AMITY BUSINESS SCHOOL

AMITY UNIVERSITY

presents

LAKSHYA

BUSINESS PLAN COMPETITION

SIDBI
भारतीय लघु उद्योग विकास बैंक
SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA

NEN
NATIONAL ENTREPRENEURSHIP NETWORK

niesbud

Successful Entrepreneurs

F3 BLOCK, ABS
SECTOR 125
NOIDA

EXCITING PRIZES TO BE WON!

10th Feb'12

Team Leader: Dr. Vandana Mathur

MENTORING To Shortlisted Teams

Student Coordinators: Anisha: 9873559714 Abhishek: 9654766501

Dated: January 18, 2012

Sub: **AMITY YOUTH FESTIVAL 2012**

Dear Sir/Ma'am

"***Education is the manifestation of the perfection already in man***"
– Swami Vivekananda

The strong foundation of a successful nation is none other than good education. Education is the ticket to the future, for tomorrow belongs to those who prepare for it today and it is the biggest service to the individual, to the nation and to humanity world over. We, at Amity believe in the same and follow our Hon'ble Founder President **Dr. Ashok K. Chauhan's** mission: "*To develop the overall personality of students by making them not only excellent professionals but also good individuals, with understanding and regard for human values, pride in their heritage and culture, a sense of right and wrong, and yearning for perfection"*

The culture encompasses the value system, the shared beliefs and a blend of heritage and harmonious history. India being a nation of paradoxes finely fits in the animated example of multi-cultural coherence. The often clichéd line 'unity among diversity' was perhaps coined to state Indian paradigm. It's the co-existence of cultural dimensions that sets the pace for propelling the business drivers. The illustriousness of multicultural axis forms the backdrop of the ***AMITY YOUTH FESTIVAL 2012*** which will be held from ***February 9-11, 2012***. The academic perusal must be synchronized with co-curricular activities to assist students to achieve holistic growth as it endeavors to give them an opportunity to express themselves.

AMITY YOUTH FESTIVAL 2012 aims at the synergy of ideas of students and enthusiasts from all over the country. The tributaries of knowledge, culture, visions and panoramas will converge thus giving the festival its true meaning. We at Amity believe that this festival would bring amidst euphoria, an experience to remember and an opportunity to form new bonds while celebrating our cherished cultures, heritage and values. We look forward to an everlasting and strong relationship with your esteemed institution.

Thanking You
Best Regards,
Dr. Sanjay Srivastava
HOI & Addl. Director General
Amity Business School

LAKSHYA (10th Feb 2012)

The Ultimate Goal…….!

Amity invites innovative business ideas
for
Lakshya - The Business Plan Competition

Guidelines:

- A team should comprise of at least two members and a maximum of four members.
- No student can be a part of more than one team.
- Entries must contain the original work of the participants
- The teams should strictly adhere to the deadlines mentioned.
- The decision of the judges will be final and binding.
- Additional instructions to the teams that get selected in Phase-1 will be communicated as the event proceeds.
- Each contestant must agree with the rules of the contest and must agree to accept the declaration of confidentiality.
- Entries remain the property of the legal owner.
- The name once given as an entry will not be changed.
- Mentoring will be provided to shortlisted teams.

Executive Summary:

- The document can be of a maximum of three pages excluding the cover page.
- The cover page should include the name of the team and the members, contact details and the college name.
- Entries to be mailed to **vmathur@amity.edu**. This entry also serves the registration purpose.
- The Executive Summary can be submitted in a word document file or in a PDF format.
- **Font details:** Times New Roman, Size 12, Single Line spacing.
- The Executive Summary has to be submitted in the following pattern, as the file name: **TeamName_InstituteName**
- The subject of e-mail should be in the following pattern: Lakshya_Team Name_InstituteName

Timelines:

Phase I:

- Last date for the submission of Executive Summary – 30th January, 2012
- Results of Phase I – 1st February, 2012
- Confirmation of participation within 24 hours

Phase II:

- Submission of the detailed B-plan & PPT- 3rd February, 2012

Phase III:

- Final Presentation – 10th February, 2012

Timings

- Registration: 9:30AM to 10:00AM
- Presentations: 10:00 AM to 1:30 PM

For further queries:

Dr. VANDANA MATHUR
(Team Leader)
vmathur@amity.edu

Student Coordinators:

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LAKSHYA BUSINESS PLAN COMPETITION

FORMAT FOR EXECUTIVE SUMMARY

PLAN/COMPANY NAME
INDUSTRY

BUSINESS SUMMARY: (A One-Paragraph Description of Your Business)

PLEASE PROVIDE THE FOLLOWING DETAILS:
- What made you go for this venture and what's your motive?
- Why do you think you will succeed?

BRIEF BUSINESS OVERVIEW:
- Whose/what problem is this solving?
- What is the need that it is addressing?
- Why it is important and what value it adds?
- Product/Service Specification
- Technology
- USP / Competitive advantage

MARKET OPPORTUNITY:
- Target Market Segment
- Addressable Market size
- Potential Revenue per year/quarter
- Geographies targeted and expansion plan

BUSINESS MODEL AND BUSINESS DEVELOPMENT:
- Go-to-market strategy
- Marketing Plan – Online/Offline
- Sales Channel Development
- Media Channels Used for Promotion
- Advertising Mix used and money spent on each
- Manpower Planning: Proposed Organizational Structure

COMPETITIVE ANALYSIS:
• Competitive advantage
• Existing / Potential Competition

CURRENT STATUS:
• Team
• Infrastructure
• Technology
• Market share

GO-TO-MARKET PLAN:
• Timeline and scope of product rollout
• Target market for launch and the best way to reach them
• Marketing communication plan
• Sales channel strategy, sales targets
• Risks and challenges

FINANCIAL PROJECTIONS:
• Expenses till/for: December 2012 & 3 years
• Capital Expenditure, Operating Expenditure
• Revenue till/for: December 2012 & 3 years
• Profit & Loss Account; Cash flow till/for: December 2012 & 3 years

FUNDS REQUIRED / USE OF FUNDS

TEAM COMPOSITION:
• Why is your team most suited for the venture?
• Do your team members have the complementary skills?