



Business Plan and entrepreneurship training Start Success

Projektiekspert OÜ

www.projektid.ee

Training schedule updated: April 2019

Entrepreneurship training **Start Success** is focused on designing and preparing a business plan, putting together and applying for funds. You'll learn the basics of business (marketing, financial planning, accounting, contracts of employment, occupational safety etc.) in such an amount, that a starting business can function well. 8 training days (58 academic hours).

Training will be held on 24.07-21.08.2019

- 24.07 Introduction (Ene Kesler)
- 25.07 Business Plan (Ene Kesler)
- 31.07 Product and Marketing (Ene Kesler)
- 05.08 Accounting (Inga Stelmak)
- 07.08 Financial Projections (Ene Kesler)
- 13.08 Contracts of Employment and Occupational Safety (Karin Ploom)
- 14.08 Focus Group (2 ac h)** (Ene Kesler)
- 21.08 Summaries and Business Plan Presentation (Ene Kesler)

All training days are taking place from 09.15 AM to 16.05 PM. **** Except Focus Group on August 14 (you will agree the exact time with lecturer).**

1. Introduction to entrepreneurship, business forms and their differences

- training participants will have an idea of entrepreneurship in a broader sense;
- understand the nature of the business and its role in the economic life of Estonia and its society;

- know the different types of business and is able to make a distinction between them;
- be able to choose a suitable form of entrepreneurship.

2. Business idea analysis, business plan and how to put it together, plus forming individual business plans

- the trainee can formulate a business idea and its main components;
- be able to analyze the feasibility of their business idea;
- have an overview of the structure of a business plan and an understanding of what should be in a good business plan;
- has basic knowledge of how to prepare a business plan;
- understands the relationship between the components of a business plan;
- is able to assess the risks associated with business operations.

3. Product and Marketing (market, target groups, their prognosis, advertising, sales and distribution channels). Sales and customer service.

- trainee has the perception and understanding of the role of marketing to company's daily work;
- know and are familiar with marketing tools;
- know how to analyze the market, consumers, competitors;
- have a good understanding of marketing measures.

4. Accounting fundamentals. Taxation bases, taxing

- trainee has an overview of the accounts of small businesses, and distinguishes cash and accrual accounting;
- has an overview of the main accounting reports;
- has an overview of the Estonian tax system, including knowing how to apply the income tax, social security tax and VAT.

5. Health and occupational safety at work

- is familiar with the basic working and rest time and rest requirements relating to the health and safety requirements.

6. Labor law (different types of contracts, how to join contracts, the parties' rights and obligations)

- has an overview of the various types of contracts (including contract for services); distinguishes an employment and labor relations law governing the debt contracts and their contents.

7. Financial Planning (revenues and expenditures, forecasts, cash flow plan, income statement, etc.)

- trainee understand the company's financial planning and financial management of the theoretical foundations;
- is familiar with the company's basic financial planning tools: break, payback calculation, is able to use simple formulas;
- be able to analyze the results and make conclusions out of the company's financial planning.

8. The key business information channels, support structures, the refund application options

- trainees will receive information about the various possibilities of the grant application;
- receive information on major channels of information and support structures.

9. Summaries of the training, the improvement of other business plans

- other business plans, analyzing the ideas trainees can improve their business plans;
- Co-learner feedback provides added value to the business plan supplement.

10. Summaries and Business Plan Presentation