

Module Title: New Enterprise Start Up

Module Code: B3243

Level: BAIHTM – 7th Semester...Lesson Plan

S. No.	Units	Topics / Activities
1	Company Profile	<ul style="list-style-type: none">• Business Description• Operational Details
2	Product and Service	<ul style="list-style-type: none">• Need Analysis• Product / Service Description• Product Portfolio
3	Unique Selling Proposition	<ul style="list-style-type: none">• Meaning of USP• Identifying Competitive Advantage
4	Market Analysis and Plan	<ul style="list-style-type: none">• Market Characteristics• Target Market• Marketing Strategies and Plan
5	Industry Analysis	<ul style="list-style-type: none">• Current Industry Trends• Competition Analysis (Direct and Indirect)• Market Share
6	SWOT Analysis	<ul style="list-style-type: none">• Strengths• Weaknesses• Opportunities• Threats
7	HR Plan	<ul style="list-style-type: none">• Hiring Concepts and Strategies• Organization Chart• Staffing List• Salary Structure• Job Description Template
8	Financials	<ul style="list-style-type: none">• Start-Up Cost• Cost Price Calculations• Pricing Strategies• Selling Price and Profit Margin• Cash Flow Statement
9	Business Proposal	<ul style="list-style-type: none">• Preparing Business Proposals• Business Presentation to Bank• Loan Interview Preparation

