



TODAY'S YOUNG PEOPLE TOMORROW'S ENTREPRENEURS” 2019-1-TR01-KA229-076851

GUIDE TO ENTREPRENEURSHIP

THE VALUE OF ENTREPRENEURIAL ASPIRATIONS

According to "Agenda for Europe for Sustainable Competitiveness, Social Equity and Resilience" of 1 July 2020“ a significant number of people in Europe demonstrate entrepreneurial aspirations, with a growing interest in social entrepreneurship.

Both entrepreneurship in general and social entrepreneurship promote job creation and contribute to economic growth by increasing competition, productivity and innovation.

To achieve these aspirations and increase the attractiveness of entrepreneurship and interest in this area, it is necessary to:

- develop entrepreneurial skills;
- make proper use of career guidance systems and practices;
- support social inclusion and the green transition.



ENTREPRENEURIAL EDUCATION



The European Union already several years ago identified the "spirit of initiative and entrepreneurship" as one of the 8 key skills necessary for a knowledge-based society and has then insisted over the years in promoting this competence.

THE REQUIREMENTS OF A SUCCESSFUL ENTREPRENEUR



THE WINNING IDEA

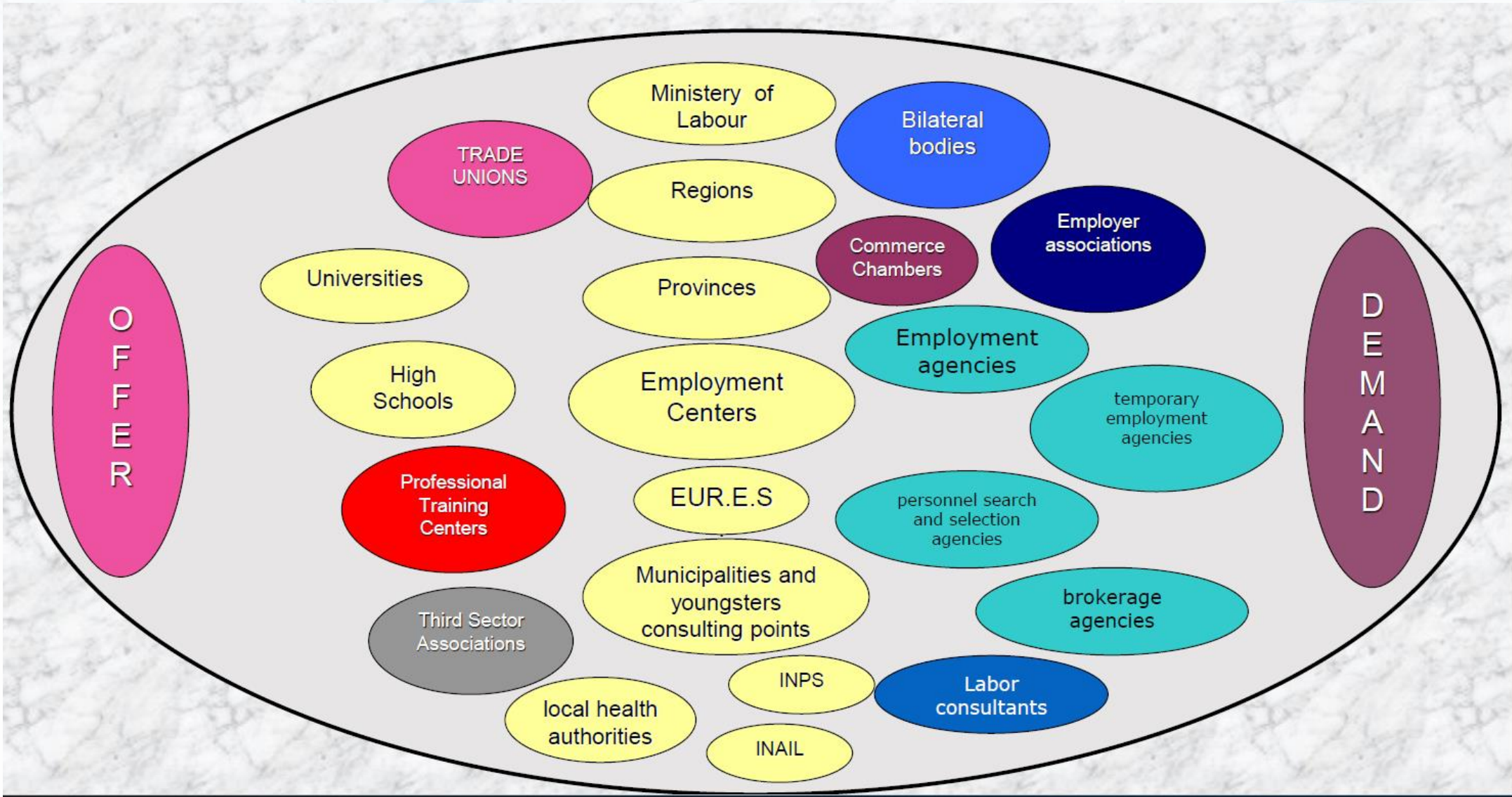
It must be:

- Innovative
- Attractive
- Competitive
- Achievable
- Profitable



To identify the winning idea, you need to observe the market, the competitors and the other actors operating in the same area.

