

Project Guidelines

Points to be kept in mind while preparing the Business Studies Project for Grade - 12

1. Always try to choose the interesting business studies project topics
2. Always keep your project short and precise. Add topics only related to your project topic.
3. Try to Add Diagrammatic/Graphic Presentation. Add Diagrams, Pie-Charts, Bar Charts, and Graphs (If Possible)
4. If you have any doubts ask with your project guide for project guidelines
5. Submit your project report on time.

Important points that should be included in the project.

1. Title of the project
2. Problem being discussed in the project
3. The main reason for selecting this project topic
4. Literature Review
5. The objective of the project
6. Scope of the project
7. Limitations of the project
8. Working methodology of project
9. Acknowledgement
10. Preface
11. Contents of the project
12. Observations and findings
13. Conclusion
14. References (reference books, journals, magazines, websites, etc.)

Steps to be kept in mind while writing the project

1. Identifying the Project Statement
2. Setting the Project Objective and Scope of the Project
3. Defining the Project Tasks and Responsibilities (Creating the Work Flow Structure)
4. Monitoring the Project and Finding the Important Resources Required

Business Studies Project - Class 12

(Name of the Project)

Submitted by:

Name:

Roll no:

School Name:

Acknowledgement

I would like to convey my sincere thanks to (Teachers name), my business studies teacher who always gave me valuable suggestions and guidance during the project. She/he has a source of inspiration and helped me understand and remember important details of the project. She/he gave me an amazing opportunity to do this wonderful project '(name of the project)'.

I also thank my parents and friends for their help and support in finalizing this project within the limited time frame.

..... (Name of the student)

Certificate

This is to certify that (Name of the student) of class 12 has successfully completed the Business Studies Project on (Name of the project) as per the guidelines of class 12 Board examination conducted by CBSE.

Teacher's Signature: _____

Teacher's Name: _____

An Example is given below the topic being discussed here is
"Packaging"

List of Content

S. No.	Topic	Page No.
1	Meaning of Packaging	X
2	History of Packaging	X
3	Purpose of Packaging	X
4	Types of Packaging	X
5	Changes in mode of Packaging	X
6	Conclusion	X
7	Bibliography	X

Meaning of Packaging

Packaging refers to the container or wrapper that holds a product or group of products. It is the science, art, and technology of enclosing or protecting products for distribution, storage, sale, advertisement, and use. It can also be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging contains, protects, preserves, transports, informs, and sells.

History of Packaging

The first packages used the natural materials available at the time:

Baskets of reeds,
Wineskins (Bota bags),
Wooden boxes,
Pottery vases,
Ceramic amphorae,
Wooden barrels,
Woven bags, etc.

Purpose of Packaging

Packaging has several objectives, some of these are:

- Physical Protection
- Information Transmission
- Marketing
- Convenience

Types of Packaging

- Primary packaging is the material that first envelops the product and holds it. This usually is the smallest unit of distribution or use and is the package which is in direct contact with the contents.
- Secondary packaging is outside the primary packaging, perhaps used to group primary packages together.
- Tertiary packaging is used for bulk handling, warehouse storage and transport shipping. The most common form is a palletized unit load that packs tightly into containers.



Environmental Considerations

Package development involves considerations for sustainability, environmental responsibility, and applicable environmental and recycling regulations.

The traditional “three R’s” of reduce, reuse, and recycle are part of a waste hierarchy which may be considered in product and package development.

Changes in Mode of Packaging

Product packaging has undergone significant change over the years. Now-a-days packaging is more than just a container with a label stuck on it. It has become a vital opportunity to build new brands or reinforce and add value to a positive experience of an existing product or brand.

Changes in transportation packaging of Fruits and Vegetables

Proper Packaging can prolong the storage life of fresh fruits and vegetables by preventing moisture loss thereby wilting. The rate of moisture loss varies with the product and water vapour permeability of the packaging film.

Wooden Pallets to Corrugated Plastic Pallets, Corrugated Fiberboard Pallets, Plastic Crates, Expanded Polystyrene Packaging were being used from time to time for packaging of fruits and vegetables.



Packaging of Milk

Until the mid 1880s milk was dipped from large cans into the consumer's own containers. The glass milk bottle was invented in 1884 and became the main container of retail distribution until World War II, when wax-coated paper containers were introduced. Plastic-coated paper followed and became the predominant container. Today more than 75 percent of retail sales are in translucent plastic jugs. Glass bottles make up less than 0.5 percent of the business and are used mostly at dairy stores and for home delivery

Cardboard Packaging

Cardboard packaging is one of the most common types of product packaging used, and its uses are only limited by the imagination. Everything from the simplest of products to the most expensive often come protected in cardboard. In addition to the benefits it offers consumers, this type of packaging can also have a positive impact on the environment.

Plastic packaging

Plastic bags are typically made from oil, a non-renewable resource. Plastics are a by-product of the oil-refining process, accounting for about four percent of oil production around the globe.

Biodegradable plastic bags - Alternative to plastic bags

Packaging cost borne by consumer/manufacturer

Packaging costs are also paid by consumers. If the product is expensive and so does the packaging that comes with it, consumers of premium brands are more often than not willing to pay the price.

Packaging as a means of transportation

Packaging trends and innovations can influence whether the product will ever get onto the store's shelf.

Reuse of packaging

The packaging should be manufactured from the right materials, ensuring that the product inside is not damaged. Potential customers today expect packaging to be environmentally friendly. Consequently, the use of sustainable, recyclable and biodegradable materials is essential.

Conclusion

Packaging is thus considered an important part of the business environment. It has changed various forms during the years. The role of packaging has also changed over the years. In the old days it was used just for protection purposes but now it is used as a promotional tool and has become an important part of the products.

Bibliography

Government and other websites
Online and RBI links
News paper, magazines.