

## Executive Summary

In this report, the author takes the role of a consultant to study in detail the business challenge Bakamuna Private Limited which is a design-based venture, faces in terms of poor financial performance and growth. The study uses the SOSTAC model as a base framework to gather a series of internal insights and external business intelligence via various research methodologies. Through both a preliminary study and a survey study, various insights have been gathered and analyzed in detail. Having identified the key business strengths, weaknesses, opportunities and threats of the business, the key business challenges that have led to the major business problem is identified. The challenges recognized revolve around gaps in mismanagement of capacity, clarity in business scope, strength of value proposition, and business readiness to leverage on the design domain and converging domains.

Having understood the severity of these business issues and its impact on the overall business problem, the report gathers inputs, views and thoughts of various scholars across the globe on related topics such as small business management, small business success and failure, small business financial management, small business success factors etc. It is determined that both the internal and external environment of small businesses play a significant role in the success or failure of small businesses. The literature review discusses key components within these environments which is used to develop the study framework and project components. These components are what is used as the base to gather the research findings for the study.

Understanding each component of the project model and applying it in the context of Bakamuna, the report further analyzes the situation and its business problem. Tools such as the 5 whys are used for this purpose to analyze the problem and its root causes. For which, solutions are developed at a broader level addressing the key issues highlighted via the research findings. The author makes recommendations with regards to improving the project delivery, project quality and revenue generating strength.

The intent of the study has been to identify the key business issues leading to the major business problem, understand the causes and conceptualize and develop solutions to address same.