**Project Proposal**

Global Social Enterprise Competition Project

Business Plan Competition Under the Concept of

**“Youth Empowerment for Global Change”**

*by* Faculty of Business Administration, Rajamangala University of Technology Isan (RMUTI),   
Nakhon Ratchasima, Thailand.

**Project’s Name**

**Team’s Name**

The number of team members = persons

1. **Team Members’ Information**
   1. First Name – Last Name

Position in the team

Mobile phone Line ID

Email

Currently an undergraduate student Year Faculty/School

Department

Name of the Institute

* 1. First Name – Last Name

Position in the team

Mobile phone Line ID

Email

Currently an undergraduate student Year Faculty/School

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* 1. First Name – Last Name

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Mobile phone Line ID

Email

Currently an undergraduate student Year Faculty/School

Department

Name of the Institute

1. **Advisor’s Information**

2.1 First Name – Last Name

Position

Affiliation

Phone number Mobile phone Fax number

Email

2.2 (*if available*) First Name – Last Name

Position

Affiliation

Phone number Mobile phone Fax number

Email

1. **Executive summary** (Summarize the business overview and business plan to provide a basic understanding of the entire business and plan.)

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1. **Company description** (Describe the concept of establishing the business, what the business does such as selling products or providing services, what benefits it provides to customers/users, who the customers are, who the stakeholders are (those who will benefit or be affected by the business), the pictures of the products or services, etc.)

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1. **Market analysis** (Describe market analysis such as predicting the growth of the business's products/services in the market (market growth), analyze the business situation (SWOT analysis), etc.)

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1. **Organization and management** (Describe the business information, the business name, organizational structure, vision, mission, etc.)

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1. **Marketing and sales plans** (Describe marketing goals, marketing strategies, sales forecasts or ROI (Return on Investment), etc.)

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1. **Production plan/ Operations plan**

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1. **Funding request and financial projections** (Describe the financial situation, financial analysis, amount of capital required, source of funds, with the demonstration of consistency with the business plan and goals, etc.)

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1. **Risk and emergency plan** (Describe situations that may prevent the plan from proceeding as planned and specify how to handle it.)

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1. **Building business partnerships**

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1. **Expected environmental and social benefits**

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1. **Business Model Canvas (BMC)**