**Title page**

Business Name

**Submitted To**

Md Kamruzzaman Didar

Assistant Professor & Head

Department of Innovation & Entrepreneurship

Daffodil International University

**Submitted By**

Name

ID

Department of Innovation & Entrepreneurship

Daffodil International University

Date of Submission:

**Letter of Transmittal**

June 15, 2020

Md Kamruzzaman Didar

Assistant Professor & Head

Department of Innovation & Entrepreneurship

Daffodil International University

**Subject: Submission of report named “……………………”.**

Dear Sir,

This is my great pleasure to submit the report named “**------------------**” as a part of Project 1 of Department of Innovation & Entrepreneurship for your kind consideration. I made sincere efforts to ……………………………………………………………. and examined relevant records for preparation of the report.

Within a limited time, I have worked to make this report as comprehensive as possible. But there may be some incompleteness due to various restrictions. For this reason, I beg your kind consideration in this regard.

Sincerely yours,

Name

ID

Department of Innovation & Entrepreneurship

Daffodil International University

**Certificate of Approval**

This is certifying that **name** bearing ID No. **……….**, is a regular student of Department of Innovation & Entrepreneurship, Faculty of Business and Entrepreneurship, Daffodil International University. He has successfully completed his project 1 on “…………………………..”

I have gone through the project and found the business idea feasible.

I wish his every success in life.

Md Kamruzzaman Didar

Assistant Professor & Head

Department of Innovation & Entrepreneurship

Daffodil International University

**Acknowledgment**

By the kind help of almighty Allah, I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. I would like to extend my sincere thanks to all of them.

I am highly indebted to my supervisor Md Kamruzzaman Didar, Assistant Professor & Head, Department of Innovation & Entrepreneurship, Daffodil International University for his guidance and constant supervision as well as for providing necessary information regarding the report & also for his support in completing the project.

I would like to express my special gratefulness and thanks to ………….. for giving me such attention and time.

**Abstract**

Summary of the Project (10/15 lines)

**Table of Content**

**List of Figures, Tables, Abbreviations etc.**

**Chapter 01**

**Introduction**

**1.1 Introduction:**

**1.2 Objectives of the project**

**1.3 Time Frame:**

**1.4 Limitations**

**Chapter 02**

**Rationale and Background**

1. **What is your IDEA? -** Entrepreneur should be clear about their business idea.

Market analysis:

1. **Mission and Vision -** The mission of a project explains its purpose of being. The mission should be very short (one sentence to one paragraph) and formulated simply. The vision communicates what the project aims to achieve in the mid-term or long-term.
2. **Business Objective -** In order to perform well, an entrepreneur should define specific sets of results that he/she wants to achieve with the business.
3. **Rationale** – Explain strategic fit, describe and quantify the demand for the intended business.
4. **Background** – Relevant project history
5. **Management Team** – List of key members including titles and backgrounds

**Chapter 03**

**Marketing Plan & Distribution**

1. **Market description** – Provide an overview of the current state of the market, daily/weekly income of consumers, growth potential, relevant industry information etc.
2. **SWOT Analysis** – Strengths, Weaknesses, Opportunities, Threats
3. **Method** – Explain how product or service will reach the customer, identify target locations, describe local markets and resources
4. **Cost** – Proposed price of product or service, justification of price and affordability level , cross subsidization strategies, price of similar goods in the market

**Chapter 04**

**Financial & legal Aspects**

**Financial**

1. **Initial investment source** – Loan, grant, social business fund
2. **Payback time**

**Legal Aspects**

1. **Ownership structure** - Financial and legal rationale for chosen ownership structure
2. **Termination**

**Chapter 05**

**Conclusion**

5.1 Conclusion

**References**