



# SNS COLLEGE OF TECHNOLOGY

Re-accredited by NAAC with A+ grade, Accredited by NBA(CSE, IT, ECE, EEE & Mechanical)  
Approved by AICTE, New Delhi, Recognized by UGC, Affiliated to Anna University, Chennai



Department of Computer Applications

# Project Report

MCA



**COURSE** : 23CAT608- ENTREPRENEURSHIP DEVELOPMENT

**UNIT II** : PROJECT PLANNING

**CLASS** : I MCA / II SEMESTER



# Project Report Contains

- Land and buildings required,
- Manufacturing Capacity per annum,
- Manufacturing Process,
- Machinery & equipment along with their prices and specifications,
- Requirements of raw materials,
- Requirements of Power & Water,
- Manpower needs,
- Marketing Cost of the project, production,
- Financial analyses and economic viability of the project



# Objectives of Project Report



- To identify the requirement of the resources (technical, financial, commercial, managerial and operational)
- To find out the critical components of the project idea
- To obtain the opinions of experts from various fields.
- To facilitates financial appraisal of the project by financial institutions, banks, insurance companies, etc,



# Project Report Formation

**1. General Information**

**2. Executive Summary**

**3. Organization Summary**

**4. Project Description**

**5. Marketing Plan**

**6. Capital Structure and operating cost**

**7. Management Plan**

**8. Financial and Technical Aspects**

**9. Project Implementation**

**10. Social Responsibility**



# Project Report Formation

## 1. General Information

- industry
- past experience, present status, problems and future prospects of the industry
- product to be manufactured
- reasons for selecting the product
- demand for the product in the local, national and the global market

## 2. Executive Summary

- objectives of the business and the methods for attain success
- overall picture of the business with regard to capital, operations, methods of functioning and execution of the business must be stated
- Assumptions and the risks in the business



# Project Report Formation



## 3. Organization Summary

- organization structure and pattern proposed
- ownership is based on sole proprietorship, partnership or Joint Stock Company.
- Bio data of the promoters including financial soundness.
- proprietors or promoters profile

## 4. Project Description

- Location of the site and area required
- Raw material requirements,
- Target of production,
- Power, fuel, water and Employment requirements of skilled and unskilled labour,
- Technology and Production process,
- Pollution treatment plants/ Standard norms



# Project Report Formation



## 5. Marketing Plan

- Prepare marketing strategies
  - Type of customers and Target markets,
  - Nature of Future prospects of the market,
- Sales objectives
- Marketing Cost of the project
- Market share of proposed venture,
- Demand for the product in the local, national and the global market,
- Distribution channels

## 6. Capital Structure and operating cost

- Total capital requirements of the project
  - source of finance
  - indicate the extent of owners funds and borrowed funds.
- Estimate of total project cost
  - land, construction of buildings and civil works
  - plant and machinery
  - Miscellaneous fixed assets,
  - preliminary and preoperative expenses and working capital



# Project Report Formation

## 7. Management Plan

- Business experience of the promoters of the business
- Details about management team,
- Duties and responsibilities of team members
- Current personnel needs of the organization,
- Methods of managing the business
- Plans for hiring and training personnel
- Programmes and policies of the management,

## 8. Financial and Technical Aspects

- Estimated
  - sales revenue,
  - cost of production
  - gross profit and net profit
- Accounting system and the inventory control system will be used
  - Technology selected for the project, Production process, capacity of machinery, pollution control plants etc





# Project Report Formation

## 9. Project Implementation

- 
- Current personnel needs of the organization,
- Methods of managing the business
- Plans for hiring and training personnel
- Programmes and policies of the management,

## 8. Financial and Technical Aspects

- Estimated
  - sales revenue,
  - cost of production
  - gross profit and net profit
- Accounting system and the inventory control system will be used
  - Technology selected for the project, Production process, capacity of machinery, pollution control plants etc



# Project Report Formation



## 9. Project Implementation

- indicate the time within the activities involved in establishing the enterprise can be completed
- indicate the time within the activities involved in establishing the enterprise can be completed

## 10. Social Responsibility

- Contribution to the society in the form of
  - Employment
  - Income
  - exports
  - infrastructure





