

CENTRE FOR INNOVATION & ENTREPRENEURSHIP

APPLICATION FORM FOR BUSINESS INCUBATOR

A. Incubator Applicant Information

Full Name & USN: <u>Dhanush.M, 17VFC26041</u>		Semester: <u>II</u>
Partner's Names & USN: _____		Year of Passing: _____
Department & Year- <u>BBA</u>		
DOB: _____		Age: <u>19</u>
Address (Residential): <u>#302, II cross, Acharya lane, Marathalli</u>		Address (Business): _____
Phone no: _____	Mobile: _____	Fax: _____
-Email Address: _____		Email Address: _____

1. Have you followed any Course / Training?

Yes (If yes, Please fill in the table below) No

Course followed	Period/Year	Level	Institution

What are your training needs?

.....

.....

.....

B. Business Profile:

1. What products do you manufacture/services do you offer? (Please specify)

Event planning Services

2. Numbers of years in operation?
.....

3. Who are your customers?
 (a)..... Individuals & corporates
 (b).....
 (c).....
 (d).....

4. Monthly Turnover (Rs)

5. Do you have a Trade License? Yes No

6. Do you face any problem with your business? Yes <input type="checkbox"/> No <input type="checkbox"/> <input type="checkbox"/> Financial problem <input type="checkbox"/> Purchased of raw materials <input type="checkbox"/> Marketing problem <input type="checkbox"/> Any other problem	7. why do you wish to operate in a Business Incubator Centre? (a) <u>financial deficiency</u> (b) (c)
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8. How will you promote and develop your business in the Incubator centre?
Office space at the incubation centre will be used for disc meeting with the customers and understanding their needs.

Date: 25/5/2018

Signature: Dhanush

IMPORTANT – PLEASE READ THE FOLLOWING CAREFULLY:

Incomplete, inadequate or inaccurate filling of the form may cause the applicant’s elimination from consideration. It is an offence to give information or to conceal any relevant information on this form and business and business plan. This may lead to an application being rejected

I Dhanush. M The undersigned applicant, declare that all information supplied above and in the business proposal are true and accurate and that I have not willfully suppressed any material fact.

Name: Dhanush. M

Signature: Dhanush

Designation Date 25/5/2018



NEW HORIZON COLLEGE

Affiliated to Bangalore North University, Recognized by Govt. of Karnataka
The Trust is a Recipient of prestigious Rajyotsava State Award 2012 Conferred by Government of Karnataka

15th June 2018

To

Dhanush M

17VFC26041

Subject :- Approval of Business plan

Mr. Dhanush ,

I am happy to inform you that the business plan submitted by you has been reviewed and approved by both internal and external panel of experts. We are ready to provide incubation centre for your start up.

Wish you all the best for your endeavour.

Enclosure;- Terms & conditions for using the incubation centre


Principal, NHC

Principal,
NEW HORIZON COLLEGE
Ring Road, K. Marathalli
Bellandur Post, Near Marathalli
Bangalore - 560 103

Terms & conditions for using incubation centre

1. The functioning of the incubation centre will be reviewed every 6 months by the reviewers' panel
2. Incubation centre can be used on all working days
3. Student should attend regular classes during class hours
4. The incubation centre can be used only after class hours
5. The usage of incubation centre is restricted to 3.50 pm to 4.50 pm only on working days
6. The centre need to be maintained clean & tidy
7. Student should not cause any damage to the facilities and infrastructure provided by the college
8. Student should pay for any damage caused to infrastructure
9. College can cancel the approval at any time if it is found that the student is not adhering to the above mentioned terms and conditions.

Accepted
Dhanu


Principal
NEW HORIZON COLLEGE
Ring Road, Bellandur Post,
Bangalore - 560 103.

Event planning company

Business Plan

Executive Summary

Introduction

Perfect planners is an event planning company formed by Mr. Dhanush M, BBA student of NHC. We look forward for an opportunity to create a signature event for your special occasion in Bangalore City and surrounding areas. Our first initial consultation will be held in a private meeting room at NHC . The location provides the warmth and inviting environment that allows us to discuss your special event.

Services

Perfect planners plan the entire event for the customers. Initially we will be focusing on birthdays, anniversaries and Weddings. The company is planning to shift its target market from individual events to corporate events in the future.

The Market

Bangalore being the metro city and thickly populated the business is expected to grow in few years. At present Bangalore is a very attractive market for Perfect planners due to its working population.

Financial Considerations

Perfect planners intends to stay away from debt. We expect to see profits from our market efforts by the end of Year 2. Over the next three years we expect lower profits as we make inroads into this tough competitive market. We estimate that we will be able to reduce marginal costs and increase overall profitability by Year 3 or Year 4 as we grow and take advantages of economies of scale.

Objectives

Perfect planners plan to:

- Enter into the event planning business to make profit and to fetch market share.
- Begin to operate from the incubation centre provided by NHC and planning for opening an office in Year 4.

Mission

Perfect planners helps in managing your event, the catering, beverages, seating, stage, lighting, AV equipment, floral arrangements, parking. Perfect planners will assist you in getting all the arrangements right, just the way you want them.

Company Ownership

Perfect planners is a company registered in the state of Karnataka. Perfect planners is wholly owned by Mr. Dhanush.

Services

Some of the services Perfect planners offers are:

- Floral arrangements & decorations
- Catering
- Beverages
- seating
- stage
- lighting
- AV equipment
- Parking.

Floral arrangement & decoration is done by the company staff themselves. The company also provide people to take care of guests. Company will have tie-up with caterers and other equipment suppliers for the other services.

Start-up Summary

The start-up cost of Perfect planners will consist primarily of human resources and marketing expenses. Mr. Dhanush will invest Rs. 200000. He will also secure a Rs. 200000 loan.

Market Analysis Summary

The Bangalore area being a metro, overall demand for event planners over the past ten years has remarkably increased and is expected to continue for at least the next few years.

This constitutes an attractive market for Perfect planners.

Market Segmentation

At present we will be providing our services for home functions like birthdays, anniversaries and weddings and in future we will be extending our services to corporate clients.

Competitive Edge

Perfect planners competitive edge is:

- **Individual contact Resource** : There will be a resource person to answer their questions and give suggestions to them 24/7.

Sales Strategy

The sales strategy of Perfect planners is simple. First, create a confidence in the customer that their event will be a signature event and he or she will get the quality services as per their requirement and expectations. Second, after knowing your customer's expectations offer the event planning services at competitive prices.

Sales Forecast

Perfect planners will hit the ground running in January 2020.

Management Summary

Dhanush M will be managing the staff of Perfect planners .

Personnel Plan

Perfect planners will have the following staff members:

- Manager.
- Assistant Manager.
- Office Manager/Accountant.
- Stage decorators.
- Two sales executives.



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Recognized under section 2 (f) of the UGC Act, 1956

Evaluation report

20th December 2018

Result	Suggestion
Incubation Start-up flourished well	Invest on people and promotion.

Ms. Sreeja K
(Internal member)