

Practical Record

An Business Plan report submitted to Bengaluru **CITY** University in partial fulfillment of the

Requirement for the award of degree of

Bachelor of Business Administration



Bengaluru **CITY** University

By

ADARSH P

Student Id: 19005435

Reg no: B1923001

Under the Guidance of

Dr. SHARADA S

Principal



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru **CITY** University)

Vidyavihara #25/1, 17th main, 2nd Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560010



THE ORGANIC WORLD

BUSINESS PLAN

INTRDUCTIN

A business plan is a written document that describes in detail how a business—usually a startup—defines its objectives and how it is to go about achieving its goals. A business plan lays out a written roadmap for the firm from research, financial, operational and marketing standpoints.

Business plans are important documents used to fund rising before a company has established a proven track record. They are also a good way for companies to keep themselves on target going forward.

Although they're especially useful for new businesses, every company should have a business plan. Ideally, the plan is reviewed and updated periodically to see if goals have been met or have changed and evolved. Sometimes, a new business plan is created for an established business that has decided to move in a new direction.

In this post, we'll explain what a business plan is, the reasons why you'd need one, identify different types of business plans, and what you should include in yours.

MEANING OF BUSINESS PLAN

- ▶ A business plan is a document which precisely defines the business which an entrepreneur intends to take up, identifies business goals, and serves as the resume of the firm.
- ▶ In other words, the business plan is a planned course of action devised to achieve specific business objectives within the specific period of time.

A business plan is a written statement of what you hope to achieve in your business and how are you going to achieve it.



M.E.S INSTITUTE OF MANAGEMENT, RAJAJINAGAR

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010
Page 7

M.E.S INSTITUTE OF MANAGEMENT



(Affiliated to Bengaluru City University)
Vidyavihara, #25/1, 17th main, Block, Rajajinagar,
Bengaluru-560 010. Tel+91-080-23128321

STUDENT PROFILE

Name: AKASH.M	University student ID : 19005436
Class : BBA 4 th Semester	University Register No: B1923002

Assessment Credentials

Date:	BSD Business Plan report	73
	Viva Voce	20
	TOTAL	93

Shanab. S
Internal Examiner

Head of Department

Shanab. S
Principal

INTRODUCTION



Yoga is a physical, mental, and spiritual practice or discipline that focuses on breath control, flexibility and strength and originated in India and Pilates is a body conditioning routine used to build strength and flexibility. The Yoga and Pilates industry covers dance and exercise facilities that offer Yoga, Pilates and in some cases dance related instruction to individuals or groups.



In the last 5 years, the Yoga and Pilates Studios industry has experienced appreciable growth not only in the united states, but in most parts of the world. This growth can be attributed to the awareness created by the Yoga community and of course to more health-conscious individuals participating in yoga.



BACHELOR OF BUSINESS ADMINISTRATION

Bengaluru Central University



Submitted By

Student Name: Akash S

Student ID: 19005437

Student Register Number: B1923003

Under the guidance of

Faculty Name: Mrs HARINI M.S.

Designation: Assistant Professor



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

“Vidyavihara”, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

Gmail: mesinstitute@gmail.com

Sharaob. S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010
2

DAILY GROCERY

INTRODUCTION

- The business plan serves as a road map to reach the destination determined but the entrepreneur
- The business plan integrates the functional plans of different segments of the organisation such as marketing, production, finance and human resources.

MEANING OF BUSINESS PLAN

- a business plan is a document which precisely defines the business which an entrepreneur intends to take up, identifies business goals, and serves as the resumes of the firm
- in other words, business plan is a planned course of action devised to achieve specific business objectives within the specific period of time

Executive summary

Daily Grocery is focused on online grocery retail business. It plans to connect lakhs of household customers with distributors. Daily Grocery is an online portal available 24 X 7 to the internet friendly customers. It is a virtual online marketplace facilitating easy buying and selling of groceries. Daily Grocery aims to tap the growing Indian consumer goods market.

Daily Grocery plans to start with its presence in six major cities in Karnataka namely Bangalore, Mysore, Hassan, Mangalore, Hubli & Shimoga and then increase its regional base to more cities in North Karnataka.

Sharda S
Principal

MES Institute of Management
Rajajinagar, Bangalore-560 010

Practical Record

An BSD Business Plan report submitted to Bengaluru Central University in partial fulfillment of the

requirement for the award of degree of

Bachelor of Business Administration



Bengaluru City University

By

AMOGH M.S

Student Id: 19005438

Reg no: B1923004

Under the Guidance of

Mrs.HARINI.M.S

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru City University)

Vidyavihara #25/1, 17th main, 2nd Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Sharada S.
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010



Natural Paneer



Natural Paneer Pvt. Ltd. provides the most fresh and delicious paneer all over Bengaluru, Karnataka.

Contact us through:

Amogh M.S- 7348931731

naturalpaneerltd.ms@gmail.com

#556, Banashankari 5th stage Bengaluru-41

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

BACHELOR OF BUSINESS ADMINISTRATION

Bengaluru Central University



Submitted By

Student Name: Arpitha . K

Student ID: 19005439

Student Register Number: B1923005

Under the guidance of

Faculty Name: Mrs HARINI M.S.

Designation: Assistant Professor



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

“Vidyavihara”, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

Gmail: mesinstitute@gmail.com

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

KESA AYURVEDIC HAIR OIL



Kesaayurvedic hair oil private limited company offers chemical free hair oil for women around Bangalore Karnataka.

Contact us through:

08023147624

Arpithababu9@gmail.com

#45 12th main road, shivanagar, Rajajinagar, Bangalore-10.

Arpitha.k(founder of kesaayurvedic hair oil)

Sharada S
Principal
Institute of Management
Rajajinagar, Bangalore-560 010

SubmittedBy

Student name :Arunkumar .k
StudentID:19005440

StudentRegisterNumber:B1923
006

Undertheguidance of

Faculty Name:Mrs

HARINI

M.S.Designation:Assist
antProfessor



MESINSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

“Vidyavihara’, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru–

560010 Ph:080-23128321

Gmail: mesinstitute@gmail.com

Shamala S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

DogKennelBusinessPlan



Contactsthrough:

08023147624

email us @arunkumark1805@gmail.com

#4512thmainroad,shivanagar,Rajajinagar,Bangalore-10.

INTRODUCTION

Noah's Arf is a full-service animal care facility dedicated to consistently providing high customer satisfaction by rendering excellent service, quality pet care, and furnishing a fun, clean, enjoyable atmosphere at an acceptable price. We will maintain a friendly creative work environment which respects diversity, ideas, and hard work.

To achieve our objectives, Noah's Arf is seeking a long-term commercial loan. This loan will be paid back from the cash flow of the business within seven years, collateralized by the assets of the company, backed by personal integrity, experience and a contractual

Sharada-S

Principal
MES Institute of Management
Rajajinagar, Bangalore-550001

BACHELORS OF BUSINESS ADMINISTRATION

Bengaluru City University



Submitted By

Student Name: BHUVAN GOWDA.S.N

Student ID: 19005441

Student Register Number: B1923007

Under the guidance of

Faculty Name: Mrs HARINI M.S.

Designation: Assistant Professor



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

“Vidyavihara”, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

Gmail: mesinstitute@gmail.com

Sharaada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560

Daddy Chill Salsa private limited is going to be launched on June 2022. As the name itself says it that is going to be the spiciest and best salsa of all time in India and we are going to make people like it more than any other salsa . It is going to be the one of the top brands and gives a good competition in the markets for it's good spiciest taste , quality and service.

The company has tough competition and there are atleast 16 top brand but Daddy Chill Salsa is different and cool which will satisfy the taste the buds of the young and old.

We will bet you that Daddy Chill Salsa is going be one of the best product for customers.

The preservative sodium benzoate (it is AKA Baking Soda) is added to the sauce so that it can be stored for a longer period of time. Store the sauce in a sterilized canning jar. The sauce can be kept for about 6 months but it's so delicious that it will finish before then!

Visions

our vision is satisfying the needs of people by their taste and their recipe.

Mission

Inspired to do what we love every minute of the day.

Inspired by passion and vision for the future.

Shareeda S
Principal
MES Institute of Management
Bajajinagar, Bangalore-560 010

BACHELOR OF BUSINESS ADMINISTRATION

Bengaluru City University



Submitted By

Student Name: BHUVAN P

Student ID: 19005442

Student Register No: B1923008

Under the guidance of

Faculty Name: ROHINI PATIL.

