

Cosmopolitanism in business -Collection of entrepreneurial ideas-

PROMOTING OUR REGIONS IN MODERN ENTREPRENEURSHIP
2014/1/RO01/KA201/002696

ERASMUS +

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INTRODUCTION

The purpose of a business plan is to explain in writing what your business idea is, why it is needed in the marketplace, how it will succeed and who will make it happen. In the process of writing a full business plan, you'll essentially be forced to run your new business on paper before you get in over your head. The plan will reveal any flaws in your idea or its execution and give you a chance to correct those issues before you invest too much time or money, or pledge your house as collateral for a commercial loan. Writing a business plan will also show you everything you need to know about your business as its owner.

Once your business is up and running, your business plan will be a document you can look back on any time your business is struggling or you are having doubts. Consulting your plan at times like these can show you if you are on track. Perhaps you've strayed from your plan and need to return to your original ideas; on the other hand, if you are on track and things just aren't working, the business plan will allow you to easily examine every detail of your business and see where you need to alter your plan to improve your business model.

In an ideal world, everyone would write a business plan before they actually started their business, but sometimes this is not the case. If you are already up and running but don't yet have a business plan, your primary motivation for preparing one will almost certainly be to obtain financing. An existing business that is undergoing a significant change would also benefit from preparing a business plan, regardless of whether it is seeking financing. The good news about creating a plan for an existing business is that you will have real-world experience and real-world financial data to work with.



Chapter 1: Turkish Business Lesson Plan

Lesson description

Students will learn how to construct a business plan, analyze a sample business plan of a language course, study the steps of constructing a business plan, and develop a business plan.

Lesson objectives

A student should:

- know the sections of a business plan and be able to develop it
- forecasting economic expenses
- increase the planning skills
- monitor the progress
- be able to develop a simple business plan

Methods of implementation activities

- Lecture
- Individual work with the authentic materials
- Work in groups
- Simulation

Addressee

Students of vocational schools

Teaching materials

A sample business plan

Lesson

The teacher introduces the concept of a business plan and presents the steps of planning.

- ☐ Planning: goals, objectives and strategies of the company
- ☐ The business plan
- ☐ Structure – sections of the business plan.
- ☐ Contents
- ☐ Company history
- ☐ Description of the business
- ☐ Technical plan
- ☐ Marketing plan
- ☐ Organization and management – an organizational plan (human resources, responsibilities, and timeline).
- ☐ Financial plan
- ☐ Conclusions and summary
- ☐ Appendices

Executive summary

Language Course "Uluırmak Dil Okulları" (here in after referred to as the UDK) will deal with the language education and preparation for national, and international languages. The UDK will provide a professional education quality for both youngsters and academic goals. Students will have a chance to not only have their classroom education but other language related opportunities like movie club and speaking club.

Type of business: Education

Company ownership

Legal status: a sole proprietorship

The owner was graduated from school of business administration and gained work experience in language education.

Company location

UDK is located in Aksaray and offers services primarily for youngster or adult students, In Aksaray, there is an increasing demand for English since it is included in national exams. On the other hand, both school students and adult learners go at least once per school year on a several-day or one-day trip. They also go on local tours in the neighborhood. The trips would complement the knowledge acquired by students. This travel agency would guarantee lower prices than other similar companies, hence to lower operating costs. There is also a demand for the UDK services during school holidays.

Marketing activities

- ☐ Providing all layers of the society who need foreign language with the information about the UDK
- ☐ Carrying out a survey among possible students and learners; and meeting their demand
- ☐ Tailoring the offer to teachers' demand
- ☐ Distribution of leaflets to parents and students
- ☐ Commercials promoting the company brand name, an offer, and services
- ☐ The UDK web page

Customer profile

- ☐ Youngster and adult Language learners
- ☐ Local or international companies

Competition

Other language courses

Pricing policy

Price would be competitive (about 50 percent lower) with other courses' offer because of the low cost of renting premises, low staff salaries, low marketing costs.



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Company organization

Premise: 10 rooms including classes and office (of 24 m² – 15 m²). The rental price and bills – electricity, water, telephone and Internet access – 7.000 ₺/per month

Equipment: a computer with Internet access, telephone, fax, photocopier, furniture, UDK supplies – 120.000 ₺

Employees: except for the owner, 5 full-time workers at management department, and 10 full-time teachers at education department and 3 full time workers at office support department. Labor cost per employee

- ☐ 1.300 ₺ for office support department / per month
- ☐ 2.500 ₺ for management department / per month
- ☐ 1.500 ₺ for education department / per month

Financial plan

Start-up expenses

- ☐ The costs of starting a business (registration in the municipality approx. 1000 ₺ or registration in the Chamber of Commerce – 250 ₺, stamp duty: VATIN, TIN, appropriate registrations in the UDKs approx. 100 ₺, the fee for opening a bank account – 50 ₺, seals 100 ₺ - 150 ₺
- ☐ UDK equipment – furniture, equipment, UDK supplies, security equipment, phones, computers, printers, software, installation – 35.000 ₺
- ☐ Property insurance – 3000 ₺ per year
- ☐ Advertising – 10.000 ₺ first month

