

CReBUS online guide for quick starting a business

**Workshop of the CReBUS project „Creating a business in the digital age –
developing entrepreneurship competencies for young Europeans
through eMentorship”**

**21 October 2011
Rīga, Jūrmalas gatve 74/76**

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Online guide (draft)



ONLINE GUIDE FOR QUICK STARTING A BUSINESS – Draft –



This project has been funded with support from the European Commission.
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I. INTRODUCTION

**II. ENTREPRENEURSHIP AND BUSINESS
START-UP**

**III. BUSINESS FINANCING AND
DEVELOPMENT - MEASUREMENT OF
FINANCIAL PERFORMANCE**

IV. BUSINESS ANALYSIS

V. BUSINESS DECLINE

VI. CONCLUSIONS



Part 1: Introduction

- A. General info on the project**
- B. Partnership**
- C. Short analysis of situation**
- D. Aim and tasks**

Part 2: Entrepreneurship and business start-up

- A. Entrepreneurs – concept, types & qualities**
- B. Market opportunities**
- C. Business Plan**
- D. Legal aspect on starting a business** *(for each project partner country – Romania, Spain, Italy, Austria, Latvia).*

Legal requirements and administrative procedures for start-ups in Latvia

http://ec.europa.eu/youreurope/business/starting-business/setting-up/latvia/index_en.htm

http://ec.europa.eu/youreurope/business/starting-business/setting-up/latvia/index_lv.htm

Part 3: Business financing and development

- A. Cash flow control indicators**
- B. Assets management indicators**
- C. Profit indicators**
- D. Contribution indicators**

Part 4: Business analysis

- A. Business Cycle**
- B. The risk on the business market**
- C. Microenvironment analysis**
- D. Macroenvironment analysis**



Part 5: Business decline

- A. Customer relationship marketing**
- B. Business reorganization**
- C. Main entrepreneurial mistakes**



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BUSINESS PLAN

GUIDELINES



1. The Basics

- 1.1. How Long Should Your Business Plan Be?
- 1.2. Who Needs a Business Plan?
- 1.3. Finding the Right Plan for You
- 1.4. Types of Plans

2. Plan Your Plan

- 2.1. Determine Your Objectives
- 2.2. Your Financing Goals
- 2.3. How Will You Use Your Plan ?
- 2.4. Assessing Your Company's Potential



3. Elements of a Business Plan

- 3.1. Executive Summary**
- 3.2. Business Description**
- 3.3. Market Strategies**
- 3.4. Competitive Analysis**
- 3.5. Design and Development Plan**
- 3.6. Operations and Management Plan**
- 3.7. Financial Components**



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SBA BUSINESS PLAN WEBINAR

IN EIGHT PARTS



Business planning expert Tim Berry explains how to develop your business by developing a business plan in this 8-part web seminar (sponsored by the Small Business Administration and Palo Alto Software. <http://www.bplans.com/>)



SBA Business Plan Webinar - Part 1 of 8 (2:17 min)

http://www.youtube.com/watch?v=tEL_I7kIY8&feature=rlist&playnext=1&list=PL47BE70B1D55EC509



