

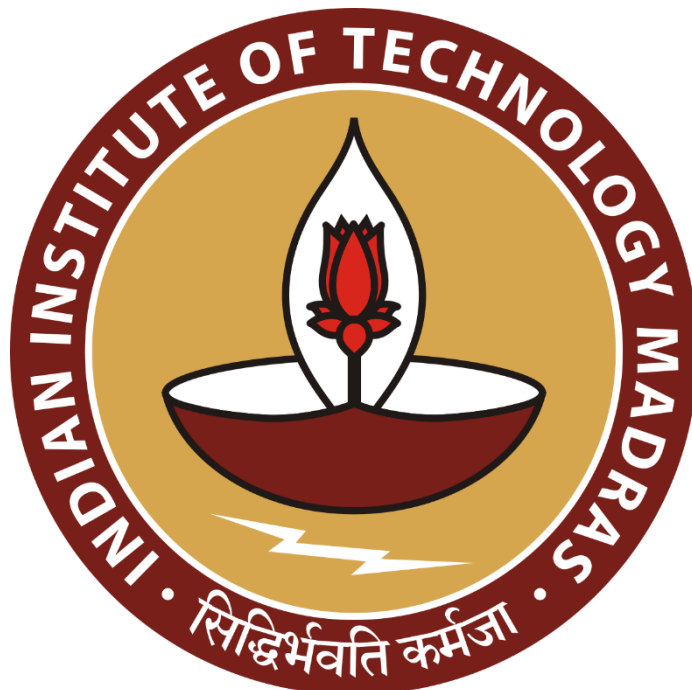
Title of Your Project

A Proposal report for the BDM capstone Project

Submitted by

Name:.....

Roll number:.....



IITM Online BS Degree Program,
Indian Institute of Technology, Madras, Chennai
Tamil Nadu, India, 600036

Contents

1	Executive Summary and Title (200 Words)	2
2	Organisation Background (150 Words)	2
3	Problem Statement (Listed as objectives) (50-75 Words)	3
3.1	Problem statement 1: Explanation in 1-2 lines	3
3.2	Problem statement 2: Explanation in 1-2 lines	3
3.3	Problem statement 2: Explanation in 1-2 lines	3
4	Background of the Problem (200 Words)	3
5	Problem Solving Approach (400 Words)	3
6	Expected Timeline	4
7	Expected Outcome	5

Declaration Statement

I am working on a Project Title “.....”. I extend my appreciation to **[Name of Business/Company]**, for providing the necessary resources that enabled me to conduct my project.

I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered through primary sources and carefully analyzed to assure its reliability.

Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the information of academic honesty and integrity, and I am receptive to any additional examination or validation of the data contained in this project report.

I understand that the execution of this project is intended for individual completion and is not to be undertaken collectively. I thus affirm that I am not engaged in any form of collaboration with other individuals, and that all the work undertaken has been solely conducted by me. In the event that plagiarism is detected in the report at any stage of the project's completion, I am fully aware and prepared to accept disciplinary measures imposed by the relevant authority.

I agree that all the recommendations are business-specific and limited to this project exclusively, and cannot be utilized for any other purpose with an IIT Madras tag. I understand that IIT Madras does not endorse this.

Signature of Candidate: **(Digital Signature)**

Name:

Date:

1 Executive Summary and Title (200 Words)

Paragraph 1. : Details about the organization (brief description)- About 2 lines max.

Paragraph 2. : About the problem (brief description) -

Paragraph 3. : Possible approach and solution you are looking for.

The project focuses on a small grocery/other shops/company located at..... The business is B2B or B2C and deals in the segment of.....

The major business issues that the organization is facing are related to a very nominal profit due to a large number of inventory stocks, or whatever it is.

The issues will be addressed by analyzing the data via different analytical approaches to obtain a fruitful outcome. (Describe some of the approaches that you are planning to replicate in your project.)

The expected outcome helps the organization reduce the money blockage in terms of inventory, which helps increase the profitability of the organization.

Ref:

1. <https://asana.com/resources/executive-summary-examples>
2. <https://www.projectmanager.com/blog/write-an-executive-summary>

2 Organization Background (150 Words)

Sample:

The company that I am working with is Facebook; which is a for-profit corporation and online social media and social networking service based in Menlo Park, California. The Facebook website was launched in 2004, by Mark Zuckerberg, and fellow Harvard College students. The network was promptly extended to other Boston universities, the Ivy League, and eventually all US universities. In June 2004, Facebook received its first private investment from Peter Theil, the founder of PayPal. It became Facebook.com in August 2005 after the address was purchased for \$200,000 and began to spread worldwide, reaching UK universities the following month (ICD 2016).

Ref:

1. <https://www.business.com/articles/writing-a-company-history/>
2. <https://bizfluent.com/write-organizational-background-5883.html>

3 Problem Statement (Listed as objectives) (50-75 Words)

- 3.1 Problem statement 1: Explanation in 1-2 lines
- 3.2 Problem statement 2: Explanation in 1-2 lines
- 3.3 Problem statement 2: Explanation in 1-2 lines

***The statement of problem deals with the gap in knowledge you have noticed and intend to address through your research work. Every research study should be based on two variables mostly; the subject and the object. When you make a statement of a problem it means you have a problem you want to address research-wise. SO, you need to build on the problem and tell the audience what the problem you have discovered is as well as how you intend to mitigate the problem.