Total: 83.500 ₺

Monthly overheads

- ☐ Advertising – 5.000 ₺
- ☐ Salaries– 34 000 ₺ per month
- ☐ The cost of UDK supplies – 2500 ₺
- ☐ Telephone and Internet – 400 ₺
- ☐ Car expenses – 1500 ₺
- ☐ Rent – 7000 ₺

Total: 50.400 ₺

Opportunities

- ☐ National exams and need for private courses
- ☐ Parents sending children to summer language camps
- ☐ Growing popularity of foreign language

Threats

- ☐ Numerous language courses
- ☐ Possible reluctant attitude of the management of schools and teachers

Timeline

- ☐ January: formalities concerning starting a company, advertising the UDK
- ☐ February, March: running midterm courses
- ☐ May, June: preparation for summer language camps
- ☐ July: running summer camps
- ☐ August: preparation for winter language camps
- ☐ September, October: organization and sale of "school trips"
- ☐ November, December, January: running winter term



Chapter 2: Romanian Business Lesson Plan

Subchapter 1: Lesson Plan

LESSON LEVEL

Grades 6-8

KEY TOPICS

- Entrepreneurship
- Marketing
- Business plans

LEARNING

OBJECTIVES

Understand why you need a business plan.

Identify sources of funding for your business.

Learn how to market a product or service.

Learn financial terms.

EPISODE SYNOPSIS

So, you've got an idea for a business - now what? Check out this quick but comprehensive course on business basics. Put it all down in your business plan, from getting funded to making a profit. Meet two sisters making millions from magnets, and a pig farmer who knows all about



marketing.

Coalition for Personal Financial Literacy.

Financial Responsibility and Decision Making

Standard 1: Take responsibility for personal financial decisions. **Standard 4:** Make financial decisions by systematically considering alternatives and consequences.

Income and Careers

Standard 1: Explore career options.

Planning and Money Management

Standard 1: Develop a plan for spending and saving.

Standard 2: Decision Making

Standard 14: Entrepreneurship

Standard 1: Read closely to determine what the text says explicitly and to make logical inferences from it; specific textual evidence when writing or speaking to support conclusions drawn from the text.

Standard 4: Interpret words and phrases as they are used in a text, including determining technical, connotative, and figurative meanings, and analyze how specific word choices shape meaning or tone.

Standard 7: Integrate and evaluate content presented in diverse formats and media, including visually and quantitatively, as well as in words.

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National Standards Correlations

- Lesson Prep & Screening
- Family Activity Sheet
- Biz Terms Worksheet
- Curriculum Connections
- Activity Worksheets
- Biz Terms Definitions
- Acknowledgements

LESSON PREP & SCREENING

Getting Started

Familiarize yourself with the episode ahead of time. It will serve as a springboard for student learning, discussions, vocabulary exploration, and hands-on activities. Determine what equipment is required to show the episode in your classroom and request it if needed. Choose an activity (each one takes between 45-60 minutes), and gather supplies. Students will need a pen or pencil and copies of the activity worksheets. Have fun!

Screening

There are lots of video clips, games, a blog, and other resources to help kids start businesses and learn about money.

About the Episode

So, you've got an idea for a business - now what? Check out this quick but comprehensive course on business basics. Put it all down in your business plan, from getting funded to making a profit.

Episode Preview Questions

Lead your students in a brief discussion of the following questions:

- Have you thought about starting your own business?
- What do you love to do, and are willing to work hard for?
- How would you go about starting a business?

Next Steps

Read the Summary and Conclusion to the class.

Summary and Conclusion

Starting your own business can mean making your dreams come true. If you have a great idea and a passion for something, with the correct planning and follow-through that idea can become a profitable business. Take all the important steps to success by creating a business plan first.

Family Connection

Distribute a copy of the Family Activity Sheet to each student to share what they've learned with their families.

FAMILY ACTIVITY SHEET

Episode Synopsis

So, you've got an idea for a business - now what? Check out this quick but comprehensive course on business basics. Put it all down in your business plan, from getting funded to making a profit.

Activity Suggestions

Your student has learned five key steps in starting a business from watching this episode. Have them explain the five steps (Idea, Marketing, Profits, Funding, and Plan) to your family. If someone in your family has a business, ask them to share how they got started and if these steps were part of their experience.

A business starts with an idea. As a family, brainstorm ideas for a product or service. One good way to get started is to think about a problem that needs to be solved, and then think about what product or service could solve that problem. List your ideas on a piece of paper that is posted where everyone can see it. After you have several ideas listed, discuss which ones you think would be the best for your family if they really want to start a business.

