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# Business Plan Template for the Entrepreneurship Knowledge Centers Business Plan

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**Global College International  
Kathmandu, Nepal**

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## I. Executive Summary

Global College International (GCI) is in its way to strengthen its entrepreneurship knowledge center with an idea to uplift the entrepreneurship based skills of its business and entrepreneurship students. The main objective of this knowledge center will be to create flexible environment for business and entrepreneurship research, entrepreneurship based trainings to graduate level students or any students who are the official member of entrepreneurship club of this institutions. GCI is truly a business school providing education concerning national and internal business scenario remaining under the boundary of national law of Nepalese education system. So being the business school, business incubation center of GCI provides services like giving business trainings to newbie entrepreneurs that the institution comes into contact with, graduate level students who are perusing 'Business and Entrepreneurship' related education from this college. Beside this GCI has also planned to organize business related proposal writing workshops training time to time for all kinds of newbie as well as experienced entrepreneurs who are willing to keep themselves in track with the changing scenario of entrepreneurship and business.

GCI has divided its goal into 3 levels that it wishes to achieve within the five years of time right from the time of execution period of its incubation center. Within the first year of its execution, GCI entrepreneurship and business incubation center aims to achieve its basic level of goals like training about scientific modules of entrepreneurship to the scholars, students, government officers, academicians and so on who are directly affiliated in the field of entrepreneurship activities. Similarly in the second and third years of its execution, GCI incubation center works to assistance its business as well as entrepreneurship stream students learn and practice practical strategies through which they can tackle with ongoing job and entrepreneurship based competitions that are arising rapidly around the world. In short, within five years of its time GCI incubation center will work to fulfill the gap between existing market, future market and co-curriculum activities to provide in-depth theoretical and practical knowledge on finding business problems and coming out with practical solution to cope with those problems by oneself with the limited resources that are available around and make them capable for job production in the field of their choice after graduation. Basing the objective of this incubation center, we teach and train our ideal costumers like business stakeholders, newbie entrepreneurs, scholars along with policy makers to come up with solutions both in practical as well as theoretical level by finding out the core complications that exists in the entrepreneurial sector of Nepal with respect to its national laws and policies.

GCI as an institute are very conscious about managing the financial part of this incubation center. First of all, we will assure not to invest our incubation budget in any kinds of unnecessary and unfruitful activities. In this way we can save huge amount of budget that could be invested in research and training activities of this incubation center. Secondly as we are private teaching- learning organizations, we will charge some amount of fees to the trainees who gets enrolled in our incubation center as a training cost after the end of this project. Beside this, we also encourage investors who are interested to invest on research, development and education to invest in our entrepreneurship based incubation center as we also conduct timely national and international research regarding business and entrepreneurship through this incubation center.



## II. Instructions: Knowledge center description

‘*Global College International Business Incubation Center (GCIBIC)*’ is a business incubation center of internationally renowned education institution named Global College International College which is situated right at the heart of Baneshwor 31, Kathmandu that is situated at the Bagmati province of Nepal.

### Knowledge center’s Worksheet

<b>Knowledge Center’s Name</b>	<b>Global College International Business Incubation Center (GCIBIC)</b>
<b>Knowledge Center’s Mission Statement / Value proposition</b>	To provide quality based scientific research, development and training platform to all the scholars, students, researchers, newbie entrepreneurs learn and experiment the findings of their research that they have carried- out in the field of business and entrepreneurship.
<b>Knowledge Center’s Vision</b>	Global College International Business Incubation Center (GCIBIC) wants to be one of the authentic, trustworthy as well as reliable training and scientific research center in the field of business, economics and entrepreneurship of Nepal.
<b>Goals &amp; Milestones</b>	<ol style="list-style-type: none"> <li>1. Providing full trainings on scientific modules of entrepreneurship to the scholars, students, government officers, academicians and so on who are directly affiliated in the field of entrepreneurship activities.</li> <li>2. Fulfill the gap between existing market, future market and co-curriculum activities to provide in-depth knowledge on finding business problems and coming out with practical solutions to cope with those problems by oneself with the existing limited resources that are available around and make them capable for job production in the field of their choice after graduation.</li> </ol>
<b>Target Market</b>	Research Scholars, Graduate Levels Students, Teachers, Business Stakeholders, ‘Government Agencies’ working in the field of entrepreneurship, National Policy Makers and Candidates who are interested in learning about Nepalese entrepreneurship etc.
<b>Industry/ Competitors</b>	<ol style="list-style-type: none"> <li>1. Ineffective business national laws and policies by government in business and entrepreneurship industry.</li> <li>2. Excess influence of multinational markets due to globalization in Nepal.</li> </ol>



