

Contents

Getting Started

Overview.....	3
Working with Others.....	5
Find Someone Who.....	6
Using this Curriculum.....	8
Using the Help Guide.....	10
Entrepreneurship	11
Internet Search.....	18
Reflection Journal	21

Business Idea Development

Generating Business Ideas.....	22
Collecting Feedback	29
Survey Data Analysis	34
Analysing your Business Idea.....	40
Finalising your Business Idea.....	48

Finance

Estimating Startup Costs	53
Pricing.....	61
Preparing Your Budget.....	66

Marketing

Developing a Marketing Strategy.....	72
Branding and Advertising Your Business	77
Creating a Web site for Your Business.....	83

Business Operations

Understanding Core Business Operations	91
Organisational Structure	96

Business Plan

Developing the Business Plan	101
------------------------------------	-----

Appendix

Qualities of an Entrepreneur	110
Creating Your Course Folder	111
Internet Safety for Youth.....	112
Create an Email Account	114
Bookmarking and Tagging Web Pages on Your Computer	119
Bookmarking and Tagging Web Pages on a Social Bookmarking Web site	121
Create your Refection Journal	124
Common Reasons for Becoming an Entrepreneur	132
How to Create a Mind Map Online.....	133
Description of Costs.....	140
Estimating Costs.....	142

Contents

Sources of Funds.....	143
Advertising and Promotion Methods.....	144
How to create a Wiki	147
Basic Flow Chart Shapes	155
How to Create an Operational Flow Chart Online	157
Analysing Your Business Idea – Additional Examples	166
Finalising Your Business Idea – Additional Examples	170
Estimating Startup Costs – Additional Examples	174
Pricing – Additional Examples.....	178
Preparing Your Budget – Additional Examples.....	180
Developing a Marketing Strategy – Additional Examples	182
Branding and Advertising Your Business – Additional Examples	184
Creating a Web Site for Your Business – Additional Examples	186
Understanding Core Business Operations – Additional Examples.....	194
Organisational Structure – Additional Examples.....	196
Glossary	198
Business Plan Example	202

Session 1

Overview

Welcome to the Intel® Learn Program! The Intel Learn Program has brought the future within reach for more than a million young people such as you in communities and the world where there is limited access to technology in homes and schools.

Through your participation in the Intel Learn Program, you will learn skills necessary to work and compete in the Twenty-First Century. These skills include technology literacy, critical thinking and collaboration.

Technology Literacy

Technology literacy involves being able to use technology such as computers to communicate, solve problems, and collect, organise and share information.

- What are some things you have used the computer to do?
- What are some things that you would like to learn to do on a computer?
- Have you used the Internet before? What have you used it for?

The Intel Learn Program will provide you with hands-on opportunities to explore and discover how to do many things on a computer. Not only will you have a chance to use the computer to find information on the Internet, but you will also use the computer to paint and draw pictures, to write, to solve mathematical problems, to create presentations and use Web 2.0 tools.

Critical Thinking

Critical Thinking involves problem-solving. There are many ways in which problems can be solved.

- What are some problems that you have experienced before?
- What are some of the ways you went about solving those problems?

The Intel Learn Program will introduce you to many processes that will help you develop and demonstrate problem-solving and critical-thinking skills. For example, as a part of every activity and project that you complete, you will be asked to plan, review and share.

Collaboration

Collaboration involves teamwork – working with one or more people to complete a task.

- What are some instances when you have worked with one or more people?
- What was your job to do, and what was the job of the other person or persons?
- Why can it be easier to work with others rather than working alone?

The Intel Learn Program will promote collaboration in many ways. Not only will you share course materials such as this one with another learner, but you will also share a computer as you complete activities together. This means that you will enjoy the benefit of having another person to help you learn, solve problems and create.

About Technology and Entrepreneurship

The theme of this course is Technology and Entrepreneurship. Through this course, you will learn basic concepts and process of entrepreneurship, and discover how technology can be used to advance a business idea. Do you know?

- What is Entrepreneurship?
- What are the elements of a business plan?
- What is required to set up and start a business?

You will explore and answer these and other questions during the Technology and Entrepreneurship course. The course consists of 16 sessions, each approximately 2.5 hours long. During the first 14 sessions, you will use your technology and thinking skills to complete activities related to the theme of entrepreneurship and develop the elements of a business plan. You will choose a business idea of your own and build upon it in the activities that follow. You will learn and do activities related to developing your business idea, market research, financial planning, marketing, and business operations. And in the end, you will put together a business plan presentation, which you will showcase to others.

Working with Others

As a student, you have many opportunities to work alone. But sometimes, you have the chance to work with one or more students. Do you prefer to work alone or to work with others? Why?

During the duration of this course, you will have many opportunities to collaborate and work with others.

- What are some advantages of working with others? Why?
- What problems or challenges might you experience working with others? Why?

Common conflicts

When you work with others, conflicts may arise. The following list describes some common conflicts. Together we will read the list of conflicts and identify possible solutions.

- A student refuses to work with a partner or a group
- No one wants to work with a specific student
- One student is shy and does not want to speak
- One student does not let a partner or other group members share the computer
- One student does not respect or listen to the ideas of a partner or other group members

Collaboration checklist

When collaborating and working together, you should check the following:

- We make sure that all members of our group participate and feel included
- We agree to our goals and our plan for making our end product
- We each work on our assigned parts to complete our end product
- We review our work together to see how to make it better
- We talk about our work and help each other as we go along

What are some other ways you can collaborate and work together?

Find Someone Who...

Now is the time to meet your classmates in the Intel Learn Program. You will start by reflecting on your interests, skills, and goals, and then, find classmates with whom you have some of those things in common. Remember that your classmates will be a valuable resource to you.

To start, you'll do a **Self-Assessment** of your interests, skills, and goals. Self-assessment is a process by which you can learn more about yourself. Engaging in this type of reflection can also assist you in identifying your strengths and areas where you need improvement. This self-knowledge can be beneficial to you and your classmates.

Before you begin the self-assessment, it is important to first understand the difference between interests, skills, and goals.

Interests are things that you like, that you would like to learn more about, or that you would like to become skilled at doing; for example, painting, photography or playing cricket.

Skills are things that you are competent in, that you have an ability to do. Often interests can become skills.

Goals are the hopes, desires, or results that you make an effort to achieve. Goals can be personal as well as professional. Developing an interest in learning a new skill can become a goal. For example, you may have an **interest** in cricket, a **skill** for batting, and a **goal** of becoming a professional cricketer.

Now it is your turn to complete a self-assessment to share with your classmates. You will use the table that follows as an example.

My Interests	Classmates' Signatures	My Skills	Classmates' Signatures	My Goals	Classmates' Signatures
	1. 2. 3.		1. 2. 3.		1. 2. 3.
	1. 2. 3.		1. 2. 3.		1. 2. 3.
	1. 2. 3.		1. 2. 3.		1. 2. 3.

Factsheet A

1. Take a sheet of paper and write your name at the top.
2. Prepare a similar table for yourself that includes six columns and at least four rows. Be certain to include **Factsheet A** as the title of the table.
3. Copy the column headings as pictured in the example.
4. Add at least three of your own interests, skills, and goals. You can add more rows as needed.

5. When instructed by your staff member to begin, spend 15 minutes moving around the room to find classmates who share similar interests, skills, and goals. Once you find a match, ask the classmate to sign his or her name in the cell next to the interest, skill, or goal that you have in common. Your goal is to find as many matches and to collect as many signatures as possible.
6. At the end of the 15 minutes, you will be asked to share one fact about one of your interests, skills or goals, and then introduce at least one classmate who shares that interest, skill, or goal.

Using this Curriculum

To succeed in the 21st century, you need to know different processes or ways of doing things. All the activities that you will complete in the Technology and Entrepreneurship course involve a four-step process: Plan It, Do It, Review It, and Share It.

To learn more about Plan It, Do It, Review It, and Share It, read and discuss the information in this section.



Plan It

If you have completed earlier Intel Learn courses, you can do a quick review of this section to know how you need to employ the Plan It, Do It, Review It and Share It format to complete the activities.

Step 1 is Plan It. The icon, or picture symbol, for Plan It shows a pencil. A pencil is shown because planning typically is done with a pencil and paper. A pencil is better than a pen because pencils often have erasers, so you can change your plans if needed.

You begin Plan It by learning what you are being asked to do or solve. Then, you discuss and answer questions that help you decide what you are interested in doing and how you are going to do it. Often, a helpful approach is to write your answers and draw a quick picture on a sheet of paper detailing your plan. Plan It ends when you have shared your plan with a staff member and the staff member approves your plan.

- Have you ever made a plan before?
- What did you plan?
- Did your plan change?
- How did having a plan help?



Do It

Step 2 is Do It. The icon for Do It shows a computer mouse. A computer mouse is shown because doing typically is done with a mouse, along with a keyboard and a computer.

During Do It, you follow your plan and complete what you have been asked to do or solve. Your ideas should be different from the ideas shown in the examples in this curriculum. As part of doing, you carefully read and follow the numbered directions. In the directions, you will find helpful suggestions and new challenges. You may find that you want to change your original plans as you do your work. Do It ends when you have completed all of the numbered directions. You might also have tried one or more of the challenges.

- What have you done or made that has required you to read or follow directions?
- Why is reading and following directions important?
- Have you ever done something and needed to go back and change your original plan?

Why?



Review It

Step 3 is Review It. The icon for Review It shows a magnifying glass. A magnifying glass is shown because a magnifying glass is often used when we want to see something more clearly and in greater detail.

During Review It, you go back and closely look over the activity end product that you created. You check to see if you have followed your plan and the directions. You also make sure that your end product has all the required elements. If an element is missing or if you would like to change an element, you can add or change it to suit your requirements. Review It ends when you have saved your work, checked it, and decided that no more changes are needed.

- Have you ever thought that you had finished something only to find out that it was missing an element or needed to be changed?
- How can going back and reviewing your work help improve it and make it better?



Share It

Step 4 is Share It. The icon for Share It shows an open hand. An open hand is shown because we often use our hands when we share our work with others.

During Share It, you begin by showing others the work you have done on the computer. As a part of sharing, you might tell others about your work and answer any questions they might have. You should also read the questions in the curriculum and discuss your answers. Share It ends after you share your answers with the class.

- When have you had an opportunity to share your work with others? What did you share?
- What can be learned by sharing work with others?

For every activity you choose to do in the Technology and Entrepreneurship course, you will need to plan, do, review and share your ideas and work. All the activities can be found within this Technology and Entrepreneurship curriculum. Take a few minutes to go through the Contents section and also the other sections in the curriculum.

As you complete your activities, you may have questions about how to use the computer to do certain tasks. There are several ways by which you can find answers to your questions. You can ask your partner, your group members, or your classmates for help. You can take the help of the staff members. You can try to explore different things on the computer or search for online help or books. Two such resources are the *Intel® Education Help Guide*, which is explained in detail in the later section, and the *Appendix* section of this curriculum.

Using the Help Guide

If you have completed earlier Intel Learn courses, you can do a quick review of this section to know how the Help Guide can be used to assist you in the activities.

Where would you look if you wanted to learn how to spell a word or find information for a report? Dictionaries and encyclopedias are two types of resources that can be used to get answers quickly without having to read the books from cover to cover. Similarly, the *Intel® Education Help Guide* can be used to learn how to do certain skills on the computer.

Exploration

Write your answers to each numbered question as instructed by your Staff member.

- Go to *Help Guide*.
- Go to the left navigation pane, which shows the contents of the Help Guide. Find the Help Guide link. This section has information about how to use the Help Guide.
- The Help Guide has sections for each of the four main computer technology areas – graphics, word processing, spreadsheets, and multimedia. The Help Guide includes several other technology areas that can be used for your own personal reference but will not be used in the course.
- Find the Graphics section. The Graphics section includes a group of graphics skills. Each group has a number and a name. The name describes the type of information you will find in each group. Spend one or two minutes exploring the graphics skills.

1. Which graphics skill might you look at if you needed to know how to draw an arrow?

- Find the Word Processing section. The Word Processing section is organised just like the Graphics section. The Word Processing section includes many word processing groups

2. Which word processing group has information about designing pages?

- Explore the Spreadsheets and Multimedia sections.

3. Which spreadsheets group has information about performing calculations?

4. Which multimedia skill tells you how to record your voice?

Discussion

Spend five minutes discussing with your partner your answers to the following questions:

- How is the Help Guide different from reference materials that you have seen?
- Is the Help Guide easy or hard to use? Why?

Now you will share your answers with the class as directed.

Entrepreneurship

You will now get to start exploring the theme of Entrepreneurship.

Activity: Read the following brief story and discuss the questions as instructed by your staff member:

Part 1- The Ideas pour in

The teacher was asking the students about their assignments when principal Sharma walked into the class. The children really liked and respected principal Sharma and greeted him with enthusiasm.

"Good Morning, students," principal Sharma said, "I have some exciting news for you. The school has decided to come up with an interesting project for you all. This project will give you an opportunity to do something important for the school and to make some money." The children were very excited when they heard this.

"Who will give us the money?" one child asked.

"What do we have to do to get the money?" another asked.

"That's the interesting part," principal Sharma continued, "The decision of how you will make the money and how much you will make is entirely up to you. You will have to come up with business ideas. There is only one condition; your idea has to provide something of value to the school community. Think about the ideas and discuss them with your teacher. Good Luck!"

As soon as principal Sharma left, the children started discussing about the ideas. The teacher asked them to give it some thought and to come up with the ideas by the next day. Many students submitted their ideas to the teacher the next day.

Some of the ideas submitted to the teacher:

Raju and John's idea: We will start a lemonade stand and sell lemonade. There is no lemonade stand in the school right now. This will be popular and fill a need.

Rajni's idea: I am good at gardening, the school has a playground, but no garden, so I will offer my services to create a garden space and maintain it for a fee.

Gopi's idea: There is no stationery shop close to our school. I will buy stationery from my local bookshop and sell it in the school.

Sheela's idea: I am good at making charts and maps. I will make these and sell them to the students. Students can hang them in the classrooms and their study rooms.

When the teacher took these ideas to principal Sharma, he smiled and said "Well, well, looks like we have identified some entrepreneurs in our school." The teacher smiled and agreed with what he said.

Getting Started

Entrepreneurship

Think about the following questions:

- What do you think of the ideas that have been listed?
- Which ideas seem more interesting to you? Why?
- What do you understand by the word entrepreneur? Why do you think the principal called the children who submitted their ideas as entrepreneurs?

Let us look into the definition of entrepreneurship:

The dictionary defines an entrepreneur as a person who organises and manages any enterprise, especially a business, usually with a lot of enthusiasm, initiative and risk.

When most people think of an entrepreneur, they think of someone who started a business that offers a valuable product or service, often carving out a niche in the market that may not have existed. Entrepreneurs tend to be innovative thinkers and risk-takers who identify a community need and a business opportunity and use this opportunity to bring about changes in the chosen market. They act as the leaders and motivators for change and for improvement in their communities through their chosen area of business.

As you can see from the ideas of children in the above example, entrepreneurs need not be just people who have formed big enterprises, but also small business owners in your community who offer valuable services and products.

- Can you think of any entrepreneurs in your community?
- Can you name any globally-known entrepreneur that you have learned about?

Activity: Review *Appendix 1 – Qualities of an Entrepreneur* to know about some of the characteristics of an entrepreneur. List the names of some entrepreneurs you know or heard of and list the characteristics that you believe have made them successful. Use the table below as an example.

Name of Entrepreneur	Name of the Business	Characteristics that have made them successful
1.		
2.		
3.		

Entrepreneur Worksheet

1. Form groups as instructed by your staff member.
2. In your group, choose a person as note-taker and another person as a presenter.
3. When instructed by the staff member, the note-taker will take a sheet of paper and write down the names of your group members on the top.
4. The note-taker will prepare a similar table as shown in the example for your group. The table should include four columns and at least four rows. Be certain to include **Entrepreneur Worksheet** as the title of the table.
5. The note-taker will copy the column headings as pictured in the example.
6. Spend a few minutes discussing entrepreneurs you know with your group members - they can be entrepreneurs from your local community or globally known entrepreneurs. Decide on two to three entrepreneurs that you want to list. The note-taker will list the names of the entrepreneurs decided by the group in the first column.
7. In the second column note down the names of the businesses of these entrepreneurs.
8. Discuss among your group the characteristics that you believe makes these people successful in their business. Refer to *Appendix 1 - Qualities of An Entrepreneur*, if required. The note-taker will list down the characteristics agreed by the group in the third column.
9. When instructed by your staff member, the presenter will read out the information in the Entrepreneur Worksheet for your group.
10. Listen to other group presentations and make note of the other entrepreneur names that are mentioned and the reasons why the other groups chose those entrepreneurs.
11. When instructed by your staff member, as a larger group, spend a few minutes discussing, the qualities of entrepreneurs, what makes entrepreneurs successful and how they inspire others.

Activity: Now, that you know some of the characteristics of an entrepreneur, can you recollect if you have displayed these qualities before? Use the following table as a template and identify when you have demonstrated some of these qualities.

Have you demonstrated characteristics of an entrepreneur?		
Qualities	At school	At home
Showed leadership skills		
Were Enthusiastic		
Were creative		
Shown Initiative		
Were courageous		
Showed Determination		

My Qualities Worksheet

1. When instructed by the staff member, take a sheet of paper and write down your name.
2. Copy the table shown in the example.
3. In column 2, briefly describe how you have demonstrated this quality at school.
4. In column 3, briefly describe how you have demonstrated this quality at home.
5. When instructed by your staff member, read out the information that you have noted down.
6. Listen to other presentations.
7. When instructed by your staff member, as a larger group, spend a few minutes discussing how each one you can demonstrate these qualities and how they help you succeed.

Business Plan

Every new business starts with the development of a Business Plan

Activity: Read the following brief story. Help Raju and John in setting up their business.

Part 2 - The Lemonade Stand

Raju and John were very excited about the idea that they had presented for the school project and thought they should implement it. So, they went to principal Sharma and asked him for permission to sell lemonade in the school.

The principal listened to their idea and said "I will allow you to sell lemonade in the school, but first, you will have to answer a few questions." He made a list of questions and gave it Raju and John.

Questions asked by the principal:

1. Why do you want to do implement this business idea?
2. From which location would you sell? Why do you think you will be successful?
3. Who will buy lemonade from you? How do you know they will buy lemonade?
4. The school cafeteria also sells drinks and beverages. How will you compete with them?
5. How will you let people know about your lemonade stand? What will be special about your lemonade drink?
6. How will you provide the lemonade to the customers?
7. What are the items required for making lemonade? Where will you buy these items?
8. How much money or resources will you need to start the lemonade stand?
9. Who will give you the money required?
10. What will be the price of the lemonade drink?
11. How much lemonade do you plan to sell in a week? How much profit will you make?
12. How will you prepare the lemonade?
13. How many people will you require to run the lemonade stand?
14. If I give you permission, when can you start the lemonade stand?

When Raju and John saw the questions, they realized that they did not have answers to many of the questions. They told the principal that they will come back with the answers to the questions.

Raju and John went back and did their research in the next few days and prepared the answers to all the questions posed by the principal. They have one problem; the answers got mixed up while they were writing them down. Can you help Raju and John match the questions with the correct answers? Discuss in your group and rearrange the answers correctly. Use the following template to write down your answers. Share your answers with the staff member when prompted.

Question	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Answer														

Answer Grid

Answers provided by Raju and John:

- A. The teachers and students will buy lemonade. In the last two days, we asked some 30 students and 5 teachers. They said they will buy lemonade if it is made available. We also know that the recipe we will be using is very popular in the school.
- B. The items required to make about 100 glasses of lemonade will cost us about Rs. 50. We will also require jar to keep the lemonade, a table to keep the jar, a chair, and paper cups. The total amount required for these will be Rs. 150.
- C. We want to start the lemonade stand because we have some time to spare and we feel we can make extra money, and it will provide to the school community.
- D. The lemonade will be prepared fresh at the stand, as and when we receive the order. We will keep the ingredients ready and mix them up to save time.
- E. We will need lemons, water, sugar and salt and some special spices. We will get the lemons from the Raju's garden. We will buy sugar, salt and other items from our local vendor. We have spoken to the person who fills the water cooler and he has agreed to give us water for a small amount of money.
- F. We are planning to borrow some of these items from home. We have saved pocket money of about Rs. 100. Our parents are willing to give us the rest of the money if we work hard.
- G. We will have the lemonade stand at the entrance of the cafeteria near the water cooler. This is because students and teachers can see us as they enter the cafeteria or when they come to drink the water.
- H. The school cafeteria only sells bottled drinks. Our lemonade will be freshly made. Our lemonade will also be cheaper than the drinks available in the cafeteria.
- I. We plan to put up information on the notice board to announce the opening of our stand. We will also give out hand written flyers in each class. Our lemonade will be made using John's mom's special recipe, which is quite popular with the school children. We will make sure to mention this on the notice board and flyers.
- J. The lemonade stand will need only one person who will handle both making the lemonade and maintaining the cash. We will take care of the stand ourselves in alternate shifts.
- K. If you give us permission, we will require 3 days to arrange for the things that we require to start selling the lemonade.
- L. We have estimated that it will cost us around Rs.200 to make 100 glasses of lemonade. We hope to make Rs. 25 profit on the money spent. So, one glass of lemonade will cost Rs. 2.25
- M. We will be giving the lemonade in paper cups with lids so that it easy for them to carry.
- N. We hope to sell at least 20 glasses per day. Since there is no school on Saturday and Sunday, we hope to sell around 100 glasses of lemonade in a week. So, we hope to make a profit of Rs.25 by the end of the week.

What Raju and John have done by answering these questions and thinking through the steps of starting and operating their business is prepare a plan, which will help them in setting up the lemonade stand.

