

Promoting  
Entrepreneurship

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Education and Culture DG

**Lifelong Learning Programme**

## PROMOTING ENTREPRENEURSHIP

Entrepreneurship has never been more important than it is today. It is widely acknowledged that new companies and entrepreneurs are important for innovation, job creation and economic development in Europe.

However, traditional education and training systems in Europe have not been supportive of entrepreneurship and self-employment. As attitudes take shape at an early age, education systems should contribute more to the development of entrepreneurial skills and mindsets.

We want to run this project because: student participation is limited; teaching methods are ineffective; the practical element of entrepreneurship is missing; teachers are not fully competent; entrepreneurship is not linked to specific training subjects or professions; business people are not sufficiently involved.

The **PRO-ENT** project is intended as a support tool for fostering entrepreneurship within the younger generation. This is to be achieved following specific project planning lasting two years and involving both schools and company representatives.

The project aims to motivate pupils to develop creative, positive and innovative attitudes towards entrepreneurship. Project activities will demonstrate to them the relevance of education in the workplace and help them to develop both an enterprising spirit and a sense of personal responsibility.

The partnership fostering the project is composed of 10 partners, extending over many European countries. All of them, with the addition of other significant local stakeholders, will be actively involved in project development: the activities' impact could well prove definitively relevant.



## WHY THIS PROJECT IS NEEDED?

Globalisation has increased pressure on economies to compete and innovate, leading to a critical need for a vibrant base of creative and innovative entrepreneurs (European Commission, 2003; McCoshan et al., 2010). As well as meeting the challenges of globalisation and taking advantage of the opportunities that arise from it, entrepreneurial people can act as an engine for growth through job and wealth creation, boosting economic growth and supporting welfare.

Other challenges facing Europe today, including environmental sustainability and ageing populations, also demand innovative and entrepreneurial responses (Herrman et al., 2008). At the same time, the shift to service and knowledge-based economies has led to opportunities for new entrepreneurial initiative, particularly in the area of services (European Commission, 2003). It has been argued that entrepreneurship has never been more important than it is today.

Since the Lisbon Council in 2000, entrepreneurship has been increasingly recognised as a competence that should be valued and nurtured within an education and training context. It sits at the heart of the education and training 2020 strategic framework, which cites innovation and creativity, including entrepreneurship, as one of its strategic objectives. A sense of initiative and entrepreneurship is also one of the eight key competences for lifelong learning.

In February 2005, the European Commission proposed a new start for the Lisbon Strategy, focusing the European Union's efforts upon two principal tasks – delivering stronger, lasting growth and providing more and better jobs. From then on, the necessity for promoting a more entrepreneurial culture was always stressed.

This is due to the fact that the capacity of an economy to successfully compete and develop depends upon balancing the stock of enterprises through encouraging more start-ups and managing business transfer. There is a positive correlation between entrepreneurship and economic growth. Entrepreneurship also contributes to social cohesion for less-developed regions and to putting unemployed or disadvantaged people into work. Moreover, it can contribute to unlocking the entrepreneurial potential of women, which has yet to be exploited further.



There is a need to create a more favourable societal climate for entrepreneurship, removing obstacles to the start-up, transfer and growth of businesses but also based upon an integrated approach aimed at changing the mindset of new generations. This is truer still once we consider that while various factors influence entrepreneurship, cultural aspects need to be taken into account as well. Recent generations of Europeans are reluctant to take up opportunities for self-employment and entrepreneurial activity.

Research suggests that cultural support (through educational programmes, promotional campaigns, etc.) is positively linked to the degree of entrepreneurial activity in the EU. This project is intended therefore to be a supportive tool for fostering entrepreneurship among the young generations. This is to be achieved following specific project planning lasting 2 years and involving both schools and firm representatives.

The project aims at motivating pupils to develop creative, positive and innovative attitudes towards entrepreneurship. Project activities will show them the relevance of education in the workplace and help them to develop both an enterprising spirit and a sense of personal responsibility.



## PROJECT OBJECTIVES AND STRATEGY

In teaching entrepreneurship it is particularly important to focus on the personality of young people. This type of education should foster creativity, a sense of initiative, risk taking and other generally applicable attributes and skills that are the foundation of entrepreneurship.

### **In the project Our main aims are:**

1. realisation of a EU network of professionals dealing with didactic activities aimed at fostering in the young generation a EU entrepreneurial spirit
2. putting into action a 2-year programme involving students, enterprise representatives & teachers
3. realising a programme geared towards assisting students in setting up their own businesses. The programme will include: appointment of a student tutor, the setting down of project rules with the students, selection of an enterprise sector after a presentation made with firm representatives of the different economic sectors, advertising the relevant vacancies linked to firm set up, and request that students complete an application form and apply for jobs, organise interview times with each candidate with the help of colleagues from among the enterprise representatives, make a list of successful candidates and complete the firm organisation chart, set the first firm meeting and a specific day when all firm meetings will be scheduled during the year, have each firm sector start its activity (the board taking decisions, the vending office retailing products, the secretary structuring daily activity), organise interview in groups with people working within the same profile, taken over by the students, have the students compile a job profile description, render the firm operational, convene periodic meetings so as to identify any problems the students are encountering, plan periodic meetings with business and enterprise representatives in order to solve problems encountered and acquire deeper knowledge of specific aspects of the business sector and after an appropriate time to have participants change job profiles, rise to more elevated positions, etc. the project meeting will signal an occasion to discuss & experience international business & the opening of the firm's foreign markets

### **Problems**

1. students' awareness of self-employment and entrepreneurship as possible career option
2. Underline relevance of education in workplace
3. Underline importance of personal responsibility, creativity and personal ability in participating
4. need to increase entrepreneurial spirit among the young generation



## SURVEY

LIFE LONG LEARNING PROGRAM LEONARDO DA VINCI PARTNERSHIP

"PROMOTING ENTREPRENEURSHIP "

### ENTREPRENEURSHIP SURVEY

One day, a young man comes to Dr Russell Herman Cornwell and says he wants to enrol to the collage but can't because of economic strength. In that time Cornwell dreamed of establishing a university for young people who can not go to college even though they deserve. This is not an easy task for Cornwell. Because he has no money and a few million dollars are needed. Cornwell decides to collect his experiences in a book named "Diamond Fields" and starts educational seminars relevant to the content. Dr. Cornwell's teachings collected in this book draws the attention of so many people a lot of them come to listen to him but also give him money that at the end Dr. Cornwell establishes the famous Temple University Philadelphia with the collected coins. Even a few million dollars were collected more.

**Question 1)** The short story above is given as an example of entrepreneurship. What do you think it is told in this story?

- ☐ similarity between diamond and money
- ☐ Wealth and opportunities in the surrounding area of Dr.Cornwell
- ☐ About being rich one could bring out own dynamics
- ☐ secret formula of being rich

**Question 2)** What do you think the most prominent feature of entrepreneur Dr.Cornwell in this story is?

- ☐ Dr.Cornwell is a genius
- ☐ revealed the diamond field in his character
- ☐ he is opportunistic
- ☐ Discovered the diamond fields at the forefront of him

**Question 3)** Which of the following is most important motivation to make an attempt?

- ☒ earn money
- ☐ spend your energy
- ☐ to be popular
- ☐ being a boss

**Question 4)** What the entrepreneurship starts with?

- ☐ money
- ☐ business idea
- ☐ study
- ☐ motivation

**Question 5)** Participated in a tour of the exhibition. How do you do your trip?

- ☐ Collect abundance of catalogs, brochures and giveaway
- ☐ I try to spend a pleasant time tasting refreshments
- ☐ would visit all stands and chat with stand staffs
- ☐ I try to visit my field of interest stands and expand my communications network

**Question 6)** You would make a profitable business but you do have 60% of the required capital. In this case, how you behave?

- ☐ seek for the environmental resources to complete the 40%
- ☐ never take the risk of losing 60% , I save my money
- ☐ I give up as there isn't sufficient capital , I would continue normal life
- ☐ Would continue to work and start the work after I find the 40%

**Question 7)** Imagine you are in a competition with o. Which of the following refers to feelings?

- ☐ I do not care about the others, I contest and try to win
- ☐ Tries to block competitors, if I find the opportunity I try to be an obstacle to their work
- ☐ Closely monitors the performance of competitors, , I set the competition strategies
- ☐ All of the above

**Question 8)** According to you, who will win in the trade ?

- ☐ the one producing
- ☐ the one planting
- ☐ the one saving the day
- ☐ the one selling on credit

**Question 9)** Imagine you manage a team. How do you distribute the workload among?

- ☐ I make list of works and distribute them according to the abilities of the team members
- ☐ I make a team list and, distribute the works respectively without distinction
- ☐ I would immediately disqualify the team member who can not do the work given
- ☐ I make a list of work and give it respectively to those who are free without distinction of work or team member

**Question 10)** Think of yourself as an entrepreneur. What is the first thing you need to think about?

- ☐ Start to produce the product or service
- ☐ Monetise the product or service
- ☐ Try to find out with whom I will work with
- ☐ Conduct market research on the product or service

**Question 11)** Which of the following, related to the success of any business to be established, is the least effective?

- ☐ The market potential
- ☐ Motivation and hard work
- ☐ Sectoral knowledge and experience
- ☐ Production / Service area

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**Question 12)** For you which of the following is the most important feature of a business idea ?

- ☐ create employment
- ☐ enable innovation
- ☐ eliminate the needs
- ☐ ensure production

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**Question 13)** What do you think should be at "12" on the target board for an entrepreneur ?

- ☐ earn money
- ☐ production or service
- ☐ create employment
- ☐ being retired

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**Question 14)** Which of the following is a feature that an entrepreneur may not have ?

- ☐ leadership
- ☐ wealth
- ☐ motivation
- ☐ innovation

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**Question 15)** The best business idea;

- ☐ is a well-crafted business plan
- ☐ is the one that provides employment
- ☐ is the one that will be successful in the market
- ☐ is the one that addresses the business needs of the employees

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**Question 16)** Which of these is more effective than others for learning?

- ☐ hearing
- ☐ vision
- ☐ listening
- ☐ doing

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**Question 17)** An entrepreneur must use the technique of effective communication in marketing their product or service. Which of the following do you think is the most effective communication technique?

- ☐ good usage of body language
  - ☐ smiling
  - ☐ having respect for
  - ☐ being positive
-



**Question 18)** "Genius is 1% inspiration, 99% effort," says Albert Einstein. What does it mean for entrepreneur?

- ☐ Entrepreneur must be genius
- ☐ Entrepreneur must be hard working
- ☐ Entrepreneur must be both genius and hardworking
- ☐ Entrepreneur must be both genius and inspired

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**Question 19)** What should a good manufacturer entrepreneur produce?

- ☐ Quality
- ☐ the best
- ☐ the required one
- ☐ the standard one

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**Question 20)** Which one is a successful enterprise?

- ☐ Free-standing enterprise
- ☐ Profit making enterprise
- ☐ Providing employment
- ☐ Engaged in selling

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**Question 21)** How an entrepreneur should line up the following steps based on the product that he will produce?

1. Ensure the fund
2. Determine the business idea
3. Do a market research
4. Start producing
5. Determine the capacity of producing

- ☐ 2,5,4,1,3
- ☐ 2,5,1,4,3
- ☐ 2,3,5,1,4
- ☐ 2,1,5,3,4

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**Question 22)** As an entrepreneur in need of economic , what do you do if you can't find financial support ?

- ☐ I huff and leave entrepreneurship
- ☐ I retire into myself and go on my work
- ☐ I try to go on as far as I can
- ☐ I try to get support from other alternatives

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**Question 23)** In which position would you be satisfied after 3 years running your business idea?

- ☐ Being a business that has reached a certain profit margin
- ☐ Being a business that survive
- ☐ Being a business that employs 30 people
- ☐ Being a business that works

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**Question 24)** If you encounter some problems in the implementation phase of your business idea, which one of the following methods to overcome these difficulties do you prefer?

- ☐ Try to overcome difficulties, if fail I demand help
- ☐ Determines the nature of the difficulties, then I would seek help from experts
- ☐ I make a good work plan, so I do not encounter difficulties
- ☐ I love the challenges, I would fight until I achieve

## RESULTS

### Survey Turkey



Promoting  
Entrepreneurship

Survey

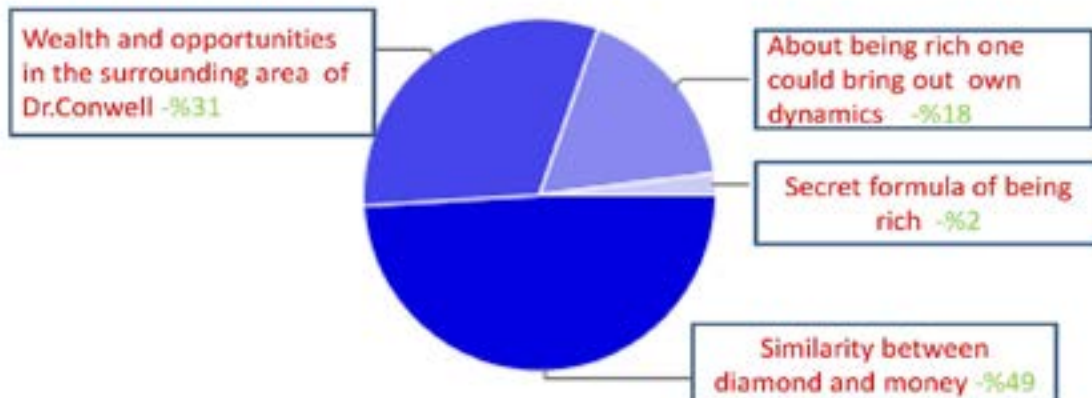


### General Information

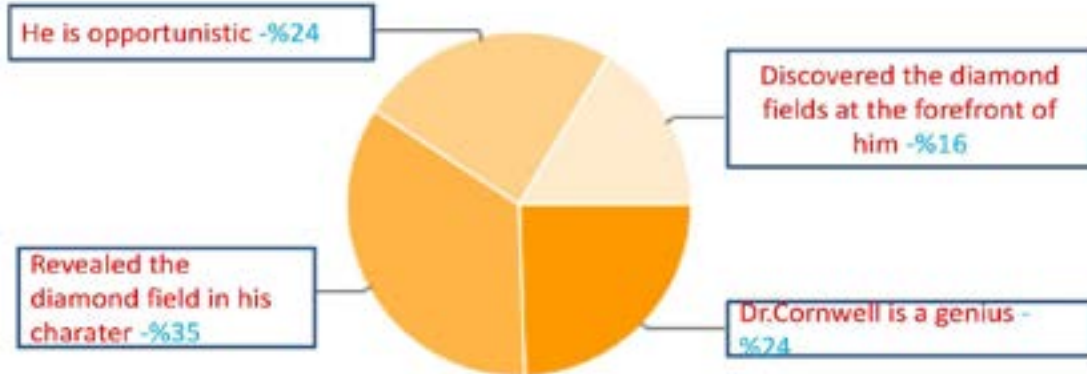
- Our survey was arranged to identify of the entrepreneurial orientation, knowledge levels and feelings of self-confidence before the project of our students.
- The survey study was conducted between May 6 to 10, 2013. Survey was applied to 65 young people between the ages of 14-15. 10 people of surveyed are female students, 55 people of surveyed are male students.

## Summary

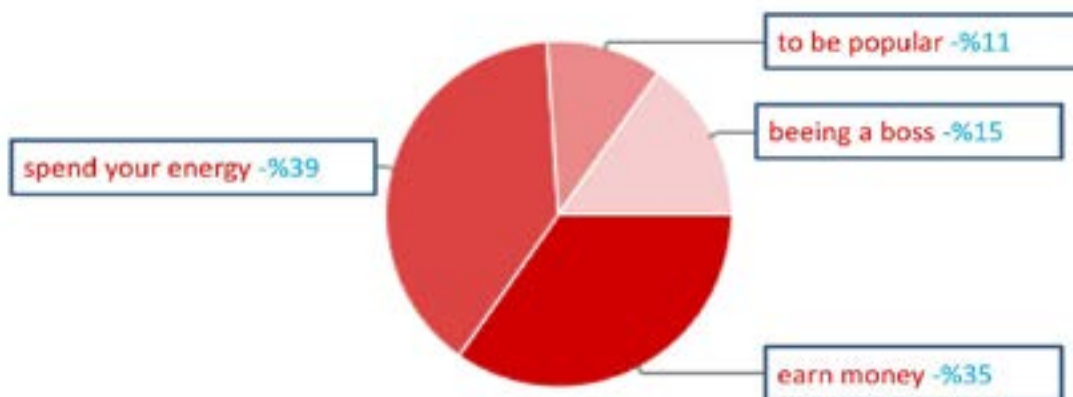
- One day, a young man comes to Dr Russell Herman Conwell and says he wants to enrol to the college but can't because of economic strength. In that time Conwell dreamed of establishing a university for young people who can not go to college even though they deserve. This is not an easy task for Conwell. Because he has no money and a few million dollars are needed. Conwell decides to collect his experiences in a book named "Diamond Fields" and starts educational seminars relevant to the content. Dr. Conwell's teachings collected in this book draws the attention of so many people a lot of them come to listen to him but also give him money that at the end Dr. Conwell establishes the famous Temple University Philadelphia with the collected coins. Even a few million dollars were collected more.



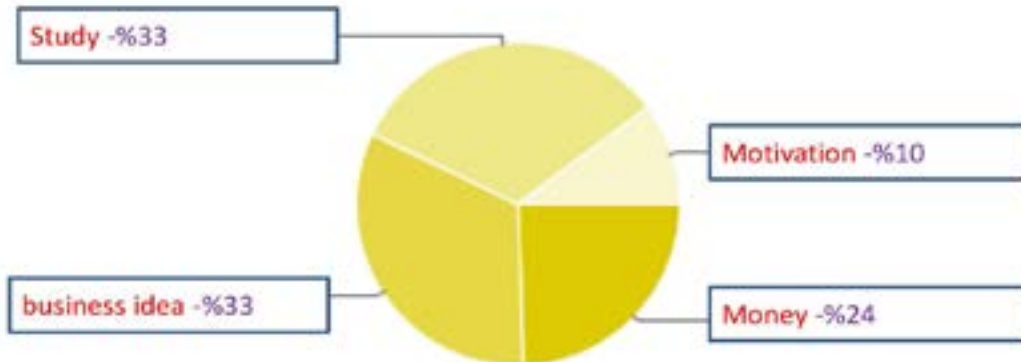
- **The short above story is given as an example of entrepreneurship. What do you think it is told in this story?**



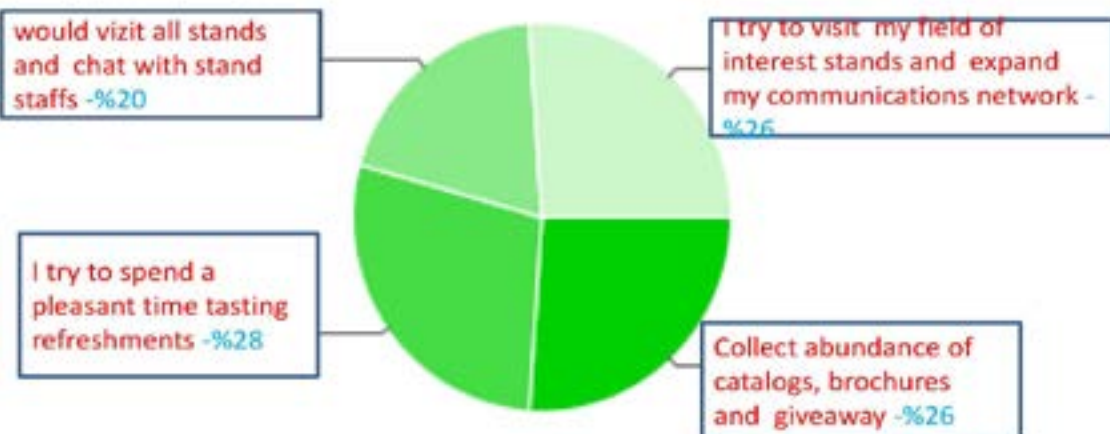
What do you think the most prominent feature of entrepreneur Dr. Cornwell in this story is?



