

SRIMCA-MBA, Uka Tarsadia University Organized an Expert Session on “Essentials of Business Plan”

Name of the Resource Person: Dr. Swapnil Chaurasia

Designation/ Affiliation: Assistant Professor; SRIMCA-MBA, Uka Tarsadia University

Participants (Class, Sem., Number): FYMBA

Date: 22.09.2021

Time & Duration: 12:15 pm – 1:15 pm

Coordinator: Dr. Swapnil Chaurasia

Venue: C-105

An expert session on ‘Essentials of a Business Plan’ was conducted by SRIMCA-MBA for FYMBA students as a part of training and placement activity under SSIP cell of Uka Tarasadia University, to provide them with detailed insights about preparing a well-designed Business Plan. Core concepts related to business planning and execution was dealt along with preparing marketing plan, financial plan etc. Designing of Feature- Benefit matrix and competition matrix was the key highlight. Various components were dealt taking real world examples of companies like Uber, Vivo and Apple. The session concluded with a question and answer session clarifying further doubts regarding preparation of a business plan for small and large business models.

