

TOP 10 BUSINESSES TO START WITH SMALL MONEY

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DOI: 10.5958/2249-7307.2022.00020.2

ABSTRACT

Small businesses are corporations, partnerships, or sole proprietorships which have fewer employees and/or less annual revenue than a regular-sized business or corporation. Businesses are defined as "small" in terms of being able to apply for government support and qualify for preferential tax policy varies depending on the country and industry.

KEYWORDS: *Small Business, Dropshipping, SEO, Product Sale, Promotion.*

1. INTRODUCTION

Small businesses are corporations, partnerships, or sole proprietorships which have fewer employees and/or less annual revenue than a regular-sized business or corporation. Businesses are defined as "small" in terms of being able to apply for government support and qualify for preferential tax policy varies depending on the country and industry. Dropshipping is a form of retail business wherein the seller accepts customer orders but does not keep goods sold in stock. Instead, in a form of supply chain management, it transfers the orders and their shipment details to either the manufacturer, a wholesaler, another retailer, or a fulfillment house, which then ships the goods directly to the customer. As in any other form of retail, the seller makes their profit on the difference between an item's wholesale and retail price, less any pertinent selling, merchant, or shipping fees accruing to them Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic (known as "natural" or "organic" results) rather than direct traffic or paid traffic. Unpaid traffic may originate from different kinds of searches, including image search, video search, academic search, news search, and industry-specific vertical search engines. As an Internet marketing strategy, SEO considers how search engines work, the computer-programmed algorithms that dictate search engine behavior, what people search for, the actual search terms or keywords typed into search engines, and which search engines are preferred by their targeted audience. [1]

SEO is performed because a website will receive more visitors from a search engine when websites rank higher on the search engine results page (SERP). These visitors can then potentially be converted into customers. Starting a successful business does not require a large investment; especially in the field of e-commerce. With a strong business idea and the right tools, you can start a business without spending a lot of money or even buying inventory. Dropshipping. Print on demand. Mobile stores. All of these businesses provide a quick path to profitability, can be easily expanded and customized, and require very little money once you set up an e-commerce website or business website. Any strong business plan starts with market research. When researching the market, think about: what types of products or services meet current market requirements? How can your skills as an entrepreneur help you come up with new, smart ways to meet these requirements?



Once you have an idea of what you want to offer, consider the types of business models that will best help you implement your idea. For budget-minded business owners, a well-thought-out approach to startups is especially important - spending less money means less money spent on burning to find a way to success.

Are you ready to turn your business ideas into cash flow? Work from anywhere with 10 low investment business ideas: run your online store with dropshipping, work creatively with custom printing, trade on multiple channels, create digital video content, start a subscription service, start your own interior design business get started and run, launch a podcast, publish your book, provide remote consulting services, manage your online store with dropshipping. In traditional retail models, the cost of producing, purchasing, and storing inventory will be large - the cost of packing and shipping your product. Dropshipping is revolutionizing the e-commerce business by eliminating start-up costs by partnering with third-party suppliers who manage inventory and order fulfillment. For budget entrepreneurs, drop shipping is a very inexpensive way to check the marketability of a product, allowing them to start a business without wasting inventory costs. Drop shipping is a quick way to start an online business because it allows you to purchase a product catalog quickly. Based on data trends from more than 700,000 Wix stores worldwide, online stores launch an average of 15% faster than other online retailers. Based on data trends from over 700k Wix Stores worldwide, online drop shipping stores launch an average of 15% faster than other online retailers. How to start drop shipping, To start drop shipping, add a drop shipping tool like Modalyst, Spocket or Syncee to your Wix account. Get resources from millions of trusted suppliers, including AliExpress, and sell your chosen products at prices set in your online store. Then you can start promoting your business using SEO tools to attract customers to your site. When orders are placed, they are sent to your supplier and shipped directly to your customer. [2]

Selection of products for sale, Before you start selling online, you will need to choose the products that will be sold from your dropshipping supplier. Take the time to define your vision and brand. Do market research to find out what people are buying. Evaluate the potential interest, price, and profit margin of the products before selling them in your store. Succeeding at an online store means finding a way to stand out. To choose the best business to start with a small cash investment, think about what consumers want and how you can find a place where your product stands out in this market. Explore unique products for source and sale, and try not to put all your eggs in one basket by selling different ones. That is, try to

group your products into packages to make it easier to navigate your online store. Take the time to set up marketing and promotional activities that will save you time and increase your sales. Example: Popular work from home products. For millions of people, the pandemic has completely changed the relationship between home, work and the outside world. Even as we approach the post-pandemic environment, the emphasis on home comfort remains and the home goods market has new opportunities. Consider opening your own online fitness store with equipment for exercise in the living room. Do you like dogs? Maybe a nice store that sells puppy products like quiet pet toys for professionals who work from home? In terms of comfort, sportswear provides a much-needed mix of modern clothing that is very comfortable. Products such as sweatshirts, slippers and socks continue to be popular categories for online stores. The look and feel will never go out of fashion; Consider selling beautiful pajama kits or frequently used cosmetics for an easy beauty routine.