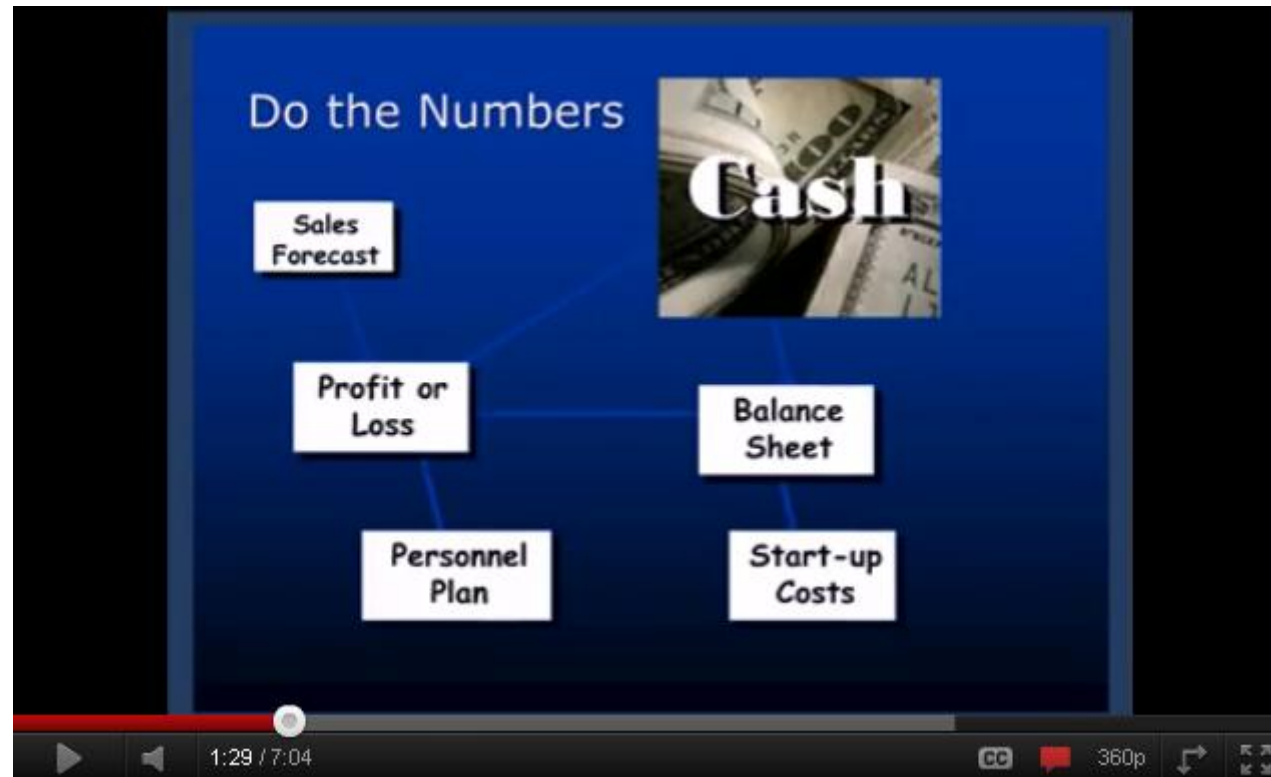
SBA Business Plan Webinar - Part 2 of 8 (4:18 min) Situation analysis
<http://www.youtube.com/watch?v=v0OeUIPSFSk&feature=autoplay&list=PL47BE70B1D55EC509&lf=relist&playnext=2>



SBA Business Plan Webinar - Part 3 of 8 (3:20 min) Strategy
<http://www.youtube.com/watch?v=tGtAgwy39e4&feature=related>



SBA Business Plan Webinar – Part 4 of 8 (7:50 min) Plan
<http://www.youtube.com/watch?v=5qLkR1rCHt0&feature=related>



SBA Business Plan Webinar - Part 5 of 8 (7:04 min)

<http://www.youtube.com/watch?v=cl3cNf8sCAo&feature=related>



SBA Business Plan Webinar - Part 6 of 8 (7:37 min)

http://www.youtube.com/watch?v=0dwL_DL_6TE&feature=related



SBA Business Plan Webinar - Part 7 of 8 (4:33 min)

<http://www.youtube.com/watch?v=FnGHOaE8UoU&feature=related>



For more information:

- For Sample Plans:
<http://www.bplans.com/sp/>
- Business Plan basics at SBA.gov:
<http://www.sba.gov/smallbusinessplanner/index.html>
- Business Plan Advice at HurdleBook.com:
<http://www.hurdlebook.com/>
- Small Business Administration:
<http://www.sba.gov/>
- About the presenter:
<http://www.timberry.com/>

PaloAltoSoftware

0:01 / 0:13 360p

SBA Business Plan Webinar - Part 8 of 8 (0:13 min)

