Jofj;flos k|:tfjsf] k|:t'tLs/0fdf ;dfj]z x'g'kg]{ a'“bfx¿

kl/of]hgfsf] 5f]6f] kl/ro

*-k|:6 b]lvg] u/L lvlrPsf] ;fOgaf]8{;lxtsf] Joj;fosf] kmf]6f] jf a9Ldf ! ldg]6sf] lel8of] clgjfo{ ¿kdf k|:t't ug'{kg]{5\_*

|  |  |  |
| --- | --- | --- |
| != | kl/of]hgfsf] gfd M |  |

|  |  |  |
| --- | --- | --- |
| @= | kl/of]hgfsf] 7]ufgf M |  |

|  |  |  |
| --- | --- | --- |
| #= | pTkflbt j:t' jf ;]jf M |  |

$= tkfO{+n] 5gf]6 u/]sf] kl/of]hgfn] ;DalGwt If]q;Fu ;DalGwt pBf]udf s'g ;d:of ;dfwfg ug{ vf]h]sf] xf] <

|  |
| --- |
|  |

%= dfly plNnlvt ;d:of ;dfwfg ug{ tn plNnlvt If]qdWo] s'g If]qdf gjLgtd ;f]r ckgfPsf] 5 ÷ ckgfpg]5 <

|  |  |
| --- | --- |
| j:t' tyf ;]jfdf |  |
| pTkfbg k|lqmofdf |  |
| ljt/0f k|lqmofdf |  |

^= kl/of]hgfaf6 pTkflbt j:t' jf ;]jf laqmLsf] ahf/ ;Defjgf M

|  |  |
| --- | --- |
| xfnsf] nlIft u|fxs | eljiodf yk x'g] nlIft u|fxs |
|  |  |

&= kl/of]hgfdf k|of]u x'g] sRrfkbfy{ s] s] x'g\ / To;sf] kl/k"lt{sf] Joj:yf M

|  |  |
| --- | --- |
| sRrfkbfy{ -s] s]\_ | cfk"lt{sf] Joj:yf -sxfFaf6\_ |
|  |  |

\*= kl/of]hgfsf] nflu cfjZos kg]{ pknAw k"jf{wf/x¿ M

|  |
| --- |
|  |

(= kl/of]hgfdf ;+nUg ;~rfns / sd{rf/Lx?sf] of]Uotf÷bIftf / cg'ej

|  |
| --- |
|  |

!)= kl/of]hgfsf] SWOT (Strength, Weakness, Opportunity and Threat) Analysis

|  |  |
| --- | --- |
| ;an kIf (Strength)  | sdhf]/ kIf (Weakness)  |
| cj;/ (Opportunity)  | r'gf}tL (Threat)  |

!!= kl/of]hgfdf hf]lvd s] s] 5g\ / Joj:yfkgsf nflu s] s] pkfo cjnDag ul/Psf] 5 <

|  |  |
| --- | --- |
| hf]lvdx¿ | Joj:yfkgsf pkfox¿ |
|  |  |

!@= kl/of]hgfsf] ;fdfGo ljQLo ljj/0f

-s\_ laqmLaf6 cfDbfgL -jflif{s ¿kdf\_

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | @)&(÷\*) df | @)\*)÷\*! df | @)\*!÷\*@ df |
| qm=;+= | laqmL ePsf÷x'g] j:t' jf ;]jf | kl/df0f | b/ ?= | laqmL /sd ?= | kl/df0f | b/ ?= | laqmL /sd ?= | kl/df0f | b/ ?= | laqmL /sd ?= |
| ! |  |  |  |  |  |  |  |  |  |  |
| @ |  |  |  |  |  |  |  |  |  |  |
| # |  |  |  |  |  |  |  |  |  |  |
| $ |  |  |  |  |  |  |  |  |  |  |
|  | hDdf cfDbfgL ?= |  |  |  |  |  |  |  |  |  |

