

Why 2023 Can Be A Difficult Year For Indian Start-ups: Things To Remember

As the industry progresses into 2023, Indian startups are anticipating challenging times. According to a report by Bain & Company, late-stage start-ups will experience more flat or down rounds in the coming days as investors now focus on profitability while pinching their pennies.

The report adds that some sectors of the industry might also see an increase in mergers and acquisitions (M&As).

In the midst of a global slowdown, venture capital deal value decreased last year, from \$38.5 billion to \$25.7 billion, following a stellar year in 2021. Investors are expected to reevaluate their portfolios and save money this year as well, given the difficult funding environment.

The India Venture Capital Report 2023 says that this could result in consolidation, particularly in the fintech and B2B e-commerce (house of brands) industries. It is also anticipated that tech startups initial public offerings (IPOs) will remain muted throughout the year.

Overall, the market still has a lot of dry powder, so raising capital is not difficult; It's the distribution. According to Abhishek Agarwal, Founder and Managing Partner of Rockstud Capital, an alternative asset management firm, "Investors will back businesses that are positive at gross contribution level, and start-ups will push for that.

" In general, it will be a "mixed year." I really do anticipate a few losses, however organizations that are productive or have inborn capacities to be productive will acquire financial backer certainty," he adds.

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Here are a few reasons why 2023 can be a challenging year for Indian start-ups

1. Financing

One of the most important challenges that every business must overcome in order to survive is obtaining funds. Even if you saved some money to start a business, it won't help you last longer. Consistent income is vital for organizations to persevere, and you generally need to have additional assets to deal with stormy days.

You want to guarantee you have a good-to-go business methodology early, which comprises assets put away for the direst outcome imaginable. Keep in mind that you will have limited access to funds when you first start a business, giving you less room for error.

2. Lack of Planning

The number of startups that fail because they "forgot" to plan is impressive. Or maybe they did plan, but they didn't cover everything. Sales, development, and funding are important areas that are not left out.

They must all be included in your business plan from the beginning. In addition, you must prepare for important occurrences that you cannot anticipate. That is, you need to know what you will do when, not if, events take an unexpected turn, even if you cannot plan for every possibility.

3. Hiring the right person

Finding the right people with the right skills is essential for your business's survival and growth. It could be the deciding factor in how well your start-up grows if you know exactly what skills you need and how to get those important people on board. It costs money to delay hiring the best employees. The hiring process takes a significant amount of time for a small group, time that could be used in other areas of the business. On the other hand, not having the right people can cause severe bottlenecks and also delay the introduction of new products or services. This is one of the problems that no new business can afford, especially in its early stages.

4. Effective marketing with a limited budget

Some startups believe they can completely ignore marketing strategies and rely on word-of-mouth. Being visible to your customers is crucial for a new business. You should use cost-effective marketing strategies to reach your intended audiences.

However it's a mistaken assumption to put your trust in clients finding you except if you make an aggregate drive to develop them with an appropriately organized methodology to advance your beginning up.

5. Uncertainty and self-doubt

For first-time entrepreneurs, coping with the venture's uncertainties can be challenging. Entrepreneurs may frequently feel ultimately accountable for their businesses' success or failure. Numerous detours and deviations from the initial plan are also present. The entrepreneur may suffer as a result of all of this.

Changes should be accepted without much resistance in the VUCA environment that the majority of new businesses operate in. Keep your cool and stick to your plan as an entrepreneur.

6. How to respond to criticism

As an entrepreneur, dealing with criticism is a part of the job. The team, partners, investors, customers, and even the entrepreneur's family can criticize any decision they make. This must be dealt with by everyone, including established businessmen like Ratan Tata. When it comes to accepting criticism, the most important thing is to distinguish the useless comments from those that can be of real value.

You can even ask follow-up questions to help you better understand the criticism after you have assessed its validity. You might even gain appreciation for this or gain insight that is useful to you.

7. Attractive Clients

Getting people to buy your product or service can mean the difference between success and failure for a company. Although many businesses started out with great ideas, they were unable to survive because they were unable to reach the right customers. Social media and search engine optimization (SEO) have proven to be the most effective methods for most businesses to reach the right customers. The entrepreneur should take the time to learn about the expectations of the customers and, if necessary, use their network to reach them.

8. Making Decisions

Making decisions in a business setting can be intimidating, especially when there are so many factors at play. When making a decision, entrepreneurs may find themselves in a predicament, particularly if they have limited information.

Additionally, entrepreneurs must avoid becoming overly involved in decision-making, which could result in a delay that could impede progress. They can delegate the smaller decisions to their expert group and ask them to come up with alternatives before weighing them and making a decision.

9. Using time productively

Indeed, even the best business visionaries battle to appropriately deal with their time. They may have trouble completing tasks as they assume responsibilities that are outside of their area of expertise.

In order to move the business process along, entrepreneurs frequently face difficulties when they must reconcile competing priorities and let go of their perfectionist tendencies. Here, setting goals and making schedules can save your life. They only need to ensure that their smaller goals align with the larger ones and your company's vision.

10. Office Infrastructure

When you start thinking about ways to cut costs, especially if you're just starting out, the first thing you should look at is your workplace rent and the costs that go along with it. When compared to commercial office space, moving into a shared coworking space in Noida, Gurgaon, or South Delhi will save you approximately 32% in rent.

Coworking spaces let entrepreneurs and start-ups work in a fully furnished office without having to worry about setting up their own private offices. Coworking is the best way to operate in a workplace with minimal financial investment, which is a significant advantage. You can run your business for less money than if you set up shop in a new office by working in a coworking space.

Summary

Startups in India are expecting challenging times as the industry moves into 2023. As per a report by Bain and Company, late-stage new businesses will encounter all the more level or down adjusts before very long as financial backers currently center around benefit while squeezing their pennies.

The report adds that mergers and acquisitions (M&As) may also increase in some industry sectors.

After a stellar year in 2021, venture capital deal value decreased last year, from \$38.5 billion to \$25.7 billion, in the midst of a global slowdown. Given the difficult funding environment, investors are expected to reevaluate their portfolios and save money this year as well.

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How JioCinema is Killing OTT's existing business model

JioCinema is revolutionizing the world of streaming entertainment by turning the traditional business model on its head. Unlike other streaming services, JioCinema is smashing the limitations of the old-fashioned way of doing things and

is creating a new standard for providing top-quality entertainment to audiences around the world.

By utilizing cutting-edge technology and innovation, JioCinema is pushing the boundaries of online entertainment and making it accessible to everyone. With unparalleled value and user experience, JioCinema offers a world of exciting content that is truly beyond compare.

Gone are the days of mediocre streaming services with lackluster content, JioCinema is shaking things up and breathing new life into the world of entertainment. It's taking control of the demand and providing what people really want – something fresh and unexpected.

JioCinema is an OTT platform from the house of RSL (Reliance Storage Limited). JioCinema may not be as popular as Netflix or Amazon Prime, but it is unquestionably one of the most used apps from Reliance Jio App collection. Where you get more than 15,000 hours of exciting content: music videos, Jio shorts, movies, television shows, and trailers for viewers.

You can enjoy a highly optimised and world-class video streaming experience as you explore the world's best studios and watch your favourites. You can get started by logging in with your Jio ID and password.

On your Web browser, you can watch consecutive episodes of your favourite shows, movies, international music videos, interesting short clips, and more!

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The JioCinema platform: what is it?

JioCinema is an on-demand video library that includes music videos, documentaries, movies, TV shows, Jio shorts, and trailers. In Simple words, JioCinema is a video streaming service that Jio provides. Launched on 5 September 2016.

Which lets you watch movies, TV shows, documentaries, trailers, Jio exclusives, and more. The web platform and smartphones are supported by the app.

Android users can download JioCinema from Google Playstore, iOS clients from Appstore and Samsung Z2 gadget users from the Tizen Store. The app is free at the moment, but the company plans to charge for its services in the future.

Jio has as of late additionally joined forces with Disney India to offer famous Disney films like Toy Story 3, The Wilderness Book, and The Lion Lord and that's only the tip of the iceberg.

Nonetheless, you need to open the admittance to the JioDisney segment by sharing the Disney interface with five of your contacts through WhatsApp, SMS, Instagram or Facebook. You can watch the content on your big TV screen thanks to JioCinema's support for Chromecast.

Viacom18 shifted all of its sporting content from Voot to JioCinema after the merger between JioCinema and Viacom18 was completed in September 2022, making JioCinema the network's digital sporting destination. The mobile app is available for Android and iOS devices.

Jio Cinema features:

- Jio Cinema includes useful features that make it simple for subscribers to use.
- My Download: It shows a list of all the movies in the app that have been downloaded.
- Available download: This displays only the movies that can be downloaded on a list.

- The watch list features: You can use this feature to add your favourite movies and TV shows to your watch list and watch them whenever you want. You can include as many movies on the list as you like.
- Autoplaying TV Shows: You won't have to look for the next episode and then hit play with this feature because it will play them for you automatically.
- Choosing the bitrate: Depending on your internet speed, you can select the quality at which the video will be played.

Even though JioCinema automatically adapts to the available internet speed, a minimum speed of 2 Mbps or higher is recommended.

- Controls for parents: You can set a PIN to exclude kids from certain content.

JioCinema achievements

- CCI approved the merger of JioCinema and Viacom18 in September 2022.
- JioCinema became free for all users, regardless of network, in 2022.
- JioCinema became India's official broadcaster of the 2022 FIFA World Cup in November 2022. Due to lags and glitches in the live streams, the app received criticism at the beginning of the tournament.
- In December 2022, JioCinema turned into an authority computerized streaming accomplice of IPL as Viacom18

obtained advanced streaming privileges 2027 in June.

- As a result of Viacom18's acquisition of the streaming rights earlier in January, JioCinema became the Women's Premier League's official digital streaming partner in March 2023.

How JioCinema is Killing OTT's existing business model

Even though price-conscious Indian consumers were accustomed to paying for content, the country's already small \$668 million subscription-video-on-demand (SVOD) streaming market may be further dented as an estimated 20-25 million paying Disney+ Hotstar subscribers migrate to JioCinema, which is supported by Reliance Industries.

Viacom18, which is backed by Reliance and won the digital streaming rights to the marquee cricket property for the 2023-27 cycle over Disney+ Hotstar, will stream the tournament for free beginning on March 31. For an annual subscription to Disney+ Hotstar that included the IPL, subscribers were required to pay Rs 1,499.

"If IPL, the most costly property, is being presented free of charge, it's a further lift to the AVOD (publicizing put together video-with respect to request) market and an adverse consequence for the SVOD market since clients were simply becoming acclimated to laying out a yearly Rs 3,000-4,000 for content.