<http://www.youtube.com/watch?v=5oBtc02KClg&feature=related>



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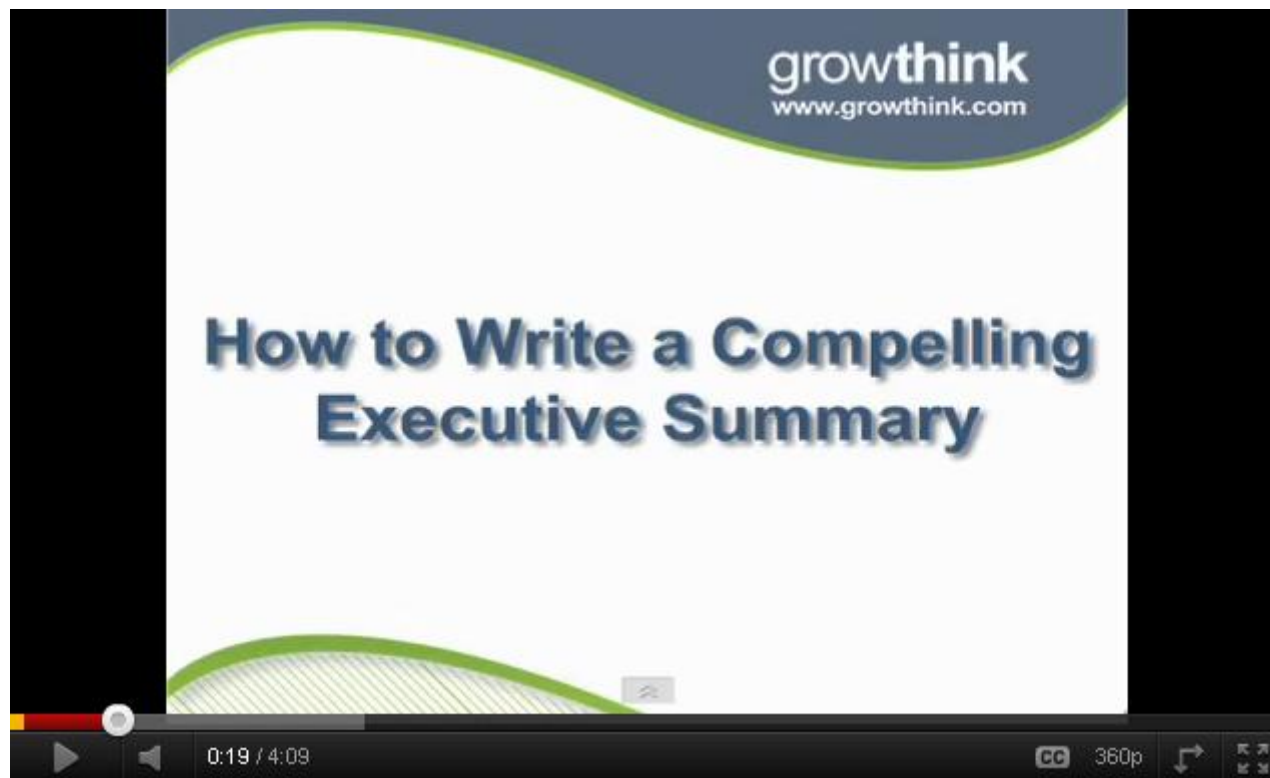
Growthink's Ultimate Business Plan Template

IN EIGHT PARTS



Executive Summary

Growththink's Ultimate Business Plan Template is an editable Microsoft Word document that walks you through each of the core sections of your business plan, in the structure that investors and lenders want to see.



Part 1: How to Write an Executive Summary for a Business Plan (4:09)

