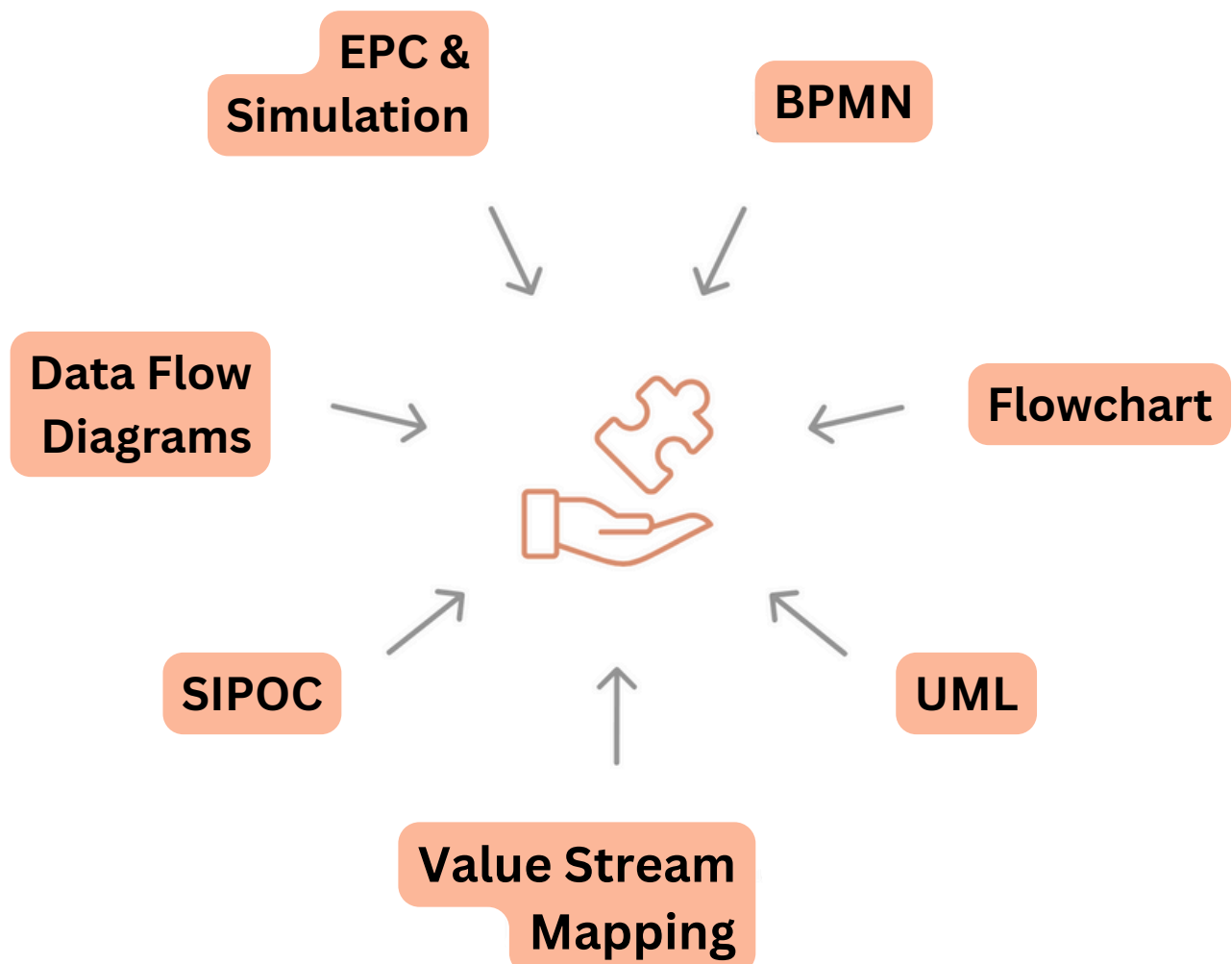


Business Process Modelling Techniques

The Business Process Modelling (BPM) techniques are methods to visually represent, analyze, and optimize business processes



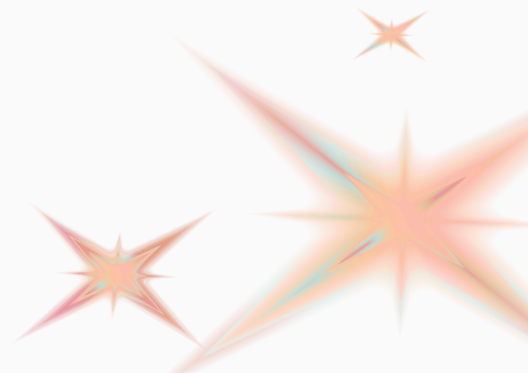
They map workflows, data flows, or operations to improve efficiency, compliance, and scalability.

Importance of Business Process Modelling Techniques

- **Enhances Efficiency:** Streamlines operations (e.g., delivery for Zepto), saving time and costs.
- **Ensures Compliance:** Aligns with GST, MCA filings, and 2025 data privacy laws.
- **Supports Scaling:** Helps startups like Swiggy optimize logistics for growth.
- **Attracts Investors:** Clear processes boost DPIIT funding pitches.
- **Drives Innovation:** 2025 trend of AI-driven automation improves workflows
- **Reduces Risks:** Identifies bottlenecks, ensuring regulatory adherence.

