

| TASK DETAILS       |   |
|--------------------|---|
| Title              | <b>DEVELOPING A COMPANY BUDGET PROPOSAL</b> |
| Type               | TEAM  |
| Activity Stage     | BUSINESS PLANNING                           |
| Department         | CEO & COO                                   |
| Duration           | 2x SESSION, 2 LESSON HOUR                   |
| LEARNING OBJECTIVE | OUTPUT                                      |
| •                  | Company Budget Proposal                     |

## INTRODUCTION

A budget proposal is essential for an organization to secure funding or initial capital to operate its business or conduct its activities. An effective budget proposal includes well-structured and neatly presented information about the organization, its business or project, and a detailed breakdown of the proposed budget. A well-prepared proposal can increase the likelihood of attracting investors to fund the initiative.

| No | ACTIVITY  |
|----|---|
| 1  | <p>The CEO &amp; COO are responsible for preparing the budget proposal to secure startup capital from the VCI Bank. The proposal should be based on the work that has been previously completed, including the following components:</p> <ul style="list-style-type: none"> <li>• Company Description (Company Name, Type of Product/Service, Logo)</li> <li>• Company Vision &amp; Mission</li> <li>• STP Analysis (Segmentation, Targeting, Positioning)</li> <li>• Marketing Mix</li> <li>• Business Model Canvas</li> <li>• SWOT Analysis</li> <li>• Break-even Analysis</li> <li>• Sales Target Projection</li> <li>• Budget Estimation</li> </ul> |
| 2  | The document must be compiled into a single Microsoft Word file and then converted into a PDF format.   |
| 3  | The CEO & COO must then complete the provided Google Form linked in the assignment format section. The proposal will be reviewed by VCI Bank, and if approved, the bank will transfer the capital funds to the company's bank account.  |

## REFERENCE

### TASK TEMPLATE

- Google Form ([http://bit.ly/VCI\\_Proposal\\_Form](http://bit.ly/VCI_Proposal_Form))