

**GOVT. OF WEST BENGAL
GOENKACOLLEGE OF COMMERCE & BUSINESS ADMINISTRATION
210, B.B. GANGULY STREET, KOLKATA-700 012**

O. C. No. 164

Date: 20.11.2025

This is for information to all first semester students (4 years B.Com Course with research under CCF 2022) that for **Entrepreneurship Development (SEC)** subject, **Tutorial Examination, 2025** of 25 marks will be based on the preparation of a **New Business Plan Project Assignment**.

Accordingly, the students are instructed to prepare a New Business Plan Project Assignment strictly in tune with the specified format and guidelines (Annexed herewith).



Principal

Goenka College of Commerce & Business Administration

Annexure

B.COM (4 years Honours with research)

SEMESTER - I

Subject: Entrepreneurship Development (SEC)

Tutorial Examination 2025 under CCF, 2022

Format of the New Business Plan Project Assignment

- 1. Title Page / Cover Page**
- 2. Table of Contents**
- 3. Introduction**
- 4. Organizational overview**
 - a. Forms of organization
 - b. Proposed name of the organization
 - c. Proposed location of the organization
 - d. Founders
- 5. Market overview**
 - a. Feasibility study

- b. Problem Statement (if any)
- c. Proposed Solution
- d. Strength Weakness Opportunity Threat (SWOT) Analysis
6. **Product Line (Goods or Service)**
7. **Pricing Strategy**
8. **Advertising, Promotional Strategy and Distribution Strategy**
9. **Financial Requirements and Probable Sources of Finance**
10. **Financial Projections for at least 3 years as given in the Annexure below.**
11. **Conclusion**

Format for showing Financial Projections (give basic/preliminary hypothetical data)

Particulars	01-04-2025 to 31-03-2026	01-04-2026 to 31-03-2027	01-04-2027 to 31-03-2028
Projected Expenses	****	****	****
Projected Revenue	****	****	****
Projected Profit	****	****	****
Growth in Revenue		****	****
Growth in Profit		****	****
Return on Investment	****	****	****

Other Guidelines for the New Business Plan Project Assignment

1. The project must be **typed in English (MS Word)**
2. Font Type to be used- **Times New Roman**
Font Size - **Headings -16**
Sub- headings - 14
Main Content - 12
3. **Pictures and Graphical Presentations** may be included in the Project
4. Alignment – **Justify**
5. Number of pages - **15 to 20**
6. **One Hard Copy with Spiral Binding must be submitted**

The date of submission will be announced later on.