

Entrepreneurship: Component 2- Presentation

STUDENT NAME:Anuja Vinodkumar

STUDENT ID:2218255

INTRODUCTION

The role of entrepreneurship in developing economies across the globe has been the major focus of crafting this poster concerning the key objectives of Shradhha Aggarwal, the latest appointed chief executive officer of Grapes Digital. Grapes Digital, an integrated marketing agency, has announced the appointment of Shradhha Aggarwal as the CEO of the organization to take over the responsibilities of Himanshu Arya in implementing a strategic role within the organization to boost the global economy effectively. The major objectives of the current CEO are fulfilling the responsibilities of the organization to lead and expand the business by overseeing the business operations in three offices in India, including Delhi, Mumbai, and Bangalore. The impact of the entrepreneurship of Shradhha Aggarwal as CEO of the concerned company can influence the economy worldwide has been depicted in this poster. This has been followed by illustrating certain strategic skills and motives to drive success in operating the business activities within the organization and is mentioned with further emphasis on how motivational factors can lead to developing a successful business organization in creating a positive and advanced impact on the global economy. Critical assessment of the business abilities in shaping business entrepreneurship to contribute to the global economy has been depicted meticulously.



OBJECTIVES

The main objectives of the CEO are to develop the services of the organization and develop the business value as per the market requirements. Therefore, Shradhha Aggarwal, CEO of the Grapes, focuses on developing different types of services related to technology, Digital Marketing, and Media. The main objectives of the newly elected CEO of the organization are-

- To develop different technological services such as web designing and web development. In contemporary business, web development is one of the most crucial factors. A proper, systematic, and attractive website is required for running any kind of business and attracting new customers. Therefore, the CEO of the organization focuses on developing some new strategies for developing the web design to make the business innovative and valuable.
- To increase the services of digital marketing. According to the opinion of Abumumar and Campbell (2022), social media management and search engine optimization are the most important factors of contemporary business. Therefore, Shradhha Aggarwal focuses on search engine optimization to hold a strong position in the global business market. It has been seen that E-commerce SEO and Business SEO get more importance in the present world. Therefore the CEO of the organization builds a strong team to provide excellent SEO services to different business organizations.

- To reach the mass implementation of digital marketing in Grapes, Digital can facilitate connecting with the larger audiences in meeting the goal of realizing the potential of each brand of the organization while providing innovative content and effective strategies along with catchy aesthetics to draw the greater attention of the consumers in the competitive edge of the market (Kraus, Roig-Tierno and Bouncken, 2019). Therefore, along with reaching individuals, one of the major objectives of the latest appointed CEO is to implement a strategy to promote the brands of the company. In implementing the innovative branding strategy successfully, the team the organization consists of professional experts in digital marketing to generate unique and exclusive digital marketing strategies which are connected to the needs of the business operations to advance the economy further.

- To accomplish the above-mentioned task effortlessly, the objectives taken by the CEO of Grapes are managing social-media agencies and understanding the SEO business to promote digital marketing and management of services engagingly. In the view of Omar *et al.* (2020), effective social-media management within the context of digital solutions can signify the brand's integrity to enable the business operators and marketing heads to interact and acquire the attention of the consumers. On the other hand, Veleva and Tsvetanova (2020) claimed that SEO, i.e.the, search engine optimization, can deliver customized digital solutions to assist the business goals of Grapes Digital in developing the e-commerce and B2B and B2C websites to promote the entrepreneurial business activities and operations of the concerned company which can contribute to the development of the global economy worldwide.

- To target larger audiences to meet the competitive advantage in the market effectively, management of online reputation is another objective of this organization to promote the economy further. Since the Internet is the epitome of vast information, managing the online reputation of business operations of the concerned organization can control the digital narrative while influencing the actual perceptions of the entrepreneurial business operation in ensuring accuracy and decisiveness of the digital reputation of the concerned organization's entrepreneurship (Peter and Dalla Vecchia, 2021). This also facilitates the brands of the company to empower the overall business by gaining insight into the demands of consumers in the market.

