

SOCIAL AND ECONOMIC INCLUSION

through social youth entrepreneurship

SUCESSEFUL SOCIAL ENTREPRENEURS

BUSINESS PLAN



BUSSINESS PLAN

A BUSINESS PLAN IS ...

- ① A way to express the business, in a written way, and how it is seen and the development of the project is foreseen
- ② A document that contains the main characteristics of the business project:
 - ▶ *Proposed solution*
 - ▶ *Development and implementation strategy*
 - ▶ *Financial Plan*

BUSSINESS PLAN

A BUSINESS PLAN IS ...

- ① Indispensable management instrument;
- ② Instrument that gives the promoter an objective vision of his business;
- ③ Preferred means of communication between promoter and potential investor.

BUSSINESS PLAN

VALIDATING...

- ▶ Explained the business model;
- ▶ Quantified targets, taking into account the market size, positioning and competition;
- ▶ Defined an appropriate strategy;
- ▶ You have created the conditions for its implementation;
- ▶ It is guaranteed and evidenced the creation of value for customers, shareholders, employees.

BUSSINESS PLAN

BUSINESS PLAN PHASES

- ① Identify Business Plan objectives;
- ② Write business plan;
- ③ Review the Business Plan;
- ④ Update the Business Plan.

BUSSINESS PLAN

BUSINESS PLAN STRUCTURE

EXECUTIVE SUMMARY

- ➔ Distinctive skills and competitive advantages of the company;
- ➔ Give an immediate and rigorous understanding of the business

BUSSINESS PLAN

BUSINESS PLAN STRUCTURE

BUSINESS OPPORTUNITY

- ➔ Characterization of business opportunity (market needs and ways of meeting these needs);
- ➔ Main and distinctive competencies (e.g. efficiency in production, sale or after-sales; skills of the tables; location).

BUSSINESS PLAN

BUSINESS PLAN STRUCTURE

PRODUCTS AND SERVICES

- ▶ Product description/services
- ▶ Product life cycle/service
- ▶ Patents, Copyrights, ...
- ▶ Research and Development Activity
- ▶

BUSSINESS PLAN

BUSINESS PLAN STRUCTURE

MARKET ANALYSIS

- ▶ It should reflect knowledge about the sector;
- ▶ It is the main source of information for sales projections and price estimates
- ▶ Analyze target market; market size; levels of market penetration; prices and gross margin; distribution channels; trends; Competition.
- ▶

BUSSINESS PLAN

BUSINESS PLAN STRUCTURE

MARKETING AND COMMERCIAL STRATEGY

- ▶ Main lines of the Marketing Plan, presenting the actions that allow to achieve the sales and margins indicated in the financial maps;
- ▶ Penetration strategy (product, price, differentiation); Communication; Distribution channels
- ▶

BUSSINESS PLAN

BUSINESS PLAN STRUCTURE

MANAGEMENT TEAM AND STRUCTURE

- ▶ Internal Skills);
- ▶ Organizational Structure;
- ▶ Frames to be hired;
- ▶ Corporate form;
- ▶ Capital distribution.
- ▶

BUSSINESS PLAN

BUSINESS PLAN STRUCTURE

FINANCIAL PLAN

- ▶ Financial Projections (3 to 5 years);
- ▶ Decision-making criteria (VAL, IRR, Pay-back, Break-even;
- ▶ Assumption stifties
- ▶

BUSSINESS PLAN

BUSINESS PLAN STRUCTURE

FUND NEEDS AND THEIR USE

- ▶ current and for years to come;
- ▶ How funds will be used.

