

5. Business Plan

1. Introduction:

India, the largest democratic in the world is also going to be the youngest country in the ageing world. This can become a boon if the human resource is properly utilized. Otherwise it becomes a bane to our country. We have a large number of young people or in other words large number of people falling under the working age population. Providing jobs to such a larger group is highly impossible until the number of employers gets increased. So there is a need to create more employers or in other way more number of entrepreneurs. To achieve this, we need a change in mind set where the young graduates understand the concepts of business through practical approach. Business plan competition is one such a platform provided for the students to unleash an entrepreneur sleeping within them.

2. Competition Rules:

2.1. Team Size

- Team size is 3 in order to make each individual contribute towards preparing & presenting a plan in an effective manner
- Any number of teams for Tier-I. The winner & Runners of Tier-I shall be allowed to participate in Tier-II and the winner & runners of tier-II from each zone shall be allowed to participate in Tier III levels.

2.2. Business plan reporting

- Written plan as per the format prescribed only (<2000 words)
- Presentation (<15 slides)
- 1 printed copy & electronic file of plan in pdf format

3. Tier-I-Case Study of a real Business model:

3.1. Objective

- To allow participants to study about a company and its operational model
- To understand the basic concepts of doing a business
- To induce the participants to generate new ideas.

3.2. Company Choosing

The teams are asked to choose a company which was started and currently existing in India for more than 3 years.

- The company should fall under any of the following sectors – Automobile Retail & E-Commerce, Agro-based, IT, FMCG, Food, Travel, Pharma, Environment, Process Industry, Service, Supply chain and OEM
- The company should be active and doing business

3.3. Presentation Format

Team should

- Mention the company name and its sector
- Brief about the founders and management team
- Consider them as one of the management team & mention about their contribution to the management team
- List the company's offering in terms of products and services
- Explain one key product/service in detail, speak about who are the customers for that product and what benefits it provides.
- Mention about the various marketing channels used by the company? How did the company get its initial customers to use the product?
- Brief why your potential customers would choose the product/service? Is there a need for the product?
- Mention about the competitors and how they are they different from their competitors
- If given a chance to start a company on their own, what product will they come up with? Brief about the solutions that they are going to provide for the problem identified from any sector.

4. Tier -II:

The team selected for Tier-II should draft a marketing plan with the idea that they have proposed at Tier-I level and should use the knowledge gained from Tier-I to frame an effective plan in the following format

- Market need/gap (team must be aware of its strengths and weakness through internal and external analysis and look for market opportunities).
- Company offerings (team must analyze its product and services from the viewpoint of the customer-outside in thinking. What is the customer looking for and what

benefits does the customer want? The business must gain knowledge of the marketplace from its customer)

- Target market (team should analyze its target markets).
- Marketing strategies (the team should frame its marketing /sales tactics that will allow it to achieve or surpass its goals).
- Unique selling proposition (what is unique about your product and why should anybody try using it?)
- Competitive analysis (the team should know its competition, current and potential. By identifying the competitor's strengths and weaknesses the business can improve its position in the marketplace)
- Team, roles and responsibilities
- Road Map (How the company will grow in the next 3 years)
- Investment required initially and justification.

5. Tier-III:

The format is similar to the Tier-II presentation. But the contestants from Tier II who qualify for Tier-III will be mentored by a team of young entrepreneurs.

6. Judging Criteria:

Tier-I, Tier-II & Tier-III (Common in all)

- Selection of company according to the rule
- Company overview
- Product knowledge
- Market understanding
- Customers' needs matching with products/services
- Competitive analysis
- Feasibility
- Presentation
- Q/A
- Team work
- Home work

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