Challenge your student to take the business idea your family came up with and create a business plan for it. The plan should include a description of the business idea, how they will market the product, where they will get funding to start the business, and what kind of expenses and profits they expect.

Activity 1:

WORKSHEET FOR STUDENTS

Terms

- ☐ Advertise
- ☐ Business plan
- ☐ Economics of one unit
- ☐ Invest
- ☐ Marketing strategy
- ☐ Product
- ☐ Profit
- ☐ Start-up costs
- ☐ Target customer
- ☐ Venture capitalist

Directions

With students, read aloud each question. Call on volunteers for answers, and have them explain why they chose the term they believe to be correct.

Terms Episode Review

A person most likely to buy your product or service is your _____.

Money left after paying expenses is _____.

To call attention to a product or service is to _____.

A _____ is a tangible good, something you can touch.

Someone who invests in a new business is a _____.

A plan to promote a product or service is a _____.

Expenses required to start a business are _____.

CURRICULUM CONNECTIONS

Language Arts

- ☐ Have students construct sentences, write a paragraph, or create a story, skit, or dialog using Biz Terms.
- ☐ Have students create a class Dictionary of Financial Terms using Biz Terms.
- ☐ Have students start their own Journal of Personal Financial Education and continue to add to it.

History/Social Studies

Using the library or the internet, find out when the term ‘venture capitalist’ first became popular. What are some other terms that have been used in the past for people who invest in new and growing businesses?

Mathematics

The economics of one unit is the cost in materials that it takes to create one unit of your product. If you’re going to have a lemonade stand, and one unit of your product is one glass of lemonade, you need to account for the glass, the straw, the napkin, the lemons, the sugar, and the water. Make an estimate for the cost of each of these items - how much do you think it will cost to make one glass of lemonade?

Economics

Using the library or the internet, find answers to the following questions about the impact of venture capital on the economy of your country. How many venture capital companies are there in our country? Where do they get their money? What impact does venture capital have on the economy?

Optional Vocabulary Extensions

Make Art!

Ask students to create personal illustrated glossaries using sketches or cartoons to visually represent the meaning of each Biz Term.

Make It Personal!

Provide students with dictionaries and ask students to re-write formal definitions for each Biz Term in their own words to demonstrate comprehension.

Activity 2:

MY BUSINESS PLAN

WORKSHEET FOR STUDENTS

Directions

In this episode, the Biz Kids learned that it is important to have a business plan.

BUSINESS PLAN (your name)	by _____
PRODUCT/SERVICE My product or service is:	
CUSTOMER My target customer can be described as someone who is:	
MARKETING My customer will learn about my product from	
ONE UNIT It will cost this much to make one unit of my product/service:	
INVESTMENT REQUEST To help me get started, I am looking for a loan or investment of:	

Have students discuss these ideas and share their answers with the class.

Activity 3:

ELEVATOR PITCH

WORKSHEET FOR STUDENTS

Directions

You need to be ready at any time to explain your business to a potential investor. Entrepreneurs have to be able to “pitch” or explain their ideas to investors quickly and effectively. Writing an “Elevator Pitch” is a great way to do that. Imagine you are in an office building, and an investor walks into the elevator with you. You would need a 30-second speech that effectively and dynamically explains your idea and why it will be successful. Write your elevator pitch here:

Have students discuss these ideas and share their answers with the class.

TERMS DEFINITIONS

- *Advertise*: To promote goods or services.
- *Business plan*: A detailed plan including the strategies planned to achieve the profit goals.
- *Economics of one unit*: The amount that it costs to produce one unit of the product.
- *Invest*: An activity in which money is put at risk for the purpose of making a profit.
- *Marketing strategy*: A process that allows an organization to focus on its goals.
- *Product*: A thing that you can touch or a service that you can offer which is sold to your customers.
- *Profit*: Money that is left after expenses have been paid for from a business or an investment.
- *Start-up costs*: All of the expenses required to start your business.
- *Target customer*: The intended group to which a product or service is marketed or advertised.
- *Venture capitalist*: A private investor that provides money to start a new business or to grow an existing business.

Subchapter 2: Starting a business: A new café

You're going to open a new café in town – and that will take money.

You need to make a presentation to your financial backers: the people who will lend you the money to set up your café. Persuade them that your café will be a success!

Your tasks

- Agree your location, name and theme.
- Chose your equipment and plan your menu.
- Plan a great launch that will attract lots of customers and generate a lot of publicity for you. Work through each step so that you have covered everything that you need to plan.

Your presentation

Persuade your backers that it is a good idea to lend you the money you need.

They need to believe in your ideas and trust your abilities as a team.

Use the information and ideas that you agree at the end of each step.

Manager

Your role is to help your team work together. Your financial backers want to know that you can make the right decisions and get every job done on time.

- Use the Manager's checklist on page 2 to make sure you don't forget anything.
- Each step has its own activity sheet. This will tell you what to do.
- Lead any team discussions and make sure each point is listened to, discussed and agreed.
- Help the other roles to work together and get their tasks done on time.