Similar to the plan prepared by Raju and John, many good enterprises and businesses begin with a plan. A business plan is an outline which summarises the goals of a business enterprise, background information about the enterprise, details about the product or service being offered, and the ways to achieve the business goals.

A business plan has many components. A business plan is basically a detailed summary of a business idea, the steps to implement the business idea and set up the business. The typical components of a business plan are:

- Summary of the Business
- Business Description
- Market Research
- Marketing Strategy
- Operational Plan
- Organisational Structure
- Financial Plan
- Conclusion

We will learn about each of these components in detail in the later sessions of this course. Go through the *Business Plan Example* provided in *Session15 – Developing the Business Plan* and spend a few minutes with your group discussing the different components of the business plan.

During this course, you will be creating the elements of a plan for your own business idea. To help keep organized, you will save and keep the elements of your plan on the computer, in what are known as course folders.

Activity: Create a Course folder where you and your partner will save all the activities that you complete in an organised manner. This will allow you to store and retrieve your work in a logical and efficient manner. As you complete subsequent sessions, you will be creating subfolders within this Course Folder. Refer to *Appendix 2 – Creating a Course Folder* to know more about how to create the Course folder.

Like Raju and John, you will also explore, analyse and expand on a business idea of your own, which will eventually become your business plan.

Every end product that you create at the completion of each of the activities can either become a component of the business plan or a supporting document for it. When you create the business plan, you will decide which end products to include in the presentation and you will select those end products from the subfolders.

Next you will learn about some tools that will help you and your partner as you work.

Internet Search

With millions of published Web pages, finding the information you need on the Internet may seem like an impossible task. Fortunately, there are several Web sites with tools that can help make your search easier. Deciding which tool to use depends on what you are looking for and what you want to know. You and your partner will now become more familiar with some Internet search tools as you try to find information on the theme of entrepreneurship.

- Start the Web browser on your computer.
- Select a search engine from the following list:
 - http://www.google.com
 - http://www.yahoo.com
 - http://www.ask.com
 - http://www.bing.com
- Type the Web site address for the search engine you selected. Make sure to check that the address you typed is correct since a typing mistake may take you to a different Web site or to a Web site that does not work.
- Press the Enter key, or click the **Go** button, and wait as the Web page loads on your computer.
- In the space provided for search, type one of the suggested *keywords* given below:
 - Entrepreneur
 - Entrepreneurship
 - Owning a business
- Click on one of the links from the search results to go that Web page. Browse through the Web Page.
- Go back to the search results page by clicking the **Back** button on the toolbar. Browse through a few more Web pages.
- Repeat your search with one other keyword that has been suggested.
- Reflect on the following questions:
 1. How did the internet search help you find information?
 2. Did the search results vary with different keywords? What did you learn from this?

Important: If you come across any Web site on your search which may require registration or your personal information before you view the Web site, please ensure that you become familiar with some basic rules regarding **Internet Safety** (Refer to *Appendix 3 – Internet Safety for Youth*). Make sure that a staff member reviews basic rules of Internet Safety with you **before** registering on any Web site.

Creating an Email account

To be able to use features of some web sites that may be useful to you, you may have to register for that site using an email account.

Email is one of the most used of the online applications. Email is a mail account that you have which will allow you to send and receive mails online.

- Do you have an email account?
- What do you use your email account for?

As noted, an email account may be required to register and use some other online applications. Online applications use your email account to verify your identity.

Activity: Create an email account in your name. Use this email account to send a mail to your partner. Refer to *Appendix 4 – Create an email account* to learn how to open and use your email account.

Bookmarking, Social Bookmarking and Tagging

You have visited many Web sites and you might have found the information given in some Web sites so useful that you may like to visit another time.

- How do you remember the name of the Web site?
- How do you remember the exact address for the link?

When you are reading a book, and want to remember the number of the page you last read, you usually keep a bookmark, so that you can go to the exact page next time you pick up the book.

Similarly, there is a provision to “bookmark” the Web pages you like on the Internet. Bookmarking tells your computer to make note of your favorite Web pages, which allows you to easily go back and open that Web page whenever you need it, without reentering the Web address each time. You can either bookmark a Web page locally on your computer or on a social bookmarking Web site. Note that a locally bookmarked Web page can be accessed only on the computer on which it was bookmarked.

You may have saved many bookmarks on your computer. When you need to search for a particular Web page, sometimes it becomes a tiresome task to go through each Web page that you have bookmarked to find the Web page that you want to revisit.

- How do you make the search easier?
- How do you make the Web pages more easily accessible?

You can also “group” the bookmarks based on the content or the theme of the Web page. The method of grouping or sorting is called tagging. By adding a tag to a bookmark, you are linking a keyword to the Web page. A Web page can have more than one tag. For example – www.entrepreneur.com - this Web page can be tagged by typing the keywords **entrepreneurship**, **resource**, **starting a business**, and so forth.

Getting Started

Internet Search

- Go back to the Web search engine Home page by clicking the **Back** button on the toolbar.
- Type the keywords you decided with your partner on the theme of entrepreneurship.
- Press the **Enter** key, or click the **Go** button, and wait as the Web page loads on your computer.
- Decide with your partner the Web site you might consider using as you work on activities, projects or presentations in the future.
- Click the link to go to the page.

Activity: Bookmark and tag the page. Decide with your partner the words you want to type as tags for that Web site. Choose the tags wisely as they assist you to quickly look through the Web pages. (Refer to *Appendix 5 – Bookmarking and Tagging Web Pages on Your Computer* to learn how to bookmark Web pages, tag them and categorise them on your computer.)

You can also bookmark your pages on what is called a “social bookmarking” Web site. This allows you to access your favourite Web sites from any computer and from any location, at your convenience. A social bookmarking Web site is like having a folder on the Internet which will store all your favorite Web pages in one place. With many social bookmarking sites, there is also a feature that allows you to highlight and add notes on the Web pages that you have saved as your favorites. Through social bookmarking, you can also share information with your friends or in your group.

Activity: Bookmark and tag the Web sites you decided with your partner on a social bookmarking site. Highlight and add notes to sections of pages that interest you. Once you have bookmarked the Web pages, go to another computer in the room, log into the bookmarking web site on that computer, and view your bookmarked Web pages on that system. (Refer to *Appendix 6 – Bookmarking and Tagging Web Pages on a Social Bookmarking Web site* to learn how to bookmark Web pages and tag them on a social bookmarking Web site.)

Reflection Journal

At the end of each session, you will have a reflection activity which will help you review and summarise what you have learnt in that session and also think about the next session.

You will maintain a journal through the duration of this course in the form of a course **blog**, a word document or in your personal notebook. A journal is a record of the activities that you will update on a daily/regular basis.

You will write about what you learnt in the session, about the activities and also your thoughts and feedback on the session. You will reflect on ideas related to the next session. You can also seek feedback from your classmates and the staff member on your journal entries.

Activity: Create your Reflection Journal. If you are recording your journal as a word document, refer to *Option A - Create and save your Reflection Journal in Appendix 7- Create Your Reflection Journal*. If you recording your journal as a blog, refer to *Option B - How to Post a Blog in Appendix 7 - Create Your Reflection Journal*.

Note: if you are using Option B, be sure to set the controls so that the blog can be seen only by the other learners taking this course with you, and the staff member. No one else should be allowed to see or have access to your blog page. A blog is an online application which will allow you to write down your thoughts. You can also view the blogs of other course mates and give them feedback in the form of comments.

Reflect on the activities that you have completed. Record your answers to the following questions in your Reflection Journal.

1. What did you find most challenging in the internet search and bookmarking activity? How did you overcome the challenge?
2. You learnt about some business ideas suggested by the children in this session including Raju's and John's Lemonade stand idea. You identified your skills, interests and goals as a part of your self assessment. You also reflected on the reasons you may choose to become an entrepreneur. Can you think of some business ideas based on your skills and interests that you would like to develop?

The first question is a reflection of the session that has been completed. The second question is related to the next session.

Session 2

Generating Business Ideas

In the previous session, you were introduced to the theme of entrepreneurship and the concept of a business plan. The first step in developing a business plan is to come up with ideas for a business. A business idea is a concept that can be used for commercial purposes - typically providing a product or service for which people are willing to pay money.

You may already have an idea for a business or you may have to think of one. What are some business ideas you can think of? The following are a few different sources that will help you think of possible business ideas. These are just for reference and you are free to use other ways to come up with your business ideas.

1. **Business Ideas based on Skills:** One of the sources of business ideas could be your skills. What are your skills? Refer to *Factsheet A* from *Session 1 - Getting Started* to view the skills that you have listed for yourself. What are the possible business ideas where you can use your skills? For example, your skill might be teaching. Using 'Teaching' as a *keyword*, think of some possible business ideas. Examples could be to offer tutorial or coaching classes, or teaching vocational courses.
2. **Business Ideas based on Interests:** Another source of business ideas could be your interests. What are your interests? Refer to *Factsheet A* from *Session 1 - Getting Started* to view the interests that you have listed for yourself. What are the possible business ideas where you can use your interests? For example, your interest might be gardening. Using 'Gardening' as a keyword, think of some possible business ideas. Examples could be to offer gardening services, or selling plants and plant related products.
3. **Business Ideas based on Motivation:** The next source might be motivation or the reasons you want to start the business. Motivations are the reasons that drive you to achieve something. Refer to *Factsheet A* from *Session 1 - Getting Started* to view the goals that you have listed for yourself and to *Appendix 8 - Reasons for Becoming an Entrepreneur* to identify some of the reasons you might want to become an entrepreneur. For example, your reason could be to bring out a new or innovative service or product. Using 'Innovative Service/Product' as the keywords, think of some of the business ideas. An example could be starting an innovative online service such as an Internet library, which will help the community in borrowing books online.
4. **Business Ideas based on Needs of Community:** Another source of generating business ideas is to consider the needs of the community in which you live. Are there any needs in your community that can be fulfilled? Using 'Needs of Community' as the key phrase, think of some business ideas. Examples could be a recreational centre, providing babysitting services and so forth.
5. **Business ideas based on different Industries:** Another source of ideas could be to think of various types of industries and businesses that are in demand in your community. Consider

It is possible that ideas from one source to another may overlap as some of these sources are linked to each other. For example, you may be motivated by your interests. You may be skilled at what you are interested in. Your motivation, skill or interest could also serve the needs of the community and so forth.

different industries or types of business sectors like Food and Beverages, Technology, or Health Services and so forth. Using different **Industries** as the keywords think of some business ideas. For example, in thinking about the **food and beverages** sector you may consider starting a unique restaurant or a catering service as good business ideas.

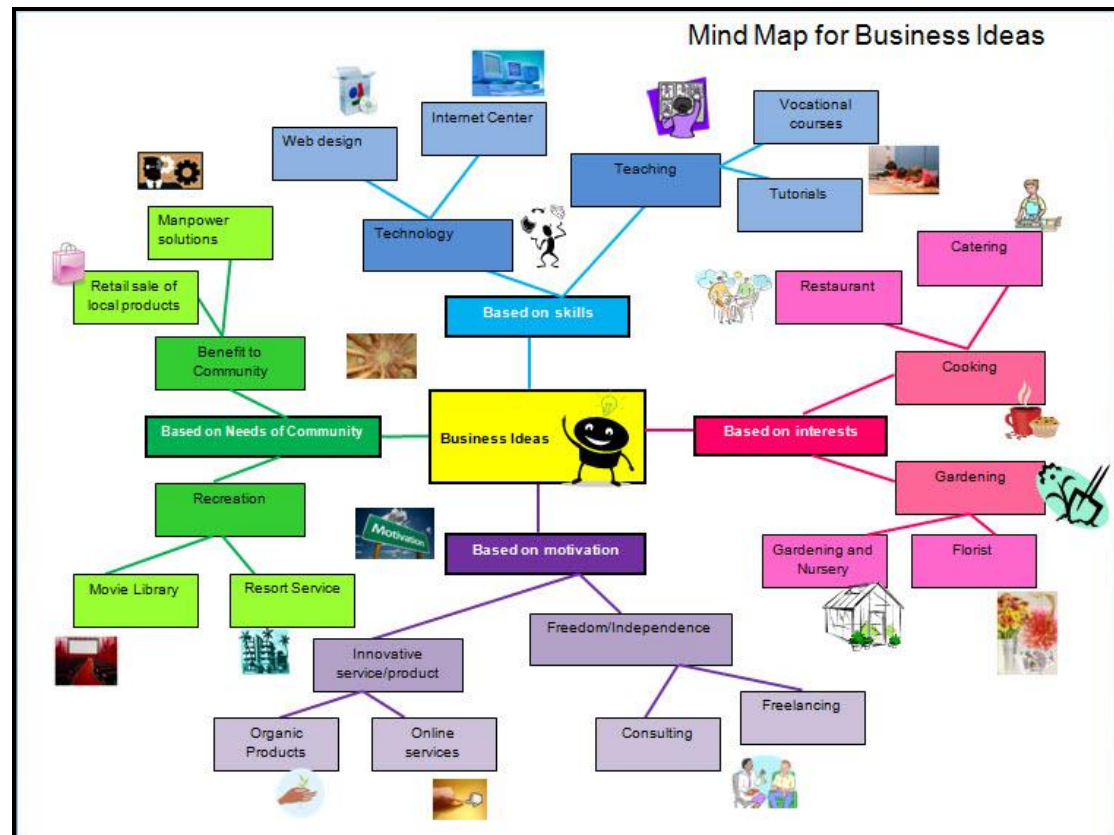
6. **Business ideas derived from other sources:** What are the other sources from which you can derive ideas? Can you get ideas from the **Internet**, or ideas suggested by **friends**? List the business ideas obtained from these sources. For example, a friend of yours may suggest a business idea of selling toys.

Now that you have thought of some of the sources which will help you generate business ideas, the next step would be to organise them. There are different ways of thinking and listing ideas. One popular way is to use a mind map. A mind map is a drawing to show ideas and information that are linked around a main idea or word. A mind map is a tool for brainstorming and coming up with ideas and a way to visually represent those ideas. The end result of a mind map should represent a spider's web like structure of the ideas. You can keep adding your thoughts as links or branches around the central idea. A mind map makes information easy to understand and communicate. It helps in organising your thoughts and brainstorming for new ideas.



Plan It

Activity A: Create a mind map to generate business ideas. Look at the following example:



Business Ideas Mind Map Example

Think of the following questions and discuss your ideas with your partner.

- What are some sources that you will use for generating business ideas?
- What are the ideas that would be generated from the sources?
- How will you list all the business ideas that you have thought of?

For help on how to do certain tasks, look at the following groups in the *Help Guide*:

- **Multimedia Group 1:** Getting to Know Multimedia Software (**NOTE:** This group name will change depending on the Help Guide version being used.)
 - **Multimedia Group 3:** Building Presentations
 - **Multimedia Group 4:** Making Slides Look Good
 - **Multimedia Group 5:** Adding Words
 - **Multimedia Group 6:** Adding Pictures and Artistic Effects
- NOTE:** If an Internet connection is available, the mind map can also be created using the online application Webspiration. Refer to *Appendix 9 - How to create a mind map online* for instructions.



Do It

1. Start the multimedia software, and open a new, blank presentation.
2. Insert a slide with space for a title only. In the text box, type a slide title **"Mind Map for Business Ideas"**. Change the look of the words if you wish.
3. To start your mind map, draw a text box in the empty space at the centre of the slide. Inside this text box, type **"Business Ideas"**. This will be the **central** topic of your mind map. Make the text box bigger or smaller. Then, change the look of the words as you wish.
4. Draw another text box. Inside this text box, type a word or few words that describe a **source** for generating a business idea you decided with your partner during planning time. Draw a line connecting this source textbox to the **central** topic textbox.
5. Next to this text box where you typed the source for a business idea, draw another text box. Then, type a **keyword** or keywords in the text box that associate with the source you typed in earlier. Draw as many text boxes as the number of keywords you associate with this source. Make the boxes bigger or smaller as needed. Branch out the boxes by drawing and connecting lines to the source text box.
6. Next, you will show the possible **business ideas** that are generated from the keywords listed. Draw a text box and inside this text box, type the business idea that you had decided with your partner during planning time. Draw as many text boxes as the number of business ideas that can be generated from the keywords listed earlier. Branch out these boxes with the text boxes that you drew in step 5 by drawing and connecting lines.
7. Make the text boxes bigger or smaller as needed. You can also change the alignment and look of words inside the boxes. Move and rotate the shapes as you think fit.
8. Add colour to the text boxes and lines. Maintain the same colour for each of the main topics and its branches. You may want to choose a lighter or darker colour shade for the text

boxes as they branch out. (For help, see the mind map example as reference.) (For help, see Multimedia Skill 6.4: To fill shapes and text boxes with colour and fill effects.)

9. To make your presentation more attractive, add pictures next to the text boxes to represent your ideas. Make sure you resize and move each picture as needed. (For help, see Multimedia Skill 6.1: To add premade computer pictures, or clip art, to a slide.)
10. Repeat steps 5 – 10 for the remaining sources, keywords and business ideas that you had identified and listed while planning with your partner. (**NOTE:** You can draw or copy and paste the text boxes and lines around the empty space on the page. If you choose to copy and paste the text boxes, just select the existing text in the text boxes and replace with new information.)
11. Double-click your Course folder on your desktop.
12. Right-click inside the folder to display a shortcut menu. Point to New, and then click Folder. Rename the new folder as “**market_research**”.
13. Double-click the *market_research* folder. Right-click inside the folder to display a shortcut menu. Point to New, and then click Folder. Rename the new folder as “**session_2_generating_business_ideas**”.
14. Save your work in the *session_2_generating_business_ideas* folder.

You may have listed a number of interesting ideas using the mind map. But, you will be developing only one of these ideas into a business plan. How do you choose one idea from so many options? The selection becomes easier if you review your business ideas and identify a few business ideas which you would like to analyse further. There are many ways to choose a few ideas from the ones you have listed. As a part of this session, you will be using a ranking chart. You will rank the ideas based on criteria chosen by you and provide justification for your ranking. This will help you decide on a few ideas from all the business ideas that you generate in the mind map.

For an example of ranking, consider that you have an option of going to school by bicycle, by walking, traveling by bus, or sharing a ride with a friend. Think of the factors you will consider that will help you in deciding the best option for you. In this case, some of those factors might include the cost, the convenience, and the time it would take to travel using each option. You would analyse which travel options satisfies the most factors. If the option of riding a bicycle satisfies the most factors, then you rank it first. Similarly you will continue ranking other options. You may find that the option of walk may be last in your ranking, because, although it satisfies the factor of low cost, it takes the most time, and time is important to you.

Similar to ranking the best options for traveling to school, you can rank your business ideas against factors which you decide are important to you.



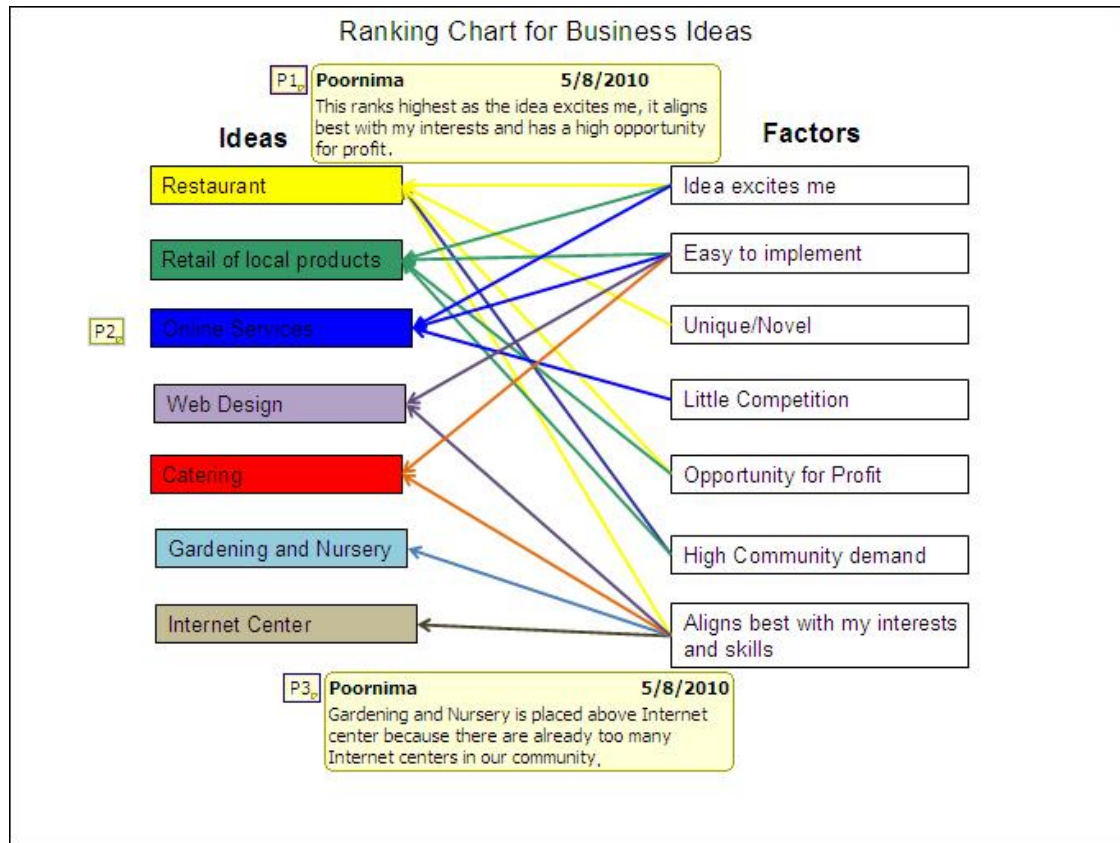
Plan It

Activity B: Create a ranking chart to evaluate the business ideas listed in your mind map, and narrow the list to choose your top two business ideas.

