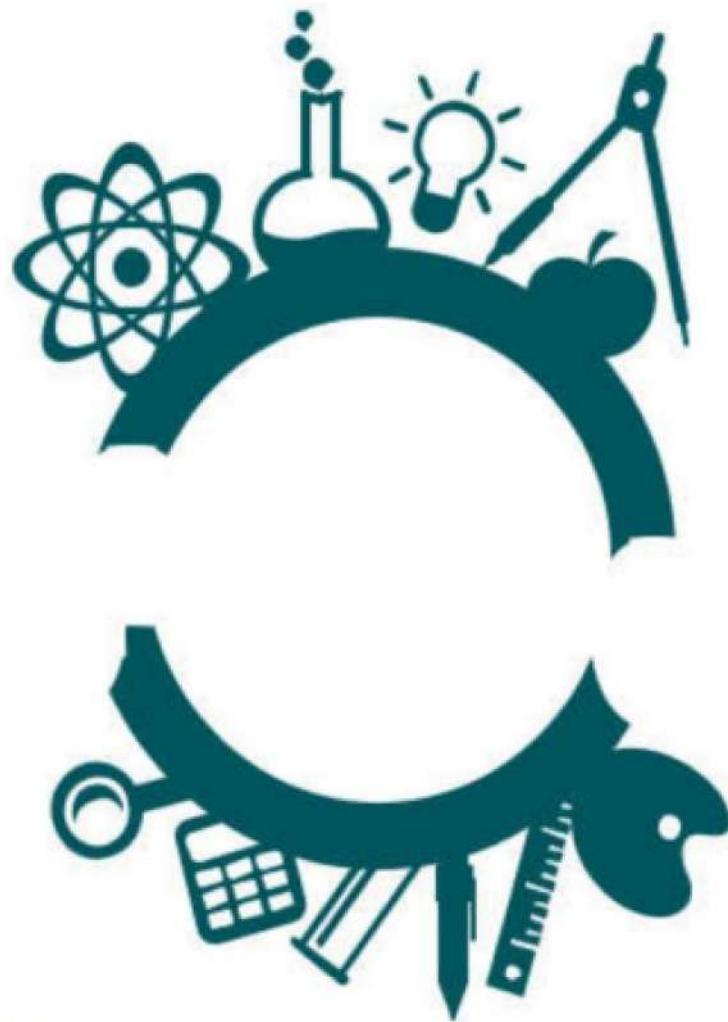


***ENTREPRENEURSHIP***  
**- students' manual -**



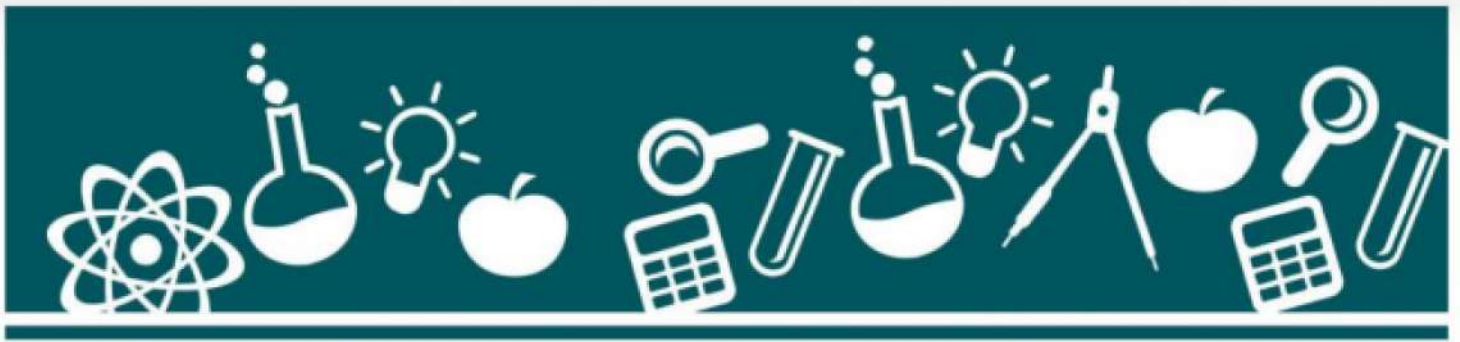
**Step ahead!**





“All our dreams can come true,  
if we have the courage to  
pursue them.”

*Walt Disney*



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## INTRODUCTION

Do you like challenges? Do you like working in group?

Are you imaginative? Do you have ideas and the ability to discuss, improve and present them?

**If your answer is YES,  
this manual was made for you!**

Our suggestion is that you and your team think about an idea, design a structure and present a plan for a business.

**A plan for a business??!!??!!  
YES, that's right! A plan for a business!**

**HAVE YOU EVER THOUGHT ABOUT IT?  
YOU DON'T KNOW WHAT TO DO?**

No problem! Together with your teacher, this manual will help you with this challenge.

In the end, you will be a true ENTREPRENEUR.

