

Mini Project 1 Structure of Report

Title Page

Acknowledgement

Faculty Mentor Certificate

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PART 1

Executive Summary

The Business(Venture Name)

- Objective
- Vision
- Values
- Gap Identification
- Concept Generation

The Product/ Service

- Product /Service idea
- Why is this idea new and important
- Benefits of product/ service

PART 2

Feasibility Analysis

Product Feasibility

- Demand
- Features
- USP
- Application

Technical Feasibility

- Competitive Edge
- Resources
- SWOT Analysis

Industry Feasibility

- Industrial Attractiveness

Organizational Feasibility

- 7 M's
- HR planning

Financial Feasibility

- Capital Required
- Cost of Production(Show calculation for this)
- Financial Planning

Marketing Plan

- Product
- Price
- Promotion
- Place
- STP(Segmentation, Targeting and Positioning)

PART 3

Description

Conclusion