**Industrial/Entrepreneurial Project Guidelines for BBA FYP**

**Chapter 1:Introduction**

* Background
* Gap identification (market analysis; how did you find the gap and what is the gap)
* Business idea (what and for whom)
* Objectives
* Significance/importance and Innovation
* Contribution towards economy, society etc.

**Chapter 2: Need Assessment**

* Support studies/ relevant cases (relevant success stories)

**Chapter 3: Feasibility Plans**

* Marketing Plan (marketing mix BCG matrix, need analysis, pestle analysis, SWOT analysis, porter five forces, marketing mix and it may include all or combination of any other technique as per relevance of the project).
* Operational Plan :( Explain the operations of business, its location, equipment, people, process and physical environment)
* Financial analysis (financial feasibility, break even analysis and it may include all or combination of any other technique asper relevance of the project).
* HR analysis (it may include all or combination of any technique as per relevance of the project)

**Chapter 4:Implementation/Startup Report**

* As per business idea.

**Chapter 5:Conclusion**

* Challenges
* Future planning
* Exit strategy