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Characteristics of Business Process Modelling Techniques

- **Visual Representation:** Uses diagrams (e.g., flowcharts, BPMN) for clarity.
- **Standardized:** Follows formats like BPMN 2.0 for universal understanding.
- **Flexible:** Adapts to startups, SMEs, or corporates (e.g., Jio's telecom processes).
- **Data-Driven:** Incorporates metrics to track efficiency (e.g., delivery time).
- **Collaborative:** Enables team input for process design (e.g., via Miro).
- **Iterative:** Allows continuous improvement, vital for 2025's fast-paced market.
- **Tech-Enabled:** Uses tools like Camunda, ARIS; integrates AI in 2025.

BPMN – Standardize Your Startup Processes

- What: Business Process Model & Notation; visual process diagrams
- Use: Maps workflows (e.g., order-to-delivery).
- Example: Flipkart uses BPMN for e-com logistics, integrating vendor to customer flow.
- 2025 Tip: Use BPMN for MCA compliance tracking.
- Tool: Camunda, Lucidchart.



Flowcharts – Simplify Complex Processes

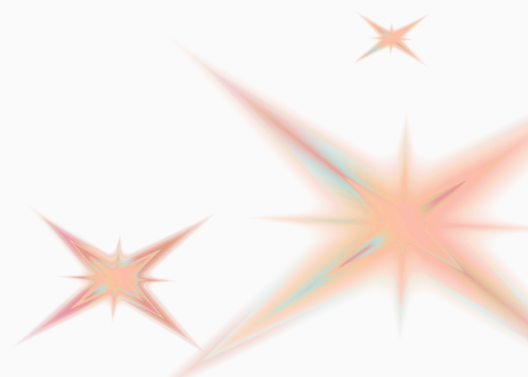
→ **What:** Simple diagrams for process steps, decisions.

→ **Use:** Clarifies operations like customer onboarding.

→ **Example:** Swiggy flowcharts delivery from order to door, optimizing for Tier-2 cities.

→ **2025 Tip:** Map GST filing steps for compliance.

→ **Tool:** Canva, Visio.



UML – Model Tech-Driven Startups

- What: Unified Modeling Language; diagrams for systems.
- Types: Use Case, Activity for software processes.
- Example: Paytm UML for payment gateways, ensuring secure transactions.
- 2025 Tip: Use for AI feature design, compliance.
- Tool: Enterprise Architect, Draw.io.

Value Stream Mapping – Cut Waste, Add Value

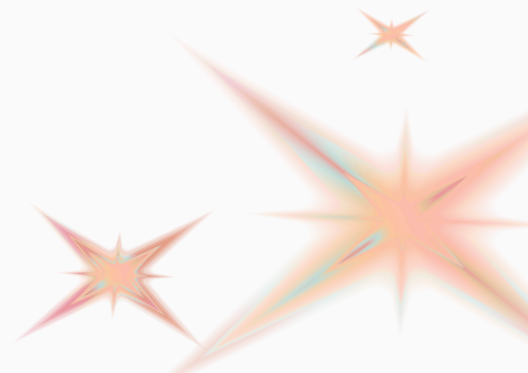
→ What: Maps process flow to identify waste, delays.

→ Use: Optimizes production, delivery timelines.

→ Example: Blinkit VSM for quick commerce, reducing delivery waste

→ 2025 Tip: Align with ESG for sustainable ops.

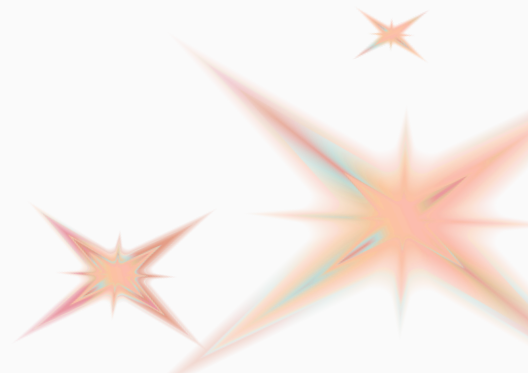
→ Tool: LeanKit, Miro.



SIPOC – High-Level Process Clarity

- What: Suppliers, Inputs, Process, Outputs, Customers diagram.
- Use: Summarizes end-to-end processes.
- Example: Zomato SIPOC for restaurant onboarding, from vendors to diners.
- 2025 Tip: Use for Startup India funding pitches.
- Tool: Excel, Lucidchart.

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Data Flow Diagrams (DFD) – Track Data Movement

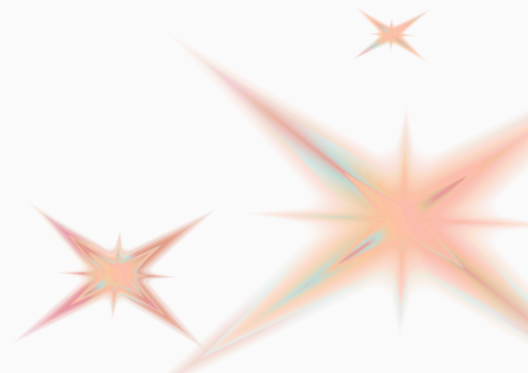
→ What: Visualizes data flow in systems.

→ Use: Maps data processes like payment systems.

→ Example: Razorpay's DFD for transaction flow.

→ 2025 Tip: Ensure data privacy law compliance.

→ Tool: Creately, Vision



EPC & Simulation – Advanced Modelling

→ EPC: Event-Driven Process Chain; detailed workflows.

→ Example: Byju's EPC for course delivery.

→ 2025 Tip: Map compliance processes (e.g., GST).

→ Simulation: Tests processes virtually.

→ Example: Blinkit's simulation for delivery ops.

→ 2025 Tip: Use AI for predictive modelling.

→ Tool: ARIS, AnyLogic.

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