

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

**NOTICE**

**O. No. 141**

**Date: 30.09.26**

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, 2026** 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).



**Officer-in-Charge**  
**Goenka College of Commerce & BA**

**Annexure**  
**B.COM (4 years Honours with research)**

**SEMESTER - I**  
**Subject: Entrepreneurship Development (SEC)**  
**Tutorial Examination 2026 under CCF, 2022**

**Format of the New Business Plan Project Assignment**

**1. Title Page / Cover Page**

**2. Table of Contents**

**3. Introduction**

- . **Organizational overview** Forms of organization
- . Proposed name of the organization
- . Proposed location of the organization
- . Founders
- . **Market overview** Feasibility study
- . Problem Statement (if any)
- . Proposed Solution
- . **Strength Weakness Opportunity Threat (SWOT) Analysis**
- .
  - . Product Line (Goods or Service)
  - . **Pricing Strategy**
  - . **Advertising, Promotional Strategy and Distribution Strategy**
  - . **Financial Requirements and Probable Sources of Finance**
  - . **Financial Projections for at least 3 years as given in the Annexure below.**
- 1. Conclusion

**Annexure:**

| <b>Format for showing Financial Projections (give basic/preliminary hypothetical data) Particulars</b> | <b>01-04-2026 to 31-03-2027</b> | <b>01-04-2027 to 31-03-2028</b> | <b>01-04-2028 to 31-03-2029</b> |
|--------------------------------------------------------------------------------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Projected Expenses                                                                                     | ****                            | ****                            | ****                            |
| Projected Revenue                                                                                      | ****                            | ****                            | ****                            |
| Projected Profit                                                                                       | ****                            | ****                            | ****                            |
| Growth in Revenue                                                                                      | ****                            |                                 | ****                            |
| Growth in Profit                                                                                       | ****                            |                                 | ****                            |
| Return on Investment                                                                                   | ****                            | ****                            | ****                            |

