

12th All India Business Plan Contest

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TMA - Student Chapters

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your dreams
Magnify
your skills**

12th All India Business Plan Contest 2022

S.No	Events	Date
1	Registration begins for TMA-Hykon BPC	January 15, 2022
2	Workshop on how to write an "Effective Business Plan"	January 20, 2022
3	Last date of Submission of Synopsis, Registration & Draft Business Plan	February 5, 2022
4	Announcements of Teams qualified to the Final Round	February 15, 2022
5	Last date for Submission of Final Business Plan incorporating the suggestions of the jury	February 22, 2022
6	Finals: The live presentation by the shortlisted teams.	February 28, 2022

Content of Business Plan

The Business Plan must contain the following informations

- Executive Summary
- Products/Services Offered
- Entrepreneurial Team
- Target Market
- Market Analysis/Industry Analysis
- Competition Analysis
- Marketing Plan
- Operations, Technology, Inputs
- Quality Control, R&D
- Organisational Plan
- Risk Management
- Financial Plan
- Cost for Project
- Financing the project
- Projected financial Statement
- Financial Viability & Technical Feasibility
- Cash Flow Statements
- Project Implementation Flowchart

The Synopsis and Business Plan should be emailed to

Hon. Secretary,
Thrissur Management Association,
Management House, Sooryagramam, East
Fort, Thrissur 680005.
Ph: 9447790381
tma.tcr@gmail.com

PRIZE MONEY

First Prize	: Rs. 60,000/-
Second Prize	: Rs. 20,000/-
Third Prize	: Rs. 10,000/-
Consolation Prizes	: Rs. 3,000/- each for three teams

Business Plan Format

- The business plan format should not exceed 25 pages including executive summary.
- Soft copy of the Business Plan should be emailed in one of the following formats in A4 size. (.doc, .docx, .pdf.)
- The document should be in Times New Roman Font size 12, Line space 1.5.
- Every business plan to be accompanied by the copy of the earlier submitted Registration Form.
- **Business plan without Executive Summary will not be considered.**

Participants

Bonafide Students of all disciplines are eligible to participate in the contest. Each institution can nominate maximum 3 teams. The minimum number of members in a team is two and maximum is four.

Registration

The registration form is attached below. The fee per team is Rs.595/- including GST which shall be remitted by **Net Banking (Bank: The South Indian Bank Limited, Branch: East Fort, Thrissur Account Number: 0368053000024746, IFSC Code: SIBL0000368) or by using the Google Pay / BHIM UPI ID (qr.tmatcr@sib).**

Synopsis

The synopsis shall be of maximum two pages briefly outlining the unique opportunity and business model explicitly.

Business Plan

The theme proposed for the business plan is generic in nature of any Industry / Service / Trading or similar.

For Further Details:

Mr. Joy Joseph, CEO - Thrissur Management Association, Ph: 9495564400, Email: joycherayath@gmail.com
Ms. Sushma Shaji, Administrator - Thrissur Management Association, Ph: 8281094090, Email: tma.tcr@gmail.com
Mr. Santhosh Thannikat, Placement Officer - Naipunnya, Ph: 944 63 89 679, Email: placementofficer@naipunnya.ac.in