According to Karan Taurani, Senior Vice President of Elara Capital, "OTT players that were poised for 25-30% SVOD revenue growth will probably see 10-15% growth." This is due to the fact that streaming ARPUs are unlikely to rise anytime soon.

As of April 2022, Elara Capital estimates that the Indian video OTT market will generate \$1.7 billion, with SVOD contributing \$668 million (37%), and AVOD contributing \$1.1 billion (63%).

India has around 49 million paying (SVOD) crowds, per a report by media consultancy firm Ormax Media. JioCinema's free IPL streaming is likely to attract approximately 50% of the total SVOD viewership to its platform, according to analysts.

Uday Sodhi, previous head of SonyLIV and Establishing Accomplice of Karate Computerized Counseling, says JioCinema's quick need is to get on whatever number of cell phone screens, as could be expected under the circumstances, and offering the IPL free of charge, is their approach to laying out application dissemination.

" JioCinema will eventually switch to a subscription model. This is precisely the exact thing Hotstar did when they began streaming IPL. It is acceptable that this results in a decrease in the total number of SVOD users or a short-term impact. When it becomes a paid service, they will return later.

According to a study conducted by Accenture and published in January, 41% of Indian consumers unsubscribed from at least one of the Top 5 streaming VOD services in the previous year because they were overwhelmed by the number of options available. Additionally, 42% indicated that they intend to eliminate one or more in the coming year.

In addition, the Ormax study demonstrated that OTT platforms will need to rely on smaller towns and cities for the subsequent phase of subscriber growth due to metros' 79% OTT penetration. The average number of OTT subscriptions per paying user has remained constant at 2.4.

Shailesh Kapoor, founder and CEO of Ormax, commented on the findings, "It suggests that subscription growth will come from

more people paying for subscriptions, rather than the same people paying for more subscriptions.”

However, affordability is a challenge in non-metros due to rising telecom ARPUs. They have digital television and free AVOD content. Telecom ARPUs are steadily rising, and broadband is expensive. Non-metros viewers will not pay a lot for multiple OTT platforms. According to Taurani, the growth numbers from Tier II and Tier III markets will change.

Summary

JioCinema is an Indian promoting video on-request and beyond preposterous web-based feature, possessed by Viacom18, an auxiliary of TV18. The content library of JioCinema, which went live on September 5, 2016, includes movies, television shows, web series, music videos, documentaries, sports, and more.

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Factors To Consider In Starting An Online Business In 2023

In today's digital age, starting an online business has become more accessible than ever before. With the COVID-19 pandemic pushing many businesses to go digital, 2023 could be the perfect year for you to launch your online business. But where do you start?

Starting an online business requires research, planning, and a clear understanding of the market you want to enter. With so many factors to consider, it can be overwhelming to know where to begin.

In this article, we will discuss the essential factors to consider when starting an online business in 2023. From identifying your niche to developing your website and marketing strategies, we will provide you with a comprehensive guide to help you start your online business successfully.

Whether you are an experienced entrepreneur or a newbie to the online world, our guide will help you navigate the process and set yourself up for success. So, let's dive in!

Top 7 Factors to Consider in Starting an Online Business

1) Prepare a business strategy.

A suitable business plan must be developed before you can launch your online business. The success of the company depends on effective planning.

Your marketable strategy ought to remember a speciality for

which you will work, simultaneously, it should likewise give an understanding into a thought of the chance of the achievement that you will accomplish.

2) Focus on the customer and understand the market.

For changing any business into a fruitful exchange, dominating the abilities of showcasing and sales is vital. Keep an eye on the purchasing habits of your potential customers by researching all of their demographic and psychographic characteristics.

Likewise, watch your rivals enjoy exchanges with comparative organizations, peruse the sites of your rivals and attempt to fathom the criticism of their clients via web-based entertainment stages. Understanding the market scenario will be made easier by these strategies.

3) Start with a service and work your way up to a product.

To start an online business, you need more time than money. As a result, it is always best to start with a service rather than a product. After getting to know your customers, work on improving your craft.

Albeit this procedure is very tedious, you will actually want to gain some useful knowledge about your greatest yearnings and most profound trouble spots while chipping away at something very similar. Continue developing the service until it reaches perfection before getting ready to launch your product.

4) Select the appropriate item.

It is crucial for you to be very specific about the kind of product that you are going to sell, even after outlining the

business's concept and determining its niche. When it comes to starting a retail business online, this is an extremely important piece of information: choose the right products. Choose an experienced supplier to handle the task on your behalf if you are not the product's manufacturer.

Choosing a Domain Name In the world of online business, your domain name is everything. For guests to handily get to your page, you ought to have the name of your organization as your area name. Choose one that is brief and simple to read to ensure that your company is accurately represented.

5) Data Security

It doesn't matter how big or small your online business is—you need to keep your data safe and secure. It is critical that your customers' personal and financial information be kept strictly confidential if you sell products on your page.

Having a data recovery service on standby, such as Secure Data Recovery, who are experts in quickly retrieving files, is a good idea if you run into any issues and are concerned that your data might be lost.

6) Utilizing Web optimization

It's just normal that you will believe that your web-based business should stand apart from contenders, consequently, utilizing Website design enhancement (site improvement) can be an incredible method for staying with your site at the highest point of indexed lists.

It's a dog-eat-dog business world, and you need to do everything in your power to stay ahead of the hundreds of new online businesses that appear every day. On your website, make sure to use relevant keywords that users can easily find.

7) Simple to Use

If your website isn't simple to use, customers are more likely to leave and go somewhere else. When it comes to getting people interested in your company, how you present it on your website can make or break it.

You need to ensure that your content stands out in order to immediately pique the interest of potential customers. Use images whenever possible and try to avoid large text blocks. Additionally, you should have all of the necessary information and a homepage button that is simple to use.

Summary

To begin, starting an online business necessitates a solid, attainable strategy. You must have a precise understanding of your intended product or service. In addition, in order to effectively sell your product or service, you must comprehend your buyer personas. Before you start selling your products online, you can use a variety of strategies.

Many business owners are aware that achieving their goals of owning their ideal life and business will require hard work. But it can seem overwhelming when you start to think about all the steps needed to start your business. If you take the necessary steps, you can establish the online business of your dreams.

FAQ's on Consider In Starting A Online Business:

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10 Tips On Online Advertising To Grow Your Brand In 2023

In the fast-moving world of online advertising, success is all about staying ahead of the curve. That's why we've put together the ultimate guide to help grow your brand in 2023. The Internet is an enormous place, and it offers a wide range of marketing options. With a deep knowledge of online advertising, it can be easier to know where to start.

Online advertising has become exceptionally competitive and unquestionably the fittest can get by. Many online businesses rely on online advertising to expand their operations because it has the potential to propel your company to new heights.

Pay per click (PPC), Cost per 1000 miles (CPM), Cost per action (CPA), and numerous other pricing models are utilized in this advertising.

Most businesses use search ads, display ads, banner ads, native ads, mobile ads, and interstitial ads in their online advertising campaigns. However, for best results, it's critical to know which ad type to use and when.

In today's highly competitive online business environment, it is essential for every owner of an online business to be aware of these online advertising tips.

Here we're not talking about your run-of-the-mill tips here. We're talking about game-changing insights that will give you the competitive edge over your rivals. From the importance of user-generated content to the power of SEO, our guide covers

everything you need to know to make your brand stand out in the crowded digital marketplace.

But it's not just about being up to date with the latest trends. It's about being smart with your strategy too. We want you to think critically about your target audience, your goals and your branding, and then use our tips to help you make the most of your resources.

When it comes to online advertising, there are no shortcuts. But with our 10 tips, you can confidently move forward and start reaping the rewards. So go ahead, get creative, and take your brand to new heights.

10 Tips On Online Advertising

1. Optimize your web content for search engine optimization (SEO)

Optimizing your content for search engine optimization (SEO) is one of the best Online advertising tips for novices. Since Google is probably where most people will find you, you should be in the results when people search for keywords related to your business. SEO is all about getting your content to a high enough ranking so that a lot of people can find it.

Additionally, you can use strategies like optimising your page speed, the speed at which your website loads, and ensuring that your website is optimized for mobile devices. These procedures will build your rankings since Google will perceive that they further develop the client experience.

2. A pay-per-click (PPC)

Advertising campaign Pay-per-click (PPC) advertising works in a different way than SEO to get your content in front of users via Google. You pay Google to place your ads at the top of

search results with PPC. By creating an account in Google Ads, you can launch a PPC campaign.

You can bid on the keywords you want your ads to target within that account. After that, you can design landing pages for the ads you want to run, which will direct users when they click on them. Google Ads will display the ad with the highest bid for each of your chosen keywords whenever it detects a search for that keyword. The best part is that you only pay for ads that are clicked on!

3. Virtual entertainment

With regards to forming the best computerized promoting procedure, it's to your advantage to go where the vast majority are on the web. Additionally, considering that the typical user spends nearly a third of their time online on social media, you will probably want to make an investment in social media advertising.

4. Produce content

While sponsored social media posts and banner advertising are effective ways to get your ads in front of users, in some cases it is preferable to employ inbound marketing or allow users to come to you.

That is the thought behind the following thing on our rundown of web-based publicizing tips: Advertising of content. From blog posts to videos to infographics, content marketing involves creating informative content that users will want to watch or read.

You can rank your content on Google with it and SEO to ensure that people will find it when they search for it. People will likely want more of your content if it is legitimately helpful and relevant to your industry.

5. Know and focus on your target audience

In addition to employing large-scale strategies like SEO and social media, there are a number of useful online advertisement tips that you should be sure to adhere to. Knowing your target audience is one such piece of advice. It's difficult to market to individuals on the off chance that you're not even certain who you're promoting to.

You must have a clear understanding of the demographics and geographical locations of your customer base. However, you can accomplish more than that. Your online advertising can often be tailored to just those people, limiting it to those who fit your ideal description.

For instance, PPC ads and social media ads frequently result in this. People could be included or excluded based on the following characteristics:

Age, device, location, and many other factors are taken into consideration when targeting your intended audience with advertisements. This prevents you from wasting marketing resources on users who are not relevant to your business.

6. Make use of concise calls to action (CTAs)

Without a call to action (CTA) at the end of an advertisement, even the most inventive methods of persuasion will not benefit your company. Users won't do what you want them to do if you don't tell them.

Users are given a clear next step to take by CTAs, typically with a link or button that takes them to the appropriate page.

A button that says, "Subscribe to our emails!" might be a CTA. or a link that says, "Check out our products!" at the end of a piece of content

7. Display customer testimonials

As the next piece of online advertising advice on our list. Individuals will be leaned to think about your self-advancement while considering other factors, yet when they see your purchasers discussing how extraordinary you are, they'll be considerably more supportive. Posting testimonials on your website and social media can help you.

