**Entrepreneurship and Venture Capital Management**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for April 2025 Examination**

**1. You are an entrepreneur planning to set up a boutique clothing store in Pune with an estimated capital requirement of ₹25 lakhs. Prepare a loan proposal to present to a bank.**

**Answer:**

**Introduction:**

I am seeking a business loan of ₹25 lakhs to establish a boutique clothing store in Pune, a city known for its vibrant fashion culture and growing demand for designer apparel. The store will cater to urban professionals, college students, and fashion-conscious individuals, offering a curated selection of trendy and high-quality clothing. Located in a prime commercial area, the boutique aims to differentiate itself through unique designs, personalized styling services, and a strong online presence. The funds will be utilized for store setup, inventory procurement, marketing, and operational expenses. With Pune’s growing disposable income and fashion trends, the boutique has strong growth potential, ensuring profitability and timely loan repayment.

**This is partially solved sample answer**

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**2. Draft an executive summary for a business plan of a startup offering eco-friendly packaging solutions.**

**Answer:**

**Introduction:**

I am seeking funding to launch a startup specializing in **eco-friendly packaging solutions**, addressing the growing need for sustainable alternatives in the packaging industry. With increasing environmental concerns and stricter regulations on plastic usage, businesses are actively seeking biodegradable, recyclable, and compostable packaging options. Our startup will offer innovative, cost-effective, and customizable packaging made from sustainable materials like paper, plant-based bioplastics, and recycled cardboard. The target market includes e-commerce brands, food delivery services, and retail businesses aiming to reduce their carbon footprint. The funds will be utilized for production setup, raw materials, marketing, and operational expenses. With rising consumer demand for sustainability, our business has strong potential for profitability and scalability.

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**3. Exiting the Venture is an integral part of the entrepreneurial journey. It’s important for startup to have a clear exit strategy.**

**a) Critically analyze the importance of having a well-defined exit strategy for startups. Discuss how such strategies influence decision-making and long-term goals. Use real Indian startup examples, such as Flipkart, BigBasket, or Snapdeal, to support your answer.**

**Answer:**

**Introduction:**

A well-defined exit strategy is crucial for startups as it ensures a structured transition, maximizes returns for founders and investors, and aligns with long-term business goals. Startups operate in dynamic markets where strategic exits, such as acquisitions, mergers, or IPOs, provide financial security and growth opportunities. A clear exit plan influences key decisions, including scaling, investment, and operational strategies. For example, **Flipkart’s acquisition by Walmart** (2018) and **BigBasket’s acquisition by Tata Digital** (2021) demonstrate how well-planned exits create value. Without an exit strategy, startups risk financial instability and missed growth prospects, making it an essential component of business planning.

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**b) Evaluate two exit strategies commonly used by startups in India. Compare these strategies using real scenarios, such as Flipkart's acquisition by Walmart and Zomato's IPO.**

**Answer:**

**Introduction:**

A well-planned exit strategy is essential for startups, ensuring financial security, investor returns, and long-term sustainability. In India, two common exit strategies are **acquisitions** and **initial public offerings** (IPOs). Acquisitions involve selling the startup to a larger company, as seen in **Flipkart’s $16 billion acquisition by Walmart (2018)**, which provided significant investor returns. IPOs, on the other hand, allow startups to go public, as seen in **Zomato’s ₹9,375 crore IPO (2021)**, offering liquidity and market expansion. Comparing these strategies highlights their impact on growth, control, and financial outcomes, helping entrepreneurs make informed exit decisions.

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