

Preparing Project Proposal To Start On New Enterprise Project work

Preparing Project Proposal to Start a New Enterprise

Meaning of Project Proposal

- A **project proposal** is a detailed written document that explains the business idea, objectives, resources required, methods of operation, and expected outcomes of a new enterprise.
- In simple language, it is a complete plan that shows how a business will be started and managed.

Objectives of Project Proposal

- To clearly define the business idea
- To assess feasibility and profitability
- To attract investors and financial support
- To guide the entrepreneur in starting and running the business

Contents of a Project Proposal



1. Introduction

- Basic information about business ideas
- Nature and type of enterprise

2. Objectives of the Project

- Short-term and long-term goals

3. Product or Service Description

- Details of what will be produced or offered

4. Market Analysis

- Demand for product
- Target customers
- Competitors

5. Technical Details

- Production process
- Machinery and technology

6. Financial Plan

- Capital requirement
- Sources of finance
- Expected income and expenses

7. Organizational Structure

- Management team
- Roles and responsibilities

Importance of Project Proposal

- Provides a clear direction
- Helps in securing loans and investments
- Reduces uncertainty and risk
- Acts as a roadmap for business operations

Project Work – Feasibility Report

Basic Idea

- The **feasibility report** is a detailed study conducted to check whether the proposed business idea is practical and profitable.

Meaning of Feasibility Report

- It is a systematic analysis of a project's viability
- **Help answer:**
 - Is the project possible?
 - Is it profitable?

Objectives of Feasibility Report

- To check viability of the project
- To identify potential risks
- To estimate costs and benefits
- To support decision-making

Types of Feasibility in Report

1. Technical Feasibility

- Availability of machinery and technology
- Suitability of production process

2. Financial Feasibility

- Cost of project
- Sources of finance
- Expected returns

3. Market Feasibility

- Demand for product/service
- Market size and competition

4. Legal Feasibility

- Compliance with laws
- Licenses and permissions required

5. Operational Feasibility

- Ability to run daily operations

Steps in Preparing Feasibility Report

1. Preliminary Study

- Initial idea screening

2. Data Collection

- Gathering relevant information

3. Analysis

- Evaluating different aspects

4. Report Preparation

- Documenting findings

5. Decision Making

- Accepting or rejecting the project

Components of Feasibility Report

- Executive summary
- Description of business
- Market analysis
- Technical analysis
- Financial analysis
- Risk analysis
- Conclusion on feasibility

Importance of Feasibility Report

- Prevents investment in unviable projects
- Helps in planning resources
- Builds confidence among investors
- Ensures better decision-making

Planning in New Enterprise

Meaning of Planning

- **Planning** is the process of deciding in advance what to do, how to do it, when to do it, and who will do it.
- In entrepreneurship, planning helps in organizing all activities required to start and manage a business.

Steps in Planning Process

A. Setting Objectives

- Defining clear goals

B. Identifying Alternatives

- Different ways to achieve goals

C. Evaluating Alternatives

- Comparing options

D. Selecting Best Alternative

- Choosing most suitable option



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