



1 Being an entrepreneur

One of the most frequently asked question is: *“Which properties do you need to run a successful business or to be a successful entrepreneur?”*

Obviously the opinions differ from each other, but the basic or most common principles are the same. You need:

- ✧ Eagerness for independence
- ✧ Innovative spirit
- ✧ Healthy risk appetite
- ✧ One’s own initiative
- ✧ Impulsiveness
- ✧ Achievement- orientation
- ✧ Social authority
- ✧ Emotional stability

Some of the clearly stated Pros and Cons of being an entrepreneur are named exemplary in the following chart:

Pro +	Contra -
To be a free agent	Often a lot of work
You meet new people	You have to be confident also in hard times
To socialize	Sometimes it’s hard to calm down or keep calm
It’s diversified	

2.1 Introduction

Every business starts with an idea. But when you have this idea you must structure and organize it to improve your chances of success. You have to think about its advantages and problems, about your finances, about your customers and much more. Because of that you should write a businessplan which explains everybody your future company. This work will maybe also show you the dangers and difficulties in your idea and help to eliminate them.

2.2 Chief contents

Part 1 - Business Idea

- (1) Describe your business idea.
- (2) Describe the different types of product/ service you are going to be selling (e.g. colour, sizes).
- (3) Find a business name and explain your decision.

Part 2 – Customer Group/ Target Market

- (4) Describe your typical customer (how old, how much they earn, where is he living...).
- (5) How many customers are you waiting to buy from you?

Part 3 – Customer Relations

- (6) Explain your communication policy (How do you want to present your product to the customers – newspaper, internet...).
- (7) Find a strapline, a catchy phrase that goes with your business name (e.g. “Cadbury’s Crème Egg – how do you eat yours?”).
- (8) How will your product be delivered to your customer?

Part 4 - Competitor Analysis

- (9) Describe your competitors.
- (10) SWOT analysis

Strengths (positive things about your business)	Weaknesses (things that could mean you struggle to make your business work)
Opportunities (external factors you can take advantage of – e.g. changes in law or market trends)	Threats (external factors that could affect how well your business do)

- (11) Describe your unique selling point (What makes your product different from others? How will you show your customer that your product is the best?)

Part 5 – Key Activities

- (12) Activities: Describe your first steps to realise your innovative idea.
- (13) Resources: What do you need to realise your idea?
- (14) Human Resources: Who do you need to realise your idea (employee)?
- (15) Suppliers: Explain who you have chosen and what they will supply.



Part 6 – Back-up plan

(16) Thing about changes that might be necessary in light of the SWOT analysis.

2.3 Explanation

Part 1 - Business Idea

In Part 1- Business Idea – it's important to give an overlook of your product for your customers. In a short form they have to get all the important information about the product. For an entrepreneur it's necessary to know all the information by heart for always being ready to present your product/idea in a short and easy understandable way. It's needful to know why the customer should have your product and what is the difference between your product and the product of the competitors.

Part 2 – Customer Group/ Target Market

Your product has to be customized to your customer so you need to have a very detailed description of your typical customer. You can have different selling strategies: either you want to get a very big number of person, because it's a thing everyone needs / uses (e.g. bed, phone, ...) or your product is intended only for a certain group of people (e.g. smartphone user, bus driving people,...). The fact that the sales figures sway with this decision is logical.

Part 3 – Customer Relations

The last chapter was for knowing your customer and his preferences. This chapter is about how to deliver your product to the customers, how you to draw attention to your idea. A funny and interesting slogan is always a very good opportunity to keep the product in mind for the customers.

Part 4 - Competitor Analysis

A competitor analysis is an assessment off the struggle and weaknesses of current and potential competitors. This analysis is an essential component of corporate strategy. Contingent on markets and industrial sectors such an analysis has a big influence of internal and external decisions. The aim of the competitor analysis is the prediction of the behavior of those competitors with which you could have an intense competition.

A famous method to create a competitor analysis is the so called "SWOT- Analysis". Here you focus on the strengths, weaknesses, opportunities and threats from your rivals:

- ✧ Strengths: Positive things about your business.
- ✧ Weaknesses: Things that could mean you struggle to make your business work.
- ✧ Opportunities: External factors you can take advantage of – e.g. changes in law or market trends.
- ✧ Threats: External factors that could affect how well your business does.

Part 5 – Key Activities

The Key- activities are those important functions a company has to operate, to stay successful on the market. Contingent on the industry or market the Key- activities are different. With these activities customers can be achieved, you maintain the relationship to customers and you are generating income.

Besides the Key- activities you also have Key- resources. Every business concept needs Key- resources, which are the reason why entrepreneurs can offer their products and services.

Key- activities and Key- resources are directly linked to each other, because these activities are made possible by the resources only.

Part 6 – Back-up plan

The Back- up plan is another essential part of a business plan. It is always necessary to anticipate with the worst and this is the reason why such a Plan B is so important. With a Back- up plan you can provide your business idea and often yourself in the worst case.

When you are writing such a Back- up plan it's recommended to incorporate every single topic from your business plan.

