SCHOOL OF ARTS AND SCIENCE

DEPARTMENTOFBUSINESSSTUDIES

S.A.M.B.H.A.V.'24

(Strategic Acuity of Mastery over Business by Harnessing Agile Vision)

AN INTERCOLLEGIATE BUSINESS FEST

BUSINESS PLAN DEVELOPMENT

EVENT DRAFT

DATE : 5.10.2024

DEPARTMENT OF BUSINESS STUDIES
BUSINESS PLAN DEVELOPMENT

INTRODUCTION :

The ancient Chola empire served as the inspiration for SAMBHAV 2024, a vibrant and culturally rich intercollegiate festival that was successfully held on May 10, 2024. SAMBHAV is an event and competition platform that brings together students from different institutions to participate in a wide range of events and contests in a variety of subjects. It is organized by the Department of Business Studies. Examining the fundamental components of creating an effective business plan is the focus of the business plan creation event. This seminar will bring you useful insights and real-world expertise, regardless of whether you're an aspiring business owner or an experienced company owner trying to improve your approach. In order to build a strong game that can steer any aspiring business idea toward growth and success, we'll cover important subjects like market analysis, financial forecasts, and strategic planning.

A total of 12 teams from different institutions competed ardently, navigating through multiple challenging rounds to win the prizes. This event not only provided a platform for various participants to showcase their business knowledge and their business plan and also fostered an environment of collaboration , innovation , and healthy competition .

WHY TO ATTEND?

1. **Networking Opportunities :**

    o   Connect with potential investors.

    o   Meet like-minded entrepreneurs.

    o   Build relationships with mentors and advisors.

2. Feedback on Your Idea:

    o   Present your business concept for constructive criticism.

    o   Refine your plan based on expert and peer feedback.

3. Resource Access

    o   Discover tools and resources for planning and funding.

    o   Get information on grants, competitions, and funding sources.

4. Motivation and Inspiration:

    o   Hear success stories to boost your confidence.

    o   Find inspiration to overcome challenges.

WHO CAN PARTICIPATE ?

Open to all the UG students who are interested and having passion for business and in becoming entrepreneur . Participating in a business plan development event can significantly enhance your chances of success by providing valuable connections, insights, and resources.

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EVENT ROUNDS :

The business plan development consists of 3 rounds , each round has different aspects of business knowledge and coordination of team members.

ROUND 1 –CREATIVE EXPO

DESCRIPTION :

Develop a business plan from given product or services . It is an on the spot round where the business knowledge and innovative ideas and teamwork are tested .

DETAILS :

Participants: 12 teams

Duration: 60 minutes

Format : Each team should come up with their own innovative business idea from the given product or service.

Elimination: 6 teams were eliminated based on their scores, resulting in 6 teams advancing to the next round.

HIGHLIGHTS:

- o **Skill Development**: Participating in live business development hones negotiation, communication, and presentation skills.

- o **Opportunities for Innovation**: Direct interaction with customers can spark new ideas for product development or service enhancement based on real-world needs.

ROUND 2: BUSINESS BLUEPRINT

DESCRIPTION:

PPT Presentation on developed business plan. Each team should prepare a PPT on their own business plan and should be submitted beforehand.

DETAILS :

Participants: 6 teams

Duration: 45 minutes

Format :   Each team should present their prepared PPT on their own business plan .

Elimination: 3 teams were eliminated based on their presentation and scores, 3 teams were finalized for top 3 positions.

HIGHLIGHTS:

*Clear Communication: Effectively convey complex ideas and strategies in a structured format.

*Visual Engagement: Utilize visuals to enhance understanding and retain audience attention.

*Professionalism: Presenting a polished slide deck reflects credibility and thorough preparation.

*Time Management: Practice concise delivery to stay within time limits while covering all critical aspects.

FEEDBACK:

Comprehensive feedback was gathered from participants, judges, and attendees to assess the event's success and identify areas for future improvement.

Participant Feedback:

Positive Aspects:

- **Engaging Presentations:** The presentations were well-structured and engaging, making complex topics accessible and interesting.
- **Well-Organized Structure:** Clear instructions and a smooth flow between rounds and the doubts were cleared by the coordinators .
- **Friendly environment:** The judgenments were done in a fair manner and also the judges gave them new ideas and ways to improve their business ideas and their skills.

Suggestions for Improvement:

- **Workshops and Breakout Sessions:** Incorporate targeted workshops focusing on specific elements of business planning, such as financial modeling, market research, and marketing strategies.
- **Expert Panels:** Invite industry experts or successful entrepreneurs for panel discussions. Allow participants to ask questions and gain insights from their experiences.
- **Networking Opportunities:** Build in structured networking time, such as speed networking or small group discussions, to help participants connect with potential partners, mentors, and investors.

Judge Feedback:

Positive Aspects:

- o **Clarity and Structure:** The plan was well-organized and easy to follow. Each section transitioned smoothly, allowing for a logical flow of ideas.
- o **High Creative and Strategic Thinking:** Participants displayed their innovative and creative business plan and showcasing their business strategies and knowledge.

Suggestions for Improvement:

- o **Diverse Challenge Types:** Introducing a wider variety of challenge formats could cover broader spectrum of business knowledge.
- o **Enhanced Evaluation Criteria:** Incorporating more nuanced assessment metrics to better capture the depth of participants' strategies.

WINNERS:

After navigating through the challenging rounds, the Saradha Gangadhara Arts and Science College team emerged victorious, securing the 1st Prize in the Business Plan Development event of SAMBHAV 2024. Their outstanding performance across all two rounds highlighted their exceptional business knowledge, strategic thinking, and innovative ideas.

FIRST PRIZE :

TEAM MEMBERS :

1. Danush

2. Balakumar

Highlights of Their Performance:

- **Creativity:** Developed a unique and compelling business plan strategy

- **Content Delivery**: Delivered clear, concise, and persuasive presentations that effectively conveyed their strategic vision.

- **Execution:** Demonstrated meticulous planning and flawless execution of their sample product.

RUNNERS – UP

2nd PLACE [MANAKULAR INSTITUTE OF TECHNOLOGY]

3RD PLACE [MAILAMENGINEERING COLLEGE**]**

PICTURE PORTFOLIO

Below are some of the pictures captured during the Business Plan Development event at SAMBHAV 2024:

CONCLUSION

With great success, SAMBHAV 2024's business plan development event met its goals of expanding undergraduate students' business knowledge, encouraging creativity, fostering teamwork, and recognizing achievement. Twelve teams eagerly participated, making the event a useful platform for business. The team from Saradha Gangadhara Arts and Science College won, highlighting the fierce rivalry and creative, strategic thinking among the competitors. The encouraging comments from contestants, judges, and spectators demonstrate the event's influence and possibilities for expansion. Adding entrepreneurs to interact with peers from different institutions and showcase their talents.

Moving forward, what we've learned from this event will help us improve future editions of SAMBHAV, making them even better and more engaging. The Department of Business Studies wants to congratulate all participants and is excited to host more interesting and meaningful events in the years ahead..

Coordinators   **HOD-BS**

                                                (DR. G. Bala Sendhil Kumar)

Dean – SAS

(DR. S. Muthulakshmi)