

# Creating Business Opportunities for MSMEs through Networking, Research and Calling

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## Abstract:

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in driving economic growth, fostering innovation, and generating employment. However, they often face challenges in scaling operations and identifying new business opportunities due to limited resources and market access. This paper explores how MSMEs can leverage **research**, **networking**, and **cold calling** as strategic tools to overcome these challenges and unlock growth potential.

**Research** empowers MSMEs with insights into market trends, consumer behavior, and emerging technologies, enabling informed decision-making and product innovation. **Networking** facilitates the creation of strategic partnerships, access to new markets, and shared resources, fostering mutual growth and collaboration. **Cold calling**, a traditional yet effective outreach strategy, allows MSMEs to directly engage potential clients and stakeholders, building relationships and identifying new revenue streams.

The paper emphasizes the integration of these strategies to create a synergistic approach, highlighting practical techniques and success stories of MSMEs that have achieved substantial growth through this framework. By adopting a systematic and proactive approach to research, networking, and calling, MSMEs can expand their market presence, adapt to changing business landscapes, and seize opportunities in competitive environment

## **Introduction:**

### **What is the project**

This is an overview of a project that uses outreach, research, and networking to open doors for Micro, Small, and Medium-Sized Enterprises (MSMEs): Micro, Small, and Medium-Sized Enterprises (MSMEs) are critical to economic growth, job creation, and innovation in today's ever-changing global marketplace. But these businesses frequently have a difficult time breaking into new sectors, getting funding, and using strategic alliances. Our project is committed to developing strong economic possibilities for MSMEs through a strategic strategy that incorporates networking, research, and targeted outreach in order to overcome these issues and realize their full potential. Our program's goal is to close the gap between MSMEs and the larger business community by giving them specialized assistance that enables them to prosper.

### **Definition of Concept**

The Business Networking sector encompasses the industry and activities dedicated to facilitating and nurturing professional relationships and connections among individuals and organizations. It includes a range of organized events such as conferences and trade shows, as well as online and offline platforms designed for professionals to interact, share resources, and explore business opportunities. This sector also involves professional associations and clubs that offer networking events and forums, as well as referral and partnership programs that foster business collaborations. Additionally, it includes training and workshops on effective networking strategies, mentorship and advisory networks that connect less experienced individuals with seasoned professionals, and business development services that support expanding market reach. Overall, the Business Networking sector is crucial for enabling individuals and businesses to build valuable relationships, discover opportunities, and drive growth through various networking channels and activities.

### **Purpose & Objectives of the project**

This project's main goal is to empower Micro, Small, and Medium-Sized Enterprises (MSMEs) by giving them the resources and chances they require to increase their market share, attract capital, and forge important commercial relationships. The project intends to close the gap between MSMEs and the larger business ecosystem by combining outreach, research, and networking in a smart manner. This will promote sustainable growth and strengthen MSMEs' competitive advantage in the market.

### **Objectives**

- To Enhance Networking Opportunities
- To Provide Market Research and Insights
- To Facilitate Outreach and Engagement
- To Support Business Growth and Expansion
- To Enhance MSME Competitiveness

## Scope of the project

The scope of the project aims to improve the market presence and growth potential of Micro, Small, and Medium-Sized Enterprises (MSMEs) by utilizing a comprehensive strategy. The project aims to establish connections between MSMEs and industry leaders, potential clients, and investors by organizing and facilitating a range of networking events, including trade exhibitions and conferences. In order to give MSMEs practical insights into industry trends, competitive dynamics, and emerging prospects, extensive market research will also be conducted. Targeted outreach efforts, such as direct calling campaigns, will be carried out to connect with possible investors and business partners and provide MSMEs with opportunities for cooperation.

## Salient Contributions of the Project

The project various salient contributions. By enhancing networking opportunities, it creates robust platforms for industry stakeholders to connect, fostering collaborations and partnerships that can drive business development. Through providing market research and insights, the project equips businesses with critical data and analysis, enabling informed decision-making and strategic positioning in the market. It also facilitates outreach and engagement by establishing effective communication channels and promotional strategies, thus expanding the visibility and reach of businesses. Additionally, the project supports business growth and expansion by offering strategic guidance, resources, and funding opportunities, helping enterprises scale operations and enter new markets. Finally, by focusing on enhancing MSME competitiveness, the project delivers training and innovative practices that strengthen the capabilities and efficiency of micro, small, and medium enterprises, ultimately boosting their market competitiveness and sustainability.

