



# E-STEAMSEL Project

Erasmus+ KA2 - no: 2021-1-NO01-KA220-SCH-000032511



Co-funded by the  
Erasmus+ Programme  
of the European Union



# ENTREPRENEURIAL TRAINING

**Bussines Plan**

**Roadmap**





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# Bussines Plan Vocabulary



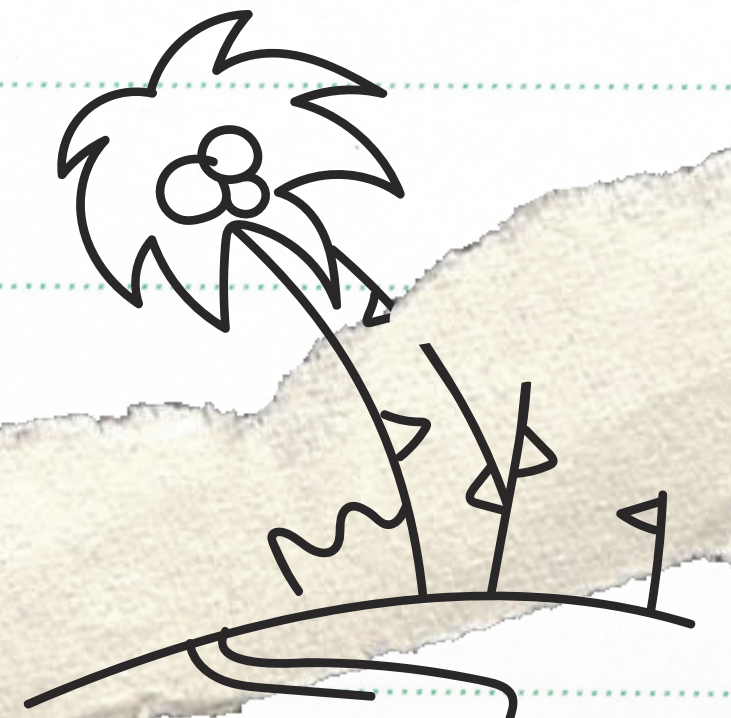
- Idea

- Marketing

- Finances

- Pricing

- Profit





Find the questions you need to answer to go through the steps of a business plan



**Marketing**

**Profit**

**Pricing**

**Finances**

**Idea**

Who will be your customers?  
*Are they adults? Kids? Teens? Men? Women? Where do they live?  
Are they affluent or not? What do they like and dislike?  
Describe your target customer with as much detail as you know.*

What is the name of your business?  
*What does this name say about your business?  
Is it unique? Memorable? Easy to pronounce?*

Where will you sell your product or service?  
*Are you setting up a lemonade stand in your driveway? Selling apps online?*

How will you get the word out about your business?  
*Will you email your friends? Put up signs? Put ads in the newspaper?*

Where will you get the money to cover your startup costs?  
*Are you getting a loan from a family member? Taking money out of your savings account?*

What will be your profit?  
*How much will you make on each sale after you subtract your expenses?  
Profit = Income - Expenses*

Sale price of item:	<input type="text"/>
Cost of item:	<input type="text"/>
Profit:	<input type="text"/>

What will you do with the money you make?  
*Will you buy more supplies? Save for college? Donate to charity?  
Make a plan for spending, saving, and sharing. What are your financial goals? Don't forget to set aside money to reinvest in the business.*

How much will you charge?  
*How does your pricing compare to your competitors? Make sure you set your price above the cost per unit.*

What is your big idea?  
*Is it a product? A service?*

**COST PER UNIT**  
What is the cost of making each product or providing each hour of service? (Cost per unit.)  
List each expense, and divide your total expenses by the number of products you will make or number of hours you will work, as follows:  
*Product: Cost per product = total expenses / # of products that can be made  
Service: Cost per hour of service = total expenses / number of hours of work*

What makes your idea unique?  
*What do existing products/services not offer that yours will?  
Why will people buy it?*

**STARTUP COSTS**  
How much will it cost to start your business?  
*What will you need to buy before you can get started? Materials? Equipment? How much will those things cost? The amount of money you need to launch your business is called the "startup cost".*





