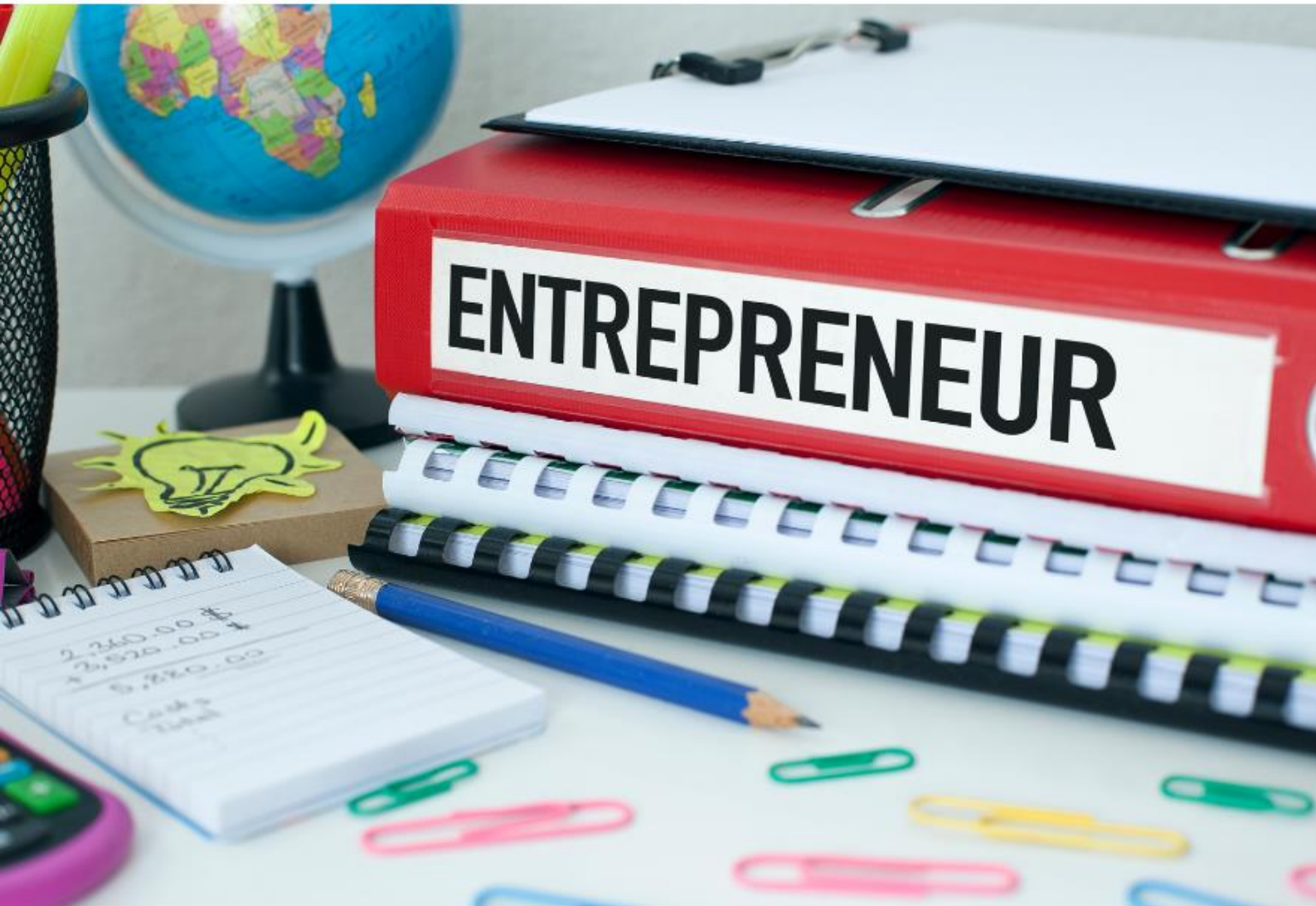




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ENTREPRENEUR SKILLS ASSESSMENT REPORT

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Introduction

Entrepreneurs at different stages of their entrepreneurial journey face a dynamic and challenging landscape, requiring a diverse skill set for success. The Entrepreneur Skills Assessment evaluates proficiency across seven critical skill sets, combining a total of 18 essential skills.