Which of the following is most important motivation to make an attempt?

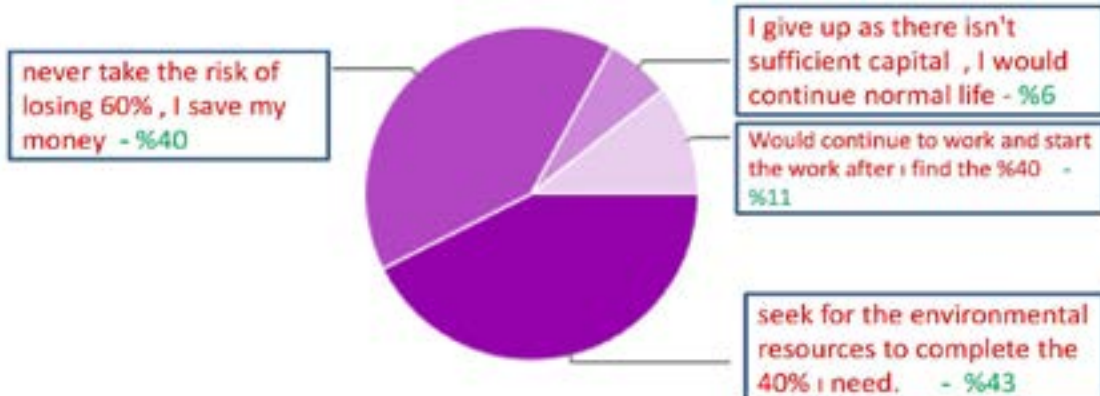


**What the entrepreneurship starts with?**

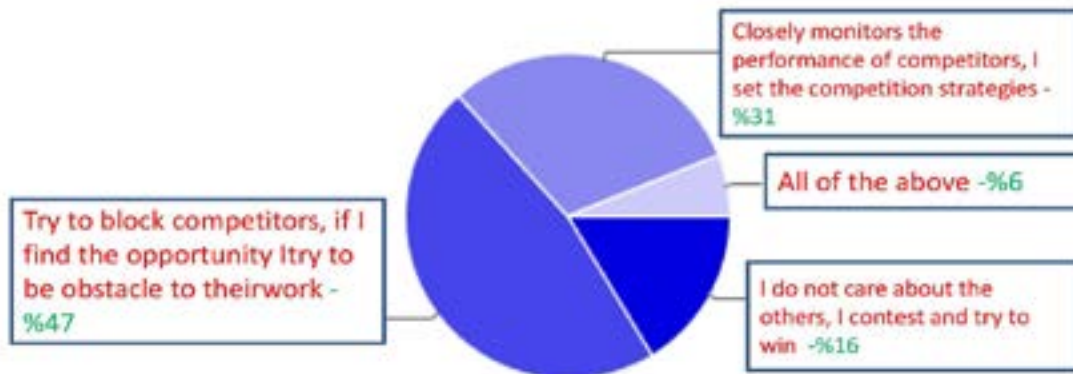


**Participated in a tour of the exhibition. How do you do your trip?**





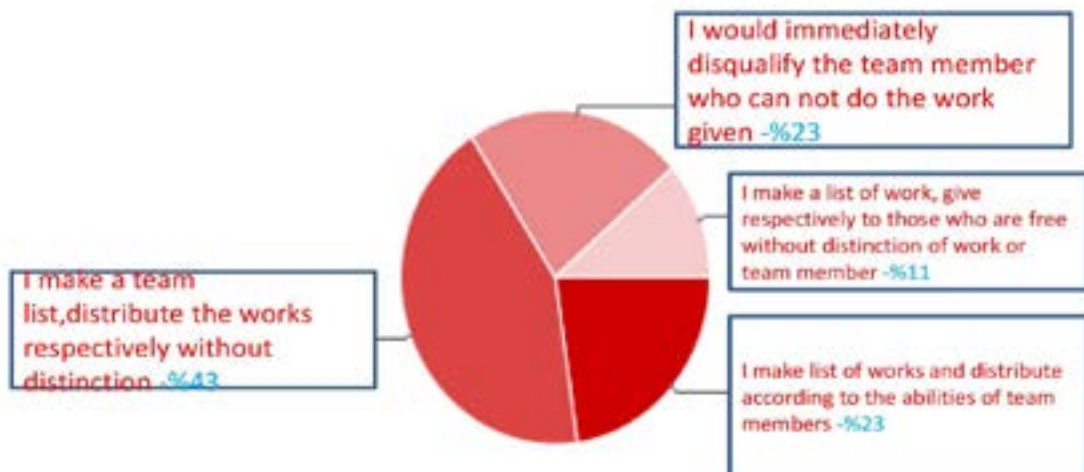
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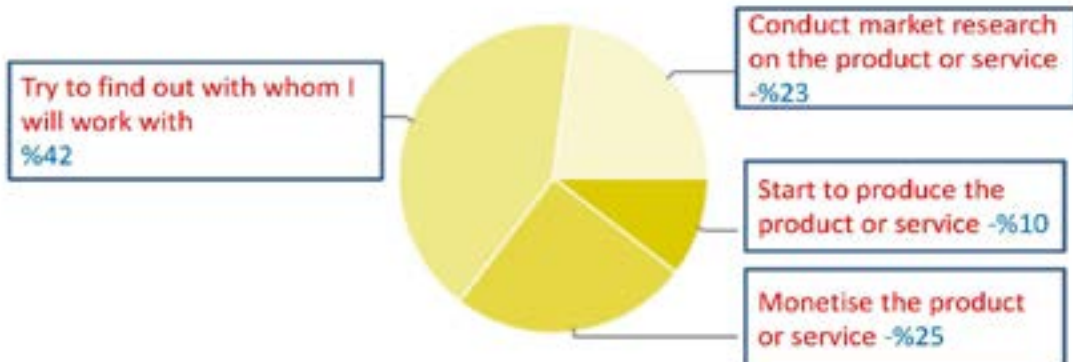
Imagine you are in a competition with your competitors. Which of the following refers to feelings?



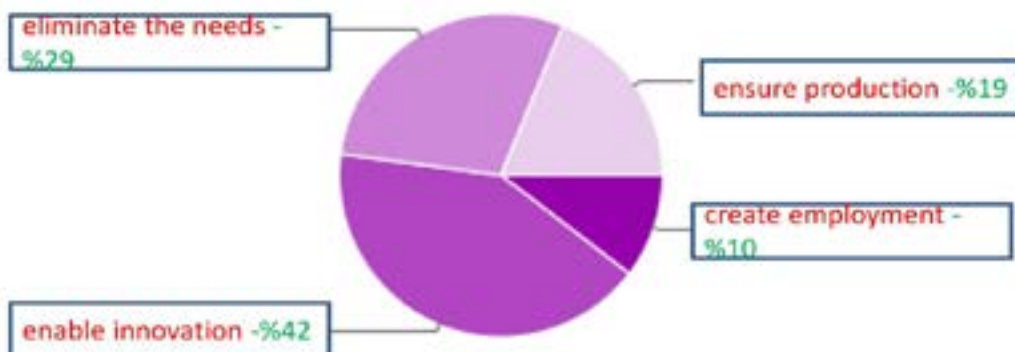
**According to you who will win in the trade ?**



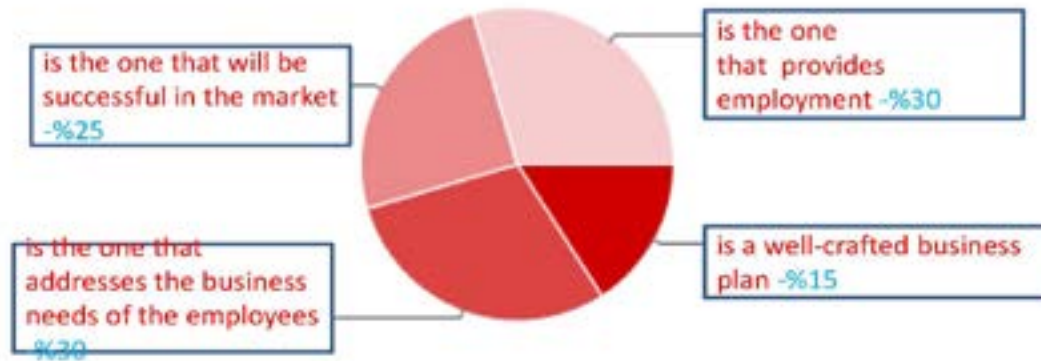
**Imagine you manage a team. How do you distribute the workload among?**



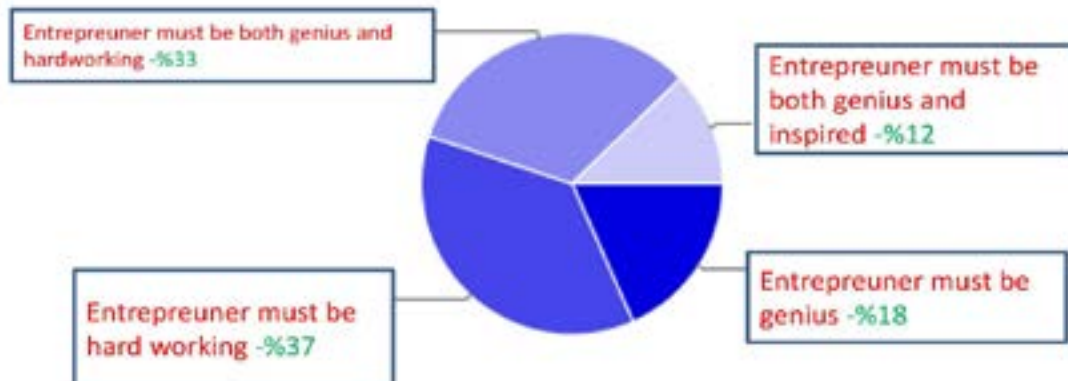
Think of yourself as an entrepreneur. What is the first to thing you need to think about?



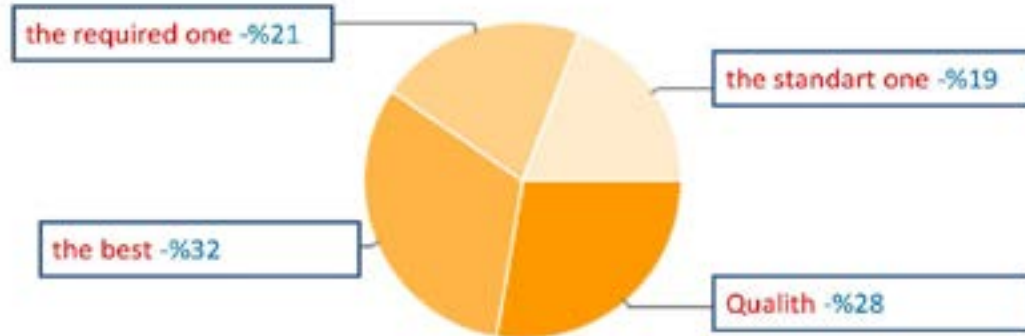
For you which of the following is the most important feature of a business idea ?



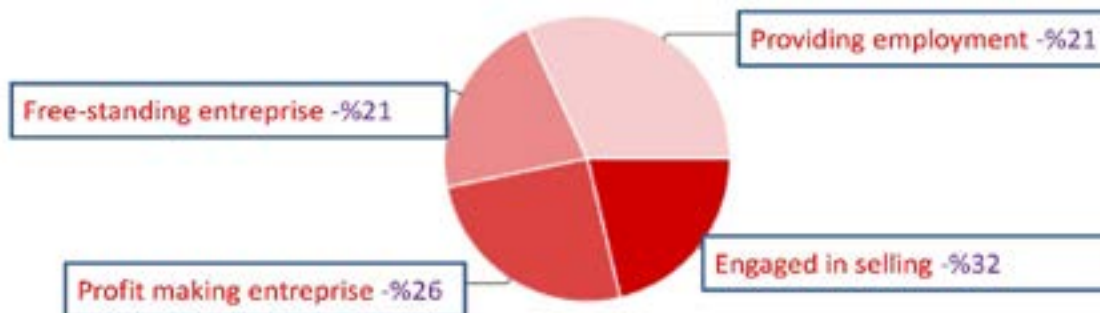
**The best business idea;**



**"Genius is 1% inspiration, 99% effort ," says Albert Einstein. What does it mean for entrepreneur?**

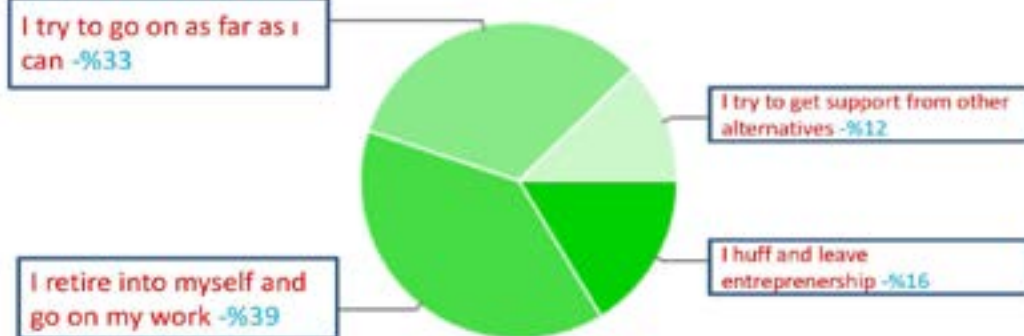


What should a good manufacturer  
entrepreuner produce?

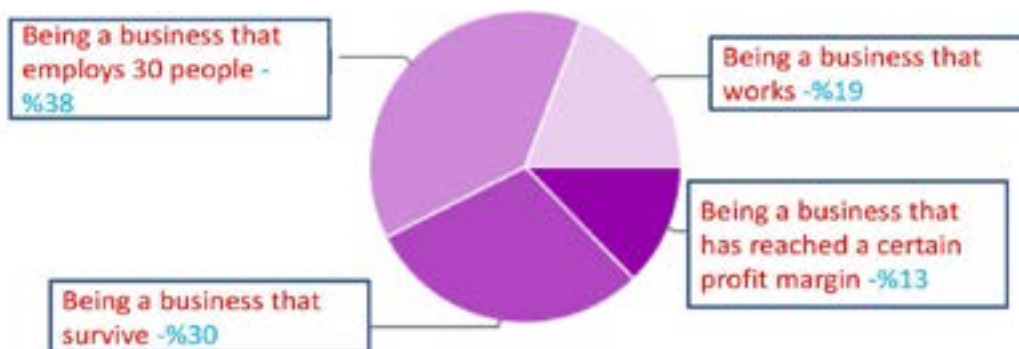


Which one is a successful enterprise?



