

Building Entrepreneurial Capacity for Migrants Through Online Learning



TRAINING UNIT 1

Business Plan



Co-funded by the
Erasmus+ Programme
of the European Union

2019-1-TR01-KA204-077633

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Learning outcomes in Business planning

In this module we are going to provide learning outcomes for how to:

- Create a business idea
- Make good a god vision
- How to organization the business
- How to analyses the Market and create market plan
- How to finances your business

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Start your own business?

- I know this is going to be a lot of work
- It's probably going to take twice as long as I first thought before the business is a success.
- I can not do this alone
- I'll make mistakes along the way, and as long as I learn from them, it's okay

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Themes

- Facts - you are not alone!
- Before start-up
- Establishment
- Economy
- Marketing / Sales
- Network

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Facts

- 500,000 Norwegians dream of starting their own business
- 250,000 of these have concrete plans
- 7 out of 10 do not succeed
- Many try several times
- Lots of great ideas

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Picture from Fønix AS



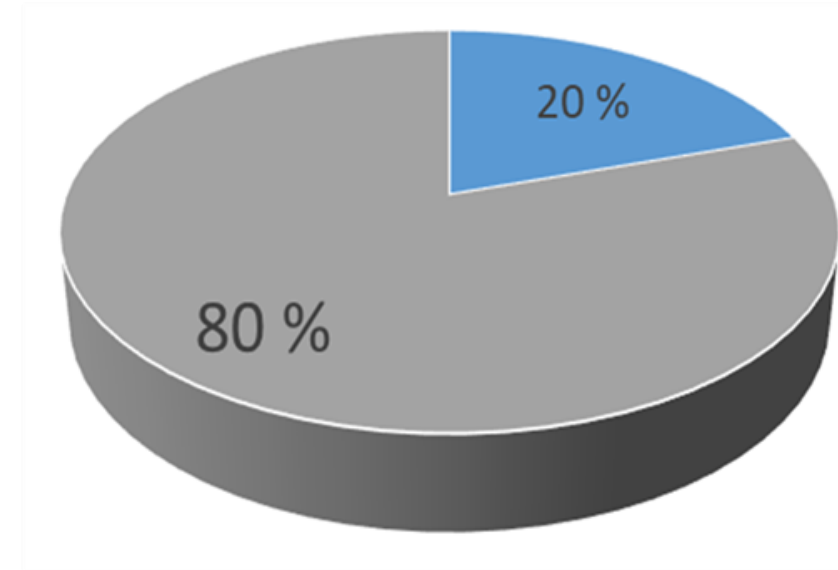
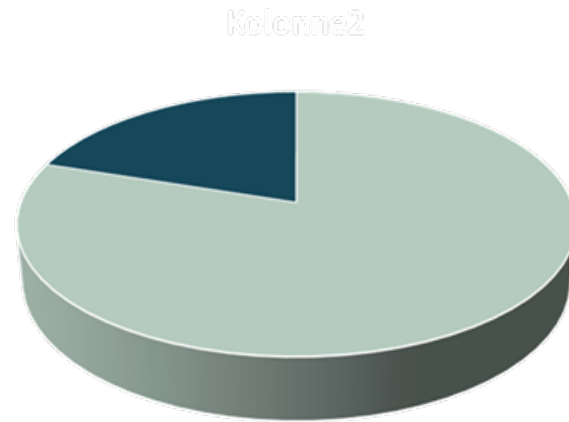
Motivation





A successful establishment

- 20% idea
- 80% person



Picture from Fönix AS

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Before start-up

- Your idea
- Business plan / model
- Financing
- Choice of company form
- Company - domain name - trademark

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Buisness idea

- What customer needs do you need to address?
- Who has this need?
- What is your specific solution?
- What makes you unique?

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E24 AKSJELIVE BØRS E24+ TIPS OSS

Søk MENY

Mens andre mistet jobben, tok Annema Refsnes sats. Nå har hun TV 2 og Tine på kundelisten.

