



List of Case Challenge, Students and Mentors
WP 5 Business Case Challenge
ENCORE Project



SL #	Business	Challenge	Area of Challenge	Students	Mentor
1	Mother Made Farm	Difficulty and Lack of Income and Expenses Recording System	Accounting	<ol style="list-style-type: none"> 1. Pelden Singye IV ACT B (Mob # 17941633) 2. Passang Dorji IV ACT B 3. Pema Loday IV ACT B 4. Nima Dema IV ACT B 	Mr. Madan Gurung Mob # 178551185
2	One Stop Business Service Center	HR Shortage - Recruitment	Recruitment Strategies	<ol style="list-style-type: none"> 1. Pal Tshering IV FIN B (Mob # 17584382) 2. Kezang Wangchuk IV FIN B 3. Phub Dorji VI HRM A 4. Phub Dorji VI HRM A 5. Namgay Dema VI HRM A 	Mr. Tshewang Norbu Mob # 17759396
3	Bhutan Trout Farming	Buddhist beliefs and sentiments hindering business	Business promotion	<ol style="list-style-type: none"> 1. Leki Dorji IV ACT B (Mob # 17517413) 2. Sonam Norbu IV MKT B 3. Susma Rai IV MKT B 4. Pema Dechen Tamang IV MKT B 	Mr. Tsagay Mob # 77721866
4	Thadrak Hotstone	Promotion of Hot stone bathing for tourist/local	Promotion	<ol style="list-style-type: none"> 1. Karma Tenzin IV FIN A (Mob # 17841369) 2. Sonam Norbu IV FIN C 3. Alina Rai VI MKT A 4. Sawan Rai VI MKT A 	Mr. Dawala Mob # 17767342
5	Dil Piggery Farm	No proper marketing strategies to market pork and piglets	Marketing	<ol style="list-style-type: none"> 1. Tsheten Dorji V ACT D (Mob # 17247024) 2. Tshering Lhamo MKT IV B 3. Sonam Tashi IV MKT B 	Mr. Dechen Wangdi Mob # 17825552
6	Jangchubshing Mushroom Framing Institute	Marketing of the courses	Marketing	<ol style="list-style-type: none"> 1. Roshni Rai IV ACT C (Mob # 17976608) 2. Tandin Wangmo IV ACT C 3. Tashi Dendup ACT IV C 4. Prakash Kamar IV MKT A 5. Manjeet Chettri IV MKT A 	Mrs. Kinley Yangdon Mob # 17977961