



GRETSA UNIVERSITY

**BACHELORS DEGREE PROGRAMMES ENTREPRENUERSHIP PROJECT DETAILED
GUIDELINES**

COVER PAGE

- i. This page should not be paginated (*should not have page numbers*)
- ii. All wording should be single- spaced and in uppercase/Capital Letters
- iii. All wording on the cover page to be bold and font-size is 12.
- iv. Items will be arranged in the following sequence:
 - a) Name of the business should be focused and informative
 - b) Full names of student
 - c) Registration number of student below the name

Then follows the writing:-

BUSINESS PLAN SUBMITTED TO THE SCHOOL OF BUSINESS IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF BACHELOR OF COMMERCE IN ACCOUNTING OF GRE TSA UNIVERSITY

- v. Month and year of submission comes immediately after (e.g. MAY 2016) – immediately before the bottom margin
- vi. The entire wording on the cover page should be centered

DECLARATION

This page should start on a new page and to have the following write up:

I, Benedict Musyoki Mutunga, do hereby declare that this entrepreneurship project is my own original work and to the best of my knowledge it has not been presented to any other University for similar purpose or for any other degree award.

Signature:.....Date:.....

I confirm that the work reported in this entrepreneurship project was carried out by the student under my supervision as the University Supervisor.

Signature:Date:.....

Prof. Johansen Mwaura
School of Business
Gretsa University

ACKNOWLEDGEMENT

- This should start on a new page and should not be more than a page

DEDICATION

- This should start on a new page and should not be more than a page

TABLE OF CONTENTS

- It should start on a new page
- Should be computer generated

EXECUTIVE SUMMARY

- It should start on a new page and should have the following areas:
- Business Description
- Marketing Plan
- Organizational Plan
- Financial Plan

BUSINESS DESCRIPTION

1.1 Business Goals

1.1.1 Vision

1.1.2 Mission

1.1.3 Core Values

1.1.4 Short Term Goals

1.1.5 Long Term Goals

1.2 Business Name

1.3 Business Location and Address

1.4 Form of Business Ownership

1.5 Type of Business

1.6 The Industry

1.7 Justification of The Business Opportunity

1.8 Market Entry Strategy

1.9 Market Growth Strategies

MARKETING PLAN

2.1 Target Customers

2.2 Market Potential and Sales Potential

2.3 Competitor Analysis

2.4 Product/Service Portfolio and Strategy

2.5 Promotion Strategy

2.6 Pricing Strategy

2.7 Place/Distribution Strategy

2.8 Extended Marketing Mix Strategy: People, Process, and Physical Ambience

ORGANIZATIONAL/MANAGEMENT PLAN

3.1 Proposed Organizational/Management Structure

3.2 Key Personnel Qualifications and Duties

3.2.1 Management Team

3.2.2 Other Personnel

3.3 Recruitment, Training and Development

3.3.1 Personnel Recruitment Plan

3.3.2 Personnel Training Plan

3.3.3 Personnel Development Plan

PRODUCTION/ OPERATIONAL PLAN

4.1 Production Facilities and Capacity

4.2 Business Premises Layout

4.2.1 Production/Operation Strategy

4.2.2 Projected Annual Production/Operation Inputs Requirements

4.2.3 Projected Annual Overhead Requirements

4.3 Production/Operation Process

4.3.1 Internal Factors Affecting the Business Operation

4.3.2 External Factors Affecting the Business Operation

4.4 Government Regulations Affecting Production Process

4.5 License, Permits and Recent By-Laws Compliance

4.6 Outsourced Support Services

FINANCIAL PLAN

5.1 Introduction

5.2 Initial Working Capital Requirements

5.3 Start-Up Statement of Financial Position

5.4 Five Year Projected Income Statement

5.5 Statement of External Funding

5.6 Auditing and Controls

5.7 Key Financial Ratios Computations

APPENDICES

Appendix I: Loan Repayment Schedule

Appendix II: The Implementation Schedule