Designation: Assistant Professor



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru City University)

“Vidyavihara”, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

Gmail: mesinstitute@gmail.com

Shanoba S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 01



RETRO CANVAS

RETRO CANVAS



Retro Canvas private limited company offers the Logo Designs, Graphic Designs and Product Design sales around Bangalore Karnataka India.

Retro Canvas private limited is going to be launch on June 2022. As the name itself says if that is going to be the best of all time in India and I am going to make people like it more than any other Company. It is going to be the one of the top brands and gave a good competition in the markets for it's good quality and service.

Through there is a tough competition in the market, Retro Canvas is going to be one of the best service for customers.

Contact us through:

99866 01631

bhuvap2801@gmail.com

#21, 12th main, 11th cross, Rajaji Nagar, Bangalore-10.

Bhuvan P (founder of Retro Canvas)

Shareek S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

[Date]

1

Practical Record

An BSD Business Plan report submitted to Bengaluru Central University in partial fulfillment of the requirement for the award of degree of Bachelor of Business Administration



Bengaluru Central University

By

BUMIKA S

Reg no: B1923009

Under the Guidance of

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

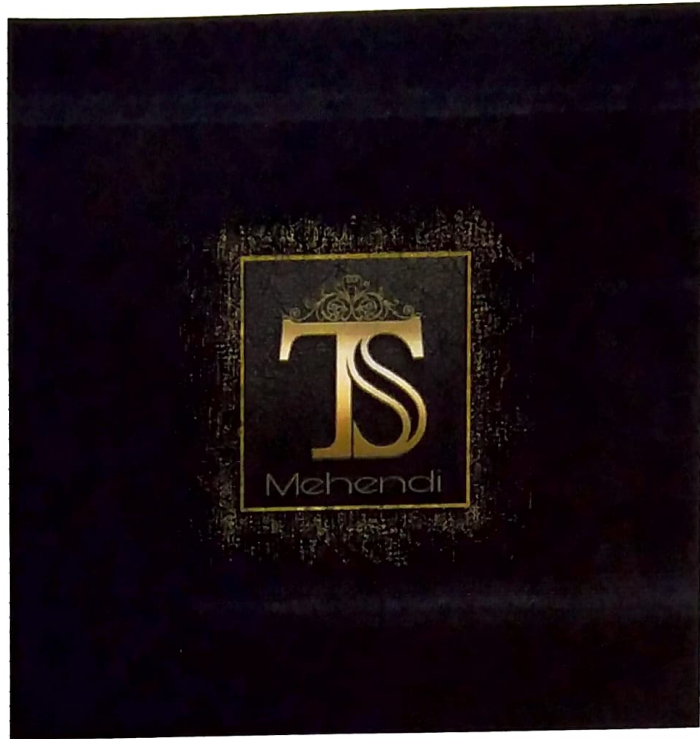
Vidyavihara #25/1, 17th main, 2nd Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

MES INSTITUTE OF MANAGEMENT
RAJAJINAGAR, BANGALORE , KARNATAKA

BUSINESS PLAN FORMAT



TS Mehendi Bangalore Karnataka

[Project done by Bumika S]

Sharda S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

PRACTICAL RECORD

A Business Plan report submitted to Bengaluru Central University in partial fulfilment of the requirement for the award of degree of Bachelor of Business Administration



BENGALURU CENTRAL UNIVERSITY

BY

CHANDAN G

Student Id: 19005444

Reg no: B1923010

Under the Guidance of

Smt Rohini Patil
Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

Vidyavihara #25/1,17th main, Block, Rajajinagar, Bengaluru-560010
Tel+91-08-23128321

Gmail: mesinstitute@gmail.com

2020-2021

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560010



EXECUTIVE SUMMARY



Body focus club is an organization of ensuring that people stay fit by exercising regularly and maintain healthy lifestyle. we are going to be located at Rajajinagar.

We are able to secure a standard facility along the road in the heart of the city. Our facility will be equipped with modern technology. we will work towards ensuring that we provide our clients /members with a daily program of exercise and diet that perfectly suit their lifestyle and also help them to achieve their desired results and to help them create lasting healthy habits that will last them for life.

One of our major goals of starting body focus club is to encourage adults and teenagers, to cultivate the habit of regularly exercising and to stay healthy. Our gym facility is specifically designed and built to take care of adults and teenagers. we have membership packages that is highly discounted for our regular clients.

We will run fitness club that will help members who want to lose weight to achieve their desire without stress. We have a weight management consultant who will work with individual based on customized fitness and nutrition needs.

Body focus Fitness Club is an organization to provide all round health and fitness service to residence of Rajajinagar, which is why we have been able to put up facility that can help us achieve the goal. We are optimistic that everyone who enrolled in our Body Focus Club will definitely get value of their money.



Practical Record

An BSD Business Plan report submitted to Bengaluru Central University in partial fulfillment of the requirement for the award of degree of Bachelor of Business Administration



Bengaluru Central University

By

CHANDANA.S

Student Id: 19005445

Reg no: B1923011

Under the Guidance of

MRS. ROHINI PATIL

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

Vidyavihara #25/1, 17th main, 2nd Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Chandana.S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010



PROPXO EVENTS

BUSINESS PLAN

OUR INNOVATIVE DESIGN CONCEPT AND MODLEY OF SERVICE ARE INTENDED TO PROVIDE CLIENTS WITH SEVERAL OPTION TO HELP MEET EACH NEED AND WANT THEY DESIRE FOR THEIR MOMENTOUS EVENT FROM 'YES' TO 'I DO'.

ABOUT US

My name is Chandana Swamy Gowda and I am the owner the exclusive wedding and event planning in Beñgaluru City and surronding areas . Our mission is to provide client's with innovative design concepts and medley of services intended to desire for their momentous event from "yes" to "I do " .

Let's get started !

{ Chandana swamygowda , owner of Propxo_Events }

{9740561196}

{propxoevents@gmail.com}

Executive Summary

We , at Propxo_Events Planning , we will openly discuss your dream vision you have for your event and any questions you may have . our consultation . You will receive an email with a preference from and questionnaire that will need to be filled out and returned by the initial consultation . We also encourage clients to create a vision boarded and Pinterest so we can better assist you . Once we discuss overall vision and needs of your event , we will review the planning packages and additional services that are available to help customize and accomadate to your specific events , This is a great time to ask any questions or concerns you may have as well .

At the end of the consultation , you will receive a resources packets with contact information and helpful handouts . These will include tips,questions form vendors,



MES INSTITUTE OF MANAGEMENT

Shareela S
Principal
MES Institute of Management
Raialinagar, Bangalore-560 010

Practical Record

An Business Plan Report submitted to Bengaluru Central University in partial fulfillment of the requirement for the award of degree of Bachelor of Business Administration



Bengaluru Central University

By

CHETHAN.G

Student Id: 19005446

Reg no: B1923012

Under the Guidance of

ROHINI PATIL

Assistant prof MES Institute Of Management



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

Vidyavihara #25/1,17th main, Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Sharda .S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560010

Practical Record

A Business Plan report submitted to Bengaluru Central University in partial fulfillment of the requirement for the award of degree of Bachelor of Business Administration



Bengaluru Central University

By

Deepika G

Student Id: 19005448

Reg no: B1923014

Under the Guidance of

Smt. Nalini N

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

Vidyavihara #25/1, 17th main, Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Gmail: mesinstitute@gmail.com

2020-2021

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

Business Plan

Introduction

Recycling is not an only a process to convert the waste into reusable products but it have bigger prospective effect on Environment, Society and Economy. In present scenario Global Warming is a major issue for survival of human and other species on earth. If we analysis the current scenario we are found every year environment give us many surprises, so many changes due to CLIMATE CHANGE- a change in global or regional or geographical climate patterns. Many countries are facing Global warming impacts; millions of people are suffering with climate change issues. Still in India awareness about Waste Recycling is very low.