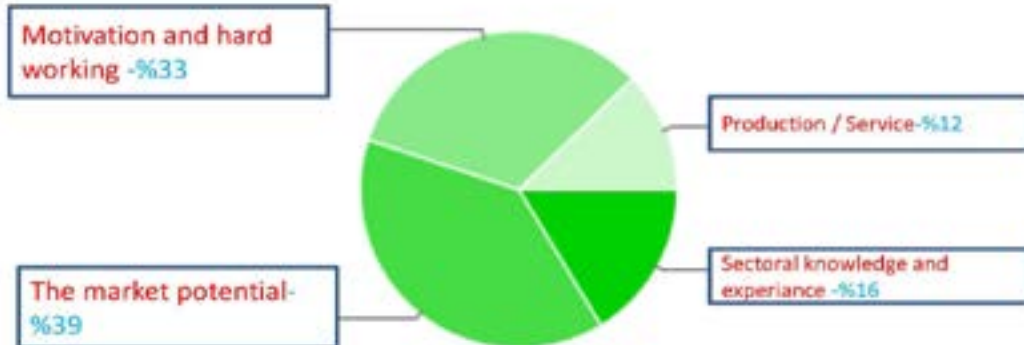


**As an entrepreneur in need of economic support, what do you do if you can't find financial support?**

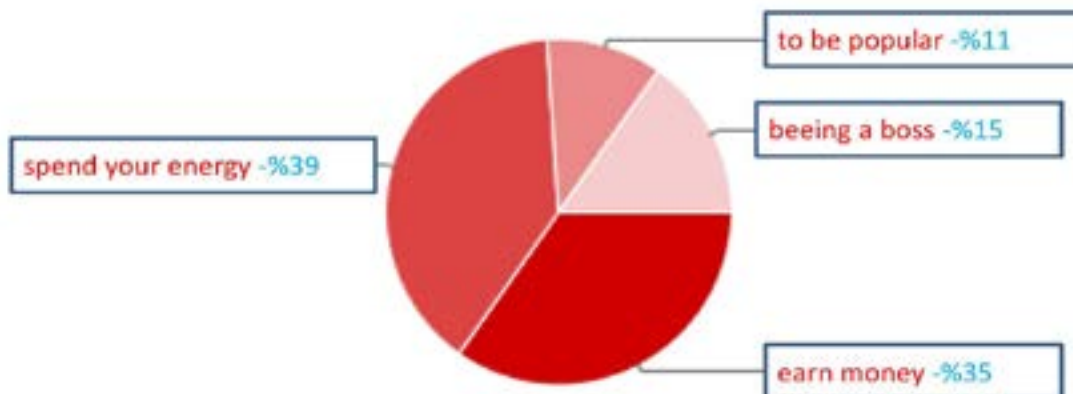


**In which position would you be satisfied after 3 years running your business idea?**

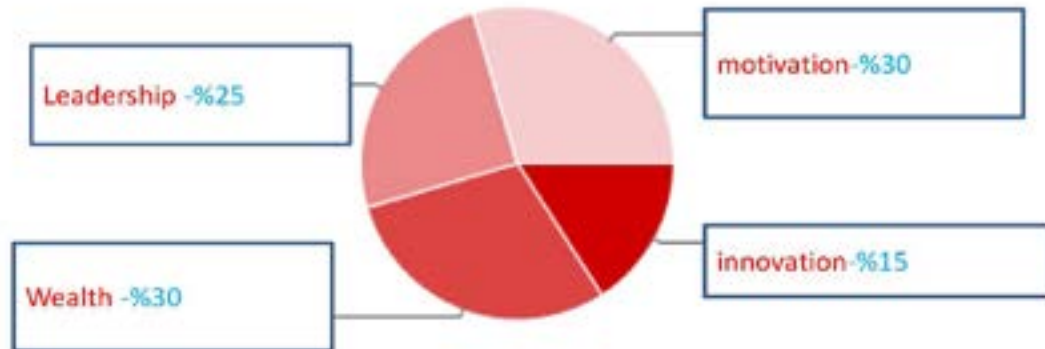




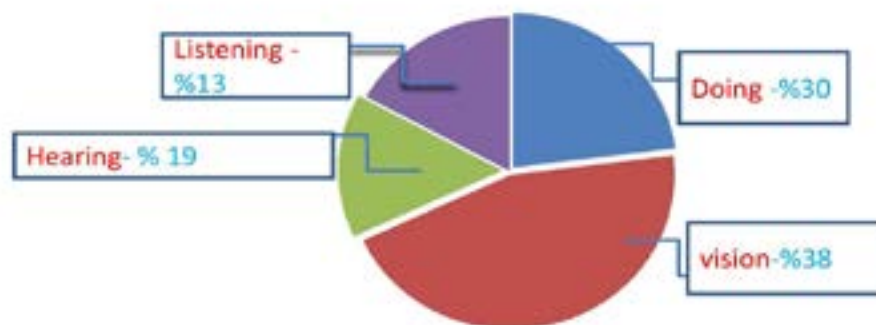
**Which of the following, related to the success of any business to be established, is the least effective?**



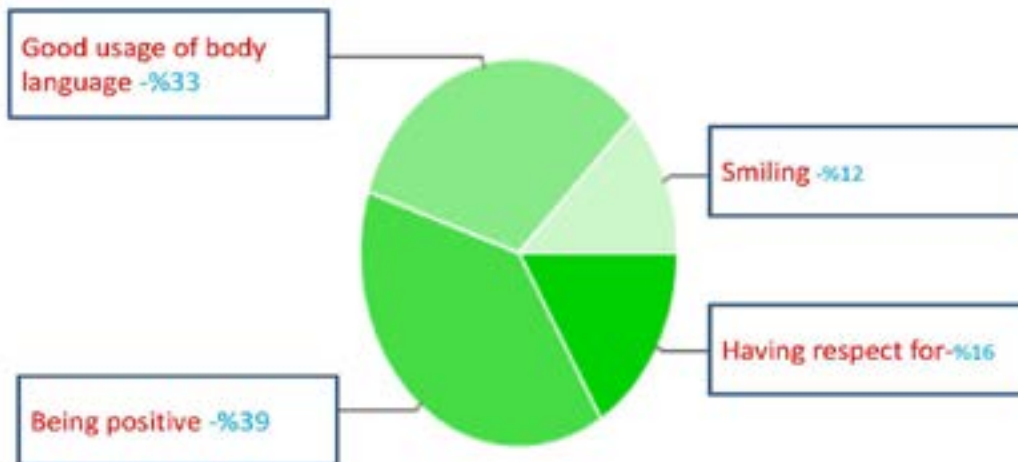
**What do you think should be at "12" on the target board for an entrepreneur ?**



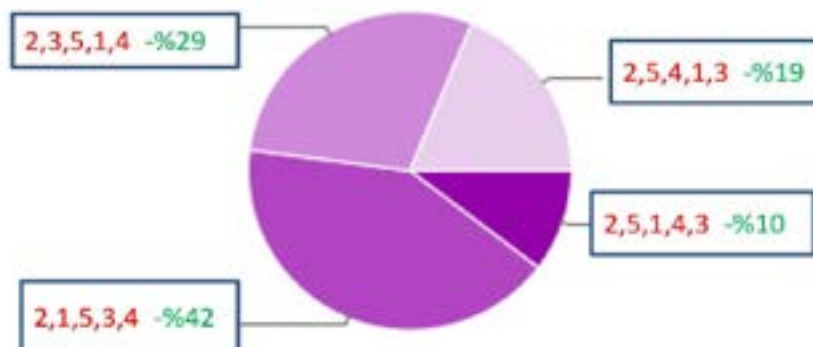
**Which of the following is a feature that an entrepreneur may not have?**



**Which of these is more effective than others for learning?**

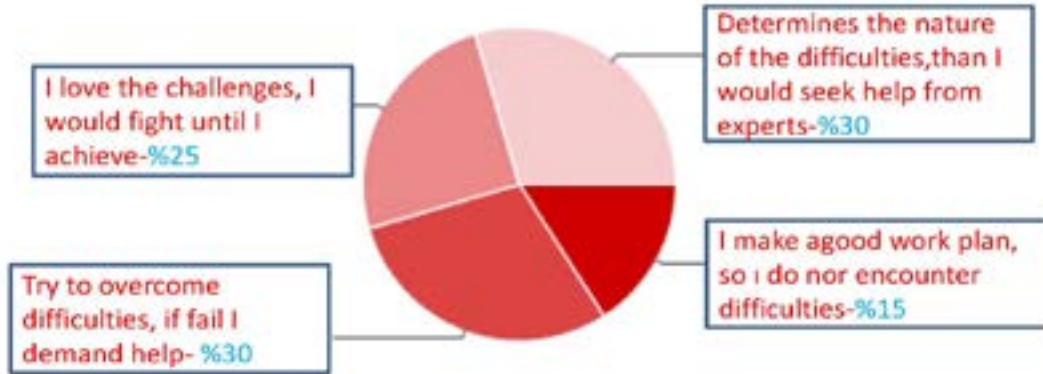


**An entrepreneur must use the technique of effective communication in marketing their product or service. Which of the following do you think is the most effective communication technique?**



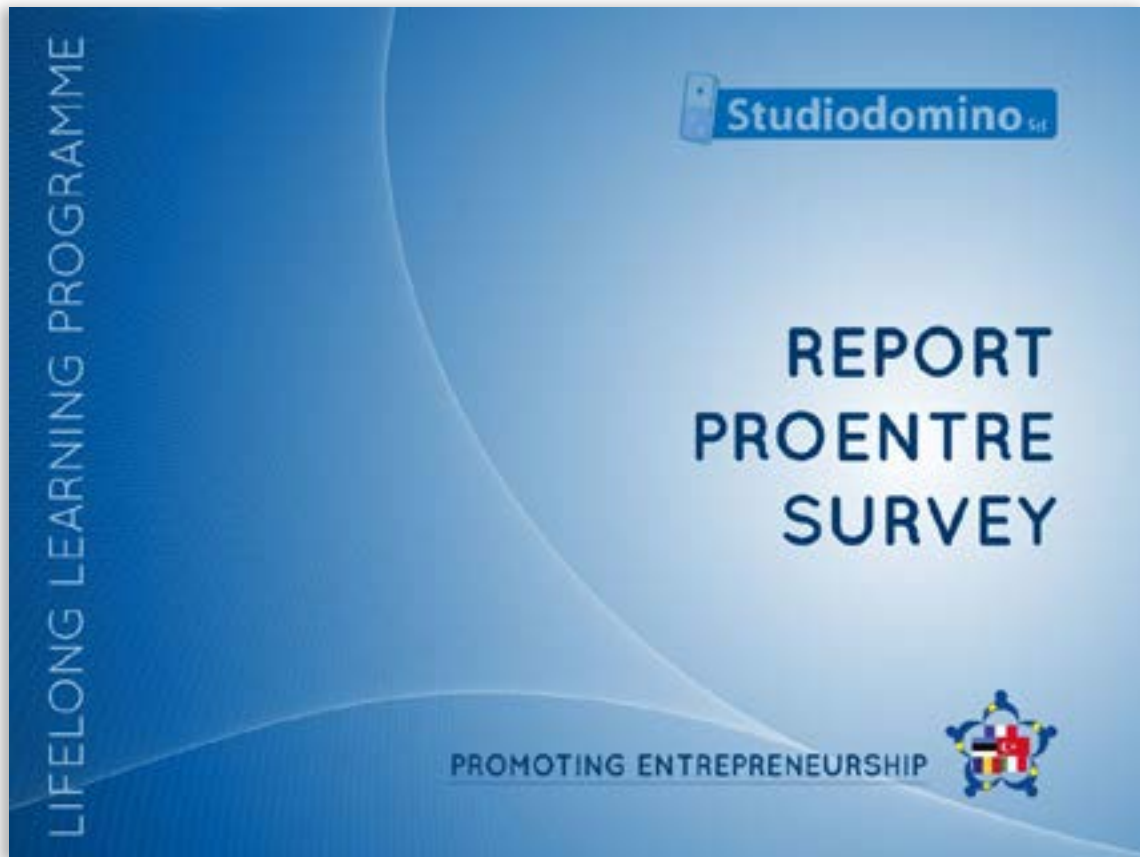
**How an entrepreneur should line up the following steps based on the product that he will produce?**

- 1 Ensure the fund
2. Determine the businss idea
- 3 Do a market research
4. Start producing
5. Determine the capacity of producing



**If you encounter some problems in the implementation phase of your business idea, which one of the following methods to overcome these difficulties do you prefer?**

## Survey Italy



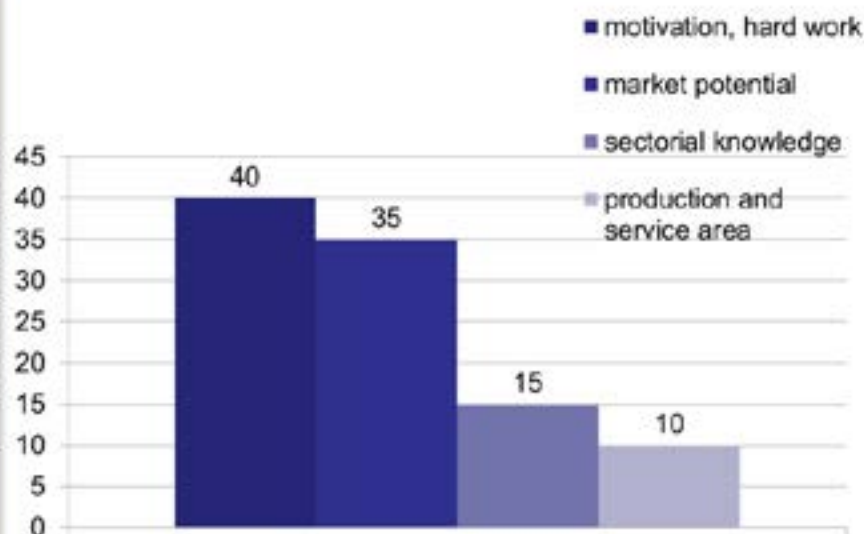


- About entrepreneur's competences (question 10), the 60% of the students think that the most important duty for an entrepreneur is making market research on the product or service
- Only for the 10% he must start immediately to produce the product or service.
- The 30% says he must investigate on the target related to the service or product.



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Speaking about the effective feature that an entrepreneur should have (question 11), the view is variegated:

- For the 40%, the feature is motivation and hard work.
- For the 35%, it should be the market potential.
- For the 15% it's the sectorial knowledge.
- Only for the 10% it's production/service area.



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- Most of the students believe that the beginning of the entrepreneurship is a business idea to enable the innovation (question 12).
- For the 60%, the best business idea is the one that will be successful in the market (question 15).
- For the 40%, the best business idea is a well-crafted business plan (question 15).



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- Question 16: About the importance of learning, students believe that the most important activity to learn is DOING
- Question 17: The most important technique of effective communication in marketing is having respect for others and being positive.



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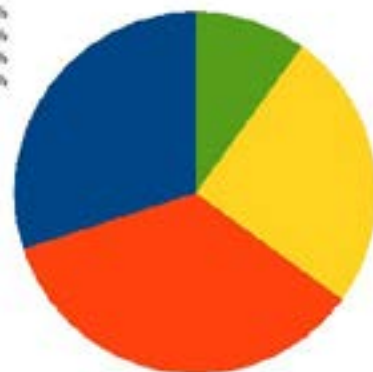
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### Question 22

In a situation of economic need:

- The 30% of the students would retire into himself and go on his work.
- The 35% would try to go on as far as he can.
- Only a 25% would try to get support from other alternatives.
- The 10% huffs and leaves entrepreneurship.

30%  
35%  
25%  
10%



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### Question 20

- The general view of a successful business is the profit making enterprise (70%).
- Only for the 30% it's linked to provide employment.



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In the end, for the 50% of the students,  
the entrepreneur must be both  
**GENIUS** and **HARDWORKER**.

The other 50% says that he must be  
both **GENIUS** and **INSPIRED**, as  
Albert Einstein said.



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## ITALIAN STUDENTS AND ENTREPRENEURSHIP

**Studiodomino company carried out a survey about student's vision of entrepreneurship and entrepreneur, according to the general purpose of the PRO-ENTRE project.**



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- Our survey is related to 20 students (20/25 years old), attending university or master courses proposed by our company.
- The tool used is a structured multiple choice questionnaire. It helps the student reflecting upon key concepts about the entrepreneurship.
- The questionnaire is anonymous.



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- The subject of the survey is basic for the European lifelong learning program.
- It encourages young people to think about one of the eight competence keys identified by the European Parliament:

**The spirit of self-employment**  
(Recommendation, 18 December 2004)



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The goal of the survey is strictly linked to the general purposes of the Lifelong learning program:

1. Development of student's knowledge and skills.
2. Spirit of initiative.
3. Self-employment: opportunities and risks.



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## Questionnaire:

- Questions 1-4 and 14 are related to the meaning of entrepreneurship.
- Questions 1-2 are inherent to the short-story of Dr. Conwell.

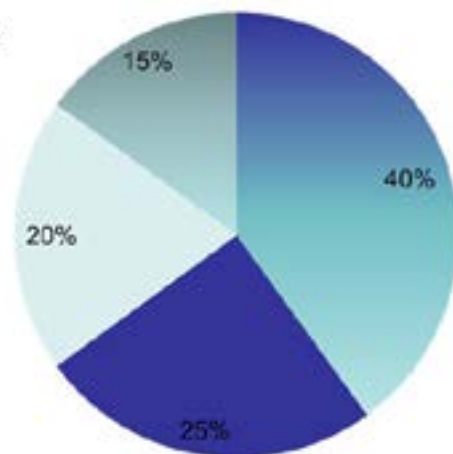


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- For the 40%, the diamond is revealed in Dr. Conwell's character.
- The 25% says he is a genius
- For the 20%, Dr. Conwell discovers the diamond fields at the forefront of him.
- Only the 15% declares that he is opportunistic.



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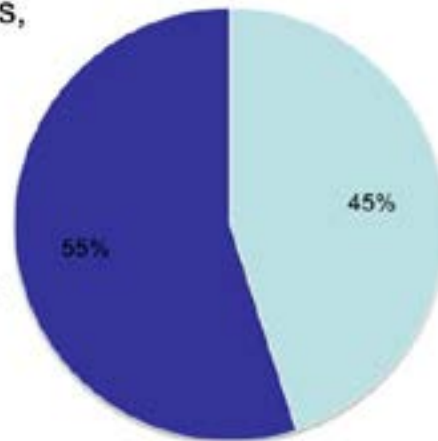


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### Answers

- For the 55% of the students, the metaphor of "Diamond fields" evokes wealth and opportunities in the surrounding area
- Only one student sees a similarity between diamond and money.

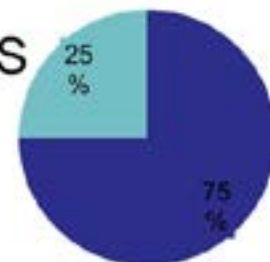


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- Analyzing the answers of the third question, the 75% of the students identify earning as the most important motivation to make an attempt and it could show a wrong vision of the opportunities of entrepreneurship.
- The 25% want to be a BOSS



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## Survey France



### Survey results by M3Cube



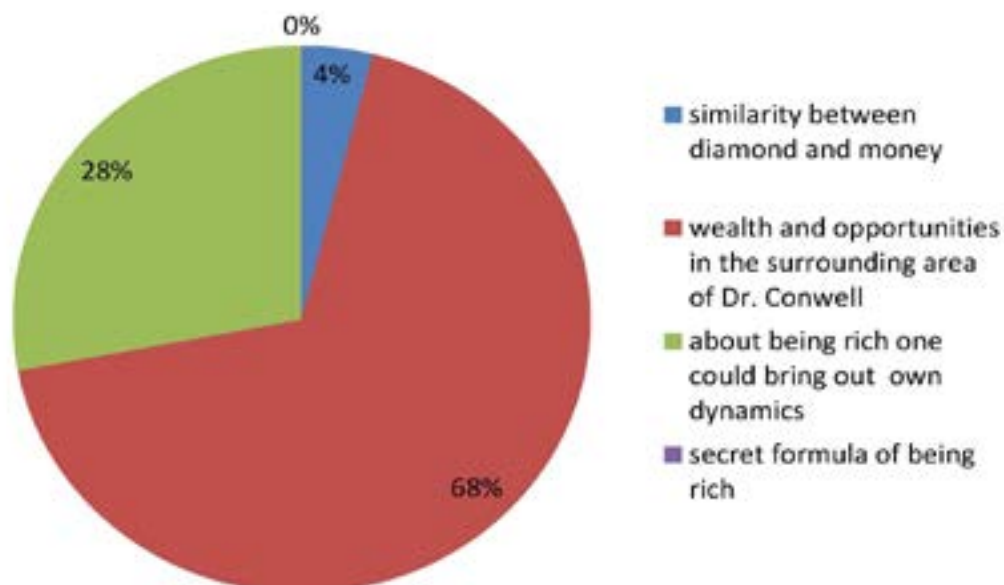
### *General Information*

- Our survey was arranged to identify the entrepreneurial orientation, knowledge levels and feelings of self-confidence of “our French Pro-Entre group” and general public.
- The survey study was conducted between **March to April 2014**. Survey was applied to **25 people**.

