

**Alliance University**  
**Master of Business Administration**

**CONCEPT PROPOSAL TEMPLATE**

**Concept Proposal Template Overview**

This document serves as a template that Alliance University MBA students can use to help formulate their Concept proposal for consideration of their Capstone project for the MBA program. The primary purpose of this template is to help students develop a quality and consistent concept proposal.

Students should follow the instructions included in each section of the template. Two cover pages are included. The purpose of the first cover page is to provide the MBA office with sufficient information to contact the student outside of class time. The second cover page is the formal Alliance University MBA program cover page. Unless otherwise directed, both cover pages should be included. ***This overview page should be removed.***

The document is prepared using the American Psychological Association (APA) style. If students identify elements that are not in APA style, they should make any necessary adjustments.

To electronically sign this document, the student must double-click on the signature line space and will be prompted to provide (create) a digital signature that should be inserted into that line. If you are unsure how to properly affix an electronic signature, use the Microsoft help capability for creating digital signatures.

**Alliance University**  
**Master of Business Administration**

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Course Location: **NCMC or Online**

Submission Date: *1/17/2023*

Concept Proposal Title:

***TITLE OF YOUR CONCEPT PROPOSAL***

**CERTIFICATE OF AUTHORSHIP:**

I certify that I am the author of this paper and that any assistance I receive in its preparation is fully acknowledged and disclosed in this paper. I have also cited any sources from which I used data, ideas, or works, either quoted directly or paraphrased. I also certify that I prepared this paper specifically for this course/program.

Student's E-Signature:

X  
\_\_\_\_\_

Professor Comments:

<Concept Title for Your Proposed Idea/Product/Service>

Alessandro Locatelli

A Concept Proposal

Submitted in partial fulfillment  
of the requirements for the degree  
Master in Business Administration  
School of Business and Leadership

Alliance University

1/17/2023

### **Abstract**

This paper provides a template and discussion on submitting a proper concept proposal to develop a business plan for the Capstone project requirement. Capstone is a corporate applied project whereby the knowledge gained throughout the master's journey should be incorporated and assimilated to demonstrate optimal learning for a practical application. This should be a professionally written document, and you should avoid using the first person while writing. This first section, called an abstract, should provide the reader with an introduction and overview of the concept proposal and must be no longer than two hundred and fifty words. This should be a tight, concise summary of the main points in your paper, not a step-by-step of what you plan to accomplish in your paper. Excessive details must be avoided. Avoid phrases such as "this paper will," and just structure your sentences to say what you want to say. Ensure that proper sentence construction is utilized and attempt to acquaint the reader with what they should expect in reading this proposal for the Capstone project. Note that this is the only paragraph that does not begin indented; it is double-spaced, as is all American Psychological Association (APA) compliant written submissions. Lastly, it is written in a twelve-point Times New Roman font, one of the recommended fonts for APA (American Psychological Association, 2010).

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## **Mission, Vision, and Core Values**

The first paragraph should provide a brief introduction to the section topic. It should include a brief introduction and discussion on the code of ethics this venture will adopt and operate within. The mission, vision, and core values should reflect your uniqueness and what sets your business apart from others.

### **Mission Statement**

My mission is to inspire budding entrepreneurs to take their ideas from thought to fruition, by teaching, educating and providing business skills. I will offer the creative space to give them encouragement and offer services in all steps of the entrepreneurial process assisting them in finding their way to see their idea to fruition. My goal is to not leave anyone's idea behind me, and to find from there some game-changing idea that could create important innovations always carried by people in the marketplace.

### **Vision**

My business is based on people, and when I speak about the people I'm not referring to their presence or quantity in the venture, every business has people who lead the group, who perform the hard work, who assist and supervise everyone else's work. But my question is: does all the businesses have someone who listen to the employees, who listen to their thoughts or their ideas about the job they are actually doing? Since the beginning of the new millennium, with the advent of new technologies and all that comes with it, people have been pushed aside, replaced by machines. It's clear now that the technologies in continuous implementation have qualities that the human being cannot achieve; if we had to stop at these qualities, my business would have no

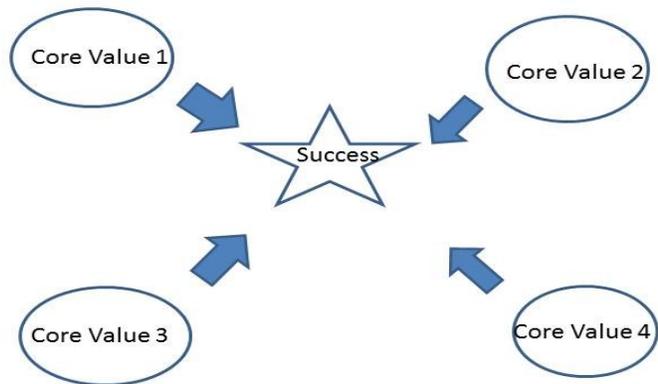
sense in existing. But the world is changing, and it's certainly not doing it only thanks to machines, the world is changing through ideas, creativity, and thinking outside the box, new technologies cannot achieve these qualities. The great entrepreneurs continue on their way, with blinkers like horses, to get to what is for them the greatest goal, profit. I want to go on my way and I don't want to leave any idea behind me, from the most extravagant to the most practical, I will listen to everyone; because the world is made up of billions of different minds and thoughts, not of algorithms that differ in one or two numbers.

