



**Product Design**

**Product value**

**Business plan**

**IDEAS**

**Product strategy**

**SSN** **SSN School of Management**

**2 Days WORKSHOP**  
 March 29th, 30th 2022  
**Orientation Program**  
 for  
**Faculty Entrepreneurs**

**A BUSINESS PLAN PERSPECTIVE  
 TO  
 YOUR  
 PRODUCT IDEAS**

Resource Persons:  
 Mr. Kabaleeswaran Murugan, Start-up Business Plan Expert  
 Dr. Hariharanath K, Business and Industry Analysis Mentor

**A BUSINESS PLAN PERSPECTIVE  
 TO  
 YOUR  
 PRODUCT IDEAS  
 March 29 - 30, 2022**

### **Objective**

When you have ideation for a new product or service, how do you take it to the market?  
 What are the essentials?

### **Who can attend?**

Person who are aspiring to ideate and develop new product  
 Person who are creative with new product ideas  
 Person who wants to fine tune their new product ideas  
 Person interested in marketing their new product.  
 Persons with similar need in the same context.  
 (Future entrepreneurs, startup enthusiasts, Product Innovators, Product strategists)

### **Level**

Level -1 -Basic and preliminary exercise to align ideas towards new product development (NPD) understanding Market dynamics and business plan.

### **Mode of Interaction in the workshop**

Presentation session with a brief work book exercise at the end of every session.  
 Participants can relate their reflections and record in the work book for better understanding and follow up to next level.

## Schedule & Contents

Day 1-Morning session By Dr.Hariharanath Director- School of Management	<u>Session topic -Industry analysis</u> 1. Know your Industry before you start your Business? 2. Concept 3. Current trends in Industry 4. Approach to Industry Analysis 5. Case study Discussions	<u>Session Take away</u> Mapping your idea/product, in alignment with the concept of Industry Analysis.
Day 1-Afternoon session Kabaleeswaran Business consultant	<u>Session topic- Ideation and Knowing your product</u> 1. Know your product 2. Product Ideation 3. New product development -NPD Concept 4. Know your product &value 5. Creating a vision for your new product 6. Know your target group 7. Product vision statement	Understanding your idea, Product values, Target customers Understanding pains or problems of customers, providing solutions, Evolving Product Vision statement
Day 2- Morning session Kabaleeswaran Business consultant	<u>Session topic – Product &amp; Business strategy</u> 1. <u>Product strategy</u> 2. Business Strategy 3. Business strategy vs. Product Strategy. 4. Why do you need to align Product and Business strategy?	Mapping a draft Product and Business strategy for your customized idea/product in work book
Day 2-Afternoon session Kabaleeswaran Business consultant	<u>Session topic-Business plan basics &amp; essentials for Go to Market strategy</u>  1. Essentials of Business plan. 2. <u>Go to market strategy &amp; essentials</u>  <u>Conclusion</u> -Essential steps required in formulating a Business Plan, Draft Business plan. Go to market strategy Follow up plan on 2 days' workshop learning for the next session.	Learning the basics of Business plan and preparing an outline for Business plan