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ART@HEART SOCIAL HANDCRAFT EXPERIENCE

106 – MOOC

Entrepreneurship

Lesson n. 4



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BUSINESS PLAN

It serves to:

- (to) Describe the business idea
- (to) Plan the strategic and operational choices necessary to achieve it
- (to) Evaluate its technical and economic feasibility
- (to) Verify its profitability (ability to produce earnings-profit)



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What does it contain?

- a descriptive analysis
 - the idea, its genesis, the profile of the promoters
 - the offer of products/services
- market analysis: customers, competitors, demand trends, positioning
- the analysis of the organizational system: how to produce and sell, resources, legal form, localization
 - Communication & Dissemination: choice of image, coordinated communication plan, promotional strategies



What does it contain?

- the financial economic representation
 - the investment plan
 - variable costs
 - fixed and indirect costs
 - the analysis of unit costs, margins and prices
- production and sales targets, estimated turnover
 - the income statement
 - the expected profits
- the analysis of financial aspects and dynamics



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The business plan has two main roles:

INTERNAL

by planning we reduce the business risk

EXTERNAL

allows us to communicate our business idea
and its economic value to external parties



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BUSINESS MODEL CANVAS

The Business Model Canvas is a strategic business design tool that uses visual language to create and develop innovative, high-value business models.

The Business Model Canvas allows you to visually represent how a company creates, delivers and captures value for its customers.

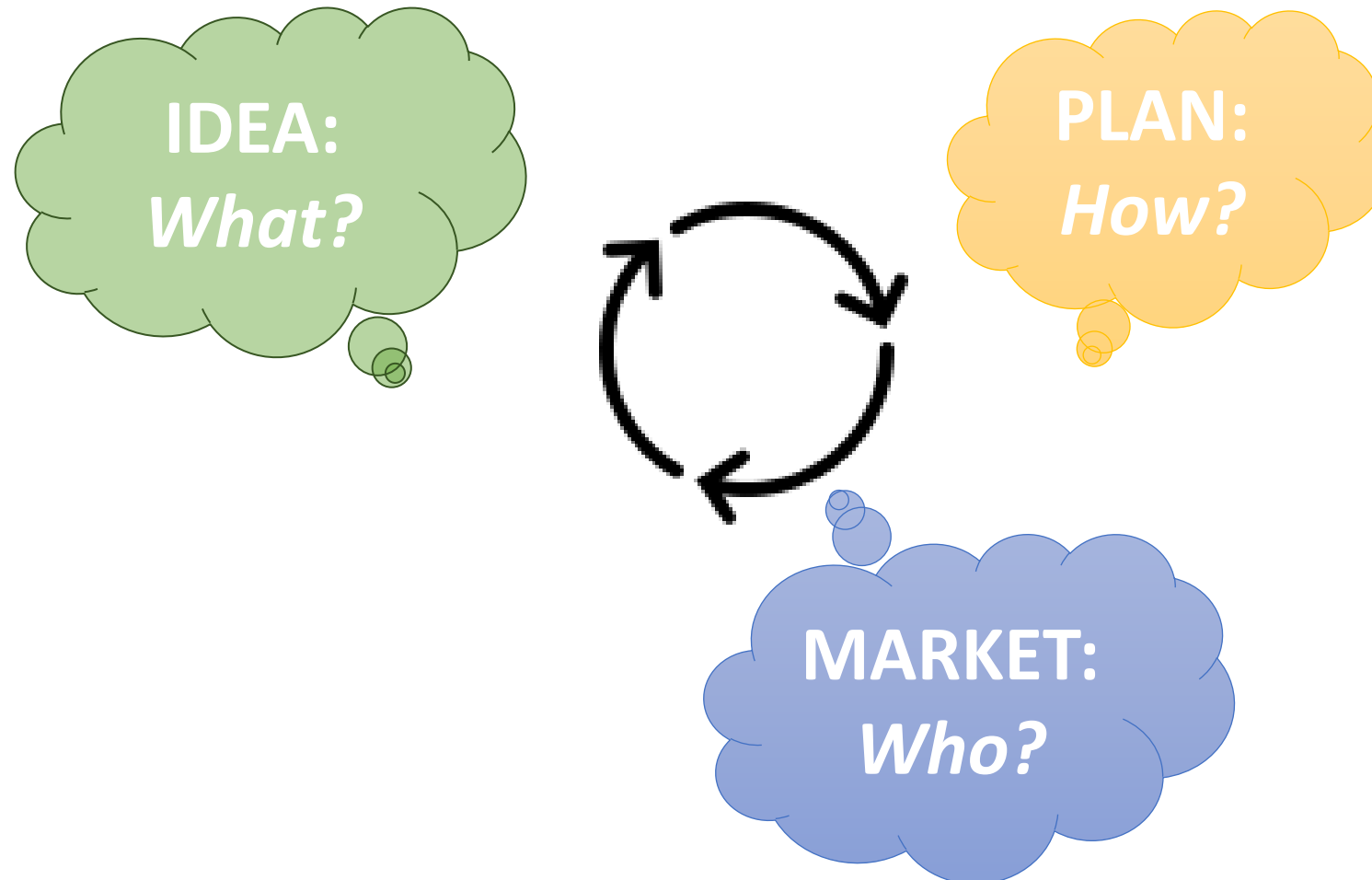


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BUSINESS MODEL CANVAS





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The Business Model Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

| | | | | |
|----------------|----------------|--------------------|------------------------|-------------------|
| Key Partners | Key Activities | Value Propositions | Customer Relationships | Customer Segments |
| | Key Resources | | Channels | |
| Cost Structure | | Revenue Streams | | |

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