

Business Plan 2019

Guidelines

For Students & Faculties

Structure of business plan: The business plan shall relate to a project with an annual turnover of Rs.10 Lakhs & above. Your plan should not contain more than 20 A4 pages including appendices. The format provides you with a framework for presenting your thoughts, ideas and strategies in a logical, consistent and coherent manner.

1. Executive Summary
2. Enterprise Description
3. Product or Service Description
4. Industry Analysis
5. Competition Analysis
6. SWOT Analysis
7. Marketing Sub-Plan
8. Operations Sub-Plan
9. Human Resources Sub-Plan
10. The Budget
11. Liquidity
12. Financial Sub-Plan
13. Selected Options and Critical Measures
14. Milestone Schedule

- The participant is required to enroll in the prescribed form by the 9th Jan 2019 so as to express his/her intention to compete for the Award. Each participant can compete for only one Business plan.
- The business plan should be submitted in 3 printed copies and a soft copy (CD) before presentation at the reception counter.
- The Jury Panel will carry out an assessment exercise and declare the winners at the time of award ceremony. The results declared by the Jury Panel will be final.

Main areas of assessment:

- Presentation
- Innovation & business acumen
- Marketing & research
- Management
- Viability of the business
- Impact on the society (economy, environment, value addition...)

Declaration of participant: I, the undersigned, hereby declare that, I neither own a business nor am I a company director. I also undertake to abide to the rules and regulations governing this competition and I understand that any non-compliance from my part may entail in my disqualification.

Deadline to submit Business Plan: 9th Jan 2019 either at Institute address or mail to **dimrbusinessplan2019@gmail.com**