

Yojna Problem Statement

Following points must be followed for business plan and approval:

1. Area of business
2. Market analysis (Target market)
3. Potential demand factor identification and strategy framing
4. Budget and working capital management (Bankability, licensing from different regulatory bodies, approval criteria, registration)
5. Competitor's analysis
6. Promotion planning (message planning, media planning, brand promotion)
7. Forecasting
8. Determining ROI & ROR
9. Findings