup, problems in real estate

Introduction

In any case, you must know that won't just assist you with accomplishing improved results, yet you'll likewise try not to need to manage different interruptions. All in all, would could it be that a startup proprietor to do?

Obviously, regardless of how incredible your business thought might be, you will not get much of anywhere in the event that you don't have the perfect individuals to transform your thought into the real world. You really want to know precisely exact thing expert and individual attributes fruitful up-and-comers ought to have.

Indeed, even with the perfect individuals and the right thought, you actually risk fizzling on the off chance that you don't have any idea how to deal with your funds. Having an adequate number of assets for setting up a business is critical; however, you likewise should be cautious while arranging your use before you really begin bringing in sufficient cash. The most run of the mill issues for new companies incorporate misjudging startup costs, month to month costs and setting an off-base cost for the item or administration. That is the reason, for instance, numerous new companies in India, which is recording a rising significantly work on your efficiency.

Review of Literature

Despite the fact that it's hard to track down funds to promote your proposal before you really begin creating pay, you basically need to put resources into publicizing. Fortunately, you never again need to burn through truckload of cash on print publicizing material, which projects your net wide, however is for the most part wasteful (Dyer Jr, W. G., 1992). All things considered, center around the advantages of computerized showcasing, where focusing on unambiguous groups is a lot more straightforward and less expensive (Kleven, Henrik Jacobsen, 2006).

Assuming nobody is keen on the thing you are offering; your pioneering story will be over rapidly. Then again, giving precisely exact thing the clients need, at a reasonable cost and with

incredible client care will assist you with making an organization of steadfast clients, who trust your image (Watson et al., 1998). You must be prepared to hear what they need to say regarding your item and transform their ideas and grievances into the real world and their fulfillment. Laying out a dedication program is one of the most productive approaches to making a startup well known.

In the event that you figure out how to conquer these difficulties and gain from any possibly dangerous circumstance, your business will have much better possibilities enduring the underlying stage and forming into a trustworthy undertaking (Sperber, 2019).

Nowadays, amidst weakness and change, business challenges are no way, but instead a reality that every business will stand up to ultimately. In the midst of Exceptional Speed increment, the kind of issues that most associations face are more stunning, shrewd and got than any time already (Politis, D. 2008). Globalization, overall unsettling influences, electronic change and political wreckages, among various factors, are switching business areas up the world, making them an evidently more incredible issue to make due (Ulvenblad et al., 2013). Thusly, we should figure out how to confront intricacy. In "the same old thing" conditions we are utilized to face with functional difficulties, where there is a straight connection among causes and issues. Be that as it may, for complex issues, this approach is done working. Now and again, there is new intricacy included, making things much harder to comprehend.

Subsequently, knowing how to move toward intricacy, beating obstructions and finding doable arrangements is an essential range of abilities for any fruitful supervisor. Fortunately, a recommendation to learn.

Objective of the study: To resolve Challenges in Real estate as Startup Industry

Methodology of work: Six Principles to Deal with Business Challenges in a Complex World

1. Track down the right issue to address

Most chiefs pick a misguided course since they didn't take as much time as is needed to contemplate what the genuine issue seems to be similar. While dealing with an issue, first we really want to explore to the extent that this would be possible, confronting the test from various points, and characterizing it in more than one way to comprehend its causes completely. If appropriately finished, we will get the right inquiries to address.

2. Center around clients

Most business challenges come from the client side, not from contenders. Generally, we look a lot at different organizations attempting to find the main drivers for our battles. Yet, most likely, assuming we investigate, we could find that they come from our missteps on serving our clients. This point is firmly connected with the past one, and presumably the principal question we ought to ask is regardless of whether we are neglecting to convey worth to our clients

3. Adopt a context oriented strategy

The emphasis on clients implies a logical methodology. We ought to investigate the entire client experience, in addition to our business cycles, and attempt to connect one another. Issues are seldom secluded in one division, they normally have entwined causes, with minor issues taking care of back one another to make a major one. As of now we might find where these issues are, investigating various divisions and drawing in with every one individual in the firm. Figuring out how to break the storehouse attitude is here obligatory, and everybody in question ought to attempt to get it done.

