



P&D CONSULTING

Presents

From business *idea* to business plan
guidelines towards European Funds for SMEs

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Partner

European Aims > Lisbon Agenda

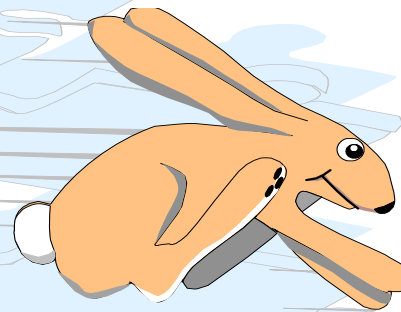


SMEs Scenario



Globalization

Competitiveness



Information Technology



European Aims > Lisbon Agenda



Entrepreneurs live
in the
learning age!

New Rules for playing

New Markets

New Customers

New Cultures

New Life style

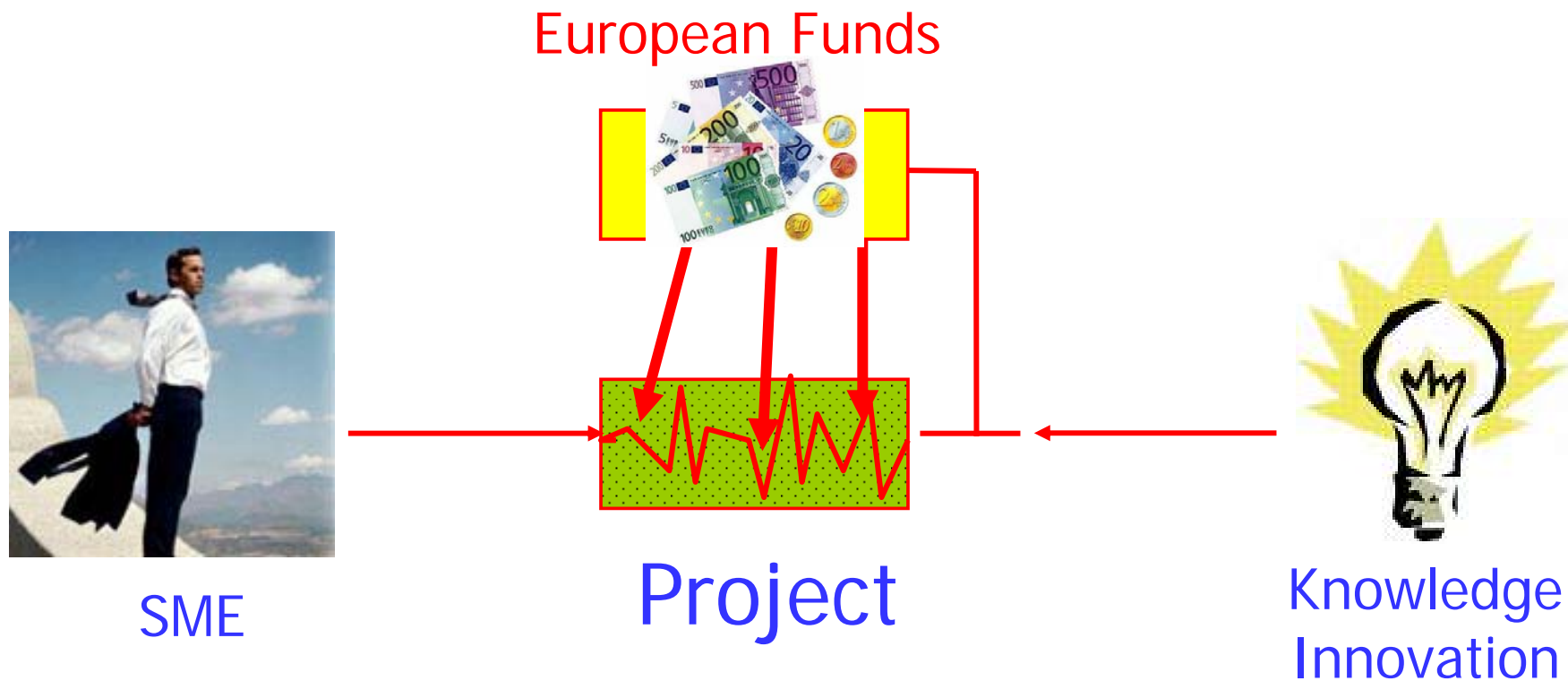
New Buying behaviors

New Needs

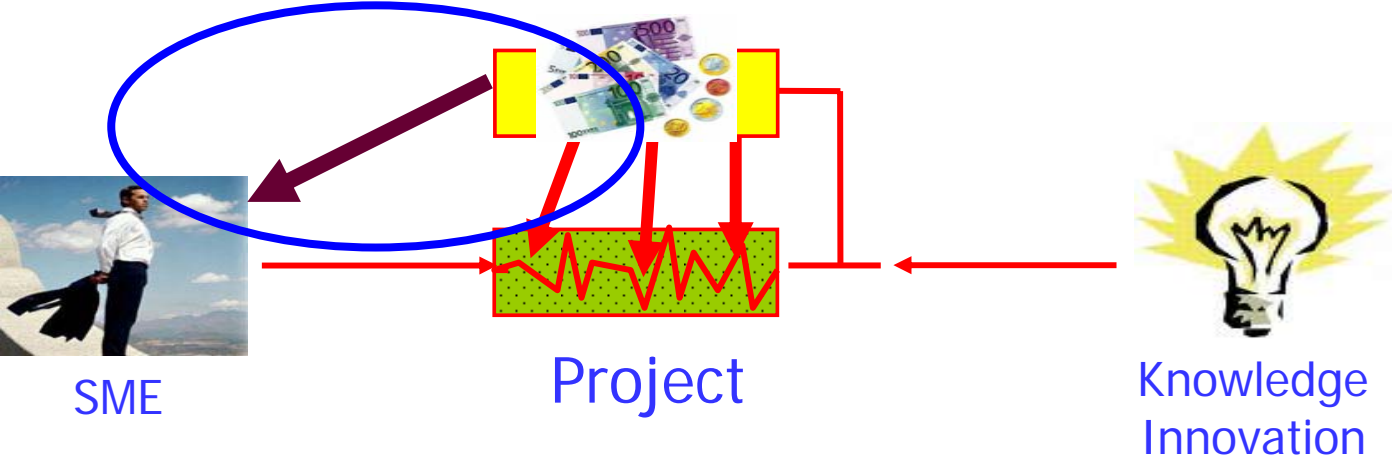
Entrepreneurs
need to learn



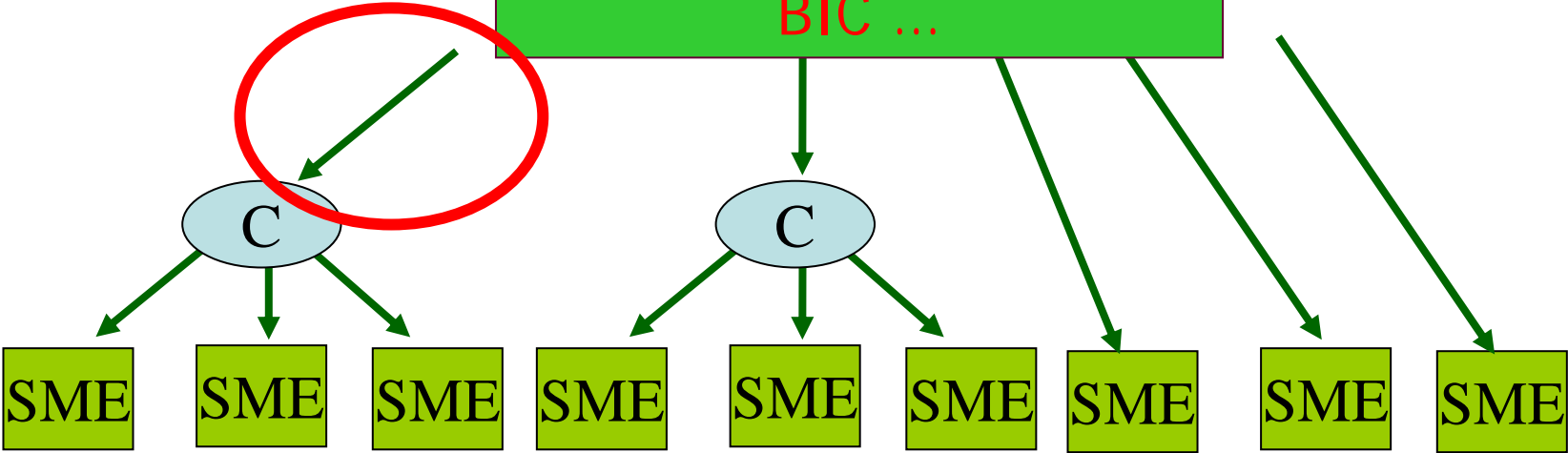
European Aims > Lisbon Agenda



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SMEs Promotion Agency,
BIC ...



Be careful !



1st Check:



SME



Project



Knowledge
Innovation



SME
needs



SME
aims



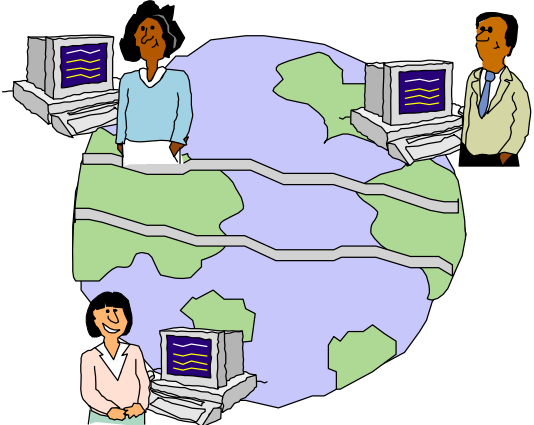
EU priorities for SMEs



Environment



Quality



Internationalization



Production



Learning



Safety



IT



Be careful !



2nd Check:



