**Title of FYP**



**Authors** **(Times New Roman 14 Bold)**

Student 1 (CU-9999-9999)

Student 2 (CU-9999-9999)

Student 3 (CU-9999-9999)

Student 4 (CU-9999-9999)

(Times New Roman 14)

**Session: 20AA – 20BB**

**Supervisor(Times New Roman 14 Bold)**

Name of Supervisor

**Co-Supervisor(Times New Roman 14 Bold)**

Name of Co-Supervisor

**Department of** **Management Sciences**

**CECOS University of IT and Emerging Sciences, Peshawar**

**Month Year**

**Title of FYP (Times New Roman 20 Bold)**

*A Project Submitted to Faculty of Management and Allied Sciences, CECOS University, Peshawar, in Partial Fulfillment of the Requirement for the Degree of*

*Batchlor in Business Administration (Specialization).*



**Authors(Times New Roman 14 Bold)**

Student 1 (CU-9999-9999)

Student 2 (CU-9999-9999)

Student 3 (CU-9999-9999)

Student 4 (CU-9999-9999)

**Session: 20AA – 20BB**

**Supervisor**

Name of Supervisor

**Co-Supervisor**

Name of Co-Supervisor

**Department of Management Sciences**

**CECOS University of IT and Emerging Sciences, Peshawar**

**Month Year**

**APPROVAL CERTIFICATE**

**Title of FYP**

**Submitted By**

Student 1 (CU-9999-9999)

Student 2 (CU-9999-9999)

Student 3 (CU-9999-9999)

Student 4 (CU-9999-9999)

*A Project Submitted to Faculty of Management and Allied Sciences, CECOS University, Peshawar, in Partial Fulfillment of the Requirement for the Degree of*

*Batchlor in Business Administration (Specialization).*

**The Committee accepts the project as conforming to the required standard.**

**Approval Committee**

|  |  |  |
| --- | --- | --- |
| **Supervisor** |  | **External Examiner** |
|  |  |  |
| **Internal Examiner 1** |  | **Internal Examiner 2** |
|  |  |  |
| **Date of Evaluation** |  | **Head of Department** |

**Department of Management Sciences**

**CECOS University of IT and Emerging Sciences, Peshawar**

**Month Year**

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**EXECUTIVE SUMMARY (Times New Roman 14 Bold)**

It is an overview (with a suggested length of no more than one page) of the business, including the problem the business aims to solve, why this business’ solution is different, the business’ ideal customer, and the expected results. The Executive Summary should provide a high-level and optimistic description of the company.

If the business requires outside investment or external investors, include how much is needed, how it will be used, and how it will make the business more profitable. Think of this section as the first thing a potential investor reads, thus, it must capture their interest quickly.

Suggested headings to organize this business plan include the following.

* Opportunity: What problem will the business solve?
* Solution: How will the business uniquely solve the problem identified?
* Market focus: What market and ideal customers will the business target?
* Competitive advantage: How does the business intend to succeed against its competitors?
* Ownership: Who are the major stakeholders in the company?
* Expected returns: What are the key milestones for revenue, profits, growth, and customers?

Finally, the proposed contents of the business plan are given below.

# Chapter 1: Company Overview (Times New Roman 20 Bold)

This chapter shall provide a comprehensive understanding of the business entity, its structure, and its offerings. (Times New Roman 11)

* Company Introduction
* Business Structure (LLC, Corporation, etc.)
* Location and Facilities
* Products and Services Overview
* Unique Value Proposition

# Chapter 2: Market Landscape and Competitive Positioning (Times New Roman 14 Bold)

An in-depth analysis of the industry, customer base, market dynamics, and competitive environment.

* Industry Overview
* Target Market
* Demographics
* Psychographics
* Market Trends
* Competitive Analysis
* Direct Competitors
* Indirect Competitors
* SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

# **Chapter 3: Organizational Structure and Management (Times New Roman 14 Bold)**

Provide details regarding how the business is managed and staffed, with profiles of key personnel and governance structures.

* Organizational Structure
* Management Team
* Profiles of Key Team Members
* Board of Directors (if applicable)
* Staffing Plan

# **Chapter 4: Marketing and Sales Strategy (Times New Roman 14 Bold)**

Outlines the approach to attracting and retaining customers, pricing models, and channels for product or service delivery.

* Marketing Goals
* Target Market Strategy
* Sales Strategy
* Promotion and Advertising Plan
* Pricing Strategy
* Distribution Plan

# **Chapter 5: Financial Planning and Supporting Documents (Times New Roman 14 Bold)**

Summarizes funding requirements, financial forecasts, and relevant supporting material for investor or stakeholder review.

* Product/Service Details
* Description
* Development Stage
* Unique Features or Benefits
* Intellectual Property (if applicable)
* Future Offerings
* Funding
* Funding Requirements
* Use of Funds
* Future Funding Needs
* Proposed Terms
* Financial Projections
* Revenue Model
* Break-Even Analysis
* Profit and Loss Statement
* Cash Flow Statement
* Balance Sheet
* Financial Assumptions

# **Appendix**

* Supporting Charts and Graphs
* Resumes of Key Members
* Market Research Data
* Legal Documents
* Additional Relevant Information