

“A Study on Challenges New Business Owners Face and How They Overcome Them: A Case Study of Few Startup Entrepreneurs. Introducing Young Entrepreneur Who Are Facing Problem”.

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ABSTARCT:

Startups are crucial to economic development since they bring innovative products, revolutionary services, and innovative business models that transform industries and create new markets. New entrepreneurs encounter multiple obstacles that block their path to survival since they face restricted funding as well as strong market competition and complicated legislative regulations and operation inadequacies. Case study research along with qualitative methods allow this research to evaluate the problems new entrepreneurs face and identify methods successful entrepreneurs deploy to alleviate these challenges. Strategic approaches that utilize technology to improve market opportunities while optimizing operations must include the development of profitable industry relationships through networking activities and financial expansion to minimize risks and constant innovation for sustaining market advantage. The analysis highlights the importance of adjustability, as well as resistance and future problem-solving skills, in the success of a startup. With the research these important details are given on how one can have a sustainable setting up of a stable start-up environment through legislative modules and other infrastructure that would then aid in a scenario of success for the entrepreneur. The knowledge contained herein necessitates that healthcare practitioners and policy authors should use proven business strategies to ensure they create stronger start-ups that can support a greater rate of sustained economic development.

Keywords: Startup Challenges, Entrepreneurial Strategies, Business Sustainability, Innovation, Networking.

INTRODUCTION

All activities of these areas in which entrepreneurship develops, happening through innovation processes and industrial reconfigurations as well as industrial employment generation, constitute one of the activities that make the economy develop. It provides wide possibilities for new ideas and fresh innovations to startups under the leadership of novice entrepreneurs who are trying to challenge the established markets. Running and starting a business is a serious number of obstacles that happen all the way through the process. The major problem faced by new businesses in obtaining capital is that investors do not assume them to be reliable ventures of a business. In the intense market competition, entrepreneurs have to distinguish themselves as distinct means and particularly distinctive value proposition in order to attain successful results. Substantial legal requirements and taxation measures and different regulations for different sectors of the business should be learned by new business entities. Other than that, intricate challenge lies in that the rules and regulations that startups must follow. Resource allocation problems and the problems in supply chain management and scalability add up to complicate the efficiency of operational eco-system of start-ups. However, all these operational limitations frequently lead to startup failures during the starting period.

This research, using comprehensive real-life case studies, investigates these critical problems and determines the strategic solutions that successful entrepreneurs finally adopt. Raising funds from diverse sources such as venture

capital, crowdsourcing and government subsidies are considered a first line strategy for the enterprises to smoot out the financial hazards. Because entrepreneurs using network strategies obtain industry mentoring, acquire new markets and partnerships, and create business growth on an essential basis, business expansion depends on entrepreneurs. To succeed, technological elements are required to operate efficiently and to reduce the productivity growth and operating efficiency reduction while also facilitating enhanced entry into the online market. According to the research, during the starting sector, businesses should possess an ability of adaptation in addition to resilience and prognosticate the problems. In this research are the findings which will support future startup success, along with successful politicians who are building their startup ecosystems. Such strategies are analyzed within the research and provided an improved understanding of how entrepreneurial activities can sustain themselves.

1.1. Entrepreneurship as a Catalyst for Innovation and Growth

Startups execute transformative market changes through disruptive innovations which disrupt standard business operations while boosting market competition. Startups address unmet consumer needs through innovative applications of advanced technology to develop economic advancement while creating industry standards. Quick reaction times to market changes help startups develop new products and services that keep innovation active as a permanent process. The innovative approach of startups increases economic diversity through their creation of new business models and their support for entrepreneurship which leads to industry productivity increases. Startup ventures pressure existing players to improve their technologies and services which drives general industry development at faster rates.

Besides innovation, startups contribute greatly to the economic growth in terms of job creation and investment attraction. Moving forward, as they grow and raise investments, they create job opportunities on different levels of expertise, technical and managerial, marketing & operation, thereby reducing unemployment and raising the degree of workforce competence. Also, startups are of interest to investors, venture capitalists as well as government funding initiatives whose aim is the capital into the economy and facilitate in the long run business growth. Despite that, however, the survival of a startup becomes a very difficult task in the trenches of financial limitations, legal tangles, and getting trampled in the supremacy of the marketplace. However, founders are required to handle shortings in funds by collecting from venture capital, angel investors, crowd funding or some Government fund. And compliance with laws and regulations is also a daunting task if you add to it meticulous planning and sound decision making. But despite such impediments, ventures that espouse resilience, flexibility and strategic innovation can create sustainable niche for themselves, contributing to long-run economic stability and development.

