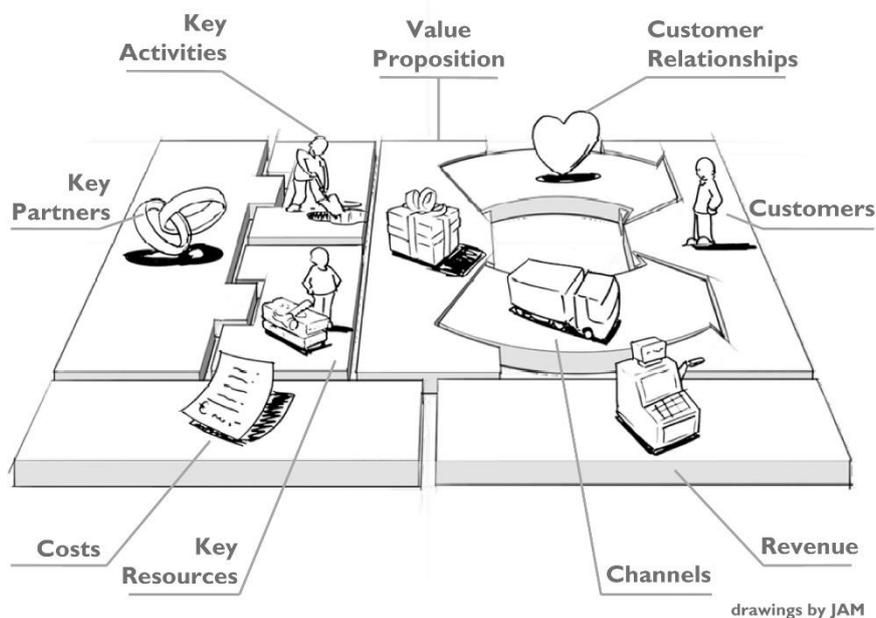




Erasmus+

We-run Course

Lesson 2 and 3: Business Planning and Market Analysis



The aim of Lessons 2 and 3 is to grasp and sharpen the business idea in common descriptions. The customer groups to be addressed with the product / the service are specified, their needs, their environment, and for what they are going to pay us money. We also consider what exactly we can offer with the product / the service, how it is produced, what resources are necessary and via which channels our product / our service is introduced to the customers.

In further steps we consider which competitors are active in our environment and how we can position ourselves in a unique way.

1. Training company

The group thinks and decides what kind of company we can imagine as a common practice, what roles we can play in this company depending on our personal abilities.

We play this theoretically through and superior:

What do we need to start this practice?

Where do we get informations?

What in detail does the training company?

What kind of materials / resources is necessary?

What are the costs?

What else do we need?

Method: Brainstorming

2. Business Planning - Business Model Canvas – Business Plan

2.1. Business Model Canvas:

- a. These videos show and explain very practically a canvas::

<https://www.youtube.com/watch?v=2tdpNKdH7sM>

and

<https://www.youtube.com/watch?v=434HUjsxfYw> Amazon as an example

and another one:

<https://www.youtube.com/watch?v=IP0cUBWTgpY#t=446.611961> good explanations in English.

- b. Creating together a canvas for the training company with notes

2.2. Business Plan:

- a. Together we work on:

What is a business plan?

Then everyone works on their business plan by having the BP_Electronic_Businessplan_Workbook_FINAL.doc open in front of you on the laptop and we go through the guide together:

BUSINESS_PLAN_2015.pdf – Annex 2: explanation of the business plan template of Prince's Trust in English.

Everyone can add her ideas to the business plan on her laptop.

- b. Subsequently, the plans are compared and supplemented in small groups (according to similar business segments).

- c. Finally, in the plenum, we discuss the topics competition, market environment, pricing.

3. SWOT analysis - a tool for your own strengths and weaknesses and for the assessment of competitors.

- a. Explanation: Letter_SWOT analysis.doc – see Annex 3

https://www.mindtools.com/pages/article/newTMC_05.htm

<http://www.businessnewsdaily.com/4245-swot-analysis.html>

- b. Individual work: Everyone applies the SWOT analysis to their entrepreneurial project, following the work on strengths and weaknesses of day 3.
- c. Discussion of these analyses in two groups and mutual complement and feedback.
- d. In the plenum, we apply the SWOT analysis to the training company.

4. Market analysis:

Explanation: Where can I find market analyses, how do I carry one out myself?
Information about our national case studies in the project and the State of the Art Report.

<http://100startup.com/resources/market-testing.pdf>

https://www.thebusinessplanshop.com/blog/en/entry/market_analysis_for_business_plan

- e. In small groups according to similar business ideas, we apply the SWOT analysis to competitors and the general market situation. Presentation of the results and discussion in the plenum.

5. Training company:

We are once again discussing what we have developed for our training company according to the findings of the day and improve the presentation.

Conclusion with finding what we have learned in this unit business plan.

6. Visiting a young entrepreneur

Sandra Schweighofer, cosmetic salon in Axams

Additional inputs e-learning:

Videos (English):

The view of the world through the entrepreneurial glasses:

<https://www.youtube.com/watch?v=qleXVer33Ag>

Business Model Canvas: <https://strategyzer.com/canvas/business-model-canvas>

Entrepreneurial insights: <https://www.youtube.com/watch?v=tWeWvliQjs>

Business Models and the internet of things:

https://www.youtube.com/watch?annotation_id=annotation_2639242265&feature=iv&src_vid=Jb0YzYW05nk&v=6MrCr-52GLI

Corporate culture, vision and mission: <https://www.youtube.com/watch?v=EMla3XhQpnk>

Customer benefits: <https://www.youtube.com/watch?v=EYJeGYboPnw>

You have a great idea but nobody cares about it: https://www.youtube.com/watch?v=x_oYcUrojhg

How to turn products into companies: <https://www.youtube.com/watch?v=092JQrye9IM>

Practice:

Develop the business plan in more detail using: Businessplan_dt.docx and the English guide: BUSINESS_PLAN_2015.pdf – Annex 2

Further suggestions:

<http://100startup.com/resources/business-plan.pdf>

<http://articles.bplans.com/starting-a-business/>

<http://articles.bplans.com/business-startup-checklist/>

<https://www.entrepreneur.com/article/247574>

Via WhatsApp and Facebook group exchange and reflection of previously learned, open questions, uncertainties, further information etc.

Individual visit to a regional organization, such as the founding service of the Chamber of Commerce or AMS, to supplement the market analysis or to carry out a check.