



PASCHIM MEDINIPUR DISTRICT  
CHAMBER OF COMMERCE & INDUSTRY

# **BUSINESS PLAN COMPETITION** **TEMPLATE FOR PARTICIPANTS** **(CLASSES IX TO XII)**

# **BUSINESS PLAN DESCRIPTION**

## **Plan mission statement**

In simple and concise terms, please state the purpose of formulating the business plan.

## **Product/service features and benefits**

Describe the business plan.

- Describe the most important features. What makes this business plan unique?
- Describe the most important benefits. What will this product / service do for the customer?

# **TARGET MARKET & MARKETING PLAN**

- 1. Describe your target customer.**
- 2. Positioning/Niche:** There should be a clear understanding of your business plan's niche (your unique segment of the market) as well as your positioning (how you want to present your product / service to customers).
- 3. Explain the marketing and advertising tactics you plan to use.**



# **KEY COMPETITORS & CHALLENGES**

Your plan must show that you have identified your competitors and understood how to differentiate your business plan from the current competition.

3 main challenges that your business plan will face, and how do you plan to overcome them?

# **BUSINESS PLAN FINANCIALS**

## **Production**

How much it will cost to produce the end product / service?

## **Pricing**

How much will you charge the customer for your product / service?

## **Projected Sales**

What is the estimated revenue that you forecast for the first year?

# **BUSINESS PLAN OBJECTIVES**

What are the **Short-term** & **Long-Term** Objectives of the business plan?

What makes you certain that your Business Plan will succeed?



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**THANK YOU.**