

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

Submitted to: *BUS609 Professor Joseph Reid*

Submitted by: *Seema Upadhyay*
27 Roanoke Street
woodBridge, New Jersey 07095
Home/Cell Phone 551-222-3019
Email: *seemaupadhyay1210@gmail.com*

Course Location: NCMC

Submission Date: 01/18/2023

Concept Proposal Title: *nterprenurship in service indysrty specifically in LAB INDUSTRY AND TRAINING CENTER*

I want to be an Entrepreneur in Service Industry. As I am having a Bachelor Degree with Major Chemistry, Laboratory is my first choice. As we all know that the health sector is growing on and on But, they need a basic platform on which the Doctors can take the further step/ decision to make a progress of a patient – and that is a result of patient’s laboratory report. So, the business will grow up and up with the time.

According to my study this business can be start with lower investment can produce good profit margin.the main factor is it has a very big market,which never affected by any external bad situation. It has a great future what I believe. For example, You can see a giant “Labcorp Lab” as well as many small labs.

I want to make a great lab with upto the mark service.

ENTERPRENURSHIP IN SERVICE INDUSTRY

CERTIFICATE OF AUTHORSHIP:

I Seema Upadhyay 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

seemaupadhyay

Professor Comments:

ENTERPRENURSHIP IN SERVICE INDUSTRY AND TRAINING CENTER

SEEMA UPADHYAY

A Concept Proposal

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

Alliance University

<Date> 01/19/2023

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).

Table of Contents

Mission, Vision, and Core Values.....	6
Mission Statement.....	6
Core Values.....	6
Industry Description.....	8
Proposed Company.....	8
PESTLE Analysis.....	8
Product/Service Overview.....	10
Product (or Service) Description.....	10
Purpose.....	11
Significance.....	11
Background.....	11
SWOT Analysis.....	11
Porter’s Six Forces.....	12
Summary and Approach.....	13
References.....	14

List of Figures

Core Values Example.....	7
--------------------------	---

List of Tables

PEST Framework.....	9
SWOT Analysis.....	12
Porter’s Six Forces.....	13

Mission, Vision, and Core Values

Enterprenureship in Loboratory and Training center is Healthcare Service Industry, with a mission to Improve Health and live Healthy life with the advantage of giving certificate training to the employee This will deliver world class diagnostic solutions, bring the innovative medicinal treatment to the patient faster, of course technologies will also play effective role and will become world class excellent service provider with intensive care and technology

Mission Statemen

“Health Is Wealth” will be the mission of A mission statement of the company
 “Laboratory and Training center” This company’s service will be the leading medical laboratory Globally wirh its name as brand, Trust by offering high quality efficient and accurate testing within time limit by an expert and well trained team from our own training center. Companys mission of this medical program is to recruit, educate and prepare highly competetent medical laboratory assistant to serve their patient

Vision

Companys focus will be more on excellent service within time frame and reasonable. More focus on health not money. Will strive to make our service will be accessable to every one to ensure for their wellbeing we serve As company’s mission is HEALTH IS WEALTH company will be progressive and innovative by constantly seeking the ways to enhance patient care and committed to continuous improvement and professional development so that we can be one of the best company globally or to be the earth most patient or humanity centric company where people can come with trust for their well being and career point of view also. medical program is to recruit, educate and prepare highly competetent medical laboratory assistant to serve their patient

Core Values HEALTH IS WEALTH

TRAINING medical program is to recruit, educate and prepare highly competent medical laboratory assistant to serve their patient

- SERVICE Provide a service with high quality and reliability, give all the satisfactory solution of their health issue and we are passionate about our services
 - TEAM WORK interaction with customers, colleagues and clients, we value enthusiastic and active participation and respect our senior who guide us and we continuously enhancing our departmental culture of diversity respect and professional growth
 - DIFFERENT STRATEGY AND INNOVATION constant research on giving more better service with the help of new technologies
 - GLOBALLY NO 1

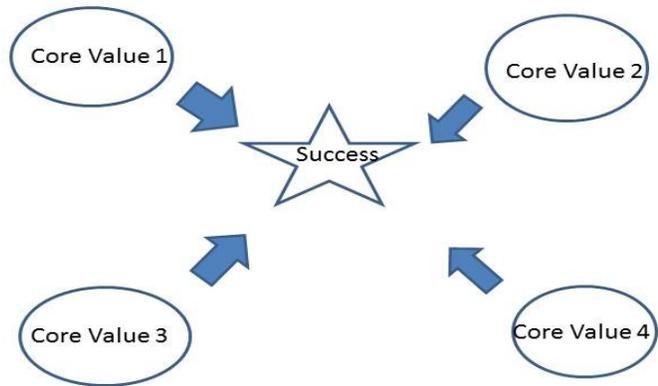
These are the values that drives success and commitment to our corporate responsibility

Organizational core values are powerful influences and can serve as catalysts for system by carefully selecting the right values and making them a key part for organizational process

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

Political	Economical	Social	Technological	Legal	Environmental

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

Strengths	Weaknesses	Opportunities	Threats

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

Competitive Rivalry	Threat of New Entrant	Supplier Power	Buyer Power	Threat of Substitutes	Impact of Complements

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 21st century (10th ed.). NY: McGraw-Hill.