These can be obtained from review websites or by directly emailing customers with a request to provide feedback. The more satisfied customers you have, the more new ones you'll get!

8. Retarget website visitors

There are times when visitors arrive at your site but do not make a purchase. At the point when that occurs, you'll need to attempt the following of our web-based publicizing tips, retargeting – that is, following up trying to bring them back. You can compile a list of user emails by using email capture forms on your website.

You can then send messages to their inbox that urge them to get back to your site. Using cookies on your website, you can use the same strategy to target people with PPC ads in the future by storing data in their browsers.

It's not difficult to set up a treat-based remarketing crowd in Google Examination in light of client conduct, for example, what pages they visited or how long they remained on your site.

After that, you can use your newly created audience in your campaign by importing them into Google Ads.

9. Implement unique branding

One of the most important practical digital marketing tips for novices and experts is to incorporate your company's brand into all of your advertising. You won't get much benefit from your advertising if it only says, "You need this product," but not "This is who we are."

At the point when clients see a promotion that doesn't convey your image, they might fail to remember whose promotion it was and purchase the publicized item from a contender.

All of your advertising, from your website to PPC, needs to reflect your business's personality.

10. Monitor key performance indicators (KPIs)

The following is the final digital advertising tip on our list: Keep track of your outcomes. If you don't check that a digital advertising strategy is working, it won't do you any favours. You can see which parts of a strategy need to be changed by tracking key performance indicators (KPIs).

This can be accomplished using platforms that you can set up for your website, such as Google Analytics and Google Search Console.

Summary

The digital world is flourishing like never before as a result of recent technological advancements. It is time to take advantage of Online advertising and expand your business if you want it to remain competitive.

Building a digital following and engaging with potential customers online can help you grow, whether you want to promote an e-commerce or business-to-business (B2B)

organization. Utilize metrics to help you understand your progress and which strategies work best for you as you learn how to promote your business online using these various strategies.

FAQ's on Online Advertising :

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Lenskart Indian Optical Prescription Eyewear Retail Chain

Gone are the days of visiting a traditional optician to buy prescription eyewear. With the rise of e-commerce, there has been a shift towards online retailers offering eyewear at competitive prices. While this may have brought convenience to customers, it has also raised concerns about quality and authenticity.

Peyush Bansal established the Indian eyewear company Lenskart in 2010. Contact lenses, eyeglasses, and other forms of eyewear are just a few of the many options available from the business. Lenskart has a lot of retail stores all over India and an online store that lets customers look at and buy products from the comfort of their own homes.

Lenskart offers eye exams and other eye care services and eyewear products. The company is well-known for its low prices and dedication to providing customers with high-quality goods and services.

In this article, we will look at the history, innovation and success of Lenskart, and explore how it has been able to stand out in a crowded marketplace.

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The beginnings of Lenskart

Peyush Bansal wasn't satisfied with the Indian eyewear industry, which led to the creation of Lenskart. He noticed that most eyewear stores in India were small, poorly lit, and lacked inventory.

Additionally, the prices of eyewear products were frequently excessive and obscure. Peyush Bansal founded Lenskart with the goal of making eyewear more accessible and affordable for the average person. He saw an opportunity to improve the shopping experience for eyewear customers in India.

Lenskart has grown a lot since it started out and is now one of the best eyewear companies in India. The business operates an online store that lets customers shop from the convenience of their own homes in addition to a nationwide network of more than 500 retail locations. Lenskart offers eye exams and other eye care services and eyewear products.

Lenskart's business model

Lenskart's business model is multi-channel, which means that it is present online as well as in physical retail locations. The organization has an organization of more than 500 retail locations across India, as well as an internet-based store that permits clients to peruse and buy items from the solace of their own homes.

The Lenskart business model is based on offering high-quality eye testing and eye care services at reasonable prices as well as a wide selection of eyewear options. The business places a strong emphasis on customer service and ease of use, and it provides a number of novel features to make shopping easier for its clients.

Lenskart, for instance, offers a virtual reality (VR) try-on feature on its mobile app that enables customers to see how various eyewear frames will look on their face using VR technology, as well as a “try at home” service that enables customers to try on eyewear frames at home prior to making a purchase.

What makes Lenskart stand out in the market?

1.A wide range of products:

Offers an extensive variety of eyewear items, including eyeglasses, shades, and contact focal points, as well as eye testing and eye care administrations. This range of items permits Lenskart to engage a wide scope of clients.

2.Reasonable costs:

Renowned for its low prices, which enable a wider range of customers to purchase its goods.

3.Innovative features:

Incorporated a number of cutting-edge features to simplify the shopping process for its customers. These include a virtual reality (VR) try-on feature on its mobile app that lets customers see how various eyewear frames will look on their faces using VR technology.

And a “try at home” service that lets customers try on eyewear frames at home before making a purchase.

Excellent service to customers: focuses a lot on providing excellent service to customers and has a team of skilled professionals who are available to answer any questions or solve any problems that customers may have.

4. Initiatives for social responsibility:

Executed a few drives to reward the local area, including a program to give free eyeglasses to oppressed youngsters. The company stands out from many of its rivals thanks to this commitment to social responsibility.

Challenges faced by Lenskart

1. Other eyewear companies' competition:

Lenskart competes with a number of other eyewear companies for market share in a highly competitive market. Lenskart has had to constantly innovate and enhance its products and services in order to remain competitive.

2. Logistics and supply chain management:

Lenskart is a retail company that sells products to customers through a complicated supply chain. It can be hard to control this supply chain and make sure that products arrive on time and in a timely manner.

3. Keeping a high level of customer

satisfaction:

Lenskart puts serious areas of strength on consumer loyalty and has executed a few creative elements to make the shopping experience more helpful for its clients. However, as the business expands, it can be difficult to maintain high levels of customer satisfaction.

4.Managing regulatory compliance:

Lenskart must abide by a number of regulatory requirements because it is a retail business, such as data privacy and consumer protection laws. It can be difficult to ensure that the business complies with all relevant regulations.

Interesting facts about Lenskart

- In addition to an online store, the company operates a network of more than 500 retail locations across India.
- It was the first eyewear organization in Quite a while to offer home eye testing administrations.
- Under the brand name “8PM,” Lenskart introduced its own line of eyeglass frames in 2016.
- KAE Capital, Premji Invest, and TPG Growth are just a few of the prominent investors who have provided Lenskart with funding.
- The Economic Times named Lenskart one of India’s “Top 25 Most Innovative Consumer Brands” in 2017.
- Lenskart has received recognition for its commitment to social responsibility and has implemented a number of community service projects, including a program that provides underprivileged children with free eyeglasses.
- They introduced a virtual reality (VR) try-on feature in 2018 on their mobile app, allowing customers to use VR technology to see how various eyewear frames will look on their faces.

The future plans of Lenskart

The vision of Lenskart India, "Vision to India," is to develop a low-cost franchise model in order to reach the masses. Lenskart Lite is a model that will help them expand their presence in Tier 2 cities and introduce the framework in Tier 3 and Tier 4 cities.

It additionally presented normal contact focal points that can be immediately disposed of. Lenskart will probably furnish reasonable and basic eyewear arrangements with the guide of their Aqualens item. It would cost just Rs. 40 per day, making it extremely affordable for the common people who want both trends and costs.

Lenskart India plans to open over 500 stores in the next two years with the primary goal of reducing the gap between selected and unselected lenses. It intends to open 2,000 stores within the next five years.

The Eyewear Industry

Nearly half of the world's population currently requires glasses, and in India alone, almost a third of the population does so. However, approximately 25% of the third actually treat their eye condition and wear glasses.

The eyewear area in India is very disorderly. While there is a need for approximately 40,000 optometrists, there are only 10,000 of them. However, there is a lot of room for expansion given that the sector is moving toward becoming more organized.

In the early years of its existence, the industry had grown at a rate of 30% annually, and it is now a \$10 million market. Over 1.5 million pairs of spectacles are sold each day in India as more people become aware of their eye problems and buy them to follow trends.

Summary

Lenskart is a Faridabad-based multinational Indian optical prescription eyewear retail chain. Lenskart will have 1,000 stores in 223 Indian cities as of May 2022. Its assembly office in New Delhi makes 3 lakh glasses a month.

The company was founded by Peyush Bansal who started Lenskart in 2010. Peyush, who used to work at Microsoft, also founded the company Valyoo Technologies, which is the parent company of Lenskart.

FAQ's on Lenskart Indian

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- [The Success Story Of Ankur Warikoo](#)
- [Indian E-commerce Giant Flipkart Success Story](#)

Samsung: A Complete Guide To The World's Biggest Electronics Company

There are numerous well-known Android smartphone manufacturers worldwide. In many regions, however, Samsung is the biggest electronic brand. In many markets, including the United States, the most popular Android-based smartphones are the best Samsung phones.

So, welcome to the ultimate guide to Samsung, the world's biggest electronics company. We know that it can be overwhelming trying to navigate the vast world of technology, so we're here to break it down for you.

Samsung is the world's largest electronics company in several ways. In its nation of origin of South Korea, it is the biggest chaebol, or "business combination," and records for an astounding 13% of the country's whole Gross domestic product.

Samsung offers everything from smartphones and laptops to home appliances and virtual reality headsets. Their dedication to innovation and quality is unmatched in the industry.

But what sets Samsung apart is their focus on accessibility. They believe that everyone should have access to the latest technology, regardless of economic status or location. That's why they offer a range of affordable devices and provide resources to bridge the digital divide.

However, Samsung doesn't just create products, they create experiences. Their devices are designed to enhance your everyday life, whether it's capturing memories with stunning camera technology, staying connected with seamless connectivity features or immersing yourself in a whole new world with their virtual reality headsets.

And with their commitment to sustainability, Samsung is doing their part to protect the planet for generations to come.

From the sleek design to the cutting-edge technology, Samsung has it all. So what are you waiting for? Join the world of Samsung and experience the future of technology today.

About Samsung

Since 1938, Samsung has been around. It has sold everything from smartphones to dried fish over the years. A chronology of the company's development over time can be found [here](#).

A Korean man by the name of Lee Byung-Chul started a trading company with money from the land holdings of his family at the beginning of World War II. Samsung was the company he called. Samsung initially traded dried fish and other food items, but Lee quickly expanded. Samsung had a mere 40 employees in its first year; only 0.002% of the 20,000 employees that Samsung currently employs in the United States.

Despite the Korean War, Lee saw a rapid expansion of his business and success in a variety of sectors. The company was a major player in construction, textiles, and insurance. A significant number of these organizations are still around today, however they assume a lower priority with Samsung's gadgets business, which truly began to take off during the 70s.

