

# TMA - HYKON

## 12th All India Business Plan Contest

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## 12th All India Business Plan Contest 2022

S.No	Events	Date
1	Registration begins for TMA-Hykon BPC	January 15, 2022
2	Workshop on how to write an "Effective Business Plan"	January 20, 2022
3	Last date of Submission of Synopsis, Registration & Draft Business Plan	February 15, 2022
4	Announcements of Teams qualified to the Final Round	February 23, 2022
5	Last date for Submission of Final Business Plan incorporating the suggestions of the jury	March 02, 2022
6	Finals: The live presentation by the shortlisted teams.	March 07, 2022

### Content of Business Plan

The Business Plan must contain the following informations

- Executive Summary
- Products/Services Offered
- Entrepreneurial Team
- Target Market
- Market Analysis/Industry Analysis
- Competition Analysis
- Marketing Plan
- Operations, Technology, Inputs
- Quality Control, R&D
- Organisational Plan
- Risk Management
- Financial Plan
- Cost for Project
- Financing the project
- Projected financial Statement
- Financial Viability & Technical Feasibility
- Cash Flow Statements
- Project Implementation Flowchart

The Synopsis and Business Plan should be emailed to

Hon. Secretary,  
Thrissur Management Association,  
Management House, Sooryagramam, East  
Fort, Thrissur 680005.  
Ph: 9447790381  
tma.tcr@gmail.com

### Participants

Bonafide Students of all disciplines are eligible to participate in the contest. Each institution can nominate maximum 3 teams. The minimum number of members in a team is two and maximum is four.

### Registration

The registration form is attached below. The fee per team is Rs.595/- including GST which shall be remitted by **Net Banking (Bank: The South Indian Bank Limited, Branch: East Fort, Thrissur Account Number: 0368053000024746, IFSC Code: SIBL0000368)** or by using the Google Pay / BHIM UPI ID ([qr.tmatcr@sib](mailto:qr.tmatcr@sib)).

### Synopsis

The synopsis shall be of maximum two pages briefly outlining the unique opportunity and business model explicitly.

### Business Plan

The theme proposed for the business plan is generic in nature of any Industry / Service / Trading or similar.

### PRIZE MONEY

First Prize	: Rs. 60,000/-
Second Prize	: Rs. 20,000/-
Third Prize	: Rs. 10,000/-
Consolation Prizes	: Rs. 3,000/- each for three teams

### Business Plan Format

- The business plan format should not exceed 25 pages including executive summary.
- The plan should be submitted in soft copy should be emailed in one of the following formats in A4 size. (.doc, .docx, .pdf, .ppt, .pptx)
- The document should be in Times New Roman Font size 12, Line space 1.5.
- Every business plan to be accompanied by a certificate from the head of the institution / Authorised official.
- **Business plan without Executive Summary will not be considered.**

### For Further Details:

Mr. Joy Joseph, CEO - Thrissur Management Association, Ph: 9495564400, Email: [joycherayath@gmail.com](mailto:joycherayath@gmail.com)  
Ms. Sushma Shaji, Administrator - Thrissur Management Association, Ph: 8281094090, Email: [tma.tcr@gmail.com](mailto:tma.tcr@gmail.com)  
Mr. Santhosh Thannikat, Placement Officer - Naipunya, Ph: 944 63 89 679, Email: [placementofficer@naipunnya.ac.in](mailto:placementofficer@naipunnya.ac.in)