



Business Plan Guidelines – 2024
BBM, Sixth Semester

Prepared by
Research & Extension Committee
United College
Kumaripati, Lalitpur, Nepal

July 2024

Outlines

Background.....	1
Objectives	1
Outcomes	1
Evaluation.....	1
Volume of business plan.....	2
Deadlines	2
Organization selection.....	2
Plagiarism policy.....	3
Technical guidelines	3
Outlines of business plan.....	3
Outlines explanation.....	4
Appendix.....	9

Background

The significance of business plan lies in its ability to transform a business idea into a structured, actionable strategy that guides the growth and success of an enterprise. For BBM sixth-semester students, the **MGT 238: Practicum on Business Plan** course, offering 1 credit hour and totaling 16 lecture hours, provides an essential opportunity to gain practical experience in crafting a comprehensive business plan. This skill is vital for future entrepreneurs and business leaders as it helps them define clear objectives, outline market opportunities, assess financial viability, and create strategies for growth. Through this course, students will learn to write key sections of a business plan, including the executive summary, market analysis, products and services, financial projections, and exit strategy. The ability to write a coherent and convincing business plan is not only a requirement for their degree but also a crucial skill for their professional careers. It equips students with the tools to communicate their business ideas effectively to investors, stakeholders, and potential partners.

Objectives

The primary objective is to equip students with the essential skills needed to develop a comprehensive business plan. Students will learn to craft critical sections, including the executive summary, market analysis, products and services, financial projections, and exit strategy. It aims to enhance students' ability to assess market opportunities, evaluate financial viability, and create effective growth strategies. Additionally, it will refine their critical thinking, problem-solving, and strategic planning skills, preparing them to communicate their business ideas confidently and persuasively.

Outcomes

Students will be able to write a successful business plan, acquiring the skills to effectively structure and develop each key section, including the executive summary, products and services, market analysis, management team, marketing and sales, financial projections, and exit strategy. They will be capable of creating a comprehensive, well-researched, and convincing business plan that clearly communicates their business ideas, strategies, and goals, positioning them for success in real-world entrepreneurial endeavors. Through this process, students will refine their critical thinking and problem-solving abilities, improve their communication skills, and learn to make informed, data-driven decisions. The course will also prepare students for entrepreneurial ventures by equipping them with the tools to create effective growth strategies, manage risks, and confidently present their ideas to investors and stakeholders.

Evaluation

At the end of the semester, students must submit their final business plan for evaluation. The assessment is based on two primary components: the quality of the written business

plan and the oral presentation. The business plan will be evaluated on its clarity, thoroughness, feasibility, and the quality of research and analysis conducted. In addition, students will present their business plans to a panel of evaluators, where their ability to effectively communicate and defend their ideas will be assessed. The oral presentation will be judged on the student's ability to explain key sections of the business plan, answer questions, and demonstrate a clear understanding of their business concept. Both the written report and the oral presentation will contribute to the final grade, reflecting the student's ability to develop and present a well-rounded and convincing business plan.

Volume of business plan

Based on the outlined structure, the total volume of the business plan will fall between 15 to 25 pages. Below is a more detailed breakdown of the expected page lengths for each section:

1. Executive summary (1 page)
2. Company description (1-2 pages)
3. Products and services (1-2 pages)
4. Market analysis (2-4 pages)
5. Marketing and sales strategy (2-4 pages)
6. Organization and management (2-3 pages)
7. Financial projections (3-4 pages)
8. Funding request (1-2 pages)
9. Appendices (as needed)

Deadlines

The business plan must be submitted during or before the end of the sixth semester of the BBM program. The concerned subject faculty or facilitator will notify students of the specific submission deadline. It is essential that students follow to this timeline to ensure timely evaluation. Late submissions may affect the grading process and overall performance in the course. Thus, students are advised to manage their time effectively and ensure the business plan is completed and submitted by the designated deadline.

Organization selection

For the business plan, students have the flexibility to choose any startup, make assumptions for a new venture, or select an existing business. The choice of organization should align with the student's interests and should allow for thorough market research and analysis. Whether it's a fictional startup or an established company, students must ensure that their business plan is well-researched, feasible, and clearly demonstrates the potential for success. This approach allows students to apply their learning in a practical context, enhancing their entrepreneurial skills.

Plagiarism policy

The business plan report submitted by students must not exceed 10% plagiarism, as detected by the college's plagiarism software, iThenticate. If the report contains more than 10% plagiarism, the student will be notified and required to revise the plagiarized sections and resubmit the report. If, after the revisions, the report still exceeds 10% plagiarism, it will be rejected. This policy ensures that students submit original work, uphold academic integrity, and enhance their research and writing skills in line with university standards. Students are encouraged to properly cite all sources to avoid plagiarism issues.