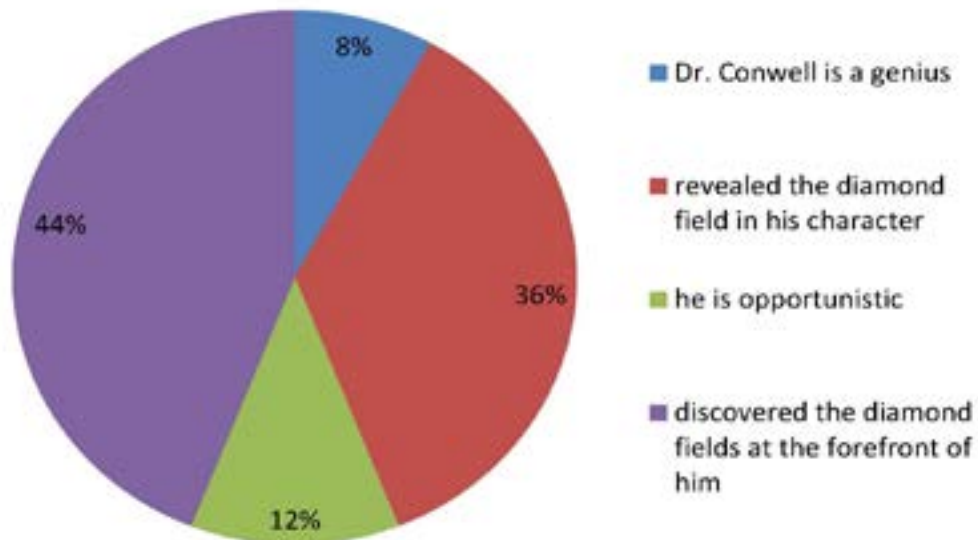
## Summary

One day, a young man comes to Dr Russell Herman Conwell and says he wants to enrol to the college but can't because of economic strength. In that time Conwell dreamed of establishing a university for young people who cannot go to college even though they deserve. This is not an easy task for Conwell. Because he has no money and a few million dollars are needed. Conwell decides to collect his experiences in a book named "Diamond Fields" and starts educational seminars relevant to the content. Dr. Conwell' teachings collected in this book draws the attention of so many people a lot of them come to listen to him but also give him money that at the end Dr. Conwell establishes the famous Temple University of Philadelphia with the collected coins. Even a few million dollars were collected more.

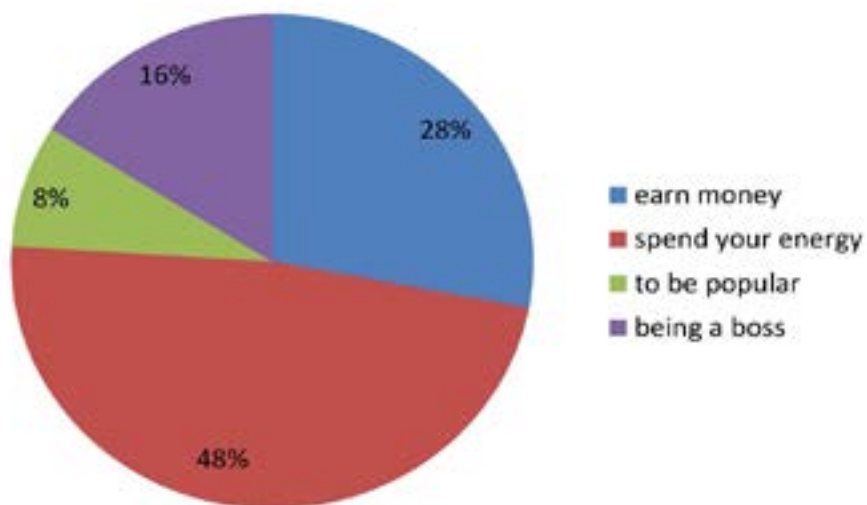
The short story above is given as an example of entrepreneurship. What do you think is told in this story?



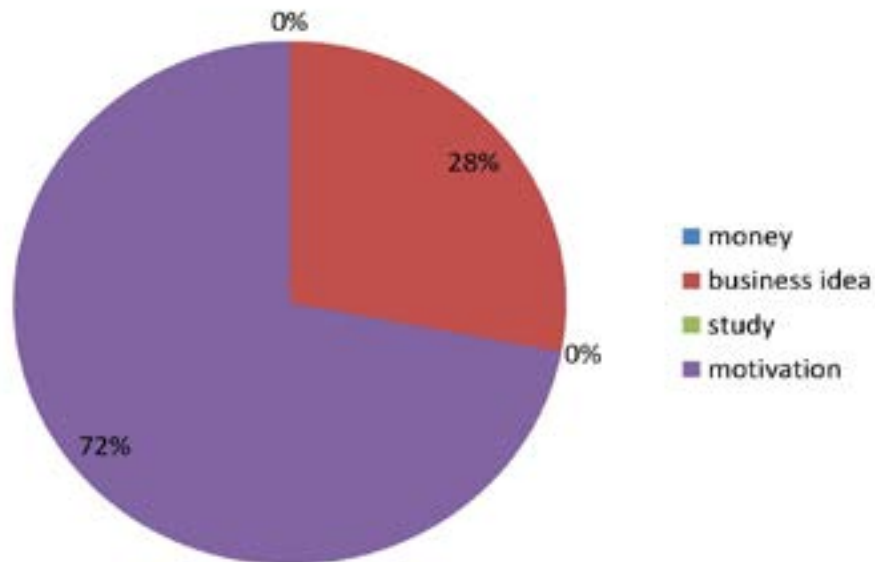
**What do you think the most prominent feature of entrepreneur Dr. Conwell in this story is?**



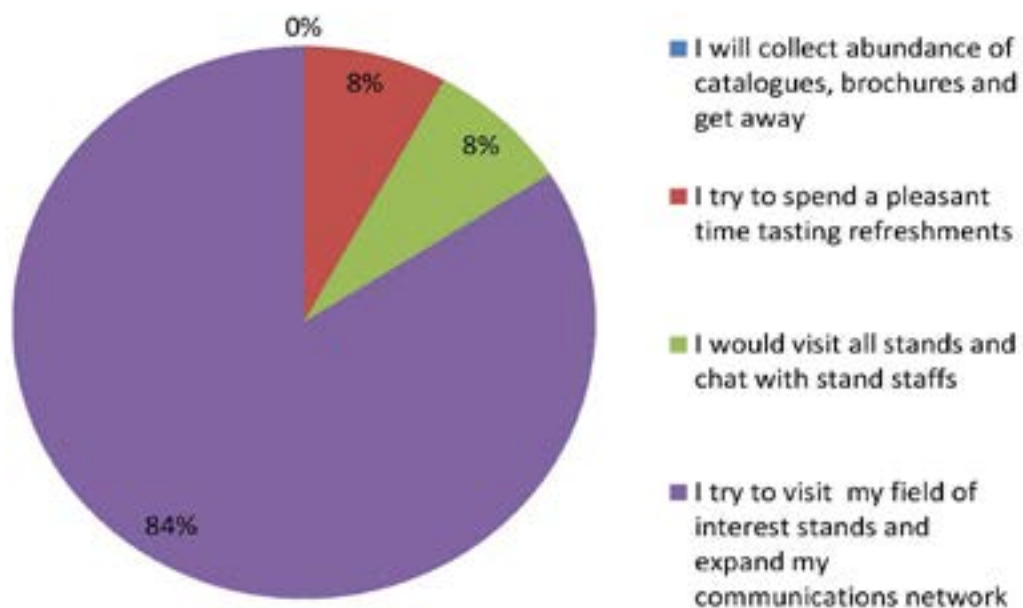
**Which of the following is the most important motivation to make an attempt?**



### What the entrepreneurship starts with?

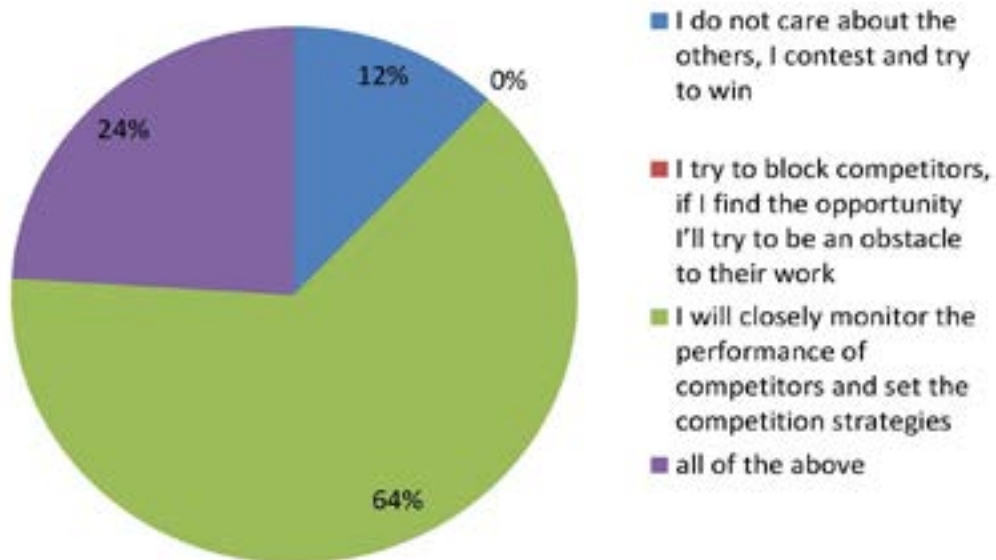


### You participate in a tour of the exhibition. How do you plan your trip?

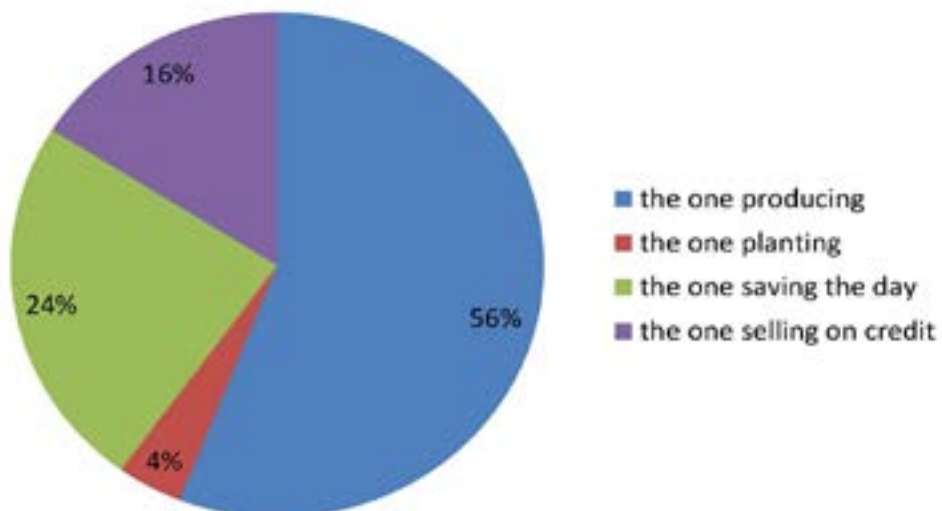




Imagine you are in a competition with X. Which of the following refers to feelings?

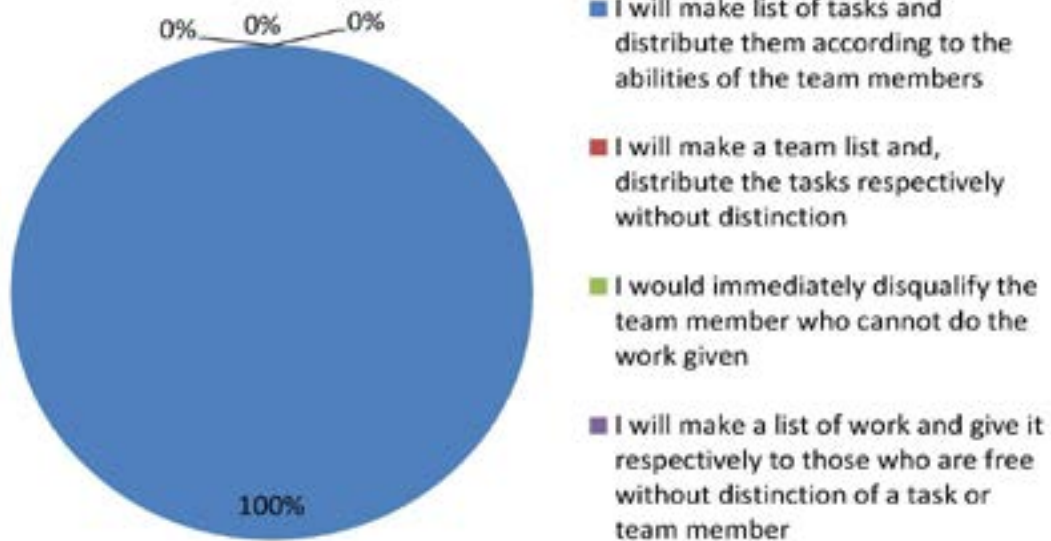


According to you, who will win in the trade?

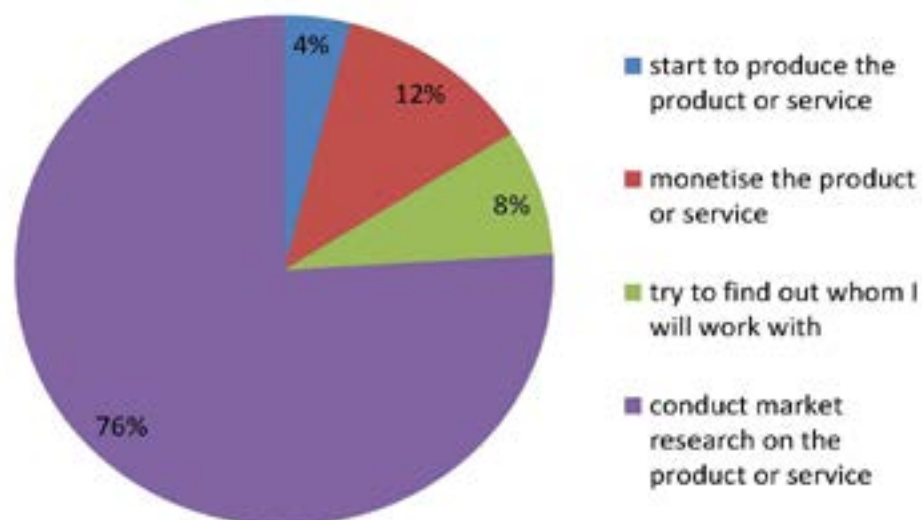




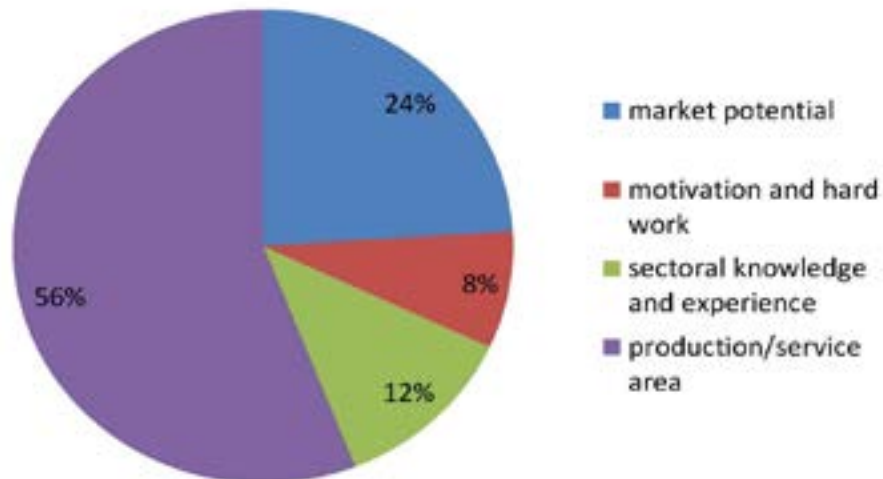
**Imagine you manage a team. How do you distribute the workload among?**



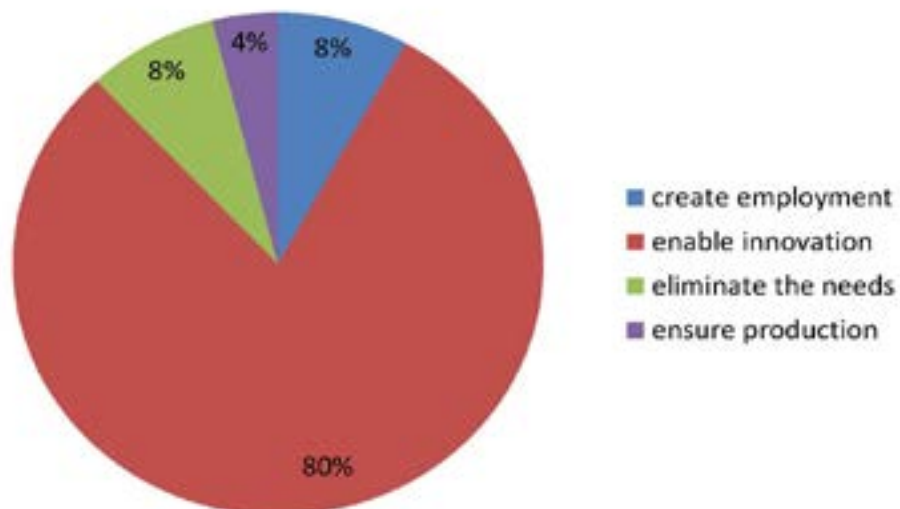
**Think of yourself as an entrepreneur. What is the first thing you need to think about?**



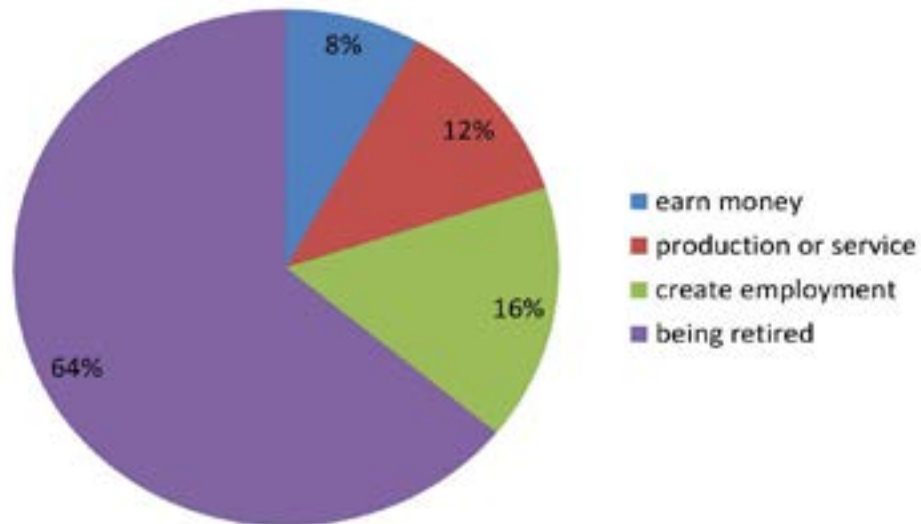
Which of the following, related to the success of any business to be established, is the least effective?



