

## Sunita's Market Research Makes her Business Decision Easy!

Thirty six year old Sunita Rajput's family migrated from Maharashtra to Vadodara in search of job. Her husband works as a truck driver. She has one son who has a small mobile servicing shop in her village where he repairs mobile handsets and sells other accessories. Sunita attended the I Create Snehdeep, Vadodara workshop and wanted to start a new business to earn money to help her family.



She did a market research and found that her son's shop is the only mobile servicing shop in their village so instead of starting a new business, she decided to expand her son's shop. Looking at this opportunity and demand for new mobiles she decided to start selling mobiles. She has been helped with Rs.50,000 from I Create MAGIC fund.

When her son goes out on business work, she runs the shop in his absence and the combined profits of both sales and service of mobiles has increased to Rs.10,000.