

## **Building and Presenting Business Plan**

**Unit-I** – Entrepreneurial Business Opportunities, Tools to identify Opportunities, Evaluate Opportunities, Components of Business Plan.

**Unit-II** – Analyse Business Context and risks, PESTLE and SWOT analysis, Analyse resources.

**Unit-III** – Understanding Competition and Markets, Develop Market Entry Strategy.

**Unit-IV** – Financial Tools for Estimating Economic Viability, Tools for Understanding Financial Options and Frameworks.

**Unit-V** – Understanding Tools for Maximising Marketing Opportunities, Building Capabilities, Strategies for achieving Competitive Advantage.

Books:-

1. Shelton Hal- The Secret to writing A Successful Business Plan, kindle Edition on Amazon.
2. Writing a Business Plan: A Practical Guide by Ignatius E-kanem, Kindle Edition.