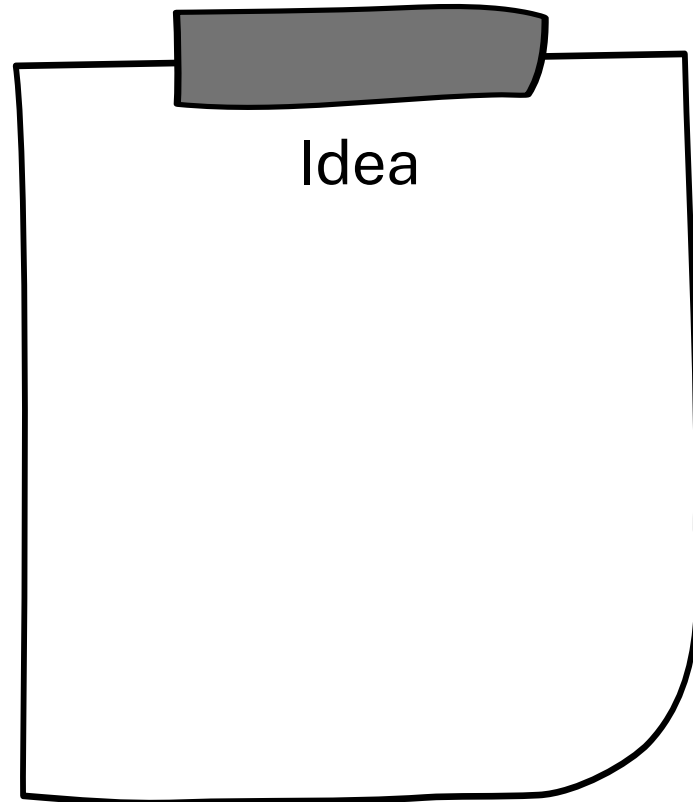


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