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Abstract- Start-up give birth to innovative ideas, which immensely contribute for finding answers to many problems of the society. Despite of huge effort of the government, startups are encountering issues such as lack of financial support, competitions etc. unemployment is the major issue of the country it can be only tacked by addressing the challenges faced by startup entrepreneurs. This paper focused on the studied done so far and effort has made to analyse the challenges faced by the entrepreneurs while start up. The aim of the study is to identify the challenges for online business in Surat city, to analyse the challenges for start-up in business in Surat city, to identify platform to promote business on online media. A sample size of 175 respondents was taken for carrying out research. For achieving the objective of the study has used the descriptive research design and primary data collection method for getting the result. Researcher has used Frequency, T-Test, Man witney U test, Kruskal Walis analytical tools to get verified result. It is conducted through this research work that entrepreneurs are facing lots of challenges while start-up of any business. It may because of less work and business experience.

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Analysing the Critical Challenges of Business Start-Up and Young Entrepreneurs in Surat City

Tulsi Mangukiya [α] & Zeel Mangukiya [σ]

Abstract- Start-up give birth to innovative ideas, which immensely contribute for finding answers to many problems of the society. Despite of huge effort of the government, startups are encountering issues such as lack of financial support, competitions etc. unemployment is the major issue of the country it can be only tacked by addressing the challenges faced by startup entrepreneurs. This paper focused on the studied done so far and effort has made to analyse the challenges faced by the entrepreneurs while start up. The aim of the study is to identify the challenges for online business in Surat city, to analyse the challenges for start-up in business in Surat city, to identify platform to promote business on online media. A sample size of 175 respondents was taken for carrying out research. For achieving the objective of the study has used the descriptive research design and primary data collection method for getting the result. Researcher has used Frequency, T-Test, Man witney U test, Kruskal Walis analytical tools to get verified result. It is conducted through this research work that entrepreneurs are facing lots of challenges while start-up of any business. It may because of less work and business experience.

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I. Introduction

A start up could be defined as a new business that is in the initial stage of business or operation, beginning to grow and is typically financed by an individual or small group of individuals. Startups are nothing but an idea that manifests into a commercial undertaking. Entrepreneurs are the individuals who undertake a new business venture, risk and reward are borne by entrepreneur himself. Entrepreneurship describes a person's ability and drives to insist on a chance to succeed financially, to create new value, or to define a chance, whether they do so independently or as part of an organisation. In this startup era government is doing maximum efforts to benefits. Although government is supporting startup entre-preneurs still there are numerous bottlenecks exist, some are controllable and others are uncontrollable in the hand of entrepreneurs therefor identification of those issues could be the first step. Lack of infrastructure, improper monitoring, unavailability of fund, gathering new customers, financial management, ineffective marketing, establishment of a strong online presence, hiring the right people, building a brand, search for an online communication channel, inadequate market and technical knowledge and many other issues are discussed in the articles reviewed below.

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II. Literature Review

Sabai khin, Daisy mui hung kee, Fauziah md taib, S. asma (2017) researched on the perspectives of start-up entrepreneurs on challenges, support services and entrepreneurial ecosystem. This study aims to explore the challenges nascent entrepreneurs face at the start-up stage, the support services they receive from supporting agencies and their views of the entrepreneurial ecosystem. This paper employs qualitative data that come from semi-structured interviews with seven entrepreneurs who are the founders of the start-up entreprises. The case study brings attention to the importance of entrepreneurial support and guidance in dealing with the challenges faced by start-up entrepreneurs. It also reveals how entrepreneurs perceive the existing ecosystem for entrepreneurs in Malaysia.

Mrs. Anitha, Dr. Veena m, (April 2022) researched on challenges faced by start-up entrepreneurs- A review study. A objective of the study is to analyse the challenges faced by the start-up entrepreneurs. The respective study is based on secondary data collected from research articles, thesis, books. The method of research used is descriptive research method. They conclude that startup give birth to innovative ideas, which immensely contribute for finding answers to many unsought problems of the society. Despite of huge efforts of the government, startups are encountering issues such as lack of financial support, unavailability of marketing opportunity.

Sumansah, Pragya Chaudhary, Saatwik Agrawal, nidhan, Desavath rishit Singh naik, Avinash raj David, Dr. Umakanth s. (April 2023), studied young entrepreneurs and the challenges and barriers while scaling up, this paper aims to explore the success factors of young entrepreneurs under the age of 35 by focusing on their business and personal skills. This study is purely based on secondary data that is a literature review available from various sources such as magazines, journals, publications, internet sources, etc. As a result of investigation into the difficulties and constraints of the era, which was influenced by changes in time, technology, internal and external factors.