IDENTIFYING THE ACTORS OF THE LABOR MARKET



THE CHOICE OF THE BUSINESS STRUCTURE

INDIVIDUAL ENTERPRISES

INDIVIDUAL ENTREPRENEUR

FAMILY BUSINESS

COLLECTIVE ENTERPRISES

SOCIETY OF PEOPLE

- Simple Society
- General partnership
- Simple limited liability company

CORPORATION

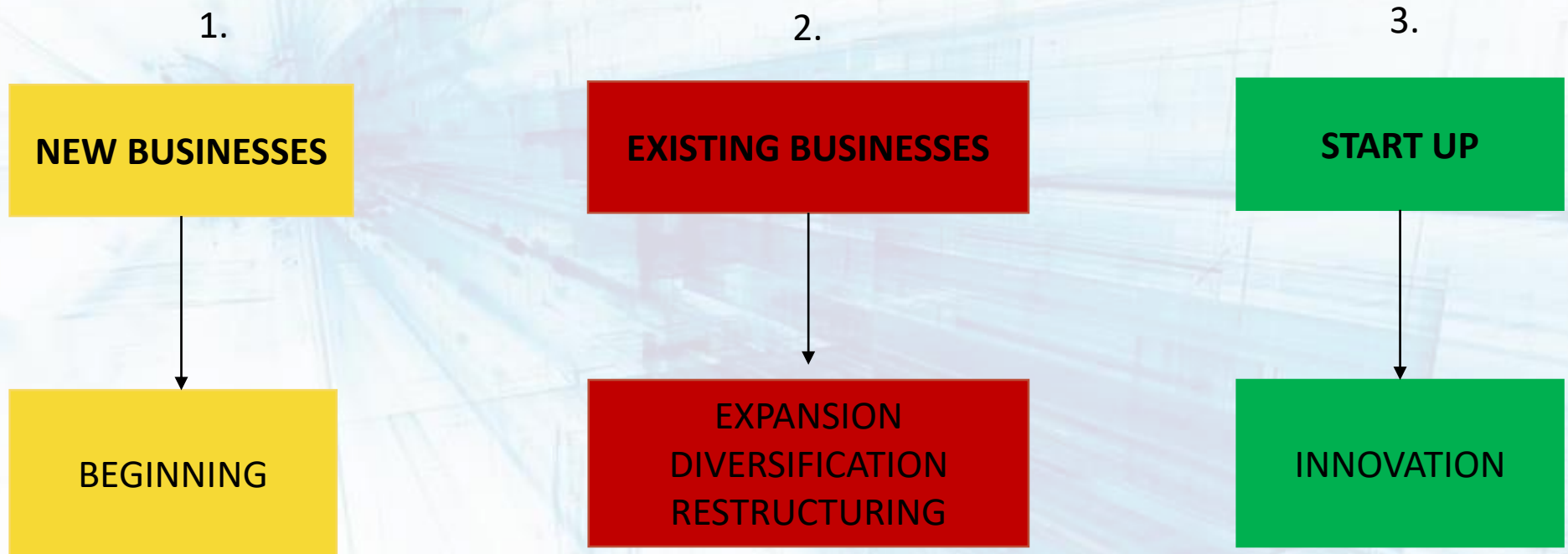
- Limited Liability Company
- Joint-stock company