1.2. Objectives of the Study

Here are the research objectives for the study:

- To determine the main obstacles that new company owners must overcome.
 - To investigate the tactics used by new business owners to get beyond these obstacles.
 - To offer suggestions for would-be business owners based on the results of case studies.
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CHALLENGES FACED BY STARTUP ENTREPRENEURS

Entrepreneurs of new businesses face a number of obstacles that have an effect on the long-term viability of their companies:

1. Financial Constraints

Limited funds is undoubtedly one of the hardest thing to cope with to a point that it has the potential to be a major decider as to whether their startup will live or die. When the source of financing for your historical business is loans

from banks, such as they usually do, they like large collateral, a good history of credit payment and the file name. All these are prerequisites that every starting out entrepreneur will butt their heads against to grant access to finance. Most new businesses don't have access to enough cash to finance crushing expenses such as the making of their products, advertising, and hiring of competent employees. Also, getting to a revenue variety is complicated by expensive operating costs, variable sources of income, and slow payment from customers or partners. With financial restrictions put into place, both your growth is slowed and the chance of failing as a business is raised. It therefore becomes incumbent upon startups to venture into other sources of funds like venture capital agencies, angel investors, crowd funding and government grants to help them survive and achieve success in the ordinary world.

2. Market Competition

New companies find themselves in a competitive situation against well established organizations having popular brands, steady customer bases, and strong market clout. New businesses lose an enormous advantage to such corporations. New businesses find it difficult to gain awareness and clients as the existing businesses leverage trust among the customers, marketing investment, and the economies of scale. To be able to differentiate from many other founders and startups, one has to set up the clever marketing tactics which will take advantage of digital channels and social media, and it will enable us to target our markets effectively and interact with them in a way that will make us different in the broad market where we are. In addition, companies may also have other reasons to differentiate themselves from competitors by offering a unique value proposition. The new product, tailored service or new business model can fulfil this role. An image of high quality experience given to the customers of a company can also improve a company's image and also help establish the loyalty. They are based on quality service, promptness and personal audience addressability. By only considering these methods, start up companies are able to create their well defined niche in the market and decide to work efficiently in the whole market.

3. Regulatory and Legal Barriers

However, entrepreneurs need to, at least initially, navigate through legal and tax compliance labyrinth that can be daunting and time-consuming, especially for the newcomers. In particular, compliance requires that the industry sector regulations, licensing of businesses, labor laws, intellectual property and tax provisions be known and subject to regional and market variations. Failures to meet these requirements can be significant in the form of fines, penalties, lawsuits or the business can even be closed. In addition, regulatory change is continuing and thus, the complexity grows by developing continuously, monitoring and responding continuously. For most of the startups, it is a too time consuming administrative task and for starters no compliance leads to a drain on precious resources that should be consumed in the core business function. Professional financial and legal expertise, compliance management software, taking courses of continuing education on keeping up to date on the changing and the new laws and numbers are ways that entrepreneurs fight these dangers. A proper business foundation establishment means abiding by legal and tax regulations which is important for a stable and legally compliant business.

4. Operational Challenges

There are many first-time entrepreneurs who have insufficient knowledge in the areas of marketing, human resources, and supply chain management, and a large number of these entrepreneurs are considerable. Lack of knowledge in these spheres may result in inefficiency and prevent the firm from its development. Lack of good supply chain management can result in overstocking of inventory, delay in delivery, which has an adverse effect on customer satisfaction. Similarly, startups might find it challenging to get and hold clients if there are not enough marketing methods to do so, exposing the brand less and reducing the chance of sales income. Secondly, lack human resource management will result to very low productivity, high employee turnover, and dissatisfaction from employees. It could be because of the wrong hiring decisions made, poor training of the workers or poor leadership. Without correct understanding of these

various areas and the acquired skills, it becomes difficult for entrepreneurs to optimize their operations and grow their companies in a sustainable way. For particular startups, getting advice, investing in skill development, using digital technology, or even networking with experts can help it improve its business capabilities and stay in the long run. All of these are alternatives to which firms can resort to tackle such problems.

5. Uncertain Customer Demand

Consumer trends are always changing and new companies do not know what they are going to demand and how they can have a competitive edge. Trends change, economic climate changes as do the needs of the client and so a company has to be extremely flexible and reactive to serve these changing needs. If you don't know how to segment your target consumer and get to know them better, you will take the risk of launching a product or service that won't be appealing to them. With respect to the issues of uncertainty that were highlighted above, the application of strong market research by entrepreneurs will help assess customer behaviour, identify the emerging trends and predict the changes in customers' demand. Using customer feedback, social media metrics and surveys, companies can update both their products and services as well as their marketing strategies. For startups the need to build a culture of flexibility and innovativeness also applies as this will catalyze it to quickly change its strategies when there is the need to be responsive to different market scenarios. The idea of being informed and responsive helps business owners best fulfill the needs of their customers, create loyal customers of their brand and firmly build up their businesses.

