

# **Writing a B-plan Workshop**

**Date:** October 6, 2016

**Venue:** Sir MV Hall, GJB, NIE

“Dream don't work unless you do”, and plans are the stepping stones to building your own empire . B-plan as the name suggests is a business oriented competition to push budding students to start up.

To trail the members of Onyx to its startup, the hall was engaged by Anant Kulkarni, the director of Chestnut Indian Pvt Limited. He stroked the way through a B-Plan and enlightened the crowd with his experiences . He also intertwined business and ethics in a fundamental way. Vision is the broad term plan of a product, then accompanies mission, the motive. A successful business plan starts off with a strong problem statement . Problem statement is the main key to highlights ones product. It is then followed by the key thing to impress the judges, being the S.W.O.T analysis, is an acronym for strengths , weaknesses, opportunities and threats and is a structured planning method that evaluates those four elements of a project or business venture.

A S.W.O.T analysis can be carried out for a company, product, place, industry or person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective.

Strengths. Characteristics of the business or project that given an advantage over others.

Weakness- Characteristics that place the business or project at a disadvantage relative to others.

Opportunities -Elements in the environment that the business or project could exploit to its advantage.

Threats - Elements in the environment that could cause trouble for the business or project.

The above mentioned topics were explained in detail by the speaker. Expansion plan was also explained.

Finally, the speaker stressed on the exit plan.

Exit planning is the preparation for the exit of an entrepreneur from his company to maximize the enterprise value of the company in a merger and acquisition transaction and thus his shareholder value. Strategic planning is worthless unless there is a vision and this event definitely created a vision in the students who are marching their way to success.

The speaker thus ended his presentation on this note, leaving the students marveled by the concept of a business plan presentation.

