



**Vidyavardhaka Sangha (R), Mysuru**  
**VIDYAVARDHAKA COLLEGE OF ENGINEERING**  
**Department of Business Administration**  
**State Level Business Plan Competition**  
**BuizWiz - 7<sup>th</sup> April 2017**

**Contents of the Business Plan**

**The Business Plan should contain the following;**

- **The Company, its Products and Opportunities**
- **SWOT Analysis**
- **Marketing plan**
- **Operational plan**
- **Financial plan**
  - a. **Sales and revenue projection**
  - b. **Profit and Loss**
  - c. **Balance Sheet**
  - d. **Cash Flow**
- **Why should the idea be funded?**