

A STUDY ON CHALLENGES OF START-UP COMPANIES IN SALEM DISTRICT, TAMIL NADU

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ABSTRACT

The article entitled “A Study on challenges of start-up companies in Salem, Tamilnadu is to study the various problems and issues faced by the newly started companies. The study focuses on the challenges faced by the start-up companies in Salem. The main aim is to identify the challenges and opportunities of the start-up companies and helpful for the future reference. This study will help to find out the main threats and challenges of start-up companies in Salem district, Tamilnadu, which helps in future for a better performance of the companies. The main objectives are to study the challenges and threats faced by the start-up companies in Salem district; to identify the opportunities and scope of start-up companies in future world; to find out the modern technologies used in start-up companies today; to identify socio-economic and environmental impact of start-up companies; to find out some solutions and suggestions for the start-up companies to overcome their challenges; to study the impact of start-up companies in the Indian society; and to study the role of start-up companies in economic development of India. The analysis is based on the primary and secondary data. The sample size will be 117 start-up companies. The data can be represented in the form of various tables, tables, tables etc. Percentage analysis is used as the tool for the study. From this paper, start-ups are suggested to be the important way to improve the development of Salem district by encouraging the people entrepreneurship and solving employment pressure in Indian society.

KEYWORDS: Employee Training, Entrepreneurship, Modern Technologies, Socio-Economic, Start-ups.