Plan and lead your team's presentation.

What you are going to do?

The team will go through the following steps:

1. Choose a location for your new business
2. Decide on a name and optionally, a theme
3. Agree on the equipment you will buy
4. Work out what you will sell, and how much you will charge
5. Decide on some creative ways to launch and market your business
6. Work out your start-up costs and make sure you are within your budget
7. Plan and deliver your presentation to your financial backers
8. Evaluate how you used your skills and worked together.

Each step is available as a separate activity sheet.

You may also complete some additional tasks to explore planning ahead after your launch event.

Consultant

Your role is to provide specialist information and advice. Your financial backers want to know that your team knows about your market.

- Recommend what equipment the team should buy.
- Help the team to agree what you will sell and how much you will charge.

You should also contribute to all team discussions and take part in your team's presentation.

What you are going to do?

The team will go through the following steps to success:

9. Choose a location for your new business
10. Decide on a name and optionally, a theme
11. Agree on the equipment you will buy
12. Work out what you will sell, and how much you will charge
13. Decide on some creative ways to launch and market your business
14. Work out your start-up costs and make sure you are within your budget
15. Plan and deliver your presentation to your financial backers
16. Evaluate how you used your skills and worked together.

Each step is available as a separate activity sheet.

You may also complete some additional tasks to explore planning ahead after your launch event.

Marketer

Your role is to help your team launch and promote your new business. Your financial backers want to know that your new business will succeed.

- Help the team to name your new business and think about its look and feel.
- Come up with creative ways to launch the business and encourage lots of people to attend. You should also contribute to all team discussions and take part in your team's presentation.

What you are going to do?

The team will go through the following steps:

17. Choose a location for your new business
18. Decide on a name and optionally, a theme
19. Agree on the equipment you will buy
20. Work out what you will sell, and how much you will charge
21. Decide on some creative ways to launch and market your business
22. Work out your start-up costs and make sure you are within your budget
23. Plan and deliver your presentation to your financial backers
24. Evaluate how you used your skills and worked together.

Each step is available as a separate activity sheet.

You may also complete some additional tasks to explore planning ahead after your launch event.

Marketer's information

1 Name your business

2 Get your team to think about who your café is aimed at. The name for your café is really important.

- Short names are easier to remember.
- You could use a 'pun' or funny play on words that relate to a café, coffee shop or snacks.
- If you have a theme, the name should link to this.

Your style or identity is shown in lots of ways: your decoration and colour scheme, your logo and what music you play. What would be right for your café idea?

5 Launch and promotion

You have researched the costs for a range of marketing ideas:

Take out a half page advertisement in the local paper	200 lei
Design and print 500 leaflets to put through doors	100 lei
Design and print 500 business cards to give away	150 lei
Send a professionally designed email to potential customers.	100 lei
Email all friends, family and local contacts	Free
Have a local DJ in the afternoon of the opening day	100 lei
Have a band or group playing live for lunchtime on the opening day	75 lei
Extra decorations	100 lei
Local celebrity to attend the launch	400 lei

Explain to your team that they can use some ideas more than once, e.g. spend 200 lei for 1000 leaflets. Use the template on the activity sheet to help your team write to a local celebrity.

You also want to send a press release to all local newspapers, TV and radio stations. Use the template on the activity sheet to help your team write a press release.

Finance officer

Your role is to control your team's finances. Your financial backers want to know that your team can manage its money.

- 🌀 Complete the costs for your business.
- 🌀 Make sure that your team doesn't spend more than your budget.

You should also contribute to all team discussions and take part in your team's presentation.

Remember to use and share the information on the next page.

What you are going to do?

The team will go through the following steps:

25. Choose a location for your new business
26. Decide on a name and optionally, a theme
27. Agree on the equipment you will buy
28. Work out what you will sell, and how much you will charge
29. Decide on some creative ways to launch and market your business
30. Work out your start-up costs and make sure you are within your budget
31. Plan and deliver your presentation to your financial backers
32. Evaluate how you used your skills and worked together.

Each step is available as a separate activity sheet.

You may also complete some additional tasks to explore planning ahead after your launch event.

Finance officer's information

1 Choose a location

Saving money on fittings and equipment could save money in the short term, but might mean spending money on replacements in the long term.

A higher rent would be OK if it is for somewhere that will attract lots of customers. This could lead to higher turnover and profits in the long term.

3 Buy equipment

Your budget is 5,000 lei. You have researched the following costs:

Second-hand fridges, cookers etc.	600 lei
New, basic equipment	1000 lei
New, state of the art equipment	3000 lei
Second-hand, begged and borrowed tables, chairs etc.	200 lei
New, self-assembly furniture, basic crockery etc.	750 lei
Professionally-made designer furniture etc.	3000 lei
Additional costs if you have chosen a theme	750 lei
Additional costs if you need to redecorate	500 lei

4 Launch and promotion

Your budget is 1,000 lei. You think it's best if the team spends no more than 250 lei on free samples.

