

**Business proposal template**

**COVER PAGE:**

**Project Report**

**(Submitted for the Tutorial 2023,B.Com,  
Sem I [4 year/3 year Course ] Under CCF 2022)**

**Paper Code: SEC [Paper I]**

**Area of Business Proposal  
[Industry - eg. Tech/Motor/ Renewable etc.]**

**Name of Company**

**XXXXXXXXXXXXXXXXXXXXXXXXXXXX**

**Submitted by**

**Name of the Candidate .....**

**C U Registration No.....**

**C U Roll No.....**

**College Roll No: .....**

**Sec: .....**

**Name of the College:**

**City College of Commerce and Business Administration**

**Date of Submission ....., 2024**

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## **I. EXECUTIVE SUMMARY**

(Clear, succinct, and effective as a standalone overview of the plan)

- Statement of Purpose
- Owners/Proprietor
- Business Concept and
- Mission Statement
- Vision Statement

## **II. COMPANY OVERVIEW**

- Genesis of concept
- Management Structures
- Overall status and objective of the venture/company / Detailed business Plan
- Location

## **III. PRODUCTS & FACILITIES**

(Production and delivery of product or service; Product costs and margins)

- Description of Product/Service
- Proprietary Features ( any feature or uniqueness of the product that u have patented i.e. IPR)
- Future Planned Products/ Services

#### **IV. INDUSTRY ANALYSIS**

(Description of your potential customers in terms of size and composition, Assessment of competitors through barriers to entry and competitor analysis. Potential obstacles and risks, and corresponding alternate courses of action)

- Background/Trends for Industry
- Typical customers & buying patterns
- Target Customers
- Competitors
- Strengths
- Weaknesses
- Opportunities
- Threats - including threat from Substitutes or indirect competition.
- Unique Selling Proposition.

#### **V. THE MARKETING PLAN**

( Understanding the target market and create a marketing strategy accordingly. )

- Marketing Objectives
- Promotion Plans
- Sales and Distribution

#### **VI. THE FINANCIAL PLAN**

( Amount of funding needed to move forward, if any, and the intended usage of capital)

- Sources of Finance (required) -self (own capital) / borrowed funds
- Cost breakdown -Fixed capital /Working Capital
- Projected future revenue
- Projected Cost structure
- Budget

## **GUIDELINES:**

### **Guidelines of the Entrepreneurship Development Project Report:**

- Project may be either hand written or computerised print format in A4 size page.
- Cover page should be in one page only.
- Maximum number of pages should be 15.
- Entire project should be stapled properly and put into channel file.
- Page numbers must be mentioned.

### **Guidelines for Hand written format:**

Body of the project should be written either in Blue or Black ink (Do not use Red ink)

### **Guidelines for Computerised Print format:**

Font size should be 12.

Font style should be " Times New Roman".

Do not use Red font colour.

**NOTE : C.U ROLL NUMBER , C.U. REGISTRATION NUMBER , COLLEGE ROLL NUMBER and SECTION must be mentioned properly.**

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