Executive summary

Name of the company: Sheath

Address: #38, 15th main, 8th cross, Mahalaxmi layout, Bangalore – 86

Phone number: 7975943373

Telephone number: 080 22364822

Web address: www.sheath.com

Logo



Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

Practical Record

An BSD Business Plan report submitted to Bengaluru City University in partial fulfillment of the

requirement for the award of degree of

Bachelor of Business Administration



Bengaluru City University

By

DEVCHANDAN.L

Student Id: 19005449

Reg no: B1923015

Under the Guidance of

Smt. Nalini.N

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

Vidyavihara #25/1, 17th main, 2nd Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Shareels

M.E.S Institute of Management
Rajajinagar, Bangalore-560010



Executive Summary

Edible utensils help limit the use of plastics, resulting to the reduction of plastic wastes. These are also biodegradable and would decompose if not needed already. These types of utensils are better be utilized at home and in business operations instead of using plastic cutlery

Even if the spoons are dumped after use, they decompose in a few days, according to the company. Research says this makes its product more environmentally friendly than biodegradable plastic utensils made from corn plastic, which need to be subjected to high heat in specialized composting facilities to break down

Features

1. THEY CAN BE CONSUMED
2. THEY ARE FUNCTIONAL
3. THEY ARE 100% VEGITARIAN
4. THEY ARE NUTRITIOUS
5. THEY ARE MADE OF JOWAR, RICE, WHEAT
6. THEY ARE DELICIOUS
7. THEY CAN BE STORED FOR 3 YEARS

THEY ARE AVAILABLE IN MANY FLAVOUR

Is it Healthy?

In addition, edible cutlery that are made by natural process, flours, fruits, and herbal leaves contain fiber, protein, iron, calcium, and other useful nutrients, which make them a healthy alternative for plastic cutlery



Sharada S

BACHELOR OF BUSINESS ADMINISTRATION
Bengaluru Central University



Submitted By

AISHWARYA.T

Student ID: 20000349

Student Register Number: B19902016

Under the guidance of

MRS: POORNIMA.G M

Assistant Professor, MES Institute of Management



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

"Vidyavihara", #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321 Gmail: mesinstitute@gmail.com 2019-20

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

REFRESHING SMOOTHIE BOWLS



Sakura Bowls

"A healthy outside starts from the inside"

-Robert Urich

Sakura Bowls is a brand new establishment that promotes healthy eating habits. A one-stop-shop for your nutritious dietary needs.

Our nourishing blends are packed full of fresh fruits, seeds, and flavorful goodness. Energize your day with our vibrant selection of smoothie bowls.

With store –bought smoothies, you lose total control over the quality and quantity of the ingredients used.

A Sakura Bowl is all about fresh ingredients with no preservations or additives.

Key Benefits of Sakura Bowls

- Prevents Dehydration
- Helps You Lose weight
- Makes You Feel Full
- Controls Cravings
- Source of Antioxidants
- Enhances Immunity.

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 016

Practical Record

An BSD Business Plan report submitted to Bengaluru City University in partial fulfillment of the

requirement for the award of degree of

Bachelor of Business Administration



Bengaluru City University

By

G.GRISHMA

Student Id: 19005451

Reg no: B1923017

Under the Guidance of

Smt. Nalini.N

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

Vidyavihara #25/1,17th main, 2nd Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Shanika S.
Principal
M.E.S Institute of Management
Rajajinagar, Bangalore-560010

Cosmetics Manufacturing Business Plan

Company name : Bloom Beauty



Introduction

BB(Bloom Beauty) is a company that has created a brand concept consisting of skin cares utilizing multiple channels of distribution. We are seeking recurring investment to fund the growth of the brand. The plan that follows explains our customer benefits and our market segmentation strategy. The detailed financial plans provide a clear view of our sales and profit. These plans show how BB will reach profitability in our third year of operation.

Mission

To establish BB as an important brand that represents quality in skin care. We will accomplish this using high quality manufacturing and research, a creative marketing program, and a comprehensive distribution network using retail outlets. By utilizing this approach we will be able to reach the niche market for quality personal care products rapidly and efficiently. It will allow us to develop BB as the brand for quality skin and body care products within our target market.



Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560025

Practical Record

**An BSD Business Plan report submitted to Bengaluru Central University in
partial fulfillment of the
requirement for the award of degree of
Bachelor of Business Administration**



Bengaluru Central University

By

HEMAVATHI.S

Student ID: 19005453

Student Register Number: B1923019

Under the guidance of

Mrs. DIVYASHREE D V

Assistant Professor, M.E.S Institute Of Management



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

“Vidyavihara”, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

Gmail: mesinstitute@gmail.com

2020-21

Sharaob. S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

Bazinga.com

AN ADVERTISING AGENCY

EXECUTIVE SUMMARY

Every business needs to advertise itself and spread the word to new customers if it wants to keep growing. Many companies, including small businesses, rely on the expertise of advertising agencies to help them create and execute effective marketing strategies.

It is the mission of Bazinga.com to provide comprehensive telemarketing consultation and creation of telemarketing advertising campaigns for our clients in india. It is our long-term goal to become The preferred business-to-business telemarketing agency for the south parts of india. Our firm is not interested in simply producing a service for our clients. We believe in creating a long-term relationship with them so that the delivery of their message can reach the right people, at the right moment to insure effective communication with their market.

In the era of digital marketing, Bazinga.com conducts their business and provides services primarily online, making them both low-cost and COVID-friendly.

The Company

The company has brought together a highly respected group of marketing, development, and telemarketing specialists who, combined, have a total of 25 years of experience in this industry.

The company has a limited number of private investors and does not plan to go public. The company has its main offices in Bangalore. The facilities

**A Business Plan Report submitted to Bengaluru Central University in
partial fulfilment of the requirement for the award of Degree of**

BACHELOR OF BUSINESS ADMINISTRATION

Bengaluru Central University



Submitted By

JITHAMITHRA.S

Student ID: 19005454

Student Register Number: B1923020

Under the guidance of

Mrs. Divyashree D.V

Assistant Professor, MES Institute of Management



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

“Vidyavihara”, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

Gmail: mesinstitute@gmail.com

2020-21

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-56

I. Executive Summary

Business Overview

J M Men's Fashions is a clothing brand emphasizing designs that highlight the wearer's playful and artistic side. Our clothing line will be sold in selected areas to provide men a different variety of cloths and then expand into wholesale to reach a greater number of stores and, eventually, department stores. It will also aim to sell via ecommerce on third party sites and will explore the incorporation of an ecommerce platform on its own site later in the year.

Products and Services

J M Men's Fashions will offer a men's clothing line that is exquisite and sophisticated, as well as practical and wearable. We provide effortless style and offer a full range collection where each piece is special individually. J M Men's Fashions creates inimitable pieces that can be worn for years; combined with basics or trends.

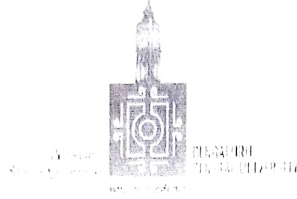
Customer Focus

J M Men's Fashions will primarily serve men aged 18-45 with disposable income. The demographics of these customers are as follows:

- 150 million men in the India, U.S & U. K .
- Average income of \$54,700
- 38.9% married
- 49.6% in Mgt./Professional occupations

PRACTICAL RECORD

A Business Plan report submitted to Bengaluru Central University in partial fulfillment of the requirement for the award of degree of Bachelor of Business Administration



Bengaluru Central University

By

KARUNAKSHI R

Student Id: 19005456

Reg no: B1923022

Under the Guidance of

Mrs. DIVYASHREE D V

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT
(Affiliated to Bengaluru Central University)

Vidyavihara #25/1, 17th main, Block, Rajajinagar,
Bengaluru-560010

Tel+91-08-23128321

Gmail: mesinstitute@gmail.com

2020-2021

S. Haradani S.
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

Practical Record

An BSD Business Plan report submitted to Bengaluru City University in partial fulfillment of the

requirement for the award of degree of
Bachelor of Business Administration



Bengaluru City University

By

Kaveri S

Student Id: 19005457

Reg no: B1923023

Under the Guidance of

Mrs. Divyashree D V

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru City University)

Vidyavihara #25/1, 17th main, 2nd Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Shraddha S

Principal

MES Institute of Management
Rajajinagar, Bengaluru-560010

Pack your bags



Executive Summary

The Company:

PYB Travel Experiences (PACK YOUR BAGS) is a travel business that assembles and delivers premium luxury adventure experiences to groups of 15-20 people in the 25-44 year old demographic. In industry terms, PACK YOUR BAGS is classified as an online travel agent and luxury adventure tour operator based in Vancouver, British Columbia, Canada established in April 2019. PACK YOUR BAGS's mission is to become one of British Columbia's most successful companies. In addition to this, PACK YOUR BAGS aims to be a global luxury brand and a worldwide leader in creating opportunities to enjoy, meet, share and discover the world with other passionate travelers through stylish experiences.