## Overview and Structure of sector

### Overview

The market for business networking platforms is expanding significantly as more and more professionals look to expand their networks and prospects. Platforms with cutting-edge capabilities like networking tailored to a particular industry, lead generating, and collaboration tools are driving this expansion. These platforms are especially attractive to companies looking to improve their networking and stimulate corporate growth. Prominent suppliers offer all-inclusive solutions that include business matchmaking services, internet communities, and networking events. With the help of these solutions, clients may work together on projects, network with other business owners in the sector, and discover new prospects for growth. Because of this, platforms that promote genuine professional contacts and business success are witnessing an increase in attention and investment from the market.

### Structure

The business networking sector includes a wide range of organizations, such as executive mentorship programs and professional development platforms that offer business coaching, along with startup incubators and accelerators that finance and assist early-stage businesses. Through community-driven organizations and award programs that reward and showcase high-growth enterprises and their creators, entrepreneurs and business executives participate in collaborative experiences. Industry-specific networking clubs also offer tools and connections that are specifically geared to specific industries or verticals. These organizations act locally, regionally, and internationally, utilizing a combination of non-profit and for-profit operating structures. Their goal is to help professionals at all career stages interact, share knowledge, and access resources in order to promote entrepreneurship, innovation, and business success.

## Porter's Five Forces Model

### 1. Threat of New Entrants

High: The entrance hurdles in the business networking sector are comparatively low, particularly for digital platforms and online communities. Via social media, smartphone apps, and digital channels, newcomers can quickly make an impression. However, it could take a large marketing and technological investment to achieve momentum and credibility in an established market.

### 2. Bargaining Power of Suppliers

Moderate: Event planners, content producers, and technology suppliers are included in the business networking industry. Depending on their area of expertise and how crucial their services are to the functioning of the networking platform, their power can vary.

### 3. Bargaining Power of Buyers

High: Because there are so many platforms and services accessible in the business networking industry, buyers—both individuals and businesses—have a lot of negotiating power. Depending on what they require, they can select from a wide range of solutions, which makes competition amongst providers fierce.

### 4. Threat of Substitutes

Moderate to High: Social media platforms, trade shows, unofficial networking events, and other forms of professional development pose a moderate to high threat of alternatives in the business networking space.

### 5. Industry Rivalry

High: There is fierce competition in the business networking industry between long-standing firms and recent arrivals. Businesses compete with one another in a number of areas, such as value-added services, features, and user experience.

## PESTEL Analysis

### Political Factors

**Government regulations:** The business networking industry may be greatly impacted by laws pertaining to cybersecurity, data protection, and competitiveness.

**Policies related to taxes:** The profitability of networking platforms can be impacted by corporate tax rates and incentives.

**Trade policies:** Networking firms' operations and global reach may be impacted by tariffs, quotas, and trade agreements.

### Economic Factors

**Economic growth:** More commercial activity and networking possibilities might result from a robust economy.

**Interest rates:** The cost of borrowing for networking companies and the purchasing patterns of their target audience can be impacted by interest rates.

**Inflation:** The purchasing power of organizations and consumers can be impacted by inflation, which can have an effect on the demand for networking services.

## Social Factors

**Trends in population demographics:** The need for networking services may shift in response to factors like urbanization or aging populations.

**Cultural factors:** Social networks and interpersonal interactions can be influenced by cultural norms and values.

**Social media trends:** As social media platforms proliferate, they may pose a threat to established business networking platforms.

## Technological Factors

**Digital transformation:** Technological developments like blockchain, virtual reality, and artificial intelligence can present networking platforms with both new opportunities and difficulties.

**Threats to cybersecurity:** As cyber threats grow, networking platforms' and their users' security and privacy may be at risk.

**Internet connectivity:** The accessibility of networking services may be impacted by the cost and availability of internet connectivity.