**Let's do it!**

# STEP #01

“The adventure”

## Have you ever realized that even the longest walk starts with a small step?

This adventure will also be fulfilled step by step.  
It starts with a small challenge: to understand better what we are talking about.

So, how are we going to do that?

First, get together in a group (no more than 6) and fill in the following table with the name of the team members.




### TEAM MEMBERS

1	
2	
3	
4	
5	
6	

Along the way, you will probably use words that you didn't know.

In order to help you, whenever you have difficulties, we will give you a glossary with some important concepts related to entrepreneurship.

<b>Brainstorming</b>	Group discussion to produce ideas or solve problems
<b>Client</b>	A person or organization using the services of a professional person or company
<b>Consumer</b>	A person who purchases goods and services for personal use
<b>Design</b>	A plan or drawing produced to show the look and function of something before it is made
<b>Industry</b>	Economic activity concerned with the processing of raw materials and manufacture of goods
<b>Investment</b>	The action or process of investing money for profit
<b>Market</b>	A place where buyers and sellers can gather to exchange goods or services
<b>Marketing</b>	The action or business of promoting and selling products or services
<b>Price</b>	The amount of money required in payment for something
<b>Profit</b>	The difference between the amount earned and the amount spent in producing something
<b>Salary</b>	A fixed regular payment, typically paid on a weekly/monthly basis
<b>Taxes</b>	A compulsory contribution to state revenue

 Now, it's your turn! Define the following words (you can use either a dictionary or the internet):

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**Entrepreneurship:**

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**Innovation:**

---

**Business:**

---

**Opportunity:**

---

**Budget:**

---

Suggestion: With the help of your teacher, you can make a **word cloud** at <https://www.mentimeter.com/> with the words you have just learnt.

# STEP #02

"The idea"



Now that you know already some words related to entrepreneurship, you are ready to step ahead. And this is one of the most important steps on your way:

## TO HAVE AN IDEA!

If you want to be an **entrepreneur**, you need to identify a **problem**, have a good **idea**, find an **opportunity** and act in an **innovative** way.

So, how can we find an idea for a business?  
Ideas come from different places and different sources.

### →LOOKING AROUND

Ideas should meet people's needs. Sometimes those needs can be detected in an easy way: observing, asking, listening to people...  
At the same time, we should be able to ask questions such as:

- What do people need here?
- What kind of resources are there?
- How can we improve the situation?
- How can we make a difference?

For example: Steve Jobs/Apple verified that people enjoyed listening to music and needed to communicate and work. For these purposes they used different gadgets. So, they have created equipment with all these functions: the I-Phone.

## →IMPORT IDEAS THAT WERE SUCCESSFUL IN OTHER PLACES/COUNTRIES

Nowadays people live in a global world. It's very easy to know what's happening in other parts of the world. Some entrepreneurs copy ideas that were successful in other countries.

But be careful, because some ideas can work very well in a certain place, but cannot adapt to a different reality.

**For example:** António Carlos Guanabara, a Brazilian surfer, knew that it was very difficult to take the surfboard in public transports. So, he decided to create SURF BUS (30 surfers and 42 boards), a great success in Rio de Janeiro.

Following this example, a surf school and a firm of transports got together in Algarve and created ALGARVE SURF BUS, with buses that take the surfers and their boards to the beach.

## →CHANGES (SOCIETY, LAW, DEMOGRAPHY, TECHNOLOGY...)

Another great source of ideas for businesses are the changes that occur in our community/country/world. These changes give rise to new needs and these needs create new opportunities for business.

**For example:** During the 2<sup>nd</sup> World War, women had to fulfill men's functions/jobs, because they were fighting for their countries; after the war, most of them didn't want to continue as housewives. So, they started their own careers in the working world.

Since now they weren't able to do the house chores as before, new business opportunities were created: Kindergarten, hairdressers, take-away restaurants, cleaning services...

 Now, it's your turn to define an idea, in order to create a business!

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**What needs/problems have you identified?**

---

**What's your idea for a business?**

---

**What goods or services will you sell?**

---

**Who will you sell to?**

---

**How can you differentiate or innovate?**

---

# STEP #03

“The market”

## What's a MARKET?

It's a place where people buy and sell their products or services, under a certain price and conditions. This commercial trade can also occur in a virtual place.

Besides getting to know your **market**, to create a successful business, you need **clients**. They are the people who may buy the goods or services that you offer. You have to learn about their needs and try to offer them the best products/services with the best prices.

You are not alone in the market. There are companies who also try to call your potential clients' attention. They are your **competitors**.

**That's why it is so important to learn about them.**

### *Who are your clients?*

Characteristics	Profile
TYPE OF CLIENT	SHOPS ( ) COMPANIES ( ) FAMILIES ( )
AGE	ADULTS ( ) CHILDREN ( ) OLD PEOPLE ( ) TEENAGERS ( )
GENDER	MALE ( ) FEMALE ( )
WHERE THEY LIVE/WORK	
INCOME	HIGH ( ) MEDIUM ( ) LOW ( )
WHEN THEY BUY THE PRODUCT/SERVICE	DAILY ( ) WEEKLY ( ) MONTHLY ( ) ANNUALLY ( )
HOW MUCH/MANY THEY BUY	UNITS ( ) BIG QUANTITIES ( ) SMALL QUANTITIES ( )
NEEDS/WISHES IDENTIFIED	

**Don't Forget: No clients, no sales;  
No sales, business will fail!**

# STEP #04

“Distribution and communication”

Now that you know who your clients are, you'll have to decide how you are going to distribute your products/services, according to the market and its geographical location. At this stage you will have to think about the way the goods/services are going to be advertised.