Cooperative companies



CHOOSING YOUR
BUSINESS STRUCTURE

BUSINESS IDENTIFICATION



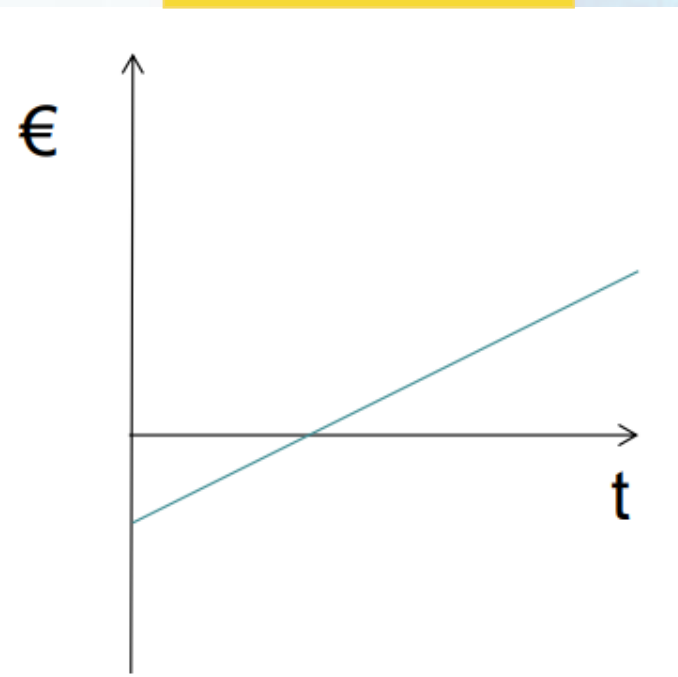
- Already existing market
- Already existing production
- Defined client

- Acquired experience
- Defined structure
- Established ability

- New product
- Unknown client base
- Self-building

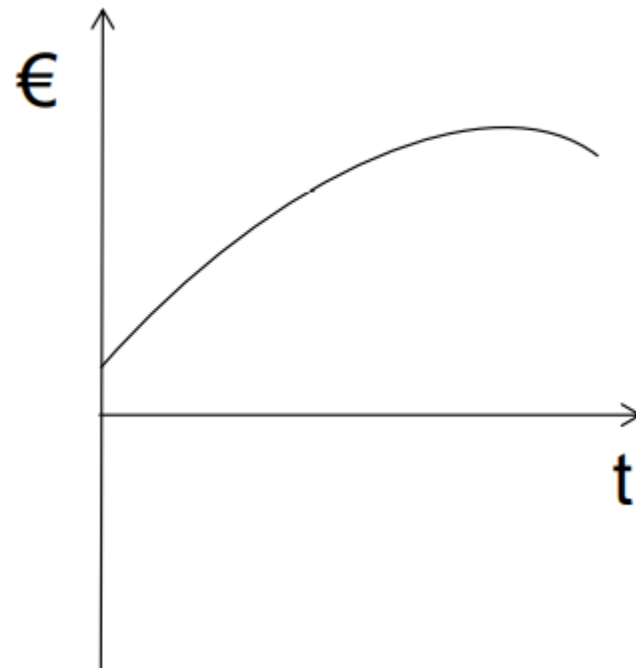
STRATEGIC MODELS

NEW BUSINESSES



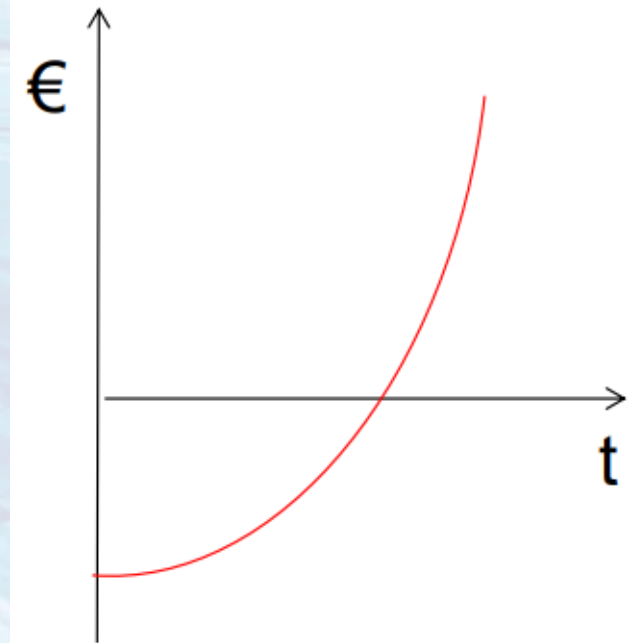
- Average time
- Lasting revenues
- Medium/high risk