Business Idea Development

Generating Business Ideas

If you have more than 10-12 ideas in your mind map, you can choose not to include a few ideas in the ranking chart. The selection can be based on your personal liking of the ideas.



Ranking Chart Example

Think of the following questions and discuss your ideas with your partner.

- What factors would help you in choosing the top 2 business ideas from the ideas you have generated?
- How will you show the ranking of your business ideas?

For help on how to do certain tasks, look at the following groups in the *Help Guide*:

- **Multimedia Group 1:** Getting to Know Multimedia Software (**NOTE:** This group name will change depending on the Help Guide version being used.)
- **Multimedia Group 3:** Building Presentations
- **Multimedia Group 4:** Making Slides Look Good
- **Multimedia Group 5:** Adding Words
- **Multimedia Group 6:** Adding Pictures and Artistic Effects



Do It

1. Open the **Mind Map** presentation you had prepared in **Activity A**.
2. Add a new slide with space for a title only. In the text box, type a slide title "**Ranking Chart for Business Ideas**". Change the look of the words if you wish.

3. In the empty space to the left of the slide, add a text box. Inside this text box, type **"Ideas"**. Make the text box bigger or smaller. Then, change the look of the words as you wish.
4. Below this text box, add another text box. Inside this text box, type a business idea you thought of while creating your mind map. (For help, see previous slide on mind map for business ideas.)
5. Repeat step 4 till all the business ideas are listed out.
6. In the empty space to the right of the slide, add a text box. Inside this text box, type **"Factors"**. Make the text box bigger or smaller. Then, change the look of the words as you wish.
7. Below this text box, add another text box. Inside this text box, type a factor that you had decided with your partner during planning time, that will help you rank the success of your business ideas.
8. Repeat step 7 till all the factors are listed out.
9. Look over a business idea and the factors you listed out.
10. Against the business idea, link it to the factor that would most likely make it successful.
11. Draw as many arrows to connect the factors to the business idea. (For help, see Multimedia Skill 1.5: To use the Drawing Toolbar.) (NOTE: This skill name will change depending on the Help Guide version being used.)
12. Add colour to the text boxes and lines. Maintain the same colour for linking each idea to a factor. (For help, see Multimedia Skill 6.4: To fill shapes and text boxes with colour and fill effects.)
13. Repeat steps 9 – 12 till all the business ideas have been linked to the factors.
14. Review the ideas list and count the number of factors that are linked to each business idea.
15. Move the business idea to the top of the list that has the maximum number of factors connected to it.
16. Rank the ideas in descending order, from the maximum number of factors linked to a business idea, on the top, to the least number of factors at the bottom of the list.
17. When moving ideas to a new position on the list, ensure that the correct factors are linked to the idea. (For help, follow the same colour code for each of the business ideas and factors that you had decided earlier.)
18. Once the ideas are ranked, explain your reason for ranking the idea using the comment boxes, wherever applicable. (For help, see Multimedia Skill 5.16: To add, edit and delete comments to slides.)
19. Double-click your Course folder on your desktop. Locate the folder "market_research".
20. Double-click the *marketing_research* folder. Locate the folder "session_2_generating_business_ideas".
21. Save your work in the *session_2_generating_business_ideas* folder.

You can place the idea boxes randomly. After you finish associating the factors, you can move the idea boxes according to the rank. You can then add comments for justification. The factors can be related to your skills, interests and motivations. Look at the example provided and think on similar lines. As the factors listed in the example are common, you can use the same factors too. Having a limited number of important factors will help in the decision making process rather than having a long list of factors.



Review It

Look over your presentation. Make sure it has the following elements:

- A slide containing the mind map with appropriate title for the slide.
- A slide containing the ranking chart with appropriate title for the slide.
- Different sources for generating business ideas have been identified, and the ideas connected to these sources have been listed in the mind map. Ideas from the same source have been linked by a common colour in the mind map.
- The business ideas and factors are listed in the ranking chart.
- The business ideas are connected to appropriate factors and ranked in proper order.
- Comments have been added to explain the reasons for the position of the business ideas.
- Text boxes with fill colours have been used where applicable.

If any of these elements are missing, add them now. You should also make any other desired changes. Remember to save your work when you are finished.



Share It

Be prepared to discuss your answers to the following questions during sharing time:

- How did the mind map help you in generating and organising ideas?
- What is your favourite part of the mind map you designed? Why?
- How did the ranking chart help you to identify a few business ideas that you would like to analyse further?
- What are your top two ideas? Why did you rank these ideas as the top two?
- What did you enjoy the most in this activity? Why?

Reflection Journal

Reflect on the activity that you just completed. Record your answers to the following questions in your Reflection Journal.

1. What was the biggest challenge in creating a mind map and the ranking chart, and how did you overcome that challenge?
2. Reflect on the top two ideas you have ranked. Briefly describe the concept of the final two ideas and how you plan to develop them. If you were to discuss these two ideas with your family, friends and community, what are some of the questions that you would ask them to help you decide which of your ideas would be most successful?

Session 3

Collecting Feedback

While preparing the questionnaire, and while conducting the survey, it is very important to remember the intended customers (target market) of your proposed business. For example, if you plan to sell toys to children of a certain age, then, it makes sense that you distribute the questionnaires to children of that age and their parents as they will be your chief customers. Some of the factors to consider about the target market are their age, gender, income, qualification and spending habits.

In the previous session, you created a mind map and generated several business ideas. You considered some of the questions you would ask the community to decide which of your chosen ideas will be more successful. You also used a ranking chart to identify two business ideas, which you would like to develop further. You considered some of the questions you would ask the community to decide which of your chosen ideas will be more successful.

In the next few sessions, you will be doing activities related to *market research* to assess and analyse your chosen business idea. Market research is the process of systematic gathering, recording, and analyzing data about customers, competitors, and the market conditions. It is very important to know if there is a need in the market for the business you are planning to start and if people are willing to buy your product or service. One way to gather such information from a large number of people is through a *survey questionnaire*. A survey questionnaire is a market research method of collecting information by asking a series of questions and giving options from which the answers should be chosen. Persons who respond or answer the questionnaire are called respondents.

A questionnaire can have both closed-ended and open-ended questions. *Closed-ended questions* are those where the respondents choose from among the answer choices given in the questionnaire. An *open-ended question* will allow the respondents to write their own thoughts, rather than select from the given answers. The respondents might be your peers, your mentors, your family, or even a group of people who might be the intended customers of your proposed business. The intended customers of your business are known as *target market*.



Plan It

Create a survey questionnaire that to collect feedback about your business ideas and decide which of your two ideas has a higher possibility of success. Look at the following example:

Business Idea Development

Collecting Feedback

Business Idea Survey

Respondent Information:

Date

Gender ☐ Female ☐ Male

Age

Business Idea 1 - Description

Restaurant:

- The restaurant will be a medium-sized family restaurant serving multi-cuisine food items.
- It will focus on quality instead of quantity.
- The menu will have a small number of authentic dishes from different international cuisines.
- The service style of the restaurant will be a table service featuring professional waiting staff.
- The menu will also serve a buffet having a set menu which will change every day.

Proposed pricing:

The prices will be affordable. One set-menu buffet meal will cost Rs. 150/-.

Business Idea 2 - Description

Retail of Local Products:

- A store that sells local arts and crafts.
- The store will partner with the local artisans and display a wide range of products targeted mainly at tourists and visitors.
- The shop will also deliver the items and assist in shipping the items out of town.

Proposed pricing:

This will vary depending on the item. The minimum amount will be Rs. 500/- plus shipping charges, as applicable.

Survey Questionnaire Page 1

SURVEY QUESTIONNAIRE

For Questions 1-6, please choose one option only.

For Questions 7-9, please write your response in the space provided in the columns.

Q.No.	Question	Business Idea 1	Business Idea 2
1.	Do you like the business idea described above? Select one choice.	<input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> No
2.	If the product was made available, would you use the product? Select one choice.	<input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> No
3.	Do you think the prices are reasonable for the product? Select one choice.	<input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> No
4.	If exciting offers were given, would you be interested in using the product? Select one choice.	<input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> No
5.	Have you made use of a similar product? Select one choice.	<input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> No
6.	Would you consider this product over other competition? Select one choice.	<input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> No
7.	Please give reasons why you would or would not use this product.	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>
8.	If you have made use of a similar product, please provide the name.	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>
9.	Please provide any additional comments about the business idea.	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>

Survey Questionnaire Page 2

Think of the following questions and discuss your ideas with your partner. Remember that the information that you gather should be useful for further analysis of your business idea. It might be helpful to write your ideas on a sheet of paper.

- Who are the intended respondents for this questionnaire? What information do you wish to obtain about the respondents?
- What information do you wish to share about your business idea?
- What questions will you ask to know if the business idea fulfills the needs of the respondents and if they will be interested in buying your product or service?
- What suggestions and feedback would you like from the respondents to help you improve your business idea?
- Which questions should be closed-ended and which should be open-ended?
- For any closed-ended questions that require people to select their choices, what kind of decision choices might you use?

For help on how to do certain tasks, look at the following groups in the *Help Guide*:

- **Graphics Group 6:** Changing the Look of Lines and Shapes
- **Word Processing Group 3:** Changing the Look of Your Words
- **Word Processing Group 4:** Making Paragraphs and Lines of Words Look Good
- **Word Processing Group 7:** Working With Tables
- **Word Processing Group 10:** Using Preset and Advanced Features



Do It

1. Start the word processing software, and open a new, blank document.
2. Since the first page will be a business idea description page, insert a WordArt title at the top of the page. Type **"Business Idea Survey"** as the title for your survey. Change the look of the WordArt title as you wish.
3. Below the WordArt title, type a title **"Respondent Information"**.
4. Show the Forms toolbar or Forms Control toolbar and if you do not see the rulers, show them also.
5. Below the title box, type **"Date"**. Then, add a text form field where people can type the date.
6. On the line below, type **"Gender"**. Add a check box form field, and label it **"Female"**. Then on that same line, add another check box form field and label it **"Male"**.
7. On the line below, type **"Age"**. Then, add a text form field where people can type their age.
8. Change the look of words. To line up the answer fields, set a left-aligned tab for all three lines. Make sure you look at the ruler to pick a good measurement number to use as the tab stop position. Then on each line, use the Tab key to line up all of the answer fields.
9. Below the Age line, draw a straight line across the page to separate the top information from the ones you are about to add below. Change the look of the line any way you wish.
10. Below the line, type a subtitle **"Business Idea 1 - Description"**.

Add form fields for any other information you would like to obtain about the respondents.

11. Below that, draw a text box that runs the width of the page. In the text box, give a brief description of a business idea you decided upon while planning with your partner.
12. Move the cursor below the text box. Then, type a subtitle **"Business Idea 2-Description"**. Below that, draw a text box that runs the width of the page. In the text box, give a brief description of another business idea you decided upon while planning with your partner.
13. Change the look of words in the text boxes to make the information stand out. You might even want to make a bulleted list of items.
14. Move the cursor below the text box and insert a page break.
15. Type a title **"Survey Questionnaire"**. Change its alignment and look as you wish.
16. Below the title, draw a text box. Type information that explains how to answer the survey questions.
17. Below the text box, insert a table with four columns and rows according to the number of questions you decided upon while planning with your partner. Remember to add an additional row for the column headings.
18. In the first row, type **"Q. No."** in the first cell, **"Question"** in the second cell, **"Business Idea 1"** in the third cell and **"Business Idea 2"** in the fourth cell.
19. In the cells below the first column heading, type the numbers according to the number of survey questions you decided upon while planning with your partner.
20. In the cells below the second column heading, type the closed-ended survey questions you decided upon while planning with your partner.
21. In the cells below the third column heading, add the form fields you decided upon while planning with your partner. (For help, see Word Processing Skill 10.15: To add check boxes.)
22. Copy the form fields and paste it on the cells under the fourth column heading.
23. In the cells below the closed-ended questions, type the open-ended survey questions you decided upon while planning with your partner.
24. In the empty cells on the third and fourth columns, add a text form field where people can type their responses.
25. To make the table look nice and even, change the table properties as needed so all of the rows are the same height and all of the columns are the same width. Then, change the placement or alignment of the words within the cells so they all look the same. If you wish to make the information in the table stand out even more, fill those cells in the first row with a light shade of colour. Make the headings bold. Change the line style, colour and width of the text box border.
26. If you are using Microsoft Word, protect the form. If you are using OpenOffice.org Writer*, turn the Design Mode off. Notice that now the answer fields work when you click them.
27. Double-click your Course folder on your desktop. Locate the folder **"market_research"**.
28. Double-click the *market_research* folder. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**.
29. Rename the new folder as **"session_3_collecting_feedback"**.
30. Save the survey questionnaire as a template in the *session_3_collecting_feedback* folder.



Review It

Look over your survey questionnaire. Make sure it has the following elements:

- Business idea descriptions that are provided clearly in text boxes.
- Details about the product or service such as its features, pricing, and usefulness to the customer.
- Fields where people can enter information about themselves.
- Questions which help you to obtain information about what would be important to the intended customers.
- Questions follow a proper sequence and/or are categorised properly.
- Questions that help in understanding and identifying the right business opportunity.
- Proper directions to complete the questionnaire.

If any of these elements are missing, add them now. You should also make any other desired changes. Remember to save your work when you are finished. (**NOTE:** When your survey questionnaire is ready, and as instructed by your staff member, invite some of your classmates to fill out a copy of your survey questionnaire on your computer. Make sure to save each completed survey with a different name. You should try to conduct the survey with intended respondents in the community before the next session. If possible, this should include community members who are the target market for your new business, and others who you believe can give trusted feedback on your business idea.)

Try to conduct an actual survey in your community for collecting feedback. If that is not practical, you can have your fellow learners in the course complete the surveys.

Tip: You can have one copy of the questionnaire, pose questions to the community members and write the feedback in your notebooks.



Share It

Be prepared to discuss your answers to the following questions during sharing time:

- What is the purpose of the survey that you have designed? How might this survey questionnaire help you in deciding on a business idea?
- What are the important elements of a survey? What are some other possible uses for a survey questionnaire?
- How did you determine whether to use closed-ended or open-ended questions?
- What did you like best about using the Forms toolbar to create your questionnaire?

Reflection Journal

Reflect on the activity that you just completed. Record your answers to the following questions in your Reflection Journal.

1. What were the challenges you faced while creating the survey? How did you deal with those challenges?
2. Once you have collected information about two of your business ideas using the survey, how will you use (analyse) this information to choose the business idea you should develop?

Session 4

Survey Data Analysis

While gathering data is important, proper recording and analysis of such data is equally important in market research. The analysis will help you in achieving the purpose of the survey, which was to find out if there is need in the market for your business idea and if people are willing to buy your product or service. The analysis will also help you compare the data for the two ideas and help you choose the best idea.

In the previous session, you prepared a survey questionnaire to gather feedback about your business ideas. You might have also conducted the survey in your community to obtain the required feedback. Now you will need to use the information obtained from the survey forms to analyse your business ideas. Since you have obtained information for two ideas, the analysis will also help you in finalising one of the two chosen business ideas.

How do you think the information obtained in a survey can be organised? How would you analyse the *data*? Generally, there are two types of data:

Quantitative: Quantitative data is data that can be measured on a numerical scale. The answers or responses to closed-ended questions are either numerical or can usually be scored as numerical data. Quantitative data is analysed through mathematical methods. Charts may also be used to display the results.

Qualitative: Qualitative data is data that is not numerical, but is still informative. The answers to open-ended questions are usually provided as text responses. How would you organise information collected through open-ended questions? Some of the ways of organising qualitative data are by reading the data and identifying categories, and then by grouping similar information together and listing them under the categories identified.

One way by which survey data can be organised and analysed is by using spreadsheets. Once the data is organised into the spreadsheet, the data and charts can be used in the analysis and comparison of the business ideas. For this activity, you will only be analysing the quantitative data which will help in comparison of the two ideas. The qualitative data will help you in supporting the quantitative data analysis.



Plan It

Arrange the survey results in a spreadsheet and use this data to create a chart to assist with the analysis and finalisation of the business idea. Look at the following examples:

Business Idea Development

Collecting Feedback

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Survey Results - Quantitative Data Results												
2	Rating Scale - Yes = 3, Maybe = 2, No = 1												
3	Survey Question	1.Do you like the business idea described above?	2.If the product was made available, would you use the product?	3.Do you think the prices are reasonable for the product?	4.If exciting offers were given, would you be interested in using the product?	5.Have you made use of a similar product?	6.Would you consider this product over other competition?						
4		Idea 1	Idea 2	Idea 1	Idea 2	Idea 1	Idea 2	Idea 1	Idea 2	Idea 1	Idea 2	Idea 1	Idea 2
5	Survey 1	3	3	3	3	3	2	3	3	3	3	3	3
6	Survey 2	2	2	2	2	2	2	3	2	3	3	3	2
7	Survey 3	3	2	3	2	3	2	3	2	3	2	3	2
8	Survey 4	2	1	2	1	2	1	2	3	3	3	2	1
9	Survey 5	3	1	3	1	2	1	3	2	3	3	3	1
10	Survey 6	1	2	1	2	1	2	2	3	3	2	2	2
11	Survey 7	3	2	2	2	2	2	3	3	2	2	2	2
12	Survey 8	3	3	3	3	3	3	3	3	2	2	2	2
13	Survey 9	2	3	2	2	2	2	2	3	2	1	2	3
14	Survey 10	3	2	2	2	2	2	3	3	2	2	3	2
15	Average Rating	2.5	2.1	2.3	2	2.2	1.9	2.7	2.7	2.6	2.3	2.5	2
16													
17	Average Rating of Business Idea												
18		1.Do you like the business idea described above?	2.If the product was made available, would you use the product?	3.Do you think the prices are reasonable for the product?	4.If exciting offers were given, would you be interested in using the product?	5.Have you made use of a similar product?	6.Would you consider this product over other competition?						
19	Idea 1	2.5	2.3	2.2	2.7	2.6	2.5						
20	Idea 2	2.1	2	1.9	2.7	2.3	2						

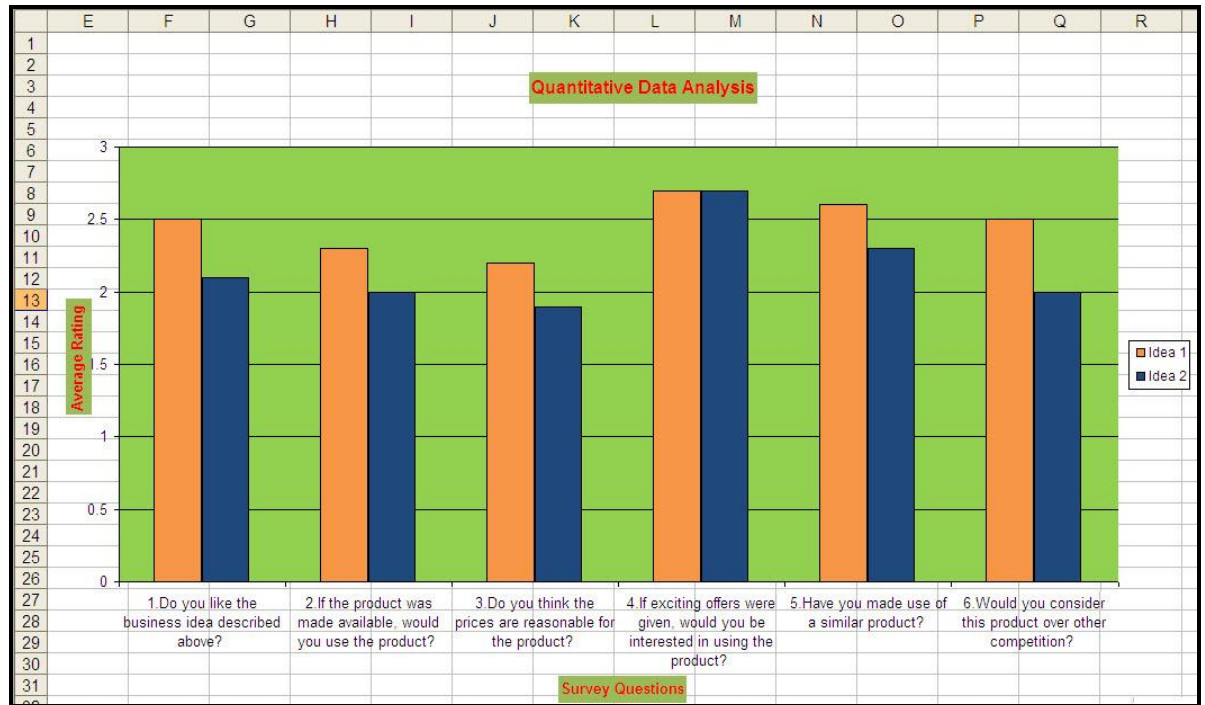
Survey Results - Quantitative Data Results Worksheet Sample

	A	B	C	D	E	F	G
1	Survey Results - Qualitative Data Results						
2	Survey Question	7.Please give reasons why you would or would not use this product.	8.If you have made use of a similar product, please provide the name.	9.Please provide any additional comments about the business idea.			
3		Idea 1	Idea 2	Idea 1	Idea 2	Idea 1	Idea 2
4	Survey 1	Yes, the prices are affordable.	Promotes local artisans. I will buy the products.	Red Chillies	Akriti	Provision for take away food will be nice.	Shipping charges are not mentioned.
5	Survey 2	Yes, it's something new.	I like the idea of shipping.	Sagar	Avishkar	Would like to see an international dessert section in the menu.	Would be nice to have some information on the types of crafts.
6	Survey 3	I love to try new dishes so I would use this service.	Prices seem a little high. Not sure if I will buy the products.	Food Court	Avishkar	The restaurant should have branches in other parts of the city.	Please provide information on discounts, if any.
7	Survey 4	I won't use this service. There are already too many restaurants.	Products seem expensive.	Food Court	No comment	Try and focus on a single cuisine.	Please mention something about the artisans.
8	Survey 5	I will try once, then decide.	Shipping prices not mentioned.	Amrit Bhog	The Art Shoppe	Take away food counters should be made available.	Would like to see some paintings among the items.
9	Survey 6	Not a new concept. Not interested.	Promotes local crafts. Nice idea.	Dosa Delight	Avishkar	Restaurant timings are not mentioned.	Provide more details on outstation shipping.
10	Survey 7	Yes, I'm interested to try the cuisine.	Prices seem a little high. Not sure if I will buy the products.	Food Court	Madhuban	A cafe serving international coffee and pastries can be introduced.	Try and reduce the minimum price for products.
11	Survey 8	Yes, I would like to try this out.	Yes, I'm interested to see the range of products.	Sagar	Avishkar	Information on membership facility, if any, will be helpful.	Location of store not mentioned.
12	Survey 9	No comment.	Depends on quality of products, then I will decide.	No comment	Akriti	A separate dessert counter will be nice.	It will be nice to have workshops arranged so we can see the artisans at work.
13	Survey 10	Good price for value. Will try out the restaurant.	New concept. Maybe I will make a purchase.	Food Court	Avishkar	Provide take away food counter.	Some information on store background to be given.