Your customers may be looking for beauty products at home such as nail kits or care accessories. Home office equipment is also in demand as homework has become part of the new norm for professionals and students. Consider tech accessories such as laptop stands, desks, keyboards, desk organizers, or home storage. Ergonomic desk chairs and back seats or comfortable seat cushions are important additions to many people's lives. As long as parents are involved in child rearing and work life, you can add quiet toys and playgrounds to your commercial business. You can think about selling gaming products or hobbies at home, such as game boards, trivia or trivia tools. Customers want to have a video chat with friends or stream Netflix without constantly holding their devices. Consider selling bedside mounting fixtures and desk mounting fixtures in your store. Promote your online store. Once you've added products to your store, you can focus on attracting visitors to your site. This is where a good e-commerce marketing strategy plays. Make the most of the business tools of your e-commerce platform. Automate marketing campaigns and customer communication via email to save time. Advertise your drop shipping business with paid campaigns on Face book and Instagram. If this applies to your brand, contact the influencers to get your product approved and promote them to your followers.

Your SEO strategy will also play a crucial role in promoting your online trading business. Online stores that link to SEO tools lead to an average 21% increase in traffic. Creating high quality content and low budget marketing will increase your visibility in search engine results. For example, increase the visibility of your website by optimizing keywords. Let's say you're selling a comfortable job out of home clothes. If you add the keywords "luxury comfortable clothing", "work from home" or "sportswear" to your website, you will be able to get a ranking on Google when people search for these keywords. Print-on-demand companies work in a similar way to Drop shipping, in that they supply the inventory of products, and provide a hands-off way to ship directly to your customers. Create stickers with designs that fit your logo or brand. When you receive your order, you can ship to more than 90 locations worldwide. Send your orders to the supplier of your choice and manage everything in the Wix control panel. Just think - customers all over the world will be amazed by your unique designs. Multi-Channel Sales Once you've set up an online store, you can reach more customers and become a multi-channel seller and sell on multiple channels. Based on data trends from more than 700,000 Wix stores around the world, e-commerce retailers with an additional sales channel can increase sales by up to 12%. Think of omni-channel retail as an easy way to increase your online presence and expand your cheap business. via the internet. By connecting your online store to platforms like Facebook Shop or Instagram, you can expand your customer reach without a large increase in your overhead costs. With Wix, you can even list and sell your products on eBay and Amazon, while managing all your

orders and inventory seamlessly from your Wix Dashboard. Enhance your online store even further with AdScale. This powerful Google Shopping app introduces AI technology into your advertising by automatically creating and optimizing ads across Google Shopping, Google Search, YouTube and more.

The availability of digital content makes it a great platform for low-cost business ideas - online creators connect with their audiences through digital educational videos such as cooking shows and workshops that people can stream online. Family-friendly activities are always trendy and are ripe with opportunities for starting a business. Get ahead of the competition by selling kid-friendly video content. If you're a fitness trainer, create exercise videos for children, like P.E. with Joe. Stream kid-friendly content like workouts or baby yoga classes. Post daily lessons online to help parents homeschool their kids. You can even create an entertaining cooking show with your own children. There are different pricing models to earn money with digital video content. You can charge a monthly channel subscription to give customers full access to exclusive content. If you work with video hosting platforms like YouTube, you can monetize your content based on the number of viewers. Another option is selling or renting your videos. Viewers can download the video or watch it on your site over a 24-48-hour cycle. Consider offering some of your content for free to give customers an idea of your product and nudge them to make a purchase. Host live streaming or webinars with Zoom, Vimeo and YouTube. Commerce has seen a boom in the product subscription service industry (think big names like Netflix, Blue Apron or Fit Fab Fun). At-home delivery services have long been on the rise, a trend which has continued even as the world moves back to a "new normal." Within this sector, 3 different types of subscriptions have emerged:

Replenishment: Recurring purchases of frequently used items, like toilet paper, coffee beans, toothpaste or razors. **Curation:** Boxes of themed items, like apparel, beauty, books, food and wine. **Access subscriptions:** Includes discounts or premium member perks, typically in industries like food, beauty and apparel. You can set up your own subscription-based business model delivering a box of themed surprises on a weekly or monthly basis. Do you already sell a product that you can turn into a subscription? Maybe you have a special hobby, like soap-making, hot sauce recipes or homemade sanitizers with essential oils. Create a gift box of your products and set up tier memberships for premium access.