4. Attempt open advancement

We should use imagination and ideation from all individuals. We can never know where the arrangement will emerge. This likewise implies some future reasoning, attempting to envision what that future could incorporate. This sort of abilities are profoundly important for an organization, and each supervisor could incorporate them into their groups.

5. Search for various arrangements

It is basic to perceive different expected game plans, zeroing in on them noticing a direct rule: the most fundamental, conceivable plan is boundlessly better to the puzzled. When zeroed in on and picked, essentially start endeavoring game plans until you consider to be the right one.

6. Pick the right gathering

get things rolling by picking the gathering who will convey the game plan and measure results. Possible you will see that issue plans are astounding additionally, and a portion of the time have unplanned and frightening outcomes, both positive and negative. Yet again for each case, the right system is to acquire for a reality and to endeavor one more plan in case of negative effects. What does critical thinking require?

Findings:

Subsequently, critical thinking requires a few exact abilities, like an insightful psyche, joined with innovativeness, a proactive outlook, and resistance to disappointment. It's not possible for anyone to dominate this multitude of abilities simultaneously. Hence, business difficulties to lead this sort of groups successfully, supervisors need to represent what is outside their ability to grasp, being happy with driving individuals who have the aptitude they don't, and adjusting to unanticipated market circumstances, managing questionable open doors.

Eventually, perhaps is tied in with building versatile associations, with the abilities to adapt stuns, adjusting and changing as simple and fast as could be expected. Presumably, this is one justification for why development is so significant for any organization. Growing a creative climate in any organization will give helpful abilities to manage intricacy and likely shocks.

CONCLUSION

Effective in supportable strategic policies frequently requires business and development. This part gives an outline of business venture and advancement as it connects with maintainable business. The conversation is generally pertinent to reasonable organizations zeroed in on offering new items and administrations because of cultural worries. The significance of business and advancement likewise applies to organizations that change how they produce items and administrations. The last option organizations can utilize imaginative practices and business to lay out their image name and to be market pioneers in doing things that make shared incentive for society and their organizations and furthermore, after some time, add to changes in rehearses in their industry.

References:

Dyer Jr, W. G. (1992). *The Entrepreneurial Experience: Confronting Career Dilemmas of the Start-up Executive*. The Jossey-Bass Management Series. Jossey-Bass, Inc., Publishers, 350 Sansome Street, San Francisco, CA 94104.

Drnovšek, M., Wincent, J., & Cardon, M. S. (2010). Entrepreneurial self-efficacy and business start-up: developing a multi-dimensional definition. *International journal of entrepreneurial behavior & research*.

Watson, K., Hogarth-Scott, S., & Wilson, N. (1998). Small business start-ups: success factors and support implications. *International Journal of Entrepreneurial Behavior & Research*.

Politis, D. (2008). Does prior start-up experience matter for entrepreneurs' learning? A comparison between novice and habitual entrepreneurs. *Journal of small business and Enterprise Development*.

Bocken, N. M. (2015). Sustainable venture capital–catalyst for sustainable start-up success?. *Journal of cleaner production*, 108, 647-658.

Ulvenblad, P., Berggren, E., & Winborg, J. (2013). The role of entrepreneurship education and start-up experience for handling communication and liability of newness. *International Journal of Entrepreneurial Behavior & Research*.

Damodaran, A. (2009). Valuing young, start-up and growth companies: estimation issues and valuation challenges. Available at SSRN 1418687.

Sperber, S., & Linder, C. (2019). Gender-specifics in start-up strategies and the role of the entrepreneurial ecosystem. *Small Business Economics*, 53(2), 533-546.

Drnovšek, M., Wincent, J., & Cardon, M. S. (2010). Entrepreneurial self-efficacy and business start-up: developing a multi-dimensional definition.

Kleven, Henrik Jacobsen, and Claus Thustrup Kreiner. "The marginal cost of public funds: Hours of work versus labor force participation." *Journal of Public Economics* 90.10-11 (2006): 1955-1973.