



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”

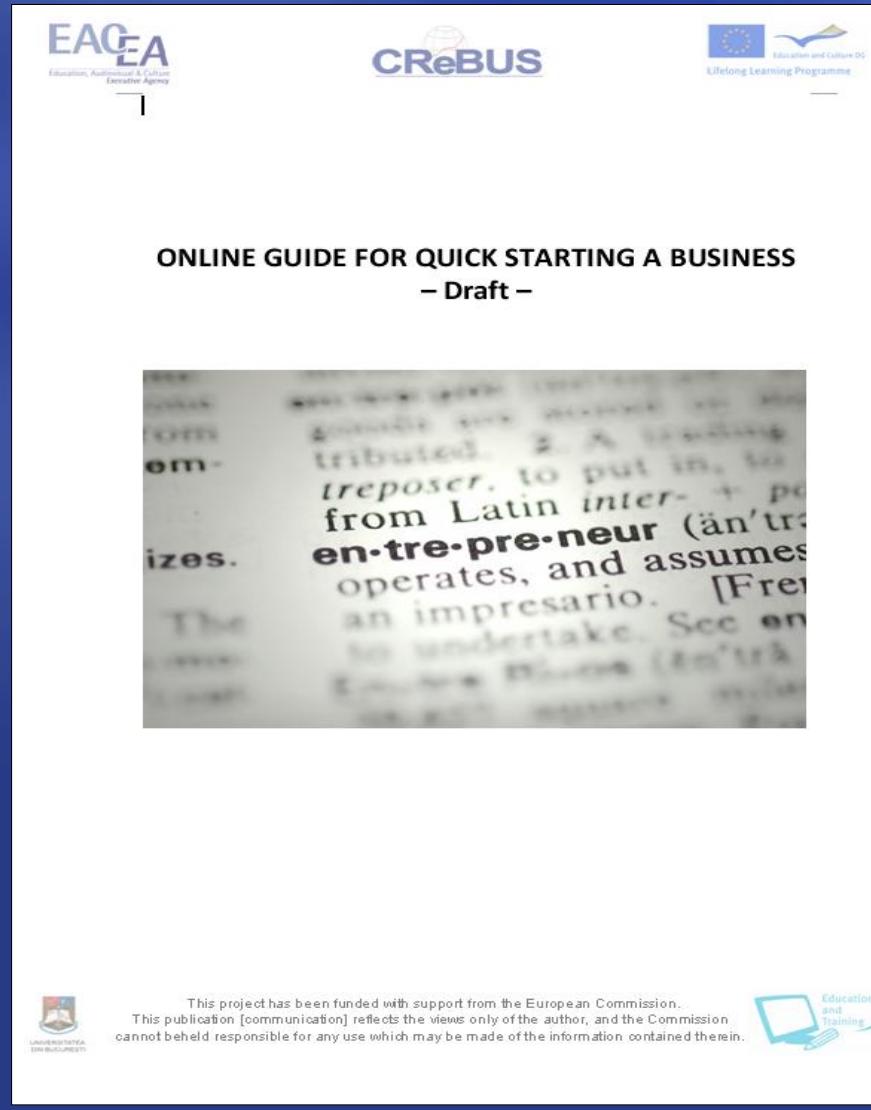
21 October 2011
Rīga, Jurmala gatve 74/76

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Online guide (draft)





Contents

- 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=rellist&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=rellist&playnext=2>