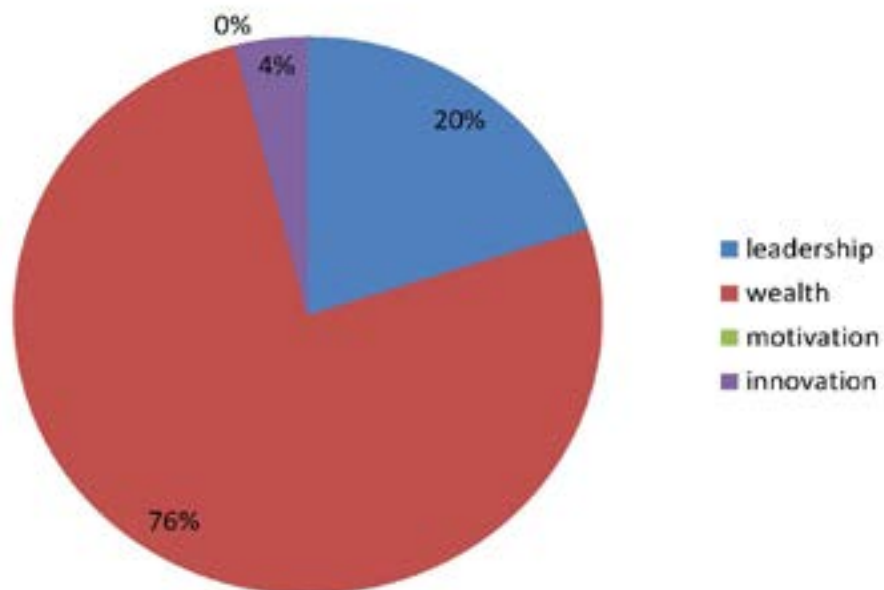
For you which of the following is the most important feature of a business idea?



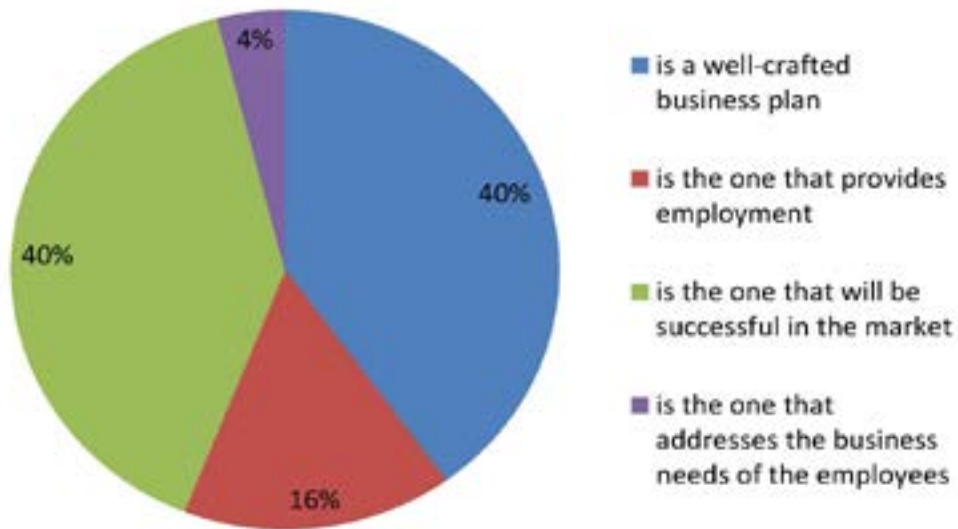
What do you think should be at "12" on the target board for an entrepreneur?



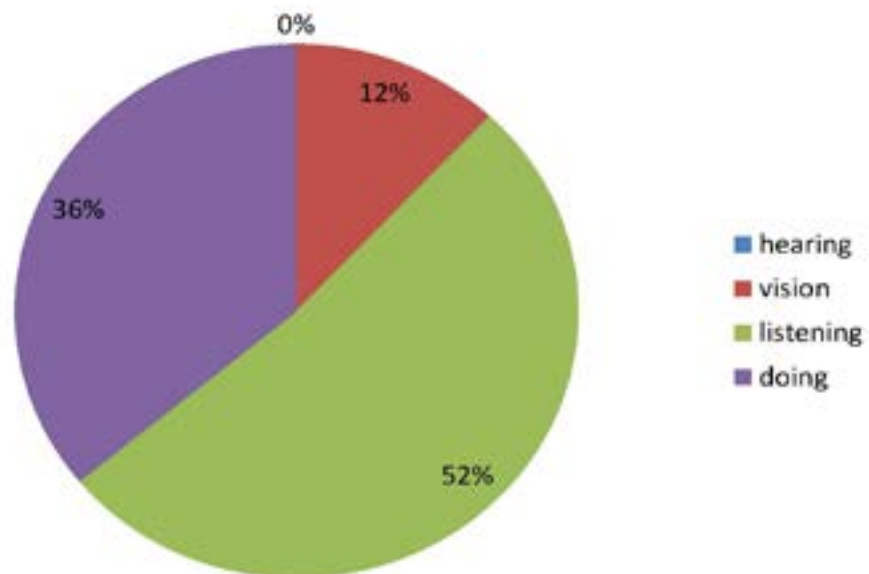
Which of the following is a feature that an entrepreneur may not have?



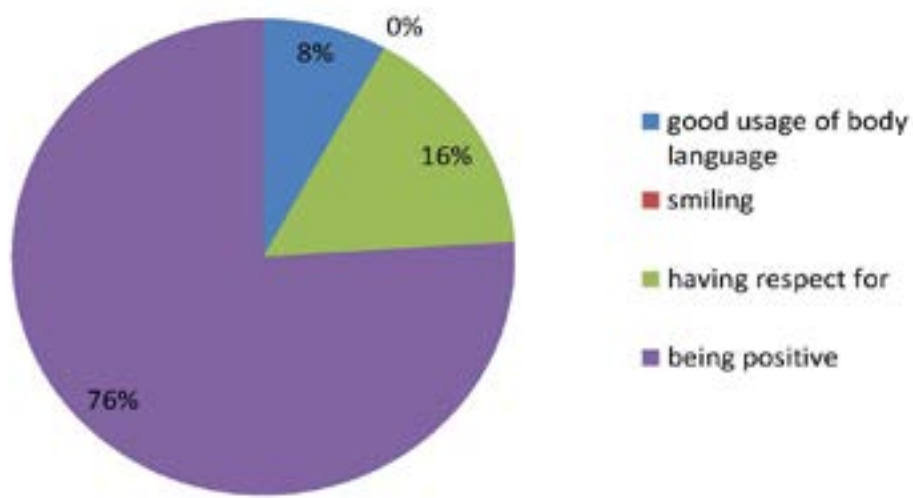
### The best business idea



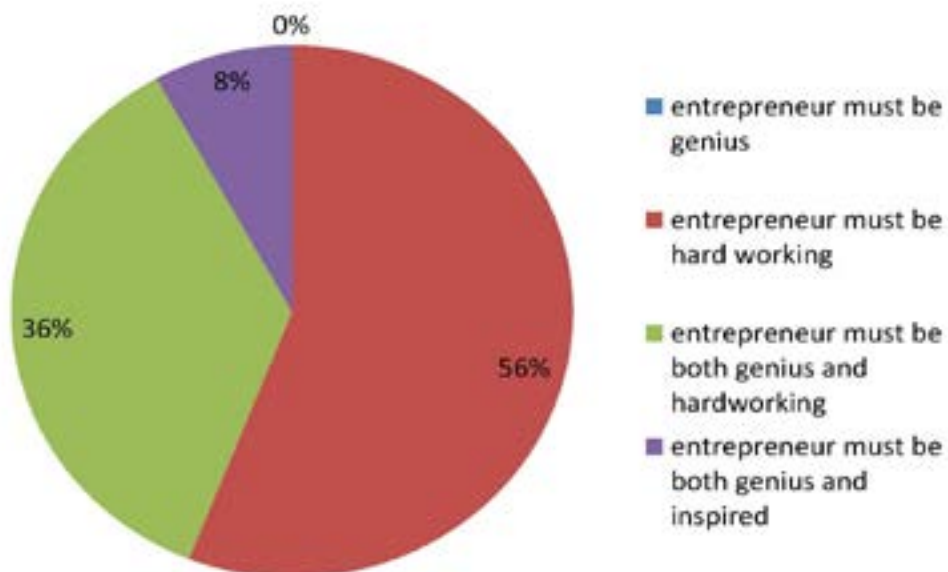
### Which of these is more effective than others for learning?



**An entrepreneur must use the technique of effective communication in marketing their products or services. Which of the following do you think is the most effective communication technique?**

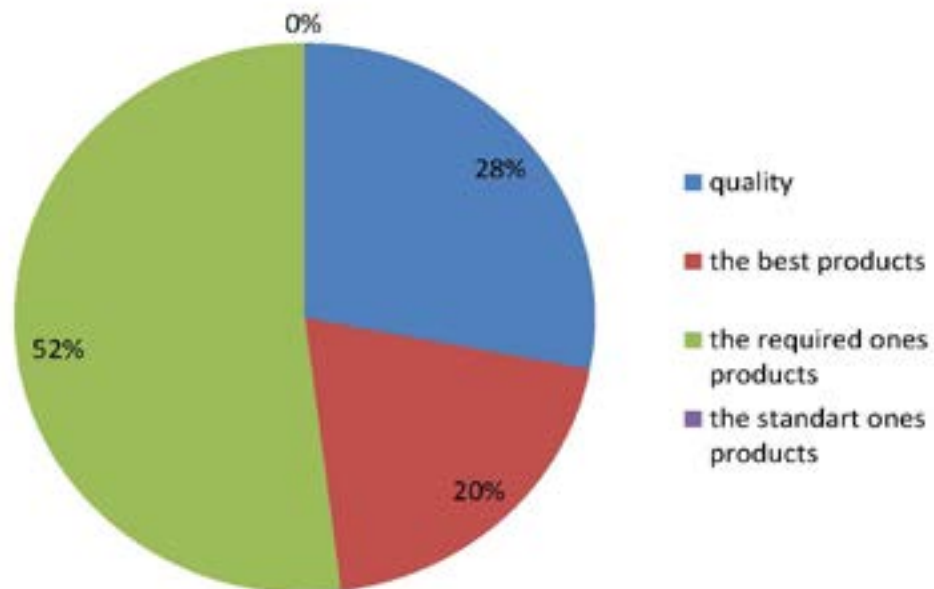


**"Genius is 1% of inspiration, 99% of effort," says Albert Einstein. What does it mean for entrepreneur?**

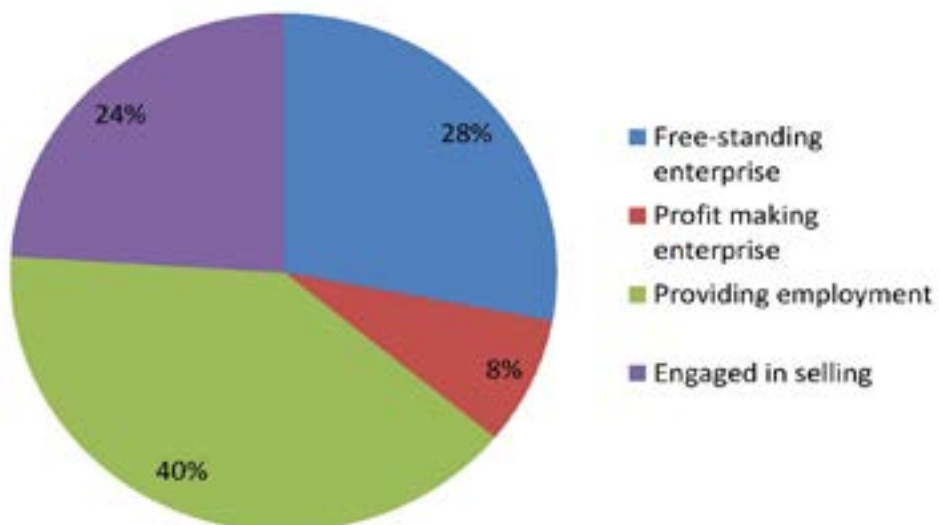




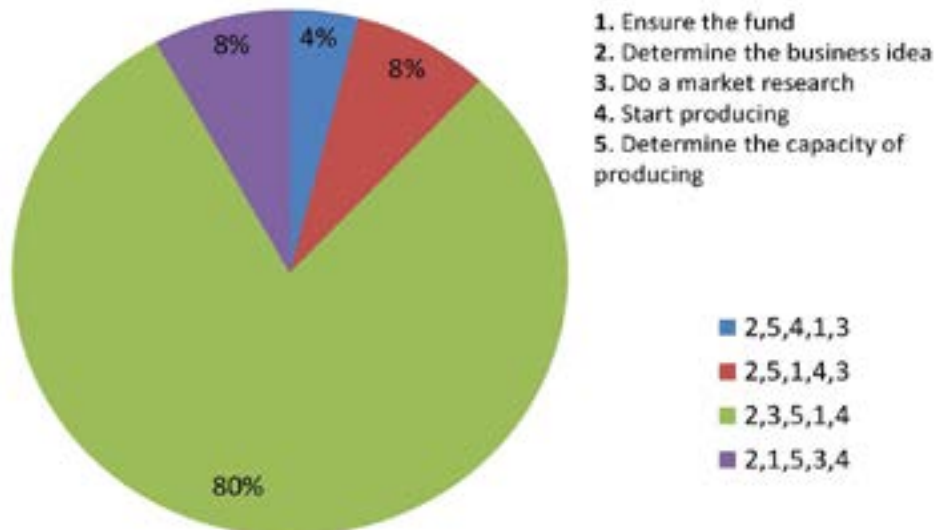
### What should a good manufacturer entrepreneur produce?



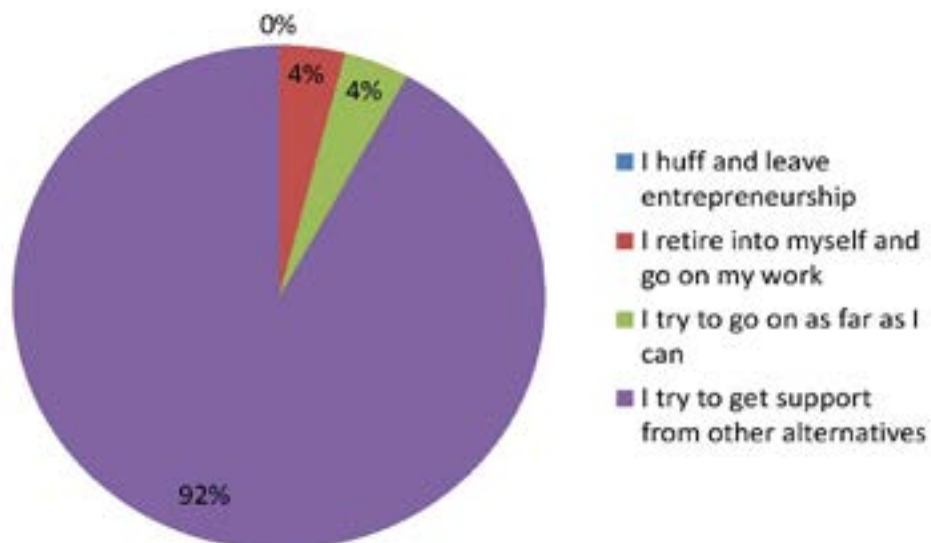
### Which one is a successful enterprise?



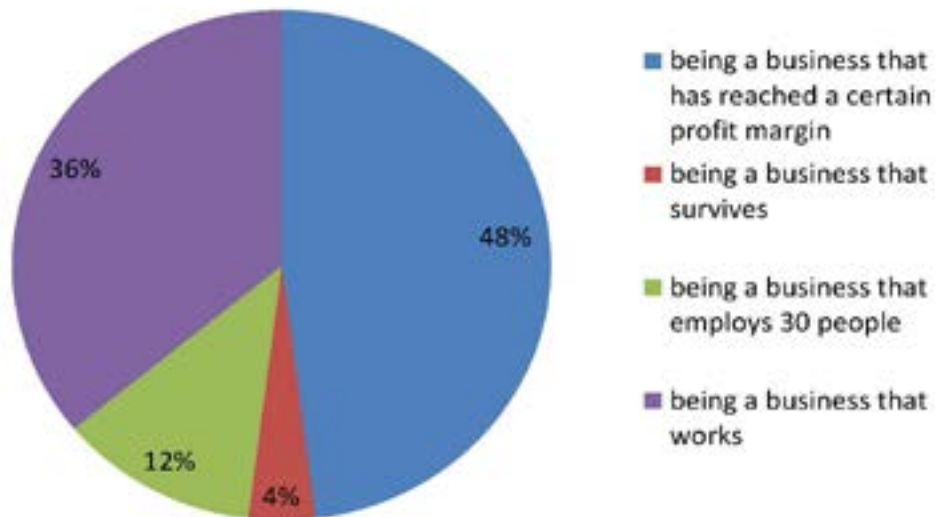
### How an entrepreneur should line up the following steps based on the product that he will produce?



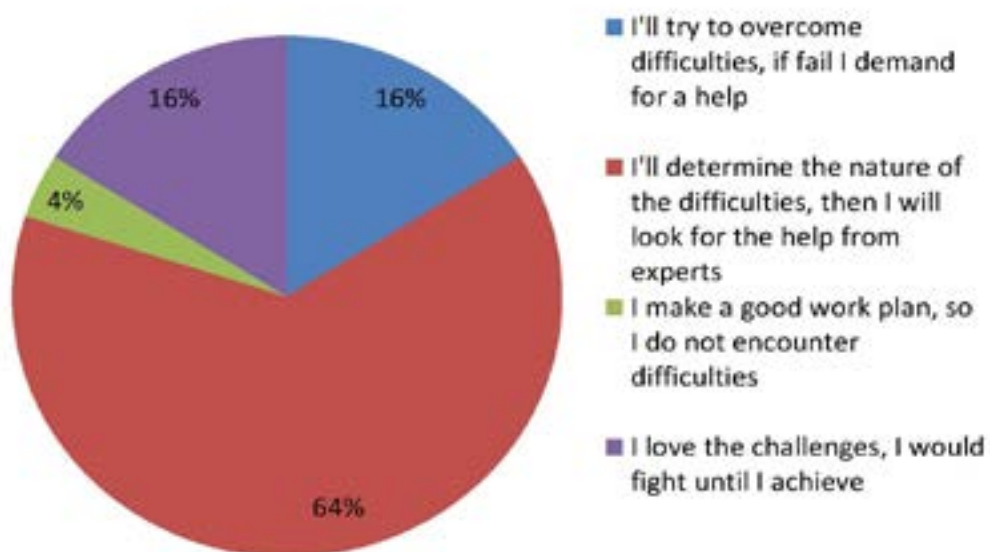
### As an entrepreneur in need of economic growth, what do you do if you can't find financial support?