IMPACT

According to the opinion of Foss, Schmidt and Teece (2023) entrepreneurs always create new ideas, develop strategies and maintain sustainability for running a business properly and increasing its value. Therefore, Shradhha Aggarwal, CEO of Grapes Digital, launches different new ideas and develops strategies for achieving a strong position in the global business market. Therefore the strategic decision-making and end-to-end solution of the clients helps to develop the organizational value of Grape Digital. Therefore, Shradhha Aggarwal focuses on a more strategic role within the company or increasing the potential and efficiency of an employee of the organization. Besides that, the CEO of the organization also focuses on the organizational culture for increasing production and developing profitability. According to the opinion of Ahuja *et al.* (2023), a better organizational culture helps to increase the potential of the employee, and it is beneficial for increasing the productivity and profitability of the organization.

Therefore, the exchange of power can affect the organizational culture. However, Shradhha Aggarwal has efficiently taken all the responsibilities for running and developing the organization and holding a strong place in the global business market. Digital technology is skilled at building incredibly dynamic, flexible, mobile-compatible, and healthy websites that are aesthetically pleasing, have straightforward navigation, and provide a rich user experience. With Shradhha Aggarwal as the CEO, they successfully accomplished a variety of unique business internet assignments across many business industries. For well-known businesses like Tech Mahindra, Mankind Pharma, Eicher Trucks & Buses, Wipro Lighting, and others have worked on programmes. Besides that, new strategies to develop digital marketing help to reach a number of new customers. Dealing with new customers and providing excellent services to them are the primary objectives of the CEO.

The adopted new strategies have a huge impact on increasing the value of the organization. Creating marketing-driven information requires creating a significant component of the dialogue between the business and the company. One of the many duties and jobs involved in producing electronic content is informing readers about the goods and services the business provides. Information exposure and popularity are essential for businesses to increase sales and generate money Greimel, Kanbach and Chelaru (2023). At Grapes, the management takes great pride in creating a range of content strategies that assist consumers and improve customer engagement. With Shradhha Aggarwal as the new CEO, this benefits the organization's revenue while also enhancing its reputation and exposure. Moreover, the CEO of the organization created a new era for the business.

SKILLS

Communication skills-

Shradhha Aggarwal has multiple skills to develop a business. Especially she has excellent communication and problem-solving skills. According to the opinion of Liu (2020), effective communication helps to resolve different types of conflict. The organizational conflict and problem can be resolved through effective communication among the employees. On the other hand, proper communication between the higher authority and employees of an organization is very important for building a better organizational culture. Therefore, the CEO of the organization focuses on building strong relationships among the stakeholders, and she successfully made some valuable deals for the company as she has effective communication skills. Besides that, Shradhha Aggarwal has strong decision-making power, and it helps the organization to take the right decisions in crucial moments. Besides that, the skill of making the right decision enables her to achieve the desired situation in the global market. Additionally, success also comes within a very short period.



Managing Skill-

A CEO must be a strong leader and manager of teams, able to motivate and steer their team to success. They must be able to create and uphold strong bonds with their team members, stakeholders, and partners in order to cultivate a culture of working together and confidence (Nogueira, Gomes and Lopes, 2022). Therefore, Shradhha Aggarwal has strong leadership skills and management skills which helps to create a better bonding among the employees and the stakeholders of the organization.

Ability to attract and retain employees-

Any organization is going to benefit greatly from being able to attract and retain excellent workers. CEOs who can find and manage top staff are more likely to boost performance and efficiency. If management doesn't invest the time to build an enthusiastic staff, the organization won't be able to operate to its maximum potential. Talent engagement is one thing, but talent retention is quite different. Hazzam and Wilkins (2023). Talent can be acquired using a variety of methods such as including signing bonuses, competitive pay, and confidence of work-life balance. The CEO must foster a supportive workplace culture that enables employees to deliver their best work if they want to keep top performers. Therefore, Shradhha Aggarwal has the ability to attract and retain the employee.

