

Here are small business ideas that are profitable

Author: Benjamin Sombi . August 2021

A small business is a privately owned company with fewer employees and annual income than a big organisation or a regular-sized business.

Small businesses can typically use the same quality management systems as larger corporations, although they may confront different problems. Small organisations, for example, usually have less human resources and less upfront funding to devote to quality projects. However, in a smaller organisation, upper management commitment and accessibility are often stronger, and internal communications are often more straightforward.

Small firm employees' values tend to become components in their conduct, and they can become significant factors in generating good long-term success. Upper management can make a substantial contribution to the formation of a small firm culture if they can articulate ideas and concepts to assist and guide the activities of employees. Organisational values are ideas that describe a component of the culture and are communicated through concepts like values, mission, vision, policies, and objectives. Typically, leadership establishes these notions, which employees then adopt.

Below are the small business ideas that are profitable in this modern era of technology;

1. Consultant

Starting a consultancy business could be a lucrative alternative if you're skilled and hooked into a selected field (business, social media, marketing, human resources, leadership, communication, then on). You can start a consulting firm on your own, then expand and hire more consultants as your company grows.

A business consultant is a specialist who examines organisations, develops problem-solving strategies, and assists firms in developing effective plans to achieve their objectives. Consultants usually bring their processes or frameworks to advise a company and make recommendations on attaining goals more effectively and efficiently.

Here are consulting's eight fundamental objectives;

1. Providing information to a client.
2. Solving a client's problems.
3. Making a diagnosis, which may require redefining the problem.
4. Making suggestions based on the findings.
5. Assisting with the implementation of solutions that have been recommended.
6. Creating buy-in and commitment to corrective action.
7. Assisting clients in their learning—teaching them how to solve similar challenges in the future.
8. Consistently increasing the effectiveness of the organisation.

2. Online reseller

To sell products online, you don't need a ground-breaking new product idea. To establish your own e-commerce business, you don't even need to create your products. You can use various business strategies to place product development, manufacturing, and even fulfilment in the hands of others while keeping the revenues in your pocket.

One such model is reselling. Resellership is a terrific method to get started selling online without having to start from scratch.

Those with a passion for apparel and/or sales can consider beginning an internet reseller business. Although it'll take tons of effort and dedication – also as a keen eye for fashion – this is often a terrific side hustle that will grow into a full-time reselling business.

A reseller buys things from manufacturers, liquidators, or other shops and resells them to their clients.

Reselling is a dropshipping in which businesses obtain products and materials from several vendors and make them available to customers in one location. This business strategy simplifies the process of finding and purchasing things for the typical consumer.

In terms of the consumer experience, resellers frequently provide some form of value-add. Purchasing

directly from a supplier isn't always simple, and minimum buy volumes are commonly required. Customers can buy individual pieces (at a premium) from resellers and build a branded customer experience. A few examples of these elements are in-depth product descriptions and reviews, a customer loyalty program, and customer service.

A reselling business has various advantages and can be a profitable business plan, especially if you specialise in a specific sector. When you don't have to go through all of the phases of product creation and audience building, you can establish an e-commerce business faster.

3. Online teaching

The demand for online education has spawned a slew of new business options for entrepreneurs. Because this is often an online business idea, you'll teach a course on any subject you recognise, no matter your location.

Online teaching is a method of educating people using the internet. One-on-one video chats, group video calls, and webinars are some of the options.

You can start teaching from anywhere (your house, a coffee shop, a co-working space) and enrol students from all walks of life and from all over the world.

Virtually any subject or skill may be taught online, but languages, math, science, and business are among the most popular.

You must be familiar with computers and the internet to teach online. This is because students will communicate with you via messaging apps, email, and video calls. Many online professors must also generate digital resources for their pupils, such as PowerPoint presentations, videos, audio lectures, and pdf instructions.

The best part of teaching online is that it is available to a large number of people. "We need to bring

learning to individuals rather than people to learning," said education consultant Elliot Masie.

This is something that online education excels at. Anyone with access to the internet can watch live college lectures, study a language via video call, or coach themselves through an online video course. Additionally, students can engage in interactive debates by forming small groups to investigate themes from multiple angles.

4. Software developer

If you are knowledgeable and experienced in technology, you might want to look for a position in app development. Smartphones have become an everyday item for many Africans, resulting in a surge in mobile apps and software demand.

Businesses are looking to become digital, and some are considering developing their applications to reach out to customers. By creating a personalised iPhone or Android app, app developers may assist businesses in realising their objectives.

Although app development does not require a formal degree, it does require prior training and experience designing apps if you want to break into the profession. Coding bootcamps and free online courses are available to help you learn the basics and get started.

5. Professional organizer

In this age of materialism, many people want to decrease and recover control of their stuff rather than letting their possessions possess them. Although minimalism is becoming trendier, many people find it difficult to part with possessions they've had for a long time. Being a professional organiser entails assisting customers in developing a system for downsizing and maintaining things that way.

If you're a highly organised person who enjoys making environments efficient and pleasant, you might be good at motivating others to do the same. People will pay you to help them get rid of their possessions and then maintain a tidy environment. To promote your service, ask your customers whether you may take before and after photos of the areas of their houses you've organised, and then use those

photos to create a portfolio you can share on social media to attract more customers.