**In which position would you be satisfied after 3 years running of your business idea?**



**If you encounter some problems in the implementation phase of your business idea, which one of the following methods to overcome these difficulties do you prefer?**



## Suvey Romania



LIFE LONG LEARNING PROGRAM LEONARDO DA VINCI PARTNERSHIP

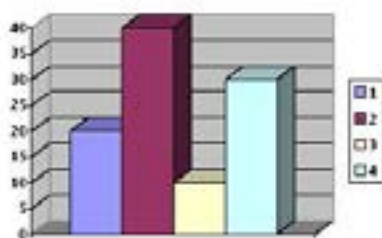
"PROMOTING ENTREPRENEURSHIP"

### ENTREPRENEURSHIP SURVEY

One day a young man comes to Dr Russell Herman Conwell and says he wants to enroll to the college but can't because of economic strait. In that time Conwell dreamed of establishing a university for young people who can not go to college even though they deserve. This is not an easy task for Conwell. Because he has also no Money and a few million dollars for his purpose should be. Conwell thinks and collects his experiences in a book named "Diamond Fields" and starts educational seminars relevant to the content. Dr. Conwell's teachings collected in this book draws the attention of so many people and so many people come to listen to him, giving money that at the end Dr. Conwell establishes the famous Temple University Philadelphia with coins collected. Even a few million dollars were collected more.

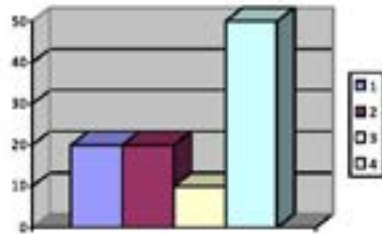
**Question 1)** The short story above is given as an example of entrepreneurship. What do you think is told with this story?

1. Similarity of diamond to money
2. **Wealth and opportunities in the surrounding area are to Dr. Conwell**
3. About being rich one could bring out own dynamics
4. Secret formula of being rich



**Question 2)** What do you think entrepreneur Dr. Conwell's the most prominent feature in this story?

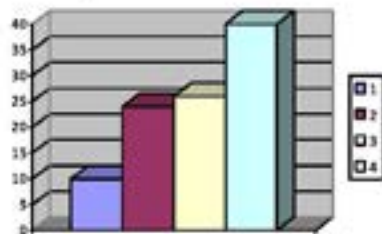
1. Dr. Conwell is a genius
2. Revealed the diamond field in his
3. He is opportunistic
4. **Discovered the diamond fields at the forefront of him**



**Question 3)** Which of the following is most important motivation to make an attempt?

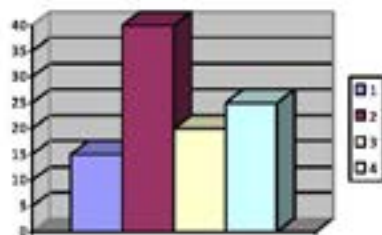
1. Earn money
2. Spend your energy
3. To be popular

#### 4. Becing a boss



**Question 4)** What the entrepreneurship starts with?

1. Money
2. **Business idea**
3. Study
4. Motivation

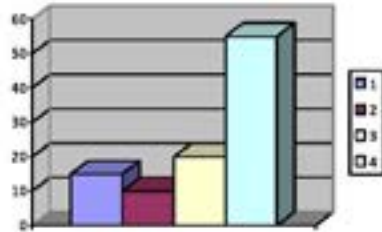


**Question 5** Participated in a tour of the exhibition. How do you do your trip?

1. Collect abundance of catalogs, brochures and giveaway
2. I try to spend a pleasant time tasting refreshments
3. Would visit all stands and chat with stand staffs

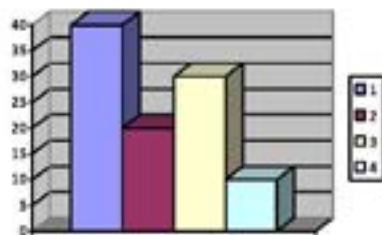
#### 4 I try to visit my field of interest stands and expand my communications network





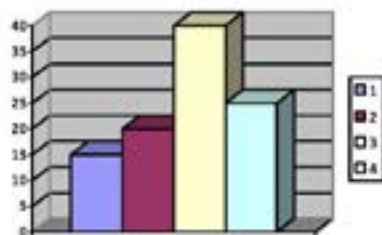
**Question 6)** You would make a profitable business but you do have 60% of the required capital. In this case, how you behave?

1. **Seek for the environmental resources to complete the 40%**
2. Never go the risk of losing 20% . I save my money
3. I give up as there isn't sufficient capital , I would continue normal life 30%.
4. Would continue to work and start the work after i find the 10%



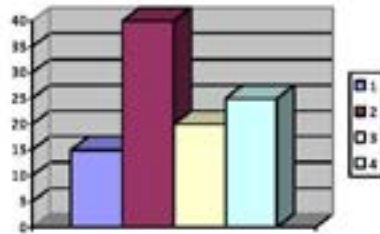
**Question 7)** Imagine you are in a competition with your competitors. Which of the following refers to feelings?

1. It is none of my business of competitors' status, i race and win as i know
2. Tries to block competitors, if i find the opportunity I try to be obstacle to their work
3. **Closely monitors the performance of competitors, according to him, I set the competition strategies**
4. All of the above



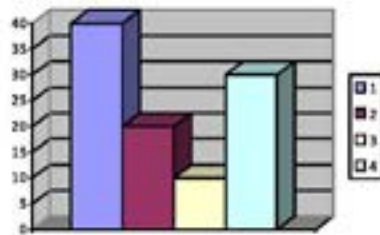
**Question 8)** According to you who will win in the trade ?

1. The one producing wins
2. **The one planting wins**
3. The one saving the day wins
4. The one selling on credit wins



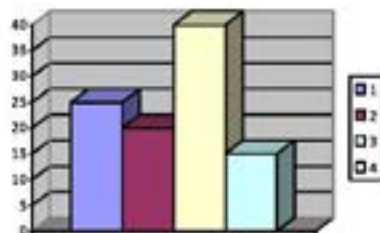
**Question 9)** Imagine you manage a team. How do you distribute your team the works?

- ☒ **I make list of works and distribute according to the abilities of team members**
- ☐ I make a team list, distribute the works respectively without distinction
- ☐ I would immediately disqualify the team member who can not do the work given
- ☐ I make a list of work, give respectively to those who are free without distinction of work or team member



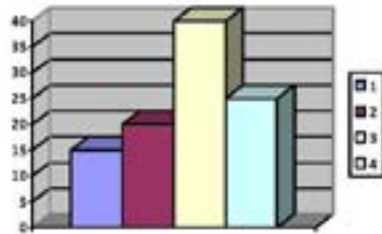
**Question 10)** Think of yourself as an entrepreneur. What you can do which of the following is the first to think of the work you need to do?

- 1. Start to produce the product or service
- 2. Monetise the product or service
- 3. Investigate to whom the product or service we will do with**
- 4. Conduct market research on the product or service.



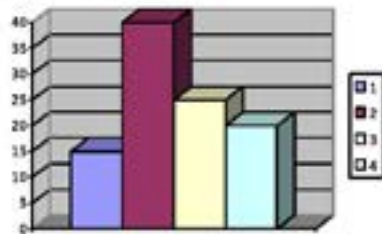
**Question 11)** Which of the following related to the success of any business to be established is the least effective?

- 1. The market potential
- 2. Motivation and hard work
- 3 Sectoral knowledge and experience**
- 4. Production / Service area



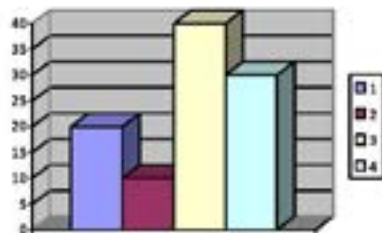
**Question 12)** For you which of the following is the most important feature of a business idea ?

1. Create employment
2. **Enable innovation**
3. Eliminate the needs
4. Ensure production



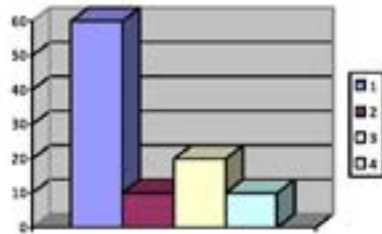
**Question 13)** What do you think should be at 12 on the target board for an entrepreneur ?

1. Earn money
2. Production or service
3. **Create employment**
4. Being retired



**Question 14)** Which of the following is a feature that an entrepreneur may or may not have ?

1. **leadership**
2. Wealth
3. Motivation
4. Innovation



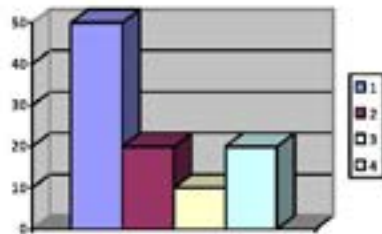
**Question 15)** The best business idea,

**1. Is a well-crafted business plan**

2. Is the one that providing employment

3. Is the one that will be successful in the market

4. Is the one that addresses the business needs of the employees



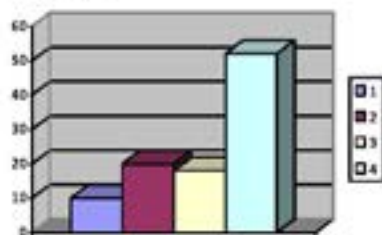
**Question 16)** Which of these is more effective than others for learning?

1. Hearing

2. Vision

3. Listening

**4. Doing**



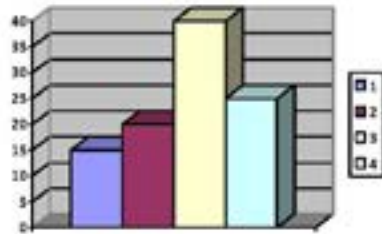
**Question 17)** An entrepreneur must use the technique of effective communication in marketing their product or service. Which of the following do you think the most effective communication technique?

1. Good usage of body language

2. Smiling

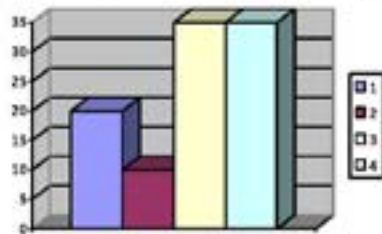
**3. Having respect for**

4. Being positive



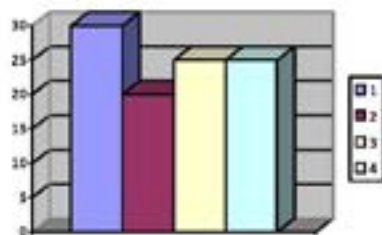
**Question 18)** "Genius is 1% inspiration, 99% effort," says Albert Einstein. What does it mean for entrepreneur?

1. Entrepreneur must be genius
2. Entrepreneur must be hard working
3. **Entrepreneur must be both genius and hardworking**
4. Entrepreneur must be both genius and inspired



**Question 19)** What should a good manufacturer entrepreneur produce?

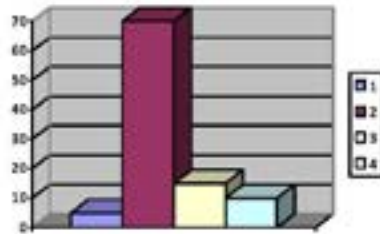
1. **Qualith**
2. The best
3. The required one
4. The standart one



**Question 20)** How a successful business is a business based on an entrepreneur?

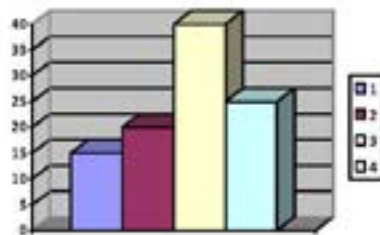
1. Free-standing entreprine
2. **Profit making entreprise**
3. Providing employment
4. Engaged in selling





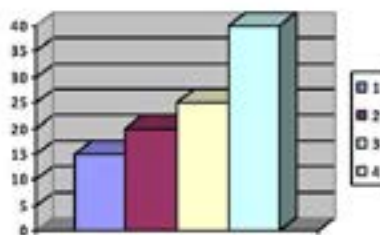
**Question 21)** How an entrepreneur should line up the following steps based on the product that he will produce?

1. Ensuring the fund
  2. Determine the business idea
  3. **Market research**
  4. Starting producing
  5. Determine the capacity of producing
1. 2,5,4,1,3  
 2. 2,5,1,4,3  
 3. **2,3,5,1,4**  
 4. 2,1,5,3,4



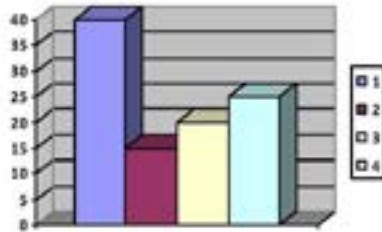
**Question 22)** As an entrepreneur in need of economic support from any financial support for post-what do you do if you can not?

1. I huff and leave entrepreneurship
2. I retire into myself and go on my work
3. I try to go on as far as i do
4. **I try to get support from other alternatives**



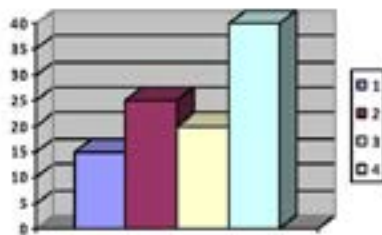
**Question 23)** In which position you would be satisfied after 3 years you run your business idea?

1. **Being a business that has reached a certain profit margin**
2. Being a business that survive
3. Being a business that works 30 people
4. Being a business that works



**Question 24)** If you encounter some problems in the implementation phase of your business idea, which one of the following methods to overcome these difficulties do you prefer?

1. Try to overcome difficulties, if fail I demand help
2. Determines the nature of the difficulties, then I would seek help from experts
3. I make a good work plan, so I do not encounter difficulties
4. **I love the challenges, I would fight myself up exceeds**



## Survey Estonia

## **BARRIERS TO ENTREPRENEURS**

- ▶ Regulatory Barriers
- ▶ Cultural and Social Barriers
- ▶ Financial and Economic Barriers
- ▶ Others

### **Regulatory Barriers:**

- ▶ Fiscal and monetary policies
- ▶ Structural policies

### **Cultural and Social Barriers**

- ▶ The lack of knowledge of the legislation
- ▶ Language
- ▶ The lack of information
- ▶ The limited access to networks
- ▶ The lack of role models
- ▶ The real cost of enterprise creation
- ▶ The fear of failure

### **Financial and Economic Barriers**

- ▶ Newer and smaller firms can face barriers in market
- ▶ The difficulties of management to micro loans
- ▶ Economic instability

### **Other barriers in disadvantaged groups and areas**

#### **1. WOMEN**

In most countries, regions and sectors, the majority of business owners/managers are male [from 65% to 75%].

- ▶ Type of education
- ▶ Lack of appropriated business support

- ▶ Access to finance
- ▶ The impact of caring and domestic responsibilities
- ▶ Difficulties experienced in the transition from benefits to self-employment or business ownership
- ▶ Lack of appropriated role models in entrepreneurship
- ▶ Low levels of confidence and self-esteem

## **2. ETHNIC MINORITIES**

In the European Union, there are at present roughly 13.6 million resident immigrants and ethnic minorities and 26 million when second and third generations ethnic minorities are taken into account.

Many of the problems faced by ethnic minorities are the same in all small business. But, some problems are very specific to ethnic minorities:

- ▶ Language barriers, discrimination, vulnerability, isolation
- ▶ Lack of information and trust in public support services
- ▶ Limited business, management and marketing skills
- ▶ Difficult access to finance

## **3. PEOPLE WITH DISABILITIES**

Many disabled entrepreneurs started their own business because they found too many obstacles while searching for a traditional job.

However, people with disabilities face additional barriers to create their own job or business:

- ▶ Programs for people with disabilities that frequently do not support or encourage self employment and entrepreneurship
- ▶ Programs promoting self employment and small business development have not been to open to people with disabilities
- ▶ Restricted access to support networks
- ▶ Discrimination based in misguided stereotypes about the capabilities of people with disabilities



#### **4. YOUNG**

The typical age for setting up and running a business is over 30 and in many cases over 40 years.

The potential of young people is now being recognized as a contributor for the reduction of unemployment and the promotion of economic growth and innovation, but they face a series of specific problems related to their youth:

- ▶ Lack of capital,
- ▶ Underdeveloped skills in business management,
- ▶ Limited market contacts and
- ▶ Outdated attitudes on the part of support finance or providers.

#### **5. RURAL AREAS**

Rural entrepreneurship is made unique by the economic conditions of rural regions and the characteristics of rural entrepreneurs. The main common obstacles can be grouped in three main categories: those associated with the small size and low densities of rural communities, the social and economic composition of rural communities and the nature of internal and external linkages.

We can consider some of the barriers commonly associated with rural entrepreneurship:

- ▶ Declining agricultural income
- ▶ A culture not supportive of entrepreneurship
- ▶ Greater distances to markets and areas of production and limited connections to the outside world and urban markets
- ▶ Lack of economic diversity
- ▶ Lack of other entrepreneurs and networks

## **BUSINESS PLAN FOR SMALL BUSINESS**

### **Objectives of the module**

1. Understand what is a business plan and what it is created for.
2. Have an experience in creating a business plan.

By the end of this training the trainers should not only understand what is a Business Plan and but also has already a first draft of a business of their own.

### **What is a business plan?**

#### **Definition**

A document prepared by a businessman/entrepreneur to summarize its operational and financial objectives for a new business or the near future of an existing one (usually one to three years) and to show how they will be achieved. It serves to guide the firm's policies and strategies, and is continually modified as conditions change and new opportunities and/or threats emerge. And usually also contains a balance sheet, income statement, and cash flow statement, to illustrate how the financing being sought will affect the firm's financial position.

#### **Business Plan Outline<sup>1</sup>**

As it is a document that serves sometimes to present the project to external persons (bank, lenders, prize givers...), it is important to point out that the document must be presented in a formal way having a cover page, table of content etc.

It will have 4 major chapters:

- ▶ Executive summary - Statement of Purpose
- ▶ Business related issues
- ▶ Financial Data
- ▶ Other supporting Documents

#### **Business related issues**

A cover sheet goes before the description. It includes the name, address and telephone number of the business and the names of all principals (if any).

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1 Source : <http://www.smallbusinessnotes.com/planning/sbabusplan.html>

## Description of Business

In this section, you provide a detailed description of your business.