Remember to include the cost of extra staff for your launch. Balance this against your costs for free samples and marketing activities. You don't need to consider costs for your team.

Subchapter 3: Activity sheets

Activity sheet : Starting a business

Up and running

You need to show your business adviser how much it will cost to run your new business for the first quarter (three months). You have a maximum budget of 10,000 lei. This is made up of money from your financial backers, plus a loan from your bank. You do not need to include the cost prices of what you sell. Choose one or more options in each section below. Then add up the total costs. Remember that your total costs should be for three months (assume there are four weeks in a month).

Fixed costs

Rent, business rate council tax	1500 lei
Loan repayment	250 lei

Utilities (heat, light, water, phone)

Minimum number of lights, minimum heating, basic phone/internet package	300 lei
Mid range lighting, extra heating capability for cold weather, faster phone/internet	400 lei
Bright designer lighting, top level heating, unlimited fast internet	500 lei

Insurance

Basic cover	1000 lei
Mid-range cover	1200 lei
Fully comprehensive cover	1800 lei

Staff

The equivalent of two members of staff for five days a week, a total of 80 hours, paid at the minimum wage	428 lei
The equivalent of three members of staff, making a total of 100 hours, paid above the minimum wage	600 lei
A manager for 40 hours a week (£320) and a further 60 hours of staff time at the minimum wage	621 lei

Marketing and promotion

Bulk emails plus word of mouth	5 lei
Self-printed handouts, ad in local paper, ad on local radio	300 lei
Employ ad agency to create and distribute leaflets and advertisements	1800 lei

Total for three months **lei**

You will need to justify your decisions to the rest of your team.

You may need to change some decisions and calculate a new total after your meeting.

Activity sheet: Starting a business

Looking ahead

You are thinking about the future of your business. You think you may need to make the following decisions at some point.

Discuss each situation. Make notes on what you think is the best thing to do and which roles would be involved.

Situation	Proposed action	Estimated cost	Who will be involved?
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You are convinced that you can trade for another two hours each day (Monday to Saturday). You propose to extend your opening hours. What extra costs will you incur? Will you need to employ more staff?

A main supplier has warned you that their costs will be increase by 10% between December and April. Will you pass on this increase at the time, allow for it by increasing your selling price by 5% all year round, or choose not to pass it on?

Some of your customers have mentioned that they would like to see a greater choice of products or services. Will you increase your range or change some of the less popular ones for new choices? What extra costs will this involve?

You have been paying your four staff the minimum wage. You decide to reward their loyalty by increasing their wages by 10% after they have worked with you for one year. How will this affect your costs?

You will need to justify your decisions to the rest of your team. You may need to change some decisions after your meeting.



Activity sheet: Starting a business

Improving the business

A new idea

You want to keep attracting new customers. Think of how you could add a new feature or product / service to your business. Explain why this would attract customers and help you sell more.

My idea	Why this would attract customers and sell more

A business boost

You want to give your business a boost and want to suggest a special promotion based on a topical theme. What would you choose? What costs would you need to include in your planning?

You will need to justify your decisions to the rest of your team.

You may need to change some decisions after your meeting.



Activity sheet: Starting a business

Expanding the business

You have worked together to run a successful business for one year.

You have broken even and think that you could expand. You want to open new premises on the other side of town.

It's time to talk to the bank. You need their advice and a loan, and you want to show them that you've thought carefully about this.

What are the main risks of expanding the business?

1:

2:

3:

What are the potential advantages of expanding?

1:

2:

3:

List three things that you think the bank's Business Manager will ask you:

1:

2:

3:

You may need to justify all your ideas and decisions to your teacher.



Chapter 3: Polish Business Lesson Plan

Subchapter 1: Lesson Plan 1

Lesson description

Students will learn how to construct a business plan, analyze a sample business plan of a travel agency, study the steps of constructing a business plan, develop a business plan.

Lesson objectives

A student should:

- ☐ know the sections of a business plan,
- ☐ understand the importance of planning economic activities and forecasting economic phenomena,
- ☐ increase the planning skills, monitor the progress, control the situation,



- ☐ be able to develop a simple business plan.

Methods of implementation activities

- ☐ Lecture
- ☐ Individual work with the authentic materials
- ☐ Work in groups
- ☐ Simulation

Addressee

Students of secondary schools.

Teaching materials

A sample business plan

Lesson

The teacher introduces the concept of a business plan and presents the steps of planning. The teacher discusses the business plan for small businesses. The students and the teacher analyze a sample business plan.