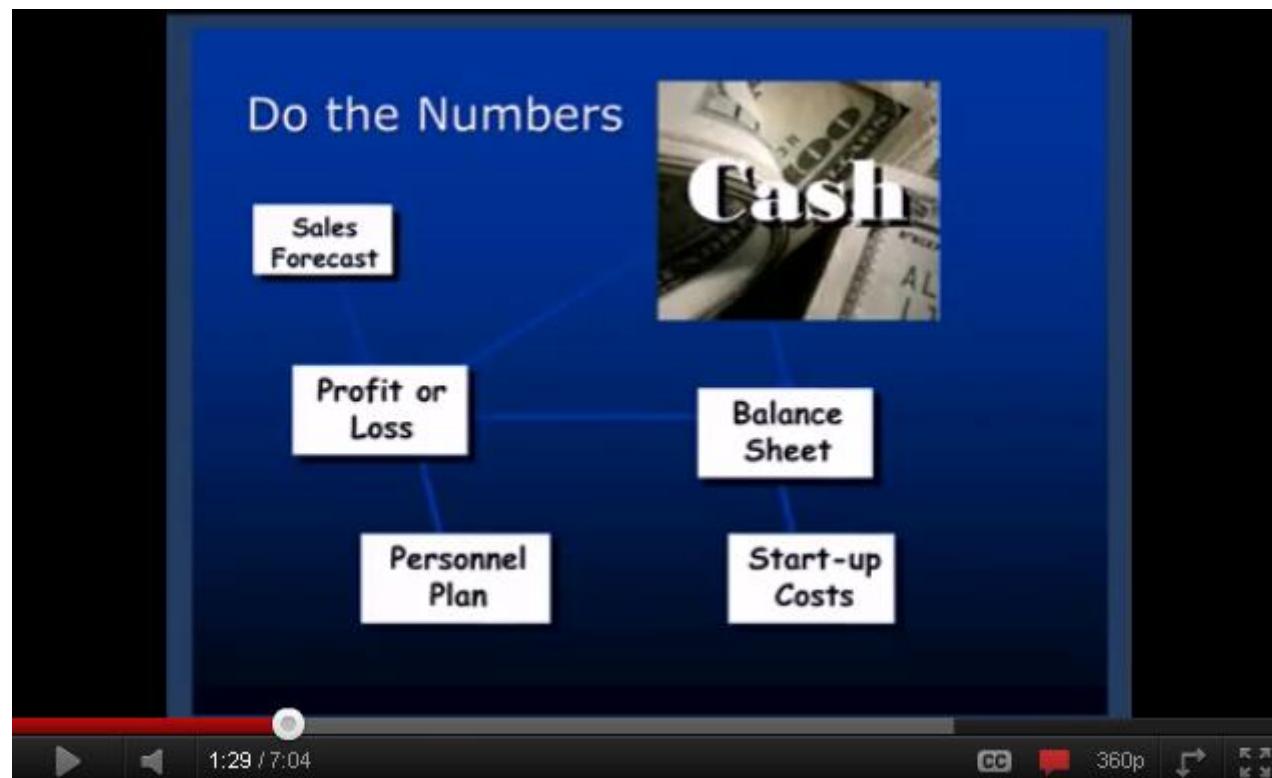


SBA Business Plan Webinar - Part 3 of 8 (3:20 min) Strategy

<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>



The image shows a screenshot of a YouTube video player. The video content is a presentation slide with a dark blue background. At the top, there is a small white graphic of a cross-like pattern. Below it, the text "For more information:" is displayed in white. A bulleted list follows, also in white text. The video player interface at the bottom includes a play button, volume control, and a progress bar indicating "0:01 / 0:13". In the bottom right corner of the video area, there is a "Palo Alto Software" logo. The overall background of the slide features faint, stylized white leaf or feather patterns.