Market Opportunity:

The travel industry is steadily increasing with 2018 worldwide arrivals reaching 940 million in 2018 and expected to reach 1.6 billion arrivals by 2020. The luxury travel segment of the tourism industry recovered in late 2017 and is operating in an environment with a growing middle class of 2 billion who are influencing changes with their demand for luxury travel.

Travelers are changing the way they research, book and purchase their vacations. Internet search engines such as Google have become a primary source of travel information for 66% of leisure travelers and 59% of business travelers. 52% of leisure travelers and 42% of business travelers are now booking travel on-line. The total potential on-line market for PACK YOUR BAGS for United States,

United Kingdom, France, and Germany exceeds 300 million. This provides an opportunity for an on-line travel business like PACK YOUR BAGS to attract and reach overseas travelers. By 2021, the combined installed base of smart phones will exceed 1.82 billion units and will be greater than the installed base for PCs going forward.



Practical Record

An Business Plan report submitted to Bengaluru Central University in partial fulfillment of the
requirement for the award of degree of
Bachelor of Business Administration



Bengaluru Central University

By

KAVITHA BISHNOI.J

Student Id: 19005458

Reg no: B1923024

Under the Guidance of

Mrs. SANJANA.S

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

Vidyavihara #25/1,17th main, Block, Rajajinagar, Bengaluru-560010
Tel+91-08-23128321

Sharada S
Principal

M.E.S Institute of Management
Rajajinagar, Bengaluru-560 010

Company Details.



CLOTHX

#556, 3rd cross Whitefield

Bengaluru, Karnataka 560066

080-23445677

E-mail -clothx@fashionatyourdoor.co

Shanab S.
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 01.

Practical Record

An BSD Business Plan report submitted to Bengaluru Central University in partial fulfillment of the

requirement for the award of degree of

Bachelor of Business Administration



Bengaluru Central University

By

KEERTHANA K

Student Id: 19005459

Reg no: B1923025

Under the Guidance of

SANJANA S

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

Vidyavihara #25/1,17th main, 2nd Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

BUSINESS PLAN

INTRODUCTION

- The business plan serves as a road map to reach the destination determined by the entrepreneur.
- The business plan integrates the functional plans of different segments of the organization such as marketing, production, finance and human resources.
- A business plan is a written description of your business's future. That's all there is to it--a document that describes what you plan to do and how you plan to do it.
- It can help perform a number of tasks for those who write and read them. They're used by investment-seeking entrepreneurs to convey their vision to potential investors.
- These may also be used by firms that are trying to attract key employees, prospect for new business, deal with suppliers or simply to understand how to manage their companies better.

MEANING OF BUSINESS PLAN

- A business plan is a document which precisely defines the business which an entrepreneur intends to take up, identifies business goals, and serves as the resume of the firm.
- In other words, the business plan is a planned course of action devised to achieve specific business objectives within the specific period of time.
- A business plan is a written statement of what you hope to achieve in your business and how are you going to achieve it.



Practical Record

An BSD Business Plan report submitted to Bengaluru Central University in
partial fulfillment of the
requirement for the award of degree of
Bachelor of Business Administration



Bengaluru Central University

By

KRUTHIKA NANDANA PRABHU D

Student ID: 19005460

Student Register Number: B1923026

Under the guidance of

Mrs. SANJANA S

Assistant Professor, M.E.S Institute Of Management



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

“Vidyavihara”, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

Gmail: mesinstitute@gmail.com

2020-21

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

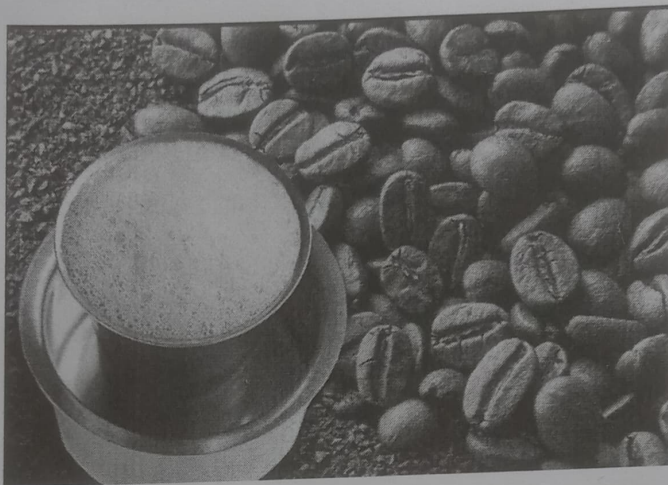
PRABHU INSTANT COFFEE POWDER



BUSINESS PLAN

PRABHU INSTANT COFFEE POWDER

Executive summary:



Prabhu instant coffee powder is a coffee drink made by mixing frothed and boiled milk with the infusion obtained by percolation brewing of finely ground coffee powder in a traditional Indian filter. The drink is also referred to Madras filter coffee, Kumbakonam degree coffee, Mylapore filter coffee, Mysore filter coffee, Palakkad Iyer coffee or South Indian Filter Coffee (Kaapi). Outside the country of India the term "filter coffee" may refer to drip brew coffee, which is a distinct form of preparing coffee.

Many of the people there (in India), who are strict in their religion, drink no wine at all; but they use a liquor, more wholesome than pleasant, they call coffee, made by a black seed boiled in water, which turns it almost into the same colour, but doth very little alter



Practical Record

A Business Plan report submitted to Bengaluru Central University in partial fulfillment of the requirement for the award of degree of Bachelor of Business Administration



Bengaluru Central University

By

Kumar swamy N

Student Id: 19005461

Reg no: B1923027

Under the Guidance of

Mrs. Sanjana S

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

Vidyavihara #25/1,17th main, Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Gmail: mesinstitute@gmail.com

2020-2021

Sharada. S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

Executive summary

The INDIAN Department of Transportation's National Highway Traffic Safety Administration (NHTSA) and Federal Highway Administration requested the National Research Council (NRC) to undertake a study of the potential and prospects for improving the fuel economy of new light-duty vehicles produced for the INDIA market. This report presents the results of the study conducted by the NRC's Committee on Fuel Economy of Automobiles and Light Trucks.

The charge to the committee was to estimate "practically achievable" fuel economy levels in various size classes of new passenger cars and light trucks using gasoline and diesel fuel. Any such determination of practically achievable fuel economy levels, however, necessarily involves balancing an array of societal benefits and costs, while keeping in mind where the costs and benefits fall. Such judgments must include a complex manifold of considerations, such as the financial costs to consumers and manufacturers, the impact on employment and competitiveness, the trade-offs of fuel economy with occupant safety and environmental goals, and the benefits to our national and economic security of reduced dependence on petroleum. In the committee's view, the determination of the practically achievable levels of fuel economy is appropriately the domain of the political process, not this committee.

The automotive industry is a pillar of Indian economy and a key driver of macroeconomic growth and technological advancement. Currently, the automotive industry contributes more than 7% to the total GDP and provides employment to about 32 million people, directly and indirectly.



Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

BACHELOR OF BUSINESS ADMINISTRATION

Bengaluru City University



Submitted By

Student Name: MADHU.G

Student ID: 19005462

Student Register Number: B1923028

Under the guidance of

Faculty Name: Mrs SANJANA.S

Designation: Assistant Professor



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru City University)

“Vidyavihara’, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

Gmail: mesinstitute@gmail.com

Sharda.S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560010

RED TWISTER SPICY SAUCE



Red twister spicy sauce private limited company offers the most spiciest salsa around Bangalore Karnataka India.

Contact us through:

080-782*****

Madhug2178@gmail.com

#512,12th main,11thcross, Jayanagar, Bangalore-51.

