

Workshops: Business plan for a start-up business

AGENDA - SOME TIPS

-  **Course agenda**
-  **Short intro of your trainer**
-  **Switch on again cell phones & lap top...at the pause**
-  **Files of Modules: Given on USB drive**
-  **Recommended to take additional notes**

Day 1: Choose the right idea - product / service specification - Markets

Day 2: sales tactics & Human resources

Day 3: The financial approach - Executive summary – Oral presentations

YOUR TRAINER ?



OptiVente's launcher: Sales training & consulting

25 years of sales and marketing experience in IT companies, including 10 years as director

Triple

Education:



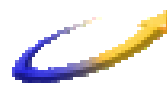
Consultant – Certified Coach
– Trainer for companies and universities



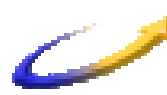
Objectives of the course

- How to prepare a comprehensive strategy for launching a new business
- Based on an opportunity that students have selected.
- Understand what is a business plan
- Write a plan for viable business
- Experience the process

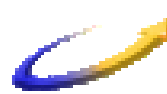
Organization of the course



Courses



Students prepare a complete
business plan in teams



Final business plan will be
presented to a jury

Team building

 To be constituted, 3 teams:

 Each of the 3 teams will define its product/service idea:

Idea must include a minimum of IT environment

1st Grade - Group grade

Work during the project + ORAL presentation of the business-plan (last day-afternoon) 25%

+/- individual Bonus/ Malus

2nd Written business plan: 25%

3rd grade - Personal Grade:

Exam by MCQ + open question: 50%



Group composition.

Each group has to work out:

What would we like to sell?

In 1 slide: *“We would like to sell such product, or/and such service”*

Module 1

Market penetration strategies

SESSION 1

KEYS STEPS

TO CREATE A COMPANY

BUSINESS PLAN: Why?

- + Study the project
- + Identify and solve some obstacles before it creation
- + Check up the creator's knowledge and abilities

Make sure that financial, technical, material, human ideas and means comply all together

MORE THAN 50 % OF COMPANIES, DIE WITHIN THE 5 1ST YEARS

MAIN STEPS FOR A BP



I. PROJECT SUMMARY

- ✓ Company Description and Offers
- ✓ Potential markets and targets
- ✓ Sales strategy
- ✓ Team
- ✓ Social & fiscal structure
- ✓ Financial forecast

II. COMPANY DESCRIPTION AND OFFERS

Company XXX:

- Mission statement
- Brand

Offers:

- Range (structures of offers)
- Offer definition (each product sheet) including Advantages proposed to customers

III. MARKET

Customers:

Existing customer segmentation – size – market trends

Competition:

Segmentation: direct and substitution competition

Competitive advantages

Entry barrier: for the competition, for your company.

SWOT

Targeted market:

Targeted customer segments: priority and evolution calendar –
geographic segments – market offer matrix – market share – strategy
evolution calendar

A. Price policy:

Direct sales: Business model – Targeted prices – Price modulation elements

Indirect sales: Business model – Targeted prices – Price modulation elements

Direct sales estimates: Number of customers – Sold quantities – Evolution calendar

Indirect sales estimates: Number of customers – Sold quantities – Evolution calendar

Contractual conditions: main condition

B. Place

Environment around the targeted market

Direct approach: Selling cycle – Development steps

Indirect approach: Which partner, Selling Cycle, Profit-Sharing Policy

C - Communication

Communication plan:

Media selected

Communication Action Calendar, Budget

Sales tools:

Which ones

A. Organization and Managing Team

- Organization Chart
- CV Managing Team
- Board of Director

B. Sales Organization – Individual Targets – Global Targets. C.V.

C. Other activities: After sales – Accounting – Legal

D. Structure Dimensioning – Evolution Calendar

E. Wages: Which way - Amounts

F. External Contributors

G. Manufacturing

VI. SOCIAL AND LEGAL CHOICES

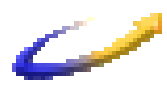
Legal choices, justification.