## Environmental Factors

**Sustainability trends:** Consumer preferences and corporate social responsibility programs in the networking industry can be influenced by growing awareness of environmental challenges.

**Climate change:** The operations of networking firms, especially those that have physical infrastructure, may be impacted by climate change.

## Legal Factors

**Data privacy laws:** Rules such as the CCPA and GDPR can place a heavy compliance burden on social media companies.

**Intellectual property rights:** Networking firms must safeguard their intellectual property, including trademarks and patents.

**Antitrust laws:** Antitrust laws have the ability to reduce the dominating networking platforms' market share.

## Subsectors

### Events for In-Person Networking

There are several different sub-sectors within the business networking industry that serve different professional and corporate demands and preferences. A well-known subsector specializes in organizing in-person networking events, such as conferences, trade exhibitions, seminars, and meetings. These gatherings give people a chance to network in person, exchange ideas, and consider possible joint ventures within their specialized fields.

### Online Networking Platforms

Online networking sites have become a prominent sub-sector as technology continues to influence how people interact and communicate. These digital solutions enable networking opportunities in the digital sphere by utilizing social networks, industry-specific forums, and virtual events. Online networking tools have altered the way individuals and organizations build their networks and access new possibilities by bringing professionals together across geographic boundaries.

### Networking Consulting and Training

The sub-sector of networking consulting and training has also grown in popularity in recent years. Expert enterprises in this field provide advice, resources, and instruction to assist people and companies get the most out of their networking endeavors. These consultants and trainers give professionals the tools they need to successfully traverse

the tricky world of corporate networking, from creating customized networking plans to offering guidance on efficient approaches and manners.

### **Networking Technology Solutions**

Lastly, a subsector devoted to networking technology solutions has emerged from the business networking industry. Forward-thinking businesses in this field create state-of-the-art instruments and systems to improve networking opportunities. These technologies are changing the way organizations and professionals communicate, collaborate, and expand their networks. Examples include matchmaking and lead generation powered by AI, virtual networking platforms, and analytics tools.

### **Key Trends of the Business Networking Sector**

#### **Increasing Adoption of Online and Virtual Networking**

The COVID-19 pandemic has considerably affected the transformation of the business networking landscape towards online and virtual platforms. Even though traditional live events are still important, virtual networking options have supplemented—and in some cases even replaced—in-person gatherings. Professionals can communicate beyond geographic borders through platforms like Zoom, LinkedIn, and industry-specific forums, which opens up networking opportunities that were previously geographically restricted. In addition to making networking more accessible, this trend also makes it possible for more varied groups to participate, which enhances the experience.

#### **Growing Emphasis on Personalized Networking Experiences**

Personalized networking experiences that are catered to individual preferences and goals are becoming increasingly important as professionals look to form deeper, more meaningful connections. Businesses in the business networking space are using artificial intelligence (AI) and machine learning more and more to analyse user data and create more focused connections. Networking platforms can improve the overall efficacy of networking activities by suggesting contacts, events, and resources that are pertinent to the individual needs, interests, and goals of their users.

#### **Emergence of Networking -as-a-Service (Naas) Models**

Networking-as-a-Service (Naas) models are becoming more popular because they give businesses an adaptable and affordable approach to obtain networking capabilities. This concept eliminates the need for a significant upfront infrastructure investment and enables businesses to provide network services as an operating expense. Cloud-based networking solutions, managed network services, and virtual private networks (VPNs) are examples of services that fall within the category of Naas. Small and medium-sized businesses (SMEs), who might not have the funds to invest in a substantial networking infrastructure but nonetheless want reliable networking solutions, will find this trend especially appealing. The Naas market is predicted to hit \$78.38 billion by 2028. That's a CAGR of more than 32.36%.

### **Challenges of the Business Networking Sector**

#### **Time Constraints and Networking Fatigue**

Professionals often struggle with finding the time to engage in networking activities due to busy schedules and competing priorities. This lack of availability can hinder the ability to build and maintain valuable connections.

Additionally, networking fatigue can set in when individuals feel overwhelmed by the demands of constant networking, leading to disengagement and decreased motivation to participate in networking opportunities.