Innovasjon Norge hadde først ikke troen. Men nå leverer selskapet Naardic digitale treningstimer verden over. Målet: Å omsette for 100 millioner kroner i 2025.



Selskapet Naardic leverer digitale treningstimer verden over. Annema Refsnes (bildet) startet selskapet sammen med ektemannen Arnulf Refsnes.
Olav Oben

- **Oppdatert:** Intervjuet til denne artikkelen ble gjort i desember. I første versjon sto det at Innovasjon Norge ikke gav selskapet støtte. Naardic har nå fått et oppstartslån av Innovasjon Norge.

Printscreen from the norwegian newspaper E24

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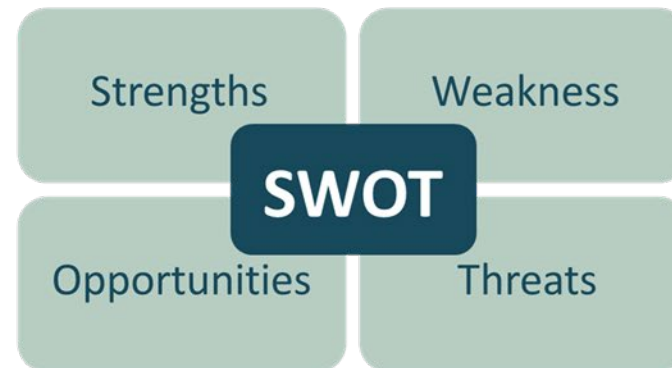


Business plan

Business plan is a structured, thorough presentation of your plans to start your own business

It must contain:

- Business idea
- Business model
- Market / competitors
- Economy
- Financing
- Progress plan
- Organization / structure

