

PROPOSED BUSINESS PLAN

SUBJECT : (ENTREPRENEURSHIP)

CHAPTER NUMBER:3

CHAPTER NAME : ENTREPRENEURIAL JOURNEY

CHANGING YOUR TOMORROW

PROPOSED BUSINESS PLAN

- **Production Plan**

- Details of manufacturing process
- Physical infrastructure required
- Types of plant and machinery
- Raw materials to be used
- Requirement of power, water etc.

- **Human Resource Plan**

- Categories of human resources or staff required
- Human resource already identified
- Human resource required to be procured
- Time frame for procurement of human resource

- **Marketing Plan**

- Products and services offered

- Pricing policies

- Promotional strategies

- Logistics for distribution

- Channels of distribution

- **Financial Plan**

- Breakeven analysis

- Fixed capital requirements

- Working capital requirement

- Sources of capital

- Schedule of procurement of capital
- Schedule of procurement of asset
- Cash flow projection
- **Miscellaneous/Appendix**
- Market research report
- Contract with vendors
- Contract with financial institutions
- Type of business risk
- Contingency plan

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