

# Re-in-Job - Blended mobility of adult learners (TC4)

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**Business Idea and Business Plan -**  
concept, function and structure



# Concept, function and structure

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- Concept
  - Developing a business idea
- Function
  - Serves as a key point of reference for investors, partners and provides you with a guide.
- Structure
  - Cover page
  - Executive summary
  - Business description
  - Management summary
  - Marketing plan
  - Financial plan



# Competition

- Think of an idea!
- Developing the idea
- Customers
- Costing

Present your business  
idea!





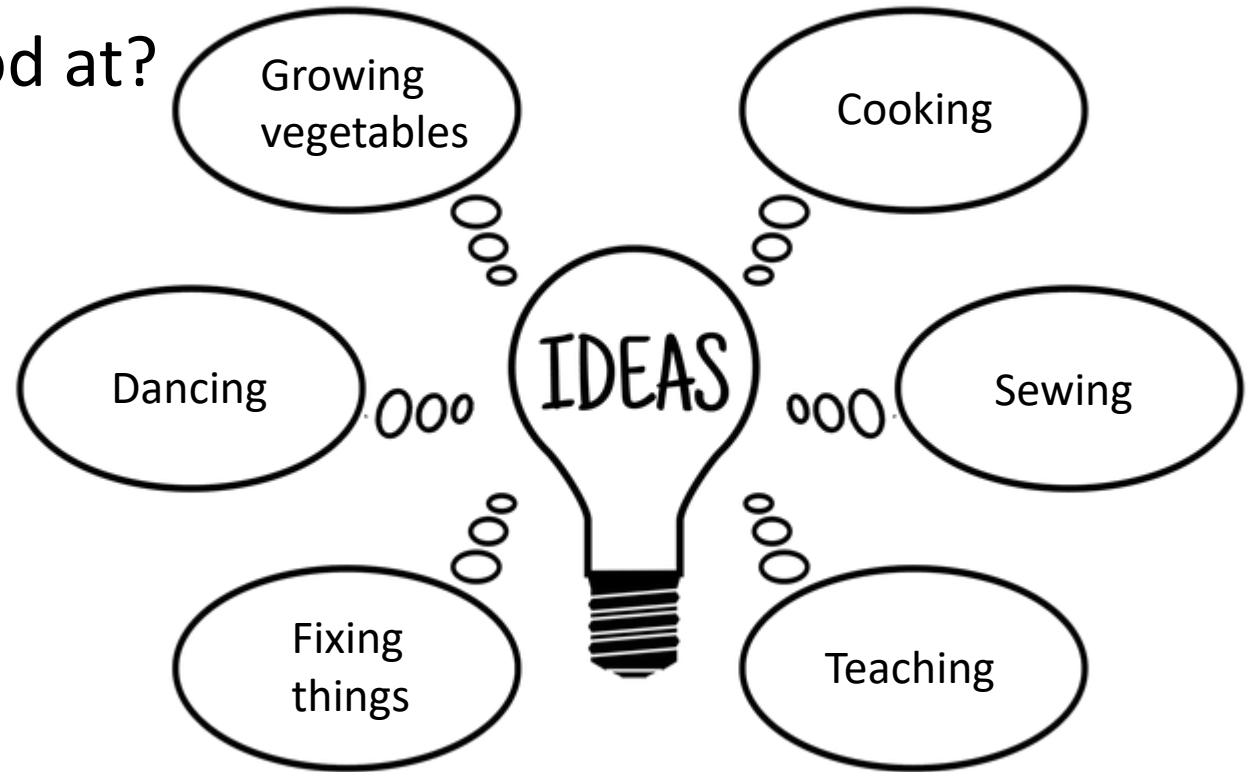
Business!





# Doing what you love!

- Think about what are you good at?



# Activity 1 - Brain storming (15 minutes)

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- Rules
  - There are NO bad ideas
  - There are NO crazy ideas
  - There are NO silly ideas
- Think about what you are passionate about
- Think about a NEED!



