

BUSINESS PLAN

A business plan is like a roadmap for your venture, outlining its goals and strategies. It's a comprehensive document that describes the business's objectives, target market, financial forecasts, marketing strategies, and operational plans.

OBJECTIVES: -

- 1. Define the Business:** Clearly articulate the business's mission, vision, values, and unique selling proposition (USP) to set the purpose and tone of the venture.
- 2. Market Analysis:** Conduct a thorough analysis of the market, including target demographics, competitors, and industry trends, aiding in effective positioning.
- 3. Operational Plan:** Outline day-to-day operational aspects like production processes, logistics, supply chain management, and staffing.
- 4. Financial Projections:** Present detailed financial forecasts, including income statements, cash flow projections, and balance sheets, demonstrating feasibility and profitability.
- 5. Strategic Planning:** Develop a roadmap for achieving business objectives, encompassing marketing strategies, sales forecasts, growth plans, and measurable milestones.

A well-crafted business plan serves as a guiding document for internal operations and external stakeholders, showcasing the business's potential and viability.

Major rules and regulations: -

- This is applicable for any undergraduate (UG) or post graduate (PG) student.
- One team consist of 2 to 5 members only.
- One person should not be in two teams.
- Business plan ppt's should be the original work of participants.
- After registration is closed, members of each team cannot be replaced for any reason.

Eligibility & judgement criteria: -

Your idea must include these three things:

- Originality
- Feasibility
- And impact

Rewards and certificate: -

- 1st place will be given the price of ₹5000
- 2nd place will be given the price of ₹3000
- 3rd place will be given the price of ₹1500

Certificates will be provided to all participants.

Coordinators names: -

1. Jyoti Pandey
2. Sahil Ali