



Business Design

How do you start a business?

- ▶ Selecting a prospective business
- ▶ Analyzing market needs
- ▶ Formulating business description
- ▶ Writing a business plan
- ▶ Giving presentation

Selecting a Prospective Business

- ▶ Identifying problems in a current situation

What problems do people (around you) are having currently?

- ▶ Selecting a prospective business

What kind of product / service do you think can help to solve the problem?

Business Project (Group)

Discuss with your group :

- *What problems do people (around you) are having currently?*
- *What kind of product / service do you think can help to solve the problem?*

Analyzing Market Needs

- ▶ Setting market segment
 - Who will be the users of your product /service?*
- ▶ Designing a survey
 - What do you need to know?*
 - How will you collect information?*
- ▶ Conducting a survey
- ▶ Analyzing market needs
 - What's the result of the survey?*

Business Project (Group)

Now, with your group:

Set the market segment

- *Who will be the users of your product / service?*

Design a survey

- *What do you need to know?*
- *How will you collect information?*

Home Assignment

- ▶ Conduct the survey.
- ▶ Formulate the market needs based on the result of your survey.
- ▶ Submit it in written and be ready for consultation.

DESIGNING THE BUSINESS

- ▶ Product / service
- ▶ Marketing strategy
- ▶ Operation (product)
- ▶ Standard operation procedure (service)
- ▶ Human resource
- ▶ Financial aspects

Product / Service

What is it?

(Describe in detail)

Marketing Strategy

How will you sell it?

▶ **Market segment**

Who will use it?

▶ **Position**

What will make it different?

▶ **Brand**

How will it attract people?

- Interesting brand
- Attractive logo
- Easy to remember tagline

Marketing Strategy

How will you sell it?

▶ Place

Where will you sell it?

▶ Price

How much will it be?

▶ Promotion Strategy

How will you promote it?

Operation / Standard Operation Procedure

- ▶ **Operation (Product)**

How will you make it?

How will you distribute it?

- ▶ **Standard Operation Procedure (Service)**

How will you run it?

Human Resource

Who will practically be involved in the business?

- ▶ *How many people will you need?*
- ▶ *What will they do?*

Financial Aspects

How much money will it make?

- ▶ *Predicting Revenue in one year*
- ▶ *Calculating total cost in one year*
- ▶ *Profit = Revenue – Cost*

Writing a Business Plan

Purpose : To get investment for your business.

The content :

- ▶ **Executive summary**
- ▶ **Business Description**
- ▶ **Marketing Strategy**
- ▶ **Operation / Standard Operation Procedure**
- ▶ **Human Resource**
- ▶ **Financial Aspects**

Home Assignment

- ▶ Write a business plan.
A good business plan is:
 - ▶ **attractive**
 - ▶ **Comprehensive**
- ▶ To be submitted the following week.
- ▶ Nextweek :
Preparation for presentation
(Setting the schedule, rules, etc.)

Giving a Business Presentation

Purpose

To get investment

Audience

Prospective investors

Giving a Business Presentation

Opening

- ▶ Greet the audience
- ▶ Introduce the group members
- ▶ Describe the problem that people are currently facing
- ▶ Introduce the product / service.

Body

Describe :

- ▶ Product
- ▶ Marketing Strategy
- ▶ Operation
- ▶ Human Resource
- ▶ Financial Aspects

Closing

- ▶ Persuade the audience to invest in your business
- ▶ Thanks the audience
- ▶ Open questions & answers session

Giving a Business Presentation

Preparation :

- ▶ Visual aids. Simple & Clear.
- ▶ Divide the parts clearly between the group members. One person should at least be responsible for one aspect.
- ▶ Rehearse!

On the D-day :

- ▶ Be on-time
- ▶ Dress neatly
- ▶ Relax and have fun! 😊

Good Luck!