1. Planning: goals, objectives and strategies of the company
2. The business plan

- ☐ Structure – sections of the business plan.
- ☐ Contents and an abstract.
- ☐ Company data; company history (date of establishing, the most significant achievements, the current legal, financial, organizational status of the company, product descriptions, plans for the future)

- ☐ Description of the business (environment and factor analysis, choice of strategy, implementation of the strategy)
- ☐ Technical plan (description of the product or service, the production technology, the necessary assets, the supply of materials and raw materials, the production program and costs)
- ☐ Marketing plan (a description of the marketing strategy, market research data, pricing policy, distribution of products and services, advertising and sales promotion, the cost of marketing activities)
- ☐ Organization and management – an organizational plan (its human resources and responsibilities, timeline).
- ☐ Financial plan (start-up costs, financial forecasts, variants of financial forecasts, income statement, balance, statement of cash flow, evaluation of the business effectiveness).
- ☐ Conclusions and summary (threats that may occur during implementation of the plan: unfavorable trends in the industry, competition, staff shortages, cost overruns).
- ☐ Appendices (the glossary of terms, timeline, technical data, market research, state orders, shareholders, organization chart, resumes of executives, financial data not included in the financial plan).

Homework:

Students are divided into groups and develop different sections of a business plan.



Subchapter 2: Starting a business: Travel Agency "Adventure"

Executive summary

Travel Agency "Adventure" (here in after referred to as the Office) will deal with the organising active trips for adventurous students (e.g. holiday trips). The Office will provide a professional care by hiring a specialised staff of instructors – mountain guides, sailing instructors, climbing instructors or coaches from many different sport fields.

Participants will have the opportunity not only to rest, but also gain some valuable skills.

Type of business: tourism and services (travel agency)

Student trips organisation (several-hour-trips, one-day- trips, several-day-trips, longer forms of recreation; local and long distance scale).

Company ownership

Legal status: a sole proprietorship

The owner is both a PE teacher and a tourist guide, gained work experience in a travel agency.



Company location

Travel agency would be located in an office in Lodz and would offer services primarily for students, although in the future it may expand its operating net to other facilities.

There is a demand for this type of activity – school students go at least once per school year on a several-day or one-day trip. They also go on local tours in the neighbourhood.

The trips would complement the knowledge acquired by students. This travel agency would guarantee lower prices than other similar companies, hence to lower operating costs.

There is also a demand for the Office services during school holidays.

Marketing activities

- ☐ Providing all teachers with the information about the Office
- ☐ Carrying out a survey among teachers and meeting their demand
- ☐ Tailoring the offer to teachers' demand
- ☐ Distribution of leaflets to parents and students
- ☐ Banners promoting the company brand name and an offer
- ☐ The Office web page



Customer profile

- ☐ teachers booking school trips or using the offer prepared by the office
- ☐ parents of school students
- ☐ school authorities organising trips for students e.g. as a reward for good grade.

Competition

Other travel agencies, organising school trips.

Pricing policy

Price would be competitive (about 25 percent lower) with other agencies' offer because of the low cost of renting premises, low staff salaries, low marketing costs.

Company organisation

Premise: one room (of 20m²). The rental price and bills – electricity, water, telephone and Internet access – 2000 PLN/month

Equipment: a computer with Internet access, telephone, fax, photocopier, furniture, office supplies – 15000 PLN

Employees: except for the owner, 2 full-time workers with education in the field of tourism, office equipment and computer skills, fluency in the English language. Labour cost per employee – 4000 PLN/month

A professional accountant office – 1000 PLN/month



Financial plan

Start-up expenses

The costs of starting a business (registration in the municipality approx. 100 PLN or registration in the National Court – 150 PLN, stamp duty: VATIN, TIN, appropriate registrations in the offices approx. 100 PLN, the fee for opening a bank account – 20 to 30 PLN, seals 200 PLN) you need to spend min. 500 PLN

- ☐ Office equipment – furniture, equipment, office supplies, security equipment, phones, computers, printers, software, installation – 20 000 PLN
- ☐ Office renovation – 2000 PLN
- ☐ Property insurance – 1000 PLN
- ☐ A private car
- ☐ Rent for the premises and charges associated with the use of the office for the first month – 3000 PLN
- ☐ Advertising – 1000 PLN
- ☐ Salaries (the first month) – 10 000 PLN

Total: 37 500 PLN

Monthly overheads

- ☐ Rent and fees – 3000 PLN
- ☐ Salaries – 10 000 PLN
- ☐ The cost of office supplies – 1500 PLN
- ☐ Telephone and Internet – 1000 PLN
- ☐ Advertising costs, postage costs – 1000 PLN
- ☐ Car value depreciation – 500 PLN
- ☐ Car expenses – 500 PLN

Total: 17 500 PLN

The costs of one person day

- ☐ Room rate – 20 PLN
- ☐ Board – 40 PLN
- ☐ The cost of care – 10 PLN
- ☐ Other costs – 10 PLN.

Total: 80 PLN

Travel costs counted separately

- ☐ Sale of one person day – 120 PLN
- ☐ Profit from one person day – 40 PLN. Two-day excursion, 2 nights and two full meals, will be sold for 240 PLN + travel costs spread over all the participants who are on the bus – about 200 PLN
- ☐ 12-day camp: - 1440 PLN + travel expenses.

