

BUSINESS DESIGN

HOW DO YOU START A BUSINESS?

- Selecting a prospective business
- Analyzing market needs
- Formulating business description
- Writing a business plan
- (Giving presentation of the business plan)

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?

Analyzing Market Needs

- Setting market segment
Who will be the users of your product /service?
- Designing a survey
What do you need to know?
 - What's the problem?
 - What do they do to solve the problem?
 - What they like about the current solution?
 - What they don't like about the current solution?
 - What they think of an ideal solution?

How will you collect information?

- Conducting a survey
- Formulating market needs
 - What's the result of the survey?

Designing the Business

- Product / Service
What is it? (Describe in detail)
- Marketing strategy
How will you sell it?
 - Market segment

Who will use it? (Be specific).

- Position (Building perception regarding competitors)

What will make it different?

- Brand (including logo & tagline)

How will it attract people?

- Place

Where will you sell it?

- Price

How much will it be?

- Promotion Strategy

How will you promote it? (ATL / BTL / Both)

- 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

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

- Content:

- Executive summary

- Business Description

- Marketing Strategy

- Market segment

- Position (Building perception regarding competitors)

- Brand (including logo & tagline)

- Place

- Price

- Promotion Strategy

- Operation / Standard Operation Procedure

- Human Resource

- Financial Aspects

Giving a Business Presentation

- Purpose : To get investment
- Audience : Prospective investors
- Stages
 - 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
- Preparation
 - Visual aids, simple, and clear.
 - Divide the parts clearly between the group members. One person should at least be responsible for one aspect.
- On the D-day
 - Be on-time
 - Dress neatly
 - Relax and have fun