Fiscal choices, justification.

Shareholder Management – Dividends, etc.

Starting capital: Amount – Shareholders' Names
and Occupations

1. Roadmap
2. Difficulties
3. Budget
4. Intellectual & Industrial Rights

-  Market
-  Sales
-  Research - Development
-  Team

Balance Sheet over 3 years:

Sales forecast

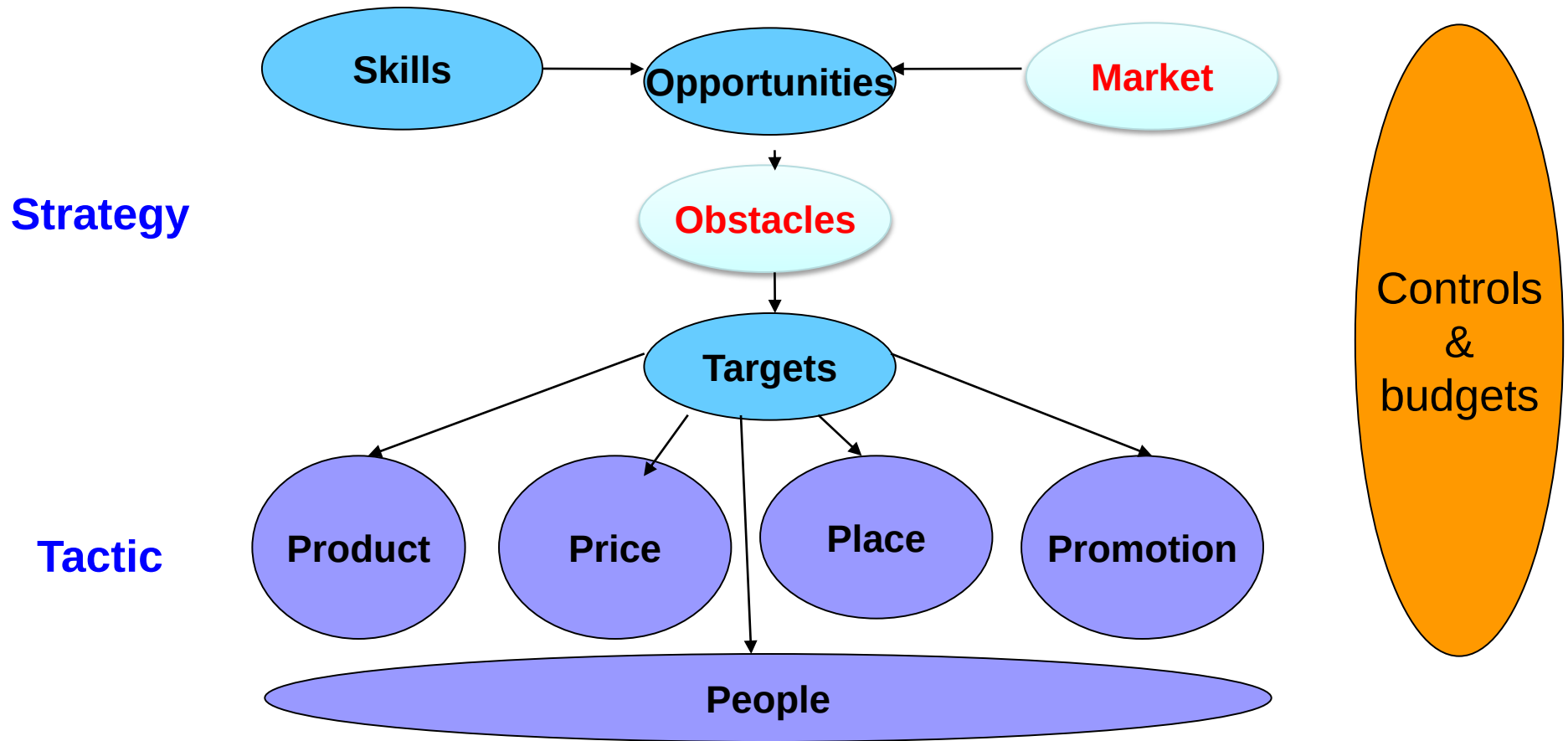
Expenses

Results

Session 2

Market survey

MAIN STEPS



Content of the Chapter III

1. Market Analysis =
Potential Customer Analysis
2. Competitor Analysis

1 - Market Analysis

➤ Define & describe your potential markets (your potential customers)