- 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/>

Palo Alto Software

0:01 / 0:13

360p

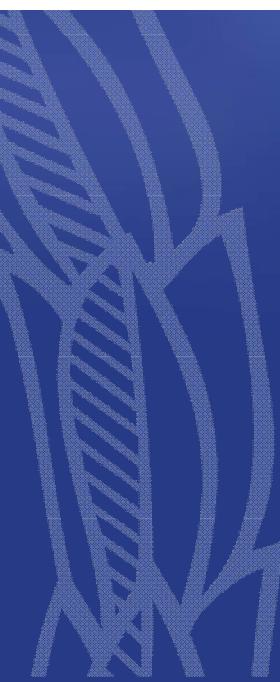
SBA Business Plan Webinar - Part 8 of 8 (0:13 min)

<http://www.youtube.com/watch?v=5oBtc02KCIG&feature=related>



Growthink's Ultimate Business Plan Template

IN EIGHT PARTS





Executive Summary

Growthink'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

The video player displays the title "Writing the Company Analysis Section of Your Business Plan" in blue text. The video is from the channel "growthink" and has the URL "www.growthink.com". The video progress bar shows 0:20 / 2:38. The video player interface includes standard controls like play, volume, and a 360p resolution indicator.

Part 2: Writing the Company Analysis Section of Your Business Plan (2:38)
<http://www.youtube.com/watch?v=oazAYiiakFY&feature=relmfu>



Industry Analysis Section

The video player displays a presentation slide with the title 'How to Write the Industry Analysis Section of Your Business Plan' in blue text. The slide is branded with 'growthink' and 'www.growthink.com'. The video player interface shows a progress bar at 0:20 / 4:26, standard control buttons (play, stop, volume), and a resolution indicator of 360p.

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

The video player displays a presentation slide with the title 'How to Write the Customer Analysis Section of Your Business Plan' in blue text. The slide is branded with 'growthink' and 'www.growthink.com'. The video player interface shows a progress bar at 0:20 / 4:06, a play button, volume controls, and other standard video controls.

Part 4: Writing the Customer Analysis Section of Your Business Plan (4:06 min)
<http://www.youtube.com/watch?v=How1PSLlwOo&feature=relmfu>



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Competition Section

The image shows a video player interface. At the top right, the logo for "growthink" and the website "www.growthink.com" are displayed. The main title of the video, "How to Write the Competitive Analysis Section of Your Business Plan", is centered in a large, bold, dark blue font. At the bottom of the video frame, there is a progress bar showing "0:20 / 4:46", a play button icon, and other video control icons. To the right of the video frame, there is a small circular icon with a play symbol.

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

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



Strategic Marketing Plan

The image shows a video player interface. At the top right, the logo for "growthink" and the website "www.growthink.com" are displayed. The main title of the video, "How to Write the Marketing Plan Section of Your Business Plan", is centered in large blue text. At the bottom of the video frame, there is a progress bar showing the video is at 0:19 of 5:39. Below the progress bar are standard video control icons for play, volume, and full screen. To the right of the video frame, there is a vertical black bar.

Part 6: How to Write a Strategic Marketing Plan (5:35 min)
<http://www.youtube.com/watch?v=-ul65NjOMzo&feature=related>



Operations Section

The video player displays the title 'How to Write the Operations Plan Section of Your Business Plan' in blue text. The video is from 'growthink' and their website 'www.growthink.com' is listed. The video progress bar shows 0:19 / 3:36. The video resolution is set to 360p.

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

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



Management Team Section

The video player displays the title 'How to Write the Management Team Section of Your Business Plan' in blue text. The video has a duration of 2:57 minutes, with the current time at 0:19. The player includes standard controls like play, volume, and a progress bar. A watermark for 'growthink' and their website 'www.growthink.com' is visible in the top right corner of the video frame.

Part 8: Writing the Management Team Section of Your Business Plan (2:57 min)
<http://www.youtube.com/watch?v=3rsnwp1SWOA&feature=relmfu>



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Useful links



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



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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 LIDERE www.lidere.lv/lv_aktual.html



mentoru klubs Rīgas ekonomikas augstskola

www.mentoruklubs.lv/mentoru_piedavajums/mentoresana



idejutalka.lv



BIZNESAM.LV
Jauni risinājumi — jaunas iespējas

biznesam.lv



www.crebus.eu

moodle.crebus.eu

www.facebook.com/crebus

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

Thanks a lot for your attention!