MADHU.G (founder of red twister spicy sauce)

Sharada S
Principal

MES Institute of Management
Bangalore-560001

Practical Record

A Business Plan report submitted to Bengaluru Central University in partial fulfillment of the requirement for the award of degree of Bachelor of Business Administration



Bengaluru Central University

By

MAHANTESH G ANGADI

Student Id: 19005463

Reg no: B1923029

Under the Guidance of

Mrs. SUSHMITHA V

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

Vidyavihara #25/1,17th main, Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Gmail: mesinstitute@gmail.com

2020-2021

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

BUSINESS PLAN

EXECUTIVE SUMMARY

Name of the company: M.G.A PAINT Private Limited

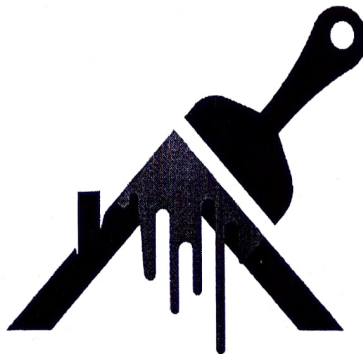
Address: #05,3rd main,2nd Cross Rd, Hoshalli Extension Stage 1,
Vijayanagar, Bengaluru, Karnataka560-040

Phone number: 9986497150

Telephone no: 080 22356782

NAME OF THE OWNER: MAHANTESH G ANGADI

ADDRESS: #001,SONASHREE APARTMENT, 7TH MAIN
MEENAKSHINAGAR, KAMAKSHIPALYA, BANGLORE
560079



Sharada S
Principal
MES Institute of Management
Raialinagar, Bangalore-560 010

Practical Record

A Business Plan report submitted to Bengaluru Central University in partial fulfillment of the requirement for the award of degree of Bachelor of Business Administration



Bengaluru Central University

By

Manoj H N

Student Id: 19005465

Reg no: B1923031

Under the Guidance of

Mrs. SUSHMITHA V

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

Vidyavihara #25/1, 17th main, Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Gmail: mesinstitute@gmail.com

2020-2021

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

Business plan

Introduction

At the toy shop, we strive to offer fun and good quality toys to that kid want to play with and that parents and Grandparents feel good about buying

Our knowledgeable staff is ready to help you find the perfect gift for that special kid in your life.

We have lots of toys out for demonstration so you can try before you buy.

Executive summary

Name of the company: Childhood Wonder Toys

Address: # 03, Mahalakshmi complex, 3rd main, Jayanagar, Bangalore 560 041

Phone number: 7894561230

Tele phone number: 080 22364822

Web address: www.childhoodwondertoys.com

Logo



Name of the key person: Manoj

Address: # 249, 2nd cross, arch road, kempegowda layout, Leggere, Bangalore – 560068

Shareeda S
Principal
MES Institute of Management
Raiajinagar, Bangalore-560

Practical Record

A Business Plan report submitted to Bengaluru Central University in partial fulfillment of the requirement for the award of degree of Bachelor of Business Administration



Bengaluru Central University

By

Manoj Kiran N

Student Id: 19005466

Reg no: B1923032

Under the Guidance of

Mrs. SUSHMITHA V

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

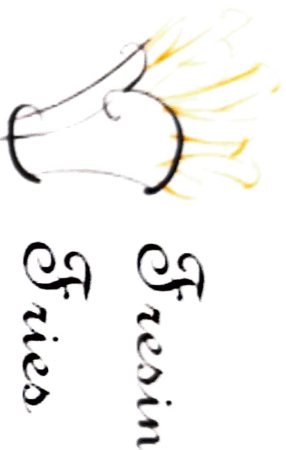
Vidyavihara #25/1,17th main, Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Gmail: mesinstitute@gmail.com

2020-2021

Shoreela S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010



FRESIN FRIES

EXECUTIVE SUMMARY

Fresin Fries is a locally owned fast food outlet that will be positioned as anational franchise through our creative approach to the company's image and detail presentation. Fresin Fries will provide a combination of excellent food at value pricing, with fun packaging and atmosphere. Fresin Fries is the answer to an increasing demand for snack-type fast food, to be consumed while window shopping and walking around inside a shopping mall.

In today's highly competitive environment, it is becoming increasingly difficult to differentiate one fast food outlet from another.

Shareholders
Principal

Practical Record

An BSD Business Plan report submitted to Bengaluru Central University in partial fulfillment of the requirement for the award of degree of Bachelor of Business Administration



Bengaluru City University

By

MANOJ.S

Student Id: 19005467

Reg no: B1923033

Under the Guidance of

Mrs.SUSMITHA.V

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru City University)

Vidyavihara #25/1,17th main, 2nd Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Sharada S
Principal
M.E.S Institute of Management
Rajajinagar, Bangalore-560 010



**MJ DEO AND PERFUMES private limited company offers the most
fragrance Perfumes and DEO around Bangalore Karnataka India**

Contact us through :

8296482295.

MJDEOPERFUMES@gmail.com

#143 6th main 9th cross JP Nagar Bangalore-50

Manoj .S {sole proprietor of MJ Deo and Perfumes}

Sharanab S
Principal
MES Institute of
Raialinagar, Bangalore-560 010

Practical Record

An BSD Business Plan report submitted to Bengaluru Central University in partial
fulfillment of the
requirement for the award of degree of
Bachelor of Business Administration



Bengaluru Central University

By

MEGHA M

Student Id: 19005468

Reg no: B1923034

Under the Guidance of

SUSHMITHA V

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

Vidyavihara #25/1, 17th main, 2nd Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010



BUSINESS PLAN

INTRODUCTION

- The business plan serves as a road map to reach the destination determined by the entrepreneur.
- The business plan integrates the functional plans of different segments of the organization such as marketing, production, finance and human resources.
- A business plan is a written description of your business's future. That's all there is to it a document that describes what you plan to do and how you plan to do it.
- It can help perform a number of tasks for those who write and read them, they're used by investment-seeking entrepreneurs to convey their vision to potential investors.
- These may also be used by firms that are trying to attract key employees, prospect for new business, deal with suppliers or simply to understand how to manage their companies better.

MEANING OF BUSINESS PLAN

- A business is a document which precisely defines the business which an entrepreneur intends to take up, identifies business goals, and serves as the resume of the firm.
- In other words, the business plan is a planned course of action devised to achieve specific business objectives within the specific period of time.
- A business plan is a written statement of what you hope to achieve in your business and how are you going to achieve it.

Sharada S.
Principal
MES Institute of Management
Raiajinagar, Bangalore-560 010

Practical Record

An BSD Business Plan report submitted to Bengaluru City University in partial fulfillment of the

requirement for the award of degree of
Bachelor of Business Administration



Bengaluru City University

By

MUDASIR PASHA

Student Id: 19005469

Reg no: B1923035

Under the Guidance of

Smt. ChitraV, M. Com, M. Phil

Assistant Professor, Department of commerce and management



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru City University)

Vidyavihara #25/1, 17th main, 2nd Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Shardes
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

BUSINESS PLAN FORMAT

1. Executive Summary
2. Vision and Mission Statement
3. Company Products and Services
4. Competitors analysis
5. Ownership Patterns.
6. Financial statements.
7. Infrastructure Management
8. Management and organisation description.
9. Marketing and sale analysis.
10. Appendices.

Business PLAN OF ADDITYA MOTORS.

1. Executive Summary:

ADDITYA MOTORS :-

ADDITYA MOTORS is an Indian Multinational Automotive manufacturing Company, headquartered in Bangalore. The Company produces passenger vehicles, Commercial vehicles and provides other operational Activities. The founder of AM is ADDITYA NARAYAN



Movement that inspires

Shardul S
Principal

MES Institute of Management
Rajalinganagar, Bangalore-5600

BACHELOR OF BUSINESS ADMINISTRATION

Bengaluru City University



Submitted By

Student Name: NAVEEN M

Student ID: 19005470

Student Register No: B1923036

Under the guidance of

Faculty Name: CHITRA V.

Designation: Assistant Professor



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru City University)

“Vidyavihara”, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

Gmail: mesinstitute@gmail.com

Sharada S

Principal
MES Institute of Management
Rajajinagar, Bangalore-560010
Ph: 080-23128321

SDL



SDL offers nutritious Gulkand around Karnataka

Contact us through: 080 *****48

SDLprivatelimited@gamil.com

48, 3rd cross, Gandhi Nagar, Kolar 563101

Naveen M (founder of SDL)

Sharada S

Personal
MES Inc. Management
Raialingalore-560 010

BACHELOR OF BUSINESS ADMINISTRATION

Bengaluru City University



Submitted By

Student Name: NEERAJ HIRAWATH

Student ID: 19005471

Student Register Number: B1923037

Under the guidance of

Faculty Name: Mrs CHITRA V

Designation: Assistant Professor



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru City University)

“Vidyavihara”, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

Gmail: mesinstitute@gmail.com

Shanoba
Principal

MES Institute of Management
Rajajinagar, Bangalore-560 010

BUSINESS PLAN OF JINAL AGARBATTI

Jinal Agarbatti is a concept long embedded in the Hindu way of life, stands for the salvation of the soul. It is the ultimate renunciation that provides "mukti" from the circle of life and death. Living up to the meaning of the word Jinal Agarbatti has carved a niche for itself in the incense industry in no time. Founded in 2018 by NEERAJ HIRAWATH And Jinal as a Partnership firm, the main objective of Jinal Agarbatti was to manufacture superior quality and Affordable incense sticks.



