

Assignment: Course 50400 (Entrepreneurship Development) - 2021

What to do?

- Create a Business Plan for any **business** in MS Word format. A *business plan* is a formal statement of business goals, reasons they are attainable, and plans for reaching them. It may also contain background information about the organization or team attempting to reach those goals.
- Limit the MS Word File to 25 pages.
- Submission deadline: January 31, 2022
- Presentation: February 4, 2022 (Tentative). 15 minutes for presentation, 5 minutes for interaction.
- Marking – Business Viability, Content of the Business Plan, Presentation.
- Copying others work will invite strict penal action. All submitted work will be scanned for plagiarism.

Structure of the Business Plan:

The following structure should be used to create the Business Plan.

- **Cover Page** – This should include the name of the project, name of your team members and contact information.
- **Table of Contents (TOC)** – Should help readers to easily find what they are looking for.
- **Executive Summary** – Should be brief and formal. It should give a gist of the entire business plan which gives a short overview of the business plan to the reader.
- **Business Description** – This should have a high-level overview of the proposed venture.
- **Industry Background** – Should have historical data as well as current information about the shape, size, trends and key features of the industry.
- **Competitive Analysis** – Should contain a breakdown of current and prospective rivals.
- **Market Analysis** – Should contain your assessment of the target customers and their wants, needs, and demographics.
- **Management Summary** – Should contain a brief of the management team and their roles. HR requirements should be specified.
- **Operations Plan** – Should show the flow of the business's daily activities and supporting strategies.
- **Marketing Plan** – Should highlight the strategy for selling the product or service. Marketing channels should be identified. An advertising plan should be given. Also, information should be there on Customer Relationship Management.
- **Financial Plan** – Should have a synopsis of the current status and future projections of the company's financial performance (Cost Structure, Fixed Cost, Variable Cost, Funding, Revenue Streams)
- **Attachments and Milestones** – Additional documents that supply more detailed information about elements of the plan.

Groups:

The groups formed are:

- **Group 1** – Roll Numbers 1, 9, 18, 26, 35
- **Group 2** – Roll Numbers 2, 10, 19, 27, 36
- **Group 3** – Roll Numbers 3, 12, 20, 28, 37
- **Group 4** – Roll Numbers 4, 13, 21, 29, 38
- **Group 5** – Roll Numbers 5, 14, 22, 30, 39
- **Group 6** – Roll Numbers 6, 15, 23, 31, 40
- **Group 7** – Roll Numbers 7, 16, 24, 33, 41
- **Group 8** – Roll Numbers 8, 17, 25, 34, 42