



SURENDRANATH COLLEGE FOR WOMEN

Department of Commerce

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Ref. no. SNCW.COM/EXAM/001/2025-2026

Date: 19/01/2026

1st Semester tutorial examination, 2026

ENTREPRENEURSHIP DEVELOPMENT

(SEC – Skill Enhancement Course)

Preparation of a New Business / Project Proposal (any one)

a) Agriculture Sector b) Telecom Sector c) Health care sector d) Beauty & Wellness sector

Suggested Executive Summary Components for Business / Project Proposal

Section	Description
Company Summary	Brief overview (one to two paragraphs) of the problem, solution, and potential customers
Customer Analysis	Description of potential customers and evidence that they would purchase the product/service
Market Analysis	Size of the market, target market, and expected market share
Product or Service	Current state of the product/service in development and evidence of feasibility
Intellectual Property	(If applicable) Details of patents, licenses, or other intellectual property
Competitive Differentiation	Description of competitors and the proposed competitive advantage
Company Founders / Management Team / Advisors	Brief profiles of key individuals highlighting relevant expertise and experience
Financials	Projected revenue, profit, and cash flow for the next three to five years
Amount of Investment	Funding requirement and detailed utilization of funds

Instructions

1. All outputs should be **neatly presented**.
(Wherever necessary, relevant screenshots / pictures should be provided.)
2. The complete process for the resultant outputs must be **clearly handwritten** with:
 - o **1.5 line spacing/ Proper margins**
 - o **A4 size pages with Spiral Binding (no channel files will be taken)**
 - o **Blue or Black ink only**
3. The main text of the Business / Project Proposal should normally be around 3000 words.

The date of submission for the Business Proposal will be communicated later.

Head Of The Department
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