Survey Results - Qualitative Data Results Worksheet Sample

Business Idea Development

Collecting Feedback



Quantitative Data Analysis Chart Sample

Think of the following questions and discuss your ideas with your partner. Use the completed survey forms as you write your plan on a piece of paper.

- How best can you put together the data in the spreadsheet to represent all the information obtained in the survey?
- How would you organise and analyse the data to understand the feedback and compare the responses for the two business ideas?
- How would you decide on a numerical rating scale for the closed-ended questions that have decision choices (such as - yes, no, or maybe)?
- How would you analyse data for closed- ended questions?
- How would you organise the data for open-ended questions?
- What kind of a chart would you need to represent the data collated?

For help on how to do certain tasks, look at the following groups in the *Help Guide*:

- **Spreadsheets Group 3:** Using Worksheets
- **Spreadsheets Group 4:** Adding and Working with Information
- **Spreadsheets Group 5:** Changing the Look of Information and Worksheets
- **Spreadsheets Group 7:** Doing Maths
- **Spreadsheets Group 8:** Making Charts



Do It

1. Start the spreadsheets software, and open a new, blank spreadsheet. If one of the completed survey questionnaire forms is not open already, open one now. (**NOTE:** You might want to make each window smaller and move them around so you can see as much of both documents as possible.)
2. Rename Sheet 1 as **"Quantitative Data Results"**.
3. In cell A1, type a title for your worksheet. Change the look of the title as you wish.
4. In cell A2, type information that explains the rating scale that you decided on during your planning time.
5. In cell A3, type **"Survey Question"** as that column's label. Change the text wrapping so it fits in the cell. (For help, see Spreadsheets Skill 4.4: To wrap text in a cell.)
6. In cell B3, type the first closed-ended survey question found on the completed survey questionnaire form. To make the cells with the questions big enough to fit all of the words, change the text wrapping and merge the cells so the information fits in two columns. (For help, see Spreadsheets Skill 5.10: To combine or merge cells.)
7. In cell B4, type **"Idea 1"** and type **"Idea 2"** in cell C4 as labels.
8. Repeat steps 6 and 7 in the corresponding cells to the right, for the remaining closed-ended survey questions on the completed survey questionnaire form.
9. In cells A5 and the corresponding cells below it, type **"Survey 1"** followed by the number for each of respondents who completed the survey questionnaire forms. (For example, if you have ten respondents, you will label the cells as "Survey 1", "Survey 2" and so on.)
10. In the column cells below the labels **"Idea 1"** and **"Idea 2"**, type the number rating answers for each closed-ended question from the completed survey questionnaire form. Close that survey form when you are done.
11. One at a time, open each completed survey questionnaire form you have saved on your computer or have in hard copy from respondents. Then in the cells below each label **"Idea 1"** and **"Idea 2"**, type the number rating answers from that survey questionnaire form.
12. In column A, in the cell below the last survey respondent number type **"Average Rating"**. Then in the cell next to it in the same row, insert an **Average** function. (**NOTE:** Make sure that all of the rating numbers from that row are included in the formula.) Then, fill the Average function into the cells beside it so there is an average rating for each survey question.
13. Leave a row below, and type a title **"Average Rating of Business Idea "**.
14. In the row below, leave the first cell blank. Then, type the survey questions from row 3.
15. In the row below type **"Idea 1"**. In the cell below it, type **"Idea 2"**.

16. In the column cells below the survey questions, type the average rating answers for each question. (You can also copy paste the information from the cells above.)
17. In the row where you typed the title 'Average Rating of Business Idea', change the text wrapping and merge the cells so the information fits in all columns as the survey questions below.
18. Change the look of your survey questions in row 3 so they stand out. You can also change the look of the information in the rows below the labels so it all looks the same.
19. You might also make the information in rows 1 and 2 stand out by merging the cells and adding cell borders or filling the cells with colour.
20. Select the cells with the survey questions. Then, hold down the **Control** key and select the column cells with the calculated averages.
21. Make a column chart with the series or data series in columns. Use the title on your worksheet as the title for your chart. Also, use your column A label (in cell A3) as the X axis title and the average column label (Average Rating) as the Y axis title. Save the chart as a new sheet, and delete the legend since it is not needed.
22. Change the look of the chart's background area and the bars by picking different colours and adding a fill effect. You can also change the look of the main chart title and the two axis titles.
23. Make sure one of your completed survey questionnaire forms is still open. Insert a new worksheet and rename it as **"Qualitative Data Results"**.
24. In cell A1, type a title for your worksheet. Change the look of the title as you wish.
25. In cell A2, type **"Survey Question"** as that column's label. Change the text wrapping so it fits in the cell.
26. In cell B2, type the first open-ended survey question found on the completed survey questionnaire form. To make the cells with the questions big enough to fit all of the words, change the text wrapping and merge the cells so the information fits in two columns.
27. In cell B3, type **"Idea 1"** and type **"Idea 2"** in cell C3 as labels.
28. Repeat steps 26 and 27 in the corresponding cells to the right, for the remaining open-ended survey questions on the completed survey questionnaire form.
29. In the column cells below the labels "Idea 1" and "Idea 2", type the answers for each open-ended question from the completed survey questionnaire form. Close that survey form when you are done.
30. One at a time, open each completed survey questionnaire form you have saved on your computer. Then in the cells below each label "Idea 1" and "Idea 2", type answers from that survey questionnaire form. Be certain to close each document before you open the next.

31. Rename all of your worksheet and chart tabs, and delete any unused worksheets.
32. Put all of the tabs in order so the quantitative data results is first, the column chart is second, and the qualitative data results is third.
33. Double-click your Course folder on your desktop. Locate the folder “market_research”.
34. Double-click the *market_research* folder. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**.
35. Rename the new folder as “**session_4_survey_data_results**”.
36. Save your work in the *session_4_survey_data_results* folder.

If you have actually conducted the survey in the community and obtained names of real businesses in the community as competition, learn more about these businesses. You can know more about how the product or service compares to your product or service, how the product or service is sold to the customers, the popularity of the business, the price of the product or service, and so forth.



Review It

Look over the spreadsheet and chart. Make sure it has the following elements:

- Worksheets with the completed survey information entered and organised.
- Necessary data calculations are completed.
- A column chart with the survey results.
- Worksheets tabs have been renamed appropriately.

If any of these elements are missing, add them now. You should also make any other desired changes. Remember to save your work when you are finished.



Share It

Be prepared to discuss your answers to the following questions during sharing time:

- How did the organised information in the spreadsheet and the chart help you in assessing your business ideas? What did you learn about the business ideas?
- How did the analysis help you to compare the two business ideas?
- Based on the survey analysis results, which business idea would you like to finalise and why?
- Why is analysis of survey data important?

Reflection Journal

Reflect on the activity that you just completed. Record your answers to the following questions in your Reflection Journal.

1. What was the biggest challenge in doing the survey data analysis, and how did you overcome that challenge?
2. Based on the responses in your survey about competitors and your products or services, who are some of the competitors for the final business idea chosen by you? What information do you think you should gather about your competitors?

Session 5

Analysing your Business Idea

You completed an analysis of the survey and have decided on the business idea that you will develop. You also reflected about your competition and identified some of your competitors for the chosen business idea. Now, you will analyse your competition and then identify the strengths and weaknesses, opportunities and threats of your business idea.

How can you identify the strengths and weakness of your proposed business? One way is to use a *SWOT Analysis*. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.

Strengths: What are the main strengths of your business? What are the advantages you have over other similar businesses? What can you do to keep customers coming back?

Weaknesses: What are the biggest challenges of your business? In what areas do you need improvement?

Opportunities: In what areas can you expand your business? Which new customer needs can you address? Do you have ways to make your business more efficient and profitable?

Threats: What external factors could threaten the success of your business? Are competitors about to introduce new products or services, or new pricing that could be a threat to your sales? Are there other new businesses about to open that could compete with your business?

As you can see from the questions above, some of the information that you should be aware of before you start your SWOT Analysis is your business idea, the market conditions, the customer needs and the competition. You should research and gather data regarding these before you start the SWOT Analysis.

You will find that there are other businesses who offer the same products or services as your business. These other businesses are your competitors. Knowing your competition will help you define your strengths, weaknesses, opportunities and threats. Just as you want your business to grow and be successful, your competitors also strive for success. Competition can be either **direct** or **indirect**. Direct competitors are those whose businesses are very similar to yours. Indirect competitors are those whose businesses may not be similar, but can be an alternative to your product or service. For example, if you are selling apples, another person selling apples is your direct competitor, but someone selling oranges is your indirect competitor. It is necessary to understand your competitors, so that the information you gather will help you in decision making and planning your business goals and strategies.

Competitor Analysis will help you to compare your business with the identified competition on various factors. Using this data, you can modify the SWOT Analysis.

How would you identify your competition? Some of the sources might be your Survey, where respondents would have mentioned businesses selling similar products or services; the regional telephone directory listings for similar businesses; the Internet and other similar sources. You should record relevant information such as their locations, prices of products and services, financial

If you have obtained information about real businesses as a part of your reflection journal activity in the previous session, you can use this information for the competitor analysis. If you do not have real data, you can consider competitors which are comparable to your business and use these in the analysis.

information, and business goals. What are some of the sources to obtain competitor information? Competitor data can be obtained from the following sources:

- a. Recorded sources such as annual reports, press releases, newspapers and Internet articles, presentations, speeches and government reports.
- b. Observable data such as price lists, advertisements, promotional material, tenders, competitor Web sites and directory listings.
- c. Data obtained from other opportunities such as trade shows, meetings with suppliers, seminars and conferences, ex-employees and other social contacts of competitors.



Plan It

Activity A: Use a spreadsheet to create a Competitor Analysis to show the differences between your business and potential competitors. Look at the following example. If your business idea is a service or has multiple products/services, refer to *Appendix 17* for examples for these scenarios.

	A	B	C	D	E
1	Competitor Analysis				
2	Rating - Strength = 3; At par = 2; Weakness = 1				
3	Features	My Business	Competitor 1	Competitor 2	Competitor 3
4	Description	A multi-cuisine restaurant with focus on quality authentic food at affordable prices	A mid-sized restaurant with a vast menu having a lot of dishes	A quick service fast food type of restaurant and moderate to low prices	A high-end restaurant which gives importance to quality, presentation of food and ambience
5	Concept (Includes the restaurant theme, ambience and other related features)	3	2	2	3
6	Accessibility (includes being close to customers, convenience and other related factors)	2	2	3	3
7	Pricing (Average cost of the dishes)	3	2	3	1
8	Variety (Variety of dishes in menu)	2	3	1	3
9	Quality (includes both the food quality and the service quality)	3	2	1	3
10	Brand Recognition	1	2	3	3
11	Advertising	2	2	1	3
12	Total Rating	16	15	14	19
13	Average	2.285714286	2.142857143	2	2.714285714

Competitor Analysis Example

Think of the following questions and discuss your ideas with your partner. It might be helpful to write your ideas on a sheet of paper.

- Who are your competitors? How many competitors do you wish to include in the analysis?
- How would you describe your business and your competitors?

Business Idea Development

Analysing Your Business Idea

- What factors would you use to compare your business with the competitors?
- How might you rate your business against the competitors and display results of the analysis?

For help on how to do certain tasks, look at the following groups in the *Help Guide*:

- **Spreadsheets Group 3:** Using Worksheets
- **Spreadsheets Group 4:** Adding and Working with Information
- **Spreadsheets Group 5:** Changing the Look of Information and Worksheets
- **Spreadsheets Group 7:** Doing Maths
- **Spreadsheets Group 8:** Making Charts



Do It

1. Start the spreadsheets software, and open a new, blank spreadsheet.
2. Rename the sheet as **"Competitor Analysis"**.
3. In cell A1, type a title for your worksheet. Change the look of the title as you wish.
4. In cell A2, type information that explains the rating scale that you decided on during your planning time.
5. Type **"Features"** in the empty cell in column A, **"My Business"** in the empty cell in column B, **"Competitor1"** in the empty cell in column C, **"Competitor2"** in the empty cell in column D and **"Competitor3"** in the empty cell in column E, as column labels.
6. In cell A4, type **"Description"** as that column's label.
7. In cells B4 through E4, type a sentence that describes each of the column headings.
8. In the first empty cell in column A, type a feature you decided while planning that you can include in the Competitor Analysis to compare with your business. Type the remaining features in the cells below.
9. In the empty column B through column E cells, type the number rating for each feature that you decided with your partner during planning time.
10. In the first empty cell below the last feature information in column A, type **"Total Rating"**.
11. In the cell next to it in the same row, insert a **Sum** function that adds all the item totals in that column. Insert the Sum function in the rest of the cells beside it.
12. In the first empty cell below the total rating information in column A, type **"Average"**.
13. In the cell next to it, in the same row, insert an **Average** function. Then, fill the Average function into the cells beside it so there is an average rating for your business and your competitors.

14. In rows 1 and 2, change the text wrapping and merge the cells so it fits in all columns as the information below. You might also make the information in the cells stand out by adding cell borders or filling the cells with colour.
15. Double-click your Course folder on your desktop. Locate the folder "market_research".
16. Double-click the *market_research* folder. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**.
17. Rename the new folder as "**session_5_business_analysis**".
18. Save your work in the *session_5_business_analysis* folder.



Plan It

Activity B: Use a spreadsheet to create a SWOT Analysis worksheet and a SWOT diagram. Look at the following examples. If your business idea is a service or has multiple products/services, refer to *Appendix 17* for examples for these scenarios.

	A	B
1	Questions for SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis	
2		
3	Strengths	
4	What advantages do I have over my competitors?	- Good relationship with vendors - A central location
5	What are the main skills/strengths of my business?	- Quality food at affordable prices - Well-trained staff
6	What does my business offer to keep customers coming back?	- International Cuisine
7	Weaknesses	
8	Where does my business lack funds?	- Limited budget for marketing
9	What needs improvement?	- Lack of popularity of the restaurant - Constant effort needed to stay fresh in customer's mind
10	What are the difficulties to overcome?	- Lack of customer loyalty in the brand as the brand is new
11	Opportunities	
12	What are the areas that competitors are missing?	- Focusing on a set-menu world cuisine
13	What are the new technologies that will help my business?	- Internet Marketing
14	What are the new needs of customers?	- Need for healthy and quality food - Need for exclusivity rather than quantity
15	In what other areas can I expand my business?	- Branches in new locations - Introducing the concept of other forms of dining such as take-aways, fast-food
16	Threats	
17	Are there successful or popular competitors?	- Yes, tough competition from direct competitors
18	Are there too many competitors?	- Yes
19	Are there any negative economic conditions?	- Yes, recession has decreased customer's expenditure

SWOT Analysis Example

Business Idea Development

Analysing Your Business Idea

	A	B	C
1		Helpful In achieving the objectives	Harmful In achieving the objectives
2	Internal attributes of the organisation	Strengths 1. Good relationship with vendors 2. A central location 3. Quality food at affordable prices 4. Well-trained staff 5. International Cuisine	Weaknesses 1. Limited budget for marketing 2. Lack of popularity of restaurant 3. Constant effort needed to stay fresh in customer's mind 4. Lack of customer loyalty in the brand as the brand is new
3	External attributes of the environment	Opportunities 1. Focusing on a set-menu world cuisine 2. Internet Marketing 3. Need for healthy and quality food 4. Need for exclusivity rather than quantity 5. Branches in new locations 6. Introducing the concept of other forms of dining such as take-aways, fast-food	Threats 1. Tough competition from direct competitors 2. Recession reducing customer's expenditure

SWOT Diagram Example

Think of the following questions and discuss your ideas with your partner. It might be helpful to write your ideas on a sheet of paper.

- What are the strengths, weaknesses, opportunities and threats of your business? How will you identify them?
- Refer to the *Competitor Analysis* you have completed. What are the strengths, weaknesses, opportunities and threats that you understand from this analysis?
- What needs of the customer will your business idea satisfy?
- How will you organise the information related to strengths, weaknesses, opportunities and threats visually?

For help on how to do certain tasks, look at the following groups in the *Help Guide*:

- Spreadsheets Group 3:** Using Worksheets
- Spreadsheets Group 4:** Adding and Working with Information
- Spreadsheets Group 5:** Changing the Look of Information and Worksheets
- Spreadsheets Group 7:** Doing Maths
- Spreadsheets Group 8:** Making Charts



Do It

1. Open the **Competitor Analysis** spreadsheet you had prepared in **Activity A**.
2. Go to another worksheet. Rename the sheet as **"SWOT Analysis"**.
3. In cell A1, type a worksheet title **"Questions for SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis"**. Change the look of the words as you wish.
4. Change the text wrapping for rows 1 and 2 and merge the cells so the information fits in two columns.
5. In cell A3, type **"Strengths"** as that column's label. Change the text wrapping and merge the cells so the information fits in two columns.
6. In the first empty cell in column A, type a question you want to ask about the strengths of your business that you and your partner listed during your planning time. Type the remaining questions in the cells below.
7. In the first empty cell below the last question in column A, type **"Weaknesses"** as that column's label. Change the text wrapping and merge the cells so the information fits in two columns.
8. In the first empty cell in column A, type a question you want to ask about the weaknesses of your business that you and your partner listed during your planning time. Type the remaining questions in the cells below.
9. In the first empty cell below the last question in column A, type **"Opportunities"** as that column's label. Change the text wrapping and merge the cells so the information fits in two columns.
10. In the first empty cell in column A, type a question you want to ask about the opportunities of your business that you and your partner listed during your planning time. Type the remaining questions in the cells below.
11. In the first empty cell below the last question in column A, type **"Threats"** as that column's label. Change the text wrapping and merge the cells so the information fits in two columns.
12. In the first empty cell in column A, type a question you want to ask about the threats of your business that you and your partner listed during your planning time. Type the remaining questions in the cells below.
13. In the empty cells in column B, type the answers to the questions you had decided upon with your partner during planning time.
14. Go to another worksheet. Here you will put together the SWOT Analysis in the form of a diagram.
15. Rename the sheet as **"SWOT Diagram"**.

16. In cell A2, type **"Internal Attributes of the Organisation"** and in cell A3, type **"External Attributes of the Environment"** as label headings.
17. In cell B1, type **"Helpful in Achieving the Objectives"** and in cell C1, type **"Harmful in Achieving the Objectives"** as the column headings.
18. In cell B2, type **"Strengths"** as the cell heading. Then type the points you had filled in from the previous sheet.
19. In cell C2, type **"Weaknesses"** as the cell heading. Then type the points you had filled in from the previous sheet.
20. In cell B3, type **"Opportunities"** as the cell heading. Then type the points you had filled in from the previous sheet.
21. In cell C3, type **"Threats"** as the cell heading. Then type the points you had filled in from the previous sheet.
22. Change the look of the words. You might also change the column width, the position or alignment of the information within the cells, or add colour to the cells.
23. Save your work in the *session_5_business_analysis* folder.



Review It

Look over the spreadsheet and chart that you created. Does it have the following elements?

- Competitor Analysis which clearly shows how your business might rate against the competitors.
- The questions for the SWOT Analysis along with the answers.
- The SWOT diagram filled with appropriate strengths, weaknesses, opportunities and threats for your business.

If any of these elements are missing, add them now. You should also make any other desired changes. Remember to save your work when you are finished.



Share It

Be prepared to discuss your answers to the following questions during sharing time:

- How did you identify and choose your competitors? Are they direct competitors or indirect competitors?
- How did you carry out the comparison between your business and your competitors? What impact would it have on your business planning if one of your competitors came out scoring higher or having an advantage in some areas that you identified as important? How will you respond to the higher score of your competitor?
- How did rating your business against your competitors and asking the relevant questions help you in understanding your business better and in identifying your strengths, weaknesses, opportunities and threats?
- How is the SWOT diagram a good visual representation for organising the positive and negative factors of your business?

Reflection Journal

Reflect on the activity that you just completed. Record your answers to the following questions in your Reflection Journal.

1. What was the most challenging part of the competitor analysis and SWOT analysis activity? Give your reasons and also explain how you overcame the challenge.
2. In the last few sessions, you have analysed the business idea chosen by you using various methods. What are the important factors you have learnt from these analyses about your business idea? How will you summarise the information? How will they help in setting goals for your business?