## Activity 2 - Developing the idea! (15 minutes)

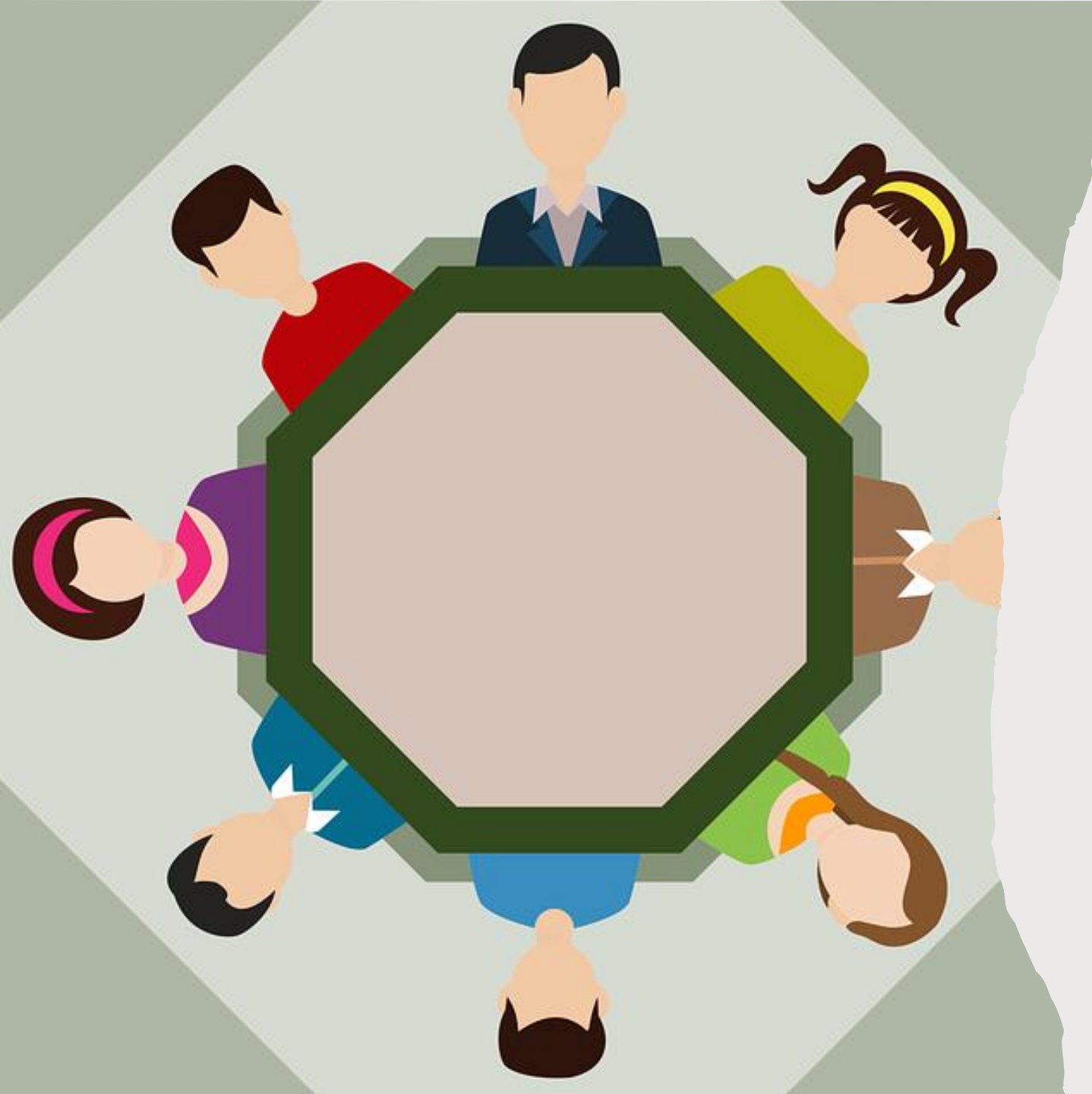
- **Who** might use it
- **What** would people use the product for
- **Where** might it be used
- **When** might it be used
- **How** might it be used



