

# Rules & Regulations

## **EVENT: BUSINESS PLAN/IDEA**

### **(To create an Innovative business idea and a business plan)**

***Brief:** Group of two or three students will be asked to create an innovative business idea and a business plan for the same. The students would need to submit a POWERPOINT Presentation describing the nature of the business, the sales and marketing strategy, and the financial background containing a projected profit and loss statement.*

#### **Outline of Business Plan**

- Business Idea Description
- Vision, Mission, Objectives of the Business
- Company Summary/Constitution (For example - Brand name, Logo, Tag line, Organization structure etc.)
- Rationale
- Value Proposition and Competitive Edge
- Industry overview (Facts and Figures)
- Product/ Services Description
- Resources Required
  - Financial
  - Human
  - Physical
  - Technological
  - Intellectual
- Competitor Analysis (Major Players, Market Share etc.)
- Market Analysis Summary
  - Market Segmentation/ Target customer
  - Market Trends
- Sales & Marketing Strategies
  - Sales Forecast
  - Promotion Plans
- Financial feasibility
  - Key Financial Indicators
  - Break Even Analysis
  - Projected Income Statement
- Conclusion/Summary

## **Guidelines & Rules for Business Plan**

1. There can be 2-3 members in each team.
2. The business plan should be strictly as per the given format and can have maximum 15 slides in PPT. Students are supposed to carry their own Pen drives for presentation.
3. Each team will have 15 minutes to present their business plan followed by a questions and answers session.

## **Criteria for Judgment:**

- Rational justification for the success of the business.
- Business identifies a need or gap in the market.
- Strong competitive advantage and growth potential
- Thorough market and customer segment analysis.
- Effective utilization of resources
- Realistic cost, revenue and profit estimations.
- Growth and scalability of the venture.

## **Awards:**

- Three best teams will be awarded
- Decisions of the judges will be final.