



Horizon PlannerZ-2k21



IMPEL YOUR DREAMS

A NATIONAL LEVEL ONLINE B PLAN CONTEST

A STUDENT CONTEST

DEC 17th & 18th, 2021

Eligibility: MBA, BBA & BBM (Only 2 teams from each institution)

Registration fee: Rs 200 per team (2 participants per team)

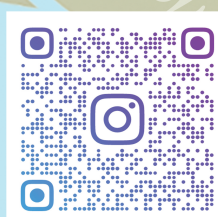
Attractive Cash Prizes



SPONSORED BY



REGISTRATION



EVERY PARTICIPANT WILL GET E-CERTIFICATE

**Last Date of Registration
12th DEC 2021**

DEPARTMENT OF MANAGEMENT STUDIES

MVGR COLLEGE OF ENGINEERING (AUTONOMOUS)

VIZIANAGARAM, ANDHRA PRADESH.

About MVGR:

MVGR College of Engineering was established in the year 1997, under the aegis of Maharaj Alak Narayan Society for Arts and Science (MANSAS Trust). MANSAS offers KG to PG education in Arts, Sciences, Engineering and Management across 12 institutions of which the first was established in the year 1857.

MVGR is permanently affiliated to JNTUK- Kakinada, and approved by AICTE New Delhi. All UG and MBA program are accredited by NBA and NAAC. It was also conferred Autonomous status by UGC. It is highly committed to promote technocrats and management professionals to their true values. The Institute is well known for its dedicated faculty, staff and the state-of-the-art infrastructure conducive to a healthy academic environment. To know more about our Institution please visit www.mvgrce.edu.in.

ABOUT DEPARTMENT OF MANAGEMENT STUDIES:

DMS was established in the year 2008 at MVGR. It offers two - year full time course in management. It has been consistently achieving leading performance in student results and placements. The MBA Program was accredited by NBA. The department believes in the four pillar philosophy i.e. Academic Excellence, Research and innovation, Professional competence, Social Commitment and Industry Institute Interaction. Department focuses on appropriate curriculum by awarding that management is a multidisciplinary course meeting the demand for the managerial roles in renowned organizations and it also identifies entrepreneurial spirit among the students and conducts entrepreneurship development programs. The MBA program has been bestowed with NIRF Ranking 2017 in the Rank Band: 75-100 at all India level by Ministry of HRD (Now Ministry Of Education).

ABOUT HORIZON PLANNERZ-2k21:

A National Level Online B-Plan Contest creates a platform for the young and budding Businessmen to come out with their innovative ideas. It helps to develop their presentation skills with a holistic sense energize their confidence levels to ever changing socio cultural- industry economic scenario and consequent dynamics in business profession. HORIZON PLANNERZ-2k21 is expected to contribute to a greater extent in these endeavors.

PARTICIPANT GUIDELINES:

- The Business Plan Contents
(pdf format- 3 pages to be uploaded at the time of registration)
- 1) Executive Summary
 - ☐ Vision, Mission, Objectives
- 2) Company Summary
 - ☐ Assets, Investment, Expenses, Ownership
- 3) Product / Service
 - ☐ Detailed description of various products and services offered
- 4) Market Analysis
 - Market Segmentation
 - Target Customers
- 5) Strategy and Implementation
 - ☐ Competitive Advantage
 - ☐ Sales Strategy
- 6) Management Summary
 - ☐ HR Aspect of Company
- 7) Break-Even Analysis

LEVEL 1:

-Expert team scrutinise & shortlist participants for level 2.

LEVEL 2:(Semi Final)

- Short PPT presentations

LEVEL 3: (Grand Final)

- Detailed PPT presentations

SCHEDULE:

Day 1: 17th Dec 2021

Inaugural and Presentations-

Day 2: 18th Dec 2021

Presentations

Results and Valedictory

Post event activity

Feedback

ORGANISING TEAM:

- > R.Mani kumar-Registration
(7075971537)
- > K.Bhavani-Query
(9849592144)
- > K.Sri Harsha-Technical
- > D.Hemanth--Technical
- > R.Vasuprada--Technical
- > M.Kalyani-Advertising
- > A.Veena Madhuri-Scrutiny
- > K.B V S Kumar-Promotion
- > CH.Likhil Sai Venkat-Promotion
- > N.L.P. Sanrutha-Promotion
- > A.Soundharya lahari-Sponsorship
- > B. Nandhini - Sponsorship

