de Asra

Powering Businesses. Creating Jobs.



DigiPreneur Checklist

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Need assistance? Reach out to our team

Contact us on : +91 93730 35540

We work from Monday to Friday 10 a.m to 6 p.m

DigiPreneur Checklist – Getting Digitally Ready

Businesses in today's day need to be digitally ready to be sustainable in ever-changing situations. There are few very basic platforms which will enable you to be digitally ready for your business.

We have listed them along with the suitable links for getting onboard to these platforms.

The information and links provided here will help you to start the onboarding process smoothly.

Get your own Email ID – Gmail Account

Having your or your business email id has become a mandatory thing in today's digital world. 'Gmail' is a free email service provided by Google. You can create your business email id which will help you avail various user-friendly features. These would help while communicating with the buyers, suppliers and other authorities for compliances.

Click here to create your own Gmail account – **Start with Gmail**

Click here to create your own Gmail account

Guide to create Gmail account

Basic information required is as follows:-

1. Your Full Name
2. Active Mobile number
3. Name for email id

Product Listing and Management Solutions

WhatsApp for Business

'WhatsApp Business' is a free to download app built especially for small business owners. The app allows the business owner to connect with his customers, highlight his products and services, and answer customer queries throughout their shopping experience.

WhatsApp can also help medium and large businesses provide customer support and deliver important notifications to customers.

Here are some special features

a. Create your Product Catalogue

b. Use tools to manage and sort messages

c. Create various groups and broadcast lists.

To get started

Download WhatsApp for Business App Now!

Creating WhatsApp account for business is a simple process Here's the video

Guide to WhatsApp for Business

Know how to use the catalogue created on WhatsApp for Business

Guide to WhatsApp for Business

Following are the basic requirements for setting up a WhatsApp for Business account

1. A sim card which is not registered on WhatsApp.
2. Business Name
3. Product Name(s)
4. Product Details
5. Product Pricing
6. Product Pictures

Note – Having a separate device for WhatsApp for Business is suggested as a best practice, to avoid an integration of a personal WhatsApp account with the Business WhatsApp account.

Facebook Shop

Facebook Shop is a new age shopping experience where businesses can easily create an online store on Facebook for free. FB Shop allows the user to pick and choose the products for display, categorise them and add your brand story with a choice of different fonts and colours. It also allows you to connect with the customers through WhatsApp or Messenger to answer questions, offer support and more.

To create your own Facebook Shop, click on the below link

Get Started with FB Shop

Creating FB shop for business is a simple process guided through the below mentioned video

a. Creating business page (This is mandatory to create your shop)

Guide to set up FB Page for your business

b. Creating FB shop

Guide to build FB Shop

Following are the basic requirements for setting up a Facebook Shop

1. Facebook Page for your business
2. Business Name
3. Product Name(s)
4. Product Details
5. Product Pricing
6. Product Pictures
7. WhatsApp number (in case you want to link it here)

Visibility Solution

Google My Business Listing

Google My Business Profile lets you easily connect with the customers across Google Search and Google Maps in the local as well as domestic market. You can update product photos and offers to attract customers to your business. Customers can know about your business location, products, contact details and also can give reviews.

To create your own Google My Business Page, click on the below link

Set your Google My Business Page Now!

Creating Google My Business is a simple process. Here's the link

Guide to create Google My Business Listing Page

Following are the basic requirements for setting up a Google My Business Listing page

1. Email id
2. Business Name
3. Business Details
4. Product Details
5. Product Pictures
6. Contact Number

Digital Payment Solution

Google Pay for Business

Google Pay is one of the trusted solutions for receiving and making payments digitally. Google Pay for Business works with the same ease and in a more organised manner. It maintains a transaction history of the payments received/made through GPay(UPI) to the suppliers/dealers.

To create your own Google Pay for Business account, click on the below link

Get on Google Pay

Setting up a Google Pay for Business account is a simple process. Here's the link

Guide to get on Google Pay

The following basic business information is required:

1. Business name, address, phone number, and primary contact name.
2. Merchant Category Code (MCC).
3. Virtual payment address (VPA) such as your universal payment identification code
4. (UPIC). Note: If you don't have a VPA, contact your bank or payment service provider (PSP) to get one.
5. A business or personal bank account.

FAQ's

Q. Can all of these resources be availed via mobile?
A. All the above resources can be availed via mobile. However, for Google My Business Page Set-up, it is suggested that you use a desktop to get a better view.

Q. Should the mobile number used for all these resources be the same?
A. It is recommended that you use the same mobile number for all these resources to have ease in case of different verifications. However, there is no compulsion.

Q. Does a business need both WhatsApp for Business and Facebook Shop Set-up?
A. Both these platforms serve a similar purpose, however the reach of WhatsApp is restricted to your contact list while FB Shop Set-up is available to the public at large. Hence it is suggested to have both.

Q. Can the same account be added to Personal Google Pay and Google Pay for Business?
A. Yes, you can attach the same account to both personal and business Google Pay accounts. The only condition here is that the mobile number linked to the account should be used in both types of Google Pay accounts.

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Thank you so much for choosing our checklist!
We genuinely hope it becomes your guiding star on your exciting journey into the world of entrepreneurship.



Wish you All the Best for your journey!

Should you require any further assistance, please feel free to reach out, and we will be delighted to assist you!

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