Category Overview

Strategic Vision & Planning:

- ❖ **Business Planning and Strategy:** Crafting comprehensive business plans and strategic frameworks.
- ❖ **Identifying Target Market:** Precisely defining and understanding the target audience for products/services.
- ❖ **Competition Analysis:** Evaluating market competitors to gain a strategic advantage.
- ❖ **Unique Value Proposition:** Developing and articulating a distinctive value proposition that sets the business apart.

Financial Operations Mastery:

- ❖ **Financial Management:** Effectively managing financial resources for sustainable growth.
- ❖ **Basic Accounting:** Proficiency in fundamental accounting principles.
- ❖ **Cash Flows and Funding Options:** Understanding cash flow dynamics and exploring diverse funding avenues.

Marketing & Sales Mastery:

- ❖ **Marketing and Branding:** Creating and implementing effective marketing and branding strategies.
- ❖ **Sales Techniques:** Mastering sales methodologies to drive revenue and customer acquisition.

Leadership & Team Development:

- ❖ **Leadership:** Inspiring and guiding a team towards shared goals.
- ❖ **Team Building:** Cultivating a cohesive and high-performing team environment.
- ❖ **Problem Solving & Decision Making:** Effectively addressing challenges and making sound decisions.

Innovation & Product Development:

- ❖ **Product Development and Innovation:** Nurturing creativity for product evolution and innovation.
- ❖ **Idea Generation, Prototyping, and Product Testing:** Executing a structured process from ideation to product testing.

Strategic Growth Management:

- ❖ **Scaling and Growth Strategies:** Formulating plans for sustainable business expansion.
- ❖ **Customer Service:** Prioritizing exceptional customer service for long-term success.

Efficiency & Compliance:

- ❖ **Time Management and Productivity:** Optimizing time and productivity for enhanced efficiency.
- ❖ **Legal and Regulatory Compliance:** Ensuring adherence to legal and regulatory frameworks.

Entrepreneurs can leverage this assessment to identify strengths, pinpoint areas for improvement, and strategically enhance their capabilities. Success in the entrepreneurial journey hinges on a holistic mastery of these critical skills.

Please Note:

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ESA Report

Report of	Sample Report
Date of Assessment	Mar 14, 2024 3:10 AM
Organisation	My Organization
Coach and Trainer	Dr. Sri Harsha Govardhana

Overview of Results

#	Skill	Score	#	Skill	Score
I	Strategic Vision & Planning	91	V	Innovation & Product Development	78
1	Business Planning and Strategy	88	13	Product Development and Innovation	82
2	Identifying Target Market	94	14	Idea Generation, Prototyping, and Product Testing	74
3	Competition Analysis	88	VI	Strategic Growth Management	81
4	Unique Value Proposition	92	15	Scaling and Growth Strategies	74
II	Financial Operations Mastery	94	16	Customer Service	88
5	Financial Management	92	VII	Efficiency & Compliance	80
6	Basic Accounting	96	17	Time Management and Productivity	82
7	Cash Flows and Funding Options	94	18	Legal & Regulatory Compliance	78
III	Marketing & Sales Mastery	84	Total ESA Score		86
8	Marketing and Branding	76			
9	Sales Techniques	92	Score Range		
IV	Leadership & Team Development	93		High Score	Above 81
10	Leadership	92		Medium Score	51 to 80
11	Team Building	92		Low Score	Below 50
12	Problem Solving and Decision Making	96			

Business Planning and Strategy

You scored: 88

Successful entrepreneurs excel in crafting comprehensive business plans, defining strategic goals, and assessing risks. They navigate market landscapes, set clear objectives, and measure success, ensuring sustainable growth.

