

ACADEMIC AND EMPLOYABILITY SKILLS

How to create a business

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This study is focused to introduce into the business world and gain necessary tools for succeeding in future business endeavours.

A plan it will
be
implemented,
evaluated

Background preparation, organisational structure, marketing, finance/budgeting, are the central elements in developing a business plan.

This study is designed to increase the awareness of business, the progressive work to raise selfconfidence in our 21st – century job market.

Assessment of need

Starting a business is important for the economy, social well-being. It has contributed a big role in cultural phenomenon in the human developing.

A set of ideas, connections and relations can be used to make sense of the cultural and business worlds.

Description of the study

The goal of this study is to empower the business owner in presenting the innovative ideas, developing and expending the skills for existing technological sources, creating a business plan, promoting the wellbeing through communication, critical thinking skills.

The study is looking to the products that meet the consumers needs and demands, essential to their daily lives, going over solutions to a problem.

The products should satisfied marketing techniques like:

- Timing
- Location
- Strategies
- Samplings

Business errors factors

Creating the barebones of a business, you will identify:

- Mistakes
- Incomplete sloppiness
- Unrealistic assumptions before developing the business plan

Marketability factors
The marketability is influenced by the story behind company marketing targets, brand credibility, location

Analysing the mistakes of past entrepreneurs it helps understand the consequences of decisions by avoiding the ill-advised errors

Timing factors
It is important to investigate earlier sources, current market, predict the future growth, competition.

The long-term financial growth is given by the best business decision.

Build a business plan

When you have enough time to give your attention to the launch, you can start a business.

The business that requires little to no financial investment upfront is the easiest business to start.

The demographics of the potential clients, the market research, are an important part of starting a business plan.

Running surveys, researching SEO and public data are also the elements of business plan.

The products you want to sell online, the market you want to enter are the first elements when starting a business plan.

It is vital to understand why you choose the name of your business.

The passion for making people's lives easier, why you want to work with the targets customers, are relevant for a successful business plan.

A well written business plan respond to some important questions:

- Who are you selling to
- What are your ends goals
- How will you finance your start up costs

Assess your finances

You need to answer to some questions before starting the business:

- How you're going to cover the starting costs?
- Do you need to borrow money?
- Do you have enough money put away to support yourself until you make a profit?

Build your team

You need to recruit and hire your team, to get your company off the ground

Brand yourself and advertise

You can take your reputation online and build a company website

Grow your business

To grow your business you need to make profit. Even if it's going to take time you'll get out of your business what you want to put into it.

SWOT Analysis

Strengths

Location: it is an internet business, easily to access by visitors and shoppers.

Uniqueness: we stand out as a unique alternative to healthy products, and we offer high quality products with good prices.

Rapidity: we deliver our products as fast as we can.

Opportunities

Area growth: the business will grow by 8.5% annually

Accessibility

Our products are destination to a big range of people.

Weaknesses

Lack of capital: all starting funds will come from loans and investors.

Threats

Competition: other competitors sells similar products and has loyal customers as well as a relationship with businesses, that regularly buy from them.

Being unprepared for opening numbers: initial poor service or product quality could discourage customers from returning.

Time management

Time management indicates you how to take back control , so you can have the life you want.

The self- development time management program offers you the tools and skills to boost your productivity, have a better life, work balance and put you in a good control.

Daily plan

**06.00 – wake up and prepare to go to work
07.00 – going to work
08.00 – starting the work
17.00 – finishing the work
18.00 – arriving home, preparing for the next day
18.30- having dinner
19.00 – studying for the Faculty
22.00 - sleeping**

Monthly plan

April Continuing with daily program

May Continuing with daily program

June Starting to implement the business plan

July Continuing with daily program, doing the business

August Continuing with daily program, doing the business

September Continuing with daily program, doing the business

October Continuing with daily program, doing the business

November Continuing with daily program, doing the business

December Continuing with daily program, doing the business

January Continuing with daily program, doing the business

February Continuing with daily program, doing the business

March Continuing with daily program, doing the business

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