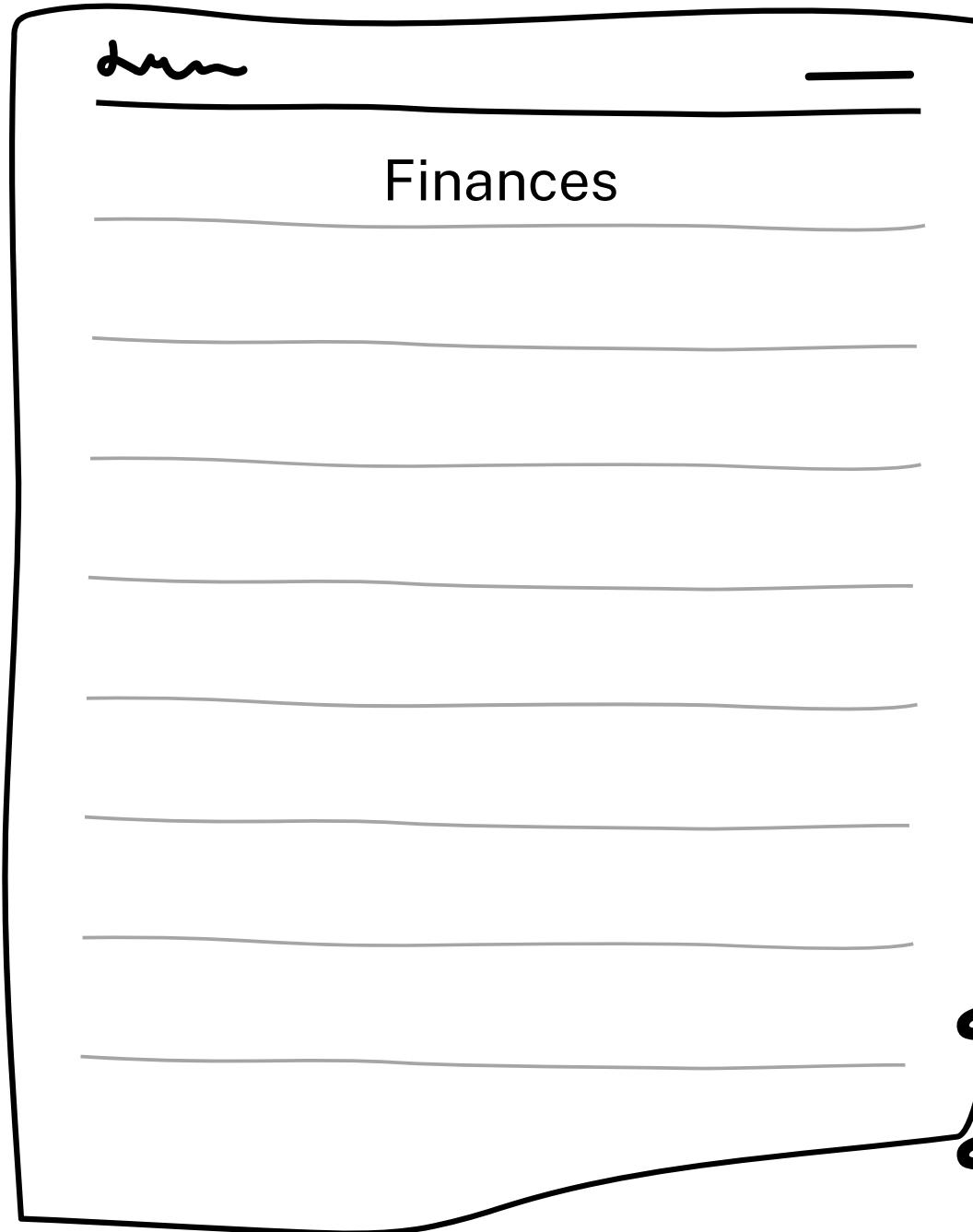
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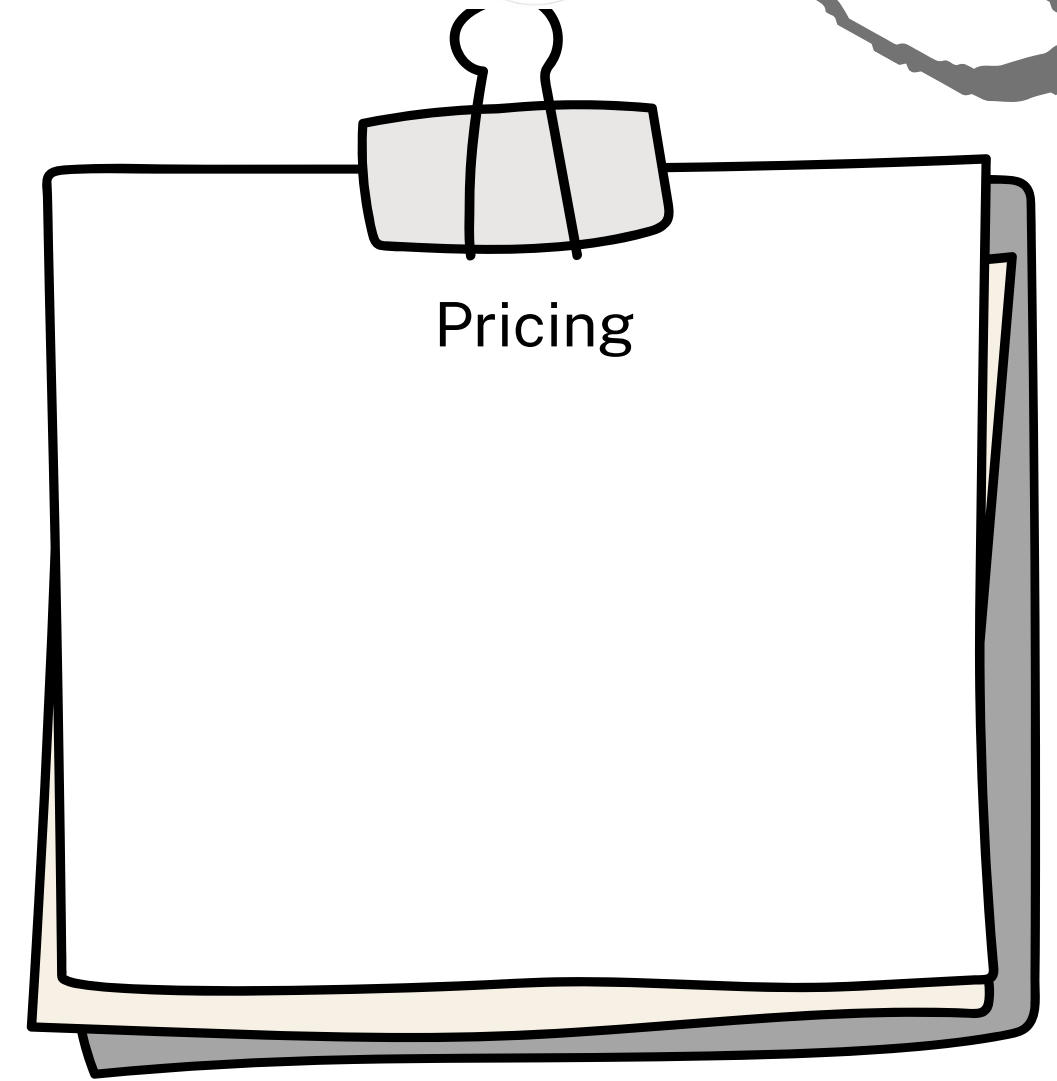