2. 4 Example (Students work)

Part 1 - Business Idea

(1) Describe your business idea

A device that is installed in the walls and on the floor that blows out air on one side and sucks it in on the other. With the air all the dirt gets sucked in. When the device is installed on the ceiling, spider webs can be prevented. The device can be controlled with a free app and is connected with the ventilation system. The device will make cleaning easier and faster than before.

(2) Different types of product

1. The BASIC system:

The BASIC system adopts to every kind of home and is controllable by an app that comes with the device. The customer gets an account and a password for the app so that only he can control his system. The BASIC system can be installed in new houses, with the system integrated into the wall and the structure of the building, just as well as in older houses, where the device is located outside of the wall. A grating can be installed as a protection for pets.

2. The SPIDER system:

The SPIDER system is installed on the ceiling where it can suck in spider webs. It can also be controlled by app and only sucks in air and does not blow it out. The SPIDER system can be combined with the BASIC system. The SPIDER system is connected with the ventilation system which blows the spiders out of the house without



harming them. The system can only be installed in new build houses unless there is already a ventilation system installed.

3. The PRO system

The PRO system is used in factories, big rooms and schools. A grating is installed in the middle of the room that sucks in the air and the dirt. The second part of the system is installed in the walls where air gets blown out towards the grating in the middle of the room. The grating is protecting loose equipment from getting sucked in. A grating to protect animals in optional.

(3) Business name

Click Click Clean

1. Click to open the app
2. Click to press the button 'Clean'
3. The room is Clean

This is not just the business name but also the name of the product

Part 2 – Customer Group/ Target Market

(4) Typical Customer

Our typical customers will most likely be around the age of 18+. Gender won't matter. Our customers will be a part of the upper middle class and live in a house or apartment. Especially pet owners who's pets loose hair will be interested in product. Also people with allergies, such as a dust or pet hair allergies, will be part of our typical clientèle.

(5) How many customers will we have

Especially factories, pet owners and families with many kids are just waiting for us to design this system. The number of our customers will increase year by year.

Part 3 – Customer Relations

(6) Communication policy

Advertisements will be launched in TV commercials, newspapers and flyers will be printed. Youtube videos will demonstrated what the device is able to do and pop up adds on social media will make even the young generation interested in the system. Billboards and free consultation will inform people who want to build a new house about the device and personal advisers will consult with customers who already own a house or apartment. Experts will be send to factories to inform them about the new system and cold calls will make sure that everyone knows about the new device. We would also like to cooperate with architects who can consult with new customers and help with the planning of the installation in new houses.

(7) Strap line

'Click Click Clean'

- And the dirt is gone!

(8) Delivery

The device will be delivered by our company to the home of the customer where it will be installed by experts. Later on we will expand and let our own employees install the device.

Part 4 - Competitor Analysis

(9) Competitors

Our device is completely new on the market. The competitors that we have are the providers of cleaning robots and drivable cleaning machines

(10) SWOT analysis

※ Strengths:

Our product does not just save time, but it is also very cost effective considering that you save the costs on cleaning products. The only costs coming up in the future are filters for the dirt, which are easy to change and to replace. Our product is easy to use because of its automatic function that can be controlled by app from anywhere. It is safe for pets and children and is ordable online.

※ Weakness:

The product uses a lot of electricity and is expensive to install. You can't be in the room when the device is working.

※ Opportunities:

We could expand our products so bigger factories and schools could use it. We could also cooperate with companies who work on 'smart houses'.

※ Threats:

Some people might like the old traditional cleaning. It would also cost some jobs because it takes away the cleaning, especially at schools and companies.

(11) Unique

We are unique because the installation and the app comes for free. The app is available for for Apple, Android and Windows Phone. Because of the app the system can be controlled from anywhere at anytime. Because of a device outside of the wall, people who have an old house without a ventilation system can use the product as well. Our idea is unique because it makes cleaning so much easier and is save for pets and children

Part 5 — Key Activities

(12) Activities

Consult with experts who we need to help us build the device and figure out technical details. Also we need to talk to sponsors and architects.

(13) Resources

We would need customers who are willing to try something new. We need the technique and the experts to build and to install it. We also need some money to launch our project. We need suppliers to build the device.

Part 6 – Back-up plan

(14) Changes

Maybe we have to install a grating in houses and smaller rooms as well if the power of the duster is not strong enough. (This is why we need technical experts to figure out details about the system)

(15) Saving money

We could offer updates that the customers have to pay for. Such as a faster installation or the newest technology update.

(16) Changes in the future

We could expand world wide and cooperate with companies who work on smart houses.

Summary: What did we learn?

We learned that it is important to always be focused on your plan and that there are many things that you have to consider. An idea is not just an idea. There are many factors that you have to keep in mind, such as, is the technology to make your idea come true available or would you have to invent a completely new system.

We learned that you have to take a closer look at the market more than anything else and that the best idea is useless if the market isn't asking for a product like it. Money is always an issue and if sponsor do not like your idea you have almost no chance to start a successful business. Furthermore we found out that there are many things to consider that we didn't even think about in the beginning. When you have a great idea you don't think of all the problems that might be in your way.

There is a long way with many obstacles between having the idea and actually producing the product.