In 1950 the Korean War forces Lee Byung-Chul and his company out of Seoul. After four years in 1954, Samsung opens the country's largest wool mill in Daegu. Later in 1969 Samsung Electric Industries, the subdivision that would later account for most of the company's business, is incorporated.

Growth as an electronics brand in the world

The entire world experienced seismic shifts in the 1970s. Samsung was there, true to its reputation, to profit from technological advancements that enabled newer, better, and more profitable electronics. By today's standards, the company's initial consumer electronics products included calculators, washing machines, and refrigerators.

Due to its reputation as a manufacturer of inexpensive electronics, the company was unable to expand in the 1980s and 1990s. In 1998 the company's CEO, Lee Kun-Hee, directed it toward manufacturing electronic components, a significant step toward becoming the largest electronics producer in the world.

Lee Kun-Hee, the new chief, established a plan to begin producing electrical components for other businesses and aggressively invested in the company's gadgets division. Samsung's image, the share of the pie, and revenue all improved over time.

The organization was ready to conquer the entire business by the middle of the 2000s.

Later in 2004, Samsung created the first 8GB flash memory chip in the world.

The smartphones journey

The smartphone industry got its start in 2007. Samsung released a series of smartphones around this time that were built on a variety of operating systems, including Windows Phone, Symbian, and even its own short-lived internal operating procedures.

It was only after 2010 that Samsung hit gold with the principal Samsung World S telephone (displayed above), which ran the Android working framework. The device assisted the brand in capturing market share from rival businesses. Samsung phones held nearly 24% of the market by the end of 2011.

The Samsung Galaxy S is released in 2009, quickly becoming one of the best phones of the year. The Galaxy S3 becomes the most popular phone ever when it sells over 80 million units later in 2012. Samsung eventually went all-in on smartphones based on Android. It would release dozens of phones each year, some of which were exclusive to particular regions of the world. It officially became the largest mobile phone manufacturer in the world in 2012.

Global dominance

The Galaxy S4 surpasses the S3 and becomes the most popular Android phone ever in 2013, a record it maintains until 2022. which contributed to record-breaking profits, including a profit of approximately \$10 billion in the third quarter.

Over the most recent couple of years, Samsung's spotlight has been less on rivalry and more on development. The publicizing battle between Samsung and Apple seethes on, with each organization burning through many millions to tell buyers its lead telephone is awesome. However, very few people are switching sides.

However, Samsung has focused more of its efforts on creating novel designs, features, and technologies. This is a work to keep up with its hold on the cell phone market. Samsung's strategy to maintain its lead includes new phones with entry-level and mid-range prices, foldable phones, and best-in-class cameras.

The Galaxy S23, Samsung's most recent flagship device, was released in 2023 to acclaim. Customers anticipate that the company will continue to rapidly release new phones, promote novel technologies, and do everything in its power to maintain its throne.

There are still Samsung's other businesses. It is still the world's fourteenth-largest insurance company. Samsung Gadgets, nonetheless, represent 70% of the combination's yearly income.

What sets Samsung phones apart from market competitors?

A significant number of Samsung's devices are likely sold because of its well-known brand. It's easy to sell your products when you're one of the biggest companies in the

world. But just having a good name doesn't cut it anymore; there are a few things that set Samsung phones apart from the competition.

1.Accessibility Global

Regardless of where you are in the world, purchasing a Samsung phone is probably a very simple process. Even though some regions may not receive the most recent models as quickly as others, very few locations on Earth do not offer Samsung products.

This is significant because it gives Samsung an advantage over competitors whose products are highly regionalized. For instance, there are a lot of Chinese manufacturers without any presence in the United States, such as Xiaomi, OPP0, and HONOR, among others.

The United States has outright outlawed HUAWEI, but Samsung phones can be found anywhere. It takes very little effort to purchase phones from Samsung, as well as to locate service, accessories, and parts for those phones.

2.Diverse portfolio

The five Samsung phone lines discussed in the preceding section indicate how diverse Samsung's portfolio is. There is a Samsung Galaxy A device for you if you only want a new phone for \$180. The Samsung Galaxy Z Fold 4 is your dream \$1,800 device if you don't mind the price and want to be at the forefront.

In general, regardless of your budget, a Samsung-branded smartphone will meet your requirements.

Naturally, there is also a drawback to this, and that is brand confusion. Samsung's vast portfolio is simultaneously a great strength and a great weakness because we need to explain the differences between the five Galaxy lines.

3.Partnerships between carriers

There are three major wireless carriers in the United States: Verizon, AT&T, and T-Mobile. Sub-brands (Visible, Cricket, and Metro by T-Mobile) and MVN0s operate on the networks of each of these brands. Samsung phones are carried by every one of them. In other parts of the world, it's the same story.

Since Samsung has partnerships with all of these carriers, almost anyone can purchase Samsung phones without having to pay full price. Buyers can save hundreds of dollars by taking advantage of promotional pricing, trade-in discounts, and payment plans offered by carriers.

In addition, customers can access support and service for their Samsung devices through carrier partnerships. For the average smartphone user, this is a big deal.

4.Support

Even though no company's aftersales support is flawless, Samsung generally has a favourable reputation for assisting customers with issues. Samsung's track record has proven to be superior to that of other brands in its size, even though some individuals may have negative experiences and swear off the company.

Samsung is fairly dependable if you are the kind of person who wants to know they can rely on the manufacturer to provide good after-sale support.

5.Dex

A desktop-like user interface is a standout feature of the most expensive Samsung smartphones. You connect your smartphone to a monitor (or lap dock) and use a Bluetooth mouse and keyboard to use it like a desktop. When in Dex mode, the Android interface takes on the look of Windows. This is a

cool feature that very few other brands provide.

6. Accessories

Since Samsung makes so many different kinds of electronic devices, it shouldn't come as a big surprise that it also makes a lot of good accessories for its phones, laptops, wearables, and other devices.

Additionally, due to Samsung's widespread popularity, numerous third-party manufacturers produce carrying systems, adapters, and other accessories. for Samsung merchandise. In general, you won't have any trouble finding accessories for a flagship Samsung phone.

What other products does Samsung make?

Samsung produces more than just smartphones. Tablets, laptops, televisions, printers, speakers, headphones, cameras, smart refrigerators, toasters—the list goes on and on—along with Samsung phones.

Simply put, if you own any kind of electronic device, there is a good chance that Samsung offers a product that is comparable to it. In addition, Samsung's components manufacturing business is staggeringly large, earning the company more money in 2017 than smartphones did.

It would be extremely challenging to write an article that covers everything that Samsung makes because it operates in so many distinct markets. Here are a few other Samsung product categories listed below.

1. Samsung tablets, laptops, and

Chromebooks

The Samsung Galaxy Tab S series is the company's most expensive line of tablets. Most recently, the Samsung Galaxy Tab S8 and Tab S8 Plus were released. In addition, its Galaxy Tab A line, which includes the most recent Samsung Galaxy Tab A8, offers tablets at prices that are less expensive.

Some of Samsung's laptops bear the Galaxy brand as well. Windows-based laptops with ultra-thin designs and support for Samsung's S Pen stylus make up the majority of the Galaxy Book line.

Additionally, Samsung offers dozens of Windows-based laptops in a variety of sizes and cost ranges. However, in a nod to Samsung phones, the most innovative laptop products it offers typically include the word "Galaxy" in their names.

Last but not least, Samsung also makes Chromebooks, laptops that run Google's Chrome OS rather than Windows. The most recent top-of-the-line device in this category is the Galaxy Chromebook 2.

For the more economical purchasers, there is a lot of additional Chromebooks from Samsung that don't have the Universe marking. These will almost always be cheaper, but their designs and specifications will be less impressive.

2. Samsung wearables

Despite Apple's dominance of the smartwatch market, Samsung has made significant progress in recent years. The Samsung Galaxy Watch 5, a premium smartwatch with fitness tracking, an ECG monitor, and other features is its most recent offering.

Additionally, Samsung offers less expensive smartwatches geared more toward fitness enthusiasts. The most recent model in this category is the Samsung Galaxy Watch Active 2. Ironically, however, we discovered that this watch's fitness-

tracking capabilities were pretty poor. Nonetheless, the business has profited from the sale.

At long last, Samsung likewise offers an unadulterated wellness tracker, for example, not a smartwatch. Tracking your steps, workouts, and other activities with the Samsung Galaxy Fit 2 is a low-cost option.

3.Earbuds and other Samsung audio products

As would be expected, Samsung's headphone products feature the Galaxy logo, which is typically associated with Samsung smartphones. The Samsung Galaxy Buds 2 Pro was just recently introduced by the company. They are the organization's best-quality 'buds. They compete directly with AirPods, which set the standard for the industry.

Through Harman, the audio company that Samsung acquired in 2017, Samsung also offers other audio products. Among Harman's numerous sub-brands are Harman-Kardon, JBL, Bang & Olufsen, and others.

However, these kinds of products do not feature the Galaxy logo. The best Samsung products in these other categories, on the other hand, are sold under the AKG brand, a Harman sub brand. Over-ear, on-ear, and earbud AKG headphones are available in wired and wireless versions. However, in order to find the best true-wireless earbuds, you will need to look for the Galaxy brand.

4.Samsung televisions and other home appliances

Samsung controls the majority of the television market worldwide. It has done this by providing extremely high-quality goods and some of the best displays for general consumers.

Naturally, Samsung televisions are among the most expensive on the market due to their heritage. Nevertheless, if you're looking for the best television available, a Samsung model is probably on the shortlist.

Summary

Samsung Electronics produced inexpensive electronic imitations. Starting with the original Samsung Solstice and continuing with the success of its Samsung Galaxy line of smartphones, Samsung is the largest mobile phone and smartphone manufacturer in the world.

Samsung Electronics employs approximately 290,000 people across its assembly plants and sales networks in 74 nations.

FAQ's on Samsung Electronics Company:

Must read articles

- [The story of Haldiram's rise to become a household name](#)
- [A Comprehensive Guide To Aviation Industry](#)
- [India: The 3rd Largest Auto Market in the World](#)

Here's Why Customers are Still King

In a world that is constantly evolving, one thing remains constant – the customer is king. And it's not just about selling a product or a service, it's about providing an

experience that is unmatched by the competition.

Understanding the needs and desires of your customers is paramount to building lasting relationships that can withstand the test of time. And it's not just about meeting their expectations, it's about exceeding them at every turn.

The customer-centric approach is not just a buzzword, it's a philosophy that can make or break a business. By putting the customer at the forefront of everything you do, you can create a loyal and dedicated fan base that will not only keep coming back for more, but also refer others to your brand.

Yes, the "customers are king" and have equal influence over the proprietorship. As a matter of fact, clients are the rulers in the business world, yet at the same, not the proprietor.