EXISTING BUSINESSES



- Rapid
- High short-term revenues
- Low risk

START UP



- Slow
- High revenue
- High risk

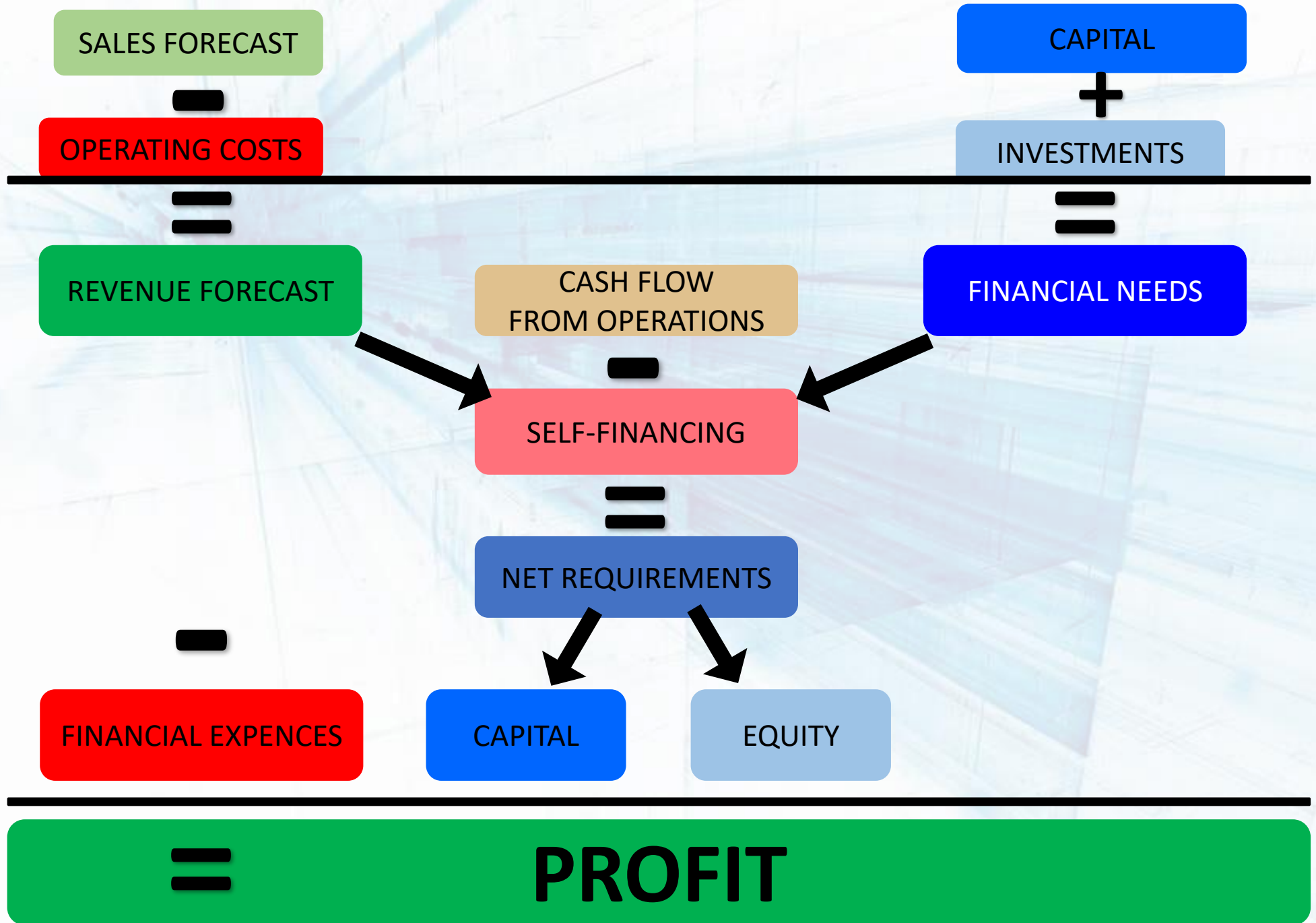
THE RAISING OF FUNDS FOR THE COMPANY

In order to find the financial resources necessary for starting a business, the entrepreneur usually makes use of the direct and indirect financial resources of the promoters of the initiative, thus mostly affecting his/her own savings in several cases.

Subsequently, when the business is started, the financial resources come from:

- the different forms of self-financing: e.g. reinvestment of undistributed profits in the company, increase in share capital;
- ordinary finance, i.e. all the operations useful for obtaining financing to cover liquidity requirements or investments such as mortgages, the purchase of capital goods, the purchase of stocks, advance payments on invoices, bank guarantees and insurance policies, signing of real estate and instrumental leasing contracts;
- from alternative finance, available on the banking and capital markets.

FINANCING



TAXES

The entrepreneur is required to pay taxes, which differ in:

- **direct taxes** that directly affect the income or the assets of the entrepreneur in relation to his/her ability to pay.
- **indirect taxes** that affect the acts of production, the exchange and consumption of goods and the services through which the entrepreneur indirectly manifests his/her ability to pay, using and/or transferring income and assets. They affect wealth under the form of transfers and purchases. The main indirect tax is VAT.



What is a Business Plan USED for?

- **External Use:** introduces the business to others, eg. banks, investors, institutions
- **Internal Use:** examines the effect and possible results of a business opportunity or project



What is the *PURPOSE* of a Business Plan?

