



Key Elements of a Successful Business Plan



Duration	Topic
0-15min	<ul style="list-style-type: none"><li data-bbox="907 662 1276 705">● Why Trust Me
15-60min	<ul style="list-style-type: none"><li data-bbox="907 805 1684 848">● What Worked in my Business Plan
60-75min	<ul style="list-style-type: none"><li data-bbox="907 948 1768 991">● Key Points while making Business Plan

A close-up, top-down view of a lush, green lawn. The grass blades are short and densely packed, creating a textured, vibrant green surface. The lighting is even, highlighting the natural sheen and color of the grass.

Why Trust Me ?

Kounal Gupta

Founder and CEO, Henry Harvin® Education



Summary

Starting his entrepreneurial journey at the age of 17, when he went to China alone and start an imports business. Kounal is a researcher turned educationist. An expert in designing training programmes and launching successful go-to-market strategies for training programs in retail and institutions. He has successfully launched and expanded multiple programs across 21 cities PAN India over classroom mode with an average participation of 300/month. His columns have featured in The Pioneer, Statesman, The Hans, India Today, Business World

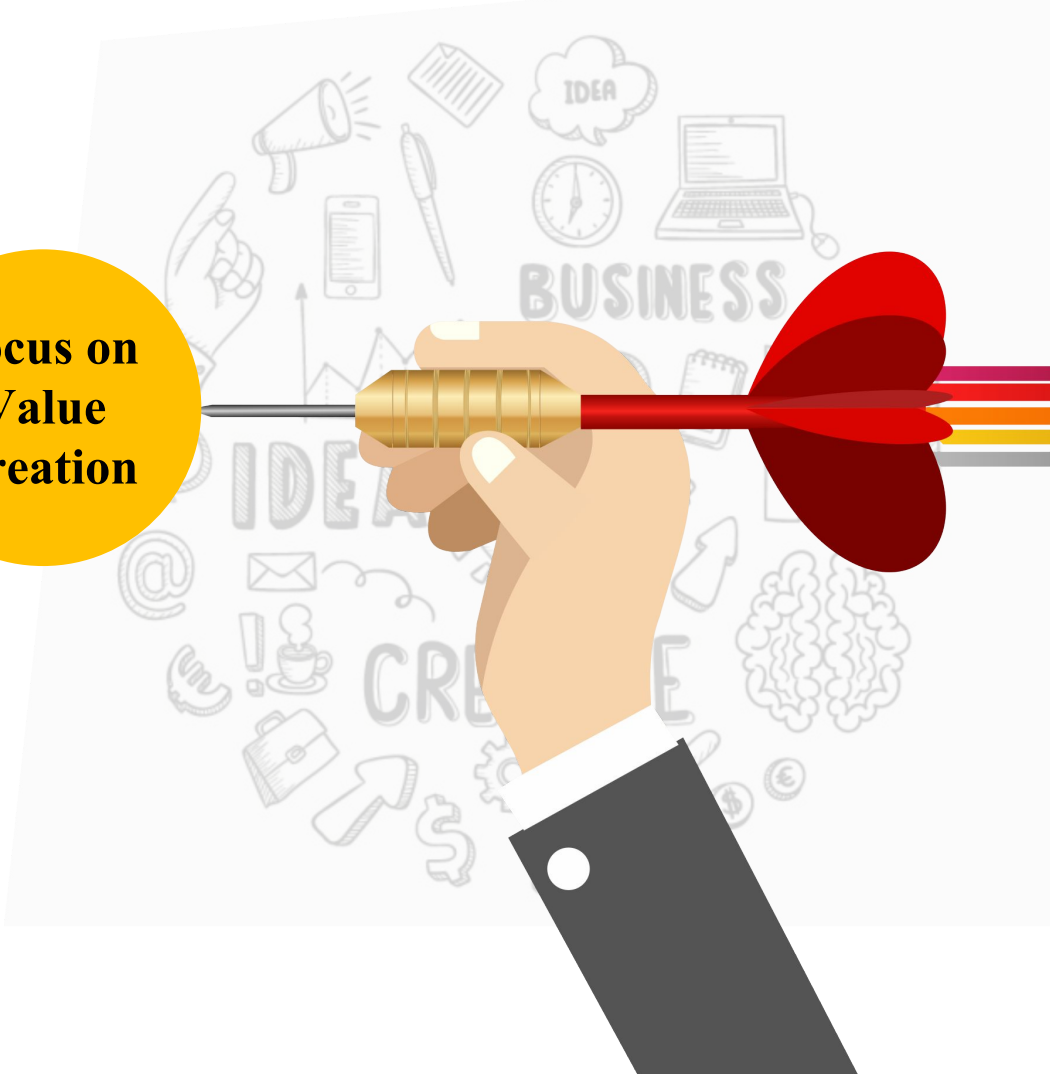
Background

- Kounal has a **rich exposure** to diverse industries with diverse roles in a brief time period. However, his core competencies lies in effective content creation, content distribution and recruitment of industry experts.
- He has been recognized for his '**Best Paper Award**' from **IEEE** for his Six Sigma Research Project conducted at **Aditya Birla Group**. Additionally, he also **co-authored** several research publications recognized by various academic and international forums on market research, corporate leasing, six sigma and corporate leasing. He is also a **Gold Medallist** for Academic Excellence.
- He has also executed key assignments with one of the leading consulting firms- **Grant Thornton** on market research & consumer behaviour analysis, with of the largest firms in FMCG- **HUL** on distribution channeling, retailing and advertising
- Kounal has also worked internationally in **Colombo** with a leading Indian brand in Construction Industry- **Alstome** in international marketing with focus on market entry strategy, competitor analysis and distribution system management. He has also worked with a startup in **San Francisco- Tutree** in formulating their domain specific digital marketing strategy across diverse geographies.