The success or failure of your customers is entirely dependent on them. If you want your business to succeed, you must always ensure that you provide excellent customer service. Since they have new information that will benefit your business, it's important to listen to what your customers say.

Customers, the most valuable asset in an organisation, are treated as king by businesses, and those that place little value on them have reported lower returns. It is known that businesses can only survive with customers. Every action taken by an organization aims to impress its clients.

It's all about delivering on your promises and going above and beyond. And with social media and online reviews, word of mouth has never been more powerful. So, if you want to stay ahead of the competition, make the customer experience the top priority.

Remember, customers have options. And if you are not delivering on what they want, they will simply go elsewhere. It's up to you to create a brand that is synonymous with

excellence, and that starts with putting the customer first.

5 Reasons why your customers are still king in your business

1.Perception of the customer

Customers are, in fact, essential to any business's success. After all, the purpose of your business is to serve its customers. The products and services your company provides shape the perception of its customers. This indicates that you alone are accountable for the client's perception as an organization.

To foster a positive impression of your clients, strive to provide them with the best possible services. A customer's perceptions determine their reality.

2.Maintaining your customer

It's hard to get new customers and keep the ones you already have! It takes a ton to draw in clients to your business; losing them would be the exact opposite thing you can consider at any point.

Instead of worrying about how to get new clients, you should now concentrate on keeping the ones you already have.

Generally speaking, individuals disregard the all-around existing clients while attempting to draw in new ones. Additionally, they frequently suffer double defeats. Losing existing customers and not acquiring new ones

Always remember that your client is in charge, and offer them the best service possible. Most importantly, improve your customer communication. They won't leave without this!

3.Creating a profile

Your profile is made up of the way you treat your customers. It can help or hurt your company. In social media, a single remark can spread like wildfire, highlighting your poor service quality.

The world has become a village thanks to today's connectivity; it doesn't matter if someone is at the beach, relaxing in his backyard, or travelling; as long as they are connected, all it takes to become known globally is one click. You should really try to avoid information about how bad your customer service is going viral.

If you want to build a good reputation for your business, you need to treat your customers well. In order to steer clear of rip-offs and other situations with unwelcome potential, always check the email addresses to make sure they come from genuine customers.

4.Customers are the business

A company is started to meet certain requirements of particular people. Customers are any business's market. This makes sense of why without clients, there are no organizations!

For your business to succeed, you need customers. When creating a business plan, always consider who your intended customers are. This assists you in setting up all that to guarantee you with conveying the best to them.

5.Know who your customers are

If you have complete customer information, you can only provide a quality service. This will help you in knowing how they like things done and conveyed.

Because everyone is different, they have different

preferences. Knowing this will help you figure out the best way to approach them.

If an organization takes the time to learn about its customers, it will succeed in impressing them. Put your customers first to win their trust and keep them coming back to your business. Customers are the lifeblood of any business and are essential to its success!

Tips for what you can do when the customer isn't right

There will be many situations in business when a customer is completely wrong, whether in their treatment of your employees or their knowledge of your product or yourself. Here are some options you can do.

• Empathy and patience are the keys

When a customer is upset, sometimes they just want to be heard from your side. [Reach customers](#) about a tough situation. You can empathize with them and it can help to control their anger. That means listening to what the customer is saying with all your patience is key. And, it means caring about their concern, not just focusing on whether or not you think it's valid can help you to come up with a solution.

• Let the customer know where they're wrong, but in a polite manner

There are times when the best thing to do is to be gentle or you can speak politely or show some kindness while telling the customer they're wrong.

Don't tolerate inappropriate customer behaviour

If a customer is becoming verbally aggressive or physically abusive toward your staff, it's time to say something and say goodbye. As a business owner, you need to step in and tell the customer in no uncertain terms that this is not acceptable behaviour. In some cases, you need to protect your integrity and the wellbeing of your staff and business more than a customer.

.You cannot satisfy every single customer's needs so be calm and let it go

Here is the customer is always right example, if a customer complains to you about a product feature that they cannot use on your product. And they say it in a rude way, they will tell everyone that your product is bad and not good enough for anyone.

Then, they post it on social media, creating negative publicity for your business. In case you just let go if you can't help such customers, it will be good for your business as well. If you cannot, be straightforward with them and tell them there is nothing you can do. Always put your case politely and be calm.

Summary

The adage "Customer is King" emphasizes the significance of customers (and potential customers) in every business. Traditionally, a company's commitment to providing excellent customer service is usually included in this rule.

The clients. However, the phrase "customer is king" refers to more than just providing excellent service in today's workplace and business environments.

FAQ's on Customers On Still King

Must read article

1. [Portfolio Management: What Is It And How Does It Work?](#)
 2. [The Customer Value Proposition: What Is It & How to Create It?](#)
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Top 10 Leading Cosmetics Brands In the World 2023

Top 10 Leading Cosmetics Brands In the World 2023

The beauty industry has skyrocketed in recent years, with leading cosmetics brands now bigger than ever.

Their ubiquity is both a blessing and curse; while granting access to quality products at competitive prices, they've become so mainstream that variety can be lacking.

In a competitive world of beauty and fashion, many cosmetics brands stand out from the crowd. When seeking something truly unique, customers are wise to look beyond the curtain of conformity. But which brands have we grown to trust, love and rely on for our everyday beauty needs?

Cosmetics encompass a wide range of products – from creams and foundation to eyeshadow and lipsticks. Millions of people

around the world are loyal fans of specific cosmetics brands. With clever marketing strategies, each brand has its unique way of targeting customers and delivering results.

From traditional classics to new up-and-coming brands, let's explore some of the most popular leading cosmetics brands in the world today. We will compare their prices, ingredients, effects on skin, celebrity collaborations and more.

There are so many makeup brands in the world market—not to mention so many new ones launching daily worldwide that it can make even the most experienced beauty brand.

The fantastic thing is that there are more products and formulations available than ever before; no matter what type of cosmetics you're looking for, there's a brand out there that has anything you ask for in cosmetics. To make the search somewhat more accessible for you and get to know more about cosmetics brands.

Here are the Top 10 Leading Cosmetics brands in World in 2023

1. Armani Beauty

This international fashion house has had an important role in the luxury beauty scene, and since it first launched in 2000. The makeup takes a cue from the fashion, with the same timeless, classic vibe, not to mention incredibly amazing formulas. Armani Beauty is a high-end label specializing in women's cosmetics.

And yes, Mr Armani himself is in fact very engaged. Celebrating the recent 20th anniversary, they also added 10 new shades to the market, bringing the total up to 40.

- Company USP: Providing quality, sophistication & style-timeless values with global appeal products.

- Branding strategy: Armani adopts a premium pricing strategy. This strategy takes into account the product quality and prestige associated with the Armani brand.
- Features: Armani beauty cosmetics provides cutting-edge formulas, is born backstage, and pushes innovation forward.

2. Hourglass

Since 2004, Hourglass has been a brand that created a cruelty-free product from the very beginning, long before it was the “it” thing to do. The brand also even goes one step further, donating a part of its profits to an organization seeking to secure basic rights for animals.

They have a long list of celebrities and beauty editors—fans and continuously come out with luxurious, unique products across every segment. It’s not shocking that new launches are always sold out within 24 hours.

Company USP: The brand is known for its dedication to producing high-performance, vegan and cruelty-free products.

Branding strategy: Hourglass has leveraging influencers as part of the branding strategy. Representatives for the brand declined to share specifics on whom the brand is working with, but a select group of influencers will post their own versions of the campaign on social media, posting close-up photos next to their dogs, cats or other pets.

Features: Hourglass is a vegan and cruelty-free beauty brand redefining luxury cosmetics through innovative formulas, cutting-edge performance and covetable packaging.

3. Fenty Beauty

Rihanna is a mega beauty boss, even more than a music superstar. She introduced Fenty Beauty back in 2017, inspired by the shortage of shade inclusivity in the industry.

Fenty Beauty focuses on a wide range of traditionally hard-to-match skin tones, developing formulas for all skin types, and pinpointing universal shades.

Fenty doesn't rely solely on branding to win over its global target audience. Fenty Beauty developed products centred on customers' experience, always putting consumers' desires first. Customers are continually looking for diverse beauty products that promote inclusivity.

- Company USP: Complexion products are a principal for this brand and come in a huge range of colours; the foundation made crucial news when it launched with 40 varieties of shades.
- Branding strategy: Fenty Beauty uses models from many ethnicities allowing the brand to become known as "the new generation of beauty." Rihanna focused on all women and now all women can't stop buying her products.
- Features: High-quality products. Simply put, Fenty Beauty produced a higher quality product than its competitors.

4. L'Oréal Paris

Let slip the beauty industry, L'Oréal Paris is one of the biggest brands in 2023, a global brand with haircare, skincare, and makeup lines. The cosmetics are rife with cult-classic favourites and all kinds of trendy newbies, in any case at affordable prices.

L'Oréal best caters to the beauty demands of women of different cultures through constant research and innovation.

- Company USP: With superior quality, efficacy, sincerity, and safety of products. Brand also focuses on decreasing the costs and consequently being able to decrease the price when necessary while increasing the perceived value.

- Branding strategy: L'Oréal has chosen a unique branding strategy which is universalization. It means globalisation that captures, understands and respects differences. This lets you target middle, upper-middle-class, and high-income audiences.
- Features: L'Oréal has six values at the heart of everything: passion, Innovation, Entrepreneurial Spirit, Open-mindedness, Quest for excellence, and responsibility.

5. Pat McGrath Labs

Pat McGrath is a legend, debatably one of the great prolific makeup artists till today. A home for fashion shows around the world, she collaborated with many brands before deciding to launch her eponymous line in 2015 back then.

This is a brand for females who love makeup and who always want that same edgy, editorial look McGrath is recognised for itself.

Company USP: High-quality eyeshadows, beautiful cohesive colour stories, elegant quality substantial packaging & the Pat McGrath name as she is a renowned world-famous MA.

Branding strategy: Pat McGrath has branded herself as a source of major fashion and beauty inspiration which is their branding strategy. The Pat McGrath Labs website barely appears to be selling anything, as a section dedicated to inspiration acts more like a dreamy Pinterest board than an eCommerce component.

Pat McGrath is the most influential and sought-after makeup artist in the world. For more than two decades, Pat McGrath has been conceiving, launching and developing luxury cosmetic brands, countless runway shows, breakthrough advertising campaigns and editorial spread.

Features: The ingredients of Pat McGrath Labs products and

found to be hypoallergenic and free of Fragrance, Coconut, Nickel, Top Common Allergy Causing Preservatives, Lanolin, Paraben, Topical Antibiotic, MCI/MI, Soy, Oil, and SLS.