- To **identify**:
 - The business idea
 - Aims and objectives
 - Target market (market research)
- To **forecast**:
 - Revenue
 - Cost and profit
 - Cash-flow
- To **analyse**
 - Sources of finance
 - Location
 - Marketing mix
- To **examine** achievability of:
 - Technical,
 - Financial,
 - And Economic goals



CONTENTS of a Business Plan



Qualitative Part



Quantitative Part

QUALITATIVE PART I

1. Executive Summary
2. Description of the Business Idea and/or Project
3. Management & Organisation Description
4. Sales Plan
 - Market Analysis & Strategy
 - Competitor Analysis
 - Products & Services Strategy
 - Marketing Plan
5. Operating Plan



QUANTITATIVE PART II

6. Investment Plans

- Tangible Goods
- Intangible Goods
- Depreciating Goods

7. Financial Plans

- Capital
- Debts to others
- Interest Payable



QUANTITATIVE PART III

8. Budget & Financial Forecasts

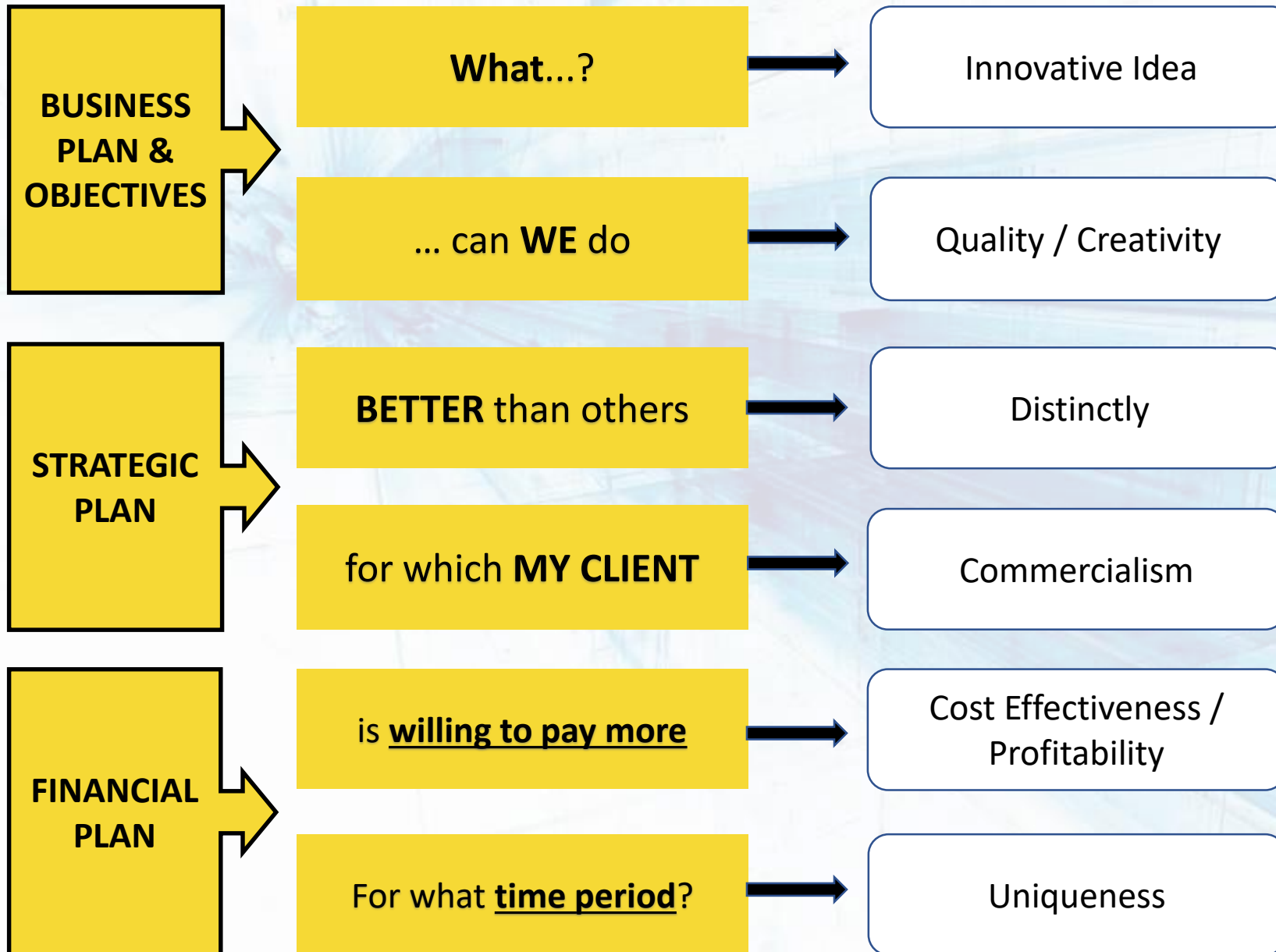
- Balance Sheet
- Profit & Loss Statement
- Cashflow Statement

9. Evaluation of Investments

- Benchmarks & Metrics
- Financial Statements
- Analysis & Evaluations



AN IDEA FOR A BUSINESS...