Shareeda S

Principal
MES Institute of Management
B-11, 1st Floor, B-11, 1st Floor, B-11, 1st Floor

BACHELOR OF BUSINESS ADMINISTRATION

Bengaluru City University



Submitted By

Student Name: Nikhil Gowda . R

Student ID: 19005472

Student Register Number: B1923038

Under the guidance of

Faculty Name: Smt. CHITRA V

Designation: Assistant Professor



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru City University)

“Vidyavihara”, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

Gmail: mesinstitute@gmail.com

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560010

Business Plan for FOOD GURU RESTURANT



EXECUTIVE SUMMARY

FOOD GURU believes in its unique delivery of service as it's policy is "Customer is King". Its traditional as well as western outlook gives you the feeling as if you are the member of its family.

Though we are new but the love and taste in our foods will be in abundant.

The location is just a half a kilometre from BSF stop near to country club in Yelahanka. It provides top class facilities provided with great infrastructure of 60*60 of space.

The restaurant offers all kind of items for children, teenager and adults.

Practical Record

An BSD Business Plan report submitted to Bengaluru City University in partial fulfillment of the

requirement for the award of degree of

Bachelor of Business Administration



Bengaluru City University

By

Nirmal R

Student Id: 19005473

Reg no: B1923039

Under the Guidance of

Smt. Chitra V M. Com, M. Phil

Assistant Professor

Department of Commerce and Management



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru City University)

Vidyavihara #25/1, 17th main, 2nd Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010



Business Plan



TentoMinds.AI

“We value your knowledge”



Contact Information

TentoMinds.AI
solutions@tentominds.com
www.tentominds.com

Shaswata S

Principal
MES Institute of Management
Raichinagar, Bangalore-560 010



PRACTICAL RECORD

A Business Plan report submitted to Bengaluru Central University in partial fulfilment of the requirement for the award of degree of Bachelor of Business Administration



BENGALURU CENTRAL UNIVERSITY

BY

PAVAN K P

Student Id: 19005474

Reg no: B1923040

Under the Guidance of

Mr. Vijaykumar M
Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

Vidyavihara #25/1, 17th main, Block, Rajajinagar, Bengaluru-560010
Tel+91-08-23128321

Gmail: mesinstitute@gmail.com

2020-2021

E. Shandale S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

EXECUTIVE SUMMARY

Business Description:

Fitness Center Company is a unique fitness facility with a strong focus on providing practical lifestyle enhancement to its members in an upbeat, friendly, yet adult- oriented atmosphere. As a first-class exercise facility, the company promises to deliver the highest level of personal service and attention to its members.

Product and Services:

Fitness Center Company provides its members with the latest in fitness and martial arts techniques. From group or corporate, to individual training, the company will customize specific programs geared for all fitness enthusiasts, from beginners to professional.

Fitness programs offered include:

Shavek S
Principal
MES Institute of Management
Bajajinagar, Bangalore-560 0

Practical Record

A Business Plan report submitted to Bengaluru Central University in partial fulfillment of the requirement for the award of degree of Bachelor of Business Administration



Bengaluru Central University

By

Prajwal P Kulkarni

Student Id: 19005476

Reg no: B1923042

Under the Guidance of

Mr. Vijay kumar M

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

Vidyavihara #25/1, 17th main, Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Gmail: mesinstitute@gmail.com

2020-2021

Shareela S
Principal
M.E.S Institute of Management
Rajajinagar, Bangalore-560 010

Practical Record

An BSD Business Plan report submitted to Bengaluru Central University in partial fulfillment of the requirement for the award of degree of Bachelor of Business Administration



Bengaluru Central University

By

PRATHAM PAREEK

Student Id: 19005477

Reg no: B1923043

Under the Guidance of

VIJAY KUMAR M

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

Vidyavihara #25/1, 17th main, 2nd Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Shareeda S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560010

BUSSINESS PLAN

Business Plan Template for a Startup Business

A startup business plan serves several purposes. It can help convince investors or lenders to finance your business. It can persuade partners or key employees to join your company. Most importantly, it serves as a roadmap guiding the launch and growth of your new business.

Writing a business plan is an opportunity to carefully think through every step of starting your company so you can prepare for success. This is your chance to discover any weaknesses in your business idea, identify opportunities you may not have considered, and plan how you will deal with challenges that are likely to arise. Be honest with yourself as you work through your business plan. Don't gloss over potential problems; instead, figure out solutions.

A good business plan is clear and concise. A person outside of your industry should be able to understand it. Avoid overusing industry jargon or terminology.

Most of the time involved in writing your plan should be spent researching and thinking. Make sure to document your research, including the sources of any information you include.

Avoid making unsubstantiated claims or sweeping statements. Investors, lenders and others reading your plan will want to see realistic projections and expect your assumptions to be supported with facts.

This template includes instructions for each section of the business plan, followed by corresponding fillable worksheet/s.

The last section in the instructions, "Refining Your Plan," explains ways you may need to modify your plan for specific purposes, such as getting a bank loan, or for specific industries, such as retail.

Proofread your completed plan (or have someone proofread it for you) to make sure it's free of spelling and grammatical errors and that all figures are accurate.

Sharada S
Principal

MES Institute of Management
Rajajinagar, Bangalore-560 010



MES INSTITUTE OF MANAGEMENT

"Vidyavihara", #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru - 560010

Ph: 080- 23128321

Practical Record

A Business Plan report submitted to Bengaluru Central University in partial fulfillment of the requirement for the award of degree of Bachelor of Business Administration



Bengaluru Central University

By

Ramya S

Student Id: 19005478

Reg no: B1923044

Under the Guidance of

Mr. Vijay kumar M

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

Vidyavihara #25/1,17th main, Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Gmail: mesinstitute@gmail.com

2020-2021

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

Practical Record

An BSD Business Plan report submitted to Bengaluru Central University in partial fulfillment of the requirement for the award of degree of Bachelor of Business Administration



Bengaluru Central University

By

SANDHYA.V

Student Id: 19005479

Reg no: B1923045

Under the Guidance of

MR.VIJAY KUMAR

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

Vidyavihara #25/1,17th main, 2nd Block, Rajajinagar, Bengaluru-560010

Shree
Principal

MES Institute of Management
Rajajinagar, Bangalore-560 010

INTRODUCTION

We open ladies boutique in INDIA and we are dealing ladies casual wear, formal wear and semi formal wear.

Boutique Name

The New You

Our Slogan

The fashion world

MISSION

“Satisfying our costumers by providing them best qualitative stuff and unique designs keeping in view their comforts and excellence”

Our Objectives

NON-FINANCIAL OBJECTIVE:

- To be among the top ten favorite brands.
- To add new design in every season.

[Type here]

Shanika S
Principal
MES Institute of Management
Rajainagar, Bangalore-560 010

BACHELOR OF BUSINESS ADMINISTRATION

Bengaluru Central University



Submitted By

Student Name: SHARATH M.B

Student ID: 19005480

Student Register Number: B1923046

Under the guidance of

Faculty Name: Mr. SURESH PATIL

Designation: Assistant Professor



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

“Vidyavihara”, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

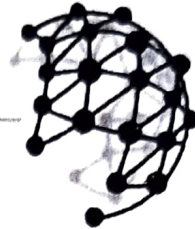
Gmail: mesinstitute@gmail.com

Sharada S.
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

Business Plan for:

M.B MANAGEMENT CONSULTING

MB Management
Consulting



Executive Summary

By focusing on its strengths, its key customers, and the company's underlying core values, M.B MANAGEMENT CONSULTING will increase sales to more than 10 million in three years, while also improving the gross margin on sales and cash management and working capital.

This business plan leads the way by renewing our vision and strategic focus of adding value to our target market segments—the small business and high-end home office users in our local market. It also provides a step-by-step plan for improving our sales, gross margin, and profitability.

This plan includes this summary, and chapters on the company, products & services, market focus, action plans & forecasts, management team, and financial plan.