Session 6

Finalising your Business Idea

In the past few sessions, you completed activities related to market research to assess and finalise your business idea. From the survey questionnaire, you have gathered information about your business idea, about the competition and the *target market*. In the previous session, you identified the competitors for the business idea that you chose and completed the SWOT analysis. Now, you will summarise the information that you have obtained through all the analyses and prepare a presentation for the finalised business idea.

Having goals for business will help you in setting realistic targets that you can achieve to be successful. For example, the goal for a student could be to score 100% in Mathematics. Decide on your business goals by listing all the things that you want to achieve with your business. It could be as simple as that you wish to be a successful business or be a leading business.

A presentation of a business idea will typically include:

- Your business idea as the title slide.
- Brief descriptions about your product or service, your target market, your competitors and location.
- Summary of the survey analysis results.
- The SWOT diagram.
- The Competitor Analysis results.
- Business goals.

You should have already identified much of this information in the previous sessions. You will now need to identify your *business goals* (what you hope to achieve) to complete the presentation. What are your business goals and how do you hope to make your business successful? See the example in this section for ideas. You should consider your business goals now and include them in the presentation described below.



Plan It

Create a presentation that showcases your business idea. Look at the following example. If your business idea is a service or has multiple products/services, refer to *Appendix 18* for examples for these scenarios.

A Restaurant Business Idea	BUSINESS DESCRIPTION
 <p>By Mahesh and Sangita</p>	<p>Who are we?</p> <ul style="list-style-type: none">▪ Medium-sized family restaurant. <p>What we offer?</p> <ul style="list-style-type: none">▪ Multi-cuisine - Authentic dishes from different cuisines▪ Table service▪ Buffet Menu – Set menu which will change everyday▪ Quality food.▪ Moderate price. 

LOCATION AND TARGET

Where are we located?

- The restaurant will be centrally located, close to offices, shopping malls and other places where crowds are expected.



Who are we targeting?

- 15 – 45 year age group, who like to eat out on a regular basis.



BUSINESS GOALS

What are our Goals?

- Main focus on serving quality food at a great value.
- Customer satisfaction.
- Menu variety and pleasant atmosphere.
- Employ friendly and efficient staff.
- Controlling costs at all times, in all areas.
- No compromise on the taste or authenticity.



Market Survey



We conducted a survey and performed a SWOT Analysis, and Competitor Analysis to analyse our business idea.

- Survey:** We used a survey questionnaire to find out whether our restaurant fulfils a need in the community and if we have potential customers.
- Based on the survey:
 - The response to the restaurant idea was most positive
 - The restaurant business idea has a high rate of success

SWOT ANALYSIS

	A	B	C
1		Helpful In achieving the objectives	Harmful In achieving the objectives
2	Internal attributes of the organisation	Strengths 1. Good relationship with vendors 2. A central location 3. Quality food at affordable prices 4. Well-trained staff 5. International Cuisine	Weaknesses 1. Limited budget for marketing 2. Lack of popularity of restaurant 3. Constant effort needed to stay fresh in customer's mind 4. Lack of customer loyalty in the brand as the brand is new
3	External attributes of the environment	Opportunities 1. Focusing on a set-menu world cuisine 2. Internet Marketing 3. Need for healthy and quality food 4. Need for exclusivity rather than quantity 5. Branches in new locations 6. Introducing the concept of other forms of dining such as take-away, fast-food	Threats 1. Tough competition from direct competitors 2. Recreation reducing customer's expenditure

COMPETITOR ANALYSIS

	A	B	C	D	E
1	Competitor Analysis				
2	Rating - Strength = 3; At par = 2; Weakness = 1				
3	Features	My Business	Competitor 1	Competitor 2	Competitor 3
4	Description	A multi-cuisine restaurant with focus on quality authentic food at affordable prices	A mid-sized restaurant with a vast menu having a lot of dishes	A quick service fast food type of restaurant and moderate to low prices	A high-end restaurant which gives importance to quality, presentation of food and ambience
5	Concept (Includes the restaurant theme, ambience and other related features)	3	2	2	3
6	Accessibility (Includes being close to customers, convenience and other related factors)	2	2	3	3
7	Pricing (Average cost of the dishes)	3	2	3	1
8	Variety (Variety of dishes in menu)	2	3	1	3
9	Quality (Includes both the food quality and the service quality)	3	2	1	3
10	Brand Recognition	1	2	3	3
11	Advertising	2	2	1	3
12	Total Rating	16	15	14	19
13	Average	2.285714286	2.142857143	2	2.714285714

We found out that we will face direct competition from other restaurants in the location charging similar price in the menu. We need to build our recognition and popularity as a quality restaurant with affordable price.

Business Idea Presentation Example

Think of the following questions and discuss your ideas with your partner. It might be helpful to write your ideas on a sheet of paper.

- What are the points you would like to mention while introducing your business?
- Where will your business be located? Why?
- Who would be using your product or service?

While preparing the presentation, it is important to keep the audience in mind. Your audience will be your peers, mentors and others whose support you would like in your venture. Your audience will listen to your business idea and give feedback on whether the idea is viable.

Business Idea Development

Analysing Your Business Idea

- How would you summarise the results of all the analyses you have completed to assess the business idea?
- What information would you like to include about the strengths and weaknesses of your business and your competitors?
- What are your business goals? How would you describe them?

For help on how to do certain tasks, look at the following groups in the *Help Guide*:

- **Multimedia Group 1:** Getting to Know Multimedia Software (**NOTE:** This group name will change depending on the Help Guide version being used.)
- **Multimedia Group 3:** Building Presentations
- **Multimedia Group 4:** Making Slides Look Good
- **Multimedia Group 5:** Adding Words
- **Multimedia Group 6:** Adding Pictures and Artistic Effects
- **Multimedia Group 8:** Adding Animation and Special Effects
- **Multimedia Group 9:** Setting Up and Playing a Presentation



Do It

1. Start the multimedia software, and open a new, blank presentation.
2. Insert a title slide, and type the business idea that you decided with your partner during your planning time. Then in the box below, type your name and that of your partner.
3. Add a picture that describes your business idea. You can insert clip art or a picture from the gallery, or you can start the graphics program, create a picture you want, and save it to your computer before inserting it into the slide. You can even use the drawing tools to make a picture on the slide.
4. Resize and move the text boxes and the picture.
5. Add a new slide with space for a title and a bulleted list. In the top text box, type a slide title "**Business Description**". In the text box below, type a few sentences that you decided with your partner during your planning time about what you would like to mention introducing your business.
6. Add a picture that shows what you wrote in your sentence.
7. Add a new slide with space for a title and a bulleted list. In the top text box, type a slide title "**Location and Target**". In the text box below, type a few sentences that you decided with your partner during your planning time about your business location and who your customers will be.
8. Repeat Step 6.

9. Add a new slide with space for a title and a bulleted list. In the top text box, type a slide title "**Business Goals**". In the text box below, type a few sentences that you decided with your partner during your planning time about your business goals.
10. Repeat Step 6.
11. Add a new slide with space for a title and a bulleted list. In the top text box, type a slide title "**Market Survey**". In the text box below, type a few sentences about the analyses for the business idea and a summary of the survey results.
12. Repeat step 6.
13. Insert a new title slide and type "**Competitor Analysis**". Then, in the box below, type a sentence or two about the Competitor Analysis.
14. Take a screenshot of the Competitor Analysis. (For help, see Graphics Skill 3.17: To take and save a picture of what is on your screen, or a screenshot.) Save the picture for use in an electronic presentation. (For help, see Graphics Skill 3.14: To save a picture for different uses.) Then, exit the graphics paint software. Also, close the Competitor Analysis file, and exit the spreadsheets software.
15. Insert the picture in the slide. Move and resize the picture and the text boxes as needed. Add a border around the picture if you wish.
16. Insert a new title slide and type "**SWOT Analysis**".
17. Open the Competitor Analysis file that you finished earlier. Take a screenshot of the SWOT diagram. (For help, see Graphics Skill 3.17: To take and save a picture of what is on your screen, or a screenshot.) Save the picture for use in an electronic presentation. (For help, see Graphics Skill 3.14: To save a picture for different uses.)
18. Repeat Step 15.
19. Now that all of the slides have been added, go to the Slide Master.
20. To make all of the words in your slides look the same, change the look of the title text style in the top box and the other text styles in the large box below. Then, pick a colour scheme to use for all the slides in your presentation. (**NOTE:** Later, check to see if the Competitor Analysis and the SWOT Analysis objects blend in with the new slide background colour. If they do, add a white fill colour to both.)
21. Play your presentation to make sure everything works properly. Make any necessary changes.
22. Double-click your Course folder on your desktop.
23. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**. Rename the new folder as "**business_description**".

Business Idea Development

Analysing Your Business Idea

24. Double-click the *business_description* folder. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**.
25. Rename the new folder as "**session_6_finalising_business_idea**".
26. Save your work in the *session_6_finalising_business_idea* folder.



Review It

Look over your presentation. Did you include the following elements?

- Your business idea as the title slide.
- Brief descriptions about your product or service, your target market, your competitors, location and business goals.
- The Survey Analysis results.
- The Competitor Analysis results.
- The SWOT diagram.

If any of these elements are missing, consider adding them now. You should also make any other desired changes. Remember to save your work when you are finished.



Share It

Be prepared to discuss your answers to the following questions during sharing time:

- What is the purpose of this presentation?
- How did the Survey Analysis, Competitor Analysis and SWOT Analysis help you in analysing your business idea?
- How did you set the goals for your business?
- How will this presentation help you in explaining the business idea and the chances of its success to an audience?

Reflection Journal

Reflect on the activity that you just completed. Record your answers to the following questions in your Reflection Journal.

1. What were the challenges you faced while creating the business idea presentation? How did you deal with those challenges?
2. In this session, you have expanded and described your business idea. How much will you need to spend to move from the idea stage to startup state? What are some of the things you will require to start your business? How will you estimate the costs?

Session 7

Estimating Startup Costs

In the previous sessions you generated business ideas and decided on a business opportunity. You will now identify all that is necessary to successfully develop your chosen business idea. Among the many things you will consider is the cost involved in starting and operating your business. You need to determine how much money you will have to spend to start your business. These costs are called *Startup Costs*. What are some of the things that you will require to start your business? How much do you think these items will cost?

Almost every business has to spend some money to set up the business, before it can start to make money. In some small businesses, the startup expenses can be quite small. However, if your business will need a place to operate, or if you need equipment or need to hire employees, you will probably need to meet *expenses* in areas such as equipment, salaries to the staff, furniture and rent for the *office premises*. Refer to *Appendix 10 - Description of Costs* to understand the different types of costs that many new businesses have to face. Once you have identified all the types of costs, the best way to identify the actual cost is to specify how much money you will spend on each item you need and simply add the amounts to establish a final estimate. How might computers assist you in your task of recording and organising valuable financial information?



Plan It

Create worksheets to estimate the cost for each item you need to start up your business idea, the total startup costs and a chart to identify the percentage of each cost. Look at the following examples. If your business idea is a service or has multiple products/services, refer to *Appendix 19* for examples for these scenarios.

Finance

Estimating Startup Costs

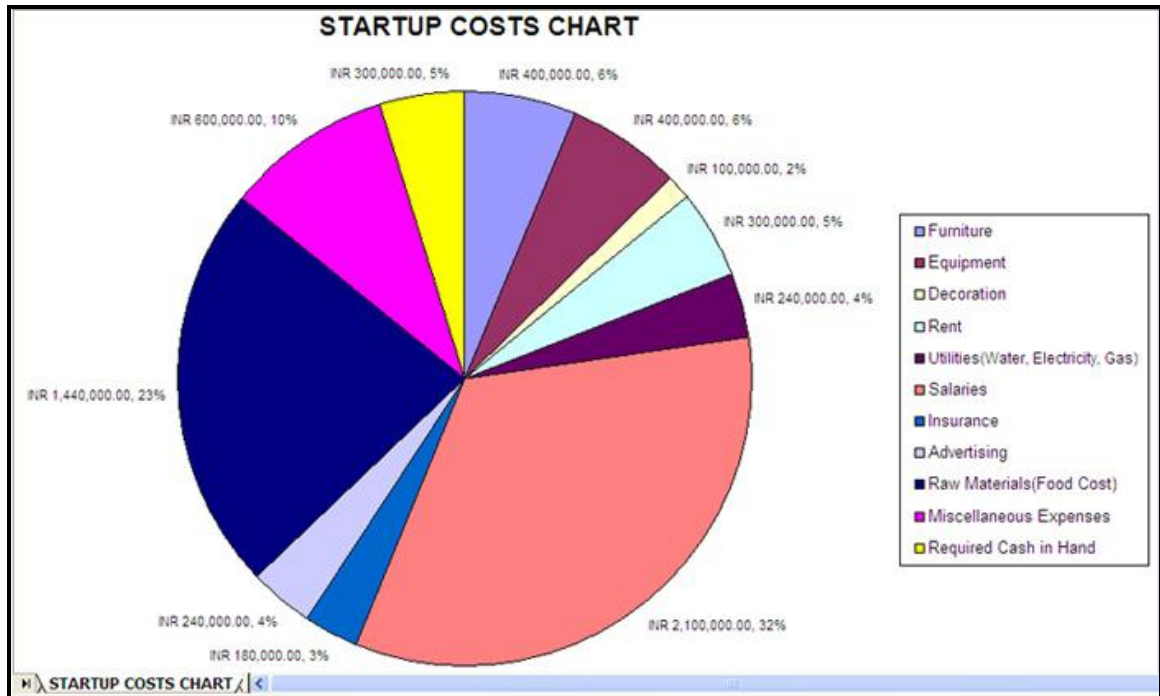
The startup costs will vary depending on the business idea. For example, if the business idea is a service, then there will be no expenses on raw materials. If the business idea includes multiple products and/or services, you have to consider the costs for each product and add up the costs to get the total startup expenses. Refer to Appendix 19 for examples for these scenarios

	A	B	C	D
1	STARTUP COSTS BREAKUP			
2	ONE TIME EXPENSES			
3	FURNITURE			
4	ITEM	UNITS	AMOUNT PER UNIT	TOTAL COST
5	CHAIRS	100	INR 1,000.00	INR 100,000.00
6	TABLES	50	INR 2,000.00	INR 100,000.00
7	CABINETS	50	INR 2,000.00	INR 100,000.00
8	SOFA SETS	4	INR 25,000.00	INR 100,000.00
9	TOTAL EXPENSE			INR 400,000.00
10	EQUIPMENT			
11	ITEM	UNITS	AMOUNT PER UNIT	TOTAL COST
12	FREEZERS	10	INR 10,000.00	INR 100,000.00
13	OVENS	10	INR 8,000.00	INR 80,000.00
14	COOKING RANGE	4	INR 20,000.00	INR 80,000.00
15	DISH WASHERS	3	INR 20,000.00	INR 60,000.00
16	COMPUTERS	3	INR 10,000.00	INR 30,000.00
17	COMMUNICATION (PHONE, FAX, COPIER, PRINTER)			INR 50,000.00
18	TOTAL EXPENSE			INR 400,000.00
19	DECORATION			
20	ITEM	UNITS	AMOUNT PER UNIT	TOTAL COST
21	LAMP SHADES/LIGHTING	100	500	INR 50,000.00
22	FIXTURES			INR 25,000.00
23	FITTINGS			INR 25,000.00
24	TOTAL EXPENSE			INR 100,000.00
25	TOTAL ONE TIME EXPENSES			INR 900,000.00
26	ONGOING/RECURRING EXPENSES			
27	UTILITIES			
28	ITEM	AMOUNT PER MONTH	TOTAL COST PER YEAR	
29	WATER	INR 5,000.00	INR 60,000.00	
30	ELECTRICITY	INR 10,000.00	INR 120,000.00	
31	GAS	INR 5,000.00	INR 60,000.00	
32	TOTAL EXPENSE		INR 240,000.00	
33	SALARIES			
34	JOB POSITION	AMOUNT PER MONTH	TOTAL COST PER YEAR	
35	TOP LEVEL	INR 100,000.00	INR 1,200,000.00	
36	MIDDLE LEVEL	INR 45,000.00	INR 540,000.00	
37	LOWER LEVEL	INR 25,000.00	INR 300,000.00	
38	WORKERS	INR 5,000.00	INR 60,000.00	
39	TOTAL EXPENSE		INR 2,100,000.00	
40	INSURANCE			
41	ITEM	AMOUNT PER MONTH	TOTAL COST PER YEAR	
42	FURNITURE	INR 5,000.00	INR 60,000.00	
43	EQUIPMENT	INR 7,000.00	INR 84,000.00	
44	GENERAL (THEFT, FIRE)	INR 3,000.00	INR 36,000.00	
45	TOTAL EXPENSE		INR 180,000.00	
46	MISCELLANEOUS EXPENSES			
47	ITEM	AMOUNT PER MONTH	TOTAL COST PER YEAR	
48	TRANSPORT	INR 25,000.00	INR 300,000.00	
49	STORAGE	INR 25,000.00	INR 300,000.00	
50	TOTAL EXPENSE		INR 600,000.00	
51	RAW MATERIALS			
52	ITEM	AMOUNT PER MONTH	TOTAL COST PER YEAR	
53	OIL, SPICES, RICE, PULSES, FLOUR, FRUITS, VEGETABLES	INR 120,000.00	INR 1,440,000.00	
54	TOTAL EXPENSE		INR 1,440,000.00	
55	ADVERTISING			
56	CHANNEL	AMOUNT PER MONTH	TOTAL COST PER YEAR	
57	DIRECT (MAIL, BROCHURES, FLIERS)	INR 10,000.00	INR 120,000.00	
58	INDIRECT (TV, RADIO, OUTDOORS)	INR 10,000.00	INR 120,000.00	
59	TOTAL EXPENSE		INR 240,000.00	
60	RENT			
61	ITEM	AMOUNT PER MONTH	TOTAL COST PER YEAR	
62	OFFICE PREMISES	INR 25,000.00	INR 300,000.00	
63	TOTAL EXPENSE		INR 300,000.00	
64	Note: Assuming we will produce an average of 3,000 units a month, and it will cost Rs.40/- per unit to buy necessary raw materials to make them.			
65	TOTAL ONGOING/RECURRING		INR 5,100,000.00	
66	GRAND TOTAL OF STARTUP COSTS		INR 6,000,000.00	
67	STARTUP COSTS BREAKUP / STARTUP COSTS SUMMARY / STARTUP COSTS CHART / STARTUP COSTS CHART CHALLENGE			

Startup Costs Breakup Worksheet Example

	A	B
1	Restaurant Startup Costs	
2	Item	Cost in Year 1
3	Furniture	INR 400,000.00
4	Equipment	INR 400,000.00
5	Decoration	INR 100,000.00
6	Rent	INR 300,000.00
7	Utilities (Water, Electricity, Gas)	INR 240,000.00
8	Salaries	INR 2,100,000.00
9	Insurance	INR 180,000.00
10	Advertising	INR 240,000.00
11	Raw Materials (Food Cost)	INR 1,440,000.00
12	Miscellaneous Expenses	INR 600,000.00
13	Required Cash in Hand	INR 300,000.00
14	TOTAL COSTS	INR 6,300,000.00
	STARTUP COSTS SUMMARY	

Startup Costs Summary Worksheet Example



Startup Costs Chart Example

Estimating Startup Costs

Think of the following questions and discuss your ideas with your partner. It might be helpful to write your ideas on a sheet of paper.

- What are some of the items that you require for setting up your business idea? Refer to *Appendix 10 - Description of Costs* to identify some costs.
- How will you estimate how much you need to spend on each item? Refer to *Appendix 11 - Estimating Costs* to identify some methods.
- How will you show the breakup of the startup costs?
- How much cash do you need to have available at the very start of your business?
- How can you use a computer to help you with your calculations?

For help on how to do certain tasks, look at the following groups in the *Help Guide*:

- **Spreadsheets Group 3:** Using Worksheets
- **Spreadsheets Group 5:** Changing the Look of Information and Worksheets
- **Spreadsheets Group 6:** Organising Information
- **Spreadsheets Group 7:** Doing Maths
- **Spreadsheets Group 8:** Making Charts



Do It

1. Start the spreadsheets software, and open a new, blank spreadsheet.
2. In cell A1, type a worksheet title "**Startup Costs Breakup**".
3. In cell A2, type "**One Time Expenses**" as the cost description heading.
4. Change the text wrapping for each of the rows 1 and 2 and merge the cells so the information fits in four columns.
5. In the first empty cell in column A, type a category title that you and your partner identified as onetime expenses during your planning time. Change the text wrapping and merge the cells so the information fits in four columns.
6. Type "**Item**" in the empty cell in column A, "**Units**" in the empty cell in column B, "**Amount Per Unit**" in the empty cell in column C and "**Total Cost**" in the empty cell in column D as column labels.
7. Enter the Item, Units, and Amount Per Unit information in columns A through C that you decided with your partner during planning time. Make sure you type the information in the correct columns. Change the column widths as needed.
8. Then, in the first empty cell under the column heading 'Total Cost', type a formula that multiplies the units with the amount per unit. (For help, see Spreadsheets Skill 7.5: To multiply numbers by writing your own maths sentence or formula.)

