

ENTREPRENEURSHIP (XII)

PROJECT GUIDELINES (2022-23)

Project-1: Market Survey

Conduct the survey in any one of the below mentioned topics and follow the guidelines:

A. Conduct a simple market research with the objective of estimating demand for an existing product in the market. Students will have to give an innovative suggestion to the product.

B. Conduct a survey for a new innovative product.

C. Conduct a survey for study on: a) Smoking habits, b) Skill Trading Option in an economic backward neighborhood c) Wearing Helmets d) Attitudes of Road Users e) Conservation of Electricity f) Rainwater Harvesting

Guidelines for Survey No. A

Students will have to find out the demand for any one of given in the boxes:

Mosquito repellent cream	Towels	Powder	Papad
Milk	Wall clock	Ghee	Salt
Curds	Organic dals	Mineral water	Basmati rice
Ball	Umbrella	Dry fruits	Fitness equipment
Car tyres	Mattress	Hand blender	Frozen food
Bed sheets	Keyboard	Cookies	Tiles
Crayons	Lip balm	Cooking oil	Curtain materials
Educational Toys	Hair color	Plastic chairs	Microwave oven
Bathroom fittings	Non-stick cookware	Sweets	Toaster
Geyser	Cooker	Candy	
Water dispenser	Craft glue	Pickle	

- Students can also select any other product.
- An innovative idea regarding the product must be suggested by the student.
- The product, along with the innovation may be discussed in class and finalized.
- Avoid products whose use is discouraged/banned by the society and government like alcohol/pan masala, tobacco products, etc.

Identify one product from the given box (above) which you like to manufacture [pre-assumption]. Now, make a project on the identified product, keeping in mind the following:

1. Think of an innovation in the selected product, (innovation could be in product content, feature, design, packaging, distribution, strategy, service etc.)
2. Test the feasibility of this innovation via market analysis, using an objective questionnaire.
3. Competition analysis (2–3 existing brands in the same category).
4. Questionnaire analysis
5. Recommendation to the company (For example, if you have chosen hair oil and if you want to find out the demand for Dabur Vatika then please give suggestions to the company as to how they can improve their product)

Format for Presentation of Market Survey Report

1. The project should be done individually.
2. The project should be hand written in white one side ruled sheet or single colored sheets only. 3. Page limit – 20 to 25.
4. The survey report should be original and proper analysis for all questions in the questionnaire should be done.
5. The format for presentation of report which should be arranged in the following sequence:
 - a) External cover page
 - b) Acknowledgement
 - c) Executive summary
 - d) Index
 - e) Introduction to the topic (Introduction, objectives)
 - f) Profile of the organization
 - g) Data analysis and interpretation (10-12 pages)
 - h) Conclusion and recommendation
 - i) Photographs
 - j) Bibliography
 - k) Appendix
 - l) Teacher's observation
 - m) Signature of teacher