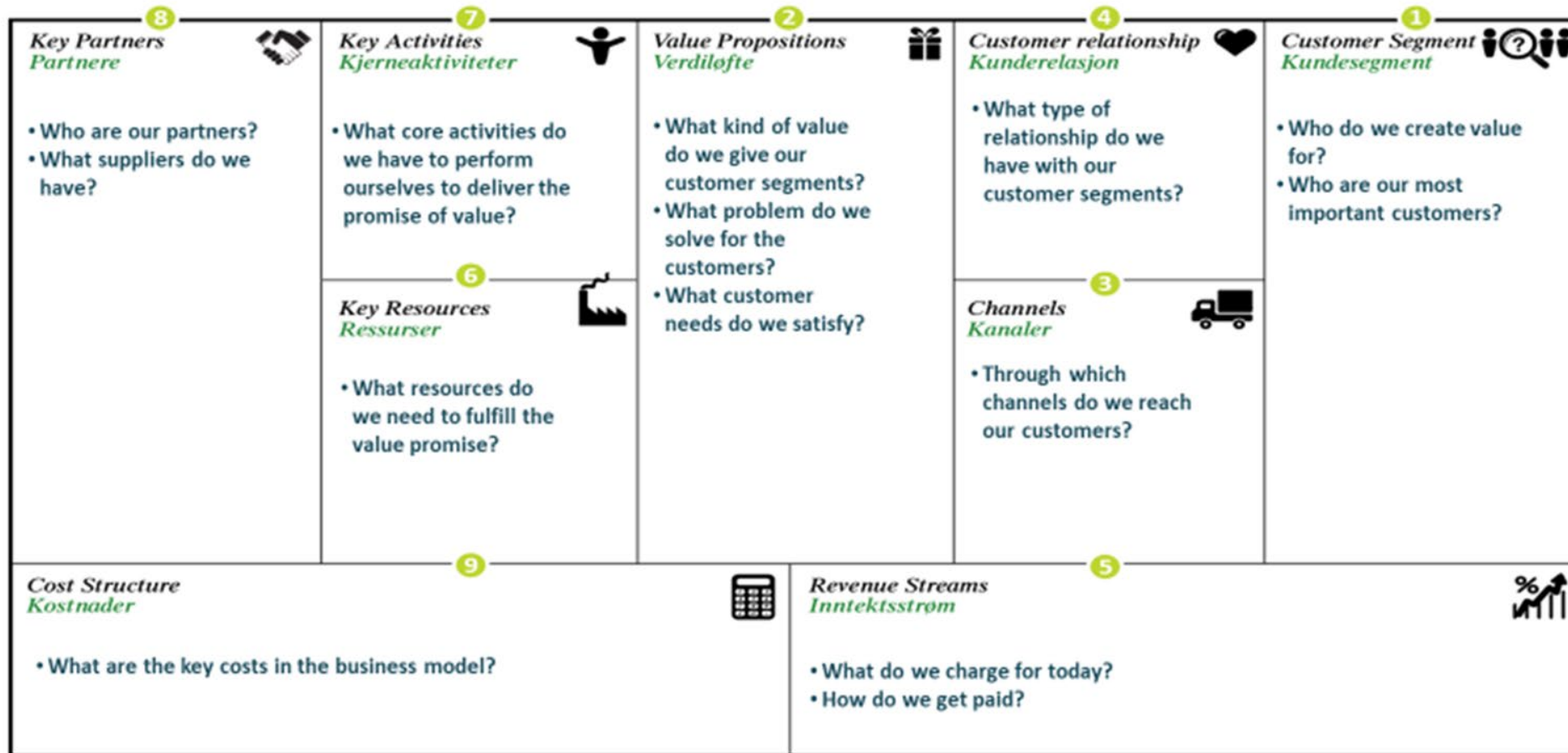


Picture from Start Vestfold

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Business model - a living document



https://en.wikipedia.org/wiki/Business_Model

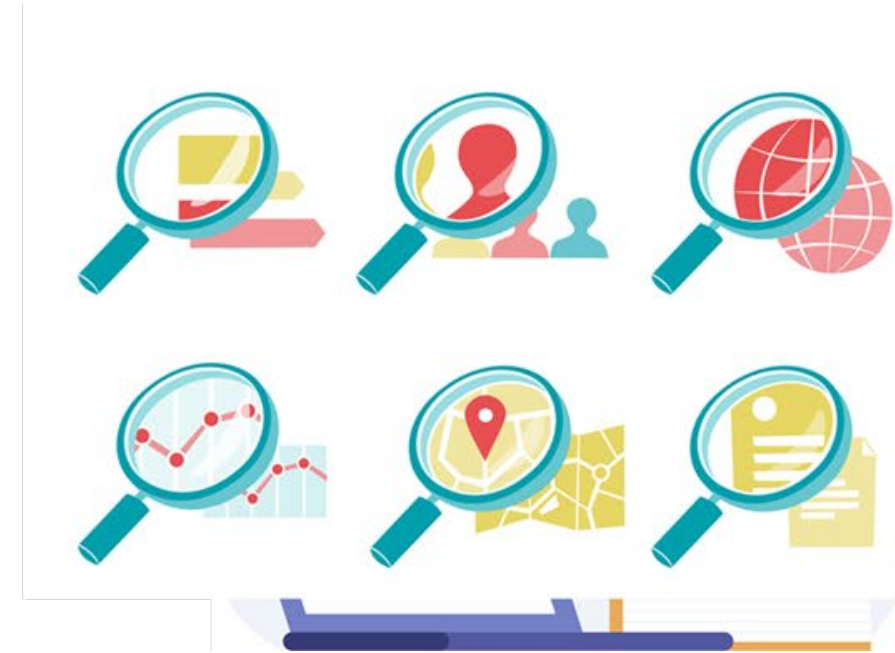
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Market research

The customers and the market

- Ask potential customers
- Talk to competitors
- Talk to suppliers, distributors and retailers of competing products
- Ask industry organizations
- Use available official statistics about the industry



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THANK YOU
FOR YOUR ATTENTION



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