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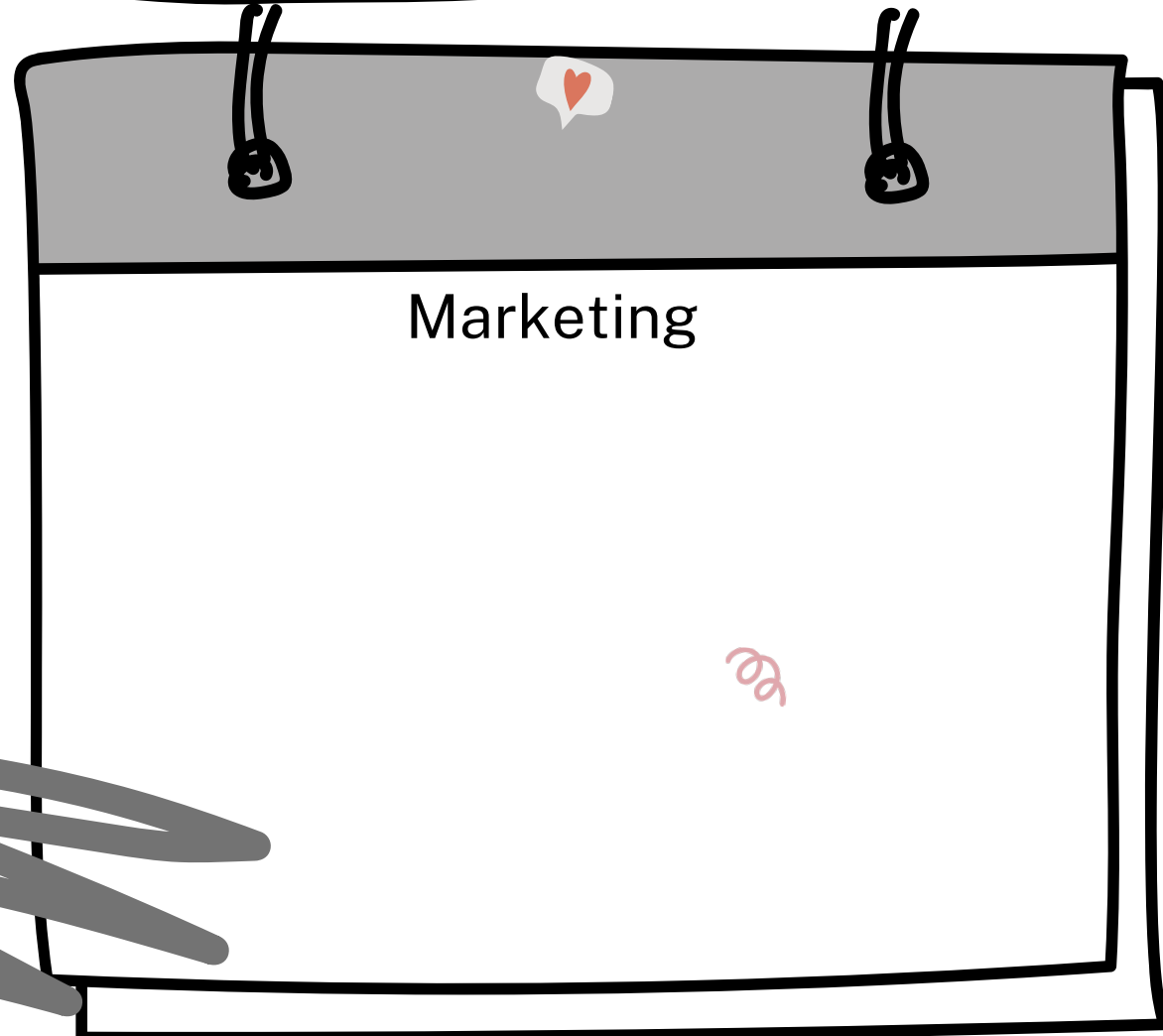
Idea