THE COMPONENTS OF A LIKELY IDEA

1. PARTNERS



- Diversity
- Experience
- Culture

2. KNOWLEDGE



- Technique
- Technology
- Competence

3. PASSION



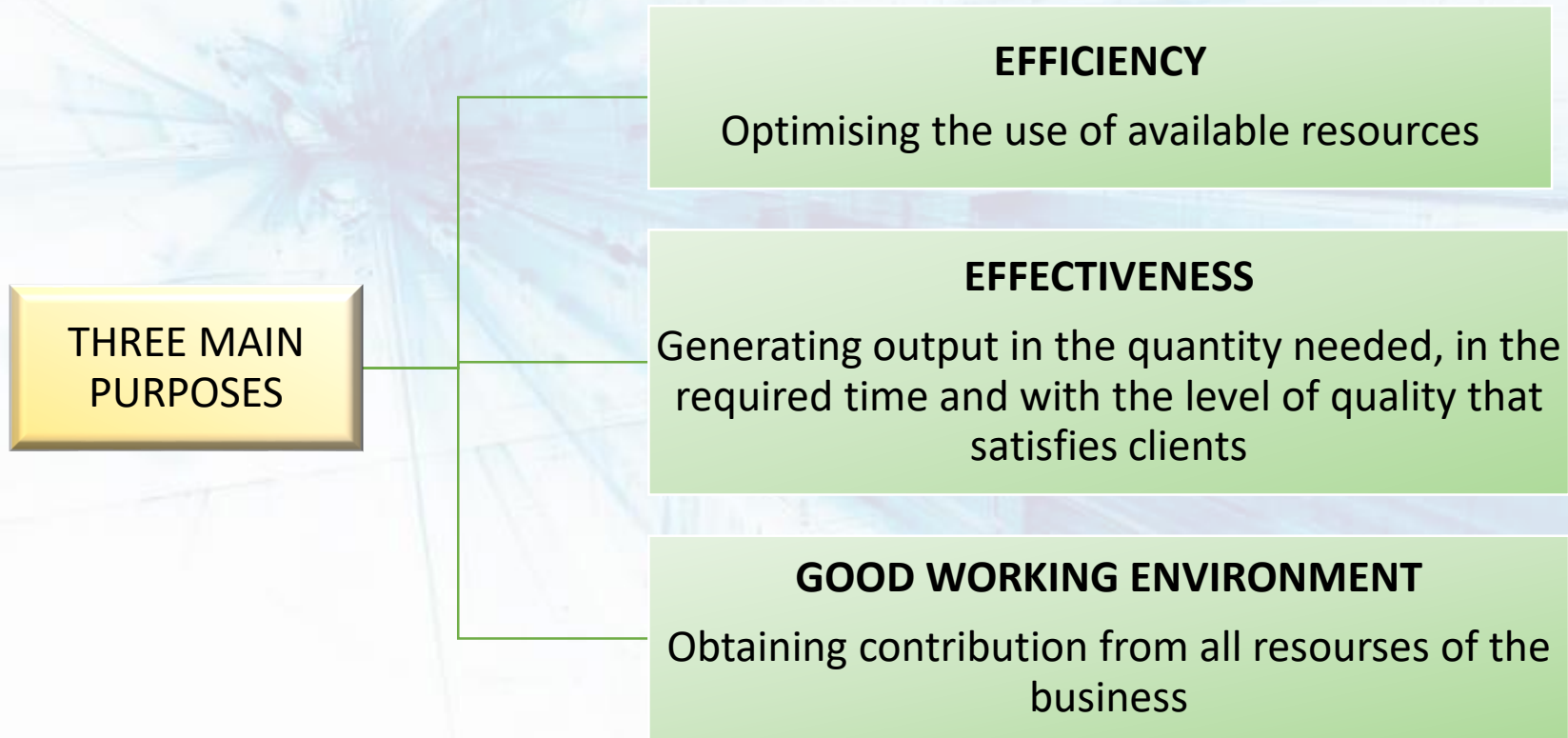
- Consistency
- Motivation
- Reliability

