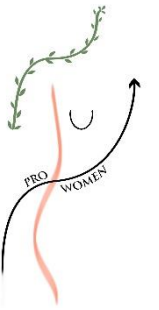




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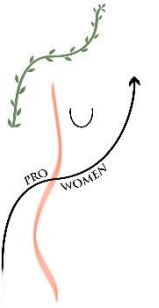
M7: Employment and Self-employment

Session 3

[name of presenter]

[Position and Organisation]

[Email address]



Ready?

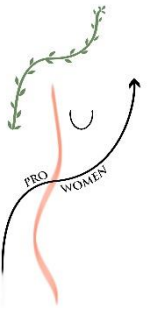
During this session you may be divided into 2 groups :

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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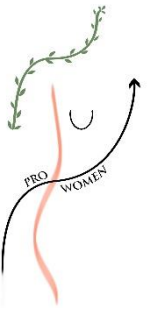


Session 3 for Group 1



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Customer and Competition analysis

Please use the “Customer and competition analysis” document.

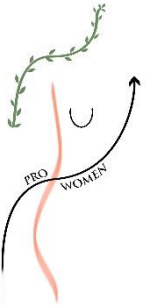
This template will guide you through:

- Customer Analysis
- Competitive analysis
- Business strategy



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SWOT analysis

Please use the “SWOT Template” document.

This template will help you to determine your:

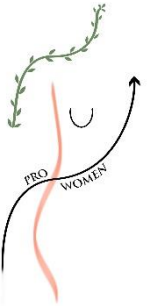
- Strengths
- Weaknesses
- Opportunities
- Threats

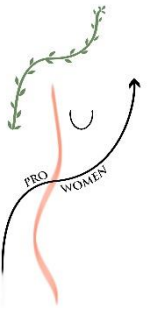


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Take a break!





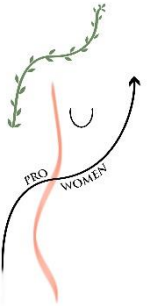
Project financing

Please use the “Provisional revenue” and the “Financing plan” Excel-files.

These templates will guide you through a complete financial plan creation! It’s a lot of numbers and cells but the step-by-step guidance will make it easy yet very complete for you.

We will talk about:

- Financial plan
- Finding financial resources
- Break-even point



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

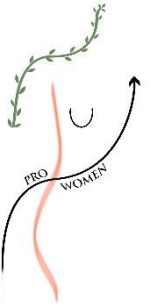


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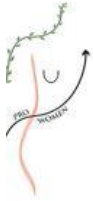
Your provisional financing plan

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



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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€ _____

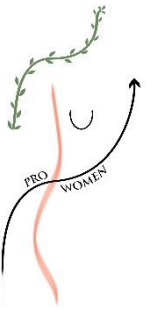
1€ _____

0€ _____



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Finding financial resources

You are wondering how to find financial support to start-up?

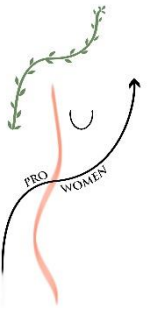
The “Find financing options” file will help you with those questions.

You can also ask your trainer, or activate your network and ask entrepreneurs you know for advice!

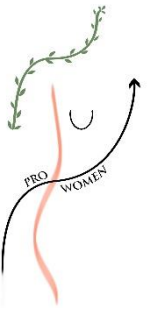


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Session 3 for Group 2



How to write a cover letter

Please use the “Cover letter” document.

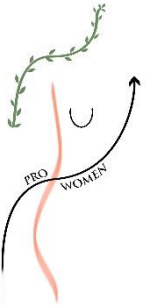
This template will guide you through a complete cover letter writing process, including:

- Explanations
- Tips
- Structure
- Content



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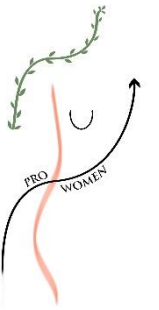
You successfully completed Module 7!

Thank You



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