

MODULE 2

BUSINESS PLANNING AND DEVELOPMENT

Business Start Up



Erasmus+

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LEARNING OUTCOMES

On completion of this session, participants will be able to:

- Critically analyse various requirements for business start-ups
- Implement business start-up principles
- Identify new business opportunities by understanding customers and market needs
- Understand the importance of value proposition and market segmentation

Top Tips for Start Up

1. Start with the end in mind - understand what you want to achieve in the business (vision and plan)
2. Understand what you bring – attributes, knowledge and experiences
3. Understand what you are selling – your products and services
4. Identify your customers and their needs
5. Be creative in developing a Brand and track record – build credibility
6. Identify your USP – Unique Selling Point (what makes you different)
7. Identify the resources you need to deliver your products and services (Buildings, equipment, finances and PEOPLE)
8. Manage your cash



Success cannot be guaranteed or based solely on your skill and expertise alone – you need to learn and understand some business basics

Start with the end in mind

What do you want the business to do for you? Your future is closely aligned to your business' success, and you need a strong vision, documented in a sound business plan and an effective strategy for implementation.

Business planning and business plans are discussed further in New Venture Creation – A Framework for Entrepreneurial Start-Ups (2nd Edition) by **Paul Burns**.



Understand what you bring to the business

Your knowledge

Your experience

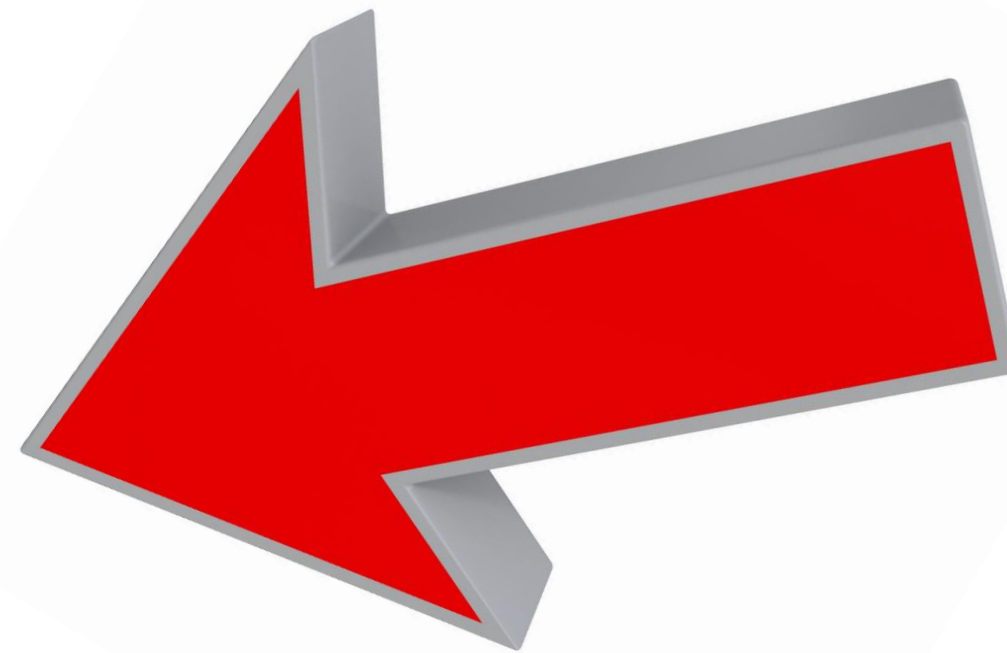
Your character and personality attributes



General Enterprise Tendency Test

Take the test and see how you score in entrepreneurial traits

<http://www.get2test.net/get2test.html>



GET 2 Test

There is no right or wrong score – the test measures your traits as they are now based on your life experiences to date. Your scores may change in the future dependent on your future experiences

The results are a useful guide to how you might respond to situations which require, creativity, risk taking, your motivation, your sense of control/influence over your own destiny and overall, your engagement with enterprise.



Now Managing the Business

The next few slides cover the business and its operations and key issues to consider as a new business owner



Identify the resources you need to deliver your products and services

Land
Buildings
Equipment
Finances
and PEOPLE



Understand what you are selling – your products and services

What are you selling?

Who to?

Why do they buy from you?



Identify your customers and their needs

Who are your customers? What are they looking for and how do your product and services meet their needs?



Be creative in developing a Brand and track record – build credibility

Branding includes, your business image, your values, your ethos and a recognisable credibility?

If you're new to business how do you create trust in your business?



Identify your USP – Unique Selling Point (How do customers choose you as a supplier?)

How can you differentiate your business from your competitors?