Example: ice cream sellers, i.e. supermarkets

➤ Focus on major and important trends

Market questions:

➤ How do you define your market?

Eg: Kids

➤ How is your market **segmented**?

- *Babies (0-3 Years)*

- *Kids (4 -12)*

- *Teenagers (12-16) years old?*

Market questions – keys figures

How large is your market *Eg:*

■ 10 M kids in France:

3Mn (0-3 years), 3Mn (4 -12), 4 M (12-16)

■ € 100 M per year

40M (0-3 years), 35M (4 -12), 25 M (12-16)

Market coverage:

60% of kids eat ice cream once a month

30% once a semester

5% once a year

5% never

Market questions – keys figures

🚀 How fast is it growing?

2% growth per year:

3% (0-3 years), 2% (4 -12), 1% (12-16)

Etc...

Define your own key figures **types**,
then find results.

Market questions — Potential customers

“Qualitative market” :

How is your market segmented?

Ex: 1st level: supermarket retailers

Ex: 2nd level: small, medium, large supermarkets

“Quantitative market”

How large is your market ? How fast is it moving?

Ex: 5 supermarket companies in France

€ 100 M per year, of ice cream bought

2% growth per year

2 -Competitor Analysis

1. Identify them

2. Identify some information:

As Strengths and weaknesses, etc.

COMPETITORS IDENTIFICATION

3 types of competitors:

■ Direct:

Example: Air France competing with Easy Jet

⇒ 1st type composed of airlines

■ Indirect = Substitute

Example: Airline competing with Railways

⇒ 2nd type composed of railways, car, hitch-hiking, etc.

■ Potential future ones

Example: Car-sharing

For each type, identify how many competitors and... :

ACTION PLAN 1

Each group has to work out:

