

Build Your Brand - 4 Week Training Program

Module 1: Business Setup & Legal Foundation

- Understanding different business types (Proprietorship, Partnership, LLP, Pvt Ltd)
- How to register your business
- Getting your GST, MSME, FSSAI certifications
- Opening a business bank account
- Compliance basics every founder must know

Guided by: Registration Coordinator

Module 2: IT & Digital Infrastructure

- How to get your domain, email, and hosting
- Setting up your website or store (WordPress/Shopify basics)
- Essential tools for managing online business
- Basics of cybersecurity for small businesses

Guided by: IT Coordinator

Module 3: Branding & Product Presentation

- How to define your brand identity (name, logo, tone)
- Designing product labels, packaging & marketing materials
- Choosing the right printing materials and formats
- Prepping your business for offline and online visibility

Guided by: Branding & Printing Coordinator

Module 4: Logistics, Fulfillment & Launch Planning

- Setting up dispatch and delivery systems
- Understanding courier partners & tracking

Build Your Brand - 4 Week Training Program

- Inventory basics and order management
- Planning a product launch

Guided by: Logistics Coordinator

Extras Included

- One-on-one support from your Dedicated Relationship Manager (RM)
- Worksheets & tools for every session
- Personalized brand planning template
- Follow-up Q&A support after the 4 weeks