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Project number: 2019-1-IT02-KA204-063176



ProWomen – Up-skilling Itineraries for Women as New Cultural Promoters to Enhance Territorial Heritage

M7: Employment and Self-employment

Session 3

[name of presenter]

[Position and Organisation]

[Email address]



Ready?

During this session you may be divided into 2 groups :

1. You are eager to go further in a business creation? Follow the step-by-step guidance.
2. You are sure that you would prefer to search a job? Learn how to write a perfect motivation letter.



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Customer analyses / Competitors

Please take the «Guide for a customer and competition analysis and business strategy» guidance file.

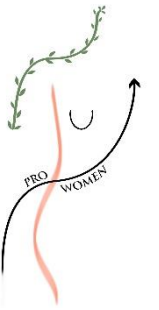
This template will guide you through:

- Customer Analysis
- Competitive analysis
- Commercial strategy



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SWOT analysis

Please take the «SWOT Template» guidance file.

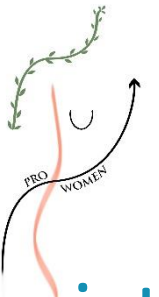
This template will help you to determine your:

- Forces
- Weaknesses
- Opportunities
- Threats



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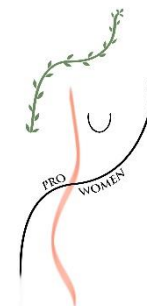


Project financing plan / finding financial resources / break-even point

Please take the «Previsional revenue» and the « Financing plan » excel file.

This template will guide you fully through a complete financial plan creation !

It's a lot of numbers and cells but the step by step guidance will make it easy but very complete for you !



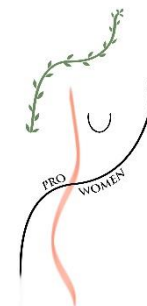
Here you will enter your costs and contributions and establish your basic financing plan



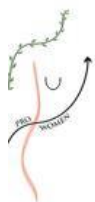
Your provisional financing plan

Needs incl. VAT		Ressources TTC	
<i>What are your needs? What expenses, including taxes, are necessary to get your project off to a good start?</i>	€	<i>Do you have resources (in kind or cash)? This can be a personal or family contribution or a bank loan.</i>	€
Initial establishment costs		Cash contributions	
Registration costs		Personal contribution	
Publication costs		Family Contribution	
Borrowing costs (file fees...)			
Investments (incl. VAT)		Contribution in kind	
Vehicle		Specify contribution N.1 (vehicle, etc.)	
Hardware		Specify Input N.2 (Computer, etc.)	
Miscellaneous			
		Loans (specify origin)	
Working capital requirements			
Initial cash position		Other financing (premiums, grants, etc.)	
Average stock incl. VAT			
TOTAL	0	TOTAL	0

*Be careful, this is a model. Each financing plan is different, but the structure remains the same.
It depends on your project and its constraints, as well as your resources.
Once completed, the amounts of needs and resources should always be equal.*



Here you will enter your foreseen products prices and establish your revenues for the next 3 years !



PREVISIONAL REVENUE FIGURE - User's Guide



Pro-Women

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Caution: Only fill in the yellow cells!

Products or Services	Unit selling price in €
Product No. 1	
Product No. 2	
Product No. 3	
Product No. 4	
Product No. 5	
Product No. 6	

Quantity Sales Assumptions, by Product													
Products or services	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	TOTAL
Product No. 1													0
Product No. 2													0
Product No. 3													0
Product No. 4													0
Product No. 5													0
Product No. 6													0
Total	0	0	0	0	0	0	0	0	0	0	0	0	0

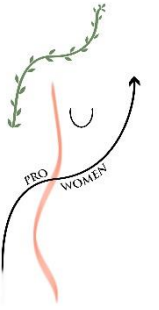
Forecast turnover in year 1													
Products or services	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	TOTAL
Product No. 1	0€	0€	0€	0€	0€	0€	0€	0€	0€	0€	0€	0€	0€

1€ _____
1€ _____
1€ _____
1€ _____
1€ _____
1€ _____
0€ _____



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You are wondering how to find finances to start up ?

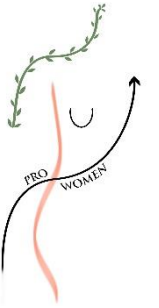
The «Find financing options» file may help you with those questions.

You can also have a word about it with your trainer.



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Networking session: entrepreneurs in the tourism giving advice to participants.

Let's talk !



How to write a motivation letter

Please take the «Preparing to write a cover letter» guidance file.

This template will guide you fully through a complete cover letter writing advice, including :

- Explanations
- Tips
- Structure
- Content



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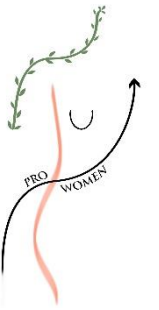
You successfully completed Module 7!

Thank You



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