

**Department of Commerce**

**GCG Sector 52, Gurugram**

**Business Plan Project**

Objective - Equipping students with essential skills for developing new business ventures.

Overview - . Doctor Sunita Arora was the keynote speaker for the workshop and she provided valuable insights into the process of starting a new project and launching a business the workshop emphasised the importance of solid business plan and guided students through the fundamental steps of creating one.

Methodology- Around 80 students of bcom and mcom benefited from this workshop.

Key Activities- Hello doctor Sunita Arora assigned a project to students and they presented their business idea at the same platform students submitted detailed project report to their concerned teachers.

Key Findings- Idea generation, feasibility analysis, planning and execution of projects.

Conclusion- This workshop was very fruitful for the students as it helps them in learning various key elements of business plan including market research, identifying target customers, analysing competitors and understanding financial projections.