Technical guidelines

S/N	Particular	Descriptions			
1	Sub-heading	Font: Times New Roman	Size: 14	Align: Left	
2	Body part	Font: Times New Roman	Size: 12	Align: Justification	
3	Margin	Left: 1.5	Right: 1	Top: 1	Bottom: 1
4	Spacing:	1.5			
5	Alignment	Justification			
6	Page number	Font: Roman numeral for preliminary Arabic number for main body	Size: 12	Align: Lower center of the page	

Outlines of business plan

<i>Cover page / Title page</i>	i
<i>Executive summary</i>	ii
<i>Table of content</i>	iii
Company description	1
Products and services	4
Market analysis	6
Marketing and sales strategy.....	9
Organization and management	12
Financial projections	14
Funding request	18
Exit strategy	19
Appendices	20

Outlines explanation

1. Cover page / Title page

Purpose: The cover page is the first impression of your business plan. It serves as a formal introduction to your business and provides essential information at a glance. A well-designed and professional cover page sets the tone for the rest of the plan. It should also make it easy for the reader to identify your business and contact information quickly. This section provides a foundation for your business, showcasing the name and identity of your company.

What to include:

- Business name and tagline
- Logo (if applicable)
- Contact information (business address, phone number, email, website)
- Date of the plan
- Name(s) of the business owner(s) or founders

2. Executive summary

Purpose: The executive summary is a concise and compelling snapshot of your entire business plan. It's the first section investors or lenders will read, so it must summarize your business goals, market opportunity, and financial outlook clearly. This section should effectively capture the essence of your business and convince the reader to continue reading. Though brief, it should provide enough information to give a full overview of your business concept, strategy, and financial health.

What to include:

- Business name, location, vision, and mission
- Brief overview of the product or service offering
- Business objectives and goals
- Key financial highlights (e.g., projected revenue, profit margins, funding required)
- Summary of target market and market opportunity
- Unique selling propositions (what differentiates your business)
- Key milestones or achievements (e.g., product development, sales growth)
- Brief description of the team or leadership

3. Table of contents

Purpose: The table of contents is essential for organizing your business plan and enabling the reader to easily navigate through the document. It should act as a roadmap, allowing the reader to locate each section of the plan quickly. A well-structured table of contents helps keep the business plan organized, enhancing readability and flow.

What to include:

- List of all sections and subsections, including page numbers
- Clear structure with hierarchical levels (main sections and sub-sections)
- Use of consistent formatting (headings, subheadings)
- Appendix section and additional resources listed with page numbers

4. Company description

Purpose: The company description provides an in-depth overview of your business, including its mission, legal structure, and what it aims to achieve. It explains why your business exists, its goals, and how it intends to succeed. This section is important for setting the foundation of the plan, as it highlights the vision behind the business, the problem it solves, and the overall market opportunity.

What to include:

- Business name, location, and legal structure (sole, partnership, Corporation, etc.)
- Vision and mission statements
- Short term and long term goals / objectives
- Core values and principles that guide business decisions
- Industry background, size, and trends
- Overview of products or services offered
- Business model (B2B, B2C, etc.)
- Key differentiators and competitive advantages
- Historical context (if applicable), such as how the business was founded or any significant achievements

5. Products and Services

Purpose: The products and services section should explain what your business offers and how it meets the needs of your target market. This section demonstrates the value proposition of your business by detailing the features and benefits of your products or services. It should convey how your offerings solve a specific problem or improve upon existing solutions, highlighting what sets them apart in the market.

What to include:

- Detailed descriptions of each product or service
- Features, benefits, and value propositions
- Unique selling points (USPs) that differentiate your offerings
- Product lifecycle or development stages
- Pricing strategy and rationale
- Research and development (R&D) or future product plans
- Intellectual property (patents, trademarks) or proprietary technology
- Any industry certifications or awards related to your products or services

6. Market Analysis

Purpose: The market analysis section demonstrates your understanding of the industry, market trends, and competitive landscape. It provides evidence of market demand and highlights the target market's needs, behaviors, and preferences. This section is essential for convincing investors or partners that there is a solid market opportunity for your business. It should reflect detailed research and data that validate your business strategy.

