



CIBMRDs Institution's Innovation Council (IIC) - SELF DRIVEN activities for academic year 2022-23

Business Plan competition on dated 23rd December 2022

Semester 1

Quarter 2

THEME	Entrepreneurship
ACTIVITY NAME	Business Plan competition
MODE OF CONDUCT	Offline
TIME	One Day
MANDATORY/ELECTIVE	Self-Driven activity
PARTICIPANTS	22 Students + 2 Faculties
Description	<p>Vidya Shikshan Prasarak Mandal AHEs Central Institute of Business Management, Research & Development, Nagpur has organised Business Plan Competition of its management students on 23rd December 2022. Objective behind this competition is to bring business ideas from students and stream line elements in detail which real entrepreneurs required.</p> <p>Total 5 business ideas were present by respective students. Dr. Ajay Talwekar, President, IIC, CIBMRD were the judge. Students shared their respective ideas and based on that Dr. Ajay shared his view on business idea.</p> <p>What to include in a competitive analysis</p> <ol style="list-style-type: none">1. A description of your company's target market.2. Details about your product or service versus the competitors'3. Current and projected market share, sales, and revenues.4. Pricing comparison.5. Marketing and social media strategy analysis.6. Differences in customer ratings. <p>Lastly Dr. Ajay congratulate all the business plan presenter for their efforts and business ideas and urge to work on above guidelines for proof of concept.</p>

Dr. Krunal Parekh,
Convener- Institution's Innovation Council (IIC),
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