- Is there a shop to sell directly to the client?
- Are there intermediate/salesmen/agents?
- Is it an online business?

Distribution varies according to the type of product/service and the strategy you have defined. There are two types:

→ direct



→ indirect



For example: Bakery "Bread and breakfast" produces bread and cakes in its factory in Manchester. It opened several shops in the city. It sells directly to the final clients;

Bakery "Sweet dreams", that also produces bread and cakes in its factory in Cardiff, sells to supermarkets that, afterwards, sell to their clients.



**Now it's your turn to decide:**

**Where are you going to install your business?**

---

**Why did you choose this location?**

---

**How are you going to distribute your product/service?**

---

## HOW WILL COMMUNICATION OCCUR?

In order to promote your product/service to attract clients, you can use:

- \_ Internet;
- \_ Catalogues;
- \_ Leaflets, advertisements on newspapers, shop windows;
- \_ Commercials on tv/radio;
- \_ ...

To make it more real, there are still two more tasks to fulfil:

- 1) Create your logo - Use your creativity to draw your company logo. When choosing the design and the colours, you need to have in mind the type of business and the clients that you want to conquer.



- 2) Create an advertisement for a magazine or newspaper, radio or tv commercial (audio/video).





# STEP #05

“Organization  
and Budget”

In order to be efficient, your business must be well organized.

You'll have to decide/plan what you need:

- People/staff;
- Place and equipment;
- Budget.

---

#In a small business, the manager has a few employees and the organization is very simple:

## Entrepreneur / Manager

WORKER 1

WORKER 2

WORKER 3

#But there are bigger businesses that are organized in departments, according to their functions in the company.

## ADMINISTRATION

DEPARTMENT

ACCOUNTANCY


DEPARTMENT

PRODUCTION

DEPARTMENT

MARKETING/SALES

---

-  Your task now is to define the way you are going to organize your firm and the people/ functions you are going to need. Draw an organogram showing the structure of your firm.

## FINDING A PLACE

Depending on the size of your company, the type of business, the equipment needed and the people working there, you'll have to find an adequate place either to rent or to buy.

- Office
- Warehouse
- Showroom
- Reception
- Toilets

-  To have an idea of what your company will look like, you can:

- Build a 3D architectural model (paper, cardboard, wood, foam...);



- Use <https://floorplanner.com/> (an app to create interactive floorplans)...

## HOW TO CREATE A BUDGET

The aim of a business project is to make profit, that is, the money you expect to bring, must be higher than the expenses.

To make a budget (summary of expected income and expenses for a defined period of time), you'll have to:

- Record all your sources of income;
- Create a list of expenses (people, equipment, material...);
- Revisit your budget as needed.

For example, Susan and David have got a business, selling personalized T-shirts with pictures/text, according to clients' wishes. The costs for the material are:

COSTS: MATERIAL	
T-shirt	2,00€
Transfer	1,50€
Bag	0,35€
Ink to print transfer	0,30€
<b>TOTAL</b>	<b>4,15€</b>

Besides the material, workers and equipment, Susan and David have to include services or supplies on their budget, such as:

- Electricity** | 150,00 € / month
- Water** | 50,00 € / month
- Cleaning services** | to help them clean the space once a week. 100 € / month
- Insurance company** | Car: To guaranty health and safety requirements. 60 € / month
- Rent** | to the owner of the space. 400 € / month
- Communications** | Telephone and Internet. 100 € / month.
- Marketing and advertising** | to help them promoting their business. 80 € / month
- Accountant** | To deal with the firm's accountancy and taxes. 120 € / month.

 **Identify all the expenses/services mentioned above, research monthly costs and try to create a budget of your own.**

DESCRIPTION	MONTHLY COSTS	ANNUAL COSTS
1. Electricity		
2. Water		
3. Cleaning services		
4. Insurance company		
5. Rent		
6. Accountant		
7. Communications		
8. Telephone and internet		



## CONCLUSION

- # Now that you have an idea of what your business will be, you can present it either in PowerPoint, Prezi, film, or any other that you find interesting.
- # Refer the problem, the solution, the clients, the organization and the results.
- # The important thing is that you are able to convey your message, focusing on the idea and the way it's going to innovate.
- # Don't spend more than 5 minutes.



**CONGRATULATIONS!**  
**THIS IS THE FINISH LINE!**



*We hope that...*

- # you have developed entrepreneuring attitudes and competences, such as creativity, teamwork, autonomy, responsibility and organization;
- # you have enjoyed this adventure.



*Young Entrepreneurs at School*

