



## Business Plan Competition On 28<sup>th</sup> February, 2023

Sponsored by  
Higher Education Department,  
Jammu & Kashmir

Organised by  
Shri Mata Vaishno Devi  
University, Kakryal, Katra, J&K



First Prize	Rs.5000/- Alongwith Appreciation Certificate
Second Prize	Rs.2000/- Alongwith Appreciation Certificate
Third Prize	Rs.1000/- Alongwith Appreciation Certificate

### I. ABOUT THE COMPETITION

The objective of Business Plan Competition to be organized by Shri Mata Vaishno Devi University, Katra, J&K is to carve a path for youth to realize their dreams and foster the spirit of entrepreneurship startups amongst them. The objective also includes nurturing the young minds and helping them to materialize their ideas through a channelized guidance. The participants are required to formulate a business plan and thus, grab an opportunity to put entrepreneurship principles into practice with an integrative learning experience. Innovative, novelty, uniqueness and logical preparation with market

requirements are going to be helpful to succeed in the competition.

### II. A BUSINESS PLAN

A business plan is a written document describing the nature of business, entrepreneurial and intrapreneurial skills, sales and marketing strategy, and financial background containing a projected profit and loss statement, etc. A business plan is also a road map that provides directions. Thus, a business can plan its future and helps it safeguard from the bumps on the road. The time one spends making the business plan, is an investment that pays big dividends in the long term.

### III GUIDELINES FOR FILLING APPLICATION FORM

- An Institute/College/Department/University may send teams of one person or more but at most three persons. No changes in team composition are allowed after submission of the business plan. One Participant cannot participate in more than one team.
- Any bonafide student of MBA/ PGDBM/ PGDM/ B.Tech./ B. Arch/B.Sc. as well as other students of any Degree/Post Graduate Diploma may send team(s) of one person or more but at most three persons. **No change in team composition is allowed after submission of the business idea. One Participant cannot participate in more than one team.**
- An Institute/College/Department/University can send any number of applications/teams with distinctly separate individuals as members.
- Participants should adhere to the timelines specified. No changes in ideas are allowed once the idea is submitted.
- By participating, the participant agrees to the decisions of the judges, whose decisions are final and binding in all respects.
- Nominated candidates may contact for additional supporting information.
- Students should upload the all the documents alongwith business plan and duly signed & endorsed by Principal/ Head the application form to the following link.

<https://docs.google.com/forms/d/1GI-WXfSDuMIs18QYD6iw4V7YNq5kqVuVUuHAsmskKUsq/edit>

**IV BUSINESS PLAN FORMAT:** Overall Prescription & Requirements of the Business Plan to include:

S. N.	CRITERIA	DESCRIPTION & DESIRED RESPONSE
1	COVER SHEET	MUST CONTAIN YOUR NAME AND BUSINESS NAME, COMPANY LOGO, ADDRESS, TELEPHONE NUMBER, EMAIL ADDRESS, WEB ADDRESS(URL), SUBMISSION DATE, ETC.
2	EXECUTIVE SUMMARY	CONCISE EXPLANATION OF VENTURE OBJECTIVES, MARKET PROSPECTS, FINANCIAL FORECASTS AND SOURCES & USES
3	TABLE OF CONTENTS	INCLUDE PAGE NUMBERS, LIST HEADINGS AND SUB-SECTIONS
4	MISSION STATEMENT	BRIEF DESCRIPTION OF COMPANY'S FUNDAMENTAL PURPOSE
5	STATEMENT OF PURPOSE	BUSINESS PLAN OBJECTIVES: VISION OF THE BUSINESS PLAN
6	THE TEAM	LIST CEO AND KEY MANAGEMENT BY NAME ALONGWITH QUALIFICATION
7	BUSINESS DESCRIPTION	BUSINESS TYPE, BASIC PRODUCT OR SERVICE DESCRIPTION, GENERAL STRATEGY PLAN
8	PRODUCTS AND SERVICES & FEASIBILITY STUDIES	DETAILED DESCRIPTION OF PRODUCTS OR SERVICES, PATENTS/TRADEMARKS, CERTIFICATIONS
9	MARKET ANALYSIS A) INDUSTRY B) CUSTOMERS C) COMPETITORS D) MARKETING STRATEGY	A) INDUSTRY ANALYSIS: MARKET BACKGROUND, INDUSTRY-WISE INFORMATION AND TRENDS, LOCAL INDUSTRY INFORMATION AND TRENDS, MARKET CAPTURE & EXPECTATIONS, SOCIAL, ECONOMIC, LEGAL & TECHNOLOGICAL ISSUES B) CUSTOMER ANALYSIS: CUSTOMER DEFINITION, INDIVIDUAL CUSTOMER DEMOGRAPHICS, BUSINESS CUSTOMER DEMOGRAPHICS C) COMPETITION ANALYSIS: SWOT ANALYSIS & ANSWERS TO QUESTIONS LIKE WHY YOUR COMPANY IS SUPERIOR, TRENDS IN COMPETITIVE COMPANIES D) MARKETING STRATEGY: PRODUCT, PRICING PLACEMENT AND PROMOTION ANALYSIS
10	OPERATIONS	LOGISTICS (PLANT LOCATION, FACILITIES NEEDED, SPACE REQUIREMENTS, CAPITAL EQUIPMENT NEEDED & LABOUR REQUIREMENTS & ENVIRONMENTAL & OTHER ISSUES.
11	FINANCIAL PLAN	DETAILED FINANCIAL PROJECTIONS FOR THREE YEARS INCLUDING A CASH FLOW STATEMENT, PROFIT & LOSS (INCOME) STATEMENT & BALANCE SHEET, BREAK EVEN, ETC.
12	APPENDICES	SUPPLEMENTAL MATERIALS LIKE RESUME OF MANAGEMENT TEAM, LETTERS OF REFERENCE, ETC.