The 1st question to be asked is: “**What business am I in?**”

In answering this question include

- ▶ products
- ▶ market
- ▶ services
- ▶ what makes your business unique

When describing your business, generally you should explain:

1. Legal business form: proprietorship, partnership, corporation. The licenses or permits you will need.
2. Business type: merchandizing, manufacturing or service.
3. What your product or service is.
4. Is it a new independent business, a takeover, an expansion, a franchise?
5. Why your business will be profitable.
6. What are the growth opportunities?
7. Will franchising impact on growth opportunities?
8. When your business will be open (days, hours)?
9. What you have learned about your kind of business from outside sources (trade suppliers, bankers, other franchise owners, franchisor, publications).

The description of your business should clearly identify goals and objectives and it should clarify why you are, or why you want to be, in business.

## Product/Service

Try to describe the benefits of your goods and services from your customers' perspective. Describe:

1. What you are selling.
2. How your product or service will benefit the customer.
3. Which products/services are in demand; if there will be a steady flow of cash.
4. What is different about the product or service your business is offering.

## Marketing Plan

Marketing plays a vital role in successful business ventures. The key element of a successful marketing plan is to know your customers-their likes, dislikes, expectations. By identifying these factors, you can develop a marketing strategy that will allow you to arouse and fulfil their needs.

Identify your customers by their

- ▶ age
- ▶ sex
- ▶ income/educational level
- ▶ place of residence.

Your marketing plan should be included in your business plan and contain answers to the questions outlined below.

1. Who are your customers? Define your target market(s).
2. Are your markets growing? Steady? Declining?
3. Is your market share growing? Steady? Declining?
4. If a franchise, how is your market segmented?
5. Are your markets large enough to expand?
6. How will you attract, hold, increase your market share?
  - 6.1 If a franchise, will the franchisor provide assistance in this area?  
Based on the franchisor's strategy? How will you promote your sales?
7. What pricing strategy have you devised?

## Competition

We all know that business is a highly competitive, volatile arena. Because of this volatility and competitiveness, it is important to know your competitors.

Questions like these can help you:

1. Who are your five nearest direct competitors?
2. Who are your indirect competitors?
3. How are their businesses: steady? Increasing? Decreasing?
4. What have you learned from their operations? From their advertising?
5. What are their strengths and weaknesses?
6. How does their product or service differ from yours?

Start a file/table on each of your competitors. Review these files periodically, determining when and how often they advertise, sponsor promotions and offer sales. Study the copy used in the advertising and promotional materials, and their sales strategy. For example, is their copy short? Descriptive? Catchy? Or how much do they reduce prices for sales? Using this technique can help you to understand your competitors better and how they operate their businesses.

In the case of small internet based business like here it is important to keep track of their internet websites, how often they change it, are they mentioned somewhere else (how many hits on google?) etc...

## Pricing & Sales

Your pricing strategy is another marketing technique you can use to improve your overall competitiveness.

Some of the pricing strategies are:

1. retail cost and pricing
2. competitive position
3. pricing below competition
4. pricing above competition
5. price lining
6. multiple pricing
7. service costs and pricing (for service businesses only)



## Advertising & Public Relations

Having a good product or service without advertising and promoting it, is like not having a business at all.

Advertising and promotions are crucial for a business and should be treated as such.

Develop short, descriptive text that clearly identifies your goods or services, its location and price. Use catchy phrases to arouse the interest of your readers, listeners or viewers.

## Management

Your management plan, along with your marketing and financial management plans, sets the foundation for and facilitates the success of your business.

Like plants and equipment, people are resources (and a very important one). It's vital that you know what skills you possess and which you lack in order to hire personnel to supply the lack. Additionally, it is imperative that you know how to manage and treat your employees. Keep them informed of, and get their feedback regarding, changes. Employees often have excellent ideas that can lead to new market areas, innovations to existing products or services or new product lines or services.

- ▶ Your management plan should answer questions such as:
- ▶ How does your background/business experience help you in this business?
- ▶ What are your weaknesses and how can you compensate for them?
- ▶ Who will be on the management team?
- ▶ What are their strengths/weaknesses?
- ▶ What are their duties?
- ▶ If a franchise, what type of assistance can you expect from the franchisor?
- ▶ What are your current personnel needs?
- ▶ What are your plans for hiring and training personnel?
- ▶ What remuneration (salaries, benefits, vacations, holidays etc.) will you offer?

## Financial Management

As a business owner, you will need to identify and implement guidelines that will lead to and ensure that you will meet your financial obligations.

To effectively manage your finances, plan a sound, realistic budget by determining the actual amount of money needed to open your business (**start-up costs**) and the amount needed to run it (**operating costs**).

The first step to building a sound financial plan is to formulate a start-up budget. Your start-up budget will usually include such one-time-only costs as major equipment, utility deposits, and down payments.

### Start-up Budget

- ▶ personnel (before opening) – salaries
- ▶ legal/professional fees
- ▶ occupancy (space rent)
- ▶ licenses/permits
- ▶ equipment
- ▶ insurance
- ▶ supplies
- ▶ advertising/promotions
- ▶ accounting
- ▶ utilities

An operating budget is prepared when you are actually ready to open. Your operating budget also should include money to cover the first three to six months of operation. It should allow for the following expenses.

### Operating Budget

- ▶ personnel - salaries/wages
- ▶ insurance
- ▶ rent
- ▶ loan payments
- ▶ advertising/promotions
- ▶ legal/accounting
- ▶ supplies

- ▶ payroll expenses
- ▶ utilities
- ▶ dues/subscriptions/fees
- ▶ taxes
- ▶ repairs/maintenance

The financial section of your business plan should include any loan applications you've filed, a capital equipment and supply list, balance sheet, breakeven analysis, pro-forma income projections (profit and loss statement) and pro-forma cash flow. The accounting system and the inventory control system that you will be using, is also generally addressed in this section of the business plan.

Other questions that you will need to consider are:

- ▶ What type of accounting system will you use?
- ▶ What will your sales goals and profit goals for the coming year be?
- ▶ What financial projections will you need to include in your business plan?
- ▶ What kind of inventory control system will you use?

## Financial Data

1. Loan applications
2. Capital equipment and supply list
3. Balance sheet and Breakeven analysis

Pro-forma income projections (Profit & Loss Statements)

- Three-year summary
- Detail by month, first year
- Detail by quarters, second and third years
- Assumptions upon which projections were based

Pro-forma cash flow

- Three-year summary
- Detail by month, first year
- Detail by quarters, second and third years
- Assumptions upon which projections were based.

## Supporting Documents

- ▶ Tax returns of principals for last three years
- ▶ Personal financial statement (all banks have these forms)
- ▶ Copy of proposed lease or purchase agreement for building space
- ▶ Copy of licenses and other legal documents
- ▶ Copy of resumes of all principals
- ▶ Copies of letters of intent from suppliers

## HOW TO SEARCH NEW BUSINESS IDEAS CREATIVELY?

### What is creativity?

- ▶ Can be found everywhere...
- ▶ Combining?
- ▶ Being different?
- ▶ Curiosity!
- ▶ Endangers *status quo*
- ▶ Practice



### 7 sources of ideas

- ▶ Unexpected result
- ▶ Inefficiency
- ▶ Combining
- ▶ Population
- ▶ Perception and fashion
- ▶ New knowledge
- ▶ Luck





## Brainstorming

- ▶ Objective: within a short time a large number of ideas
- ▶ The Basics
  - Criticism is not allowed
  - There are no ridiculous ideas.
  - Quantity leads to quality
  - One idea may create a fertile ground for another idea



## Brainstorming, roles

- ▶ Leader
  - Does not control, just motivates
  - Stops the potential criticism
  - Leads talking, to stop potential chaos.
  - Explains and offers summaries
  - Provides ways to get new perspectives.
- ▶ Recorder
  - Writes up keywords about ideas.



## Random word

- ▶ Think of a problem
- ▶ Think of 5–6 random words
- ▶ Think of the word, and the relationship between –the word and the problem – how to use a word problem solving?
- ▶ What ideas emerge from these relationships?

## LOGO, WEB SITE, INTERNET FOR BUSINESS

LIFELONG LEARNING PROGRAMME

BRAND  
 LOGO  
 WEB SITE  
 BLOG





WHAT ARE THEY?  
 WHY ARE THEY IMPORTANT  
 FOR AN ENTREPRENEUR?




 promoting entrepreneurship
 

LIFELONG LEARNING PROGRAMME

## BRAND

The brand is **the graphic element that characterizes the company.** It is recognised as the set of choices for commercial and promotional policies, designed to create a "personality" of the company and its products.


 BRAND
 


 promoting entrepreneurship
 

## LOGO

The logo is the **set of graphic signs** which represents a brand, a product or a company. It's a combination of letters or signs or images.





The logo is the new alphabet of society.



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 Studiominio

## 5 CLUES FOR A SUCCESS LOGO

- Strong values: what the company would be get across outside
- Simplicity 
- Longevity, durable 
- Easy to pass on 
- The unique on the market, as unique is a company 



promoting entrepreneurship


 Studiominio



" A logo is a flag, a signature, an emblem, a road sign.

A logo doesn't sell (directly), it creates an identification.

Rarely a logo is the description of an business.

The meaning of a logo derives from the quality of what it represents, not vice-versa ..."

Paul Rand



promoting entrepreneurship



Studiosdomino

## THE LOGO IS IMPORTANT FOR THE COMPANY BECAUSE...

- It represents the face of the company: easy to recognize and to store. Successful logo is success company!
- It gives information about the company: more information, less drawings



promoting entrepreneurship



Studiosdomino



## WHY DOES THE COMPANY NEED A WEBSITE?

- The information
- The customer find on Google information before the contact
- The domain is a trademark
- The competitor has already their web site
- The company needs of a professional website
- The website comes before the advertising



promoting entrepreneurship



## WHY DOES THE COMPANY NEED A WEBSITE?

- E-commerce, new sales channel
- It's always opened, 365 days a year
- The customer are always connect



promoting entrepreneurship



## 10 RULES FOR A GOOD WEBSITE

- 1.The website must be appreciated by the users
- 2.Design your web site on paper,while you are thinking about the content
- 3.Spend time to prepare original and interesting content
- 4.The organization of the menu is important
- 5.Few colors, few fonts
- 6.Nothing special effects
- 7.Short texts and suitable for the web
- 8.Watch out for the of images
- 9.Find guests or guests find your website
- 10.Use the power of the web: feedbacks and comments are very important for your visibility



promoting entrepreneurship



Studiominio

## WHAT'S A BLOG?

Blog (web log)  
is your “diary on the net”



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Studiominio

## DOES IT NEED FOR A COMMUNICATION COMPANY?

You must tell about your company.  
Website tells what your company does, what important things it was doing and how to contact it.  
The blog tells about specific skills of company, giving information about macro category of the products and becoming rich about the content of your site.



promoting entrepreneurship



Studiodomino

## DOES IT NEED FOR A COMMUNICATION COMPANY?

IT GIVES TO GOOGLE COOL SEO SIGNALS.

A blog will be updated with high frequency of the web site, giving to Google cool SEO (SEARCH ENGINE OPTIMIZATION) signals : your chances to appear into the results of the research will increase, at the same time to the traffic toward your web site.



promoting entrepreneurship



Studiodomino

## DOES IT NEED FOR A COMMUNICATION COMPANY?

IT LENDS ITSELF TO BE SHARED ON SOCIAL  
NETWORKS.

The contents product for the blog corporate are  
a good idea to begin for managing also the  
others social channels whose are essentials for  
your firm , like Facebook, Twitter, Google and  
the other ones for sharing photos like Pinterest  
and Instagram.



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## DOES IT NEED FOR A COMMUNICATION COMPANY?

IT HIGHLIGHTS THE "PLUS" OF YOUR FIRM.

The firm's blog will make more obvious your  
activity, allowing you to put in evidence the  
mission and the value those advance it, and to  
create with your potentialities customers and  
with those already acquired a relationship  
founded emphatically.



promoting entrepreneurship



Studiominio



## DOES IT NEED FOR A COMMUNICATION COMPANY?

IT ALLOWS TO INTERACT DIRECTLY WITH YOUR  
TARGET.

Through the blog, you will interact directly with  
your target: punctually your communication will  
arrive to whom is interested in your product.  
So you will offer a service of customer care  
directly and immediate by social networks.



promoting entrepreneurship

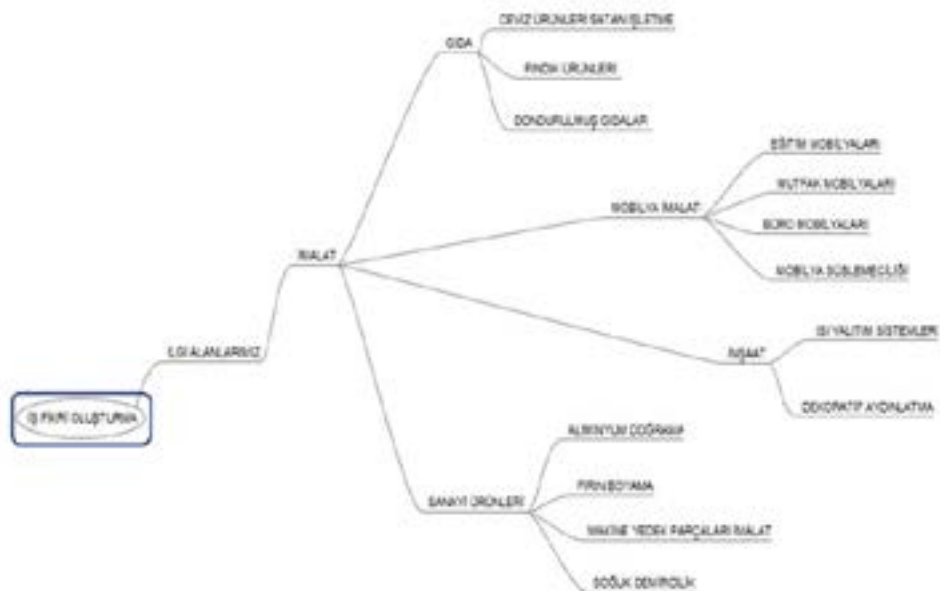


## MODEL ENTREPRENEURSHIP

**KAMAN**  
**MANUFACTURING**  
**INDUSTRY**

**HEAT YOUR  
HOME, KEEP  
MONEY AT YOUR  
POCKET...**





<b>FOOD</b> <ul style="list-style-type: none"> <li>COMPANY SELLING WALNUT PRODUCTS</li> <li>FROZEN FOOD</li> </ul>	<ul style="list-style-type: none"> <li>EASY IMPLEMENTATION</li> <li>LESS COMPETITION</li> <li>PROMISING PROFIT</li> <li>IN MY AREA OF INTEREST</li> <li>HIGHLY DEMANDED</li> <li>RAW MATERIAL NEED</li> </ul>
<b>FURNITURE MANUFACTURING</b> <ul style="list-style-type: none"> <li>FURNITURES FOR SCHOOL</li> <li>FURNITURES FOR KITCHEN</li> <li>FURNITURES FOR OFFICE</li> </ul>	<ul style="list-style-type: none"> <li>EASY IMPLEMENTATION</li> <li>LESS COMPETITION</li> <li>PROMISING PROFIT</li> <li>IN MY AREA OF INTEREST</li> <li>HIGHLY DEMANDED</li> <li>RAW MATERIAL NEED</li> </ul>
<b>CONSTRUCTING</b> <ul style="list-style-type: none"> <li>THERMOINSULATION SYSTEMS</li> </ul>	<ul style="list-style-type: none"> <li>EASY IMPLEMENTATION</li> <li>LESS COMPETITION</li> <li>PROMISING PROFIT</li> <li>IN MY AREA OF INTEREST</li> <li>HIGHLY DEMANDED</li> <li>RAW MATERIAL NEED</li> </ul>

INDUSTRY PRODUCTIONS	EASY IMPLEMENTATION
5 MACHINERY SPARE PART MANUFACTURING	LESS COMPETITION
	PROMISING PROFIT
	IN MY AREA OF INTEREST
	HIGHLY DEMANDED
	RAW MATERIAL NEED

## 2-SCORING

- Company Selling Walnut Products (3 Pts.)
- Frozen Food (0 Pt.)
- **Furnitures For School (4 Pts.)**
- Furnitures For Kitchen (1 Pt.)
- Furnitures For Office (1 Pt.)
- **Thermoinsulation Systems (6 Pts.)**
- Machinery Spare Part Manufacturing (2 Pts.)

## 3- ELIMINATING THE BUSINESS IDEAS INTO TWO

Group Name / Number	(THIS SURVEY WAS APPLIED TO 180 PEOPLE)				
Date					
1. Business Idea: (A Description of The Business Idea)					
Thermoinsulation Systems Manufacturing (18 Pts.)					
1. Question					
How Much Important Is Thermoinsulation At Your Home?					
Scoring	5(X)	4	3	2	1
2. Question					
Do You Think That Is Energy Saving Achieved At Homes Which Have Thermoinsulation System?					
Scoring	5(X)	4	3	2	1
3. Question					
Do You Think That Air Pollution Can Decrease In Our City Via Thermoinsulation?					
Scoring	5	4(X)	3	2	1
4. Question					
Do Ads About Thermoinsulation Influence Your Opinion On This Issue?					
Scoring	5	4(X)	3	2	1

<b>Group Name / Number</b>					
(THIS SURVEY WAS APPLIED TO 180 PEOPLE)					
<b>Date</b>					
<b>2. Business Idea: (A Description of The Business Idea)</b>					
<b>MANUFACTURING FURNITURES FOR SCHOOLS (14 PTS.)</b>					
<b>1. Question</b>					
Do You Believe That New Furnitures In Your Child's School Have A Positive Effect On His/Her Success?					
<b>Scoring</b>	5	4(X)	3	2	1
<b>2. Question</b>					
Would You Like School Furnitures In Schools To Be Renewed Biennially?					
<b>Scoring</b>	5	4	3	2(X)	1
<b>3. Question</b>					
Do You Believe That School Furnitures Are Responsive Enough To Modern Needs?					
<b>Scoring</b>	5	4(X)	3	2	1
<b>4. Question</b>					
Does Renewal of School Furnitures Promote Your Child's Loyalty To His/Her School?					
<b>Scoring</b>	5	4(X)	3	2	1

## 4- SITUATIONAL ANALYSIS

Due to a regulation on "building energy identity in Turkey" approved in 2009, all buildings to be constructed after 2009 must have thermoinsulation system and get an "energy identity". Those built before that year must fill their gaps until 2017.

%80 of houses and offices in our country are older than 10 years.

%70 of all buildings still requires thermoinsulation system.

Businesses on thermoinsulation systems in our country have a large potential to boom.

Regarding this field, a firm operates in our county, which is not a manufacturer, but a fitter. We have also qualified employees for this job.

We hold a good capital in the region of 100. 000 TL.

Market opportunities strongly increase our motivation.

If need to say, we have enough capacity for domestic production.