Launch your interior design business An eye for design is an amazing asset when it comes to home business ideas. Draw inspiration from one of the top ecommerce sellers, Kaekoo. The home decor vendor sells handcrafted textiles online. Their website contains lots of images so shoppers can view all the products in detail and choose items that match their personal style.

Kaekoo's site also allows customers to buy gift cards—a great way to reduce the stress of choosing gifts and to increase your sales. Based on data trends from over 700k Wix Stores worldwide, 69% of customers spend more than the value of their gift cards when redeeming in online shops. How can you create an interior design business? Artisans can tap into this market by selling home decor, whether it's woodworking, macrame pieces, painting, candle-making, indoor plants or custom mason jars. List your original pieces on your online store.

Then, share your home art and craft ideas and decorating tips on your website or through video tutorials. 08. Start a podcast The spoken word has made a huge comeback—the podcast industry is estimated at \$90 million as of 2019. Get your slice of that pie by launching your own podcast. Start by picking a topic that you find interesting. Look for ways to entertain, inform and inspire. Team up with friends to join you on air. Invite guests, like comedians and thought leaders, to add value and increase exposure. Record your podcast with audio hosting sites like Sound Cloud or Libsyn. When you finish recording, use the Wix Podcast Player to showcase and stream podcasts from your site. Once you have enough listeners, you can find sponsorship deals on sites like Ad Results Media, Adopter Media or True Native Media. Give you revenue an additional boost. Think of ways to compliment your podcast brand with merchandise, like branded tees, socks and other accessories using print on demand.

09. Publish your own book. Have you always dreamed of writing your own book? Make this the year you finally get your book published. You can self-publish your own bestselling eBook without a lot of monetary investment, and then promote and sell your book online. For inspiration, check out Ashley Antoinette, New York Times best-selling author and founder of thebooklovers.co. Ashley uses her website as a platform to promote her immensely popular Butterfly series, as well as her upcoming Book Lovers App. Ashley's connection with her fans, known as the #asharmy, is a testament to the accessibility of creating community online, and the results speak for themselves: Ashley has sold over 1 million books to date. The barriers to publishing have never been lower. Unsure what to write about? Your life makes the best content. Put together your photos, recipes, memoirs, short stories or adult coloring book templates. If you run a blog, you've already got plenty of content: consider combining your blog posts into a book. Compose content into a digital PDF format. You can also narrate an audiobook by uploading audio files. Then, build a website so customers can find you. Choose from professionally designed templates specifically created for bookstores and authors. Personalize your website to match the look and feel of your book. Earn additional royalties by distributing your eBook or paperback through Amazon's Kindle Direct Publishing.

10. Provide remote consultation services. Just as shifting brick-and-mortar stores online allows entrepreneurs to reach larger audiences, shifting to an online model for consultation services creates an ability to reach a global customer base. Once you successfully launch your online store, you can help others do the same. Build and design websites or sell online courses, tutorials and coaching sessions to share best practices and tips with other business owners. Do you work in the medical industry? Healthcare professionals, such as general physicians, nutritionists or therapists, can provide consultations by phone and online sessions with platforms that easily integrate with Wix, like Zoom. Start by setting up a website where patients can schedule and manage their meetings. You Have the Resources You Need to Start Your Business. The best business to start with little money should fit the needs of your target audience. In a culture that has had to quickly adapt to hybrid versions or working and playing from home, consider tailoring your goods and services to accommodate those needs. Think delivery, online shopping, video conferencing and so on. To make the most out of a small start-up budget, it's also wise to start with a business model that doesn't require a lot of

overhead in the early stages and is quickly adaptable. Dropshipping, print on demand, and omni-channel retail are great ways to leverage a tight budget and jump-start a business without a lot of money. With a little ingenuity, you can grow and nurture your low-investment business idea into a full-fledged success. Ready to get your business started? Create your online store today.

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