STRATEGIES FOR OVERCOMING CHALLENGE

However, to overcome common business challenges and to make sure that entrepreneurs' businesses will be sustainable, they need to have the planned strategies established. In terms of financial control, innovation, networking, embracing technology and strategic partnerships, start-ups can augment their operational efficiency, market share, and total competitiveness. When these ideas become workable, new businesses can overcome the restrictions of budgets, compete in saturated markets, build powerful professional relationships, take advantage of technological conjurers, and work with leaders of the industries to secure their spot for the future.

- **Finances Administration:** The growth and long term sustainability of startup will be difficult with financial constraints. To raise enough funds, entrepreneurs explore a number of options including government grants, angel investors and venture capital and crowdsourcing. Diversifying funding sources not only financial risk, but also supplies money for expansion to operations. Properly handling the financial management is the key to the success of business, which not only makes the business to raise the capital but also helps to optimize cash flow. Companies can make sure to not spend to waste and to spend on what is important and to control costs of operations. With implementation of accounting software and financial monitoring tools, entrepreneurs may make the informed financial decisions as well as control on the costs.
- **Originality and Distinction:** For an ongoing innovation to make a significant impact on the market and better stand out in competitive industries. Entrepreneurs invest in research and development (R&D) in order to produce unique products and services in order to satisfy an unsatisfied market need. Differentiation strategy is employed to attract and retain customers in the case of the startup; such strategy includes creation of a unique brand identity, providing personalized customer service, and launching a new marketing campaign. Besides the use of influencer collaborations, content-based advertising and social media marketing, it also enhances brand's visibility. Additionally, for them to be able to remain relevant in the market, companies with a culture that breeds innovation convince employees to offer their ideas, to try out new trends and immediately accommodate new customer expectations.
- **Mentoring and Networking:** In building a strong professional network, seeking mentoring is important as business thrives. Relationship building with industry experts, potential financiers, as well as experienced company executives can provide entrepreneurs with useful information and help to pass through

problems. Networking also provides opportunities for strategic alliance, market growth, and funding. The business incubators and accelerators help the startups to get structured assistance, education and investors. Getting advice from experienced entrepreneurs can help startups to plan company better, avoid common mistakes and to accelerate progress. The best way for startups to start up top quality, long term relationships is by engaging conferences, industry events and professional networking groups online and get into their trenches.

- **Embracing Technology:** Technology is also used by a company for growth in the market and competition strategy and operational excellence. Computer based technologies like AI analytics with the help of automation tools and e-commerce platforms are used by startups to make better decisions and automating their business operations. Successful digital marketing does exist via email as well as social media as well as search engine marketing. Cloud technologies make data management easier and also making it easier to deploy remote cooperation less costly and less time consuming, and providing affordable IT infrastructure. As CRM solutions, they make for developing strong customer connections as well as allowing monitoring of the interactions while allowing customization of the engagement activities. Advanced technical solutions are used by startups to reduce the efforts towards operational activities and improve the overall performance by simplified process as well as Business development.
- **Strategic Alliances:** Pocketing strategic partnerships are important to new firms to ensure the availability of required resources and, at the same time, to increase their market reputation and reduce their organizational uncertainty. Partnerships with suppliers and distribution networks, along with established marketplace entities secure new startup companies financial and logistical backing and provide established marketplace organizations with new clients. Such partnerships with famous brands create confidence among customers that startups rely on to buy new customers for business. Partnerships enable businesses to have better prices and a more efficient supply chain, as well as steady product delivery. Free Collaboration with others to expand business faster and improve market exposure is done when startups participate in co branded initiatives and joint ventures and business alliance programs.

RESEARCH METHODOLOGY

This research employs a qualitative research approach that is grounded on case study analysis. The data is collected by performing face-to-face interviews with startup founders, scanning industry articles, and referring to secondary sources. The aim of this research is to provide a holistic understanding of the problems and solutions encountered by entrepreneurs by incorporating startups from different industries, such as retail, technology, and services.

4.1 Case Studies of Startup Entrepreneurs

As for attaining success in business, real-life stories exhibit how business people succeed over adversities and implement strategic concepts. The subsequent case studies illuminate the numerous difficulties that startups face and the innovative solutions that they devised in a bid to address these challenges.

