

Title of the activity:	Business Idea and Business Plan
Organisation/facilitator:	Go-Woman! Alliance CIC (GOAL) / Yasmin Akhtar
Purpose:	Concept, function and structure of a business plan
Learning objectives:	<ul style="list-style-type: none"> • Basic understanding of a Business Plan • Generating a business idea • Developing a draft basic business plan
Instructions for the development (methodology and content, methods, techniques and steps of the implementation):	<p>Attached PowerPoint presentation outlining activities including brain storming</p> <p>The trainer will use the PowerPoint to navigate through the 2 hour session.</p> <p>The session will be split into 4 activity sections:</p> <ol style="list-style-type: none"> 1. Brain storming an idea 2. Developing the idea 3. Your customers 4. Costing <p>The session will be concluded with each group giving a brief presentation on their idea.</p> <p>The best idea wins a prize!!</p>
Duration:	<p>2 hours in total</p> <p>Introduction: 10 mins</p> <p>Brain storming: 15 mins</p> <p>Developing the ideal 15 mins</p> <p>Customers: 15 mins</p> <p>Costing: 15 mins</p> <p>Final presentation: 15 mins</p>
Size and characteristics of the group:	4 people per team
Environment and context; tools and materials needed:	<ul style="list-style-type: none"> - Laptop / projector to show PowerPoint - Flip chart paper - Coloured pens - Post It notes



RE-IN-JOB

NON-FORMAL EDUCATION FOR ADULT SOCIAL INCLUSION
AND RE-EMPLOYMENT
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Supporting documentation:	Attached PowerPoint presentation
Tips for the facilitators:	<ul style="list-style-type: none">- The session will be delivered as a mini competition to generate the best business idea- Facilitators will need to support learners to work through and develop the mini draft business plan.- Support the team to present their idea to the rest of the group

