

## **BUSINESS PLAN COMPETITION FOR WOMEN STUDENTS**

**November 19-20, 2009.**

National Research Development Corporation (NRDC) announces its Business Plan competition on 19 - 20 November, 2009 at National Science Seminar Complex, Indian Institute of Science Campus, Bangalore for women students. The aim of the program is to help women students to acquire entrepreneurial skills and to improve the chances of entrepreneurial success by exposing students to quality feedback, investment opportunities, and a chance to explore some of the most competitive and innovative entrepreneurial enterprises.

1. **Eligibility** : Women students registered in Bachelors, Masters or PG Diploma pursuing studies in Science, Engineering or Business Management. Not more than two students will be allowed in a team.
2. **Prize Money** : Maximum of Three cash prizes of Rs. 10,000/- each and maximum of five consolation prizes of Rs. 1,000/- each with certificate of merit
3. **Guidelines** : Guidelines for preparing business plan proposal is enclosed at **Annexure-I**
4. **Application form for submission of business Plan** enclosed at **Annexure-II**
5. **Success Stories** : One hour session on Success Stories by women entrepreneurs

**Guidelines to prepare Business Plan**

**1. Business opportunity identification**

- a) New/already existing business
- b) Reason for selecting such activity
- c) Your exposure pertaining to the business idea
- d) Expertise available

**2. Market assessment**

- a) Description of target market
- b) Consumer needs
- c) Extent of cooperation (basis of competition, strength and weaknesses of competitors or their reaction to the presence of new entrant)
- d) Market environment (change in consumption pattern and in consumer taste and preferences)
- e) Advancement in the technology (study market in terms of advent of possible substitute product need to be studied)
- f) Market analysis prediction
- g) Potential distribution of your product

**3. Elements of demand**

- a) Production description
- b) Value of product
- c) Customer group – whether wholesale market or segment
- d) Geographical area – whether products to be marketed only within a certain radius from the location unit
- e) Time period – whether demand of product is for longer period i.e. 5 or 8 or 10 years from commencement or production
- f) Cost analysis for producing the product
- g) Value of your product
- h) Manufacturing process
- i) Delivering mechanism

#### **4. Supply Analysis**

- a) How and where the product is to be sold
- b) Marketing tools (study competitors, substitute products availability)
- c) Defensive plan of action

#### **5. Understanding the environment**

- a) Change in consumption pattern
- b) Technology change
- c) Emergence substitutes
- d) Government policies
- e) Social changes

#### **6. Financial Information**

- a) Cost of project
  - Sources of finance
  - Are there entrepreneurs with sufficient equity
- b) Technology
  - Is the technology imported/indigenous
  - If imported, does the cost policy allow
- c) Extent of profitability
- d) Sales turnover

**Annexure-II**

**APPLICATION FORM FOR SUBMISSION OF BUSINESS PLAN  
COMPETITION FOR WOMEN STUDENTS**

1. Proposal Title :

2. Name(s) of the student :

3. Qualifications :

4. College/University :

5. Contact address with mobile/  
tel./ email :

6. Contact details of the Head  
of the Department/Principal/  
Director of your University/  
College/Organisation :

7. Certificate from the HOD  
endorsing the work done :

8. Description of the Business Plan

( )

Place:

Signature  
Seal

Date: