

# TEST DETAILS FOR PARTICIPANTS

## E-COMMERCE BUSINESS PLAN CHALLENGE BUILD & SCALE WITH PKR 100,000

- **Purpose:** To evaluate participants' ability to create a practical, sustainable one-year business plan within a PKR 100,000 budget.
- **Format:** Written Business Plan Submission (Structured Template Provided).
- **Duration:** 2-6 days to complete after the Bootcamp.
- **Passing Criteria:** Business plans will be judged based on feasibility, creativity, financial planning, marketing strategy, and scalability.
- **Submission Mode:** Email / WhatsApp.

# BUSINESS PLAN REQUIREMENTS

Participants must create a detailed one-year business plan covering the following sections:

## 1. BUSINESS IDEA & NICHE SELECTION

- What problem does your business solve?
- Why did you choose this niche?

## 2. PRODUCT SELECTION & SOURCING STRATEGY

- What product/service will you sell?
- How will you source or create it within PKR 100,000?

## 3. SHOPIFY STORE SETUP & BUDGET ALLOCATION

- Store setup cost (domain, hosting, Shopify plan, theme).
- Estimated inventory (if applicable).
- Marketing & operational budget allocation.

## 4. MARKETING & SALES STRATEGY

- How will you attract customers? (Facebook/Instagram Ads, Influencer Marketing, SEO, WhatsApp Marketing, etc.)
- Organic vs. paid growth strategy.

## 5. FINANCIAL PLAN & GROWTH STRATEGY

- Projected revenue & profit for the first year.
- Budget breakdown for the PKR 100,000 investment.
- How will you reinvest profits to scale?

## 6. CHALLENGES & RISK MANAGEMENT

- What are potential challenges, and how will you overcome them?

# REWARDS FOR TOP BUSINESS PLANS

- ✓ WIN PKR 100,000 FOR THE BEST BUSINESS PLAN.
- ✓ FREE SHOPIFY STORE SETUP FOR TOP-PERFORMING PARTICIPANTS.
- ✓ CONNECT WITH INVESTORS FOR FUNDING OPPORTUNITIES.
- ✗ SUBMISSION DEADLINE: [TO BE ANNOUNCED]
- ✗ ELIGIBILITY: MUST HAVE ATTENDED THE FULL BOOTCAMP AND ACTIVELY PARTICIPATED.
- 💡 THINK BIG, START SMALL, SCALE SMART! 🚀