- He is an eminent member of BNI, holds the position of **Vice President** at the Athena Chapter, a **Life Member** of SESI and a **Buddhist Practitioner**.

Qualifications

- B.Tech (Industrial Engg)- DCE, MBA (Marketing Management/Online)- NMIMS
- Executive Certificate(Marketing Analytics & Customer Valuations)- IIM Kashipur, Digital Marketing Certified Professional- IAMA, Google Adwords Certified Expert, Six Sigma Black Belt- KPMG, Diploma in Supply Chain Management from DSM

**Focus on
Value
Creation**



01



TRAINING

02



SKILLING

03



**ASSESSMENT
CENTERS**

04



HIGHER EDUCATION

05



CONTENT SERVICES

Types of Trainings



HENRY HARVIN® 
ANALYTICS
ACADEMY

HENRY HARVIN® 
BLOCKCHAIN
ACADEMY

HENRY HARVIN® 
CONTENT
ACADEMY

HENRY HARVIN® 
MANAGEMENT
ACADEMY

HENRY HARVIN® 
FINANCE
ACADEMY

HENRY HARVIN® 
LAW
ACADEMY

HENRY HARVIN® 
SALES
ACADEMY

Popular Courses



Additionally: Brian Tracy Powered Courses and Assessments: Sales Effectiveness, Time Management, Performance Management and Many More to Go...

Few Achievements

18000+ Trained /
700+ Batches /
21 Cities

Clientele includes 55+
Colleges PAN India
Including IIM-A & IIT-B
and 150+ Corporates
including NTPC and
Modicare

Worked in alliance with
KPMG, EY, Brian Tracy,
VIVO Healthcare, Narsee
Monjee

INDIA
TODAY



The Statesman



THE
HANS  INDIA



BW BUSINESSWORLD

Participant Corporates

Today, Henry Harvin® is proud to do business with:-



ALSTOM



BAJAJ
FINANCE



WUNDERMAN



UK INDIA
BUSINESS COUNCIL



Fidere
GENPACT

Tech
Mahindra



NIIT

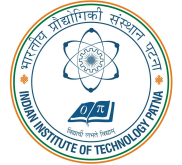


ਪੰਜਾਬ ਕੇਸਰੀ

Neutral®



Participant Colleges



Glimpses of Past



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What Worked For Me !

#StartEarly

#ProcessDriven

#FocusOnSales

#FirstMover

#SpecificsTerrific

#Scheduling

#CustomerBranding

Why Companies
gives Cash Backs
and Heavy
Discounts ?

#Unfair Advantage

Why Companies
gives Invest in App
Building or go the
Tech Way ?

#PostSales

#Outsource

#CustomerAcquisitionCost

#P=R-E

#GoalTracking

#LateEvening

#Branding

#Consistency

#SkillMapping

#ValueTime



**Now Lets Understand
Key Elements of a
Business Plan !**

1. **Executive Summary:** Most Important Document (Like Subject Line to an email)
2. **Business Concept:** Product+Service Viability
3. **Market Analysis:** Target Audience Identification + Analysis
4. **Management Team:** Skill Mapping
5. **Marketing Plan:** Go-To-Market Strategy / Process
6. **Financial Plan:** Ultimately Business is $P=R-E$
7. **Operational and Management Plan:** Uberization

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Thank You !