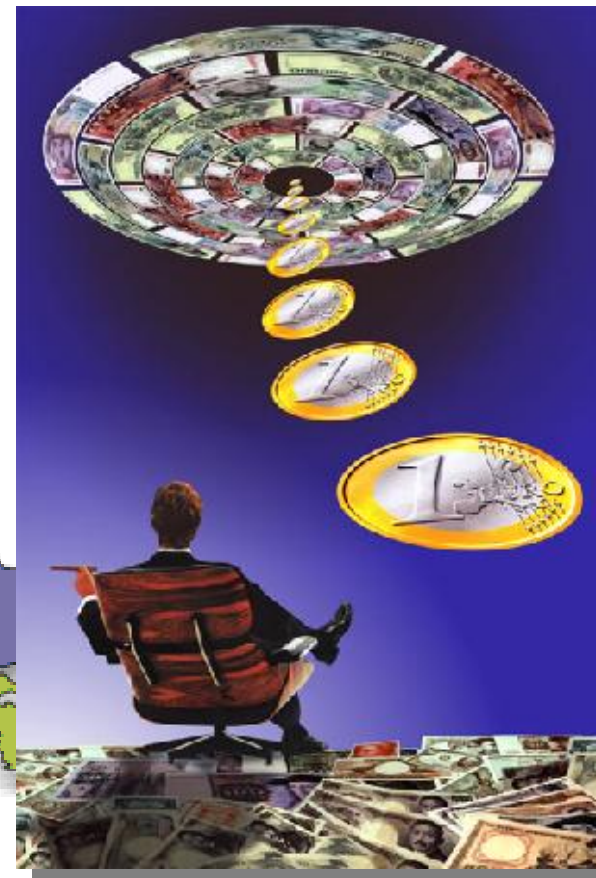
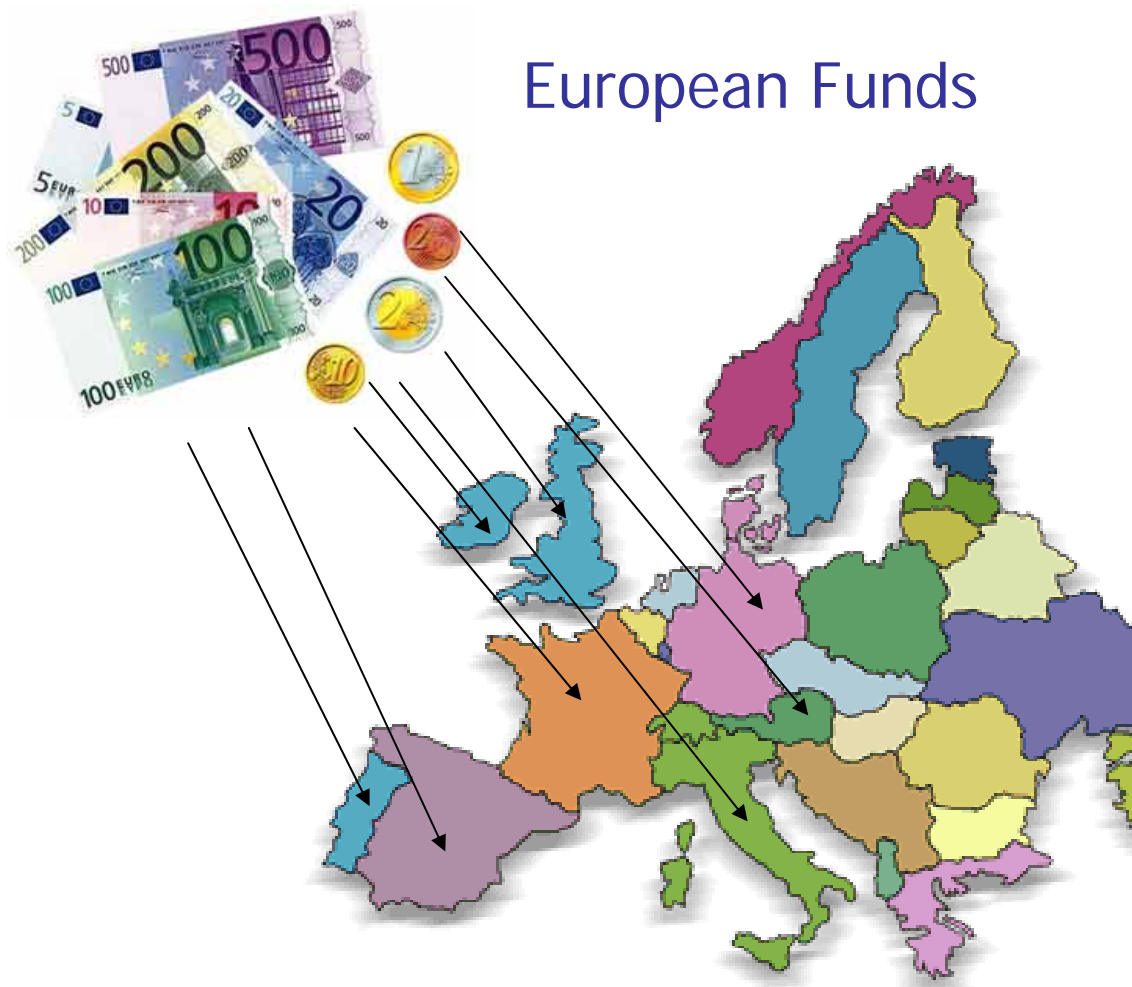
SME
needs

