

## Rule book for Business Bazigars

1. This game is based on the marketing of a product.
2. There will be 3 rounds, each round will be played between teams of 3 members.
3. In 1st round any three products will be given to participants and they have to select any one product.
4. Participants have to present an idea on how to launch the selected product.
5. Participants have to give perfect description of the products and the ways to sell it.
6. Participants should include these points in their idea:-
  - \*Unique selling point
  - \*Innovation (R&D)
  - \*Market segment
  - \*Target cities where product is to be introduced
  - \*Pricing
  - \*Promotional strategy
7. Overall 12 groups having best ideas will be selected from the 1st round based on creativity as well as chances to earn maximum profit.
8. In 2nd round the teams have to present or market a product. They will be given 10-15 min. to prepare their idea.
9. The other teams will judge the performance.
10. Top 6 teams (out of 12) will qualify for the 3rd and final round.
11. In this round, each team member will be given a Rs.50(150 rupees per team).
12. The teams have to start a whole new business from scratch using the given capital and earn profits in given time.
13. The team having maximum profit will win.

HIGHEST PROFIT MAKERS = WINNERS

# Registration fee Rs.50/- per team

# Prize money:

\* 1st - 2500/-

\* 2nd- 1500/-

\* 3rd-1000/-

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