MOTIVES

They are the cornerstone for all things thereafter. From internet construction to extensive enterprise-level e-commerce remedies, through automated advertising to CRM and ERP advice, this is the foundation that allows everything. They modernize, develop remarkable experiences for consumers, and integrate the greatest technology to achieve (grapesdigital.com, 2023). They make an effort to maintain order over what is happening, ensuring that all of the enchantment can continue unhindered.

Technology

According to Rizvanović *et al.* (2023), digital technology has expertise in creating exceptionally dynamic, adaptable, compatible with mobile devices, and healthy web pages which have been visually appealing and have simple navigation, and offer a rich visitor experience. Throughout several business industries, they effectively completed numerous distinctive business internet assignments with Shradhha Aggarwal as the appointed CEO. They have worked on programs for well-known companies like Tech Mahindra, Mankind Pharma, Eicher Trucks & Buses, Wipro Lighting, and others.

Digital Development

Developing marketing-driven information entails developing an important portion of the conversation between both the company and the business. Creating electronic materials entails a variety of tasks and obligations, one of which is educating readers concerning the products and services that are offered by the company. For companies to boost sales and reap revenue, information exposure and popularity are crucial (Jung and Shegai, 2023). At Grapes, we take great satisfaction and involvement in developing a variety of content approaches that benefit consumers that improve customer engagement. This boosts the organization's reputation and exposure while also having a beneficial effect on its revenue, with Shradhha Aggarwal as the appointed CEO. They establish the corporation's vision, match it with the company's requirements as well as businesses and then take a tumble to find a special strategy with it.