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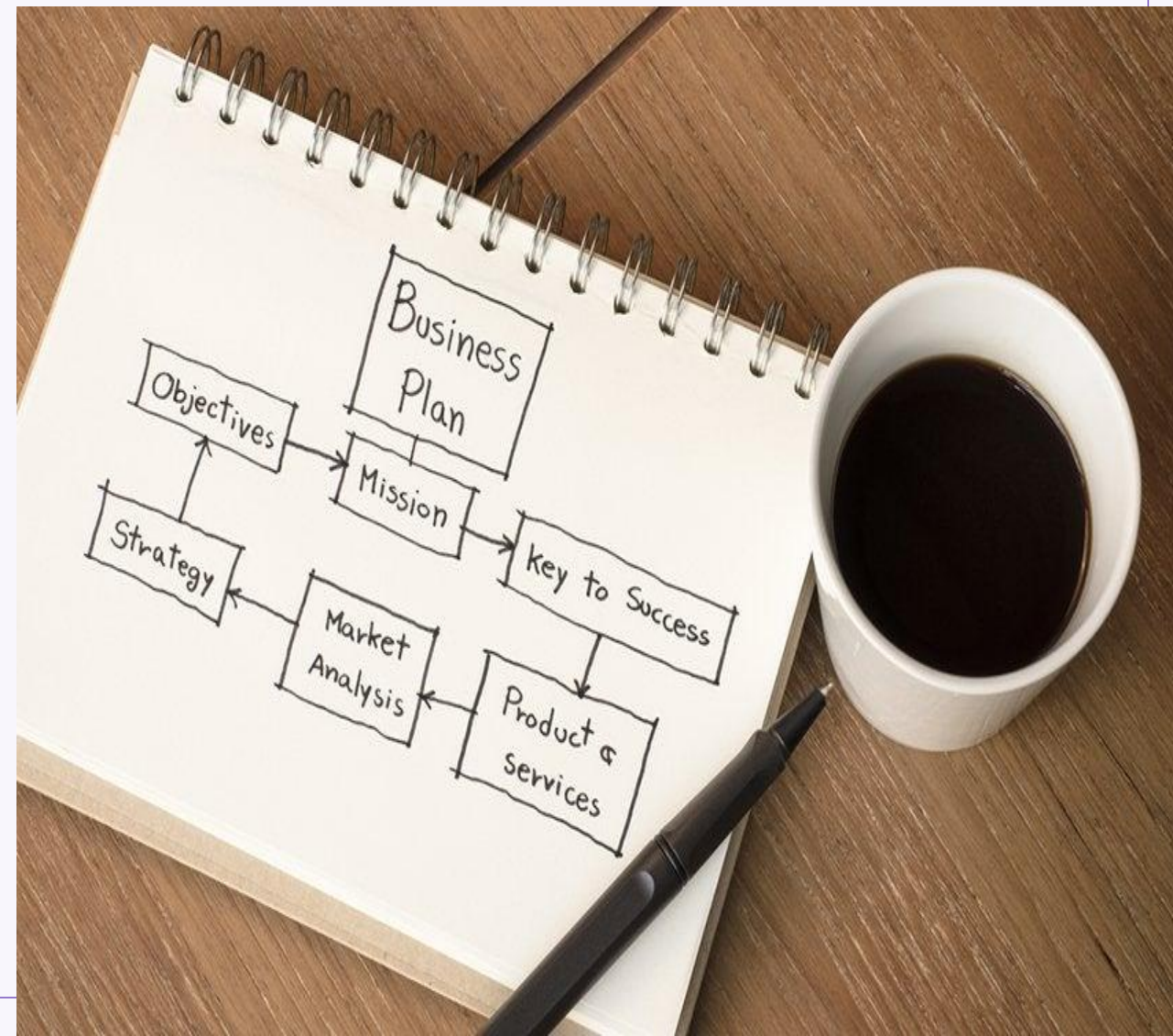
Department of Computer Applications

## Business Development Plan

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# Business Plan Development



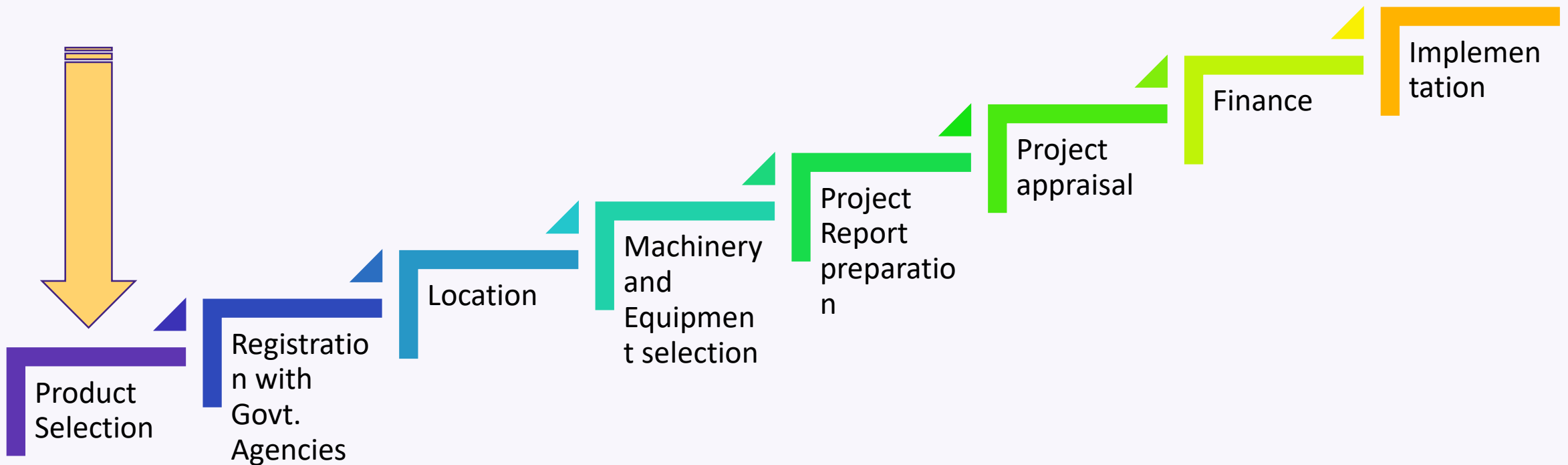
Document that defines the goals of your business and describes how you will attain those goals

It sets objectives, defines budgets, engages partners, and anticipates problems before they occur

worth your considerable investment of time, effort, and energy



# Procedure and formalities in setting up an Industrial unit





# Why Business Plan Development?



- Attract investors
- See if your business ideas will work
- Set up milestones
- Learn about the market
- Secure additional funding or loans
- Ascertain your financial needs
- Attract top-level people
- Monitor your business



# Business Plan Development - Considerations



COURTESY: UNIVERSITY OF NEBRASKA OMAHA





# Business Plan Development Report Content

Executive  
Summary

Business  
concept

Product and  
Technology

Market Analysis

Management  
Team

Marketing  
Strategy

Risk Assessment

Operations and  
Management



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## Project Appraisal

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# Project Appraisal



- Processing and assessing of proposals before resources are committed
- Careful checking of project preparation (Basic data & methodology)
- Main objective is to find requirements of funds and expected return



# Project Appraisal

