Work Plan and Methodology:

RESEARCH METHODOLOGY

This section includes the methodology which includes the research design, source of data, sampling and data collection instrument development.

Research Design

This research design is exploratory and comparative to determine the success factors common to all the successful entrepreneurial startups in Mumbai.

Sources of Data

A - Primary Source:

Personally approaching the selected subjects of the in the Mumbai limits and obtaining relevant details by questionnaires.

B - Secondary Source:

The secondary data has been collected from statistical bulletin published by various organizations, i.e. journals, periodicals, newspapers, annual reports of the respective departments, Government of India, Government of Maharashtra, Other authorities (bulletin, annual report) and publications and published reports, in the vicinity of the research area.

Sampling

A - Sample Size:

Sample size is 500 in the Mumbai Limits.

B - Sampling Technique:

Random sampling technique will be used in the survey.

C - Tools of Analysis:
Data has been presented with the help of bar graph, pie charts, line graphs etc. The analysis shall be carried out using SPSS; it shall carry out descriptive as well as inferential statistics. The tests to be used shall be $X^2$, correlation and factor analysis.

**D - Plan of Analysis:**

Tables will be used for analysis of the collected data. The data is also neatly presented with the help of statistical tools such as graphs and pie charts. Percentages and averages will also be used to represent data clearly and effectively.

**E - Research Area:**

BMC& TMC (Mumbai & Thane Municipal Corporation Limits)

**Data Collection Instrument Development**

The mode of collection of data will be based on Survey Method and Field Activity. Primary data collection will be based upon personal interview. I will prepare the questionnaire accordingly to the necessity of the data to be collected.

**WORK PLAN**

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