



**INDIAN SCHOOL AL WADI AL KABIR  
DEPARTMENT OF COMMERCE**

**GUIDELINES FOR PROJECT WORK IN ENTREPRENEURSHIP-XII-2022-23**

**Project Details**

1. Students will have to fulfill the following as a part of the project work:

I. Market survey-	10 marks
II. Business plan -	10 marks
III. Practical written paper (Numerical Assessment) -	5 marks
IV. Viva	- 5 marks
<b>Total</b>	<b>30 marks</b>

**2. The students are supposed to submit the fair project work as completed by them on the following topics:**

1. Conduct a simple market research with the objective of estimating demand for an existing product in the market. Students will have to give an innovative suggestion to the product. Conduct a survey for a new innovative product.
2. Preparation of Business Plan

**3. Project details are as follows:**

1. The project should be done individually.
2. The project should be hand written in white one side ruled sheet or single colored sheets only.
3. Page limit – 15-20 pages for Market Survey. (Approx.)  
20 pages for Business Plan. (Approx.)

**4.Expected Checklist for the Project Work:**

- Introduction of topic/title
- Identifying the product/service
- Various stakeholders and effect on each of them
- Use of different tools for market assessment and it's analysis
- Implication of 4P's in the process of marketing
- Calculation of various costs involved in the business planning process
- Validity, reliability, appropriateness and relevance of data used for research work and for presentation in the project file
- Presentation and writing that is succinct and coherent in project file
- Citation of the materials referred to, in the file in footnotes, resources section, bibliography etc.

**5. The format for presentation of report/market survey which should be arranged in the following sequence:**

- a) External cover page
- b) Acknowledgement
- c) Executive summary

- d) Index
- e) Introduction to the topic (Introduction, objectives)
- f) Profile of the product/organization (Details about the competitive product or brand.)
- g) Data analysis and interpretation
- h) Conclusion and recommendation
- i) Photographs (if any)
- j) Bibliography
- k) Appendix (Sample questionnaire to be attached)

**6. Format of presentation of business plan:**

- a) Executive summary
- b) Index
- c) Introduction to the topic (Introduction, objectives)
- d) Market survey
- e) Business plan-explaining each and every aspect given in project details
- f) Conclusion and recommendation
- g) Photographs
- h) Bibliography

**7. Guide lines for business plan:**

- 1) Your business idea: (Main product or service)
- 2) Name of your business, its logo and tagline
- 3) Are there similar products or services in the market?
- 4) What is your competitive advantage and what is your unique selling proposition (USP)?
- 5) Your marketing plan:
  - a) Your market research plan (Describe your competitor, demand for your product/service – is it available or you think you can create it?)  
Talk about at least 3 competitors if it is an existing product. If it is a new product, then analyse the demand for the product.
  - b) Your target customers and how will you reach them?  
Example: children, teenager, homemaker, working persons etc.
  - c) Your advertising and promotion ideas  
Just mention the tools of promotion mix which you will be using.
  - d) Packaging (if applicable)
  - e) Distribution (How do you intend reaching your customers?)  
Channel of distribution – direct and indirect
  - f) What does quality mean for your product or service?
- 6) What is the cost per unit of your product or service? Also, show the computation or explain the logic.
- 7) What is your selling price and your reason for it?
- 8) Give details of your start-up costs here.
  - 1) Land
  - 2) Building
  - 3) Computers
  - 4) Equipment
  - 5) Machinery
  - 6) Vehicles
  - 7) Vessels
  - 8) Software

- 9) Inauguration ceremony
  - 10) Raw material
  - 11) Salary
  - 12) Rent advance
- 9) How would you meet your startup costs (be realistic)?
- 10) What are the likely risk factors in your business and how do you plan to mitigate them?
- 11) Suppose it is now a year since you started your business. Give us one month's profit and loss statement for the first month of the second year to cover the following main items:  
(All figures to be for one whole month.) (Refer to the text book for the format.)
- 12) What is the break-even point of your business? Show the computation assuring the selling price and units which will be sold.