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LIST OF ABBREVIATIONS

PIS	-	Prominence in the Society
PS	-	Prevailing Satisfaction
QC	-	Quality Commitment
SCB	-	Social and Cultural Barrier
LBS	-	Lack of Business Skill
LTE	-	Lack of Training and Experience
LMS	-	Lack of Managerial Skill
CF	-	Capital Flow
EB	-	External Barriers
MP	-	Marketing Problems
IP	-	Irresponsible Partners
EA	-	Enthusiastic Approach
VK	-	Versatile Knowledge
ES	-	External Support
FO	-	Flexible Optimism
RA	-	Responsible Attraction
RTP	-	Risk Taking Propensity
DMS	-	Decision-Making Skill
PAA	-	Proactive and Ambitious
BMA	-	Broad Minded Approach
BA	-	Balanced Approach
RTS	-	Responsive to Suggestions
MOT	-	Motivation
PER	-	Perseverance
II	-	Imbibing Innovation
SFE	-	Strive for Excellence
GPR	-	Government Policies And Regulation
AUG	-	Augmentation