4. MARKET

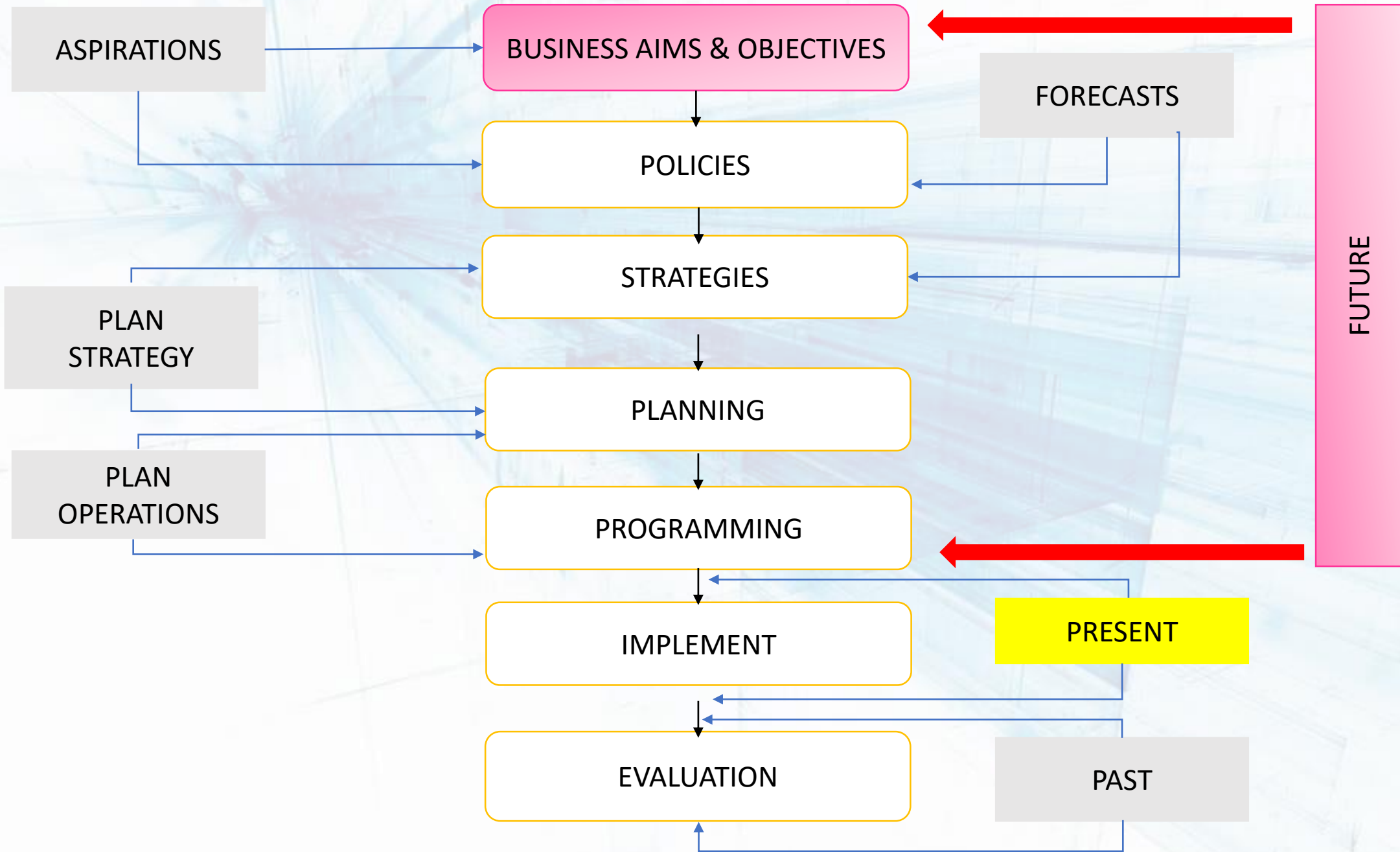


- Clients
- Competitors
- Distribution

ASSESTS

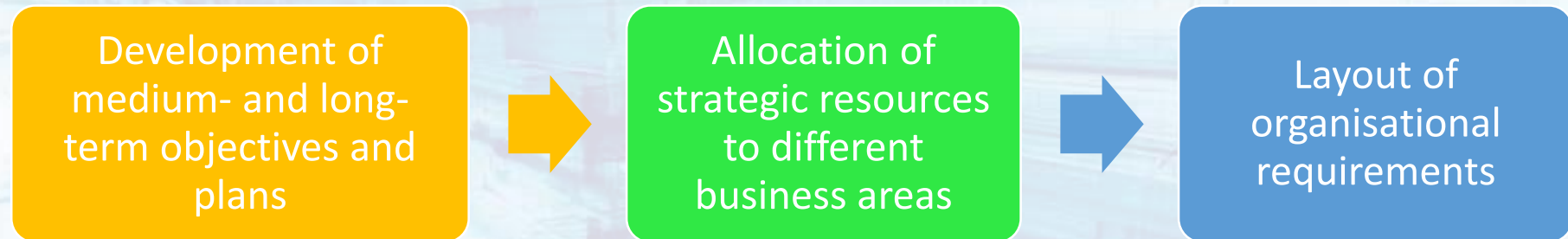


MANAGING A BUSINESS: PLANNING

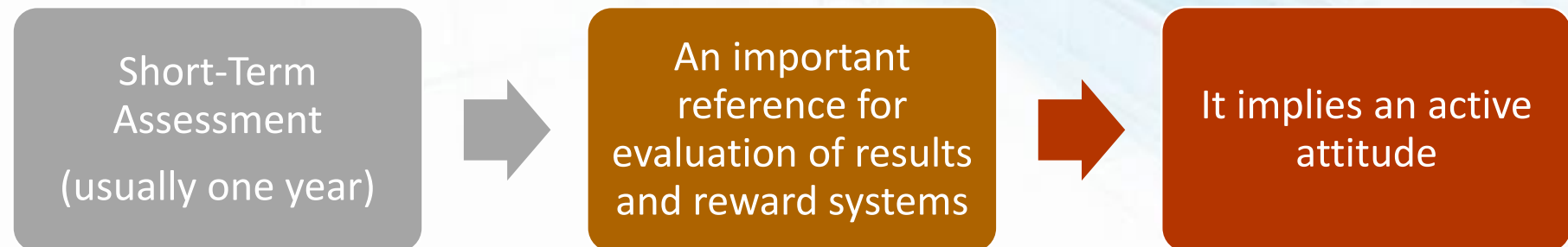


PLANNING & PROGRAMMING

Planning is a process by which objectives and policies are defined



The **programming** processes assign organizational units (employees) to objectives so that they can be achieved in a set time



WORKFORCE

Is of social and cultural relevance

is not an anonymous commodity, but an inalienable attribute of men

Workforce

has an economic value which is not defined ex ante, but depends on the will of the worker who can differently graduate his commitment and his productivity

is a commodity that “thinks” because it never separates from its seller

ORGANIZATIONAL CHART

It is arranged according to the function and the role of the involved people in the entrepreneurship.

The Employment Contract

Individual Agreement

It is stipulated between the individual worker and the employer

Collective Agreement

It is stipulated between Workers' Trade Unions and Employers' Associations

OBBLIGATIONS OF THE EMPLOYER



Paying salary and severance pay



Protecting physical and moral integrity and providing safety in the workplace



Guaranteeing insurance and social security protection



Respecting trade union organizations rights

BUSINESS ORGANIZATION

A board of directors is an elected group of individuals that represent shareholders. The board is a governing body that typically meets at regular intervals to set policies for corporate management and oversight

Chief Executive Officer (CEO)

CEOs are the highest-ranking executive at a company. They make major corporate decisions, manage the company's overall resources and operations, and communicate with the board of directors, management team, and corporate operations.

Chief Operations Officer (COO)