<http://www.youtube.com/watch?v=gLAZpFKRgUg&feature=relmfu>



Company Analysis Section

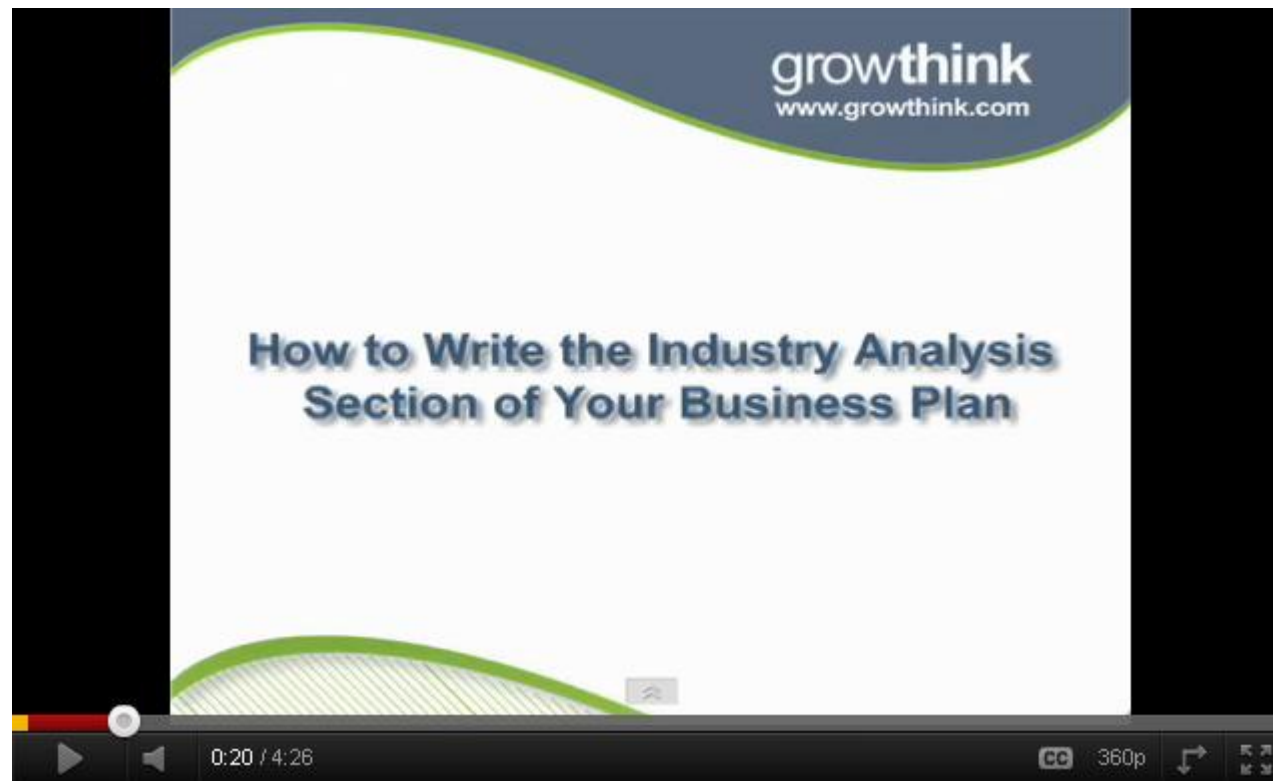


Part 2: Writing the Company Analysis Section of Your Business Plan (2:38)

<http://www.youtube.com/watch?v=oazAYiakFY&feature=relmfu>



Industry Analysis Section



Part 3: Writing the Industry Analysis Section of Your Business Plan (4:26 min)

<http://www.youtube.com/watch?v=ouh8ihu8tcE&feature=relmfu>



Customer Analysis Section



Part 4: Writing the Customer Analysis Section of Your Business Plan (4:06 min)

<http://www.youtube.com/watch?v=How1PSLIwOo&feature=relmfu>



Competition Section



Part 5: Business Plan Competition Section (4:46 min)

<http://www.youtube.com/watch?v=peMGNLwwDsQ&feature=relmfu>



Strategic Marketing Plan



Part 6: How to Write a Strategic Marketing Plan (5:35 min)

<http://www.youtube.com/watch?v=-ul65NjOMzo&feature=related>



Operations Section



Part 7: Business Plan Operations Section (3:36 min)

<http://www.youtube.com/watch?v=0Jd34WCmBMM&feature=relmfu>



Management Team Section



Part 8: Writing the Management Team Section of Your Business Plan (2:57 min)

<http://www.youtube.com/watch?v=3rsnwp1SWOA&feature=relmfu>



Investment and Development Agency of Latvia
www.liaa.gov.lv



Enterprise Europe Network www.een.lv

Competition on Innovative Business Ideas "Cup of Ideas" www.idejukauss.lv



Promotional programmes office ALTUM
www.altum.lv



Practical guide to doing business in Europe
ec.europa.eu/youreurope/business/index_en.htm



Useful links



Latvian Chamber of Commerce and Industry

www.chamber.lv/lv/par_mums



Latvian Entrepreneurship Development Center

www.luac.lv



Naudabiznesam.lv

www.naudabiznesam.lv



Association LĪDERE www.lidere.lv/lv_aktual.html



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www.mentoruklubs.lv/mentoru_piedavajums/mentoresana



idejutalka.lv



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www.crebus.eu

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www.facebook.com/crebus

www.pzi.lu.lv/index.php?id=pzipetnieciba_inc6

Thanks a lot for your attention!