Dr. G Suresh babu and Dr. k. Sridevi (December 2019), a study on issues and challenges of

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startup in India. The study is based on the secondary data which has been collected through journals, magazines, newspapers, research papers, books and websites, etc. the aim is to identify various issues and challenges of startup, and government initiatives for the development of startups.in conclusion the current economic scenario in india is on expansion mode. Startups would become unicorns and may become world renowned businesses by expanding into other developing and undeveloped countries.

Ms. Neha gundre, prof. hemraj kawadkar, Indian startup: new opportunities & challenges faced by entrepreneur. This research is essentially focused on the challenges faced by the start up. This research is predicted on the secondary data that has been collected through the books, various websites, research paper, etc. after reffering various case studies and observing existing startup management practises researcher has made own analysis and elaborated on various critical challenges faced by startup company.

III. Objective of the Study

- To identify the challenges for online business in Surat city.
- To analyse the challenges for start-up in business in Surat city.
- To identify platform to promote business on online media.

IV. Research Gap

The study had not been conducted in the area of Surat so it has been considered as a research gap in analysing the challenges for business. so, as a researcher we wanted analyse and study critical challenges of business start-up of the Surat city.

V. Statement of Problem

From this study the research has covered Surat City. The study would help the future researcher to cover more area and to take more respondents from population. It will help to analyse the critical challenges of business start-up and young entrepreneurs.

VI. Research Methodology

The objective of study is "Analysing the critical challenges of online business start-up and young entrepreneurs in Surat city". For fulfilling the objective researcher has collected primary data source. For that structure questionnaire was used. For research I used convenient sampling techniques of 175 entrepreneurs of Surat city through questionnaire, the majority of the respondents taken are the entrepreneurs who runs the business. Descriptive research design and non-probability sampling method used, after collecting the data that were coded, analysed through SPSS and interpreted accordingly. I used Frequency, T-test, Man witney U test, Kruskal Walis test for analysing the data.

Analysis: (Level of understanding ofsignificant issues you are facing while start up)

One-Sample T-Test

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Establishment of a strong online presence	62.284	174	.000	4.13143	4.0005	4.2623
Hiring the right people	72.958	174	.000	4.04571	3.9363	4.1552
Building a brand	69.004	174	.000	4.09714	3.9800	4.2143
Financial management	75.723	174	.000	4.28000	4.1684	4.3916
Ineffective marketing	65.604	174	.000	4.14286	4.0182	4.2675
Gather new customer	93.424	174	.000	4.36000	4.2679	4.4521
Search for an online communication channel	69.748	174	.000	4.14286	4.0256	4.2601

Interpretation:

Here is the one sample T-test of the understanding level of the entrepreneurs of facing issues while start-up of online business at the 2-tail significance level with the 95% confidence interval of the difference.

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Man Witney U Test Ranks				
	Gender	N	Mean Rank	Sum of Ranks
Establishment of a strong online presence	male	136	90.53	12311.50
	female	39	79.19	3088.50
	Total	175		
Hiring the right people	male	136	89.34	12150.00
	female	39	83.33	3250.00
	Total	175		
Building a brand	male	136	85.61	11642.50
	female	39	96.35	3757.50
	Total	175		
Financial management	male	136	87.01	11833.50
	female	39	91.45	3566.50
	Total	175		
Ineffective marketing	male	136	90.30	12280.50
	female	39	79.99	3119.50
	Total	175		
Gether a new customer	male	136	90.61	12323.50
	female	39	78.88	3076.50
	Total	175		
Search for an online communication channel	male	136	89.21	12132.50
	female	39	83.78	3267.50
	Total	175		

	Establishment of a strong online presence	Hiring the right people	Building a brand	Financial management	Ineffective marketing	Gathering new customer	level of challenges while start up
Mann-Whitney U	2308.500	2470.000	2326.500	2517.500	2339.500	2296.500	2487.500
Wilcoxon W	3088.500	3250.000	11642.500	11833.500	3119.500	3076.500	3267.500
Z	-1.326	-.703	-1.243	-.524	-1.198	-1.426	-.630
Asymp. Sig. (2-tailed)	.185	.482	.214	.600	.231	.154	.529

a. Grouping Variable: gender

Hypothesis:

H0: There is no is no relationship between demographic factor and variable.

H1: There is relationship between demographic factor and variable.

Interpretation:

From the above table indicate that the relation between variables and demographic factor like gender.

Since the demographic value is greater than 0.05 than null hypothesis is accepted, so there is no relationship between variable and demographic factor, and if the value is less than 0.05 the null hypothesis is rejected, so there is relationship between demographic factor and variable.