### **Social Anxiety and Lack of Confidence**

Networking can be intimidating for many professionals, particularly those who experience social anxiety or lack confidence in their networking skills. This discomfort can prevent individuals from fully engaging in networking opportunities, limiting their ability to establish meaningful connections. Overcoming these barriers requires targeted strategies to build confidence and create a more comfortable networking environment

### **Navigating Digital Networking Platforms**

With the rise of digital networking platforms, professionals must learn to navigate various online environments effectively. This includes understanding the nuances of virtual networking, engaging with contacts through social media, and utilizing online tools for relationship-building. The learning curve associated with these platforms can be a challenge for those who are less tech-savvy or accustomed to traditional networking methods.

### **Regulatory Bodies in the sector**

#### **International Organization for Standardization (ISO)**

ISO develops and publishes international standards that guide various sectors, including business networking. These standards help organizations ensure quality, safety, and efficiency in their networking practices. Compliance with ISO standards can enhance credibility and foster trust among networking participants.

#### **General Data Protection Regulation (GDPR)**

For businesses operating in or with the European Union, GDPR imposes strict regulations on data protection and privacy. Networking organizations must comply with these regulations when handling personal data, which affects how they manage member information and conduct marketing activities. Compliance with GDPR is essential for avoiding hefty fines and maintaining member trust.

#### **Industry-Specific Regulatory Bodies**

Various industries have specific regulatory bodies that oversee networking practices relevant to their sectors. For example, in healthcare, the Health Insurance Portability and Accountability Act (HIPAA) regulates how healthcare organizations handle patient information, impacting networking practices in that field. Similarly, financial institutions must adhere to regulations set by bodies like the Financial Industry Regulatory Authority (FINRA), which govern how they conduct networking and communication.

#### **Local Business Associations and Chambers of Commerce**

These organizations often provide guidelines and support for businesses within their regions. They may offer networking events, resources, and best practices to help local businesses connect and collaborate effectively. While not regulatory bodies in the traditional sense, their influence can shape networking practices at the community level.

Regulatory bodies in the business networking sector play vital roles in establishing standards, ensuring compliance, and promoting ethical practices. Their influence helps create a trustworthy environment for professionals and businesses to connect and collaborate effectively.

## Government Initiatives

Governments worldwide have taken various initiatives to promote and regulate the business networking sector. These initiatives aim to foster innovation, facilitate economic growth, and ensure fair competition. Some common examples include:

- **Infrastructure development:** Governments invest in building and upgrading telecommunications infrastructure, such as fiber-optic networks, to enhance internet connectivity and support business networking activities.
- **Regulatory frameworks:** Governments implement regulations to create a conducive environment for business networking, including data privacy laws, cybersecurity standards, and competition rules.
- **Digital literacy programs:** Governments promote digital literacy initiatives to equip individuals and businesses with the skills needed to participate effectively in the digital economy, including networking platforms.
- **Tax incentives:** Governments offer tax incentives, such as research and development tax credits or preferential tax rates, to encourage innovation and investment in the networking sector.
- **Trade agreements:** Governments negotiate trade agreements to facilitate cross-border trade in networking equipment and services, expanding market opportunities for businesses.
- **Public-private partnerships:** Governments collaborate with private sector companies to develop and implement innovative networking solutions, leveraging their complementary strength
- **MSME Development Act:** The Micro, Small, and Medium Enterprises (MSME) Development Act aims to promote and facilitate the growth of MSMEs in India. The government provides various support mechanisms, including financial assistance, marketing support, and access to technology. Initiatives under this act often involve networking events, trade fairs, and exhibitions that help MSMEs connect with larger businesses and potential clients.

## Contribution to Economy, Employment, and Growth Rate

### Contribution to the Economy

Establishing contacts through business networking leads to higher sales and market expansion, which improves economic performance. Networking allows companies to share resources, expertise, and best practices by establishing platforms for cooperation. This can lead to creative ideas and increased productivity. The expansion of small and medium-sized businesses (SMEs), which are essential to the stability and development of the economy, is also aided by networking. SMEs are crucial to a healthy economy since they provide a large amount of export revenue, jobs, and national income. Economic growth is further propelled by the linkages that networking fosters between enterprises and new markets and client bases.