Ref:

- 1. <https://project-management.com/what-is-a-problem-statement/>
- 2. <https://www.isixsigma.com/getting-started/how-to-write-an-effective-problem-statement/>
- 3. <https://www.managementstudyguide.com/defining-project-problem-statement.htm>

4 Background of the Problem (200 Words)

Here you have to describe more about the problem and factors which are affecting the problem. How this problem arises and what are the key factors related to the problem.

Major cause of problems

Internal problems

External problems

Ref:

- 1. <https://fhsu.pressbooks.pub/aep-research/chapter/background/>
- 2. <https://readwriteperfect.com/whats-the-difference-between-the-problem-background-and-problem-statement-in-your-dissertation-chapter-1/>

5 Problem Solving Approach (400 Words)

What are the different approaches that will be implemented to solve the problem based on the data?

Ref:

1. <https://upmetrics.co/blog/4-proven-techniques-for-effective-business-problem-solving>
2. <https://www.tycoonstory.com/7-steps-to-solve-business-problems-effectively/>
3. <https://online.purdue.edu/blog/business/problem-solving-techniques-in-business>
4. <https://www.businessballs.com/problem-solving-and-decision-making/decision-making-and-problem-solving/>
5. <https://www.ibm.com/garage/method/practices/discover/business-problem-to-ai-data-science-solution/>
6. <https://www.linkedin.com/pulse/solving-business-problems-data-science-waqas-ahmed-awar/>

6 Expected Timeline

6.1 Work Breakdown Structure:

Ref:

1. <https://acqnotes.com/acqnote/careerfields/work-breakdown-structure>
2. <https://www.wrike.com/project-management-guide/faq/what-is-work-breakdown-structure-in-project-management/>

6.2 Gantt chart

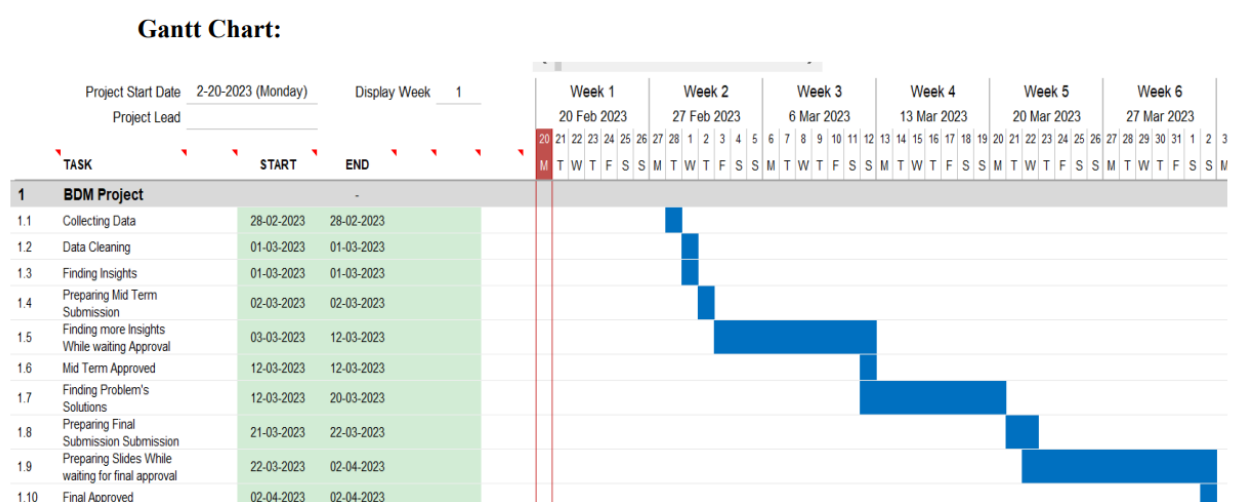


Figure 1 Expected timeline for completion of project.

7 Expected Outcome (Briefly explain in 150-200 words)

For example:

- 7.1 Better inventory planning and better understanding of which products are more sold.
- 7.2 What are the main reasons behind returns and what products have a high return percentage.
- 7.3 A better idea about the democratic distribution of customs.

For your reference, see the guidelines, rubrics, and live session videos. This is not part of the report. Remove this page before submission.

Ref:

Videos:

Lecture-1: <https://youtu.be/RPGFybqNL1Q>

Lecture-2: <https://youtu.be/xKwBQLIP9sk>

Lecture-3: <https://youtu.be/N7PQRuXKCdY>

Lecture-4: <https://youtu.be/zV-PGq715lw>

Playlist: <https://www.youtube.com/playlist?list=PLNmIFfYWEpbQivebUOOIYudty1PlqIXHP>

Documents:

<https://drive.google.com/drive/folders/1iIEVBSuKfC1BGJ8-00Oz3HXrY9HE3MLa?usp=sharing>

The document is prepared by Dr. Aaditya Chandel and Dr. Ashwin Baliga.