



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



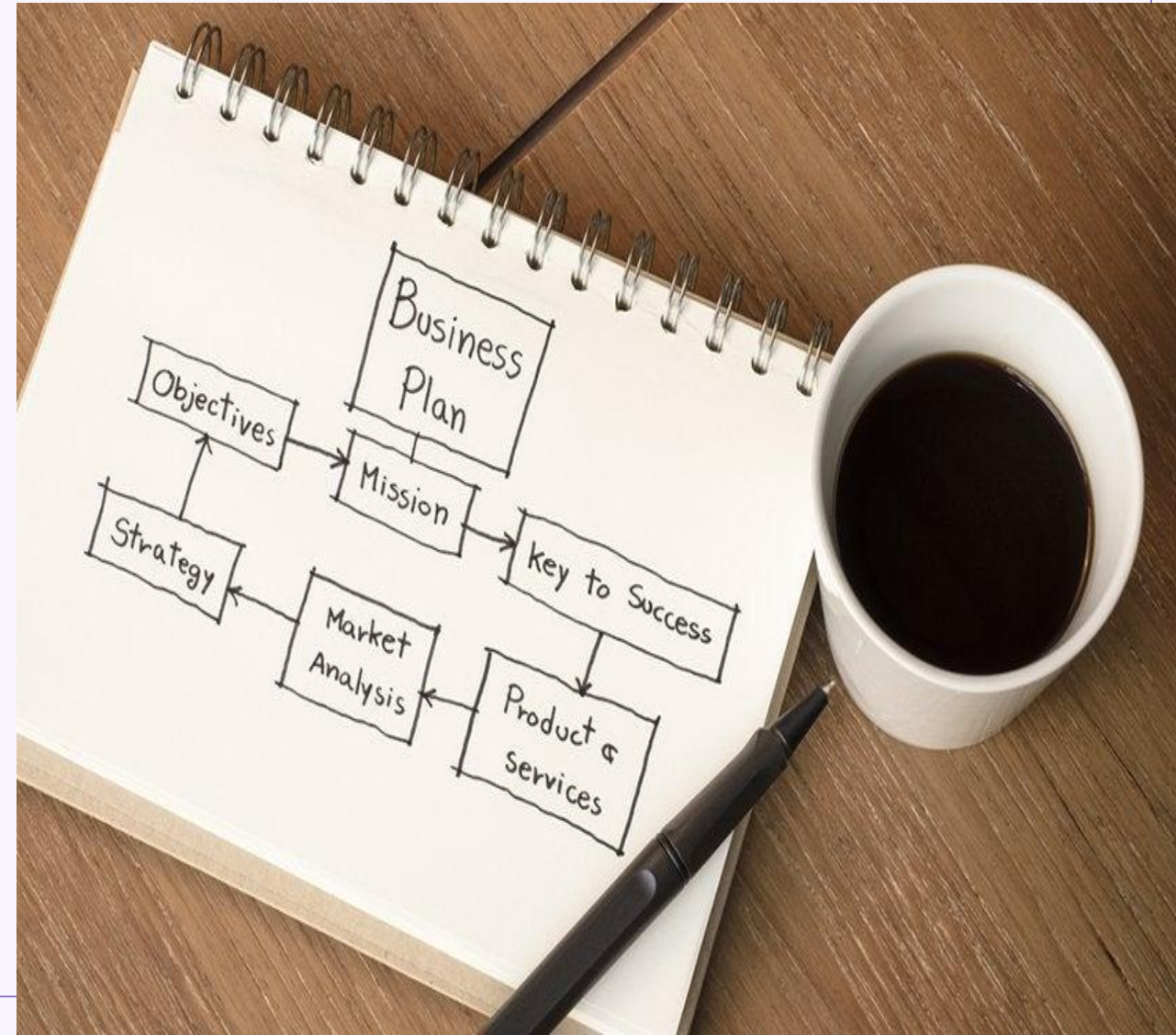
Department of Computer Applications

Business Development Plan

COURSE : 23CAT608- ENTREPRENEURSHIP DEVELOPMENT

UNIT II : PROJECT PLANNING

CLASS : I MCA / II SEMESTER





Business Plan Development



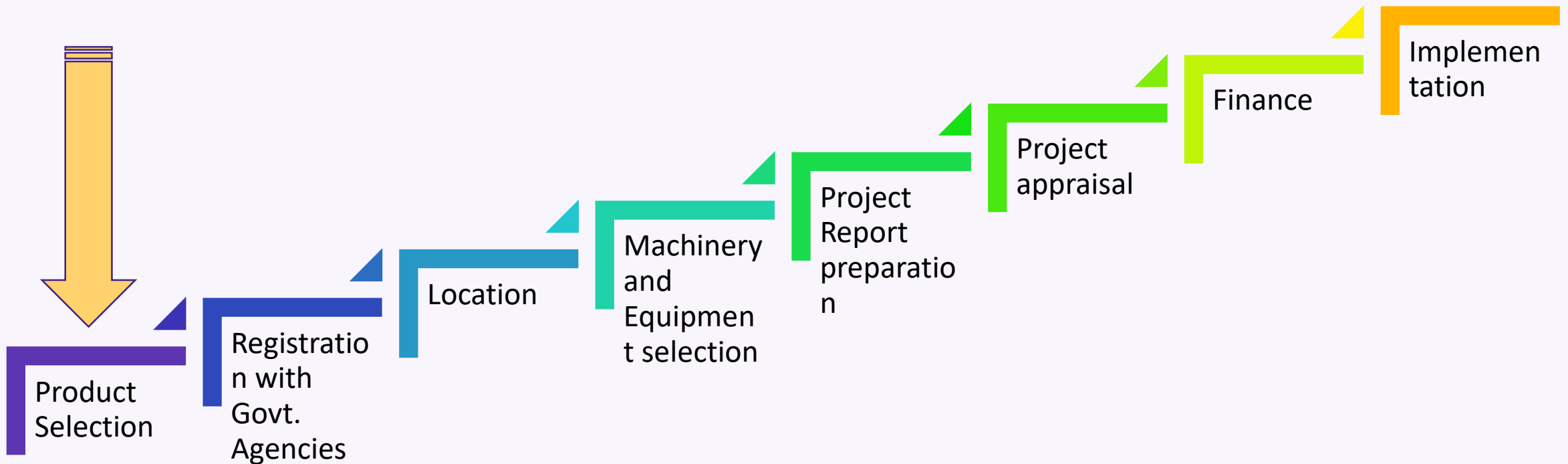
Document that defines the goals of your business and describes how you will attain those goals

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