### Contribution to Employment

It generates job possibilities and improves career prospects; the business networking industry has a substantial impact on employment. Job searchers can interact with potential employers through networking events and platforms, which frequently result in unannounced job openings filled through recommendations. Furthermore, networking enables people to create connections that may result in professional growth and mentoring, which eventually increases employability. Businesses that grow through networking frequently need to hire more staff,

which helps to create jobs. Because networking relationships are symbiotic, both sides gain from them, which encourages teamwork and workforce growth.

### **Contribution to Growth Rate**

Effective networking is highly related to the rate of corporate growth. Networking facilitates the connection between entrepreneurs and mentors, investors, and industry peers, which in turn accelerates the growth of both startups and existing companies. By using group expertise and resources, it enables firms to foster innovation and the creation of new goods and services. A company's competitive edge can be strengthened by its capacity to establish strategic alliances and partnerships through networking, which facilitates quicker market penetration and expansion. Businesses that prosper and expand add to the rate of economic growth generally, highlighting the role that networking plays in creating a thriving business environment.

### **Global Issues affecting the sector**

#### **Geopolitical Tensions:**

International business partnerships have been affected by uncertainty produced by geopolitical events like the Brexit and the trade war between the United States and China. Cross-border networking initiatives are made more difficult by the potential for trade disruptions, tariff increases, and regulatory environment changes brought on by these tensions. To sustain and cultivate relationships in a global market that is becoming more and more fragmented, businesses need to manage these complications. Such geopolitical factors can discourage potential collaborations and impede joint efforts due to their unpredictable nature.

#### **Economic Uncertainty:**

The instability of the world economy, caused by things like fear of a recession, inflation, and shifting markets, can affect business networking. In difficult economic circumstances, businesses could be reluctant to spend money on networking opportunities, which could result in lower participation in events and projects. It is imperative for networking organizations to exhibit the worth of their services in order to sustain business participation and investment, even during unpredictable economic times.

#### **Changing Consumer Demands:**

The ever-changing and increasingly erratic needs of consumers have an impact on the business networking industry as well. Companies need to modify their networking tactics to correspond with changing customer tastes and actions. This calls for flexibility and quick thinking because failing to adapt to these shifting needs may cost you opportunities and make you less competitive. For networking enterprises to continue being relevant and successful in bridging companies with their target markets, they must constantly innovate and improve their offerings.

#### **Impact of COVID-19:**

The world of corporate networking has seen a significant transformation because to the COVID-19 epidemic. It brought attention to the weaknesses in global supply chains and the need for companies to adjust to working remotely and in hybrid settings. Networking events moved from physical meetings to online venues, which increased the reach but made it harder to stay in touch and be involved. The pandemic's long-term impacts are still influencing networking expectations and behaviors, so it's important to reevaluate how to create meaningful connections in a world where most interactions happen online.

## Review of Literature

1. This research investigates the impact of entrepreneurial networks and entrepreneurial leadership on innovation capabilities and the performance of Micro, Small, and Medium Enterprises (MSMEs) in the culinary sector of Bojonegoro City. Using purposive sampling, the study surveyed 247 MSME owners in this sector. The data was analyzed using Structural Equation Modeling (SEM) with AMOS software. The findings reveal that entrepreneurial networks significantly enhance both the innovation capabilities and performance of MSMEs. In contrast, while entrepreneurial leadership does not directly affect the innovation capabilities of MSMEs, it does positively influence their performance. (Murtini, M., Safii, A. A., & Anom, L. (2024).

2. Rapid advancements in technology, digitalization, Industry 4.0, robotization, and virtualization, coupled with investments in new physical assets, are placing increasing financial and intellectual demands on micro, small, and medium-sized enterprises (MSMEs). As technological progress and societal changes intensify, maintaining a competitive edge becomes more challenging, yet these developments also offer significant opportunities for differentiation. To navigate these challenges and harness opportunities, MSMEs can leverage external resources and collaborate with higher educational institutions (HEIs). Such collaborations can enhance innovation pipelines, develop new technologies, and improve service offerings. This research investigates highly effective university–industry collaboration (UIC) models to understand the factors behind their success. By analyzing existing literature and practical examples, the study identifies key drivers for successful UIC relationships. (Tereshchenko, E., Salmela, E., Melkko, E., Phang, S. K., & Happonen, A.) (2024).