### III. Services

#### Service Description Worksheet

<p><b>The problems (needs) of the customers to be solved (see canvas)</b></p>	<p><i>Major problem needed to be solved:</i></p> <ul style="list-style-type: none"> <li>No proper and stable ‘investment policy planning and execution’ with guarantee of stable politics from the side of government.</li> </ul> <p><i>Other Problems:</i></p> <ul style="list-style-type: none"> <li>No trust and knowledge towards the business research, development and training organizations by Nepalese customers as they have experienced many fake training, research and incubation centers that showing proper outputs for the development of nation.</li> </ul>
<p><b>Special Benefits/ Unique selling points of services offered</b></p>	<p><i>Special Benefits:</i></p> <ul style="list-style-type: none"> <li>Provide certificate of professional training to each participants so that they can also train and educate other newbie entrepreneurs, businessperson and researchers.</li> <li>Business ideas generated through the center, business related research, integrate business simulation activities to the undergraduate and high school level students.</li> </ul>
<p><b>Overview of Service Provided</b></p>	<p>Being the business school, business incubation center of GCI provides services like giving business trainings to newbie entrepreneurs that the institution comes into contact with, graduate level students who are perusing ‘Business and Entrepreneurship’ related education from this college. Beside this GCI has also planned to organize business related proposal writing workshops training time to time for all kinds of newbie as well as experienced entrepreneurs who are willing to keep themselves in track with the changing scenario of entrepreneurship and business.</p>
<p><b>How are the services being offered in practice?</b></p>	<p>‘GCI Business Incubation Center’ is a part of Global College International which is officially registered teaching- learning organization of Nepal. So as a part of registered organization, it cannot go out of national laws and regulations. Concerning this issue, GCI Incubation center provides only services and trainings that can be applied in practical level in Nepal according to scope and perspective of Nepalese entrepreneurship market as sated by Government of Nepal, GCI offers the services that is in practices.</p>



## IV. Marketing Plan

Both digital as well as print form of marketing tools are used by Global College International to promote its incubation center as well as activities done through that incubation center. Social media marketing will be done through various social media network like 'Facebook' and 'Instagram' both at personal level by the business and entrepreneurship department as well as through the website and Facebook page of this institutions. We will use these platform at least once a month. However if we have any special event regarding business and entrepreneurship, we may use these platform fortnightly, weekly, daily or even twice a day to market and promote our entrepreneurship focused programs and business incubation center. Similarly, 'Global College Business Incubation Center' has planned to circulate its works, researches and other activities regarding entrepreneurship and business by publishing short and long form of content (both in text and visual format) in the form of blog post. Beside this, incubation center of Global College International will use its annual magazines which has acted as one of the effective printed form of marketing since the establishment of this institution.

Global College International will also take help of its strong public relations that it has kept with different national as well as international influential personality from the field of business and entrepreneurship to promote its business and entrepreneurship focused incubation center both at national as well as international level. Not only this, GCI Incubation center will organize various research as well as innovation related workshops and conferences both at national as well as international level. The business institution as well as incubation center will use these research conferences and business programs as an easy means of marketing its business activities, entrepreneurships focused researches that are done through the GCI Business Incubation Center.

During the time of marketing we have focused Ideal customers like business and entrepreneurship students (between the age of 20 to 28), newbies as well as established entrepreneurs (age group of 20-50), entrepreneurship researchers, common citizens of diverse fields who are interested to take training of business and entrepreneurship and policy makers who are mostly engaged in national policy making in the field of entrepreneurship and business etc.

Global College International will also keep hoarding board and distribute brochures, flyers within and out of its premises in the name of 'Global College Incubation Center (GCIC)' during the time of its sessional marketing period under the guidance of national academic calendar that is made by 'Ministry of Education', Nepal. Moreover this institution will keep business and entrepreneurship based research as well as innovative programs as a core part of academic in the form of extra-curricular activities due to which institution can continuously in an indirect way market all the activities of this incubation center among the students so that other students can join this knowledge center and market it among their network in the form of network marketing or chain marketing.