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Kruskal Wallis Test Ranks

	Age	N	Mean Rank		Age	N	Mean Rank
Establishment of a strong presence	20-30 year	79	89.59	Ineffective marketing	20-30 year	79	86.88
	31-40 year	75	85.49		31-40 year	75	89.95
	41-50 Year	18	86.42		41-50 Year	18	76.78
	50+ year	3	118.33		50+ year	3	136.00
	Total	175			Total	175	
Hiring the right people	20-30 year	79	86.84	Gathering new customer	20-30 year	79	88.79
	31-40 year	75	87.60		31-40 year	75	85.83
	41-50 Year	18	91.78		41-50 Year	18	88.69
	50+ year	3	106.00		50+ year	3	117.17
	Total	175			Total	175	
Building a Brand	20-30 year	79	87.80	Search for an online Communicatio n channel	20-30 year	79	85.55
	31-40 year	75	90.77		31-40 year	75	88.18
	41-50 Year	18	75.17		41-50 Year	18	89.75
	50+ year	3	101.00		50+ year	3	137.50
	Total	175			Total	175	
Financial management	20-30 year	79	86.88				
	31-40 year	75	89.95				
	41-50 Year	18	76.78				
	50+ year	3	136.00				
	Total	175					

Test Statistics[a,b]

	Establishment of a Strong Online Presence	Hiring the Right People	Building a Brand	Financial Management	Ineffective Marketing	Gathering New Customer	Level of Challenges while Start Up
Chi-Square	1.572	.610	1.791	4.395	1.320	3.843	1.917
Asymp. Sig.	.666	.894	.617	.222	.725	.279	.590

a. Kruskal Wallis Test

b. Grouping Variable: age

Hypothesis:

H0: There is no is no relationship between demographic factor and variable.

H1: There is relationship between demographic factor and variable.

Interpretation:

From the above table indicate that the relation between variables and demographic factor like age. Since the demographic value is greater than 0.05 than null hypothesis is accepted, so there is no relationship between variable and demographic factor, and if the value is less than 0.05 the null hypothesis is rejected, so there is relationship between demographic factor and variable.

VII. Finding

We can interpret that, from all the respondents 136 are males whereas 39 are females.

The majority respondents were from the age group of 21-30 which contributes 45.1% of the total entrepreneurs.

68 No of respondents are graduated which constituted highest 38.9% of sample population.

91 no of respondents are unmarried which consist 52% of the total respondents.

From above entrepreneur's majority entrepreneurs have 5-10 years of work experience which mean 38.9%.

And they are running their own business for 3-6 years which mean 38.9% (68) of total population.

Motivators, friends and family are the idol for entrepreneur to become a successful entrepreneur which carries 32.6%, 28.6% and 24.0% respectively.

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Most generally 47.4% (83) entrepreneurs are doing their business in service sector.

Most used type of organisation by entrepreneurs are partnership which carries 41.1% (72) of total entrepreneurs. Because of they do not want take any kind of risk in their business.

Entrepreneurs are used bank loan while start-up their business. It might because of lack of fund, savings, family support and all.

Major challenges while start ups are establishment of strong online presence, hiring the right people, building a brand, financial management, effective marketing, communication channel. Majority of male (136) are facing these issues because the ratio of entrepreneurs of male are more than the female (39). And a age group of 20-30 are facing these are the challenges more because they are just started their career or business and they have less business experience than the other age groups.

Instagram, Facebook, and you tube (17.1%, 29.1%, 35.4%) are the most useful social media platform can help entrepreneurs the most of time to make business popular.

Teenagers (20.6%), young agers (40.0%), and adults (29.1%) are the target customer for the entrepreneurs, because they all are aware about online websites, apps, and the offers.

Most of the entrepreneurs are think that. partially (107-61.1%) the political background of the country will affect the business while start-up.

Sponsors are the most used full to collaborate to make business successful. Which carries 61 no of total respondents (34.9%).

VIII. Conclusion

From study we analysis that number of males are more than female but the female is not less in entrepreneurial journey in current scenario. They were from the age group 21-30. Most of the entrepreneurs are graduated than majority of entrepreneurs have work experience of 5-10 years but as a entrepreneurial experience they have is 0-3 years. Majority of the entrepreneurs are married.

Friend, motivators, family are become idol to the major of the entrepreneurs. And they are working in service, distribution, and manufacturing sectors. They are running partnership and corporation type of organisation. Majority of the entrepreneurs are taking loans from bank to run their business than the taking benefit of government schemes. There are so many social media platforms for the entrepreneurs for making their business popular. The target customers for the entrepreneurs are teenagers, young agers, and old agers. According to entrepreneurs' influencers, sponsors are help them to promote their business.

There are so many challenges for entrepreneurs while starting of any business like, establishment of s strong online presence, hiring the right people, building a brand, financial management, ineffective marketing, gathering customers, etc… majority of the male are facing these changes because the ratio of female is less than male. Having age group of 21-30 are faces this kind of changes are the most because they have less experience compare to others and they have just entered in to their career.

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