3. Micro, Small, and Medium Enterprises (MSMEs) are crucial for job creation and economic stability. However, these enterprises often face significant challenges, particularly related to capital access. Cooperatives, as grassroots economic entities, are expected to address these challenges. This study evaluates how the Tasikmalaya City Government has been developing cooperatives to strengthen MSMEs, utilizing theories of development, cooperatives, and MSMEs. A qualitative research approach was employed, involving interviews, observations, and document analysis. Findings indicate that the development efforts by the Tasikmalaya City Government have been insufficient, leading to underperforming cooperatives in their role of supporting MSMEs. The study recommends that the city government adopt a partnership model involving State-Owned Enterprises (SOEs) and Regional-Owned Enterprises (ROEs) to collaboratively enhance cooperative development. (Nugraha, A., Hanafie, H., & Huda, M. (2021).

## Project Details:

### 1. Business Owner Research: A LinkedIn and Website Analysis for Calling

As a part of our task we were supposed to take out data of business owners through their LinkedIn and Company Website. This was done so as invite them for the event and help them grow their business. With help of these data we called the business owners and encouraged them to join for the event.

I had called around 500 people and from that interested were around 180 and converted were around 20 of them.

4	Torrent Pharmaceutical Ltd.	Rajesh Varadarajan	General Manager	<a href="mailto:trc@torrentpharma.com">trc@torrentpharma.com</a>	Ahmedabad
5	Lupin Ltd.	Chetan Rana	Marketing Head	<a href="mailto:info@lupin.com">info@lupin.com</a>	Mumbai
6	Alkem Laboratories Ltd.	Argha Tanu Das Gupta	Marketing Head	<a href="mailto:contact@alkem.com">contact@alkem.com</a>	Mumbai
7	Abbott India Ltd	Priyanka Paranjpe	Marketing Manager	<a href="mailto:contact@Abbottindia.com">contact@Abbottindia.com</a>	
		Swati Dalal	Managing Director		
8	Aurobindo Pharma Limited	Saravanan V	General Manager	<a href="mailto:info@aurobindo.com">info@aurobindo.com</a>	Hyderabad
9	Cadila Pharmaceuticals Ltd.	Samrat Lodh	Senior Marketing Head	<a href="mailto:contact@cadilapharmaceuticals Ltd">contact@cadilapharmaceuticals Ltd</a>	Ahmedabad
10	Glenmark Pharmaceuticals	Brijesh Tiwari	General Manager	<a href="mailto:contact@glenmarkpharmaceuti cals">contact@glenmarkpharmaceuti cals</a>	Mumbai
11	Jubilant Pharmova	Priyavrat Bhartia	Managing Director	<a href="mailto:support@jubl.com">support@jubl.com</a>	Noida, Uttar Pradesh
12	Piramal Enterprises Ltd.	Asawari Bhagat	Marketing Manager	<a href="mailto:corporate.communication@piramal.com">corporate.communication@piramal.com</a>	Mumbai
13	Ipca Laboratories	Ganesh Kumar	Marketing Head		Mumbai
14	Biocon Limited	Sourav Chatterjee	Marketing Head	<a href="mailto:contact.us@biocon.com">contact.us@biocon.com</a>	Bangalore
15	GlaxoSmithKline Pharmaceuticals Limited	Neha Kapoor	Marketing Head	<a href="mailto:askus@gsk.com">askus@gsk.com</a>	Mumbai

## 2.Sector Analysis

As we have our Business Tycoons Magazine which is given to all the Ambassadors so that they can get to know what is happening in India in various sectors.

### A. Textile Sector



India's Textile Market Growth

### 3. Keyword Research

**Keyword research** is a fundamental step in digital marketing, as it helps businesses understand the terms and phrases that potential customers are searching for online. By identifying relevant keywords, companies can optimize their website content, advertising campaigns, and search engine optimization (SEO) strategies to improve their visibility and attract more targeted traffic.