1. Market Analysis
2. Competitor Analysis: Direct & Indirect

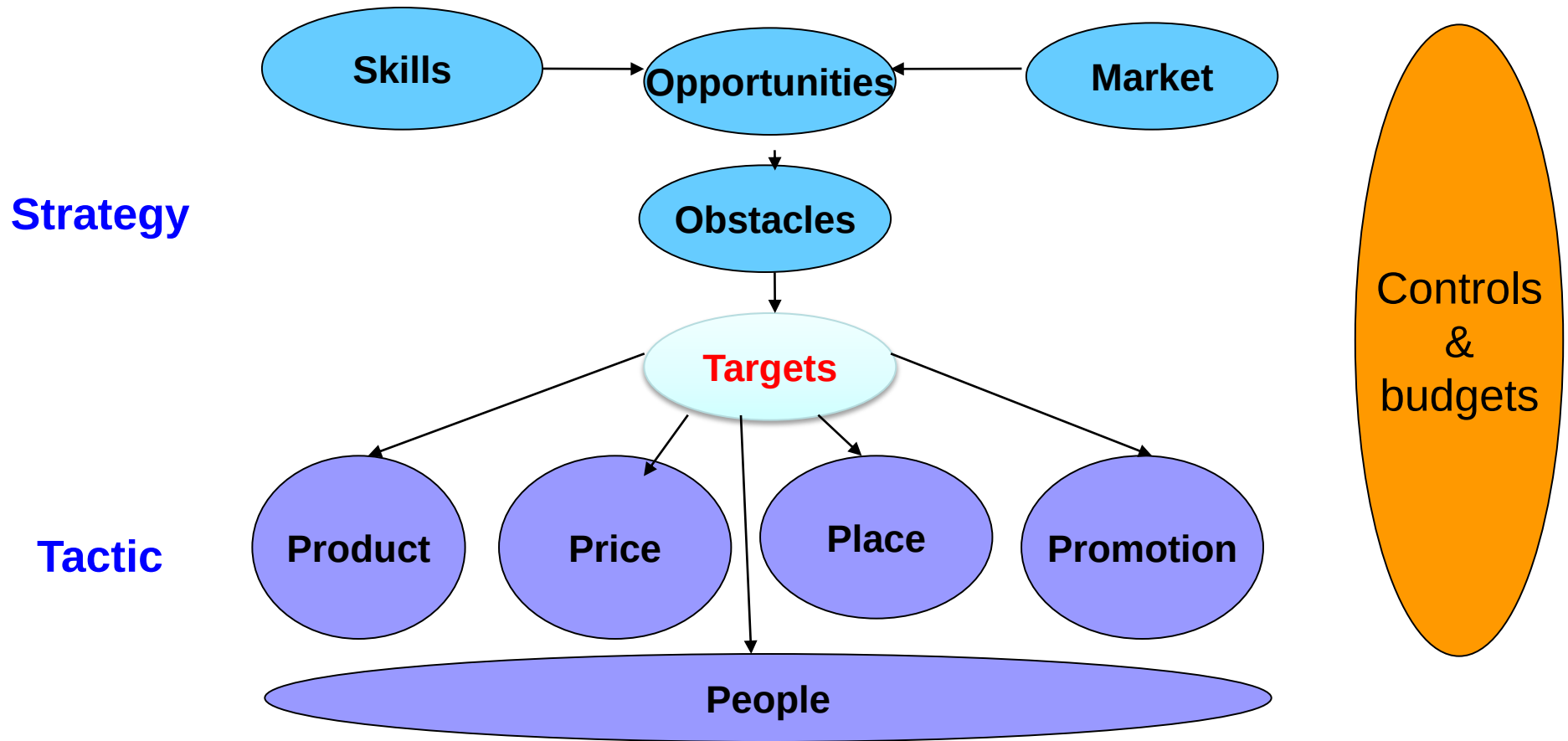
Give major replies to each question raised in this session

SESSION 3 : **CHOOSE YOUR MARKET**

Purposes of this session

- Take the barriers into account of your market penetration
- Target your best customers

MAIN STEPS



EXAMPLE OF OFFER STRUCTURE

Website creation	Pack starter			
Website creation	Pack pro			...
Website creation	Pack E-commerce			...
Google referencng				

EXAMPLE OF OFFER STRUCTURE

Brand Level 1	Pitch elevator Designation	Slogan	Brand Level 2	Pitch elevator Designation	Slogan	Brand Level 3	Pitch elevator Designation
806	A car for a family		...				
...							
308	...		SW				
			CC				
207			SW	...			
			CC	Convertible car		Options 1, 2, etc	Electric pack, etc.
107	A city car						

MARKET/ PRODUCT MATRIX

Customers Needs	Women	Men	Children
Dish washing	X	0	0
Flat cleaning	XXXX	XXX	0
Body care	XX	X	0
Dental hygiene	0	X	XXX
Deodorants	X	XX	0

MARKET-OFFER MATRIX

XXX : 1st priority

XX : secondary pair to develop

1st offer	X			
2nd offer		XXX		
3rd offer				XX
	1st market	2 nd market	3rd market	4th market

EXAMPLE

Website specification	0	X	X	Opp
Creation of websites	Opp	XXX	XX	Opp
SEO (Search Engine Optimization)	Opp	XX	Opp	Opp
	SME	Shop keepers	Large companies	Craftmen

Each group has to work out:

1. Build your SWOT
(Think about potential competition: Direct / substitution)
2. Build your market/offer matrix
Justify your customer positioning