



Ref. No.: BPP/SLT/IIC/NOTICE/362/2025

NOTICE

Dated: 22.03.2025

Business Plan Competition

In accordance with the initiative of Ministry of Education, Govt. of India and Institution's Innovation Council (IIC) program launched by the Ministry of Education (MoE) through MoE's Innovation Cell (MIC) in collaboration with AICTE, IIC strives to strengthen the Innovation and Entrepreneurship Ecosystem in the Institute.

In this regard, all students of BBA, BBA(BA) and BCA are hereby informed that a **Business Plan Competition** organized by **Institution's Innovation Council (IIC)** of our Institute will be held on 17.04.2025 at our college premises.

Students are advised to submit the business plan as per the attached format using the mentioned link latest by 12.04.2025.

Online Registration and Business Plan Submission Link: <https://forms.gle/w2PavVkAvW5Qf9Az9>

Students are also advised to contact following IIC Council members for any kind of guidance regarding this competition:

Dr. Leena Roy Mallick, Mr. Manishi Guha, Ms. Ankita Das Debnath, Ms. Sohini Dutta, Ms. Divya Ghosh, Mr. Debabrata Bhattacharya

sd/-

Dr. Leena Roy Mallick
IIC President, BPPIMT, Salt Lake

sd/-

Dr. Nandita Sanyal (Actg.)
Principal, BPPIMT, Salt Lake

Copy to:

All Year Co-ordinators
Admin Cell
System Cell for Web hosting
All Notice Boards



Format for Submitting Business Plan

• Name of Student/Students with Stream and Semester:

(Submit the business plan as pdf file with maximum size of 2 MB)

1. Business Concept
 - General company description
 - Form of ownership
2. Description of product/service (including innovativeness and unique selling proposition)
3. Industry Analysis
4. Pricing strategy
5. Marketing Plan
6. Target customers
7. Competition analysis
8. Promotional strategies
9. Operations plan (method of production and product/service delivery)
10. Distribution channels
11. Sales forecast (month by month projection of one year)
12. Financial Plan
 - 12-month profit and loss projection
 - a cash-flow projection
 - a projected balance-sheet
 - a break-even calculation
13. Revenue generated in the last financial year
14. Details of the key team members
15. Any other relevant information
16. Appendix (optional) may include relevant pictures, other relevant documents