The chief operating officer of a company is second in command. This professional reports to the chief executive officer (CEO) with a focus on operationalizing strategy. While a CEO is concerned with long-term business goals, the COO is tasked with implementing daily operations, aligned with the company's strategies. His or her individual role depends largely on the company itself and on the CEO's personal directives

Board of Directors

Chairman

The Chairman is responsible for running the board smoothly and effectively. His duties typically include maintaining strong communication with the chief executive officer and high-level executives, formulating the company's business strategy, representing management and the board to the general public and shareholders, and maintaining corporate integrity. The chairman is elected by the board of directors.

Chief Financial Officer (CFO)

Also reporting directly to the CEO, the CFO is responsible for analyzing and reviewing financial data, reporting financial performance, preparing budgets, and monitoring expenditures and costs.

Human Resource Manager

Human resource manager oversees the human resources department and supervises the functions and tasks carried out by the HR team. He is the link between an organization's management and his employees, providing consultation on strategic planning with top executives to recruit, interview, and hire new staff.

Marketing, public relations and funding manager

Public relations manager plans and directs the creation of material that will maintain or enhance the public image of the employer or client. He coordinates campaigns that bring in donations for the organization.

Executive Team



FINAL OBJECTIVES



Clients: Satisfying the **needs** of the **client**



Employees: creating a work environment that **stimulates growth and enhances skills**



Society: contributing to the **development of the community**
ensuring **respect for the environment**



Shareholders: ensuring the **remuneration of capital invested**
and the **achievement of business objectives**



Suppliers: creating value, reaching **business objectives & being competitive**

A SUCCESSFUL BUSINESS



THANKS

by

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and



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