6. Kosas

This relative newcomer is an all-rounder in many things and does the job well. The brand is known for quick, easy, uncomplicated beauty; its products tout skin-loving ingredients, erasing the line between skincare and makeup in mixtures of formulas that are chosen for people who like to keep their routine basic and streamlined.

The offerings also show unique, comfortable textures, think a tinted face oil and liquid shadow unlike we've ever seen. Something about this brand is that they're a clean brand and outlaw over 2700 ingredients.

Kosas leverages social to elevate its product's benefits and effectiveness to remind customers why its brand stands apart from the competition.

- Company USP: Clean, comfy & clinically tested makeup that improves the quality of bare skin.
- Branding strategy: Kosas leverages social to elevate its product's benefits and effectiveness to remind customers why its brand stands apart from the competition. Their branding strategy ties their core ingredients, (i.e. Arnica and Caffeine), to their key benefits (i.e. soothing and brightening), to explain how effective and safe their products are.

Kosas also shows customers their branded unboxing experience through TikTok, getting potential customers excited to receive their goodies. To create multiple ways for customers to engage and advertise the brand, earlier this year they launched a branded sticker pack and showcased this through a TikTok video.

- Features: The breathable, silky-clean formula products feature 15 skin-nourishing ingredients that moisturize, soothe and protect.

7. Exa by Credo Beauty

Being a newbie they made big beauty announcements as their first private line launched by Credo, he is an unquestionable leader in the clean beauty era. And also everything is cost-free of over 2700 chemicals, and there's a powerful highlight on sustainable packaging. They're so excellent that we felt this small but mighty brand has the qualities to gain a spot on this list.

- Company USP: Clean, high-performing makeup products are provided by the brand. Credo Beauty recently launched a new clean foundation with 43 shades. Makeup and skincare are riddled with plastic packaging and applicators.
- Branding strategy: A branding strategy that shatters expectations and breaks open ceilings—redefining what clean beauty can be and who it is for. Smart on strategy, sustainable in packaging, super stylish in storytelling—and so so so many shades matched.
- Features: Exa's range is big, their impact is bigger and they're at the max on inclusivity. Exa takes the world's most potent plants and magnifies their elements to create clean beauty that's positively charged. Exa believes in clean makeup with extended frequency in colours for every human with packaging that's designed to be as eco-as-possible.

8. NARS Cosmetics

What was brought up from a bunch of 12 lipsticks put up for sale at Barney's suddenly turned into a genuine beauty brand juggernaut.

Recognised for the iconic black and white amazing packaging

and cheeky product names (Climax mascara, Orgasm blush), NARS has been a staple of the prestige beauty scene for decades, yet remains fresh and innovative. However, it's raising awareness of the overall brand profile that's driving the company's branding strategy

- Company USP: NARS is a fashion-forward cosmetics brand known for its adventurous colour, rich textures, cheeky product names and artists.
- Branding strategy: Nars introduced a powerful branding strategy through its own social channels (including Instagram, TikTok and, in China, Douyin) by posting regular content and the Nars website this year, with the view of further character-building in 2023.
- Features: NARS products are super buildable and breathable with a natural finish, and it's oil-free so it's great for all skin types – but especially combination skin.

9. Charlotte Tilbury

British makeup artist Charlotte Tilbury is a red-carpet staple, known for the amazing glamorous, feminine looks she creates for her A-list customers.

She came up with her eponymous line in 2012 as a way for real women everywhere to have access to that same type of glamour looks. The packaging is so chic, for sure, but the formulas never disappoint, with each launch getting us more excited than the last.

- Company USP: Charlotte Tilbury makeup products are famous for the premium quality they offer. The products give skin a natural-looking glow, and they never look cakey.
- Branding strategy: The company branding strategy uses social media as a business that drives e-commerce to tease launches. Building up excitement ahead of product

or collection drops.

The brand knows the power of good quality video content. Which embraces Instagram Reels to their full potential by creating content that shows off the products in digestible, and informative videos.

- Features: It's very lightweight and hydrating, which is great for dry skin. Its makeup products are famous for the premium quality they offer. The products give skin a natural-looking glow, and they look flawless.

10. Urban Decay

In 1996, Urban Decay became a massive brand. Bold and unapologetically brash, it was the full opposite of the many more demure, feminine makeup lines.

That edgy vibe remains at the heart of the brand today (their tagline is, "beauty with an edge"), as is an aim on innovative formulas and statement-making colours and textures.

- Company USP: Urban Decay products are 100% cruelty-free and ALWAYS have been. They contain precisely ZERO animal-derived ingredients or animal by-products. Urban Decay is the go-to place for beauty lovers of all ages, sizes, colours and genders.
- Branding strategy: Urban Decay's branding strategy leverages social media to generate word-of-mouth buzz by empowering core consumers and encouraging them to become brands.
- Features: Urban Decay's current popular products focused on lip, eye, complexion and body products. They are most well-known for their Naked collection, which includes twelve different eye shadow palettes.

Summary

Cosmetics have played an important role in people's lives. They have been a part of people's life since prehistoric periods. Initially, they used to come solely from natural sources, but now they can also be produced by chemical compounds or a combination.

Skincare, personal care, makeup, scents, and other products are included under the cosmetics sections and they preserve, enhance, and protect the body. And in this article, we mention the top 10 leading cosmetics brands in the world

FAQ's on COSMETICS BRANDS :

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 - [Top 15 Shoe Brands In India for men & women 2022/2023](#)
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Top 10 luxurious Clothing Brand And Their Marketing

Top 10 luxurious Clothing Brand And Their Marketing

A luxurious clothing brand must create an impression that goes beyond simply being aesthetically pleasing: it must capture a feeling of sophistication and lifestyle to its consumers.

That's why brands embrace marketing from a truly innovative perspective. Our signature approach combines cutting-edge techniques with classical principles and modern strategies, delivering bespoke campaigns tailored to each client's exclusive needs.

We go beyond engaging visuals: delving into contemporary culture and using storytelling to align the narrative of the brand with its target audience. Our visual identities are designed not just to attract attention, but also craft meaningful connections – by becoming part of our clients' consumers' lives in subtle, memorable ways.

The end result? Intricately crafted marketing that sells more than just clothing – it creates an experience around luxury and exclusivity.

Let's take a closer look at the 10 Luxurious clothing brands in the world in 2023:

1. Louis Vuitton

Louis Vuitton Malletier, commonly known as Louis Vuitton is a French luxury fashion house and company founded in 1854 by Louis Vuitton. One of the most luxurious clothing brands in the world is Louis Vuitton.

With this brand, just one item can sell at prices for \$185,528.00. They are reputed for developing new and fascinating trends in the world market. One of the powerful keywords for all the products from this brand is the greatest quality.

The Louis Vuitton brand provides a variety of goods, including clothing, handbags, bedspreads, and many more. They consist of several luxury goods with their original pattern. In addition

to being one of the most expensive clothing brands in the world as well, Louis Vuitton is without a doubt one of the best.

Louis Vuitton used a marketing strategy with the help of celebrity endorsements. Famous actors such as Jennifer Lopez, Deepika Padukone, Kate Moss, Scarlett Johansson, and Uma Thurman have been associated with this brand as ambassadors. They have even participated in high-profile campaigns for the brand.

2. DIOR

Primarily focused on womenswear luxury brands, Dior was founded in Paris in 1946 by fashion designer Christian Dior. Today the House of Dior is owned by Groupe Arnault and its most recent CEO is Sidney Toledano, who has been in this position since 2015.

Dior has employed many designers since his founder's death in 1954, Maria Grazia Chiuri being their most recent addition to the brand.

The cost of only one product from the brand can reach \$3,950. In just three years after its founding, this brand broke a record by contributing up to 5% of France's complete export revenue to its sales.

Unlike marketing strategies other brands use, the luxury brand Dior focuses on a specific audience. Dior uses a brand identity marketing strategy reputation for collaborating with famous people, including actors and other dignitaries.

Even though they at first only produced women's clothing, particularly evening dresses, they never ceased developing and now provide a huge range of other goods.

3. HERMES

Thierry Hermes founded the Hermes fashion house in 1837 as the Hermes International brand. When you hear the name Hermes one item automatically comes to mind: the signature product -the scarf.

Their Birkin bag has also been their most iconic piece since 1984 and has been the most sought-after handbag in the world with long waiting lists. A single product from the brand can cost around \$2000 to \$400,000, depending on the quality and/or the period it was released as matter in this brand.

The Brand's products include but are not limited to quality high-fashion clothing only they even have accessories manufactured and retailed. Their uniqueness is second to none and their luxury is of high quality and exceptional crafts.

Hermès' Marketing strategy is based on creative freedom which is different from the other brands. Each year, a theme inspires creators and Artistic Directors which attracts customers out there.

Driven by a history spanning around 200 years, during which the House has continued to develop with audacity and ingenuity in their products, In 2021Hermès paid homage to the theme of the Odyssey. In the face of challenges and successes, the Group has continued its journey, true to its identity.

4. GUCCI

Guccio Gucci was founded by an Italian luxury fashion house in Tuscany back in 1921. Their signature design is so typically Italian and it's recognized worldwide, with so many sought-after expensive items.

Kering is the current owner of the Gucci brand and its creative director is Alessandro Michele. Throughout the decades they have had their share of controversy as well,

which in hindsight probably saved the brand.

Over the years, it experienced a very challenging time but has risen to the limelight again which worked as a marketing strategy for the brand.

However, the Brand was said to have been able to make a comeback due to the creative strategy of its current Creative Director, Alessandro Michele who came up with the idea of promoting a brand which is appealing to everyone, rather than a specific gender.

The Gucci brand styles a lot of popular people and dignitaries such as Rihanna, Blake Lively, Kylie Jenner, Brad Pitt, and many more. Their products are no doubt of top quality and a single product can cost up to \$4000.

5. CHANEL

Founded in 1910 in Paris by Gabrielle Coco Chanel, this is by far the most famous luxury fashion house across the globe. Chanel exudes elegance and class with its minimalist classic designs which appeal to the customers.

Their signature Chanel no.5 perfume is probably the most popular scent in the world and the CC logo designed by Coco Chanel herself in 1925 made the brand what it is today in the market.

The genius of Karl Lagerfeld, saved the house back in 1983 when he became the head designer of the brand until his death in the year 2019.

There are 310 showrooms worldwide, and its products can be as high as \$3, 500. Well-known Chanel devotees include Vanessa Paradis, Nicole Kidman, Audrey Tautou, and Keira Knightley to promote their brand. Their products include clothing, sunglasses, jewelry, belts, handbags, footwear, etc.

The main storyline reinforced throughout the brand marketing strategy is that of a liberated young woman, in line with its history. In addition to building trust in the consumer, Chanel's content is never about hard selling its products in the market, but always about the stories.

