

Women In Business

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Events & Achievements













A Woman's Guide to Starting a Manufacturing Business

Invest In Health and Safety

No matter if you are manufacturing health supplements, food, or industrial equipment, you will have to take into consideration the health and safety regulations, If you are looking to produce food, you will need to get the recipe and the warehouse conditions approved by the government, and create a health and safety policy to keep the public and your employees safe. It assists in the business.

Branding and Marketing

Additionally, you will need to be sure that you can handle marketing and build a solid brand. Simple social media campaigns will help you establish yourself in the market and interact with your target market, wholesale customers, and business partners without requiring a sizable advertising investment. Finding your small business's clients and engaging with them is the key to success.



Efficient Technology

You must be sure to invest in technology that streamlines and improves your workflow. Regardless of whether you are producing computer components or accessories, you must select the technology that best suits your demands, your customer's needs, and the abilities of your staff. You can simultaneously save time and resources by automating some of the processes and using dependable tools and specifications, like Platform scales to weigh your palettes and determine the cost of products sent.

Distribution Channel Design

Make sure to learn supply chain management and plan your distribution and logistical channels so that you don't spend too much on storage or delivery if you want to break into the traditionally male-dominated manufacturing sector. The good news is that, despite popular belief, being a woman does not automatically put you at a disadvantage. You can even employ a supply chain expert to assist you.

Eliminating Compliance Risks

If you want to succeed in the manufacturing industry, you must ensure that your operations adhere to the most recent standards, or you risk being fined or having your business shut down. In order to ensure that your staff knows how to operate and maintain the heavy gear and equipment properly, it is crucial that you research industry standards and develop internal benchmarks and spot inspections. A pollution scandal or accident can permanently damage your company's reputation. It's challenging being a female boss. It's even harder to become the company's leader in a sector where men predominate. Make sure that you step up your game and learn the regulations, health and safety legislation, and the technology that can assist you operate

5 Errors Women in Business Should Avoid for Steady Growth

It's a battle to be a business woman. Although there are many challenges in business, the more experience you have, the less likely it is that you will make mistakes. Women are capable of doing everything, but occasionally they do fail.

Crying -

No one is sobbing. While gender stereotypes may suggest that Business Women are permitted to cry, in actuality, sobbing at work is frowned upon. The ability to be emotionally stable is one of a successful leader's essential traits. Extreme emotional responses like sobbing, shouting, and screaming can be exploited against you. If feelings of rage, disappointment, annoyance, and aggravation bring you to tears, take a moment to calm down, go for a walk, chat to someone, or cry in private—just don't do it in front of co-workers and friends. Make an effort to leave the situation. Later, when your thinking is considerably calmer and cooler, consider the circumstance.

Mixing professional and private lives -

Try to distinguish clearly between your personal and professional lives. Children and other household duties undoubtedly add a lot of responsibilities to your private life, but unless there is a genuine emergency, avoid making it your problem.

Not finding a coach or mentor-

Some successful women believe it is unnecessary to seek the advice of someone with more experience, while others have a mentor or coach. Typically, it is the opposite for men.

Not networking enough -

Men are also more naturally drawn to networking than women are. Boys start participating in team sports early. There is rough and tough behaviour, and the work reflects that as well. Girls, on the other hand, value independence as they mature. Women have a lot of duties in the home and with their families. This is the key factor keeping business women from developing robust networks.

Forgetting the golden rule -

Why do so many successful women treat their subordinates poorly? It is not very sensible because those with whom we collaborate can help to ensure our success. Everyone should be appreciated in a professional setting. Respectful behaviour benefits both you and those around you. It produces a good vibe and a good environment.



Need Of The Hour: Importance of Women in Startups

Women-led startups have recently been a hot topic. Working for a larger brand is no longer relevant, according to the next generation, and Tom, Dick, and Harry all want to start their own businesses. Even so, there are certain companies that start out, operate for a while, and then sell the business when it has a sizable market value. These companies exit gracefully after making a nice profit, giving any interested businessperson a ready-made company in exchange for a fee.

There are many startups that operate out of a single room, and there are many female business owners in these establishments. They are giving many businesses a terrific makeover and bringing them to a tremendous height of success, which is truly admirable. There are several qualities or characteristics that women lack, like emotional intelligence, enthusiasm, the ability to foster a positive work atmosphere, empathy, sincerity, timeliness, being more presentable, and laboriousness.

In order to achieve "Gender diversity in the workplace," many businesses prefer to employ a particular proportion of women. Gender diversity and an organization's financial success are directly correlated, as has been successfully established at numerous companies. Equal opportunity for men and women in every organisation significantly accelerates that organization's growth. The improvement in the workplace atmosphere leads to an improvement in the working culture. According to a McKinsey survey, the largest percentage of women in positions of authority saw a stock value increase of 64% over the course of two years, which is impressive compared to the industry average of 47%.

A working mother is the ideal employee, maintaining an excellent work-life balance and setting the bar for their male colleagues. They are aware of the value of workplace flexibility (in terms of time, working from home, etc.). The bottom line is that since both are equally vital, neither the work nor the life should suffer. Because startups are like newborn newborns and require better care, they require more women than males. They are better communicators because they have a good sense of situational empathy. Startups are in the very early phases, so greater communication is needed in all verticals (Finance, HR, Marketing, Technology, etc.) if it is to advance successfully as a commercial entity. Business partners listen to the lady entrepreneurs more keenly before making any sort of decision. The chances of prosperity in the startups are more likely when lead by the women power.

Last but certainly not the least their power is an integral part of the society and we cannot leave them aside. Society equally needs women as it needs men. They are not meant only to raise kids and do households chores. Educating females for entrepreneurship creates better chances of having more and more lady professional workforce. It's high time now, people should stop treating a lady as a second class citizen or a dependent and then only we will allow them to believe in themselves. Education for her should be made accessible at free of cost then only it will become even faster. We must treat her as an asset rather than a burden. If we want to grow as a cultured and developed society, then we need to make a sincere effort to bring in more and more ladies in the mainstream professional work life and discourage any type of gender biases in any fronts of life.

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