## SWOT

### OUR ADVANTAGES

1. Our qualified employees
2. Possessing a 100.000 TL capital
3. High motivation
4. Our focus on domestic production
5. A large pool of type and color in our products.
6. Payment alternatives for customers.
7. An extensive network of assistance and montage.

### OUR DISADVANTAGES

1. Inexperience in the market
2. Insufficient budget for ads.

### OPPORTUNITIES

1. Legal procedures dictating thermoinsulation systems in houses.
2. No any other firm operating in this field in the region.
3. Revival in the housing sector.
4. Customer satisfaction.
5. %85 of old buildings lacking of thermoinsulation system.

### RISKS

1. Big firms operating in İstanbul and Ankara.
2. High-cost loans.

## OUR MISSION

- **To Give Your Homes Esthetic Outlooks By Siding With Insulation Material, And Thus, To Expand Their Life-Spans.**
- **Also, To Make A Contribution To National Economy Via Energy Saving.**

## OUR VISION

**To Be A World-Class Brand In Thermoinsulation Systems.**



## ORGANISATIONAL SCHEME



### THERMOINSULATION SYSTEM MANUFACTURING AND MONTAGE INITIAL COSTS ONE-OFF COSTS

RANK NO.	COST ITEM'S NAME	QUANTITY	PRICE (PER UNIT)	TOTAL COST
<b>MACHINES AND EQUIPMENTS ( ASSETS )</b>				
1	MIXING MACHINE	1	5.000,00	5.000,00
2	SIDING MACHINE	1	14.500,00	14.500,00
3	DRYER	10	200,00	2.000,00
4	CUTTING MACHINE	1	15.000,00	15.000,00
<b>OFFICE EQUIPMENT</b>				
1	COMPUTER	1	1.000,00	1.000,00
2	FAX MACHINE	1	500,00	500,00
3	BUREAU	1 (As A Set)	2.500,00	2.500,00
4	PAPER CABINET	1	250,00	250,00
5	STATIONERY	1 (As A Set)	250,00	250,00
6	OFFICE FURNISHING	1 (As A Set)	500,00	250,00
<b>OTHER</b>				
<b>BUREAUCRATIC COSTS</b>				
<b>(OPENING PROCEDURES, RECEIVING</b>				
1	CERTIFICATE, TAX REGISTRATION)			1.500,00
<b>TOTAL</b>				<b>38.250,00</b>

INITIAL COSTS IN TOTAL		38,25 TL
ANNUAL COST		248.160,00 TL
TOTAL		248.198,25 TL

“UNIT SELLING COST” TABLE		
TOTAL COST		248.198,25 TL
DESIRED PROFIT RATE	20%	49.639,65 TL
COST+PROFIT		297.837,90 TL
TOTAL SELLING DAY EXPECTED	SQUARE METER	18.000
	UNIT SELLING COST	16,55 TL

## OUR MARKETING STRATEGY

### PRODUCTION

- Production and Color Variety( 20 different types)
- ISO 9001 Quality Guarantee
- Esthetic Design
- High-Mobility and Montage
- 5-Year guarantee for manufacturing defects

### PRICE

- %30 Discount In Mass Purchases.
- Installment Sellings (Up To 12 Months, From Cash Prices)

## OUR MARKETING STRATEGY

### TAKING PLACE IN MARKET

- Presentation On Social Media (Facebook-Twitter)
- Promotion Campaign Under «From Manufacturing to people» slogan
- TV Ad ( 30 second )
- 5000 Leaflets For Presentation

### DISTRIBUTION-PLACE

- A Closed Storehouse (Totally 1500 m2)
- Inventory (10.000 m2)
- Delivery of property only in 1 day.
- Average montage duration of a house (100 m2) takes 3 day.

• AN AD.



# PASTICCERIA DOLCEGEL

EXPAND CUSTOMER BASE

## WHAT IS PASTICCERIA DOLCEGEL?



**Tradition, experience and quality at your service.  
The only one authorized "Nutella Ferrero" patisserie in Potenza.**

## WHAT IS PASTICCERIA DOLCEGEL?

Sweet	Pastries	Handmade special sweets*
Ice Cream	Catering	Pizza...coming soon!!

\* panettone, nougat, Easter egg, Easter dove cake, local traditional cakes and sweets

## GAPS

- NO SOCIAL NETWORK
- NO WEBSITE
- NO VIDEOS
- NO PICTURES
- REALLY POOR OFFLINE ADVERTISING



## MISSION AND VISION

**CLIENT  
PURPOSE**  
More clients  
(=more  
money)...  
at little money

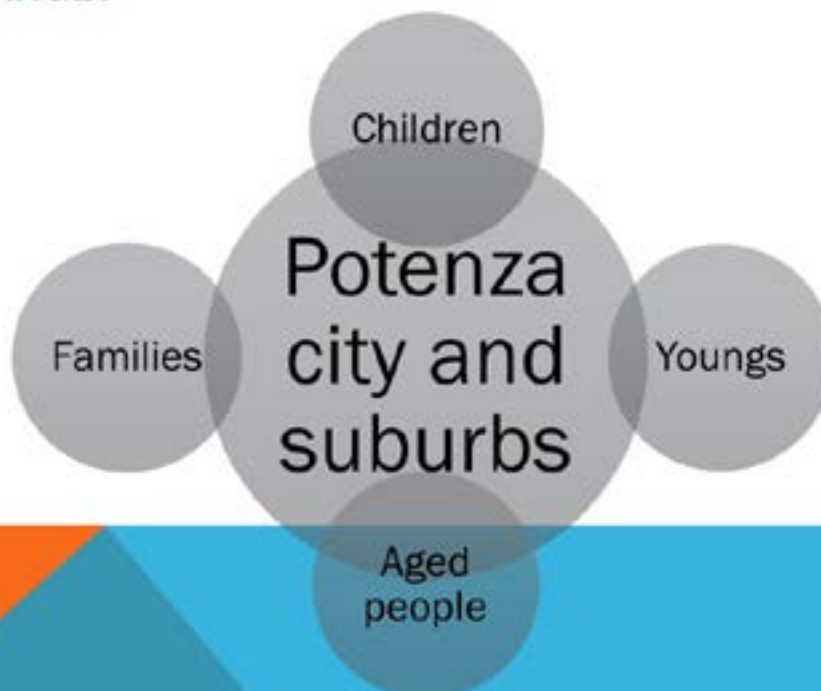


**OUR VISION**  
- Enhance  
- Modernize  
- Socialize  
- Create enthusiasm  
- Excite people



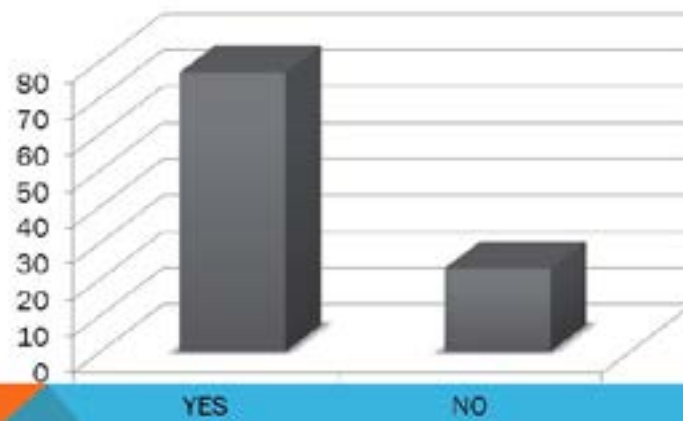
**OUR MISSION**  
- Confidence  
- Indeciviness, -  
Young customers

## TARGET



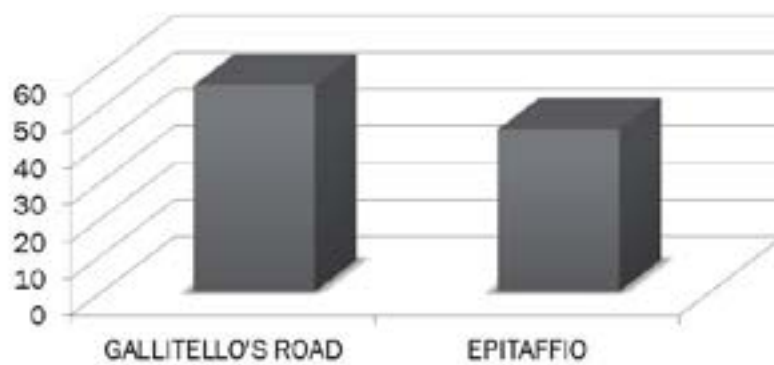
## SURVEY FIGURES

DO YOU KNOW PASTICCERIA DOLCEGEL?



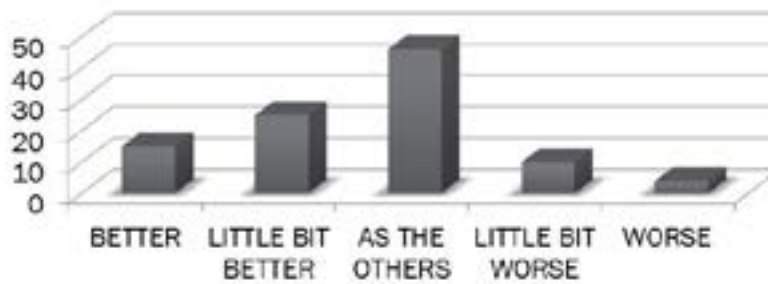
## SURVEY FIGURES

WHERE IS PASTICCERIA DOLCEGEL?



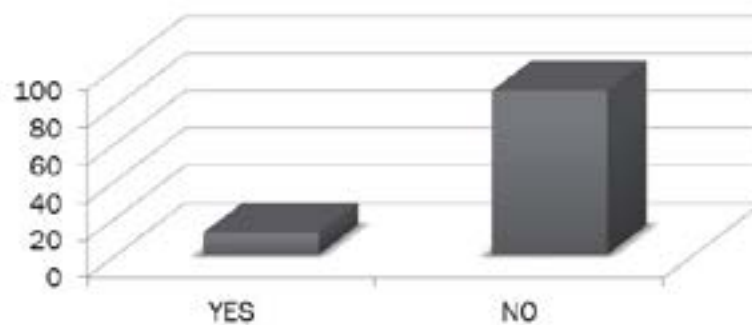
## SURVEY FIGURES

IN COMPARISON WITH OTHER PATISSERIES IN  
POTENZA, IN YOUR OPINION PASTICCERIA  
DOLCEGEL IS



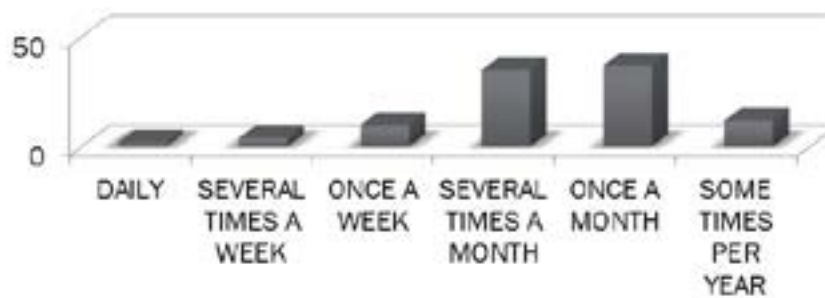
## SURVEY FIGURES

DO YOU KNOW PASTICCERIA DOLCEGEL IS THE  
ONLY ONE AUTHORIZED BY NUTELLA?



## SURVEY FIGURES

HOW MANY TIMES DO YOU USUALLY BUY AT PASTICCERIA DOLCEGEL?



## MARRY YOUR CLIENT



## ORGANIZATION

**BUDGET LIMIT – 2500 € per year**

1. MORE ONLINE, LESS PRINT
2. ANNUAL SCHEDULING

**January** – Christmas period 2013  
**February** – Valentine's Day + Carnival  
**March** – Women's Day + St. Joseph  
**April** – Easter  
**May** – Mother's Day + Patron Saint Day  
**October** – Halloween  
**December** – Christmas period 2014  
 More... Event & News



## INSTRUMENTS

TEXT

PICTURES

VIDEO

VIRTUAL EXPERIENCE

GRAPHIC

SOCIAL NETWORK

Facebook

Google plus

OFFLINE ADVERTISING

WEBSITE\*

## EXAMPLES

### TEXT

Enhance corporate image (slogan)

*Pasticceria Dolcegel*

*Artigiani del gusto*

*Use it everywhere (hashtag and claim)*

- Dialogue with users and potential clients - Ask questions and reply their questions  
- Share news
- Be friendly and informal

## EXAMPLES – COMMERCIAL PICS





## EXAMPLES – COMMERCIAL PICS



## EXAMPLES – CORPORATE PICS



## EXAMPLES – CORPORATE PICS



## EXAMPLES – COMMERCIAL PICS



## EXAMPLES – COMMERCIAL PICS



## EXAMPLES – COMMERCIAL PICS





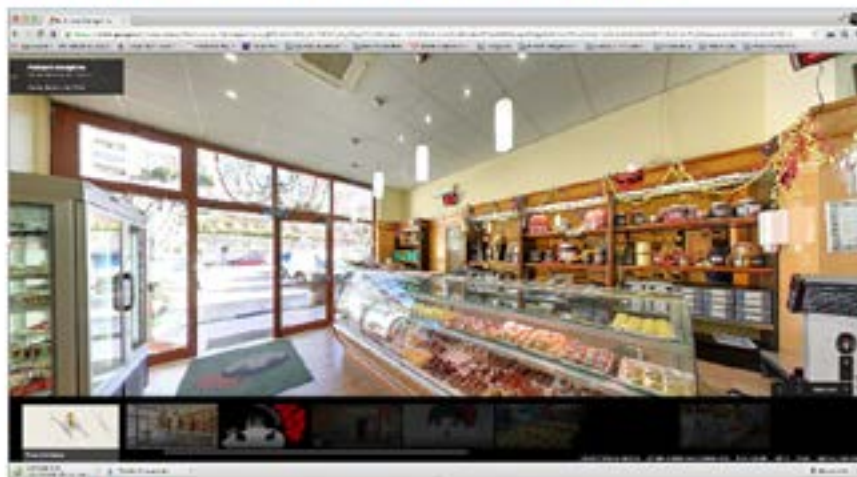
## EXAMPLES – CHRISTMAS VIDEO SPOT



## EXAMPLES – TUTORIAL VIDEO



## EXAMPLES – VIRTUAL EXPERIENCE



## EXAMPLES – OFFLINE ADVERTISING

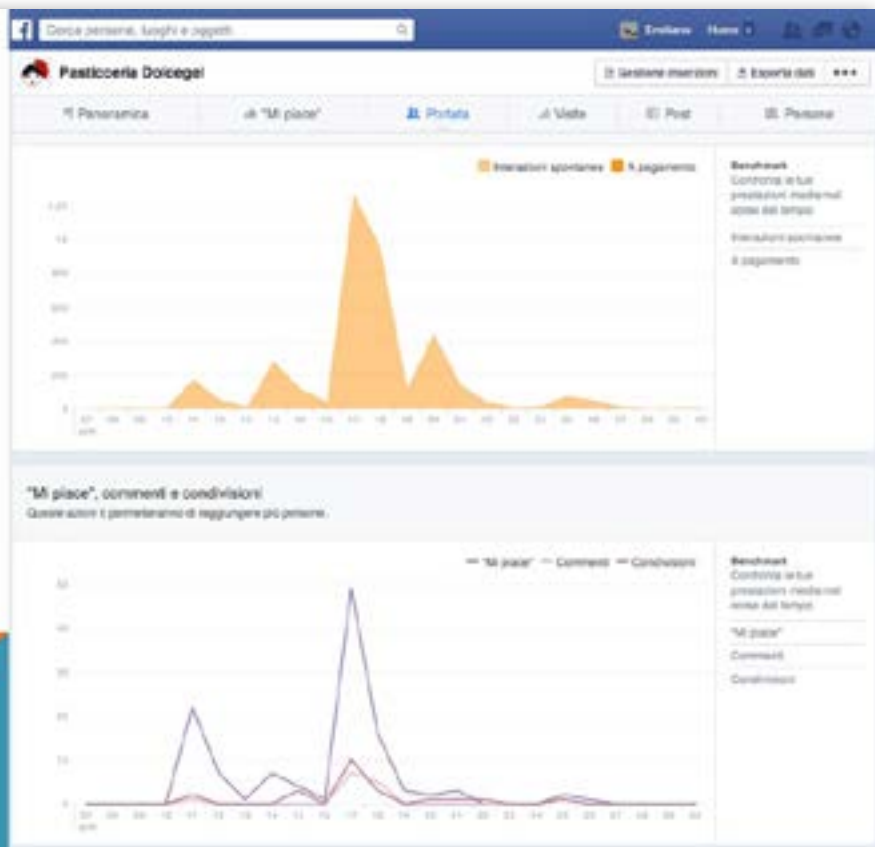




## EXAMPLES – OFFLINE ADVERTISING



## SOCIAL NETWORK FEEDBACK



## SOCIAL NETWORK FEEDBACK

Facebook

I tuoi 5 post più recenti

Portata: spontanea / a pagamento    Clic sul post    "Mi piace", commenti e condivisioni

Publicate	Post	Tipo	Destinatari	Portata	Coinvolgimento	Promuovi
15/04/2014 12:00	 Tutorial per una Pasqua più gustosa e fatta in casa...	Blog		2,8K	601 99	Metti in evidenza il post ▾
14/04/2014 17:03	 Siamo in via del SALUTEELLO...	Album		312	33 8	Metti in evidenza il post ▾
14/04/2014 17:05	 Uova e decorazioni	Album		223	26 0	Metti in evidenza il post ▾
14/04/2014 17:05	 Colomba	Album		266	40 2	Metti in evidenza il post ▾
11/04/2014 17:05	 Colomba decorata	Album		68	37 3	Metti in evidenza il post ▾

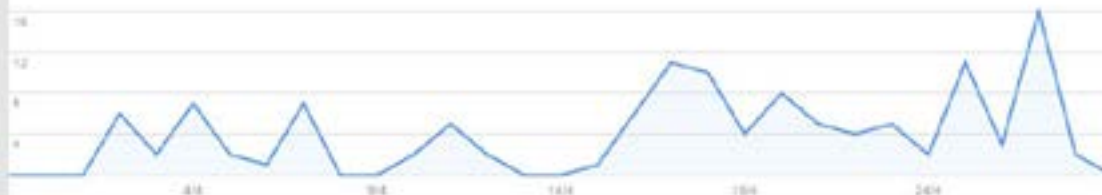
Vedi tutti i post

## SOCIAL NETWORK FEEDBACK

Google Plus

Visualizzazioni    Tutte le visualizzazioni ▾  
122 Visualizzazioni

Ultimi 30 giorni ▾



Azioni    Tutte le azioni ▾  
5 Azioni

Ultimi 30 giorni ▾