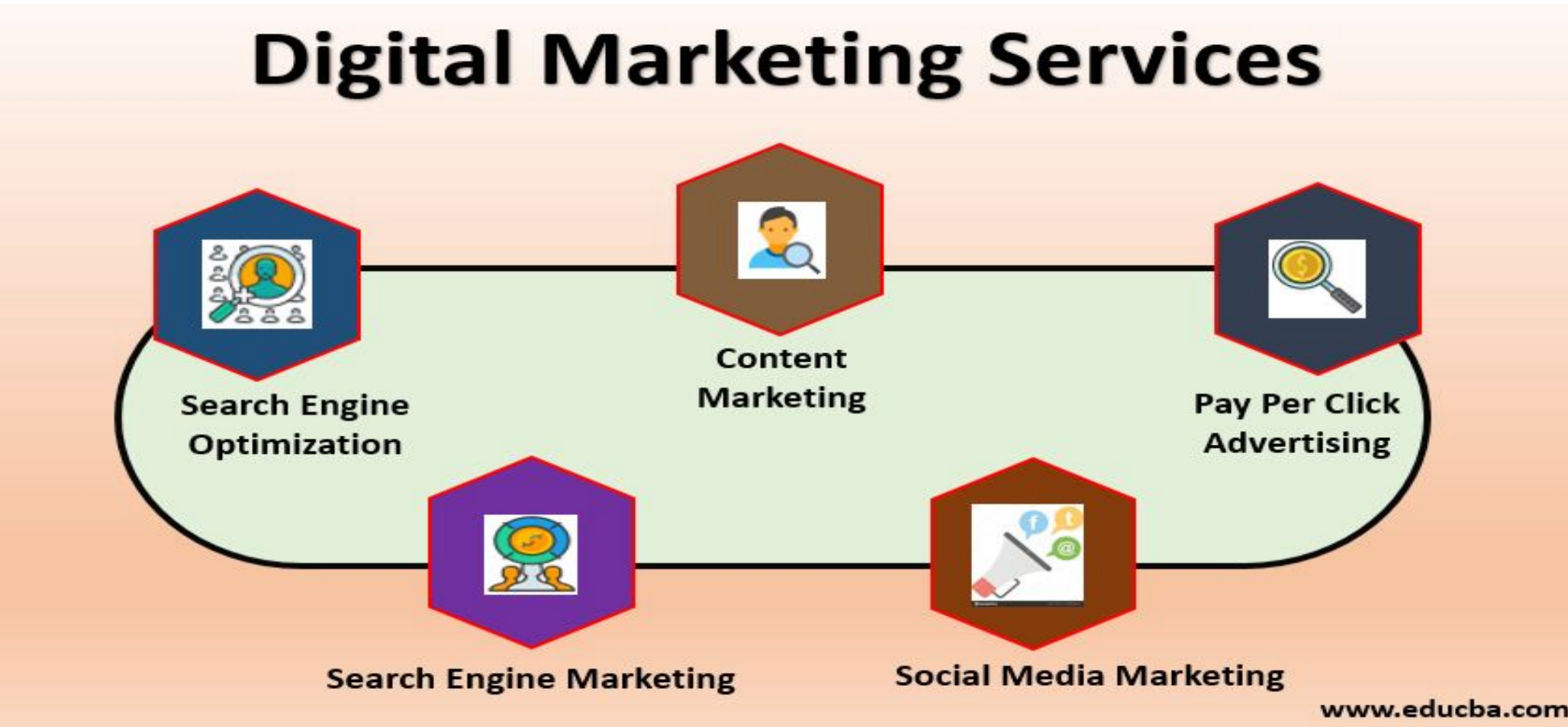


Digital Marketing

Anyone is able to interact with those who care more easily using internet advertising. By offering efficient tactics, original material, as well as appealing visual appeal, they hope to help every organization achieve its maximum potential. The strategy department is made consisting of a number of above internet marketers who have extensive experience developing unique advertising campaigns which satisfy the requirements of companies (Li, Shi, Wang and Xia, 2023). Shradhha Aggarwal, as the appointed CEO, has helped the firm to belong among the best networking firms throughout India; Grapes provides businesses with customized social networking promotion & service solutions. We make sure that our social media management systems support the organizations' credibility and provide customers with the resources they need to communicate, participate, attract, and keep customers. Our SEO specialists are experienced in creating customized SEO strategies for B2B, E-commerce, as well as other industries. They've gained an extensive understanding of even among the most complicated algorithmic structures.

PR

Everyday life now cannot function without mobile devices. The tremendous effects of digitization can be observed throughout practically every aspect of life, particularly labour and the economy. As a result, awareness of internet-based PR has surged to the point where enterprises are presently shifting their attention toward it instead of conventional PR. They manage major unforeseen occurrences which put the company's reputation, its constituents, or the public as a whole in danger (grapesdigital.com, 2023). Through the course of any recession, Shradhha Aggarwal, as the appointed CEO, has pre-brief the most effective ambassadors, selected the right methods of communication to communicate with the general public, and quickly analyzed and reacted to their comments.



CONCLUSION

Considering all these factors, it can be said that the role of entrepreneurship in developing economies across the globe has been the major focus of crafting this poster concerning the key objectives of Shradhha Aggarwal, the latest appointed chief executive officer of Grapes Digital. Grapes Digital, an integrated marketing agency, has announced the appointment of Shradhha Aggarwal as the CEO of the organization to take over the responsibilities of Himanshu Arya in implementing a strategic role within the organization to boost the global economy effectively. The major objectives of the current CEO are fulfilling the responsibilities of the organization to lead and expand the business by overseeing the business operations in three offices in India, including Delhi, Mumbai, and Bangalore. The impact of the entrepreneurship of Shradhha Aggarwal as CEO of the concerned company can influence the economy worldwide has been depicted in this poster. This has been followed by illustrating certain strategic skills and motives to drive success in operating the business activities within the organization and is mentioned with further emphasis on how motivational factors can lead to developing a successful business organization in creating a positive and advanced impact on the global economy. Critical assessment of the business abilities in shaping business entrepreneurship to contribute to the global economy has been depicted meticulously. Moreover, the present discussion is beneficial for understanding the role and impact of the entrepreneur Shradhha Aggarwal in contemporary business and the global economy.

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