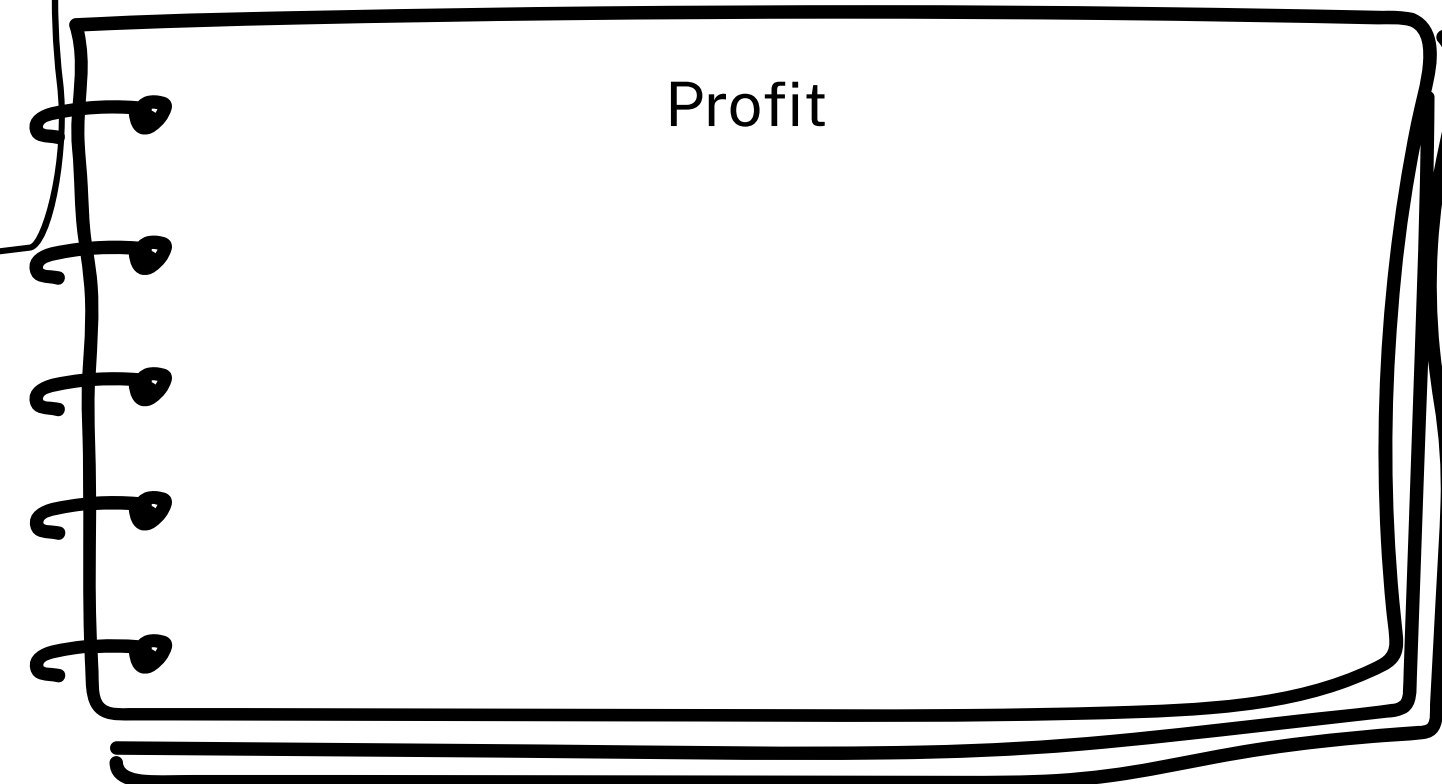
Finances



Pricing



Marketing



Profit

Associate bussines vocabulary with suitable situations.



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## idea

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## marketing

### customers

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### promotion

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## finances

startup costs \_\_\_\_\_

expenses per unit \_\_\_\_\_

price per unit \_\_\_\_\_

profit per unit \_\_\_\_\_

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Social Media

Email

Contact

Phone Number

Website

Mailing Address

Timeline

May

June

July

August

September



1.Promotion



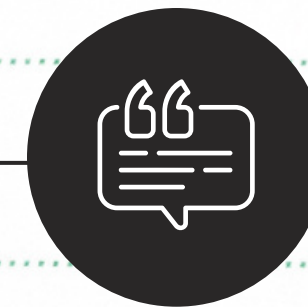
2.Launch



3.Sale



4.Info Launch



5.Review