High	Medium	Low
<p>Entrepreneurs with a high score in business planning and strategy understand its pivotal role in achieving long-term success. They excel in creating comprehensive business plans, conducting thorough market analyses, and defining clear objectives and strategies. High scorers effectively align business goals with actionable plans, adapt strategies to changing environments, and regularly review and refine their business strategies based on performance metrics and industry trends.</p>	<p>Medium scorers understand the importance of business planning and strategy. They can create business plans, conduct market analyses, and define objectives and strategies. While proficient, they might not consistently display the depth seen in high scorers, particularly in the effective alignment of business goals with actionable plans and the adaptive refinement of strategies based on changing environments.</p>	<p>Low scorers may struggle to grasp the importance of business planning and strategy. They might lack effectiveness in creating comprehensive business plans, conducting thorough market analyses, and defining clear objectives and strategies. Their ability to align business goals with actionable plans and adapt strategies to changing environments might be limited. Regular review and refinement of business strategies based on performance metrics and industry trends may also pose challenges for them.</p>

Points to Ponder

- ❖ How do I determine the key components of a business plan, ensuring a comprehensive strategic approach?
- ❖ How can I use market research effectively to inform and shape my business strategy?
- ❖ What steps can I take to adapt my business plan and strategy in response to changing market conditions, fostering agility and resilience?

Identifying Target Market

You scored: 94

Effective entrepreneurs demonstrate a keen understanding of their target market, using factors like demographics and behaviors. They adeptly refine strategies based on customer feedback and market shifts, distinguishing between target markets and audiences.

High	Medium	Low
<p>A respondent with a high score in identifying the target market demonstrates a comprehensive understanding of factors such as demographics, psychographics, and behavior. They excel in conducting thorough market research, distinguishing between a target market and a target audience, and refining their market based on customer demographics and psychographics. They consistently assess market size, profitability, and competitor landscapes, strategically choose marketing channels, and maintain adaptability over time with a dynamic approach.</p>	<p>A respondent with a medium score understands the importance of identifying a target market and employs various methods for market research. They show proficiency in recognizing differences between a target market and audience and utilize customer demographics and psychographics to refine their focus. While they may not consistently demonstrate the depth seen in high scores, they still exhibit a competent approach to market identification, albeit with potential room for improvement.</p>	<p>A respondent with a low score may lack a systematic approach to identifying a target market. They might not fully grasp the nuances of demographics, psychographics, or the significance of market research. The understanding of distinguishing a target market from a target audience could be limited. There may be a lack of strategy in assessing market size, profitability, and competitors, and they might struggle to adapt their target market over time.</p>

Points to Ponder

- ❖ What factors should I meticulously consider when identifying a target market to ensure precision and relevance?
- ❖ How can I utilize customer demographics and psychographics to pinpoint and understand my target market?
- ❖ In what ways can I leverage customer feedback and engagement to enhance my understanding of the target market?

Action Planning

The steps you take towards achieving your Entrepreneurship goals will determine whether or not success is realized. Use this step-by-step activity plan to help guide you closer to your goals. Remember to use the SMART goal setting criteria for each goal.

Write down up to three Entrepreneur Skills that you would like to further develop (e.g., “Business Planning and Strategy”, “Cash Flows,” and “Leadership” to demonstrate leadership to align business plan to ensure sustained cash flows). The SMART goals that you outline in the template should help to strengthen these Entrepreneur Skills.

- 1.
- 2.
- 3.

Write down up to three overall qualities that you would like to have (e.g., strategy outlook, people management, ability to set goals). In some way the goals you outline in this action plan should help you achieve the overall qualities you identified.

- 1.
- 2.
- 3.

Transfer your SMART goals into the action plan template below.

SMART Goal	Time Frame	Benefits	Measure of Success	Support & Resources Needed	Potential Barriers
<i>Improve Cash Flows</i>	<i>Review meetings starting today</i>	<i>Timely payments, funds availability for growth plans</i>	<i>Cash availability with minimum threshold limit</i>	<i>Daily accounting reports, bank statements</i>	<i>Delayed payment schedules of some clients</i>



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