

PAZHASSIRAJA COLLEGE

DEPARTMENT OF VOCATIONAL STUDIES (AGRICULTURE)

WEBINAR

Topic: 'HOW TO MAKE A BUSINESS PROPOSAL'

Date: 15/12/2020

Resource Person: Mr. Ajmal S, PhD in Agricultural economics, IARI, New Delhi

The session was held on 15 December 2020 via google meet online platform on the topic Business proposal, resource person was Mr. Ajmal S who is currently pursuing PhD in Agri economics in IARI New Delhi. The session was began at 2.30pm with a welcome speech by Ms. Rinu P K. And later the platform was handled over the resource person Mr. Ajmal S regarding the topic. He briefly explained the topic on components of business proposal, the business idea, mission statement, objectives and goals, business description, the strategies, work out the feasibility of the business proposal, swot analysis, organizational structure, legal issues and finally 'how to get finance'.

The aim of the session was to make each student capable for doing business. The session begins project proposal which tells how to develop the business as in the man of exist one or a new beginning. A business proposal is the road map for a business. It is a useful guide to future of business and a tool for acquiring capital from banks or investors. After the project proposal purpose of a business plan and their components was taken. Business management teams make decision to meet the specified objective and goals.

A mission statement is a broad expression of the business purpose. A business plan must define why the business exists and where the management wants it to be in the future. The market plan section should give information about the market structure for the commodities you plan to produce and describe how your product fits

into the market. The aim of marketing is to know and understand the customers to well the product or service fits him and sells itself.

4 Ps of the marketing mix defined as product, price, place and promotion. Product include use, design, packaging, quality, features, colour. price depends on packaging, discount, timing, location. Place include detail, digital, phone, promotion consist of content, communication and messaging to persuade advances to buy. Financial strategies should include potential sources mission statement is broad expression of the business purpose. A business plan must define why the business exists and where the management wants it to be in the future. After mission statement is the objective and goals of business had explained objectives define what the operation will took like in the future. While goals are target to be not in order to achieve the objectives and ultimately fulfill to the mission statement. Business description deals with area to operation product and services, target /customers. The production plan conveys the type and quantity of commodities to be produced, projected for 3years into the faster the production strategies, operations strategies had described. The market plan selection should give information about the market strategy for the commodities you plan to produce and describe how your product fit into the market. The aim of marketing is to know and understand the customers to well the product or service fits him and sells itself. 4 Ps of the marketing mix defined as product price, place and promotion. Product includes design, packaging, quality, features, colour. Price depends on packaging, discount, timing, location, Place includes retail, digital, phone, chat, and fax. Promotion consists of content, communication and messaging to persude audience to buy. Financial strategies should include potential sources of money.

After explaining about each strategy, he explains the most important part of business which is SOWT analysis. SOWT analysis is a simple but useful frame work for analyzing your organizations, strength, weakness, opportunities and threats. Rules and regulations play very important role in business. And finally, he concluded the session with lot of examples which provide confidence for each student who attended this session. An initiative session was held where the students could clarify all their doubts regarding Business proposal. Finally, the session was concluded at 4.30 PM a vote of thanks delivered by Ms. Nafiahsharin.

List of students participated:

| SI No. | Name of the Candidate |
|--------|-----------------------|
| 1. | ANITTA ROSE JOHN |
| 2. | ANUPRIYA ANIL |
| 3. | ANUSREE K. S. |
| 4 | APARNA K V |
| 5 | ARCHANA DIVAKARAN |
| 6 | ASWIN SURESH |
| 7 | ATHUL THOMAS |
| 8 | EBIN ROBERT |
| 9 | ELDHO K. S. |
| 10 | FATHIMA MURSHIDA T. |
| 11 | FINGLE STEIN |
| 12 | JISHNU RAJ P. R. |
| 13 | JOJI VARGHESE |
| 14 | KAMAL K. S. |
| 15 | KAVYA RAJ T. B. |
| 16 | LINTO LEO |
| 17 | MANUSHANKAR P. S. |

| | |
|----|------------------|
| 18 | MEGHA RAJESH |
| 19 | NAFIAH SHARIN |
| 20 | NAYANA T. S. |
| 21 | NUSRATH P. K. |
| 22 | RASMINA USMAN |
| 23 | RINU P. K. |
| 24 | SAMBHU JAYANTHAN |
| 25 | SANA THASNI |
| 26 | SARANYA S. S. |
| 27 | SHERIN MARTIN |
| 28 | SIJIL V. S. |
| 29 | SNETHA P. T. |
| 30 | SUBHASH P. S. |
| 31 | VISHNU APPU |

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