



***Vimala college (Autonomous),
Thrissur***

FROM THE EDITOR'S DESK

The 'Commercio' has always been a pride of the PG Department of Commerce and Research, where the acumen of our students has been exposed. The entire credit goes to the students whose day-night effort has made the newsletter a reality. Newsletter has always abetted to enlarge knowledge in the field of commerce.

Through the newsletter, we were able to explore the unexplored. Efforts were made by students to bring out the newsletter despite their hectic online class schedule and amidst the pandemic. It has always been learning simply and interestingly.

Get Entertained by Learning.



BENY PAUL E
CHIEF EDITOR

—
EDITORIAL BOARD

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DHIYA PROMITHA
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Checklist for Starting a Business

Name Ideas

Target Audience

Planning

- Create a business plan
- Choose a name
- Research supplies
- Estimate startup costs
- Estimate manufacturing costs
- Research competition
- Set realistic goals
- Research pricing for items
- Research local markets

Marketing

- Buy domain name
- Create a website
- Create a business email
- Create social media accounts
- Create mailing list
- Create email signature
- Order business cards
- Photograph sample products
- Apply to local markets and events

Business

- Choose legal structure
- Register business name
- Obtain EIN (USA) or BN (CAN)
- Obtain licenses and permits
- Set up accounting system

Products and Services

- Designate a workspace
- Order supplies
- Create sample products
- Create an inventory list
- Create a pricing list

Branding

- Choose brand colours
- Design logo
- Create a tagline
- Order business cards
- Design product packaging

Finances

- Open business banking account
- Create a PayPal account
- Create order management system
- Purchase mobile POS system

Analytics

- Sign up for Google Analytics
- Sign up for Google Search Console
- Sign up for Tailwind



Business Apps That are total life savers

**Have a look at these
apps...they would
definitely boost up
your efficiency,Focus
&
productivity**

**1.Boomerang for
gmail**

2. Freshbooks

3. Canva

4. Asana

5. Evernote

6. Plann

Dropbox

7.



RECYCLED PRODUCTS

MARKETING

4 Companies That Only Sell 100 Percent Recycled Products

Recycling is taking many different forms these days. From hiking gear to toys for kids, shoppers can find innovative items that are made from 100 percent recycled materials, like milk jugs, discarded fabric and all those plastic water bottles. As the following companies illustrate, manufacturers and retailers can use all kinds of materials to create stunning, if not luxurious, products for consumers. Together, these companies are reducing waste, lowering carbon emissions and keeping more plastic out of the ocean. Learn more about some of the most well-known companies that are going all in on recycling:

GREEN TOYS

This innovative California-based company sells children's toys made from recycled milk jugs. They've already recycled more than 55 million milk jugs and counting since the company went into business more than 10 years ago. Safety is a major priority for the company, especially since it sells to parents with young children. Their toys pass domestic and international safety and environmental regulations with flying colors. Committed to sustainable shipping, their boxes are even printed with soy ink, which biodegrades four times faster than petroleum-based inks. Even in a progressive state like California, the company shines as an example of the power of recycling.

ALLBIRDS

Claiming to make the world's most comfortable shoes, Allbirds is known for making footwear from 100 percent recycled materials, including sheep's wool, recycled cardboard and plastic and castor bean oil. But, don't worry about the sheep! The company works with sustainable farming and animal welfare groups to make sure their livestock are well taken care of, healthy and happy. Compared to a company that sells synthetic shoes, Allbirds uses around 60 percent less energy during the manufacturing process, allowing consumers to feel good about wearing out another pair of shoes.

ROTHY'S

Having recycled more than 12 million water bottles, Rothy's uses recycled plastic to make fashionable shoes that are designed for women on the go. What looks like knitted fabric from a distance is actually strands of plastic woven together, which helps the customer avoid walking around in wet shoes all day. The plastic also helps the shoe feel flexible, making it the perfect choice for those who are on their feet all day. Unlike synthetic plastic sandals that can get sweaty and feel stiff, the finely knitted plastic allows for a greater range of movement. Not to mention, their packages are sturdy and reusable. Their customers can use them for storage, shipping or as a recycle bin organizer.

WeWOOD

When someone buys a watch at WeWOOD, the company will plant a tree in their honor. They've already planted more than 600,000 trees in collaboration with Trees For The Future, a nonprofit that's determined to restore the earth's natural woodlands. Planting trees is also a great way to reduce the amount of carbon dioxide in the earth's atmosphere. A single tree is capable of absorbing up to 48 pounds of carbon dioxide a year. In addition to increasing the earth's total tree count, all their watches are made with 100 percent recycled wood and reclaimed wood. Their products are also free of toxic materials that are often used to treat wood.