EU priorities

Project



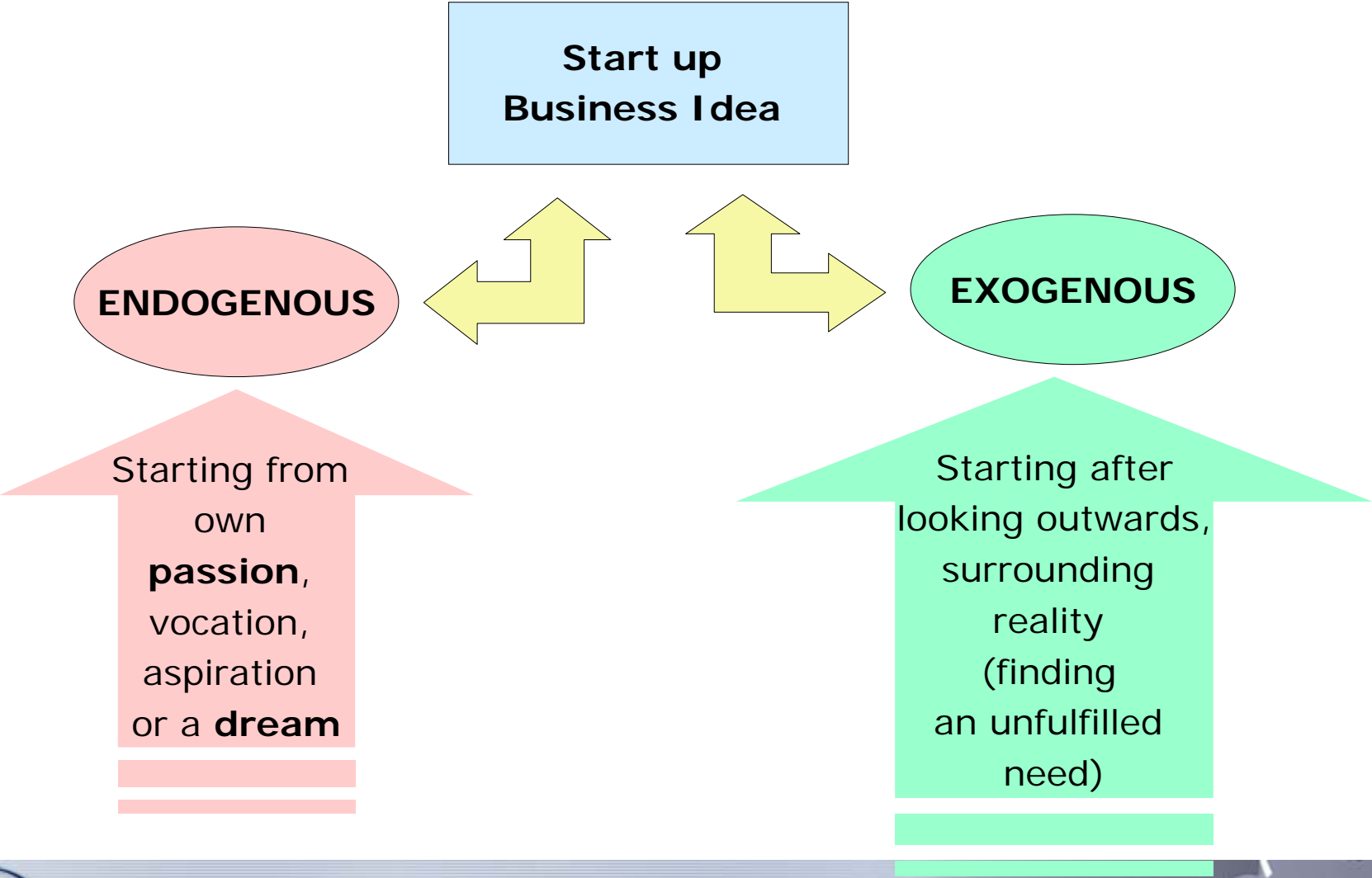
Bad Practice Scenario



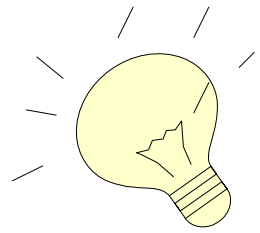
Bad Practice Scenario



Business Idea



Business Idea



Idea!