9. Apply the formula down the column to calculate this cost for the other items.
10. In the first empty cell below the last total cost information in column D, insert a **Sum** function that adds all the item totals in that column. If needed, change the number format of that cell to currency. And in the empty column A cell to the left, type **"Total Expense"** as the label for that new sum amount.
11. Format the numbers in columns C and D so they look like money or currency. (**NOTE:** Rupees appears in Excel as "INR" for the "Indian Rupee".)
12. Change the look of the words and numbers so important cells stand out, such as the column labels and the total expense information at the bottom. You might also change the column width, the position or alignment of the information within the cells, or add colour to the cells.
13. Repeat steps 5-12 for the remaining categories under onetime expenses.
14. In the first empty cell below the last total cost information in column D, insert a **Sum** function that adds all the total expenses of the categories in that column. If needed, change the number format of that cell to currency. And in the empty column A cell to the left, type **"Total One Time Expenses"** as the label for that new sum amount.
15. In the first empty cell below the last total expense information in column A, type **"Ongoing/Recurring Expenses"** as the cost description heading. Merge the cells so the information fits in four columns.
16. In the first empty cell in column A, type a category title that you and your partner identified as ongoing/recurring expenses during your planning time. Change the text wrapping and merge the cells so the information fits in three columns.
17. Type **"Item"** in the empty cell in column A, **"Amount Per Month"** in the empty cell in column B, and **"Total Cost Per Year"** in the empty cell in column C as column labels. (**NOTE:** You might want to change the item label according to the category title. For example, you can type "job position" in place of "item" for the category "salaries".)
18. Enter the Item and Amount Per Month information in columns A and B that you decided with your partner during planning time. Make sure you type the information in the correct columns. Change the column widths as needed.
19. Then, in the first empty cell under the column heading 'Total Cost Per Year', type a formula that multiplies the amount per month by the total number of months in a year. (For help, see Spreadsheets Skill 7.5: To multiply numbers by writing your own maths sentence or formula.)
20. Apply the formula down the column to calculate this cost for the other items.

Estimating Startup Costs

21. Format the numbers in columns B and C so they look like money or currency. (**NOTE:** Rupees appears in Excel as "INR" for the "Indian Rupee".)
22. In the first empty cell below the last total cost per year information in column C, insert a **Sum** function that adds all the item totals in that column. If needed, change the number format of that cell to currency. And in the empty column A cell to the left, type "**Total Expense**" as the label for that new sum amount.
23. Change the look of the words and numbers. Repeat step 12.
24. Repeat steps 16-22 for the remaining categories under ongoing/recurring expenses.
25. In the first empty cell below the last total expense information in column A, type any notes that need to be added for reference, as decided with your partner during planning time. Merge the cells so the information fits in three columns.
26. Type "**Total Ongoing/Recurring**" in the empty cell in column A.
27. Then, in the empty cell in column B, type a formula that adds up the total costs for each expense. Format the numbers in column B so they look like money or currency. (**NOTE:** Rupees appears in Excel as "INR" for the "Indian Rupee".)
28. In the first empty cell below the information in column B, insert a **Sum** function that adds all the totals of one time and recurring expenses. If needed, change the number format of that cell to currency. And in the empty column A cell to the left, type "**Grand Total of Startup Costs**" as the label for that new sum amount.
29. Give the worksheet tab a new name that describes the information, such as "**Startup Costs Breakup**".
30. Go to another worksheet. Here you will put together the summary of the cost descriptions.
31. In cell A1, type a worksheet title. Change the text wrapping and merge the cells so the information fits in two columns.
32. Type "**Item**" in the empty cell in column A and "**Cost in Year 1**" in the empty cell in column B as column labels.
33. Enter the Item and Cost in Year 1 information in columns A and B from the previous sheet. Make sure you type the information in the correct columns. Change the column widths as needed. (**NOTE:** Type the category headings in the empty cells under the "Item" column.)
34. In the first empty cell below the information in column B, insert a **Sum** function that adds all the item totals in that column. If needed, change the number format of that cell to

currency. And in the empty column A cell to the left, type “**Total Costs**” as the label for that new sum amount.

35. Change the look of the information as you wish. For example, you might change the position or alignment of the information inside the cells, or change the look of the words. You might also make the column labels in row 2 and the grand total information at the bottom of the worksheet stand out by adding cell borders or filling the cells with colour.
36. Use the information in column A and B to make a pie chart that shows both the values and the corresponding percentages of each item to the total cost. Make sure you title your chart. Change the look of the words and numbers in the pie chart as you wish. You can also add different fill colours or fill effects to the pieces of the pie.

Challenge: Select a different option when picking a Chart sub-type to display the information. You might want to pick an Exploded Pie or a Pie with a 3-D visual effect.

38. Rename your worksheet and chart tabs, and delete any unused worksheets. If needed, change the order of the tabs so the worksheet comes before the chart.
39. Double-click your Course folder on your desktop.
40. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**. Rename the new folder as “**financial_plan**”.
41. Double-click the *financial_plan* folder. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**.
42. Rename the new folder as “**session_7_startup_costs**”.
43. Save your work in the *session_7_startup_costs* folder.

Many entrepreneurs discover that their personal finances may not be enough to cover their needs, so they face the dilemma of identifying various sources of financing (obtaining funding from others to start their business). Refer to *Appendix 12 Sources of Funds* to understand some of the most common sources of financing. Choosing the appropriate source of funding depends on the ease of availability and the benefits of that source.



Review It

Look over your Startup Costs Worksheets. Make sure they have the following elements:

- List of the items you need for your business.
- A sum formula that calculates the startup costs for each item on which you spend.
- A list of the startup costs for your business.
- Formulas that calculate the total cost of units per amount of unit.
- Formulas that calculate the total cost of units per year.
- A sum formula that calculates total startup costs.
- A pie chart that shows the percentage of each item’s cost in relation to the total startup cost amount.
- Titles and tab names for the Worksheets that explain the information recorded.

Estimating Startup Costs

If any of these elements are missing, add them now. You should also make any other desired changes. Remember to save your work when you are finished.



Share It

Be prepared to discuss your answers to the following questions during sharing time:

- What are your main startup costs? How did you estimate the total amount you would need to start your business?
- What are some of the ways of reducing startup costs? Can you think of ways to obtain the items you need at cheaper rates and thus reduce the amount spent as startup costs?
- Why is it important to accurately estimate startup costs as a part of your business plan?
- How will you arrange for the amount you need to start your business? Refer to *Appendix 12- Sources of Funds* to learn about some of the sources from which you can get the money. What are some of the sources of fund you would like to use? Why?

Reflection Journal

Reflect on the activity that you just completed. Record your answers to the following questions in your Reflection Journal.

1. How did spreadsheets help you in estimating the startup costs? What was the most challenging part of the activity and how did you overcome it?
2. You have estimated the costs for starting your business. Knowing the start-up costs, what do you think should be the price of your product or service? What factors would you consider the most important for calculating the price of your product or service?

Session 8

Pricing

In the previous session, you estimated the startup costs for the business. Now you have to determine the *price* for your product or service, which is the amount that you will charge customers for your product or service. In any business, the challenge for the business owner is that you have to achieve a balance. You need to make sure that you charge a reasonable price for your product or service yet at the same time are able to earn more than what you are spending on operating the business.

One of the important factors in pricing is to understand what a **Unit** is for your business. A unit is single quantity of your product or service. For example, suppose that you make and sell candles. One unit for your business is one candle. If you are in a business of buying and selling pencils, your one unit of sale is one pencil. However if you were selling a service, say gardening services, which focuses on spending time doing the work in the garden, then your one unit of sale would be one hour of your work. Every hour you spend on providing the service will be one unit for sale.

As stated earlier, ideally the price of a unit of your product or service should be such that you are able to recover what you spent on providing the product or service. To establish such a price, you need to first identify how much you have spent on making each unit of the product or service available to the customer. This cost for each unit is known as the **Cost Price** of the product or service. Taking the above examples, Cost Price is the amount you would have spent to make one candle, buy one pencil from the manufacturer or spend one hour offering the gardening service. Remember to include all the expenses that went into making the product or service available to the customer.

The amount you charge the customer for each unit of your product or service is the **Selling Price**. Usually, to determine the Selling Price, a certain amount of money is added to the Cost Price. This difference between the Selling Price and the Cost Price is called the **Profit**. Profit is the amount that you are able to earn through your business. It is the amount that is left after your costs have been recovered. How much profit do you wish to make? The profit you desire to earn is usually expressed as a percentage by which you want to exceed your costs or Cost Price. A 20% desired profit (the Selling Price is 20% more than the Cost Price) is typical of many businesses.



Plan It

Create a spreadsheet for calculating an appropriate Selling Price per Unit, for your product or service. To do this, you will have to determine the expected Cost Price, the number of units you expect to sell, the desired Profit, and then calculate an appropriate Selling Price. You may refer to the spreadsheet on startup costs that you prepared in the previous session to help you identify your costs. Look at the following example. If your business idea is a service or has multiple products/services, refer to *Appendix 20* for examples for these scenarios.

If your business idea has multiple products and/or services, divide the startup costs among these items to decide on the pricing. Refer to *Appendix 20* for to see how the calculation of the pricing will vary for a product, a service and multiple products or services.

Assumption of profit should be reasonable and realistic. While hoping for high profit may be good, it is not always achievable and will also influence the price of your product or service.

	A	B	C	D
1	TOTAL COST		SELLING PRICE PER UNIT	
2	Items	Amount (INR)	TOTAL COST	INR 6,000,000.00
3		Total Costs in Year 1	DESIRED PROFIT (20% of the Total Cost)	INR 1,200,000.00
4	Rent	INR 300,000.00	COST PLUS PROFIT	INR 7,200,000.00
5	Utilities (Water, Phone, Electricity, Gas)	INR 240,000.00	TOTAL UNITS EXPECTED TO BE SOLD	36,000
6	Salaries	INR 2,100,000.00	SELLING PRICE PER UNIT*	INR 200.00
7	Insurance	INR 180,000.00	NOTE: One unit for our business is one set-meal. Total Units estimated to be produced per day: 100 Total Units estimated to be produced per month: 3,000 Total Units estimated to be produced per year: 36,000	
8	Advertising	INR 240,000.00		
9	Raw Materials (Food Cost)	INR 1,440,000.00		
10	Miscellaneous Expenses	INR 600,000.00		
11	Furniture	INR 400,000.00		
12	Equipment	INR 400,000.00		
13	Decoration	INR 100,000.00	* The selling price per unit is calculated by dividing the cost plus profit by the total number of units expected to be sold.	
14	TOTAL COST	INR 6,000,000.00		

Pricing Worksheet Example

Think of the following questions and discuss your ideas with your partner. It might be helpful to write your ideas on a sheet of paper.

- What are all the costs that go into making the product or service available to the customer?
- What is your desired profit? How will you calculate your profit?
- What is one unit of your product or service? How many units of product or service do you think you will sell in a year?
- How will you organise your information to include all relevant details that affect price?

For help on how to do certain tasks, look at the following groups in the *Help Guide*:

- Spreadsheets Group 3:** Using Worksheets
- Spreadsheets Group 5:** Changing the Look of Lines and Shapes
- Spreadsheets Group 6:** Organising Information
- Spreadsheets Group 7:** Doing Maths



Do It

- Start the spreadsheets software, and open a new, blank spreadsheet.
- Rename Sheet 1 as "**Pricing**".
- In cell A1, type "**Total Costs**" as the label heading. Merge cells A1 and B1 so the information fits in two columns. (For help, see Spreadsheets Skill 5.10: To combine or merge cells.) Change the look of words if you wish. You may also change the row height.
- Type "**Items**" in the first empty cell in column A and "**Amount (INR)**" in the empty cell in column B as column headings. You may also change the column width to provide enough space for the text.
- In the empty cell below the Column B heading, type "**Total Costs in Year 1**".

6. Enter the Item and Amount information in columns A and B that you decided with your partner during planning time and as stated in your Startup Costs Sheet. Make sure you type the information in the correct columns. Change the column widths as needed.
7. Format the numbers in column B so they look like money or currency. (**NOTE:** Rupees appears in Excel as "INR" for the "Indian Rupee".)
8. In the first empty cell below the last cost amount in column B, insert a **Sum** function that adds all the amounts in that column. In the empty column A cell to the left, type "**Total Cost**" as the label for that new sum amount.
9. In cell C1, type "**Selling Price per Unit**" as the label heading. Merge cells C1 and D1 so the information fits in two columns. Change the look of words if you wish.
10. Type "**Total Cost**" in the first empty cell in column C. In the cell below, type "**Desired Profit**" and also mention the percentage that you wish to earn as profit.
11. In the empty cell in column D fill in the amount. Change the number format of that cell to currency.
12. In the cell below, type a formula to calculate the desired profit. (**NOTE:** You will need to multiply the desired profit percentage decided upon with your partner during planning time with the total cost.) Change the number format of that cell to currency. (For help, see Spreadsheets Skill 7.5: To multiply numbers by writing your own math sentence or formula.)
13. In the first empty cell below the amount of the desired profit in column D, insert a **Sum** function that adds the amounts in that column. If needed, change the number format of that cell to currency. In the empty column C cell to the left, type "**Cost Plus Profit**" as the label for that sum amount.
14. In the cell below, type "**Total Units Expected to be Sold**" and in the empty cell in Column D type the number of units that will be sold over the year.
15. In the empty cell in Column C, type "**Selling Price Per Unit**" and in the empty cell in Column D type a formula that divides "Cost Plus Profit" by the "Total Units Expected to be Sold". Change the number format of that cell to currency. (For help, see Spreadsheets Skill 7.6: To divide numbers by writing your own maths sentence or formula)
16. Change the look of the words and numbers so important cells stand out, such as the column labels, the total cost information and the selling price per unit. You might also change the column width, the position or alignment of the information within the cells, or add colour to the cells.
17. Remember to write relevant details related to Units Sold and Price calculations in your Working Notes.
18. Hide the gridlines on your worksheet. (For help, see Spreadsheets Skill 6.9: To hide gridlines.)
19. Double-click your Course folder on your desktop. Locate the folder "*financial_plan*".
20. Double-click the *financial_plan* folder. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**.
21. Rename the new folder as "**session_8_pricing**".
22. Save your work in the *session_8_pricing* folder.

Challenge: In the spreadsheet, you have calculated the price for your product or service for a certain profit percentage. Increase and decrease the profit percentage in additional columns to see how this affects the selling price. See the following Challenge example.

	A	B	C	D	E	F
	TOTAL COST		SELLING PRICE PER UNIT		Selling Price with lesser profit percentage (5% Profit)	Selling Price with higher profit percentage (30% Profit)
1	Items	Amount (INR)	TOTAL COST	INR 6,000,000.00	INR 6,000,000.00	INR 6,000,000.00
2	Total Costs in Year 1	INR 300,000.00	DESIRED PROFIT (20% of the Total cost)	INR 1,200,000.00	INR 300,000.00	INR 1,800,000.00
3	Rent	INR 300,000.00	COST PLUS PROFIT	INR 7,200,000.00	INR 6,300,000.00	INR 7,800,000.00
4	Utilities (Water, Phone, Electricity, Gas)	INR 240,000.00	TOTAL UNITS EXPECTED TO BE SOLD	36,000	36,000	36,000
5	Salaries	INR 2,100,000.00	SELLING PRICE PER UNIT	INR 200.00	INR 175.00	INR 216.67
6	Insurance	INR 180,000.00	NOTE: One unit for our business is one set-meal. Total Units estimated to be produced per day:100 Total Units estimated to be produced per month:3,000 Total Units estimated to be produced per year:36,000			
7	Advertising	INR 240,000.00				
8	Raw Materials (Food Cost)	INR 1,440,000.00				
9	Miscellaneous Expenses	INR 600,000.00				
10	Furniture	INR 400,000.00				
11	Equipment	INR 400,000.00				
12	Decoration	INR 100,000.00				
13			* The selling price per unit is calculated by dividing the cost plus profit by the total number of units expected to be sold.			
14	TOTAL COST	INR 6,000,000.00				

Pricing Worksheet Challenge Example



Review It

Look at the worksheet that you have prepared on Pricing. Make sure you have taken care to include the following elements:

- All relevant costs related to your product or service.
- The estimated number of units sold per year.
- The desired profit.
- Formula for calculating the price.

If any of these elements are missing, add them now. You should also make any other desired changes. Remember to save your work when you are finished.



Share It

Be prepared to discuss your answers to the following questions during sharing time:

- Does the price you have calculated match the price you had earlier suggested in the survey questionnaire in Session 3?
- Is your pricing at par with the competitors' pricing? Why is it important to compare pricing with your competitors?
- How will your pricing affect the sales of your product or service?

Reflection Journal

Reflect on the activity that you just completed. Record your answers to the following questions in your Reflection Journal.

1. Which part of the pricing activity did you enjoy the most? Why? How can you use your pricing spreadsheet to determine whether the price of your product will change for each of the different scenarios listed below?
 - a. What happens if you lower your costs?
 - b. What happens if you change the desired profit (increasing and decreasing)?
 - c. What happens if you change the unit sales (increasing and decreasing)?
 - d. What happens if you increase the sales with a lesser profit percentage
2. You have estimated your costs, your sales, and have even decided on the price of your product or service. How will you use all this information to plan your expenses and estimate your earnings for the year? Keeping in mind your total estimated sales, can you guess how your sales will progress through the year?

Session 9

Preparing Your Budget

For a business budget, the goals have to be the sales to be made and the desired profit. As the earnings are decided by the sales, it is important to have targets for sales.

It is important to set realistic targets while preparing the sales forecast. Though you have already estimated the annual production and/or sales figures while you were pricing your product or service, it is important that you divide these annual sales figures across the year to show gradual increase of sales.

In the previous sessions you calculated the startup costs to establish your business. You also determined the price at which you should sell your product or service to recover your costs and make the desired profit. An essential task for every business is to plan expenses in a manner that allows it to continue making the desired profit. To do this you need to create a *budget* and operate within the financial limits set by it.

A budget is a financial tool that provides an estimate of the amount of expected *earnings* for each period based on sales forecasts, the amount of expected expenses for each period, and the difference between the two (which are called Net Earnings). The budget will help you to understand whether you need to limit expenses or increase sales in order to increase your *Net Earnings*.

Your main source of earning is your sales. Therefore, to estimate your earnings for your budget you need to first predict your sales. To do this you will have to prepare a **sales forecast**. A sales forecast involves predicting how many units of your products or services can be sold over a period of time. Knowing how many units you can sell at the price you have determined will help you to calculate how much you earn.

Once you calculate your earnings, you can prepare your budget by taking into account the expenses you have incurred in running the business and calculating the difference between your earnings and expenses. You may find that in the beginning of your business, until the sales grow, your earnings may be less than your expenses in any given period. However, if you find that your earnings are forecast to be constantly less than your expenses, then you will either have to reduce your expenses or find a way to increase your earnings.



Plan It

Create a budget spreadsheet containing a sales forecast worksheet and a budget. Look at the following example. If your business idea is a service or has multiple products/services, refer to *Appendix 21* for examples for these scenarios. :

	A	B	C	D	E	F
1	Annual Sales Forecast					
2		Q1	Q2	Q3	Q4	Year 1 Forecast
3	Units sold	4,500	7,500	10,500	13,500	36,000
4	Unit price	INR 200.00	INR 200.00	INR 200.00	INR 200.00	INR 200.00
5	TOTAL EARNINGS	INR 900,000.00	INR 1,500,000.00	INR 2,100,000.00	INR 2,700,000.00	INR 7,200,000.00
6						
	Note:					
	1) The total units produced per annum is estimated at 36,000 units. These units have been distributed over the 4 quarters.					
	2) The unit price is obtained from the pricing sheet.					

Sales Forecast Worksheet Example

	A	B	C	D	E	F
1	BUDGET (YEAR 1)					
2	ITEM	Q1	Q2	Q3	Q4	Total
3	EXPECTED EARNINGS					
4	Sales from Meals	INR 900,000.00	INR 1,500,000.00	INR 2,100,000.00	INR 2,700,000.00	INR 7,200,000.00
5	TOTAL EARNINGS	INR 900,000.00	INR 1,500,000.00	INR 2,100,000.00	INR 2,700,000.00	INR 7,200,000.00
6	EXPECTED EXPENSES					
7	Rent	INR 75,000.00	INR 75,000.00	INR 75,000.00	INR 75,000.00	INR 300,000.00
8	Utilities (Water, Electricity, Gas)	INR 60,000.00	INR 60,000.00	INR 60,000.00	INR 60,000.00	INR 240,000.00
9	Insurance	INR 45,000.00	INR 45,000.00	INR 45,000.00	INR 45,000.00	INR 180,000.00
10	Salary	INR 525,000.00	INR 525,000.00	INR 525,000.00	INR 525,000.00	INR 2,100,000.00
11	Advertising	INR 60,000.00	INR 60,000.00	INR 60,000.00	INR 60,000.00	INR 240,000.00
	Raw Materials (Cost of Raw Materials per unit (40) * Units sold per quarter)	INR 180,000.00	INR 300,000.00	INR 420,000.00	INR 540,000.00	INR 1,440,000.00
13	Miscellaneous Expenses	INR 150,000.00	INR 150,000.00	INR 150,000.00	INR 150,000.00	INR 600,000.00
14	Furniture	INR 400,000.00				INR 400,000.00
15	Equipment	INR 400,000.00				INR 400,000.00
16	Decoration	INR 100,000.00				INR 100,000.00
17	TOTAL EXPENSES	INR 1,995,000.00	INR 1,215,000.00	INR 1,335,000.00	INR 1,455,000.00	INR 6,000,000.00
18	NET EARNINGS	-INR 1,095,000.00	INR 285,000.00	INR 765,000.00	INR 1,245,000.00	INR 1,200,000.00
19						
20	Note:					
21	1) The sales data has been taken from the sales forecast.					
22	2) The fixed costs have been taken from the startup costs and divided evenly over 4 quarters.					
	3) The variable costs of raw materials has been calculated by multiplying the estimated unit costs obtained from the startup costs with the units sold per quarter obtained from the sales quarter.					

Budget Worksheet Example

Think of the following questions and discuss your ideas with your partner. It might be helpful to write your ideas on a sheet of paper.