Commerce corner Quotes

Life of a commerce student :

Fighting with numbers

In order to balance the journal of life ,

**I prefer to debit pain and credit happiness
Spread good of joy**

**Where I can attain maximum satisfaction
And collect ledger of memories**

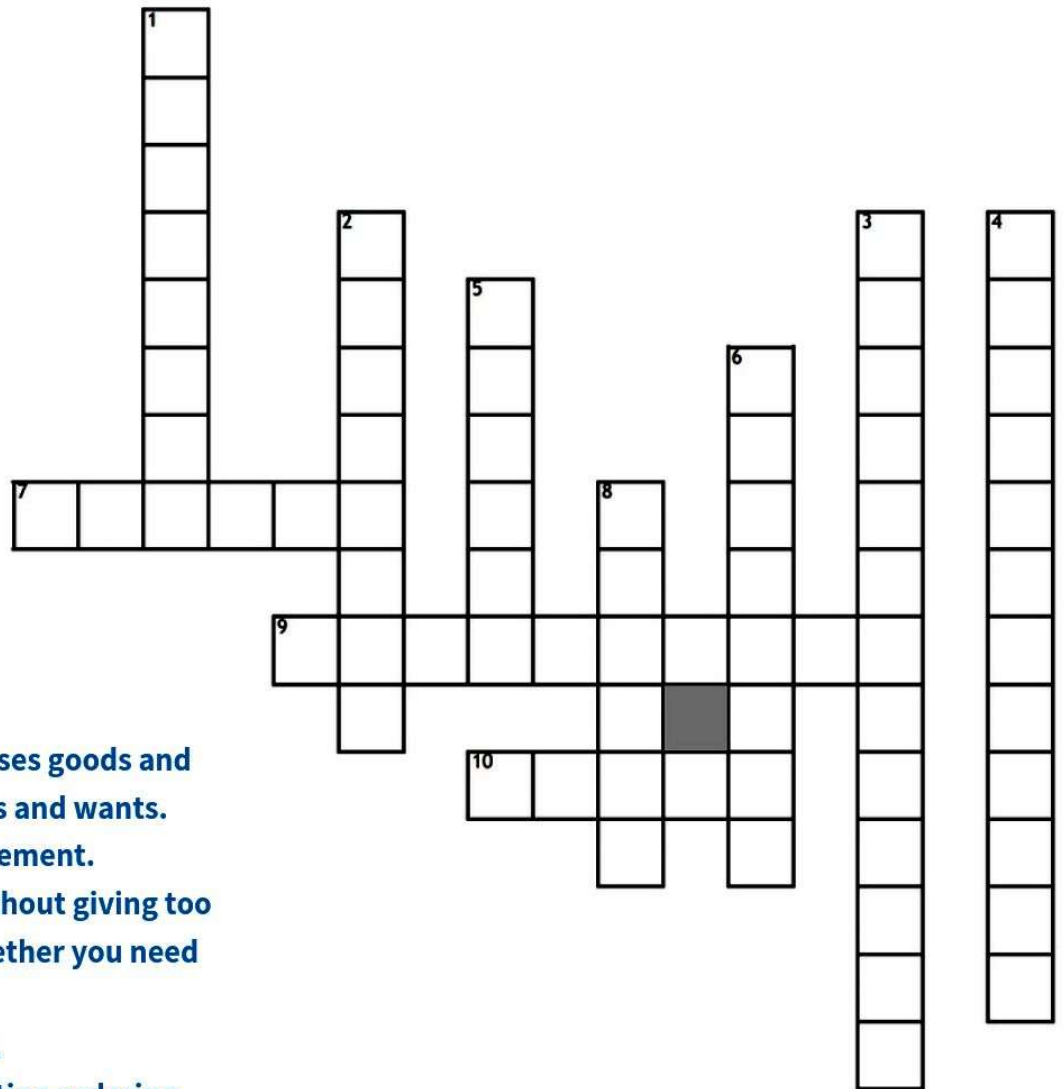
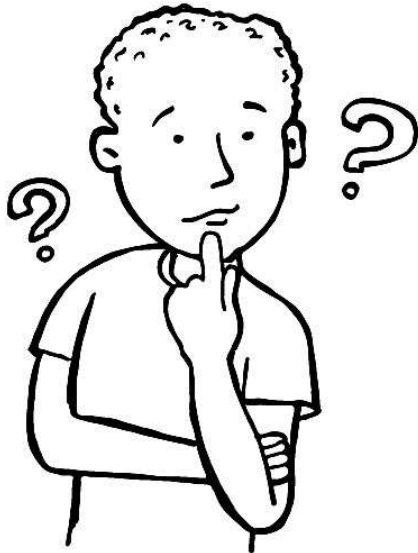
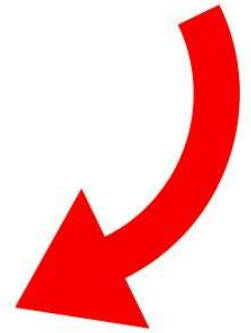
"Arts keep us connected with the past

Science takes us to the future

Commerce takes care of our present needs"

CROSSWORD TIME !!