## V. Operational Plan



## SWOT

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Good Trainers and Training Environment.</li> <li>• Availability of professional researchers and Business specialist.</li> <li>• Networks and Connections</li> <li>• Huge number of business students</li> <li>• Align with the College’s visions and mission.</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Less budget to go in national / large scale research training and research activities.</li> <li>• Unfavorable rules to organize research activities joining hands with government. Lots of political, party centric influence and pressure to the researchers.</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Students gets a wonderful platform to experiment with the theory that they have studied.</li> <li>• Research hub for researchers, research scientist who are doing in-depth study about entrepreneurship industry of Nepal.</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• No proper help from government sector.</li> <li>• Excess influence of multinational markets due to globalization in Nepal so that it’s hard to provide proper reading resources to teach about native products for students.</li> </ul>

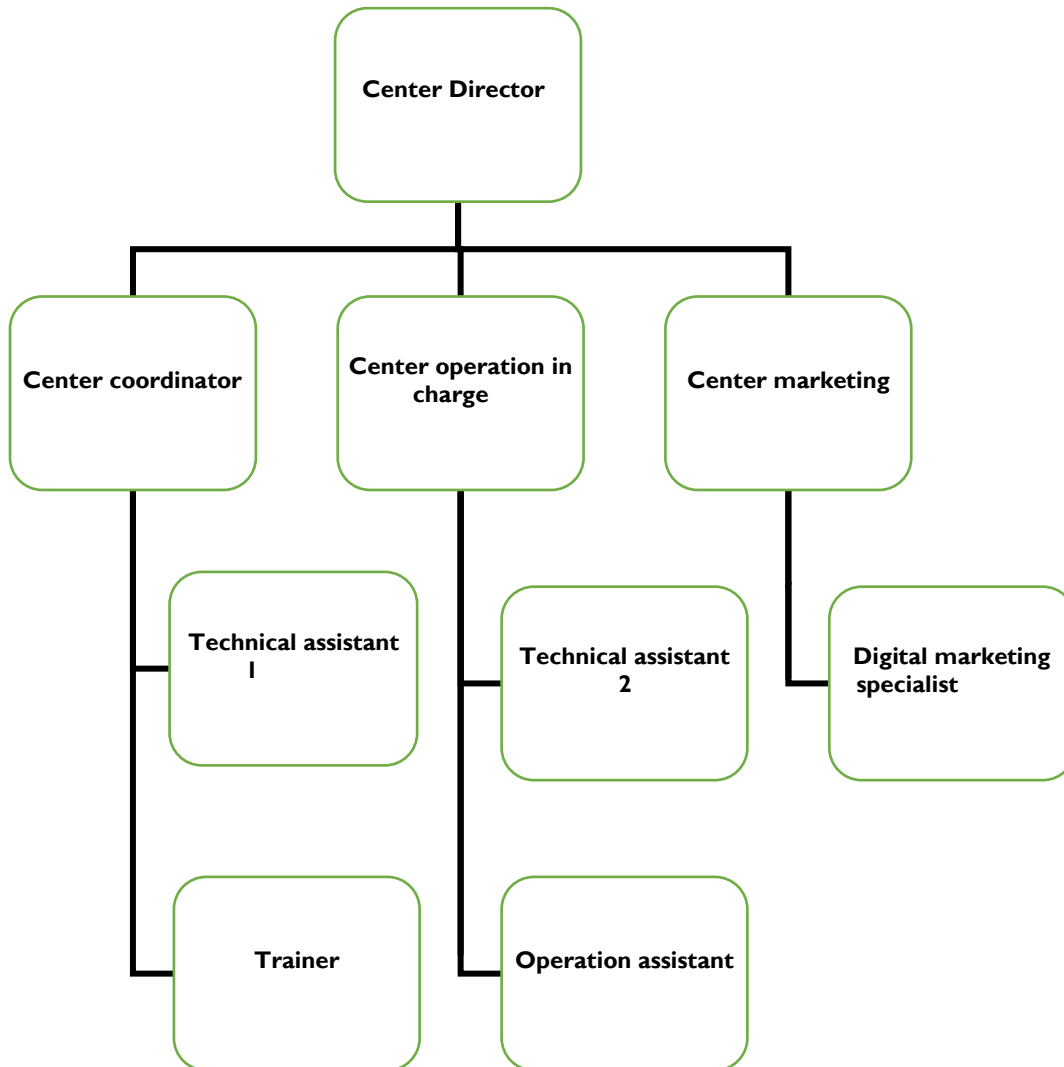
## VI. Management & Organization

### *Management Worksheet*

<p><b>Dr. Akshay Arora</b></p>	<p>Dr. Akshay Arora is the MBA Program Director and head of ‘Centre for Professional Development Program (CPD)’ at Global College International (GIC) of Nepal. He is also the director of International Placement, trainings and other education related international activities. Dr. Arora is specialized in the field of Human Resource Management (HRM), and Employ Engagement. His area of study interest is Strategic Management.</p>
<p><b>Mr. Avinash Shrestha</b></p>	<p>Mr. Avinash Shrestha is a highly committed lecturer with over eight years of experience in teaching graduate and undergraduate students at Shankar Dev Campus and St. Xavier’s College affiliated to Tribhuvan University. He is also working as a Head of the business program at Nami College, Northampton University, UK and Global College International, Mid-West University, Nepal. The area of expertise of Mr. Shrestha are marketing management and Strategy Management. He holds Master’s degree in Masters in ‘Marketing Management and Strategy Management’. Beside this he holds Master’s degree in ‘Management Admiration and Political Science’.</p>
<p><b>Mr. Manoj K. Bhatta</b></p>	<p>Mr. Manoj Kumar Bhatta is currently working as an associate program coordinator of BBA and MBA program at Global College International. He is mostly involved in business incubation center of GCI. He has served as a Coordinator for the various events and programs at Undergraduates and Graduates level. He has done his MBA from Nepal Campus of Shinawatra University, Thailand. He has been involved in many research and entrepreneurship focused projects in the college and beyond.</p>