- Assuming that sales increase as your business grows, how will you forecast your sales so that it shows gradual increase?
- What are your total earnings and expenses?
- Which of the costs (expenses) can or will vary? Which of these are fixed costs? (You may refer to the spreadsheet on startup costs that you prepared to help you identify different types of costs.)
- Are your earnings more than your expenses? What is the difference between your earnings and expenses?

For help on how to do certain tasks, look at the following groups in the *Help Guide*:

- Spreadsheets Group 3:** Using Worksheets
- Spreadsheets Group 5:** Changing the Look of Information and Worksheets
- Spreadsheets Group 6:** Organising Information
- Spreadsheets Group 7:** Doing Maths
- Spreadsheets Group 8:** Making Charts



Do It

- Start the spreadsheets software, and open a new, blank spreadsheet.
- Rename Sheet 1 as "**Sales Forecast**".
- In cell A1, type "**Annual Sales Forecast**" as the label heading. To make the cell with the heading big enough to fit all of the words, merge the cells so the information fits in six columns. (For help, see Spreadsheets Skill 5.10: To combine or merge cells.) Change the look of words if you wish. You may also change the row height.

If your business idea has multiple products and/or services, include the startup costs earnings and expenses for all the products/services in your budget. Refer to *Appendix 21* for the example.

It is very rare for a business to make profits in the first few months of its establishment. Therefore, your budget might reflect negative amounts in the first few months.

Preparing Your Budget

4. Type "Q1" in the empty cell in column B, "Q2" in the empty cell in column C, "Q3" in the empty cell in column D, "Q4" in the empty cell in Column E and "Year 1-Forecast" in the empty cell in column F as column labels.
5. In cell A3, type "Units sold", followed by "Unit price" and "Total Earnings" in cells A4 and A5.
6. In row 3 enter the information on the 'Units sold', for all the quarters, according to the forecast that you decided with your partner during planning time. Make sure you type the information in the correct columns. Change the column widths as needed.
7. In the empty cell in column F, insert a **Sum** function that adds all the amounts in that row.
8. In row 4 enter the information on 'Unit price', for all the quarters, that you decided with your partner during planning time. Enter the same price in cell F4. Change the number format of the cells in the row to currency.
9. In the row below, in Columns B through F, type a formula to calculate the Total Earnings. (**NOTE:** You will need to multiply the Units sold in each quarter with the Unit Price for that quarter.) Change the number format of the cells to currency. (For help, see Spreadsheets Skill7.5: To multiply numbers by writing your own math sentence or formula.)
10. Remember to write relevant details related to Units Sold and Unit Price in your Working Notes.
11. Go to another worksheet. Here you will put together the information needed to make your quarterly budget.
12. Rename Sheet 2 as "**Budget-Quarterly**".
13. In cell A1, type "**Budget (Year 1)**" as the label heading. Change the column width as needed.
14. In cell B1, type "**Quarterly Amount (INR)**" as the label heading. To make the cell with the heading big enough to fit all of the words merge the cells so the information fits in five columns. Change the look of words if you wish.
15. Type "Item" in the empty cell in column A, "Q1" in the empty cell in column B, "Q2" in the empty cell in column C, "Q3" in the empty cell in Column D, "Q4" in the empty cell in Column E and "Total" in the empty cell in column F as column labels.
16. In the empty cell in Column A, type "**Expected Earnings**" as the heading.
17. In the empty cells below the heading, type each of the items from which your business will make money. Make sure you type each item in its own cell.
18. In the first empty cell below the last item of expected earnings, type "**Total Earnings**".
19. In the cell below, type "**Expected Expenses**" as a heading and in the empty cells below the heading, type the items on which your business will spend money.
20. In the first empty cell, below the last item of expected expenses, type "**Total Expenses**".
21. In the cell below, type "**Net Earnings**".
22. In the empty cells in Column B, enter the amounts for Quarter 1 that you decided with your partner during planning time as your earnings from the items mentioned in Column A.
23. In the cell in column B where Total Earnings have to be mentioned, insert a **Sum** function to add up all the amounts of the earnings in the cells above.
24. In the empty cells in column B, enter the amounts for Quarter 1 that you decided with your partner during planning time as your expenses on the items mentioned in Column A.

25. In the cell in column B where Total Expenses have to be mentioned, insert a **Sum** function to add up all the amounts of the expenses in the cells above.
26. In the cell in column B where Net Earnings have to be mentioned, type a formula to calculate the difference between Total Earnings and Total Expenses. (For help, see Spreadsheets Skill 7.4: To subtract numbers by writing your own math sentence or formula)
27. Repeat Steps 23-27 for the remaining Quarters.
28. In the empty cells in Column F, insert a **Sum** function in each cell to add the amounts mentioned in each row.
29. Format the numbers in column B through F so they look like money or currency. (**NOTE:** Rupees appears in Excel as "INR" for the "Indian Rupee".)
30. Change the look of the words and numbers so important cells stand out, such as the column labels, the total cost information and the selling price per unit. You might also change the column width, the position or alignment of the information within the cells, or add colour to the cells.
31. Remember to write relevant details related to the data used for the budget in your Working Notes.
32. Hide the gridlines on your worksheets. (For help, see Spreadsheets Skill 6.9: To hide gridlines.)
33. Double-click your Course folder on your desktop. Locate the folder "financial_plan".
34. Double-click the *financial_plan* folder. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**.
35. Rename the new folder as "**session_9_budget**".
36. Save your work in the *session_9_budget* folder.

Challenge: Create a chart for the total sales for your Sales Forecast. See the Challenge example.



Sales Forecast Chart Worksheet Challenge Example



Review It

Look at the worksheets that you have prepared for your sales forecast and your budget. Make sure you have included the following elements:

- Forecast of number of units sold per quarter.
- Formula for calculating the total sales per quarter.
- All the formulas are correct.
- Net Earnings calculated on a quarterly basis.
- Title and tab names for your Worksheets that explain the information recorded.

If any of these elements are missing, add them now. You should also make any other desired changes. Remember to save your work when you are finished.



Share It

Be prepared to discuss your answers to the following questions during sharing time:

- How did the sales forecast help you to estimate your earnings?
- How does the budget help you in planning your expenses and calculate your earnings?
- What do negative Net Earnings in your budget show? Is it acceptable to have negative Net Earnings at the initial phase of your business?
- How did the spreadsheet help you in your calculations?

Reflection Journal

Reflect on the activity that you just completed. Record your answers to the following questions in your Reflection Journal.

1. What was the biggest challenge in creating a budget spreadsheet and how did you overcome that challenge?
2. One way to increase your earnings is to build awareness of your product or service, and sell more units. How much of your budgeted costs is being used for this purpose? What methods can you use to promote awareness of your product or service among customers?

Session 10

Developing a Marketing Strategy

In the previous session you prepared a budget where a certain amount of money was allocated for the marketing and *promotion* of your business. You also reflected on the important decisions to be taken for marketing your product and using promotional methods. One way to do this is to develop a marketing strategy for your business.

A marketing strategy defines your goals for marketing and the steps you will take to achieve those goals. As part of this process, you will consider the *4Ps* of marketing:

Product (Service) Positioning: How do you want your product or service to be known to your potential customers? When customers think of your business, what will they think of, and how will they consider it in comparison to other similar businesses? What kind of image or identity will it have? How will it be different or better than other similar businesses?

Price: How will your selling price compare with other similar businesses? What will you be able to say about your selling price when compared to others?

Place (Distribution): How will customers get your product or service? Where will they have access? How will you make access easy for your customers? Will you have a place where the customers come to you, or will you go to them to sell your product or service?



Promotion: How will you advertise or promote your product or service? How will potential customers (your target market) hear about it, and how will they know how to get it? What will make the product or service attractive to them, and make them want it?



Plan It

Create a marketing strategy presentation for your business. Look at the following example. If your business idea is a service or has multiple products/services, refer to *Appendix 22* for examples for these scenarios.

<p style="text-align: center;">Marketing Strategy</p> <p style="text-align: center;">By Mahesh and Sangita</p>	<p style="text-align: center;">PRODUCT POSITIONING</p> <ul style="list-style-type: none"> • Position - Our restaurant will be one of a kind restaurant, serving exotic dishes from all over the world. We aim to position our restaurant as the one stop solution for all food lovers who want quality at affordable prices. • Unique Selling Proposition (USP)-Will be its delicious Set-Menu. The menu items will change everyday to offer authentic dishes of the world. • Focus- Will be on quality rather than quantity
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<h3 style="text-align: center; color: #e91e63;">PRICING</h3>  <ul style="list-style-type: none"> • Our restaurant's pricing will be at par with similar restaurants, but the quality will match that of the best restaurants in the city. • The calculated price for one Set-Meal is Rs. 200/-. 	<h3 style="text-align: center; color: #e91e63;">PLACE(DISTRIBUTION)</h3> <ul style="list-style-type: none"> • The restaurant will be located in a central location near to offices, malls and other places which will have a lot of people thus attracting a lot of customers. • Take-away option will also be provided along with in-house dining.  
<h3 style="text-align: center; color: #e91e63;">PROMOTION</h3> <p style="text-align: center;">Advertising and Promotion Methods</p> <p>Our restaurant plans to use the following advertising methods:</p> <ul style="list-style-type: none"> • Monthly advertisements in newspapers and magazines specialising on food. • Radio jingles and TV commercials in local channels. • Flyers and Posters. • Direct mailers and newspaper or magazine inserts. • Low budget Internet marketing including Web site, Wikis, Social Media Marketing and Email marketing. • Participation in promotional events such as food festivals and exhibitions.  	<h3 style="text-align: center; color: #e91e63;">PROMOTION BUDGET AND LAUNCH STRATEGY</h3> <ul style="list-style-type: none"> • We will promote the brand heavily during the initial period, and then gradually reduce the promotional activities once we have built an awareness of the brand in the market. • The annual budget set for the marketing and promotion activities will be used in the following manner: <ul style="list-style-type: none"> – 50% of the amount will be used in the first quarter during the launch period – 25% in the second quarter – 15% in the third quarter – 10% in the fourth quarter  

Specify the unit in the pricing slide for better understanding of the pricing.

Marketing Strategy Presentation Example

Think of the following questions and discuss your ideas with your partner. It might be helpful to write your ideas on a sheet of paper.

- How do you want to position your product or service? What will be the qualities that people will identify with it?
- What are the unique characteristics (*unique selling proposition*) of your product or service that you wish to highlight?
- Is your pricing above, below or at par with your competition, and how do you plan to market that factor?
- Where will your customers buy your product or service from?
- What advertising and promotion methods do you wish to use? Which of the methods do you think will be most effective in helping you sell your product or service? Refer to *Appendix 13- Advertising and Promotion Methods* to identify the different *marketing* methods.
- How do you plan to spend the allocated marketing budget?

For help on how to do certain tasks, look at the following groups in the *Help Guide*:

- **Multimedia Group 1:** Getting to Know Multimedia Software (**NOTE:** This group name will change depending on the Help Guide version being used.)
- **Multimedia Group 3:** Building Presentations
- **Multimedia Group 4:** Making Slides Look Good
- **Multimedia Group 5:** Adding Words

- **Multimedia Group 6:** Adding Pictures and Artistic Effects
- **Multimedia Group 8:** Adding Animation and Special Effects
- **Multimedia Group 9:** Setting Up and Playing a Presentation



Do It

1. Start the multimedia software, and open a new, blank presentation.
2. Insert a title slide, and type the name of your business. Then in the box below, type **"Marketing Strategy"**. You should also type your name and that of your partner.
3. Resize and move the text boxes.
4. Add a new slide with space for a title and a bulleted list. In the top text box, type a slide title **"Product Positioning"**. In the text box below, type a few sentences that you decided with your partner during your planning time about how you want to position your business and the unique characteristics (*unique selling proposition*) of your product or service that you wish to highlight.
5. Add pictures that show what you wrote in your sentence.
6. Resize and move the text boxes and the pictures.
7. Add a new slide with space for a title and a bulleted list. In the top text box, type a slide title **"Pricing"**. In the text box below, type a few sentences that you decided with your partner during your planning time about the pricing factor of your product or service and how you plan to market it.
8. Repeat step 5 and 6.
9. Add a new slide with space for a title and a bulleted list. In the top text box, type a slide title **"Place (Distribution)"**. In the text box below, type a few sentences that you decided with your partner during your planning time about how your product or service will be made available to the customers and how conveniently they can get it.
10. Repeat step 5 and 6.
11. Add a new slide with space for a title and a bulleted list. In the top text box, type a slide title **"Promotion"**. In the text box below, type a few sentences that you decided with your partner during your planning time about the promotion and advertising methods you wish to employ for your product or service and what will most effectively reach the customers.
12. Repeat step 5 and 6.

13. Add a new slide with space for a title and a bulleted list. In the top text box, type a slide title **"Promotion Budget and Launch Strategy"**. In the text box below, type a few sentences that you decided with your partner during your planning time about how you plan to spend the marketing budget and the most effective ways to spend money to promote your product or service.
14. Repeat step 5 and 6.
15. When you are done adding all of the information in your slides, pick a colour scheme or design template to add to your slides. (For help, see Multimedia Skill 4.1: To pick and use a design template and Multimedia Skill 4.2: To pick and use a colour scheme.) (**NOTE:** Later, check to see if you need to add a fill colour, such as white, to the objects in your slides. The background of the object might blend in with the new background of the slides.)
16. You might also go to the Slide Master and change the look of the title and other written information so all of your words look the same from slide to slide.
17. Set up the slideshow to play as whatever type you want, and pick the way you want to move from one slide to another.
18. Play your presentation to make sure everything works the way it should. Make any desired changes.
19. Double-click your Course folder on your desktop.
20. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**. Rename the new folder as **"marketing_strategy"**.
21. Double-click the *marketing_strategy* folder. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**.
22. Rename the new folder as **"session_10_marketing_strategy"**.
23. Save your work in the *session_10_marketing_strategy* folder.

Challenge: Add transitions, animation, sound, and video effects to your slides as you wish. Be sure you set the timing for animation and other effect on each slide, and try not to add too many different types of effects.



Review It

Look over your presentation. Make sure it has the following elements:

- The title slide.
- The description slides containing marketing details about the 4 Ps – Product (Service) Positioning, Place, Price and Promotion.
- Slide with details of how you will spend the marketing budget.

If any of these elements are missing, add them now. You should also make any other desired changes. Remember to save your work when you are finished.



Share It

Be prepared to discuss your answers to the following questions during sharing time:

- How did describing the 4 Ps help you in developing your marketing strategy? Why are the 4 Ps important for your marketing strategy?
- Which advertising and promotion methods did you choose? Why?
- How have you distributed your marketing budget for the promotional activities? Why?
- Why is defining your marketing strategy a very important factor for your business plan?

Reflection Journal

Reflect on the activity that you just completed. Record your answers to the following questions in your Reflection Journal.

1. Which part of developing the marketing strategy presentation was the most challenging?
How did you overcome the challenge?
2. Review a few advertisements in newspapers and magazines and make a list of what you think are the most important elements of an advertisement. If you had to create an advertisement for your product or service, what elements would you include in it?

Session 11

Branding and Advertising Your Business

In the previous session you identified the promotion and advertising methods, and also determined how you will position and showcase your product or service in the market. Now, based on the defined marketing strategy, you will decide on the *branding*, which is creating an identity or reputation for your business and its product or service. You will also learn how to use branding for advertising your products or services.

Impressive branding and effective advertising play a very important role in generating awareness among your potential customers. The main goal in creating a *brand* is to generate a positive impression or feeling among customers for your product or service by emphasising on the qualities that make it special or unique. You create an impression or identity for your business through a combination of factors, including the name and logo of the business and how it is promoted.

When starting a new business, it is very important to have a good business name and logo. The name is very important, as it can help convey a message about your product or service, and also create curiosity and association with it. For example, if you name a restaurant “Yummy World”, the name itself helps send a message to the customer about the quality of the food and the experience they will have in your restaurant. Similarly, a logo is a picture or symbol that stands for and represents your business. Some logos also have *tag lines*, which are typically a few words that are added that help in association and recollection of the product or service offered by your business. Can you remember some tag lines you would have seen on television or in advertisements? The name, logo, and the tagline - all these elements combined help form your brand identity. Once you create a brand identity, you should consistently extend this identity to all the marketing material including packaging, advertisements, brochures and business stationery.

Advertisements are created to let people know of the product or service offered by your business. One of the important times to advertise is when a business is new, or when introducing a new product or service in the market. The way that you advertise helps in developing a positive and successful brand image. While there are many elements to advertising and promotion, it is important to understand the essentials of advertising. Which advertisements can you recall seeing recently that caught your attention? What are the basic elements of a good advertisement? What message do you want to give through your advertisement?

An advertisement will usually have the following elements:

- A catchy headline or image that will catch your potential customer’s attention.
- A few key messages to communicate to the target market about your product or service and why the customer should want to purchase it.
- An illustration or image (such as name, logo, and tag line) that shows the identity of your product or service, accompanying the message.
- How the customer can take advantage of your product or service - this can include the place of availability, the pricing, the contact information and any promotions that you may have.

Marketing

Branding and Advertising Your Business

It is important that the visual elements and design of your advertisement match together with the branding and the positioning of your product or service.

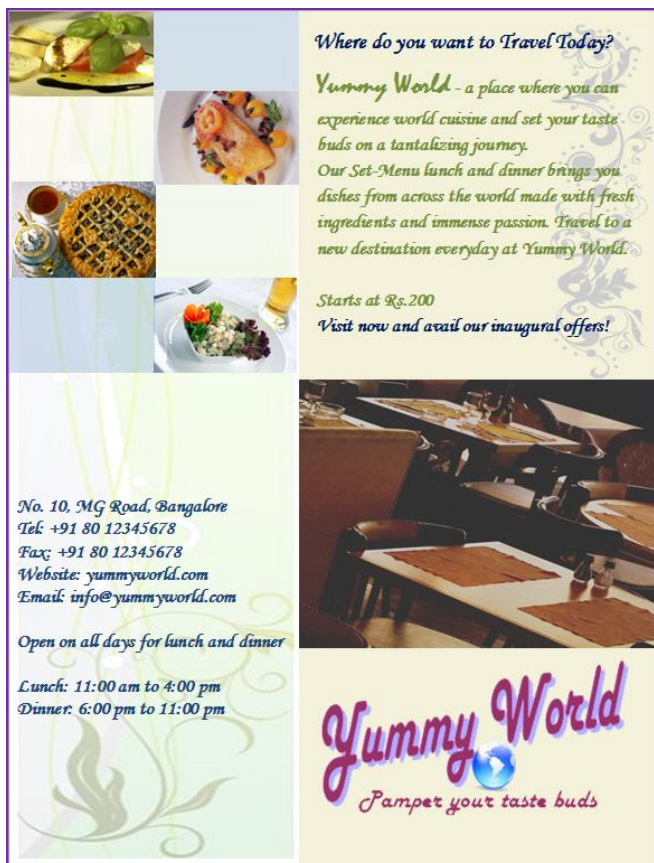


Plan It

Create a logo and an advertisement (which can serve as a *flyer*, a print advertisement, or a *direct mailer*) for your business. Look at the following examples. If your business idea is a service or has multiple products/services, refer to *Appendix 23* for examples for these scenarios.



Logo Example



Advertisement Example

Think of the following questions and discuss your ideas with your partner. It might be helpful to write your ideas on a sheet of paper.

- What do you want to convey through the name of your business?
- How would you like to describe the logo that you wish to create? How will you incorporate the name of your business in the logo?
- What are the designs and images you can think of that would convey a positive identity to your target customers?
- What might be an appropriate tagline?
- What message do you want to convey through your advertisement?
- What information about your product or service do you want to give in the advertisement along with the message?
- What do you want the headline of the advertisement to be?
- Do you want to include any promotions or special offers?
- What images do you want to use in the advertisement?

A catchy name is very important for your brand. Your brand name should arouse curiosity and form a connection with the product or service. You should also pay attention to the colours and fonts while developing visuals for your brand such as the brand logo. Choose a font which is easily readable and colours which go with your brand image.

For help on how to do certain tasks, look at the following groups in the *Help Guide*:

- **Graphics Group 1:** Getting to Know the Graphics Software (**NOTE:** This group name will change depending on the Help Guide version being used.)
- **Graphics Group 2:** Painting Shapes and Lines
- **Graphics Group 3:** Making Changes to Pictures and Photos in the Graphics Paint Software (**NOTE:** This group name will change depending on the Help Guide version being used.)
- **Graphics Group 5:** Using the Drawing Tools
- **Graphics Group 6:** Changing the Look of Lines and Shapes
- **Graphics Group 8:** Working with Objects in Your Drawings
- **Graphics Group 9:** Adding Special Effects
- **Word Processing Group 3:** Changing the Look of Your Words
- **Word Processing Group 4:** Making Paragraphs and Lines of Words Look Good
- **Word Processing Group 5:** Adding Pictures to Your Pages
- **Word Processing Group 6:** Designing Your Pages
- **Word Processing Group 10:** Using Preset and Advanced Features



Do It

1. Start the word processing software, and open a new, blank document.
2. To help you size and position objects on the page, show the rulers and the document's grid. To help you move and size objects with greater precision, make sure that the snap to grid option is turned off. (For help, see Word Processing Skill 6.3: To use the page grid to place and size objects and Word Processing Skill 6.2: To show or hide the ruler.)
3. Use the shape tools on the Drawing tool bar to draw a basic shape for your logo. (For help, see Graphics Skill 4.5: To use the Drawing toolbar.)