Idea!

Idea!



To improve a business Idea you need to develop a **business plan**

It is a process through which step by step you are able to clarify to yourself and to your stakeholders the key points of your success



Business Plan Content



A **Business Plan** is an important document in which you must describe the main aspects concerning:



- ∞ your business idea
- ∞ personal resumés of partners and managers
- ∞ your market, in terms of target and location
- ∞ what you are going to sell
(products/services) and how you will do it
(strategy)
- ∞ why customers must buy your products
- ∞ turnover and budget of your sales
- ∞ management and organization
- ∞ main aspects of economic and financial budget



Business Plan Process



If you are able to convince your stakeholders about the relevance of your business idea with few and effective words
Then your business plan will be relevant to be financed from European Funds

MARKET



EU



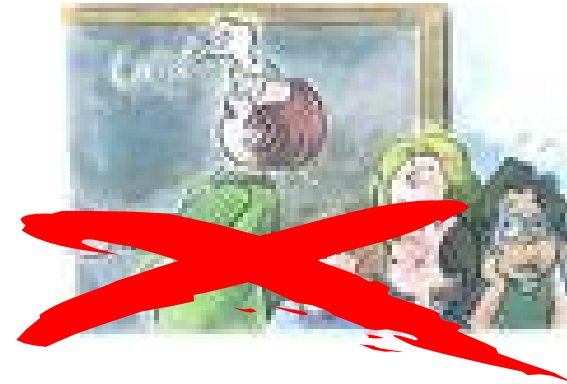
How to improve



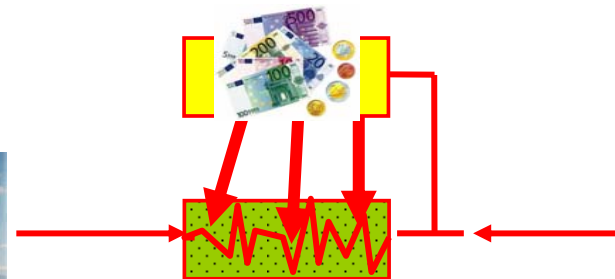
3rd Check:



- practical and effective approach
- team, brain storming working groups ...
- do not sell your firm !



SME



Project



Knowledge Innovation

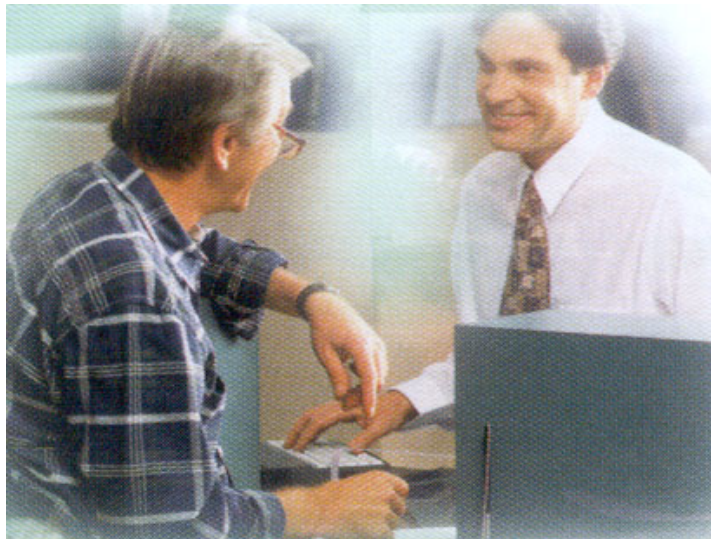
Learning by doing !



How to improve



3rd Check:



- ∞ practical and effective approach
- ∞ team, brain storming working groups ...
- ∞ do not sell your firm !



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