



## KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Re-accredited by NAAC with A<sup>+</sup> Grade - 4<sup>th</sup> cycle,

College of Excellence - UGC

29<sup>th</sup> Rank among Colleges in NIRF 2023

Coimbatore - 641 029, Tamil Nadu, India

### -REPORT-

Department of Commerce with Information Technology with KASC – IIC and Entrepreneurship Development Cell (EDC) organised *workshop on Business Plan Preparation for Early Stage Entrepreneurs on September 9<sup>th</sup>, 2023.*

**Objective:** The main objective of the program is to introduce and enable students to the basic steps required to plan, start and run a business.

**Resource Person:** Mr. Naveen Manickam, Certified EDII Trainer and Founder, NM Academia was the resource person.

#### **Benefits:**

Students have developed with a basic understanding of the business management and functional activities, including:

- Vision, Mission, Objectives and Goals of the Organization
- Need for Market Analysis
- Financial Planning and Cash management
- Importance of Manpower planning
- Revenue models, Business models & the Pricing structure
- SWOT Analysis

**Number of Beneficiaries: Faculty: 04 Students: 73**

**Report:**

Department Of Commerce with Information Technology with KASC – IIC and Entrepreneurship Development Cell (EDC) organised ***workshop on Business Plan Preparation for Early Stage Entrepreneurs on September 9<sup>th</sup>, 2023.*** Mr. Naveen Manickam, Certified EDII Trainer and Founder, NM Academia was the resource person. The main objective of the program is to introduce and enable students to the basic steps required to plan, start and run a business. Mr. Naveen Manickam highlighted the importance of vision and mission statement, objectives and goals of the organization. He emphasized the need for market analysis to understand about the likes and dislikes of the product. He also highlighted financial planning, cash management and revenue planning and pricing structure. Also elaborated the importance of SWOT Analysis. ***Number of Beneficiaries: Faculty: 04 Students: 73.*** Mrs. M Princess Monica Victoria, Assistant Professor welcomed the gathering, Dr. K Sudha introduced the resource person and Dr. K Akila, Assistant Professor proposed vote of thanks.

# INVITATION



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Coimbatore - 641 029, Tamil Nadu, India

**PATRON**  
**Dr. C A Vasuki**  
Secretary and Director

**Dr. M Lekshmanaswamy**  
Principal & KASC – IIC Chairman

**Dr. G Dhandapani**  
President - KASC – IIC

**Dr. B Divya Priya**  
Convener – KASC IIC

**Dr. R Thirunanasambandhan**  
Convener – EDC

**Dr. R. Saravana moorthy**  
Academic Co-ordinator

**KASC – INSTITUTION'S INNOVATION COUNCIL (KASC – IIC)**

&

**ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)**

&

**DEPARTMENT OF COMMERCE WITH INFORMATION TECHNOLOGY**

Organizes

Workshop On

**BUSINESS PLAN PREPARATION FOR EARLY STAGE  
ENTREPRENEURS**



*Resource Person*

**MR. NAVEEN MANICKAM**

Certified EDII Trainer

Founder - NM Academia

**Organising Secretary**

**Mrs. M Princess Monica Victoria**  
Assistant Professor

**Organising Team**

**Dr. K Sudha**  
**Dr. K Akila**

**Assistant Professors**  
Department of Commerce with  
Information Technology

**Date: 2<sup>nd</sup> September, 2023 Time: 8.30 am Venue: E – 21**

## SNAPSHOT OF THE EVENT

