

## **PROJECT REPORT: MR BALLOON COMPANY**

### **OBJECTIVE**

Promote and support micro-entrepreneurial venture of Ms. Pinky Singh and Mr. Ajit Singh, balloon decorators by helping them take their business to an online mode

### **STEPS UNDERTAKEN**

- Conduct assessment of the requirements of the individual/ company.
- Plan a blueprint to promote and propagate the business online.
- Create a two-week worksheet in accordance to the above and is also conducive to the objective.
- Conduct training program for the entrepreneurs.
- Handover of the final business plan
- Provide help and Support for minimum four weeks

### **PARTICIPANTS**

<b>PARTICIPATING ENTREPRENEURS</b>	<ul style="list-style-type: none"><li>• Ms. Pinky Kumar</li><li>• Mr. Ajeet Kumar</li></ul>
<b>TRAINERS</b>	Ms. Ajontah
<b>OVERALL COORDINATOR</b>	Ms. Roshni
<b>SOCIAL MEDIA SUPPORT TEAM</b>	ELEVEN INC PVT LTD

## WORKFLOW

The following workflow was followed:

<b>WORKFLOW CHART</b>		
	<b>TASK</b>	<b>CONDUCTED BY</b>
<b>Week One: Assessment and planning</b>		
<b>1.</b>	Interview and assessment of the task	Mr. Hemant Mediratta and Ms. Roshni
<b>2.</b>	Shortlist pictures – discuss with Ajit as to which balloon styles are doable.	Ms. Ajontah.
<b>3.</b>	Get Basic draft ready for website and Finalize a brand name	Ms. Ajontah
<b>4.</b>	Conduct training program on understanding social media – workings & application	Ms. Ajontah and Ms. Roshni
<b>Week Two: Training and Handing over</b>		
<b>5.</b>	Finalize website	Ajontah and Team
<b>6.</b>	Open Instagram and Facebook Page	Ajontah
<b>7.</b>	Complete training sessions.	Ms. Ajontah
<b>8.</b>	Handling over of the Business plan	Ms. Ajontah and Ms. Roshni
<b>Week 3 &amp; 4: Support &amp; feedback</b>		
<b>9.</b>	Provide help and Support for minimum four weeks	Ms. Ajontah
<b>10.</b>	Get feedback from Ajit	Ms. Ajontah

## **NOTES**

Being our first project, we are delighted to state that

- The project was a great success.
- A website along with domain and hosting was provided.
- Social media accounts opened.
- Training to conduct online business was provided.
- Help & support provided for over four weeks.

We wish Mr Balloon Company success in their business and all future endeavours!

Report prepared by:

Ms. Roshni Pradhan

Ms. Ajontah