-v\_ gfkmf–gf]S;fg ljj/0f

|  |  |  |  |
| --- | --- | --- | --- |
| ljj/0f | @)&(÷\*) sf nflu | @)\*)÷\*! sf nflu | @)\*!÷\*@ sf nflu |
| /sd ?= | klxnf] jif{ ?= | /sd ?= | bf];|f] jif{ ?= | /sd ?= | t];|f] jif{ ?= |
| hDdf laqmLaf6 cfDbfgL |  | \_\_\_\_\_\_\_\_\_\_\_ |  | \_\_\_\_\_\_\_\_\_\_\_ |  | \_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| laqmL nfutdf k|ToIf vr{ |  |  |  |  |  |  |
| jflif{s sRrfkbfy{ vr{ | \_\_\_\_\_\_ |  | \_\_\_\_\_\_ |  | \_\_\_\_\_\_ |  |
| k|ToIf sfdbf/ vr{ | \_\_\_\_\_\_ |  | \_\_\_\_\_\_ |  | \_\_\_\_\_\_ |  |
| hDdf k|ToIf vr{ |  | \_\_\_\_\_\_\_\_\_\_ |  | \_\_\_\_\_\_\_\_\_\_ |  | \_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| laqmL nfutdf ck|ToIf vr{ |  |  |  |  |  |  |
| k|zf;lgs vr{ | \_\_\_\_\_\_ |  | \_\_\_\_\_\_ |  | \_\_\_\_\_\_ |  |
| cGo vr{ | \_\_\_\_\_\_ |  | \_\_\_\_\_\_ |  | \_\_\_\_\_\_ |  |
| Jofh vr{ | \_\_\_\_\_\_ |  | \_\_\_\_\_\_ |  | \_\_\_\_\_\_ |  |
| x|f;s§L | \_\_\_\_\_\_ |  | \_\_\_\_\_\_ |  | \_\_\_\_\_\_ |  |
| hDdf ck|ToIf vr{ |  | \_\_\_\_\_\_\_\_\_\_ |  | \_\_\_\_\_\_\_\_\_\_ |  | \_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| hDdf vr{ -k|ToIf ± ck|ToIf\_ |  | \_\_\_\_\_\_\_\_\_\_ |  | \_\_\_\_\_\_\_\_\_\_ |  | \_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| v'b gfkmf |  | \_\_\_\_\_\_\_\_\_\_ |  | \_\_\_\_\_\_\_\_\_\_ |  | \_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| s/ |  | \_\_\_\_\_\_\_\_\_\_ |  | \_\_\_\_\_\_\_\_\_\_ |  | \_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| s/ kl5sf] gfkmf |  | \_\_\_\_\_\_\_\_\_\_ |  | \_\_\_\_\_\_\_\_\_\_ |  | \_\_\_\_\_\_\_\_\_\_ |

-u\_ jf;nft

|  |  |  |  |
| --- | --- | --- | --- |
| ljj/0f | cf=j= @)&(÷\*) sf] | cf=j= @)\*)÷\*! sf] | cf=j= @)\*!÷\*@ sf] |
| l:y/ ;DklQ Mejg÷6x/f]hUuf |  |  |  |
| d]l;g/L, pks/0f |  |  |  |
| df}Hbft (Inventory)  |  |  |  |
| a}Í Aofn]G; |  |  |  |
| pwf/f] p7fpg afFsL -cf;fdL\_ |  |  |  |
| hDdf ;DklQ |  |  |  |
| :j–k"FhL tyf bfloTj |  |  |  |
| k"FhL nufgL |  |  |  |
| a}Í C0f |  |  |  |
| ltg{ afFsL -cGo bfloTj\_ |  |  |  |
| ;l~rt gfkmf÷gf]S;fg |  |  |  |
| hDdf :jk"“hL tyf bfloTj |  |  |  |

|  |  |  |
| --- | --- | --- |
| !#= | o; sfo{qmdcGtu{t dfu u/]sf] shf{ M | ?= |

!$= dfu u/]sf] shf{sf] pkof]u s'g s'g lqmofsnfk÷7fpFdf ug]{ xf] To;sf] zLif{sut lqmofsnfk M

|  |  |
| --- | --- |
| zLif{s | /sd |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

!%= kl/of]hgfaf6 slt /f]huf/L l;h{gf x'g]5 <

|  |
| --- |
|  |