Breakeven analysis

- ☐ Covering the monthly costs of the office requires selling 17 500 PLN = 438 person days (11 days of a 40 participant trip)
- ☐ Covering start-up costs requires selling 37 500 PLN = 938 person days

SWOT Analysis**Strengths**

- ☐ Low cost
- ☐ The owner's awareness of tourism industry
- ☐ Qualified staff

Weaknesses

- ☐ Little financial security in case of unforeseen circumstances
- ☐ Insufficient number of staff



Subchapter 3: Lesson Plan 2



Lesson description: the main result of the lesson is to learn how to construct business plan. Students will plan and forecast undertaking of a financial nature associated with obtaining external funds. Students will analyze the sample of small firm business plan and then they will develop of their own business plan of a dance school.

Lesson objectives:

1. To know the sections of business plan.
2. To understand the importance of economic planning in business activity.
3. To understand a role of strategic documents in business activity.

To know how to develop a simple business plan

Steps of implementation activities:

1. Lecture
2. Individual work with the authentic materials
3. Discussion
4. Simulation

Addressee: Students of secondary schools – last year.

Teaching materials:

- ☐ A Business Plan sample
- ☐ A Cost-benefit Analysis sample

Lesson

The teacher introduces the concept of a business plan and presents the steps of business activity planning. The students and the teacher analyze parts of business plan. The teacher explains the importance of every part of plan structure - value proposition,

marketing assumptions, operations plan, financial plan and staffing plan.

Students try to describe the business and its product, the market and the business' competitive advantage.

Practice part:

Students are divided into four groups:

- Group I – describe the business
- Group II – state business's vision and mission
- Group III – make market analysis
- Group IV – make financial prognosis



Subchapter 4: Starting a business: Dance Studio

Executive Summary

Dance is a performance art form consisting of purposefully selected sequences of human movement. This movement has aesthetic and symbolic value, and is acknowledged as dance by performers and observers within a particular culture. Dance can be categorized and described by its choreography, by its repertoire of movements, or by its historical period or place of origin.

Dancing is a historical tradition. Nowadays, dance has proved its long lasting presence in our lives. It is in our media, our music and day to day social functions. It isn't usually taught parent-to-child so people are seeking schools where they can learn.

Dance Zone Studio is dedicated to bringing quality and affordable dance instruction to Lodz society.

Business Description

Type of business: Civil partnership, Eva Smith and Rodrigo Fernandez team, are the founders and owners of dance studio. They both worked in various dance studios in many countries after they won World Latin Dance Cup in 2003.

Objectives:

1. Create a professional dance studio with a based on satisfying customers.
2. Provide dance training for students at all levels of dance, from beginner to advanced.
3. Increase sales to reach 100 thousand Euro by end of 2016 and maintain an annual growth of 15% per year.



Location:

Dance Zone Studio will be located in the centre of Lodz, near the Piotrkowska street, in the renewed building with 60 parking spaces.

Vision:



To ignite every student with enthusiasm by contributing to the individual's growth and progress both artistically and mentally. We have a vision for our dancers and their aspirations to come together to form a "loving to dance" into a "living to dance".

Mission:

To inspire, motivate, and share talents at all levels without judgment. We will create a positive yet disciplined environment that will allow us to form lifelong friendships while training our students with the proper techniques.

Target customers:



Dance Zone Studio will offer private dance instruction, group classes, social dance parties and rental facilities for local events. Dance Zone Studio has identified four perfect groups of customers for their market:

- ☐ 3-6 years – play and dance classes
- ☐ 6-10 years – modern and classic dance
- ☐ 11-17 years – modern and classic dance
- ☐ 18+ - modern and classic dance

Services rendered:

Dance Zone Studio focuses on providing a variety of dance offering:

- Traditional - ballet, tap, jazz, ballroom (classic)
- Specialty – pointe, hip hop, (modern)
- New Age – lyrical, relaxation (modern)
- Cheerleading – techniques, routines (modern)

Class size:

Clients want smaller classes to make sure they receive more individual attention. The class sizes will not exceed 15 students, compared to business type average of 20-25 students.

Financial highlights:

1. Required Equity Investment - 150,000PLN from private investors and 25,000 PLN from owners
2. NPV –137,45 PLN discounted using a 50% discount rate
3. Breakeven – 20 months of operation
4. First month positive cash flow – 3rd month of operation
5. Average revenue per student - 90.30 PLN per month



The market analysis

Market research:

Market research was performed using surveys to evaluate customer demand in the center of Lodz area.). Survey results indicated that clients are likely to drive as far as 10 km to a dance studio offering quality instructors and class variety. Facilities also rank high among the priorities for clients.

