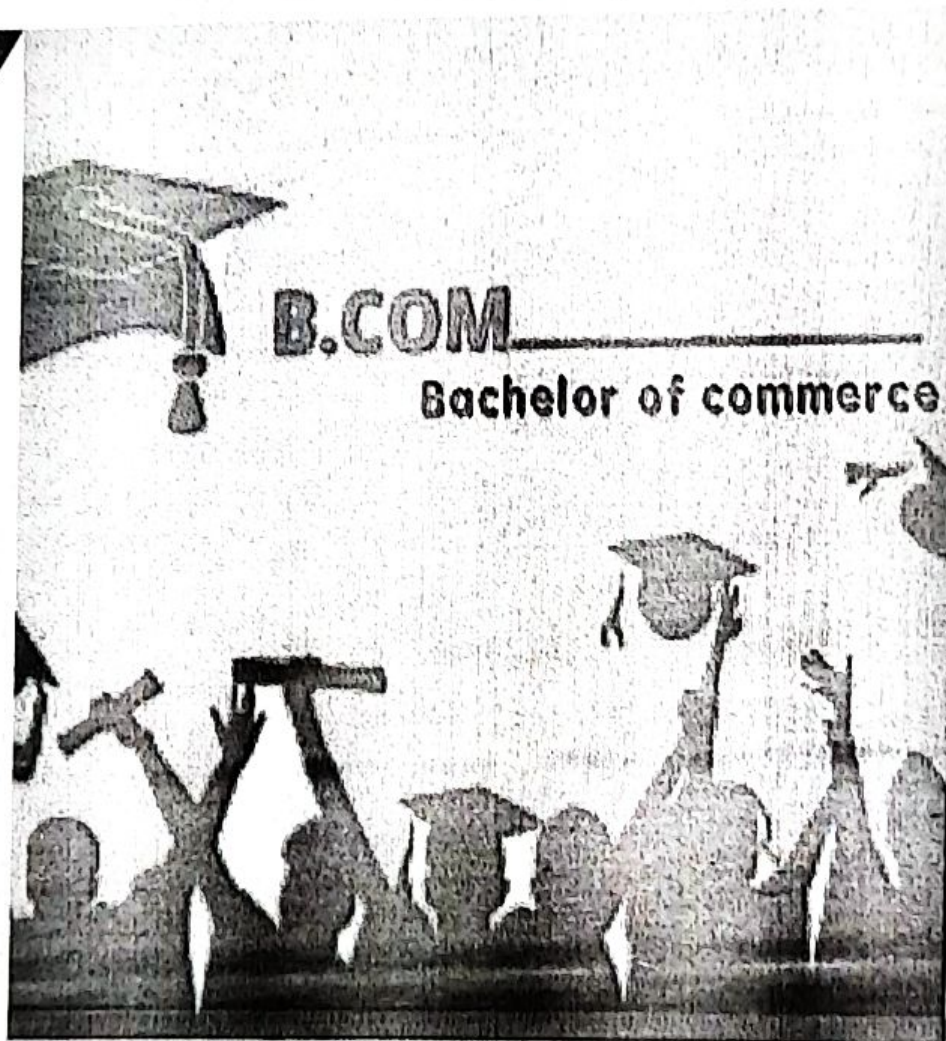


BCHD 603

## B. Com. (Hons.)-D



### Creating Successful Business Plans

IIAMIA HAMDARI



## SEMESTER - VI

### **BCHD 603 ENT – Creating successful Business Plans**

#### **Unit 1 - Overview**

**Business Plan:** What is business plan, Entrepreneurial opportunities and Business Plan. Preparing business plan. (Practical Exercises on preparation of business plan) - Components of Business Plan: Confidentiality Agreement, Executive summary, other components.

#### **Unit 2 – Industry Analysis**

**Market Analysis and Planning:** Undertaking Market Research, Importance, Industry Analysis, Competitor analysis, defining the target market,

#### **Unit 3 – The Marketing Plan & Strategy**

market segmentation, market positioning, building a marketing plan, marketing mix, critical factors for devising a market strategy.

#### **Unit 4 - Technical Feasibility and Analysis.**

**Operation and Production Plan:** Types of production systems, Product design and analysis, New product development, location and layout decisions, project layout, plant and technology choices, product specification and customer needs, production planning and control, Commercializing Technologies

#### **Unit 5 – Financial Analysis**

**Financial analysis and feasibility testing:** pro forma income statements, cash budget, funds flow and Cash flow statements; balance sheet; Break Even Analysis; Ratio Analysis.