**Call for EoI as Participant for ENCORE Business Case Challenge**

ENCORE project is pleased to invite EoI from interested students (individuals or pairs or groups not exceeding FIVE member) to undertake a business case challenge wherein you will be working closely with entrepreneurs listed below in the corresponding business areas to propose solutions with guidance from an academic staff.

|  |  |  |  |
| --- | --- | --- | --- |
| **SL #** | **Business** | **Challenge** | **Area of Challenge** |
| 1 | Mother Made Farm | Difficulty and Lack of Income and Expenses Recording System | Accounting |
| 2 | One Stop Business Service Center | HR Shortage - Recruitment | Recruitment Strategies |
| 3 | Bhutan Trout Farming | Buddhist beliefs and sentiments hindering business | Business promotion |
| 4 | Thadrak Hotstone | Promotion of Hot stone bathing for tourist/local | Promotion |
| 5 | Dil Piggery Farm | No proper marketing strategies to market pork and piglets | Marketing |
| 6 | Jangchubshing Mushroom Framing Institute | Marketing of the courses | Marketing |

The student(s) will closely work with the academic staff and the entrepreneur to identify an innovative growth opportunity for the assigned business. The projects will have to be completed by 14th March, 2023.

The student(s) should have the motivation and commitment to complete the project and preference will be given to those from the same area as the challenge area identified for each of the business cases.

The completed project will be pitched by the students to a panel of evaluators and the best project will have the possibility of presenting their project at an international conference towards the end of 2023. But everyone will be awarded a certificate of participation signed by the European professors. The full document is attached for detailed information on the project.

Interested students are requested to submit your EOI specifying the business case you are interested in via email @ [tenzinrabgay.gcbs@rub.edu.bt](mailto:tenzinrabgay.gcbs@rub.edu.bt) latest by 30th Jan., 2023 before 5 PM. A maximum of SIX students (individuals or pairs or groups) will be selected with preference being given to those whose major matches with the business case area. In case there are more than one applicant interested in the same business case seniority and contribution shall be used as the selection criterion. Please contact @ +975-17592211 for further clarification.