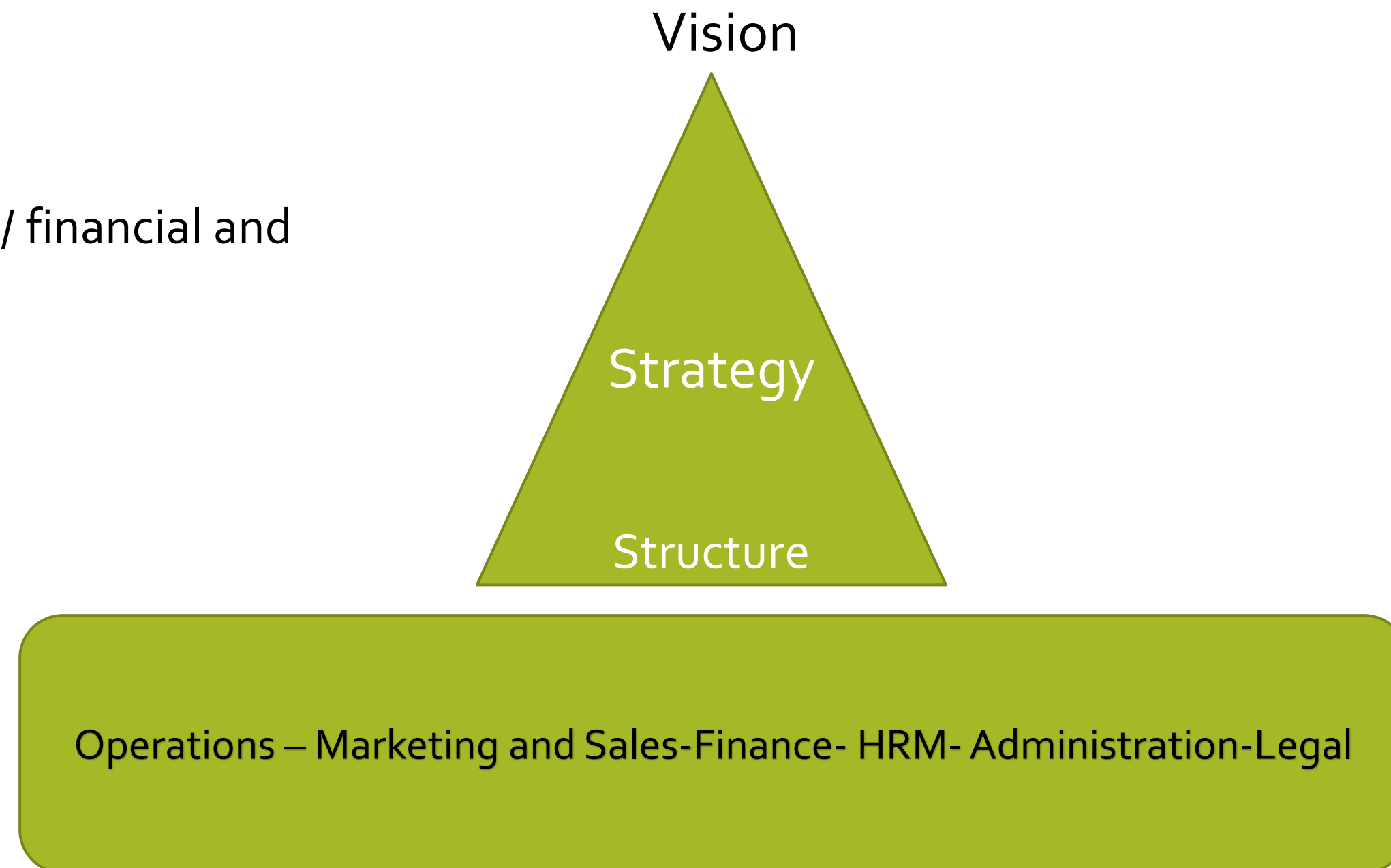
Do you sell a unique product or does the way you do business offer a uniqueness?



Unique
Selling
Point

Business Management and Time Planning

Future planning
Day to day operations
Compliance (administration/ financial and legal)



Future planning

Business planning and Business plans are the subject of another module – thinking ahead and planning the resources you need are a crucial aspect of running a successful business.

Contingency planning can be overlooked when concentrating on the day-to-day challenges. Anticipating the unexpected can save you from potential disasters, you may not be able to prevent them happening but being prepared can mitigate the impact of those challenges.



Day to Day Operations

Systems and processes can be managed to be effective and consistent.

Planning and organisation are key
Ensuring effective resourcing



Compliance (administration/ financial and legal)

If managing a team – understand HRM regulations and implement policies and procedures

Keep good records for accounts and TAX

Company details

Insurances

Cash Flow – credit control and debt collection



Challenges

- Lack of business know how
- Unexpected events
- Delays and interruptions
- Lack of support
- Lack of resource
- Lack of cash/funding
- Ability to managing the ups and downs - stress



Opportunities

- Independence of self employment
- Creativity
- Flexibility of time (more round the clock than 9-5)
- Ability to earn more if successful
- Building a legacy to sell, pass on
- Sense of achievement



Top Tips for Start Up

- Self-assess your strengths and weaknesses be mindful to use appropriate expertise for tasks you are less able to complete
- Consider spending where needed as investment rather than cost
- Know the basic numbers but use specialist financial and accounting advice
- IT will take twice as long as you expect for anything to happen/work
- Be aware of time thieves
- Bring in expertise when needed
- Manage issues before they escalate to a bigger issue
- Develop a thick skin
- Don't cut prices to win new business
- Remember your family can support you but use a mentor outside of the business for professional support and guidance
- Be prepared to sell - it's a key skill and something you will gain confidence in



References

Burns, P. (2018) *New Venture Creation - A framework for Entrepreneurial Start Ups* 2nd Ed. Macmillan International HE

Williams , S (2019) *Business Start Up* 31st Ed. FT Publishing



LAND MOBILITY

www.land-mobility.eu



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