BACHELOR OF BUSINESS ADMINISTRATION

Bengaluru Central University



Submitted By

Student Name: Shreyas B.J

Student ID: 19005481

Student Register Number: B1923047

Under the guidance of

Faculty Name: Mr.Suresh.S.Patil

Designation: Assistant Professor



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

“Vidyavihara”, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

Gmail: mesinstitute@gmail.com

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

LEKHA HAIR OIL



Lekha hair oil private limited company offers chemical free hair oil for women around Bangalore Karnataka.

Contact us through:

7686888888

Shreyasdarshan@gmail.com

Rajajinagar 4th Block, Bangalore-10.

SHREYAS BJ(founder of Lekha hair oil)

Shreyas
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

Practical Record

An BSD Business Plan report submitted to Bengaluru Central University in
partial fulfillment of the
requirement for the award of degree of
Bachelor of Business Administration



Bengaluru Central University

By

SIDDHU.S

Student ID: 19005482

Student Register Number: B1923048

Under the guidance of

Mr. SURESH S PATIL

Assistant Professor, M.E.S Institute Of Management



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

"Vidyavihara", #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

Gmail: mesinstitute@gmail.com

2020-21

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

BRAND AND BEYOND

AN ADVERTISING AGENCY

EXECUTIVE SUMMARY

Every business needs to advertise itself and spread the word to new customers if it wants to keep growing. Many companies, including small businesses, rely on the expertise of advertising agencies to help them create and execute effective marketing strategies.

It is the mission of BRAND AND BEYOND to provide comprehensive telemarketing consultation and creation of telemarketing advertising campaigns for our clients in india. It is our long-term goal to become The preferred business-to-business telemarketing agency for the south parts of india. Our firm is not interested in simply producing a service for our clients. We believe in creating a long-term relationship with them so that the delivery of their message can reach the right people, at the right moment to insure effective communication with their market.

In the era of digital marketing, BRAND AND BEYOND conducts their business and provides services primarily online, making them both low-cost and COVID-friendly.

The Company

The company has brought together a highly respected group of marketing, development, and telemarketing specialists who, combined, have a total of 25 years of experience in this industry.

The company has a limited number of private investors and does not plan to go public. The company has its main offices in Bangalore. The facilities include conference rooms and office spaces. The company expects to begin offering its services in January of Year 1.

The company's potential clients will initially be all the companies in the Bangalore area. We can service both small and large companies and provide virtually any consultation services in regards to telephone communications with clients.

The Services

In order to create the maximum effect for our clients, we provide a comprehensive program for them that may include some of the following services:

- Identification of Program Objectives and Expectations
- Creation of customized lists of leads

M.E.S Institute Of Management

Sharmada S
Principal
MES Institute of Management
Raiajinagar, Bangalore-560 010

A BSD business plan Report submitted to Bengaluru Central University
in partial fulfilment of the requirement for the award of Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Bengaluru Central University



Submitted By

SRINIDHI

Student ID: 19005483

Student Register Number: B1923049

Under the guidance of

Mr. SURESH S PATIL

Assistant Professor, M.E.S Institute Of Management



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

“Vidyavihara’, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

Gmail: mesinstitute@gmail.com

2020-21

Shandee
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

EXECUTIVE SUMMARY OF THE PROJECT PROFILE

1. **NAME OF THE FIRM:** TREETOP DAIRY FARM
2. **LOCATION OF THE FIRM:** KOLAR
3. **LINE OF ACTIVITY:** DAIRY FARMING
(PRODUCTION)
4. **CONSTITUTION:** CHINTAMANI
5. **SECTOR:** primary sector
6. **NAME OF THE PROMOTER:** SRINIDHI

Shamala S

Principal

Institute of Management
Kadambinagar, Bangalore-560 076

Practical Record

An BSD Business Plan report submitted to Bengaluru Central University in partial fulfillment of the requirement for the award of degree of Bachelor of Business Administration



Bengaluru Central University

By

SUDARSHINI.R

Student ID: 19005484

Student Register Number: B1923050

Under the guidance of

Mr. SURESH S PATIL

Assistant Professor, M.E.S Institute Of Management



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

“Vidyavihara”, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

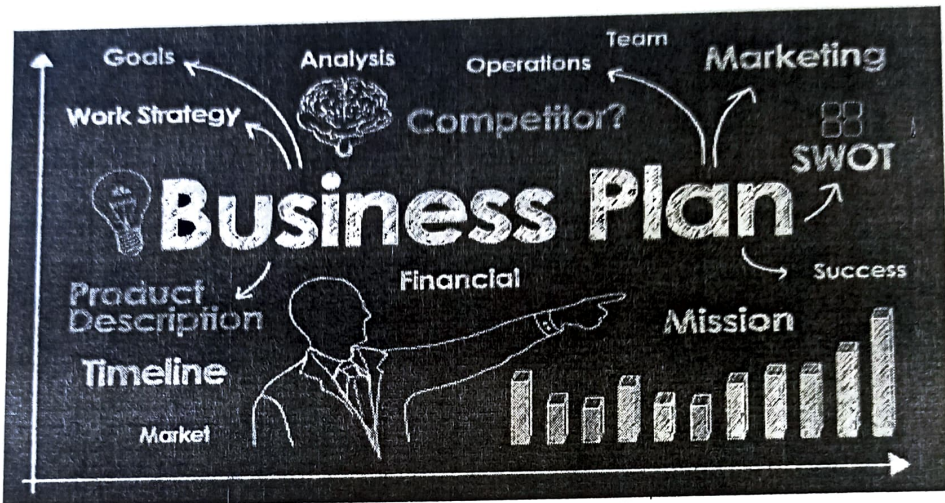
Gmail: mesinstitute@gmail.com

2020-21

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

BUSINESS PLAN

INTRODUCTION



The business plan serves as a road map to reach the destination determined by the entrepreneur.

The business plan integrates the functional plans of different segments of the organization such as marketing, production, finance and human resources.

MEANING OF BUSINESS PLAN

A business plan is a document which precisely defines the business which an entrepreneur intends to take up, identifies business goals, and serves as the resume of the firm.

In other words, the business plan is a planned course of action devised to achieve specific business objectives within the specific period of time.

A business plan is a written statement of what you hope to achieve in your business and how are you going to achieve it.

Practical Record
A Business Plan report submitted to Bengaluru Central University in partial
fulfilment of the requirement for the award of degree of Bachelor of Business
Administration



Bengaluru Central University

By

SUHAS B A

Student Id: 19005485

Reg no: B1923051

Under the Guidance of

Ms. SHAHENAZ BANU S

M.com, NET, Kset

Assistant Professor, MES Institute Of Management



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

Vidyavihara #25/1, 17th main, Block, Rajajinagar, Bengaluru-

560010

Tel+91-08-23128321

Gmail: mesinstitute@gmail.com

2020-2021

Shanicele-S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010



Quick Go

1. Executive Summary

Quick go is a latest travel companion for all your travel needs. At Quick go we want to ensure that we will go an extra mile. It supports your travel needs but also provide a delightful experience with the most effective cost benefits.

- The Business solution is to connect everyone with easy access to booking both offline and online services to the customers.
- Quick go enables travelling Options and logistics solutions to everyone hence we are into service providing business.
- My company directly works with HL V travelling service (container services), dealers, brokers, and few booking agencies - Full time and part time works that gives us more flexibility in providing competitive prices.
- Choose to trade with Quick go - you will have facilities relating to travelling like logistics of Goods, hire personal contract buses and HL V containers and booking of auto and cars for city limits

“Quick go’ creates a good brand recall meaning “access easily, Start your journey quickly and reach your destination – TROUBLE FREE on time.”

The name ‘Quick go’ is easy to pronounce by everyone and can be easily handled By all age groups.

Target market:

The company would like to target their customers very specifically and ensure that adequate attention is given to them to provide optimum services and minimise hassle.

- Travelling agencies
- Goods exporters.
- Bus owners, part time and full time drivers (self-employed)
- Service seekers (their customers) means who use the above mentioned means of transportation.
- Travellers
- Products Delivery

Connecting to ‘Quick go’ is very easy because as mentioned we provide both online and offline service to our customers and dealers so mainly my focus is

Sharekha
Principal



A Business Plan Report submitted to Bengaluru Central University in
partial fulfilment of the requirement for the award of Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Bengaluru Central University



Submitted By

SUJAY.J

Student ID: 19005486

Student Register Number: B1923052

Under the guidance of

Ms. Shahenaz Banu.S M.Com, NET, Kset

Assistant Professor, MES Institute of Management



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

“Vidyavihara”, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

Gmail: mesinstitute@gmail.com

2020-21

Shahenaz
Principal
MES Institute of Management
Rajajinagar, Bangalore-560010

I. Executive Summary

Business Overview

De Vil is a video game brand that consists of five home video game consoles, as well as a media center, an online service, a line of controllers, Our Online Service will aim about 110 million users to get registered. Our Gaming Console will be sold all over Asia and Japan. We aim at shipping our console worldwide soon via ecommerce.

