

B-PLAN

"Nothing beats a true profit"

INTRODUCTION:

A business plan is a formal statement of a set of business goals, the reasons they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals.

Business plans may also target changes in perception and branding by the customer, client, tax payer, or larger community.

PROBLEM STATEMENT:

B-plan is an event in which you'll have to make a presentation of the innovative business plans you have for a company. The company may be an already existing one or a virtual one.



RULES & REGULATIONS:

Executive Summary Description:

- Topic of the plan
- A description of your company, including your product and/or services
- Mission statement
- Business's management
- Overview of the marketing and sales
- Competitive advantage
- Social benefit by company
- The Presentation should be made taking into account of the above topics.
- Presentation can contain photos, videos, chart etc.
- Presentation can be made as PowerPoint presentation , pdf , word doc etc (as convenient)
- A presentation should be given on the plan during the event.

JUDGING CRITERIA:

Points will be given on following parameters:

- Innovation
- Presentation
- Mission statement
- Business management
- Company profit
- Benefit toward society

In case of any discrepancy the decision taken by the jury will be treated as final decision.

TEAM SIZE:

A team can comprise of maximum of two members.

ELIGIBILITY CRITERIA:

- All students with a valid Registration Card of DEXTRA 2014 along with their respective educational institutes' ID Cards are eligible to participate.
- Non-JUET participants must possess an Accommodation Confirmation Letter (ACL) issued by the organizing body at the time of registration. **Registration Card will not be issued without ACL**

EVENT MANAGERS:

Ashutosh Shukla (8962630781)

Khushboo Chawla

Kriti Saxsena