



HALDIA INSTITUTE OF TECHNOLOGY

PRAYUKTI 2023

B-PLAN

PROBLEM STATEMENT:

Plan out a marketing strategy to launch an e-commerce application. What will be the steps undertaken by you to promote your app so that the users will prefer your app over the other conventional apps released as to in the market. Plagiarism is forbidden, if discovered the group will be immediately disqualified.

RULES:

Number of persons per team: 1-5 persons

Documents to be submitted before event:

- a) Identification of need gap
- b) Product or service description
- c) Infrastructural requirement with valuation
- d) Financial project report including Cost, working capital, capital investment, Return on Investment, profitability analysis
- e) Plan of funding
- f) Promotional strategy
- g) Marketing channel description
- h) Design/Prototype/ Sample in case of product
- i) Social benefit (in any)
- j) Environmental impact assessment
- k) Licensing required.
- l) Pay back plan in case of Bank borrowing.
- m) Every team have to be there team name

On the day of event:

The team is supposed to show and explain a presentation and face the questions of the judges on the project.

Knowledge City, ICARE Complex, HIT Campus, Dist. Purba Medinipur, HALDIA-721657, West Bengal

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