<p><b>Mr. Raju Bhattra</b></p>	<p>Raju Bhattra is a professional Graphic designer along with Marketing Manager. The main interest area of Mr. Bhattra is in the sector of visual communication, website and graphic design, print production process, advertising, and digital marketing etc. Currently, Mr. Raju Bhattra is working as a Senior Graphic Designer and Digital Marketing officer in ‘Global College International’, Kathmandu, Nepal. His job responsibilities are oversee conceptualization of design projects, create execution plans for projects and see them through to completion, Coordinate between marketing and design teams to ensure smooth flow of work, coordinate the printing and production, Measure and report performance of all digital marketing campaigns, and assess against goals etc.</p>



## Organization Chart





## **VII. Financial Plan**

We as an institute are very conscious about managing the financial part of this incubation center. First of all, we will assure not to invest our incubation budget in any kinds of unnecessary and unfruitful activities. Although this incubation is part of Global College International (GCI), we will not invest this budget in any other sectors and activities of this institution that has no relation with objectives, vision, missions and goals of this incubation center.

Secondly, as we are private teaching- learning organization, we will charge some amount as a fees to the trainees who gets enrolled in our incubation center as a training cost after the end of this project. Beside this, we also encourage investors who are interested to invest on research, development and education to invest in our entrepreneurship based incubation center as we also conduct timely national and international research regarding business and entrepreneurship through this incubation center. In this way we can save huge amount of budget that could be invested in research and training activities of this incubation center after the end of this ERASMUS+ research project. Beside this, we will be investing the budget by trying to make all most all activities cheap without compromising in the quality of services we provide through this center.

## **VIII. Acknowledging UN's Sustainable Development Goals**

Nepalese Entrepreneurship sector is guided by three goals of UN's Sustainable Development Goals that are mentioned below. So as a legally registered institution of Nepal, Global College International runs its GCI Incubation center following those guidelines.

- Investment in infrastructure and innovation are crucial drivers of economic growth and development. With over half the world population now living in cities, mass transport and renewable energy are becoming ever more important, as are the growth of new industries and information and communication technologies.
- Technological progress is also key to finding lasting solutions to both economic and environmental challenges, such as providing new jobs and promoting energy efficiency. Promoting sustainable industries, and investing in scientific research and innovation, are all important ways to facilitate sustainable development.
- More than 4 billion people still do not have access to the Internet, and 90 percent are from the developing world. Bridging this digital divide is crucial to ensure equal access to ensure equal access to information and knowledge, as well as foster innovation and entrepreneurship.

As a responsible education institution of officially recognized member nation of UN, we sincerely recognize all the above given goals while executing the 'GCI Incubation center' of Global College International', Nepal.