



SYAMAPRASAD COLLEGE
www.syamaprasadcollege.in

SYAMAPRASAD COLLEGE

Affiliated to University of Calcutta, NAAC Accredited "B"



Main: 92, SP Mukherjee Road, Kolkata -700026.
Annex: 5B, R Dasgupta Road, Kolkata -700026.



(033)-2455-1738
(033)-2455-7671

Guidelines for Skill Enhancement Course [SEC]- Entrepreneurship Development

C.U. Tutorial Examination -2023/24.

Total Marks - 25

B.Com SEM - I [HONS. AND GEN.]

1. State the important contents of a Project Report. 5
2. Write a project report on any one of the following topic: 20

Starting a New Family Restaurant/ Cafeteria

OR

Expansion of School

Project Report should comprise the following elements:

- (A) Background of the Business
- (B) Customers' Profile
- (C) Long and Short Term Objectives
- (D) Financial Assessment of Investment Expenditure and Value of the entire Project
- (E) Market Assessment / Marketing Assessment
- (F) Operational Plan
- (G) SWOT Analysis

- Project Proposal Report Should be submitted with in **21st Feb, 2024**
- Project Proposal Report Business Plan should be in types format
- Each Student of B.Com [Hons and Gen] Sem 1 should have to submit their Hardcopy of Business Plan [Project Proposal] individually in a channel file with in **21st Feb. 2024.**
- Font Style: "Times New Roman" Font Size: 12 and Heading Should be 14/16. Line Spacing : 1.5
- Individual students is requested to complete this Business Plan Proposal with in 11 pages.
- **After Submission the respective Students have to sign in the respective Column. Without signature no one should submit their Business Proposal Project Report**

Cont. Page 2/....



syamaprasadcollege@gmail.com



https://syamaprasadcollege.in



SYAMAPRASAD COLLEGE
www.syamaprasadcollege.in

SYAMAPRASAD COLLEGE

Affiliated to University of Calcutta, NAAC Accredited "B"



Main: 92, SP Mukherjee Road, Kolkata -700026.
Annex: 5B, R Dasgupta Road, Kolkata -700026.

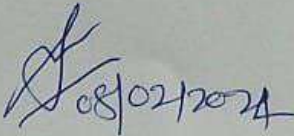


(033)-2455-1738
(033)-2455-7671

Page 2

Follow the below-mentioned structure of Project Proposal:

Sri no.	Components of Proj Proposal	Description
1	Cover Page	1. Business Plan 2. Name of the Student 3. College Roll No. 4. CU Registration Number 5. Session 2023-24 [Page 1]
2	Chapter 1 Introduction	1. Background of the Business 2. Purpose of the Business 3. Customers' Profile 4. Long and Short Term Objectives 5. Limitations of the Study [Page 2,3,4]
3	Chapter 2 Business Environment Analysis	1. Market Analysis 2. Type of Market 3. Market Description 4. Reasons for Starting Business in a particular market 5. Target Clients 6. Market Competition Pattern 7. SWOT Analysis [Page 5,6]
4	Chapter 3 Feasibility Study	1. Marketing Plan 2. Management Summary 3. Operational Plan[if any] 4. Financial plan [Page 7,8]
5	Chapter 4 Conclusion	Summarize the whole study with concluding Remarks [Page 9]


Vice Principal
Syamaprasad College
Kolkata

Bhaskar Bagchi
Head
Department of Commerce
Syamaprasad College
Kolkata-26

syamaprasadcollege@gmail.com



https://syamaprasadcollege.in