(Applicants may type in this format)

## V. APPLICATION FORM

PLEASE FILL THE FORM IN BLOCK LETTERS

- 1) FIRST NAME:-
- 2) LAST NAME:-
- 3) NAMES OF OTHER TEAM MEMBERS
- 4) AFFILIATING INSTITUTE/COLLEGE/DEPT./UNI.:-
- 5) DATE OF BIRTH(DD/MM/YYYY):-
- 6) GENDER:-
- 7) DEGREE PURSUING:-
- 8) CURRENT ADDRESS:-
- 9) PERMANENT ADDRESS:-
- 10) MOBILE NUMBER:-
- 11) ALTERNATIVE NUMBER:-
- 12) EMAIL:-
- 13) ALTERNATIVE EMAIL:-
- 14) TITLE OF THE BUSINESS PLAN:-

Signature(s) of Team Members with Name(s)

I certified the above candidate(s) Mr./Ms (i)-----  
(ii)----- (iii) ----- who is (are) pursuing ----  
-----Degree as a regular in our  
Institution/Department. He/She/They may be  
considered as an applicant(s) for Business Plan  
Competition to be organized by SMVD University,  
Katra, J&K.

Date:

Approved by Head of the  
Institute with Seal



**Business Plan needs to conform to the following specifications:**

- A4 Size sheet
- 12-point Times New Roman font; double-spaced document text
- One copy of the plan submitted in MS Word format (readable by a PC) **Plans are limited to 20 pages total**

**with** 10 pages of text, including the executive summary and summary financial data, and 10 additional pages, including spreadsheets and appropriate appendices.

- Participants may submit through Google form Link

## VI. Participation Fee Requirements

There is No Participation fee

## VII PROGRAMME COORDINATOR

**Dr. Supran Kumar Sharma, Dean, Faculty of Management,** Shri Mata Vaishno Devi University,  
Sub Post Office - 182 320, Katra, J&K, **Fax:** +91-01991-285694 (01991-285 524, 285 535 Ext 2400(O) 6420(R)

**There may be Two Rounds of presentation of the Business Plan comprising of Elimination Round if required followed by Final presentation Round on 28-02-2023 in the online Mode. For further updates please visit university website.**

## PowerPoint/Oral Presentation on 28-02-2023

In the **Elimination Round** participants will be given 10-15 minutes to present an overview/summary of its business plan to a judging panel, followed by an additional 10-15 minutes questions-answers session between the presenting team and the Esteem Judges.

- These time limits will be enforced by a designated staff timer.
- **Each team will need to submit their presentation on googleform along with initial application at:**  
<https://docs.google.com/forms/d/1GI-WXfSDuMIs18QYD6iw4V7YNq5kqVuVUhASmSkkUsg/edit>
- Order of presentations is determined randomly for fairness and will not be changed.

For further details, please visit website:  
[www.smvdu.ac.in](http://www.smvdu.ac.in)

## VIII IMPORTANT DATES

Last date for Uploading the Complete Business Plan	15-02-2023
Declaration of shortlisted Teams	24-02-2023
Presentation by shortlisted Teams (Online Mode)	28-02-2023

Shortlisted participants will be given minimum 15 minutes to present an overview/summary of its business plan to a judging panel, followed by an additional 10-15 minutes question-and-answer session between the presenting team and the judges. These time limits will be enforced by a designated staff timer. The presentation room will be set up in online mode with a computer/laptop only. In case of any technical issue no second chance will be given at all and decision of SMVDU will be final and binding to all the participants.

Order of presentations is determined randomly for fairness and will not be changed.

## IX Entrepreneurship Development Cell (EDC) -SMVDU

One of the prime objectives of EDC-SMVDU is to provide training to enhance entrepreneurial and innovative skill-sets of the youth and to provide rigorous training for innovation and entrepreneurship management in the courses being taught in different schools/ in the University and to make the youth of the region familiar about start-ups and running small industrial unit successfully.

The EDC-SMVDU in the campus, undertakes the role and blends technical inputs with entrepreneurial and managerial skills in academic programmes and train the students as well as youth for entrepreneurial challenges through entrepreneurial awareness/motivation development programmes.

The Cell provides effective linkages with various schools of the campus to bring about entrepreneurial culture for optimal utilization of the expertise, resources and know-how available.

For further details, please visit website:  
[www.smvdu.ac.in](http://www.smvdu.ac.in)