- ***Case Study 1: A Technology Startup That Is Struggling with Financial Limitations***

An absence of financial track record meant that it was tough for a mobile app company to raise finance. This was amongst the issues they encountered. Angel investors, crowdsourcing platforms, and government subsidies were avenues through which the entrepreneur managed to secure financial support. By cutting costs to a bare minimum, a lean business approach allowed for the creation of a successful product.

- ***Case Study 2: Challenges Facing Retail Businesses in the Face of Established Brands*** The fight against well-established fashion brands was very challenging during the foreign market entry phase, as start-up operations that

entered this market. Social media marketing along with partnering with influential people to enter focused niche markets has led to their market success.

- ***Case Study Number Three: Overcoming Obstacles Caused by Regulations in the Food Industry***

It proved difficult to establish a new meal delivery service due to the comprehensive licensing and regulatory procedure involved. By attending the compliance seminars to get trained, the entrepreneur found it easy to build trust with his consumers who already provided him with their hard earned money, because he was the one implementing legal assistance as well as membership of the industry organizations.

- ***Case Study Number Four: An E-commerce Company Dealing with Supply Chain Disruptions Analysis***

A new business would have been an online shopping business that had to contend with unreliable suppliers and expensive shipping costs. With the use of inventory management software, diversification of the supplier networks and improved route optimization, the supplier networks have been diversified, which increased supply chain efficiency and customer satisfaction.

FINDINGS

Successful startups frequently use strategic initiatives that improve their operational effectiveness, market presence, and financial stability. The following significant themes are identified by the study as helping to overcome typical startup obstacles:

- **Alternative Sources of Finance:** New enterprises face challenges when trying to obtain conventional bank loans which makes alternative financing vital. Entrepreneurs can obtain direct funds from customers through crowdfunding sites instead of acquiring venture capital organization equity. Startup competitions along with government grants provide money to companies through competitions without requiring repayment allowing sustainable growth.
 - **Technology and Digital Marketing:** Using the most updated technology helps work better and expands customer coverage. Scalable infrastructure is ensured through cloudcomputing; productivity is increased by automation, and AI based analytics helps in forecasting the consumer behaviour. Digital marketing and social media marketing help startups to reach more people, gain customer loyalty, which help them to compete with established firms effectively.
 - **Networking and Mentoring:** To a 'startup' success is crucial to forging powerful professional networks and reaching out to business entrepreneurs for advice. Business incubators offer an invaluable space, connections to funds and professional advice. By utilizing mentoring programs to tighten company proposals, as well as to stay away from common pitfalls and to learn about industry trends in their fields, budding entrepreneurs can enhance their choice making and positioning in the marketplace.
 - **Innovation and Customer-Centric Strategies:** Great companies always find that new companies inventing and pivoting to meet their target market's changing needs can outdo them. The development of unique value proposition, personalization of consumer experiences and integration of the latter into the creation of the products builds brand loyalty. Companies that can take care of customer's satisfaction and reach market trends ahead of their time achieve long term growth and sustainability of the brand.
 - **Supply Chain Management:** This is true in start-ups that juggle product distribution with product. Diversifying supply channels makes the companies less dependent on a single source and less sensitive to shortages or delays. With the inventory management software and logistics optimization, overall business efficiency is increased by decreasing the costs and timely delivery of the product.
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CONCLUSION

Entrepreneurs suffer from multiple barriers when it comes to sustainability of their businesses, including financial constraints, high levels of competition in the market, legal barriers as well as operational inefficiencies. These factors, in totality, play a significant role in determining the survival of the companies. To create a competitive edge the adoption of strategic financial management, innovation promotion, network expansion of professionals and the use of contemporary technology and strategic alliances are all means through which startups can effectively handle it. To achieve stability, it is critical to design financial planning effectively, whereby acquisition of different sources of funding and maintaining lean business models are mandatory. This is why constant innovation and activities responding to the needs of their customers are key for long term success in businesses. Business incubators and networking with field mentors offer other valuable insights and opportunities for growth. Technology adoption such as analytics driven by Artificial Intelligence, digital marketing, and cloud /solution gives the boost of efficiency and scalability, while the intelligent partnership with those already existing organizations helps market positioning. Policymakers have an important role to play in building an entrepreneurial ecosystem through setting up of financial programs, tax breaks, skill development initiatives and regulatory streamlining to reduce barriers new ventures. Future research should be done to examine the effects that these government policies have on startup success and barriers that are industry specific. This will give an idea about how custom interventions can further add shine to the ecosystem of startups.

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