Through keyword research, businesses can gain insights into their target audience's interests, needs, and pain points. This information can be used to create content that resonates with potential customers and drives conversions. Additionally, keyword research helps businesses identify competitive landscapes and understand the level of competition for specific keywords. This knowledge can inform their marketing strategies and help them allocate resources effectively.

		Testimonials	
Keyword	Avg. monthly searches	Competition	
testimonials	50000	Low	
1 reviews	500000	Low	
1 customer reviews	5000	Low	
customer testimonials	5000	Low	
1 ratings	50000	Low	
1 user reviews	500	Low	
client video testimonials	50	Low	
1 client testimonials	5000	Low	
customer video reviews	50	Low	
1 best customer reviews	50	Low	
free credit report	5000	Medium	
1 credit score	500000	Medium	
free credit score	50000	Medium	
credit score check	50000	Medium	
check my credit score	5000	Medium	
best personal loans	5000	Medium	
low interest personal loans	50000	Medium	
my credit score	5000	Medium	
free credit score check	50000	Medium	
home loan comparison	5000	Low	
check my credit score for free	500	Medium	
equifax credit score	50000	Low	

Keyword Research of Testimonials

	best wedding venue	500	Low
	destination wedding resorts	500	Low
	best place for wedding	500	Low
	wedding venues near me	50000	Low
1	wedding planner	50000	Low
1	destination wedding packages	5000	Medium
	banquet halls near me	50000	Low
1	wedding decorations	50000	Low
	wedding arch	500	Low
1	wedding planners near me	5000	Low
	wedding bouquets	5000	Medium
1	event venues near me	500	Low
1	wedding catering near me	500	Low
	wedding reception venues	500	Low
	wedding	500000	Low
	wedding catering	5000	Low
	wedding packages	5000	Low
1	wedding coordinator	500	Medium

Keyword Research of Homepage

A	B	C	D
	<b>Website Keywords</b>		
	<b>Keyword</b>	<b>Avg. monthly searches</b>	<b>Competition</b>
1	destination wedding	50000	Low
1	wedding reception	50000	Low
1	wedding events	5000	Low
1	banquet hall	50000	Low
1	best place for destination wedding	500	Low
1	destination wedding venues	5000	Low
1	best destination wedding venues	50	Low
1	best wedding venue	500	Low
1	destination wedding resorts	500	Low
1	best place for wedding	500	Low
1	wedding celebration	500	Low
1	wedding reception venue	500	Low
1	best place to have a wedding	50	Low
1	top destination weddings	50	Low
1	best place to have a destination wedding	50	Unknown
1	pune resorts for wedding	500	Low
1	wedding venues in pune	5000	Low
1	resorts for wedding in pune	5000	Low
1	luxury wedding	500	Low
1	best resorts to have a destination wedding	50	Medium
1	outdoor banquet hall	50	Low
1	top destination wedding venues	50	Low
1	palace banquet hall	500	Low
1	wedding heritage	500	Low

Keyword Research for Website



#### 4. AI-Powered Business Question and Answer Chatbot

We were asked to give the set of questions which were asked to us by the business owners regarding the events, Company and general questions. This was done so that the company can make an AI driven chatbot and help owners get their answers.

#### FAQ

- Qno.1. What exactly does your Company does?
- Qno.2. From where did you get our number?
- Qno.3. Why is your company only targeting MSME'S?
- Qno.4. What benefit will we get if we attend your event?
- Qno.5. What exact benefit we will get if we become member in your company?
- Qno.6. How genuine is your company?
- Qno.7. How can we be sure that ambassadors will come and not their secretaries?
- Qno.8. Since how many years are you organizing such kind of events?
- Qno.9. In the long term how will your company help us?
- Qno.10. How many delegates were there for the events that were held earlier?
- Qno.11 Why have you chosen African Continent?
- Qno.12. After the event how can we connect to the ambassadors?
- Qno.13. How we will Import and Export our products?

FAQ for AI Powered Business Question

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