



NEW BUSINESS START-UP

The main keys to build a business plan

Objectives

- Learning the basic knowledge to start a new business

- Preparing a business plan

Pedagogy & Practice

- Lectures

- Experience shared with the participants

- Application: business plan design

Consultant

- Company creator

- Experienced, more than 20 years in marketing and sales.

Duration

From 3 to 10 days

Programme Know-How acquired

Choosing the good idea

- 👉 **Main failure causes and success conditions for a new business start-up**

- 👉 **Make good choices: strategic marketing**

Define your abilities in order to target your offers – Market study: determine your priority market segments – Take the obstacles into account (competition, regulation, investments, etc.) – Apply the SWOT concept to your activity – **Make your own SWOT analysis** – Lock your couple: Offers / Markets.

Commercial strategy

The main keys to define the company's bid – Brand policies –

Price policy: Choosing the good business model, price level, main contractual conditions.

Solutions to sell with partners? – Communication plan

Which communication? Especially low-budget

Sales tools selection:

Financial approach

- 👉 **Accounting base**

Accounting principles, operating account, balance sheet, main indicators: break-even point, working capital requirements, etc.

- 👉 **Resort to financing**

What are the main public and private possibilities?

French subsidies.

First financial simulations

The administrative approach

- 👉 **Different choices to organize a company**

Unique Shareholder, Limited Company, Etc.

Social & fiscal consequences.

- 👉 **Status**

Their importance, how to set them up?

- 👉 **The different launching steps of the company**

Opening a bank account, registration, publication.

Business plan

- 👉 **The main topics**

Model your Business plan.