## Activity 2 - Developing the idea! - example

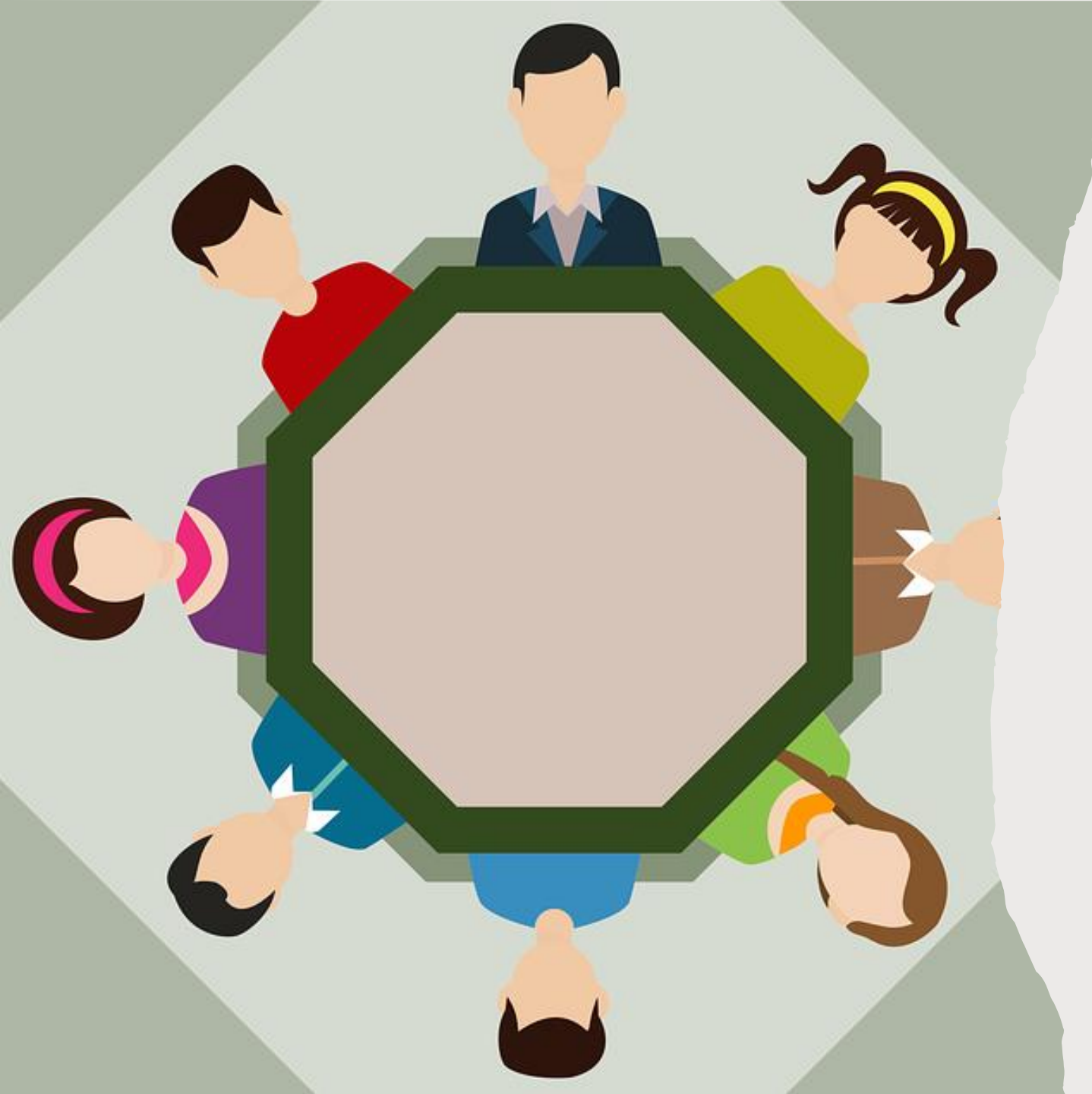
- **Who** - young people, old people, families
- **What** - staying fit, fine dining
- **Where** - work, home
- **When** - morning, noon, night, anytime
- **How** - building a kit, cooking





## Activity 3 - Customers (15 minutes)

Who are your customer?



## Activity 3 - Customers example

- Children
- Young people
- Old people
- Families
- Men
- Women

costs



## Activity 4 - Costing (15 minutes)

- What is the cost of making/developing your idea
- How much are you going to sell it for?

costs



## Activity 4 – Costing Example

- Baking a cake
  - Flour
  - Margarine
  - Eggs
  - Your time
  - Heating

# Business Plan

- Brain storming - Business description
- Customers - Marketing / Marketing Plan
- Costs - Financial Plan





Presentations



# Resources

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- Starting your business
  - <http://www.eteproject.eu/>
  - <https://throughenterprise.eu/>
- Business ideas
  - <https://entrepreneurhandbook.co.uk/100-business-ideas-start-today/>
  - <https://mydukaan.io/blog/home-business/>