Answer the questions below by filling in the blanks in the puzzle.



DOWN

1. Someone who purchases goods and services to satisfy needs and wants.
2. A legally binding agreement.
3. Buying something without giving too much thought as to whether you need it or not.
4. Let the buyer beware.
5. A written communication ordering your financial institution to pay a person a specific amount of money.
6. Any organisation that produces and sell, for a profit, the goods and services that satisfy the needs and wants of the consumer.
8. Electronic Funds Transfer at point of sale.

ACROSS

7. The swapping or exchanging of one good for another.
9. When the offeree agrees to the proposal
10. Items that you can see and touch..

FAMOUS FEMALE ENTREPRENEURS



Gina Rinehart

The Australian billionaire Gina Rinehart is the richest person in Australia and the 6th richest woman in the world, with a personal fortune of \$11.7 billion. Rinehart is the chairman of Hancock Prospecting Group, a mining company which, to put things into perspective, produces 30 million tonnes of iron ore per year. Rinehart became chairman of the company when her father passed away in 1992, and since then has become one of the richest female entrepreneurs in the world.



Oprah Winfrey

Oprah is a multi-talented, successful actress, talk show host, producer, philanthropist. You name it. Her most successful and popular venture probably being 'The Oprah Winfrey Show', which was awarded for being one of the longest-running daytime talk shows ever to have aired, lasting a total of 25 seasons. Among all of Oprah Winfrey's ventures, she's been able to amass a total net worth of around \$3 billion, making her one of the richest, well liked, and famous female entrepreneurs in the world.



Folorunsho Alakija

Folorunsho Alakija is actually the richest female entrepreneur in Nigeria. She may not be as well known in comparison to other female entrepreneurs like Oprah Winfrey, Arianna Huffington and Beyonce, but she has a net worth of around \$2.5 billion. Folorunsho's first company was a tailoring company called Supreme Stitches, which she founded after having two previous jobs: one at Sijuede Enterprises in Nigeria, and the other at the First National Bank of Chicago.

DENISE COATES

Denise Coates is the founder of Bet365, an English based online gambling company. Denise purchased the Bet365.com domain name back in January 2000, and spent a whole year building the site before launching it out to the public. With a £15 million loan from the Royal Bank of Scotland, Bet365 was up and running. Since then, it's become one of the largest online gambling sites in the world. You can't watch a football game in the UK without seeing a Bet365 advert. Denise's net worth is an astonishing \$2.5 billion.



CHER WANG

Cher Wang is the co-founder of HTC, the famous mobile technology company. Cher was born in 1958 and went on to receive a degree in economics from the University of California in 1981. It was only a year after that she joined the company 'First International Computer', and after co-founding VIA in 1987, Cher Wang went on to co-found HTC in 1997. Having a net worth of 1.6 billion dollars, Cher has been featured on Forbes world's billionaires list in 2010, 2011, and 2012. She was even been featured on their list of the world's most powerful women in 2012.

DOWN

1. Consumer
2. Contract
3. Impulse buying
4. Caveatemptor
5. Cheque
6. Business
8. Eftpos

ACROSS

7. Barter
9. Acceptance
10. Goods

Crossword answers





Pinpoint

These are the logos of some popular companies. Find out their names



JEFF BEZOS

Jeff Bezos is perhaps most well known as the founder and CEO of internet giant Amazon.com.

His net worth has now surpassed \$192 billion, making him not only one of the world's richest people but wealthier than anyone else on the planet dating back to at least 1982.





ELON



MUSK



ELON MUSK IS THE SECOND-RICHEST PERSON IN THE WORLD AFTER HIS FORTUNE FELL BY NEARLY \$14 BILLION IN ONE DAY. AFTER BRIEFLY OVERTAKING AMAZON CEO JEFF BEZOS AS THE WORLD'S RICHEST PERSON, MUSK HAS AGAIN FALLEN TO SECOND SPOT, ACCORDING TO FORBES' ESTIMATES. HE IS NOW ABOUT \$6 BILLION BEHIND BEZOS, WHO HAS A NET WORTH OF \$192.1 BILLION.



Live AND Learn

•BE HUMBLE •BE TEACHABLE •ALWAYS KEEP LEARNING

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