Vision & Mission

Vision

“To enrich lives through the enjoyment of positive play and create safe and responsible entertainment with a positive impact on society.”

We strive to be a global leader in the Gaming Industry by empowering innovation to provide total customer satisfaction.

Mission

“To be a company that inspires and fulfills your curiosity. Our unlimited passion for technology, content, services, and relentless pursuit of innovation drives us to deliver ground-breaking new excitement and entertainment.”

Sharda S
Principal
MES Institute of Management
Raialinagar, Bangalore-560 010

Practical Record

An BSD Business Plan report submitted to Bengaluru Central University in partial fulfillment of
the
requirement for the award of degree of
Bachelor of Business Administration



Bengaluru City University
By

SYED RUMAAN

Student Id: 19005488

Reg no: B1923054

Under the Guidance of

Ms. SHAHNAZ BANU. S

Assistant Professor



M.E.S INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru City University)

Vidyavihara #25/1, 17th main, 2nd Block, Rajajinagar, Bengaluru-560010

Tel+91-08-23128321

Sharada S

2

Practical Record

An BSD Business Plan report submitted to Bengaluru Central University in partial fulfillment of the

requirement for the award of degree of

Bachelor of Business Administration



Bengaluru City University

By

TEJAS.M.L

Student Id: 19005489

Reg no: B1923055

Under the Guidance of

Ms.SHAHENAZ BANU.S

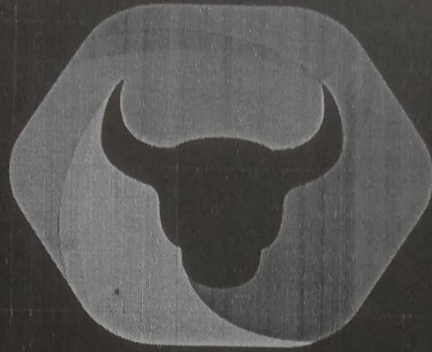
M.com,NET,Kset

Assitant Professor



M.E.S INSTITUTE OF MANAGEMENT

Sharada.S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 011



TEJA REPELLENTS
World Free Of Diseases

TEJA Mosquito Repellent liquid Manufacturing private limited company offers the most Effective Mosquito repellents liquid and around Bangalore Karnataka India

Contact us through :

7892827319.

TEJArepellents@gmail.com

#128 9th cross near BDA complex Nagarbhavi-50

TEJAS M L {sole proprietor of Teja mosquito repellents }

Teja mosquito repellents liquid Private Limited is going to be launched on December 2021. As the name is itself says it that it is going to be the efficient and best Repellents of all the time in India and we are going to make people like it more than any other company. It is going to be one of the top brands and gives a good competition in the markets for competitors by its best products and ser vice to its customers.

Sharaab B
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

**A Business Plan Report submitted to Bengaluru Central University in
partial fulfilment of the requirement for the award of Degree of**

BACHELOR OF BUSINESS ADMINISTRATION

Bengaluru Central University



Submitted By

VS PAVAN KUMAR

Student ID: 19005492

Student Register Number: B1923056

Under the guidance of

Ms. POORNIMA G.M

Assistant Professor, MES Institute of Management



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

“Vidyavihara”, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

Gmail: mesinstitute@gmail.com

2020-21

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560010

MEANING OF BUSINESS PLAN:

- A business plan is a document which precisely defines the business which an entrepreneur intends to take up, identifies business goals and serves as a resume for the firm.
- It's a predetermined course of action and a written statement stating what objectives to be achieved and how to achieve them.

IMPORTANCE OF BUSINESS PLAN:

- Planning and performance
- Errors are avoided
- Information brochure
- Comprehensive brochure
- Self-evaluation
- A guide to decision making



STEPS IN BUSINESS PLAN:

- Organizing planning process
- Diagnosing the situation
- Setting goals
- Developing operational plans
- Developing financial plan

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 0

A Business skill development Report submitted to Bengaluru Central University in partial fulfilment of the requirement for the award of Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Bengaluru Central University



Submitted By

Student Name: VAIBHAVI.C

Student ID: 19005491

Student Register Number: B1923057

Under the guidance of

Faculty Name: Kum. Poornima GM

Designation: Assistant professor



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

“Vidyavihara”, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

Gmail: mesinstitute@gmail.com

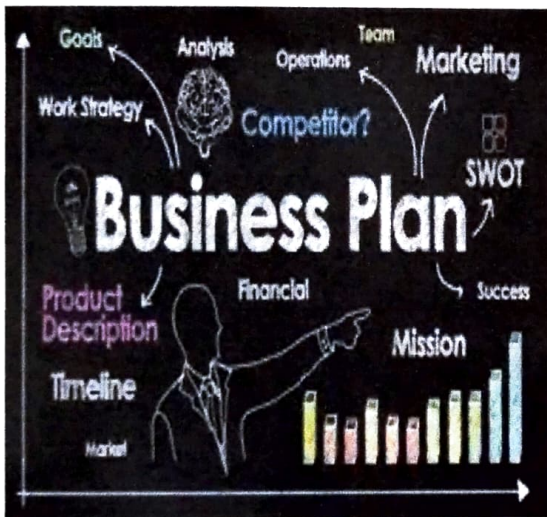
Sharada.S
Principal
Institute of Management
Bangalore-10

MEANING OF BUSINESS PLAN:

- A business plan is a document which precisely defines the business which an entrepreneur intends to take up, identifies business goals and serves as a resume for the firm.
- It's a predetermined course of action and a written statement stating what objectives to be achieved and how to achieve them.

IMPORTANCE OF BUSINESS PLAN

- Planning and performance
- Errors are avoided
- Information brochure
- Comprehensive brochure
- Self evaluation
- A guide to decision making.



STEPS IN BUSINESS PLAN

1. Organizing planning process
2. Diagnosing the situation
3. Setting goals

Sharada S
Principal
MES Institute of Management
Raiajinagar, Bangalore-560 0

A Business Plan Report submitted to Bengaluru Central University in
partial fulfilment of the requirement for the award of Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Bengaluru Central University



Submitted By

VARUN KUMAR.P

Student ID: 19005492

Student Register Number: B1923058

Under the guidance of

Ms. Poornima G.M

Assistant Professor, MES Institute of Management



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

“Vidyavihara”, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

Gmail: mesinstitute@gmail.com

2020-21

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

"VK" HAIR OIL

VK hair oil private limited company offers chemical free hair oil for women around Bangalore Karnataka.



Contact us through:

7204552452

royv5003@gmail.com

Rajajinagar 4th Block,

Bangalore-10.

Varun Kumar founder of VK hair oil

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010

BACHELOR OF BUSINESS ADMINISTRATION

Bengaluru Central University



Submitted By

Student Name: VINITH

Student ID: 19005493

Student Register Number: B1923059

Under the guidance of

Faculty Name: Poornima GM

Designation: Assistant Professor



MES INSTITUTE OF MANAGEMENT

(Affiliated to Bengaluru Central University)

“Vidyavihara”, #25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru – 560010

Ph: 080- 23128321

Gmail: mesinstitute@gmail.com

MES INSTITUTE OF MANAGEMENT, Rajajinagar, Bengaluru

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560010

BLUE SHINE PLASTICS RECYCLING LIMITED



Plastic recycling is the process of recovering scrap or waste plastics and reprocessing the material into useful products.

- Sometimes it can be completely different from their original state.
- Plastic recycling includes melting down unused plastic type material and then casting them as useful plastics.

Possible Investment:

The initial cost for this business is about Rs15,00,000.

Other variable cost is about Rs7, 50,000.

Vision

The vision of the manufacturing company is to make profit 13% in year one, then exceeding 20% annually starting in year two.

MES INSTITUTE OF MANAGEMENT, Rajajinagar, Bengaluru

Sharada S
Principal
MES Institute of Management
Rajajinagar, Bangalore-560 010