Among its competitors, Dior, Hermes and Louis Vuitton, Chanel probably has the most engaging content online, with innovative video shorts featuring the likes of Pharrell Williams and Keira Knightley celebrities Chanel attracts more customers.

6. Valentino

Valentino Garavani is the name behind this popular brand which he created in 1960, after working as an apprentice designer back in Paris. His signature Valentino RED is what really makes him stand out from the other fashion designers in the market.

Valentino's unique selling proposition is its commitment to quality and craftsmanship. Valentino has invested heavily in producing clothing that is luxurious in the world. In recent years, the brand has also focused on sustainable products and ethical fashion practices, highlighting its commitment to the environment and to offering quality garments to its customers.

Valentino relies on a variety of marketing strategies and promotional strategies to create brand awareness and drive sales. The company aims at digital and print advertising, as well as campaigns in leading fashion magazines and events.

7. BURBERRY

The London-based luxury fashion house was founded in 1856 by the designer Thomas Burberry. Known across the world for their signature check design, they design ready-to-wear outerwear clothing, cashmere scarves, leather goods and cosmetics.

Burberry cancels dividend after sales plunge 28%, Burberry

group.

Apart from having a total of 498 showrooms worldwide, many famous people, like Rihanna, Carey Mulligan, Madonna, and others, are regular buyers of the brand.

Burberry's marketing strategy is to "supercharge" online sales through digital leadership and to invest in omnichannel experiences including the store while building brand engagement and by aiming at its core luxury outerwear and leather categories.

8. Prada

Founded in Italy Prada S.p.A. back in 1913 by Mario Prada and has remained in the family ever since, headed by his granddaughter Miuccia Prada since 1978. She has brought Prada its fame due to her minimalist designs and creating the trademark in the bags section they are well-known for.

A major turning point for the Prada brand was the newly branded Miu Miu products in the market. Prada products are the favourites of celebrities and of the highest calibre. A single product from this brand can cost as high as \$1,600 to \$3,200, making it one of the most luxurious clothing brands in the world.

Prada has their own website, and each of its products has full details, ensuring customers get appropriate information about a particular product. Prada even conducts fashion shows which proved to be very productive and persuasive, especially in the fashion industry.

They had a number of runaway shows that had music designed by a famous French artist along with various Prada models and actors who later also come in their marketing campaigns creating a stronger impact on customers.

9. Ralph Lauren Brand

Ralph Lauren Corporation is an American publicly traded fashion house that was founded in 1967 by American fashion designer Ralph Lauren. The brand is renowned for its innovative use of old materials techniques.

A single item here can cost around \$1300, which is what the Brand's efforts merit.

Ralph Lauren's marketing strategy is looked into by the company's in-house creative organization. They mainly advertise through the print media channel.

Ralph Lauren has also come up with contests, discounts and Rugby Radio to attract customers. Ralph Lauren has also recently invested in digital marketing and engages with customers through its social media channels. Also, Ralph Lauren increases exposure by participating in top fashion shows like Milan Fashion Week, and many more.

10. Dolce & Gabbana

Designers Domenico Dolce and Stefano Gabbana founded this fashion company back in 1985. They create a variety of products such as clothing lines, fragrances, handbags, footwear, cosmetics and jewellery.

Their inspiration is a Mediterranean street style and youthful way of life, which makes their brand popular among youth. The brand is well known for its stylish, high-quality clothing and accessories. Like Gucci, Dolce & Gabbana prefers to keep its manufacturing limited in style so that its customers can express their individuality.

A single product from this brand can be around \$4,999 to \$12,999. Dolce & Gabbana market their products through their website, television advertisements and social media. They are even featured in top magazines like Vogue.

They are infamously known for their controversial marketing strategy that always manages to catch the attention of the customers. They make use of gender stereotypes to sell their products and even objectify women/men in many of their advertisements campaigns.

Recently they have also launched a mobile application called 'The D&G Fashion Channel' which is available for iPhone users only. It is using the iPhone as a direct way of communicating with its customers and following the users in real life.

The application gives the users a very personal experience which is exactly what the customers get when they visit an actual Dolce & Gabbana store. The shoppers get a targeted service and are shown exactly what they are looking to buy in reality through this mobile application.

Summary

Many people are passionate about luxurious clothing and will go to any lengths to own it, even spending a lot of money. If you have the money to spare and are looking for a luxurious fashion investment piece, any of these expensive fashion brands would be ideal for you to go for.

Clothing is one area where you can really get what you pay for in terms of quality of products and craftsmanship.

However, it's essential to keep in mind that trends come and go, so what's expensive today may not hold its value in 5 years. Today the global luxury fashion market is predicted to reach US\$350 billion in 2030, growing at a compound annual growth rate (CAGR) of 5.0%.

FAQ's on Luxurious Brand Marketing

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-

Zoom's Smart Communication Tools Your Business Need

Zoom is rapidly transforming the landscape of business communication. It offers a suite of smart tools that streamline operations, increase efficiency and simplify collaboration.

From virtual meetings to file sharing and group chat, Zoom's unified platform provides a smooth workflow and an effortless user experience. With its streamlined user interface, you can effortlessly find people, access documents, share ideas and manage tasks from anywhere in the world.

Plus, its secure data privacy safeguards your sensitive information from unauthorized access. You can connect securely with clients and co-workers using cutting-edge encryption technology that guarantees shielding against cyberattacks for peace of mind.

Zoom is a video communications platform that many businesses consider a valuable digital tool today. One of Zoom's main strengths is its simplicity, but the platform also has various advanced features that remote workers and companies will find useful for improving their productivity. Let's get started with Zoom basics.

Zoom is a cloud-based video conferencing service you can use to approximately meet with others both by video or audio-only, all while managing live chats – and it allows you to record those sessions to view later in the future.

Over half of the lucky 500 companies apparently used Zoom in 2019 and during the 2020 pandemic, it has hit an even greater peak, currently claiming 300 million daily Zoom meeting participants.

When people are talking over Zoom, you'll normally hear the following clauses: Zoom Meeting and Zoom Room. A-Zoom Meeting maintains a video conferencing meeting that's arranged using Zoom.

You can join these meetings through a webcam or Smartphone. A Zoom Room is the physical hardware setup that allows companies to schedule and begins Zoom Meetings from their conference rooms.

Zoom Rooms need an extra subscription on top of a Zoom subscription and are an ideal solution for larger companies.

Zoom is compatible with Windows, Mac, Linux, iOS, and Android. The layout will be slightly different depending on whether you are on a desktop, tablet or mobile.

Now is the time to revolutionize the way your business interacts – make Zoom your top choice for smarter communication today.

Zoom Business Model

Zoom is a video conferencing application, designed for business or for your personal use. The product primarily has a mass-market business model with no interesting distinction between customer sections.

It aims at businesses of all sizes and industries that seek

video conferencing solutions and has started a strong brand as a result of its amazing performance. It provides more than 300,000 organizations, involving prominent users, like Arista, SolarCity, and UCLA.

Zoom Core Features

1.One-on-one meetings:

The host has limitless one-on-one meetings even with the free plan.

2.Group video conferences:

Host up to 500 participants (if you buy and select the “large meeting” add-on). The free plan lets you host video conferences of up to 40 minutes and up to 100 participants.

3.Screen sharing:

Meet one-on-one or with huge groups and share your screen with them so they can see what you see.

4.Availability

Zoom can fit any working environment and is available as a desktop, browser, or mobile application. This flexibility is best for remote teams because each employee can work from wherever they are in the way that suits them best.

Users won't have to sacrifice features when they use Zoom on their smartphones instead of their laptops, tablets or vice versa. If you're looking for a flexible solution, Zoom has you covered.

5.Zoom Chat

In 2019, Zoom released a business messaging tool for a

business called Zoom Chat, a handy communication solution included with all Zoom licenses. Full video conferences aren't always important.

In these situations, Zoomers can use Chat to send quick text-based messages to other employees or team members. The tool features channels to help users to do conversations, a personal space to put reminders, and a searchable history. Zoom Chat is just another tool in Zoom.

6.Change Your Background

Zoom user background manipulation is one of the best features. Zoom can be used to display a virtual background behind a user. Options include cutting-edge office spaces. You can also upload your own images as backgrounds or download professionally wallpaper-crafted ones from companies like Zoom Virtual Backgrounds.

While this feature is more about fun than functionality, your team members will appreciate not having to look at your dirty home office every time they address you in a virtual conference setting.

7.Touch-Up Appearances

If you use Zoom, you can just touch up or you can kind of make up your appearance! It will give your face an airbrushed quality and make sure you look fresh and your best in front of your boss and/or team members.

8.Set Up Breakout Rooms

You might even enjoy Zoom's break-out rooms feature if you work at a midsize to a large organization with remote workers. It will let you split your company-wide meeting into smaller virtual rooms so that specific teams can better collaborate and work more productively. This amazing feature is also great

for online conferences and training seminars. □

9.Keyboard Shortcuts

Lastly, Zoom has a few keyboard shortcuts that will let you use its video conferencing software like seasons pro.

- Join a Meeting: Control + J
- Start a Meeting: Control + Control + V
- Mute/Unmute Audio: Command + Shift + A (Mac) // Alt + A (Windows)
- Share Screen: Control + Control + S (Mac) // Alt + Shift + S (Windows)
- Start Recording: Command + Shift + R (Mac) // Alt + R (Windows)
- Pause/Resume Recording: Command + Shift + P (Mac) // Alt + P (Windows)
- Invite to Meeting: Command + I (Mac) // Alt + I (Windows)

The Zoom Application Process

1. The communication on the application can take place through chat, video, audio, or a mix of all three which is literally the software's value proposition. It is a one-stop solution for all types required for collaboration as it lets every way of communication be chat, video conferencing, group meetings, or simply calling.
2. But, You have to pay a fee to utilize its special features, for example, the ability to add 100+ members, expand meeting hours, and combine with other services.
3. Zoom offers four pricing plans to allow its users to enjoy these special features and they are called Zoom Pro, Zoom Business, Zoom Enterprise, and Zoom Rooms.

4. Users can be at Zoom Meetings utilising an internet browser, or mobile apps and desktop. The Chat comes as an addition to its Meeting product where users can join via a chat with one another, share documents, or make groups.
5. Zoom Rooms and Zoom Workspaces are also its products but the paid ones that let businesses use hardware such as a tablet, computer, microphone, camera, and some more to plan virtual meetings. These solutions are specially meant for larger-scale businesses that need to work and collaborate across various businesses.
6. In addition to the four products mentioned above, the company has other products as well like Zoom Phone, Zoom Video Webinars, and an App Marketplace where its users can place and use third-party apps like HubSpot, Trello, or Slack to increase the features.
7. All in all, it is not wrong to say that its freemium business model has helped expand its adoption rate and its non-stop updates over time made it the best in the industry and a good fit for present-time needs.