What to include:

- Industry overview: Trends, growth potential, and challenges
- Target market definition: Demographics, psychographics, behaviors, location
- Market size and growth projections
- Customer needs and pain points
- Competitive analysis: Identify major competitors, their strengths and weaknesses, and your competitive advantage
- Market entry barriers and challenges
- Regulatory factors affecting the market (if relevant)
- Key customer segments and how they align with your offerings
- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)

7. Marketing and sales strategy

Purpose: This section outlines how you plan to attract, retain, and grow your customer base. It provides the blueprint for your marketing campaigns, sales tactics, and customer relationship strategies. The goal is to show investors how you will generate revenue and scale your business. A clear marketing and sales strategy ensures that your business remains competitive and sustainable.

What to include:

- Marketing tactics: Advertising channels, content strategy, PR, partnerships, etc.
- Customer acquisition strategy: Online/offline sales, inbound marketing, lead generation
- Sales process: Sales funnel, steps from lead generation to conversion
- Pricing strategy: Positioning and competitive pricing
- Distribution and delivery channels
- Customer retention strategies (loyalty programs, ongoing support)
- KPIs and metrics for tracking marketing and sales effectiveness
- Online presence and digital marketing strategy (e.g., SEO, social media, paid ads)
- Key marketing campaigns or initiatives

8. Organization and management

Purpose: This section provides an overview of the organizational structure and introduces the key team members driving the business. It illustrates the management hierarchy, roles, and expertise that will ensure the business's success. A strong, capable management team is often a key factor in convincing investors to support your business. It also details how responsibilities are divided and the operational flow within the business.

What to include:

- Organizational structure (org chart)
- Management team bios, highlighting experience and qualifications
- Roles and responsibilities of key team members
- Leadership and operational team members and their backgrounds
- External advisors or consultants, if applicable
- Governance structure (if relevant), such as board of directors or advisory board
- Staffing plans and key hires required to scale the business
- Professional development plans for the team

9. Financial projections

Purpose: This section outlines the financial health and forecasted performance of your business. It helps demonstrate the potential profitability and sustainability of your business to investors and lenders. Accurate financial projections are critical to showing that your business can generate sufficient revenue to cover expenses, grow, and provide returns to investors. The projections should be backed by assumptions based on market research and industry trends.

What to include:

- Projected income statement (profit and loss statement)
- Projected cash flow statement (inflows and outflows)
- Balance sheet (assets, liabilities, equity)
- Break-even analysis
- Sales forecasts and revenue projections for the next 3-5 years
- Gross margin and net margin analysis
- Detailed expense breakdown (operating costs, COGS, etc.)
- Funding requirements and how capital will be used

10. Funding request

Purpose: The funding request section outlines the capital needed to launch or grow your business and how those funds will be used. It should clearly state how much money is required, what the funds will be spent on, and what the expected returns or outcomes will be. If you're seeking investment, this section also explains the terms of the investment and the exit strategy.

What to include:

- Total amount of funding needed
- Breakdown of how funds will be allocated (e.g., R&D, marketing, hiring, equipment)
- Equity or debt terms (if applicable)
- Expected return on investment (ROI)
- Timeline for funding and the impact of the funding on business growth
- Funding milestones and objectives to achieve with the capital
- Exit strategy for investors or repayment terms (if applicable)
- Other funding options considered (loans, grants, crowdfunding, etc.)

11. Appendices

Purpose: The appendices section provides additional, detailed information that supports the main body of the business plan. It is not critical for every reader, but it serves as a resource for those who require further details or want to verify claims made in other sections. Including appendices helps keep the main sections of the business plan concise while still providing necessary supporting documentation.

What to include:

- Resumes of the management team and key personnel
- Detailed market research or industry reports
- Product photos, diagrams, or prototypes
- Legal documents, contracts, or intellectual property rights
- Product brochures, catalogs, or service descriptions
- Any other relevant documentation that supports the business plan

.....<NAME OF BUSINESS>.....

A business plan

Prepared by

<Name of student>

Bachelor of Business Management (BBM)

Sixth semester

Regd. No.:<.....>

United College

Kumaripati, Lalitpur

<Month, Year>

Appendix - 2

Table of contents

<i>Cover page / Title page</i>	i
<i>Executive summary</i>	ii
<i>Table of content</i>	iii
Company description	1
Products and services	4
Market analysis	6
Marketing and sales strategy.....	9
Organization and management	12
Financial projections	14
Funding request	18
Exit strategy	19
Appendices	20

Closing note:

While preparing the business plan, students must work closely with their concerned supervisor, who is responsible for guiding them throughout the process. Supervisor should ensure that the business plan follows the prescribed guidelines regarding structure, content, and formatting. Adherence to this guideline is crucial for maintaining the quality and consistency of the business plan, ensuring it aligns with academic and institutional requirements. This collaborative approach helps students present their work effectively and meet the expected academic standards.

Dr. Binod Lingden
Research Coordinator
United College
Kumaripati, Lalitpur