



**Gujarat Technological University**  
**School of Management Studies**  
**(Accredited with A+ Grade by NAAC)**

**Report on “Workshop on Identification of Business opportunity and Business Plan”**

**1. Title of Event:** Preparing a Business Plan

**2. Type of Event:** Workshop

**3. Date:** 23<sup>rd</sup> and 24<sup>th</sup> April, 2025

**Time:** 10:00 AM to 1:30 PM and 02:00 PM to 04:00 PM

**Venue:** GTU-SMS, Room no. 08

**4. Description of the Event:**

A two – days’ workshop on “Identification of Business opportunity and Business Plan” was organized under the subject of Entrepreneurship for the students of BBA Semester-6 with an objective to provide them with detailed knowledge and focus the identification of business opportunity and the preparation of a business plan. The expert explained key concepts such as the process and foundation of success for new ventures, the distinctions between a traditional business and start-up, and the various types of business models that entrepreneurs can adopt. This interactive session helped us to understand the real life examples of entrepreneurial principles beyond their academic syllabus. It enhanced our knowledge regarding how to grab viable opportunities, structure a comprehensive business plan, the expert illustrated key concepts through real-life case studies of leading companies such as Apple and McDonald’s, how Apple continually innovates its product ecosystem by identifying unmet customer needs and iterating rapidly. These practical examples clarified how creativity and strategic thinking drive long-term success. The session also encouraged us to clear our doubts and gain clarity on start-up processes and foundations, preparing us for future roles in business and entrepreneurship.



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**5. Name of expert & brief speech:**

Mr. Karamjitsinh Bihola Founder, Innodesk Designovation Services, Design thinker, Innovation Strategist, Start-up Ecosystem Enabler.

**6. Number of participants:**

A total of 23 students of BBA semester 6 batch attended the session.

**7. Photograph of the Event**



**8. Feedback of the Event:**

We found the Entrepreneurship workshops enlightening and well-paced. It offered clear, actionable insights into identifying business opportunities and crafting a robust business plan. The concise comparison between traditional businesses and start-ups, along with the foundational steps for success, was especially valuable.



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The interactive Q&A clarified complex ideas and kept everyone engaged. Overall, it strengthened our confidence to apply these concepts in real-world ventures

**9. Social Media Post:**



**Coordinator of the Event:**

Dr. Neela Multani,

Assistant Professor, GTU-SMS

**Report Prepared by:**

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**Report Edited by:**

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