What's the difference between paid and free Zoom?

There are a few differences between the paid and free Zoom plans that are value noting. Free users can download the Zoom app on their computer or phone and connect any meeting with a supplied meeting ID.

You can choose the option to disable audio or video before connecting, too. You could even generate your free Zoom account, by linking your Google account into it, and from there you can generate a new meeting, schedule one, join a meeting, share a screen, add contacts, and so on.

Just note this point in mind you can only be signed in to Zoom on one computer, one tablet, and one phone at a time. If you log in to an extra device while logged into another device of the same type, Zoom says you will be logged out automatically on the first device.

Paid users can sign up and download Zoom onto your computer using your work email if your system director has a Pro, Business, or Enterprise account. You'll then need to sync Zoom to your calendar so you can schedule Zoom meetings and invite remote participants to join.

If you're setting up a Zoom Room, you'll require a computer to sync and run Zoom Meetings and a tablet for attendees to start the Zoom Meetings. You'll also require a mic, camera, and speaker, at least one HDTV monitor to display remote meeting members, and an HDMI cable to split computer screens on a display, as well as an internet network for your connection.

You'll also be required to download "ZoomRooms for Conference Room" on the in-room computer and "Zoom Room Controller" for the tablet in the meeting room. You can then sync those rooms to your company's split calendar so employees can see which meeting rooms are available.

What is the difference between Zoom basic and pro

Features	Zoom basic	Zoom pro
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1. Meetings	<ul style="list-style-type: none"> • Host up to 100 participants • Unlimited meetings for up to 40 minutes • Automated Captions 	<ul style="list-style-type: none"> • Host up to 100 participants • Unlimited meetings for up to 30 hours per meeting • 5 GB of cloud recording storage (per license) • Automated Captions
2. Whiteboard	3 editable boards with 25MB of cloud storage	3 editable boards with 25MB of cloud storage
3. Team Chat	Chats and channels for collaboration, file sharing, and more	Chats and channels for collaboration, file sharing, and more
4. Mail & Calendar	Mail and Calendar Client beta	Mail and Calendar Client & Service beta

Zoom security tools

Zoom has also made it easy to manage and secure your meetings when they're happening. There is a range of security tools you can now access with a couple of clicks including the ability to lock the meeting when it has started so no new people can join, remove current participants on the call, muting participants and disable private chat too.

To access the Zoom security tools, you can simply click on the security button that appears in the window when the call is happening or hover over a participant to interact with them specifically – to remove them from the call for example.

Here's how to get started with Zoom

1. Choose the right plan for your team.

Zoom offers four distinct pricing tiers for your business subscription (not including a Zoom Room subscription).

2. Download Zoom.

Now you can sign up and download Zoom onto your computer or mobile to start using it. Users can sign up using their work email if they're signing up for a specific free account, or if your system administrator is signing up for a Pro, Business, or Enterprise account, you'll be invited to sign up for Zoom as one of your company's hosts.

If you're setting up a Zoom Room, you'll also be required to download "Zoom Rooms for Conference Room" on the in-room computer and "Zoom Room Controller" for the tablet in the meeting room.

3. Sync Zoom to your calendar.

Next, you'll want to sync Zoom to your calendar so you can schedule Zoom meetings according to that to appear on your calendar, or so you can easily add a Zoom Meeting link to events on your dates so remote participants can join.

- To do this, when you're signed into Zoom
 - Navigate to "Settings"
 - Then "Meetings," then "Synced Calendars."
 - Then, toggle on "Sync Zoom Meetings from Calendars."
- And tap to select the calendars you want to sync with Zoom.
 - By doing this, you can sync calendars with Zoom in both directions.
- So your calendar client will offer an option to add a Zoom link, and your calendar will show Zoom Meetings you schedule in the Zoom app.

If your business sets up Zoom Rooms, you can sync those rooms to your business-shared calendar so employees can see which meeting rooms are available when they go to book.

Zoom Rooms can also be set up to display upcoming meetings so team members are cognizant of when they need to start wrapping up, or when they can sit down in a drop-in meeting.

4.Schedule a Zoom meeting.

You can schedule a meeting using Zoom using your calendar customers (as explained and shown above), or you can schedule a meeting through the Zoom app. To do this, you can start a new meeting at the same moment by clicking “New Meeting,” or clicking “Schedule Meeting” to book a Zoom meeting for the future:

Then, you can edit the information about your meeting – for example, you can schedule a recurring meeting, set a meeting password, and choose which calendar you want to sync.

Once you’re in a Zoom meeting, you can use amazing features like turning your video and microphone settings on and off, inviting other meeting participants, chatting with other meeting participants, recording the meeting, and sharing your screen.

Zoom’s attendance tracking feature

If you own an account or are an administrator of a pro-Zoom account, you can review various Zoom statistics in the Reports section of the Zoom web portal.

This includes data such as registrations, attendees list, webinar poll results, performance, Q&N and many more.

Follow the below steps to access the attendance report:

Step1: Log in to your account on the Zoom web account.

Step 2: In the side left panel, click on Reports. If you are an admin, the Reports link will be available under the Account Management link in the same left-side panel.

Step 3: Go to Usage Reports and select the Usage option. All your previous Zoom meetings will be listed here. The following information will be displayed for each of those meetings such as:

- Meeting topic
- Meeting ID
- Start and end time of the meeting
 - Duration of the meeting
- Number of participants in the meeting

Step 4: Select the date and click the Search button.

Step 5: Click on the Participants link to generate Meeting Participants data.

The following information you will in the report:

- Meeting participants
- Their joining time
- Their leaving time
- Their meeting duration

Step 6: Export this report in CSV format and you will get your attendance.

Zoom Meetings can be made private

To address Zoom security issues, Zoom has personal security and privacy features. Here is some step to follow.

1. Create a password for your Zoom meeting.

When you schedule a new meeting, under the Password option, click the checkbox next to require a meeting password.

This lets you type in a strong password that you can share with new meeting participants. Participants will be asked to enter that same password to join the meeting. Those who don't have that same password won't be able to join your meeting.

2. Use the waiting room feature.

The waiting room feature lets the meeting host determine when participants can enter the meeting. The meeting host can admit attendees one by one individual or all at once.

When you're signed into the Zoom meeting, click the Schedule button to create a new meeting. Click on Advanced Options, and check the index next to Enable Waiting Room.

3. Limit who can share their screen.

Once your meeting has started, click the up arrow next to the Share Screen, then click the Advanced sharing options on the screen. Under Who can share? select Only host to make sure the meeting host is the only person who can share their screen.

4. Lock the meeting.

When you're in your new meeting room, click manage participants in the Zoom toolbar. You should see your meeting participants listed on the right side of the screen. Click the More button in the bottom right-hand corner and select the Lock Meeting option.

This prevents any new participants or fake people from joining the meeting, even if they have the meeting password.

What is zoom bombing?

Zoom bombing, or Zoombombing, occurs when an uninvited person gains access to your Zoom meeting. They join the Zoom session with the intent to disrupt the meeting or take your data.

Luckily, Zoom bombing can be prevented by enabling those people in Zoom's privacy settings.

Zoom success story

These are strange times with millions of people forced to stay home to help stop the spread of Coronavirus. When companies have shifted to video conferencing, people are finding ways to stay connected with families and friends; one company has risen to the top – Zoom.

Like Zoom, there are dozens of video conferencing platforms that let people meet face-to-face virtually. At first, meant for enterprises and universities, Zoom is now in the business of connecting everybody at a time when distance is so important.

According to a download from app analytics firm Sensor Tower, between March 25 to April 10, Zoom enhanced the most downloaded Android App in India extraordinarily the popular social media app TikTok.

Another outline by the app analytics firm App Annie reported that during the week of March 15-21, Zoom was downloaded 14x more than the weekly average during Q4 of 2019 in the U.S.

Zoom's usage shot up in March to 200 million daily meeting members from a previous maximum total of 10 million. The following month, this figure had lifted to 300 Million.

58% of lucky 500 companies are using Zoom.

Let's take a look at how and why Zoom became the go-to platform during the pandemic and how it's handling the influx of users and whether the company's growth can be sustained after the coronavirus crisis is over.

Well, it surely wasn't for Eric, nor for the 40 engineers who left with him to follow the goal. In an interview with Forbes, Yuan recalls how those 40 Cisco engineers trusted his goal and left with him to build Zoom.

Zoom reached a million users within a few months of coming up, 10 million in a year and 40 million by February 2015. Sequoia fund invested \$100 Million in January 2017 Zoom. The company was now valued at \$1 billion, placing it in the vaunted unicorn club.

After two years, Zoom went public in April 2019 at \$36 per share which valued the company at \$9.2 billion over nine times its previous valuation.

Shares soared 72% on its very first day of trading and nearly 84% from the initial price in just over a week, which built Zoom the best-performing IPO of a U.S.-based company of 2019. Zoom ended 2019 running profitably.

Zoom Alternatives tools in the market

Zoom is a popular video conferencing software tool, but it's not the perfect solution for every sector of the Industry. If you feel Zoom is lacking important features that you need, take a look at these three alternatives in the market:

1. Microsoft Teams:

This app helps teams "work remotely without giving a feeling remote." It does this by including video conferencing, chat, and collaboration features in one convenient app. Microsoft Teams is completely private and secure which makes it different.

2.Highfive:

The app takes all of the inconvenience out of video conferencing meetings. The platform gets rid of annoying pin codes and passwords and includes simple URLs, unlimited video call meetings and minutes, and team-wide screen-sharing features.

3.CloudApp:

While CloudApp doesn't provide the same level of video conferencing options as Zoom, it's a convenient tool that makes staying in contact with the remote team a breeze. Its screen and webcam recording, GIF creation, and image annotation amazing features can be used for free and are powerful enough to ensure team members can communicate effectively without wasting hours in virtual meetings. If you manage a remote team, Zoom will help you stay in contact with them through its intuitive video conferencing features. While email and Slack can boost connection as well, actually seeing your team will possibly improve employee engagement and satisfaction levels.

Summary

Video conferencing tools, like Zoom, let individuals meet and work together productively "face-to-face" when meeting in person isn't possible. This makes meeting remotely much more human, which is important to help users feel and stay connected.

It's estimated that Zoom has added 2.22 million monthly active users so far in 2020, As of January 2023, Zoom was worth \$20.81 billion. And the company has 300 million users in meetings daily. 89% of zoom users use it for work meetings.

FAQ's on Smart Business:

Must read articles

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- [IndiaMart Business Model In Hindi – India's Largest Marketplace](#)
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