

## **BUILD YOUR BUSINESS PLAN**

Are you interested in starting a business? Creating a business plan is one of the most important steps you will take because the plan serves as your road map for the early years of your business. The business plan generally projects 3-5 years ahead and outlines the route a company intends to take to reach its yearly milestones, including revenue projections. A well thought out plan also helps you to step-back and think objectively about the key elements of your business venture and informs your decision-making on a regular basis.

SHE-ERA, during the step-by-step process will help you to update the status of your business plan. You can also use your completed business plan to discuss next steps with a mentor or counselor from SHE-ERA or you can contact us directly.

## **MODULE 1: LEADERSHIP AND HUMAN RESOURCE MANAGEMENT**

### **✚ Nature and importance of Leadership**

#### **✚ Leadership & Management –Differences between leadership & management:**

- Manager Character
- Leaders character
- Leader Quality
- Leader knowledge
- Leader skills

#### **✚ Development Management of Human Resource:**

- Significance of Human Resource (organization staff)
- Transformation process
- Equal treatments and elimination of discriminations

#### **✚ Human Resource Plan:**

- Strategic plan of Human Resource parallel with enterprise strategic plan

#### **✚ Factor which indicate in the recruitment plan:**

- Policy enterprise of recruitment
- Time limitation & Fund
- Condition of labour market
- Evaluation of recruitment process

 **Job Investigation and view recruitment of applicant:**

- Selections
- Mistake in selection
- Selection system elaboration
- Selection process
- Classic step of selections

 **Importance ad Aim of selections:**

- Determination needs of building up
- Development program of building up
- Program plan of building up
- Evaluation


 **Reward Managing:**

- Aim and importance of monetary award
- Indicated factor

 **Determination mechanism of basis wage:**

- Work evaluation
- Wage canvas
- Building structure of basis wage
- Presentation award
- Wage base in the time

## MODULE 2: ADVICE AND TRAINING FOR BUSINESS PLAN - START YOUR BUSINESS

 **First section:**


- Evaluate yourself as an entrepreneur
- Develop your business idea
- Consolidate yourself as an entrepreneur
- Evaluate your personal finance

 **Second section:**

- Develop your business idea
- Feasibility study
- What, Who, Why & How

 **Thirst section:**

- Evaluate your market
- Information about your client
- Market research

 **Marketing plan section (four P):**

- Product
- Price
- Place

- Promotion

- ✚ **Organize your business section:**

- Organize structure of your business
- Evaluate your place & Business equipment
- Inputs according to the sales or production plan

- ✚ **Calculate the cost of your product and your services section:**

- Staff cost,
- Material cost
- Capital cost and
- Other cost

- ✚ **Evaluate your starting capital:**

- Money who you need to start a business
- Working capital

- ✚ **Create a financial planning:**

- Create sales & Cost plan
- Cash flow plan
- Evaluate your starting capital

- ✚ Know your business responsibilities and chose a legal form for your business

- ✚ Evaluate the information and make the action plan

- ✚ Make your work plan for starting a business

- ✚ Stock Control and Cost Cast

- ✚ Management for Human Resources

- ✚ Staff control and Production Control

### MODULE 3: MARKETING THE BUSINESS- TRAINING

- ✚ **Basic Marketing sections:**

- Understand the 4 key stages to marketing
- Collect and analyses market research information
- Develop your Competitive advantage
- Understand the key concepts of marketing

- Develop a marketing strategy
- Prepare and implement a practical marketing plan.

### ✚ **What is marketing?**

#### ✚ **Four stages to marketing:**

- Research
- Strategy
- Planning
- Implementing

#### ✚ **What is market research?**

- How to conduct market research?

#### ✚ **Competitive Advantage:**

- What is your competitive advantage?

#### ✚ **Unique Selling Points:**

- What are your unique selling points?

### ✚ **Market Segmentation**

#### ✚ **Developing a Marketing Strategy:**

- Analyze your company (SWOT)
- Analyze the markets (segmentation)
- Establish the marketing policy
- Conduct gap analysis (what is missing /poor?)
- Develop product/services where appropriate
- Formulate the strategy (4 Ps)
  - Product
  - Price
  - Place
  - Promotion

#### ✚ **Marketing Planning:**

- Summary
- Marketing Objectives
- Marketing characteristics
- Competition overview
- Product position
- Distribution
- Selling plan
- Communication plan
- Time table
- Responsibilities
- Budget

- Appendices

## 🚦 **Implementing marketing plan (Promotion)**

### **MODULE 4: FINANCE MANAGEMENT**

#### 🚦 **Communications with:**

- Central Fiscal Authority
- Bank
- Municipality
- Juristically Institution
- Employees

#### 🚦 **Finance keeping:**

- **Asset Register:**
  - What is asset (register in Excel?)
  - Amortization
- **Expenses Register:**
  - Monthly expenses in Excel
- **Sale Register:**
  - Cash payment - sale
  - Credit sale
- **Debtor Register:**
  - Excel register
- **Salary Register:**
  - Employees
  - Salary
  - Taxes

#### ➤ **Salary and Taxes Register**

### **MODULE 5: CARRIER DEVELOPMENT SKILLS**

#### 🚦 **1. Managing Time**

- Understanding time
- Planning for success
- Making instant changes
- Managing the time of others

#### 🚦 **Communicating Clearly**

- Learning the basics
- Exchanging information
- Acquiring more skills
- Communicating for result

### **Making Decision**

- Analyzing decision making
- Reaching a decision
- Implementing a decision

### **Delegating Successfully**

- Understanding delegation
- Delegating effectively
- Monitoring progress
- Improving skills

### **Motivating People**

- Analyzing motivation
- Building up motivation
- Getting the best from people
- Rewarding achievement

### **Presenting Successfully**

- Preparing a presentation
- Preparing yourself
- Delivering a presentation
- Handling and audience

### **Minimizing Stress**

- Understanding stress
- Analyzing the causes of stress
- Dealing with stress at work
- Taking action at home