

PREFACE

The book started as an attempt to compile all the material relevant to the subject to provide comprehensive material at a single place. It has shaped up to provide guidance, solutions and motivation to all the budding entrepreneurs, startup dreamers and students of different Management schools. At present, India is home to one of the largest strata of enthusiastic youth who are dynamic and motivated to place India at the top on the global map. Young graduates to working executives, all are collectively spinning the Indian startup story. The book provides relevant material for all such enthusiasts to assess the feasibility of their idea and preparation of project report before knocking the door for various funding options. The book provides three chapters (9, 10 and 11) to explain all the essential information for the entrepreneurs including guidance on various funding options from myriad sources as well as a sample bank proposal form.

Every chapter of the book begins and ends with a case study relevant to the topic discussed there. An attempt has been made to discuss one successful and one failed venture so that students and instructors can discuss them in relation to the subject. The book also discusses a running case of a fictitious company, 'Robust Cement Ltd.' (RCL). All theoretical concepts discussed in the chapter are explained in context of RCL for better understanding of their application in the real world.

The book is structured in the following manner : Chapter one to four provide the entire feasibility analysis to assess the viability of a project. Chapter one defines the project and explains the entire life cycle of the project. Chapter two explains the market and demand feasibility analysis along with identification of investment opportunity. It describes in detail all the techniques for performing primary and secondary data collection. Chapter three focuses on assessing technical feasibility of the project along with the relevance of management of technology in present times. Finally, Chapter four provides all the relevant information on performing financial feasibility analysis of the project including

analysis of balance sheet, funds flow, ratio analysis and various investment criteria like Pay Back Period; Benefit Cost Ratio, Net Present Value (NPV), Internal Rate of Return (IRR) and Benefit Cost Ratio/Profitability Index (BCR).

Chapter five to seven are focussed on Impact Analysis. All the three relevant and essential impacts viz., economic, environment and social are discussed in detail in Chapters five, six and seven respectively. With time, it has become mandatory to evaluate these impacts for all the projects especially those in the public sector. Thereafter, Chapter eight is focussed on discussing range of techniques to assess risk and uncertainty associated with the project. Techniques ranging from Sensitivity Analysis to Scenario, Simulation, Decision Tree, RADR are discussed in this Chapter with appropriate illustrations to make the topic self-explanatory.

Finally, Chapters nine to eleven are dedicated to all the probable entrepreneurs who seek to know more about the essentials for starting a new venture. These three Chapters provide detailed analysis on theory of entrepreneurship (Chapter nine) followed by discussion on Creativity, Strategic Management and Franchise Arrangement (Chapter ten). Chapter eleven explains on all the relevant funding options for start-ups, new ventures and potential entrepreneurs. The chapter also provides detailed information on the process of writing a project report and the annexures provide the form required by various banks and financial institutions at the time of seeking funds.

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