### **Core Values**

Core values are the fundamental beliefs of the entrepreneur and organization. These guiding principles dictate behavior and can help people understand the values behind what drives the company. This should include a unique creative image depicting each core value and their relationships with one another and your business. Values that spell out a clever and meaningful acronym are encouraged and add to your creativity. Here is an example of a figure:

### **Figure 1**

### *Core Values Example*



#### ***Core Value 1***

Describe specifically how this value pertains to your business. Put additional meaning behind the word to emphasize its importance to your business

#### ***Core Value 2***

Each core value description should be listed under a separate level 3 heading

## **Industry Description**

Note that all major sections start on a new page. Once again, this first paragraph after the primary section title should provide an overview of subsequent information and sub-sections (as with all major sections throughout this document). This major section should discuss the macro view of the industry in which you propose your product or service. This section will typically be several pages and should give the reader a good description of the industry. Given that it is a business plan, this major section will probably be segmented into several subsections, including, but not necessarily limited to, an initial discussion on the industry, followed by a discussion on the proposed company and concept that the company is based upon. These new sub-sections will be secondary section titles that must be left justified and capital sensitive for significant words.

### **Proposed Company**

This subsection should contain information about the type and location of your business. What type of business is this (sole proprietorship, partnership, LLC, S Corp, C Corp, ...), and identify why you selected this form.

### **PESTLE Analysis**

The use of a preliminary PESTLE analysis should be included. A few sources to add credibility and validity to this concept proposal are warranted and expected. These should be appropriately cited and then listed in the Reference List. Here is an example of how you might want to depict the PEST, and then a discussion of how it will be applied is warranted.

**Table 1**

*PEST Framework*

<b>Political</b>	<b>Economical</b>	<b>Social</b>	<b>Technological</b>	<b>Legal</b>	<b>Environmental</b>

***Political***

Each subheading section should contain information detailing how this topic could potentially impact this industry and your business. Ultimately you will need to complete a best-case and worst-case scenario analysis, which should be based partially on your PESTLE analysis.

***Economical***

Continue with the write up for each subsection

## **Product/Service Overview**

This major section should focus on a full description of the opportunity proposed for the Capstone project. This section provides a detailed description of the products, services, or both that the company will offer. Some things to consider that will benefit the overall business plan as it relates to this section include (but is not necessarily limited to): the application of the product and/or service, how it will be delivered to the consumer, unique features that will differentiate it in the market; potential obstacles; the current state of development; and potential growth opportunities for expansion of the product and/or service.

An introduction description provides the overview of this major section and should be clearly articulated to walk the reader through what will be provided in the associated secondary sections. Avoid superfluous and unimportant discussions about the opportunity that might detract and confuse the reader of this proposal. It is always a good idea to have someone review this whole section after it is completed to see if it is clear to them and whether they can clearly articulate the proposed opportunity.

### **Product (or Service) Description**

The first sub-section after the introduction is a clear definition and description of the proposed product or service. This will probably be a short and concise section requiring only a few paragraphs with the crucial details of each offering described in subsequent level 3 subheadings.

#### ***Service 1***

Each service offering should be described under its own subheading to keep the document clear and organized.

## **Purpose**

The purpose statement provides a clear description of the business venture being considered. This description should include a few thoughts about why this proposed business venture is appropriate for the market, the void it might be addressing, and why the business plan should be developed. Additional secondary sub-sections for this major section may include topics on the significance of the venture, background description, and appropriate research questions being addressed.

## **Significance**

This should be a very brief section explaining the relevance of this proposed venture. It sets the context for relevancy.

## **Background**

A brief synopsis of any relevant historical information related to how this potential business venture idea evolved should be presented in one of two paragraphs. This subsection is optional.

## **SWOT Analysis**

The use of a preliminary SOT analysis should be included. A few sources to add credibility and validity to this concept proposal are warranted and expected. Here is an example of how you might want to depict the PEST, and then a discussion of how it will be applied is justified.

### **Table 2**

#### *SWOT Analysis*

<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>

### ***Strengths***

Each subheading section should contain information detailing how this topic could potentially impact this industry and your business. This could also be used to justify your best-case and worst-case scenario analysis required later in your business plan.

### **Porter's Six Forces**

The use of a preliminary Porter's six forces analysis should be included. A few sources to add credibility and validity to this concept proposal are warranted and expected. Here is an example of how you might want to depict Porter's six forces, and then a discussion of how it will be applied is warranted.

**Table 3**

*Porter's Six Forces*

<b>Competitive Rivalry</b>	<b>Threat of New Entrant</b>	<b>Supplier Power</b>	<b>Buyer Power</b>	<b>Threat of Substitutes</b>	<b>Impact of Complements</b>

### ***Competitive Rivalry***

Each subheading section should contain information detailing how this topic could potentially impact this industry and your business. This could also be used to justify your best-case and worst-case scenario analysis required later in your business plan.

### **Summary and Approach**

This major section provides a clear and concise review of the product you have described herein, as well as the key points from your industry discussion. This section should also provide a framework for approaching the Capstone project from a time and task perspective. Following the first seminar, you will be required to develop a project plan for the Capstone completion. That project plan and this concept proposal will be provided to your advisor so they can properly guide you with the Capstone project. As will be reviewed in course work for research methods, two types of data are applicable for data collection and analysis; primary and secondary data (Cooper & Schindler, 2008). It is strongly recommended that existing primary and secondary data be utilized for the Capstone project.

### References

American Psychological Association (2010). Publication manual of the American Psychological Association. Washington, DC: American Psychological Association.

Spinelli, S. & Adams, R. J. (2016). New venture creation: Entrepreneurship for the 21<sup>st</sup> century (10<sup>th</sup> ed.). NY: McGraw-Hill.