6. Cleaning service

If you enjoy cleaning, you can easily convert it into a business. With a small team, a choice of cleaning chemicals, and trucks, you may give cleaning services to households, apartment complexes, and commercial facilities. Cleaning services often cost between \$10 and \$30 per hour. Cleaning services are low-cost businesses; all you need is some planning, perseverance, and promotion to get your name out there.

Consider charging more for high-quality services like floor waxing or outdoor power washing to set yourself apart from competing cleaning services. These services may differ between your new cleaning business and established cleaning businesses with too many clients to provide that level of care. No actual office is required, equipment expenditures are inexpensive and can be invoiced back to the client, and operating hours are flexible—enterprising entrepreneurs can have a lot of success in this field. Because there is no requirement for education or experience to work as a residential or commercial cleaner, hiring costs can be inexpensive, and salaries are frequently around the minimum.

Cleaning services are beneficial to residential and commercial establishments, as they assist in managing duties that many individuals do not enjoy or have time to accomplish. These services can be used for one-time or weekly home-based help or as a daily resource for commercial activities.

7. Personal training and fitness instructors

The mandatory COVID-19 shutdowns significantly impacted gyms and indoor fitness centers, but the fitness industry has proven to be flexible and resilient. To keep healthy and active, fitness instructors and clients alike have migrated to online and outdoor courses. The transition to remote work and quarantining has resulted in a greater need for physical activity than ever before.

While fitness trends come and go, the demand for personal trainers and high-quality material remains consistent. Personal trainers may connect customers and establish a following on digital platforms like YouTube, TikTok, and Instagram Live. Trainers can utilise social media to identify clients for whom they can design tailored fitness regimens at a reasonable price.

It's not difficult to get started with personal training. You can either make a formal certification exam or, in some circumstances, simply being a self-taught fitness nerd would be enough.

8. Create digital products or online courses

Digital products like music, courses, and templates stand out among the small company ideas on this list. They aren't tangible like the others. Because you won't have to worry about ongoing production or shipping costs, your profit margins will stay high while you earn passive income, making it a no-brainer for the most outstanding businesses to start.

The problem is figuring out what constitutes an excellent digital product. What makes something so valuable that people will pay money to get it?

Original musical beats, stock photographs that can be licensed to other artists, and information goods and templates that help people improve their skill sets in a specific industry are among the answers.

If your talent can be turned into a digital product, consider packaging it as a new source of revenue.

9. Home improvement services

The housing market is rapidly expanding. As more individuals purchase houses, there is an increase in demand for home improvement services. New homeowners may lack the necessary skills or knowledge to complete their renovations, so they employ a professional to assist them.

Interior design, carpentry, contracting, plumbing, and landscaping are all examples of home improvement services. The majority of these fields necessitate training and access to equipment or supplies, therefore the initial expenditures are not low. This type of business may also be more prevalent in some places than in others.

10. Digital marketing

The internet's importance rises with each passing day, making it more difficult for businesses to cut through the noise and effectively sell themselves. The need for digital marketing services is constantly high, and many small and midsize firms would instead outsource than engage a costly in-house team. You might be able to find a business opportunity that allows you to work from home if you're skilled at SEO, content marketing, PPC, web development, or social media management.

There is a growing need for digital marketing services as more businesses set up shop online. You can start your digital marketing agency to help small businesses develop their brand and online presence. One or more of the following services are often provided by a digital marketing agency:

1. Copywriting
2. SEO writing
3. Help with paid social media advertising
4. Web design
5. Brand/creative consulting
6. Content creation
7. Organic social media management

Anyone, regardless of their educational background, can establish a digital agency. Because running an agency from a home office is simple, there are relatively low beginning fees for this type of business. You can manage your agency as a solopreneur or recruit people who specialise in areas where you lack competence.

11. Rideshare driver and Delivery services

If starting your own business seems frightening or risky, you may always use your car to become a rideshare driver. Ridesharing services handle the business's expenses and management, allowing you to work as much or as little as you like. Rideshare apps like Vaya have allowed people to create lucrative side businesses that need little more than a willingness to take people to their destinations and engage in friendly chats on occasion.

Rideshare drivers enjoy the independence of a small business owner without the administrative burden of managing logistics.

Because of the pandemic, more individuals are staying at home to protect themselves. That means delivery services have exploded in popularity.

To cash in on this trend, you may start your local courier service, delivering groceries, medications, and other necessities. You might charge extra fees for longer delivery, rush orders, or delivering big or bulky things in addition to the usual rate.

13. Graphic designer

Every business needs eye-catching marketing materials, but not everyone has a good visual sense. Suppose you have an artistic streak and know how to organise content into a visually appealing structure. In that case, you can start a graphic design firm to make flyers, digital ads, posters, and other engaging visual materials. Graphic design also has the advantage of having only a laptop and a desk as tangible tools.

A decent plan, effective POS tools, business savvy, expertise, and so on are all necessary aspects for beginning a profitable firm. While no industry is certain to succeed, those that are adaptable, robust, in great demand, and have healthy profit margins are a safe bet. This collection of small business ideas is an excellent place to start if you're looking for something new to do this year.

This article was written by Benjamin Sombi a consultant at the Industrial Psychology Consultants, a management and human resources consultants business.

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