Key success factors:

Based on feedback from the market surveys, as well as from interviews with local dance studios, it is possible to determine five key success factors in the dance industry:

1. Location
2. Class size
3. Instructor quality
4. Class variety
5. Facilities

Market research also led to the conclusion that these 5 key success factors are the primary drivers of competition in the dance industry.

Dance Zone Studio SWOT analysis

<p>Strength</p> <p>Instructors</p> <p>Variety of classes</p> <p>Class size</p> <p>Class availability</p> <p>Low prices</p>	<p>Weakness</p> <p>Limited space</p> <p>No well-known brand</p>
<p>Opportunities</p> <p>Infrastructure</p> <p>Good location</p> <p>Growing interest in dance</p>	<p>Threats</p> <p>Downward demographic trends</p> <p>Economy</p> <p>Intense competition</p>

Marketing strategy:

- ☐ website: dancezonestudio@dancezone.pl
- ☐ direct mailing: Studio will design, print and distribute 5.5” x 11’ cards to high school students and households in the nearest location. These cards are distributed as standalone post-cards, not grouped in with other ads. 10,000 cards will be printed with 2,500 being distributed every other week over the two month prior to opening. The cost is 0.40 PLN per card (400 PLN) plus a 100 PLN design fee.
- ☐ brochures: available at the studio for new and existing customers. Estimated cost is 400 PLN up front and another 400 PLN after 6 months.

Operations and management

Start-up expenses

The costs of starting a business (registration in the municipality approx. 30 PLN or registration in the National Court – 40 PLN,

Studio adaptation: 10000 PLN

Lease deposit: 500 PLN

Office equipment: 2500 PLN

Class equipment: 5000 PLN

Waiting area: 2800 PLN

Property insurance: 500 PLN

Marketing expenses: 1000 PLN

Total: 22370 PLN

Monthly overheads

Lease fee: 550 PLN

Utilities: 300 PLN

Salaries: 5000 PLN

Office supplies: 150 PLN

Authors association (music): 300 PLN

Accident insurance: 100 PLN

Building security service: 50 PLN

Total: 6450 PLN

Monthly income forecast

Average monthly price per student: 30 PLN

The optimum number of students per month: 4000 PLN

Average monthly incomes: 12000 PLN



CONCLUSIONS

A strong conclusion to a business plan can cement the support you need to grow your small business. A weak, uninspired conclusion can leave potential investors feeling exactly that way. Since a business plan is a hypothetical, it should make your investors feel as confident as you do, if not more. A strong conclusion will reiterate your overall vision, specify what you need from the reader and give them a call to action that will inspire them to join you. Fail to do so and the work you put into drafting the plan will end up in vain.

Step 1

Write with an optimistic tone. If you sound like you don't believe in your company, the reader won't either. Say, "By following this plan, ABC Company will meet its financial goals," rather than, "If we are fortunate, ABC Company can gain success."

Step 2

Summarize the opportunity. A detailed business plan provides a great deal of information like start-up capital, projections and target demographics. Summarize and remind the reader of that information.

Step 3

Outline where you expect to be in the next three to five years. Show the reader that he will benefit from investing in your company. For example, "Following projections, ABC company will grow 50 percent over the first five years."

Step 4

Emphasize what sets you above your competitors. To convince a reader to invest, you want a competitive edge. “The combination of years of industry experience combined with cutting-edge technology has ABC company poised to claim the top spot in the market.”

Step 5

Tell the reader what you expect from him. The plan itself may interest him, but his idea of a contribution may differ from what you need. If you are looking for a \$20,000 investment, specify that number.

Step 6

Finish with a call to action. If you’ve done your job, the reader is interested and knows what is expected of him. A final push may well seal the deal. For example, “Take this exciting opportunity to get in on the ground floor of a company with unlimited growth potential.”

A business plan is not just a lengthy document that helps you obtain financing. It's truly a thorough examination of whether your business idea is viable. Preparing your business plan in the early stages of developing your business can save you a great deal of time, money and heartache by showing you where the weaknesses in your idea lie and giving you a chance to correct them before you make any serious mistakes.

For example, in the process of putting together your business plan, you might discover that you haven't really thought enough about your marketing budget or you haven't done enough research on government regulations that will affect your business. In putting together your plan, you will be forced to examine your business from the viewpoint of the skeptical potential investor and the skeptical potential consumer, not just from the perspective of the enthusiastic entrepreneur.

Once you've completed your initial plan and, hopefully, obtained the investment or loan you were seeking, keep in mind that your business plan should be a living document. Don't just store your business plan on a shelf and never look at it again, thinking that it has served its purpose. You will want to revisit your plan from time to time, dropping some components and adding others as you learn what works for your business and what doesn't. As your business evolves, you'll find that older versions of your plan provide a helpful reminder of how far you've come. As a bonus, continually updating your plan will put you ahead of the game if you later need to secure additional financing.

There's no question that putting together a good business plan takes a tremendous amount of work. But if you do it right, your effort will pay off.