4. Change the colour of the shape as you wish. You might even want to add a fill effect.
5. Draw a text box, and type the name of your business. You may make it artful using WordArt or a Fontwork that fits around the outside or along one of the sides of the shape.
6. Add a picture to your logo. There are two ways you can do this:
 - You can start graphics paint software and make your own picture. (For help, see Graphics Group 1: Getting to know the Graphics Software and Graphics Group 2: Painting Shapes and Lines.) (**NOTE:** This group name will change depending on the Help Guide version being used.) Save your finished painting on your computer and insert it into your logo. (For help, see Word Processing Skill 5.2: To add a picture you have already made and saved on your computer.)
 - You can add a picture from the clip art gallery.
7. Change the picture's text wrapping, and move and resize it as needed.
8. Draw a text box in an empty space in the shape. Type the tagline for your product or service you decided with your partner during planning time. Remove any borders and fill colours from the text box.
9. Align and distribute objects so they are all lined up and spaced apart evenly. (**NOTE:** This skill may not be possible in all word processing software. If your word processing software does not have this capability, skip this step.)
10. Select and group all the objects in your logo. Then, copy the logo design.
11. Open a new graphics paint canvas. Paste your logo.
12. Make the canvas bigger or smaller as needed so it is just about the same size as the pasted logo design. Save the logo as two files – one to use for printed projects, and another to use for Web sites or electronic presentations. Then exit the graphics paint software, and close the logo file in the word processing software.
13. Double-click your Course folder on your desktop. Locate the folder "marketing_strategy".
14. Double-click the *marketing_strategy* folder. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**.
15. Rename the new folder as "**session_11_branding_and_advertising**".
16. Save your logo in the *session_11_branding_and_advertising* folder.
17. Open a new blank word processing document. Here you will create the advertisement.
18. To help you size and position objects on the page, show the rulers and the document's grid. To help you move and size objects with greater precision make sure that the snap grid option is turned off. (For help, see Word Processing Skill 6.3: To use the page grid to place and size objects.)
19. Make a text box, and type a catchy headline which is an attention-getting phrase about your business that you decided on during your planning time. Change the look of the heading. You might want to make the heading bigger and change its style and colour so it stands out.

The skill of making words sparkle will work only in the soft copy version. It will not work in a hard copy format

20. A text box below the heading might be a good place to put some information about your new business and the inaugural offers. Type a few sentences about the business and what you are providing or whatever else you would like to write about to grab the attention of the customers.
21. Insert more text boxes for the other pieces of information you want to type. You may include information on the attractive prices at which you are offering your product or service as a part of your inaugural offer. Make the boxes bigger or smaller as needed, and use the rulers to help you put each box in a place that looks good. You can also change the look of the words in each box.
22. Make an attractive background for your advertisement by turning a picture into a watermark on your document. (For help, see Word Processing Skill 5.12: To add a light background picture, or a watermark.) If the watermark picture is too light or hard to see, try adding more contrast. (For help, see Word Processing Skill 5.10: To make a picture brighter or darker.) If there are lots of colours in the watermark picture, you might turn it into a grayscale. (For help, see Word Processing Skill 5.11: To turn a picture into a grayscale or black-and-white picture.)
23. Remove the border and fill colour from the text boxes so you can see the watermark behind them.
24. Add pictures of your business, product or service with the information if you want. You may move and resize pictures as needed.
25. Insert the saved logo file, and change its text wrapping. Then, change its size and position as you wish. (**NOTE:** You might want to look at the logo you designed earlier.)
26. Draw a text box in the empty space on the square. Type important business information such as the address, telephone number, email address and website address (**NOTE:** You might want to add the office timings or write about your business and how it can benefit customers to induce them to come and visit you).
27. Add a colourful page border, if you wish. You can use either one of the border art options and change the colour, or you can make a brand new border on your own.
28. Add special effects such as making certain words shimmer, shine, or sparkle. (For help, see Word Processing Skill 3.5: To make words shimmer, shine, and sparkle.) (**NOTE:** This skill may not be possible in all word processing software. If your word processing software does not support this feature, skip this step.)
29. Save your advertisement in the folder named *session_11_branding_and_advertising*.



Review It

Look over your logo. Make sure it has the following elements.

- The name of your product or service, if you chose to include it in your logo design..
- The visual element or image that you chose for the logo.
- The tagline, if you chose to include it in your logo design.
- Any other information that you would like to include in branding your product or service.

Look over your advertisement. Make sure it has the following elements

Branding and Advertising Your Business

- An interesting headline and information which conveys the intended message.
- Interesting visuals which add value to your message.
- Your business name and logo.
- Product or service information.
- Pricing information.
- Place of availability.
- Contact information and address.

If any of these elements are missing, add them now. You should also make any other desired changes. Remember to save your work when you are finished.



Share It

Be prepared to discuss your answers to the following questions during sharing time:

- Why did you choose this particular name and logo for your business? How will the name and logo help you in establishing a positive image of your brand?
- Why did you choose the tagline? How will it add value to your product or service identity?
- What is the message given by your advertisement? How does your headline and supporting information help you in delivering that message?
- How do the colour theme, layout and visuals chosen enhance the message?
- How does your advertisement match with the positioning and the branding of your product or service?
- How will you use your branding elements in other marketing materials?
- Why are branding and advertising important in business and market planning?

Reflection Journal

Reflect on the activity that you just completed. Record your answers to the following questions in your Reflection Journal.

1. What was the biggest challenge in creating a logo and an advertisement, and how did you overcome that challenge?
2. Can you think of other marketing and promotion tools you can use to promote your business? How can a Web site help you in promoting your business?

Session 12

Creating a Web site for Your Business

In the previous marketing sessions you defined your marketing strategy, designed the branding and explained the positioning of your product or service, and also created an advertisement. Now, you will create a *Web site* for your business.

A Web site is made of many *Web pages* that can be accessed through the Internet. A business typically requires a Web site, as there will be a lot of information that you will want to include regarding the business and the product or service.

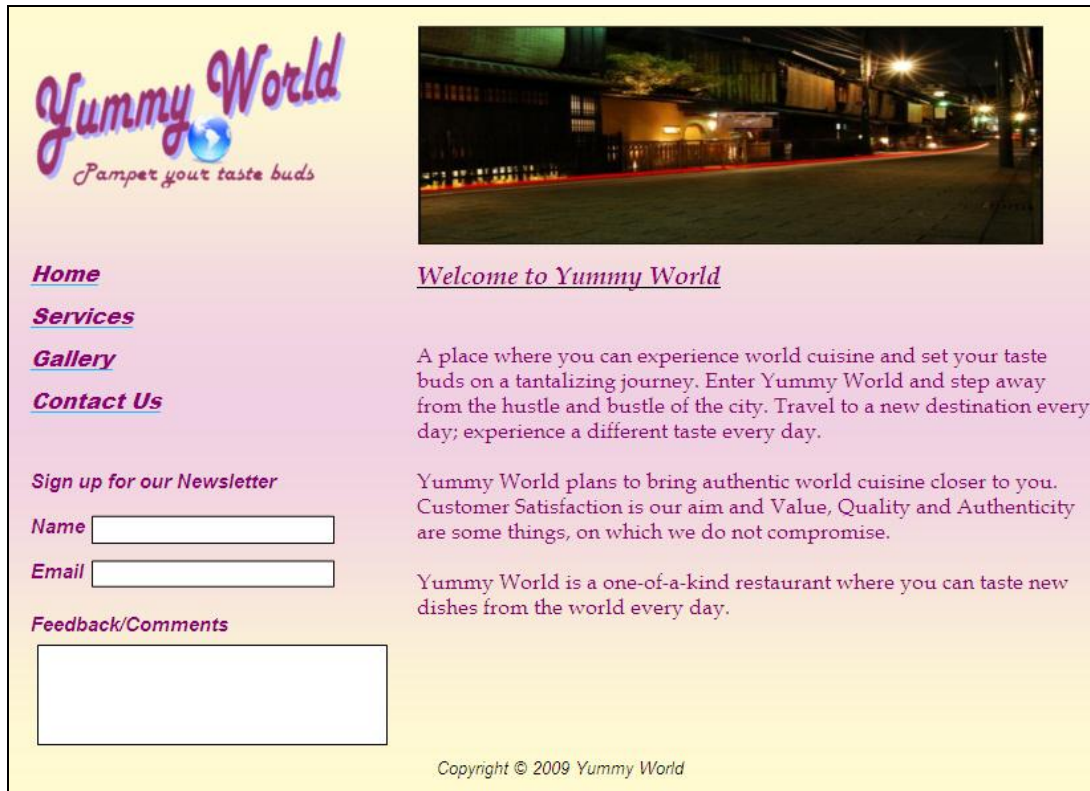
As more and more people use the Internet to get information, it has become very important to have a Web site for your business. The Web site is also a continuous way of promoting your business, and a medium to advertise the product or service.

Before you begin this activity, think of any business Web sites you have seen recently. If you haven't seen one recently, go to the Internet and find one that you like and go through the kind of information that is provided on the Web site. A business Web site should chiefly contain information about the **business, the product or service offered, the contact and location information**. You can also include pages which add value to your Web site, such as photographs of your product or service, promotions and press releases.





Plan It

Create a Web site for your business. Look at the following example. If your business idea is a service or has multiple products/services, refer to *Appendix 24* for examples for these scenarios.



Web site Home Page Example



[Home](#)
[Services](#)
[Gallery](#)
[Contact Us](#)

Sign up for our Newsletter

Name

Email

Feedback/Comments

Where do you want to travel today? Our menu is one of a kind, for we believe in exclusivity of items rather than mere quantity of items.

Yummy World

A place where you can experience world cuisine and set your taste buds on a tantalizing journey.

Enter Yummy World and step away from the hustle and bustle of the city. Travel to a new destination every day, experience a different taste every day.

Set Menu




Soup of the Day
Choice of Salad
Appetizer
Choose from Chinese, Italian, Indian, Thai or Continental Cuisines or ask for Chef's recommendation

Main Course
Choose from Chinese, Italian, Indian, Thai or Continental Cuisines or ask for Chef's recommendation

Dessert of the Day
Complimentary
Choose from Chinese, Italian, Indian, Thai or Continental Cuisines or ask for Chef's recommendation

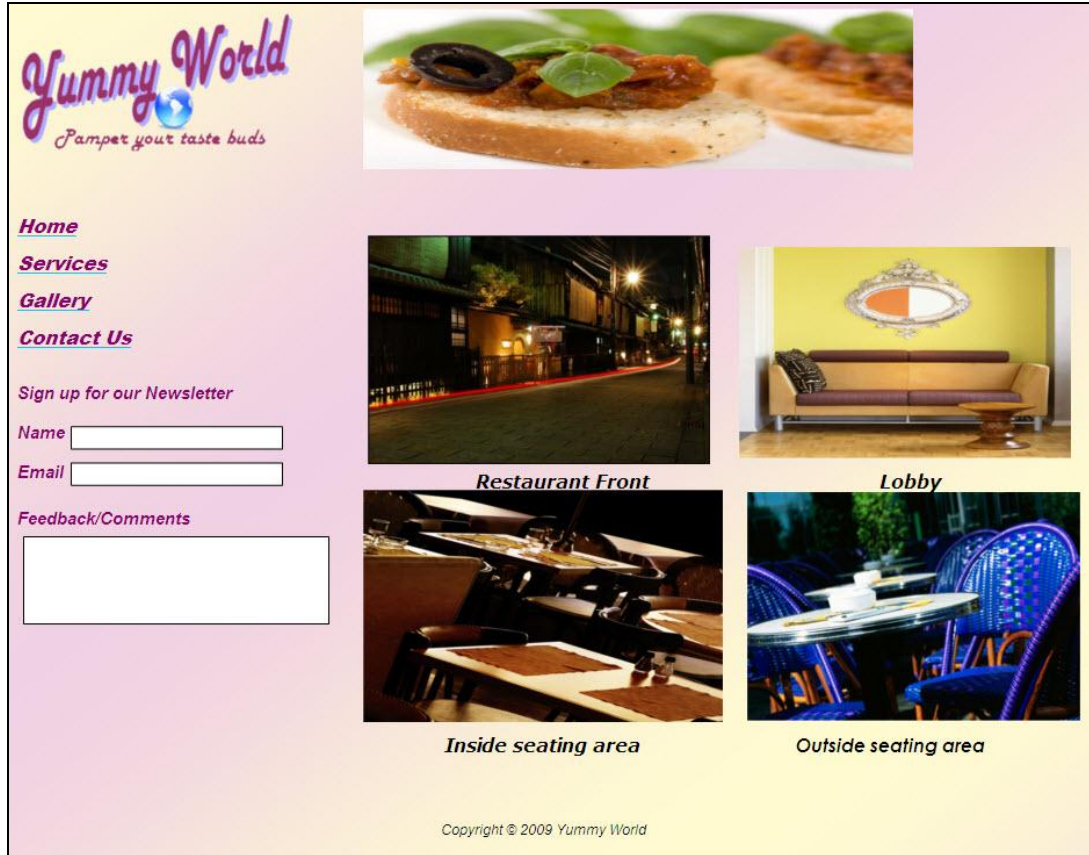
Ask for our exclusive wine list to complement your meal

Rs. 200



Copyright © 2009 Yummy World

Web site Services Page Example



Web site Gallery Page Example



The screenshot shows a web page for 'Yummy World' with a pink and yellow gradient background. At the top left is the logo 'Yummy World' in a stylized purple font with a blue globe, and the tagline 'Pamper your taste buds' below it. To the right is a cartoon illustration of a red and orange food processor. On the left side, there are navigation links: 'Home', 'Services', 'Gallery', and 'Contact Us', all underlined. Below these is a section for a newsletter sign-up with the text 'Sign up for our Newsletter', followed by input fields for 'Name' and 'Email'. Below that is a 'Feedback/Comments' section with a large text area. On the right side, the text 'Yummy World' is displayed, followed by the address 'No. 10, MG Road, Bangalore', phone number 'Tel: +91 80 12345678', fax number 'Fax: +91 80 12346578', and email 'Email: info@yummyworld.com'. Below this is the 'Working Hours' section, stating 'Open on all days for lunch and dinner', with 'Lunch: 11:00 am to 4:00 pm' and 'Dinner: 6:00 pm to 11:00 pm'. At the bottom right, the copyright notice 'Copyright © 2009 Yummy World' is visible.

Web site Contact Us Page Example

Think of the following questions and discuss your ideas with your partner. It might be helpful to write your ideas on a sheet of paper.

- What information do you wish to provide on your Web site? How will you organise the information? How will you make this information interesting?
- What will you do to make your Web site attractive and easy to use for customers?
- What are the different pages that you will include in your Web site?
- Where will you get the information and images required for your Web site?
- What information would you consider using from your branding and the advertisement activities you created earlier?

For help on how to do certain tasks, look at the following groups in the *Help Guide*:

- **Word Processing Group 2:** Typing and Changing Words
- **Word Processing Group 3:** Changing the Look of Your Words
- **Word Processing Group 6:** Designing Your Pages
- **Word Processing Group 12:** Creating Web Page

NOTE: If an Internet connection is available, the Web site can also be created using a Wiki. Refer to *Appendix 14-How to create a Wiki* to obtain more information on the same

As in an advertisement, presenting the information on the web site in a visually appealing manner is very important. Also important are the write-ups about your business and the product or the service. The write-ups have to be interesting and get the attention of the potential customers.



Do It

1. Start the word processing software, and start a new Web page. (For help, see Word Processing Skill 12.1: To create a new Web page. **NOTE:** This skill name will change depending on the Help Guide version being used.). If there is a Web page Wizard in the word processing software you are using, you may choose to use the wizard to create your Web page and skip Steps 2 through 8. (For help, see Word Processing Skill 12.8: To use the Web Page Wizard to create a Web site with many pages. **NOTE:** This skill may not be possible in all word processing software.) If you are creating a Web site manually, be sure to format a table to create a column layout.
2. The first Web page you create will be the Home page of your Web site. Add a background colour to your Web page. (For help, see Word Processing Skill 12.3: To add a background to your Web page.)
3. Create a table of contents for your Web site in the left-hand column you created in Step 1. (For help, see Word Processing Group 7. If using Microsoft Word*, see Word Processing Skill 12.9: To add a frame to a Web page.) (**NOTE:** This skill may not be possible in all word processing software.)
4. Add headlines, headings, and subheadings, text, text boxes and pictures to your Web page that inform your audience about the business. You can use much of the same information that you created in the branding and advertising activity for your Web site. (For help, see Word Processing Group 12: Creating Web Pages.)
5. Double-click the *marketing_strategy* folder in your Course folder. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**.
6. Rename the new folder as "**session_12_website**".
7. Save the Home page in the *session_12_website* folder.
8. Create at least three more Web pages using the same table of contents format as the Home page but feel free to choose different pictures, and other features. Save these three new pages in the same place as your Home page.
9. Locate your Home page. Right-click the file and choose Open With. Then, choose the word processing software you are using. In the table of content, add links to the other Web pages you created. (For help, see Word Processing Skill 12.6: To add a link to another Web page.) Save your Home page.
10. Open each of the other Web pages you made in Step 8. Add links on these pages to the Home page and to each other. (For help, see Word Processing Skill 12.6: To add a link to another Web page.) Save the pages. (**NOTE:** When editing any of the Web pages, you must right-click the file and choose Open With. Then, choose the word processing software you are using.)
11. Open the branding or advertisement file you previously completed. Copy the tagline, address, telephone number, URL, and e-mail address. Then, paste the information in the

appropriate page of the Web site.

12. Next, insert the logo you created in the branding activity into the Home page. If possible, change the logo's text wrapping and then size and position it as needed.
13. Change the look and position of the words on the page any way you like. (**NOTE:** Because this is a Web page, you can leave any hyperlink that might show up on its own when you type a URL or e-mail address.)
14. Click the link for the second page in your Web site (you may need to choose the Open With command, and then choose the word processing software you are using to edit the page). Then, copy the words and pictures from the matching section of the advertising activity, and paste them into this Web page. Add any additional information or pictures. If possible, change the wrapping. Then change the size and position of any pictures, and change the look and position of the information so it matches the colour and font of the navigation links already on the page. (For help, see Word Processing Skill 12.4: To use a theme to change the look of your Web page. **NOTE:** This skill may not be possible in all word processing software.)
15. Click the links for the other pages in your Web site (you may need to choose the Open With command, and then choose the word processing software you are using to edit the page). Then, add information and pictures into the Web pages. Change the wrapping, size, and position of any pictures, and change the look and position of the information so it matches the colour and font of the navigation links already on the page.
16. Save your work in the *session_12_website* folder.
17. Start a web browser, and open the Web site's Home page. Test out the links to make sure they work as they should.

Challenge: Create an additional page for special promotions and link the page to your Web site. The special promotions Web page should contain any discounts and other offers that you may wish to have for your product or service.



Review It

Look over your Web site. Make sure it has the following elements:

- A Home page which gives information about your business.
- A Table of Contents that can be seen on each page, and will direct the reader to the other pages on your site.
- A Web page for your product or service.
- A Web page for the contact and location information of your business.
- All supporting visuals.
- All the Web pages linked properly.

If any of these elements are missing, add them now. You should also make any other desired changes. Remember to save your work when you are finished.



Share It

Be prepared to discuss your answers to the following questions during sharing time:

- How many pages do you have in your Web site? What information does each Web page contain?
- How have you made the information written on the Web site interesting to potential customers?
- Why did you choose the particular layout, colour theme and visuals for the Web page?
- Why is a Web site an important element of your product or service marketing? How have you used the Web site to market your product or service?
- What are the other ways in which you can use the Internet to market your product or service?

Reflection Journal

Reflect on the activity that you just completed. Record your answers to the following questions in your Reflection Journal.

1. What challenges did you face in creating the Web site for your business? How did you deal with the challenges?
2. What are some of the important steps that you have to perform in creating and delivering the product or service to the customer?

Session 13

Understanding Core Business Operations

In the previous sessions, you developed marketing techniques to attract customers. In the next two sessions, you will be learning the basics of business operations. Business operations are those functions and tasks which help in running the business smoothly and efficiently.

If your teacher asks you to describe your routine for getting ready to school, you will list out all the important activities that you do before reaching school. Similarly in a business, there are many tasks that need to be done on a regular basis to deliver the product or service to the customers and smoothly run the business. To make a product or service available to customers at the right place and at the right time, every business has to understand these tasks and manage its business operations.

The *core operations* of a business are those essential functions that have to be performed to provide the product or service to the customers in a timely and efficient way. Production and delivery of the product or service are the key functions of core operation. These functions directly impact the delivery of the product or service to the customer. There are also many support functions that also have to be performed to operate your business. It is important to note that core operations are different from the one-time tasks that need to be done for setting up your business such as buying equipment required for the business, setting up the utilities and so forth. In this session, you will consider the core operations that are essential in your business.

There are many ways to list and describe the core operations. One way to show the core operations is through a *Flow chart*. Flow charts provide a visual representation of all the steps your business must take to obtain, manufacture or provide the product or service that you will sell to the customer. A flow chart helps you understand the steps in the operation of your business. Once you have decided on the steps, you can then identify the people you need to perform these steps. These people may be from within or from outside the organisation.

Whether a task is done by someone in your organisation or outside your organisation, the time that it takes to complete each key task will affect the time it takes to deliver your product or service. For example, suppose that you are in the business of making warm jackets that you sell to people in your community. To make the jackets, you may have to obtain the raw materials (cloth, buttons, zippers, and thread.) from others before you can create the jacket. You are dependent on people outside your business, called *vendors*, to provide you with the raw materials. While vendors are not a part of your organisation, they are required for the process of you being able to deliver your product or service. In considering the flow of business operations, you need to know how long it takes the vendors to deliver the materials to you after you place an order with them, when you need to pay them, and so forth.

Business operations include both core operations and support functions. Support functions are those ongoing tasks which do not have a direct impact on the delivery of the product or service to the customer, but are necessary for successfully running the business. An example of a support function would be marketing.

Flow charts help us to perform all business operations in a more efficient manner.



Plan It

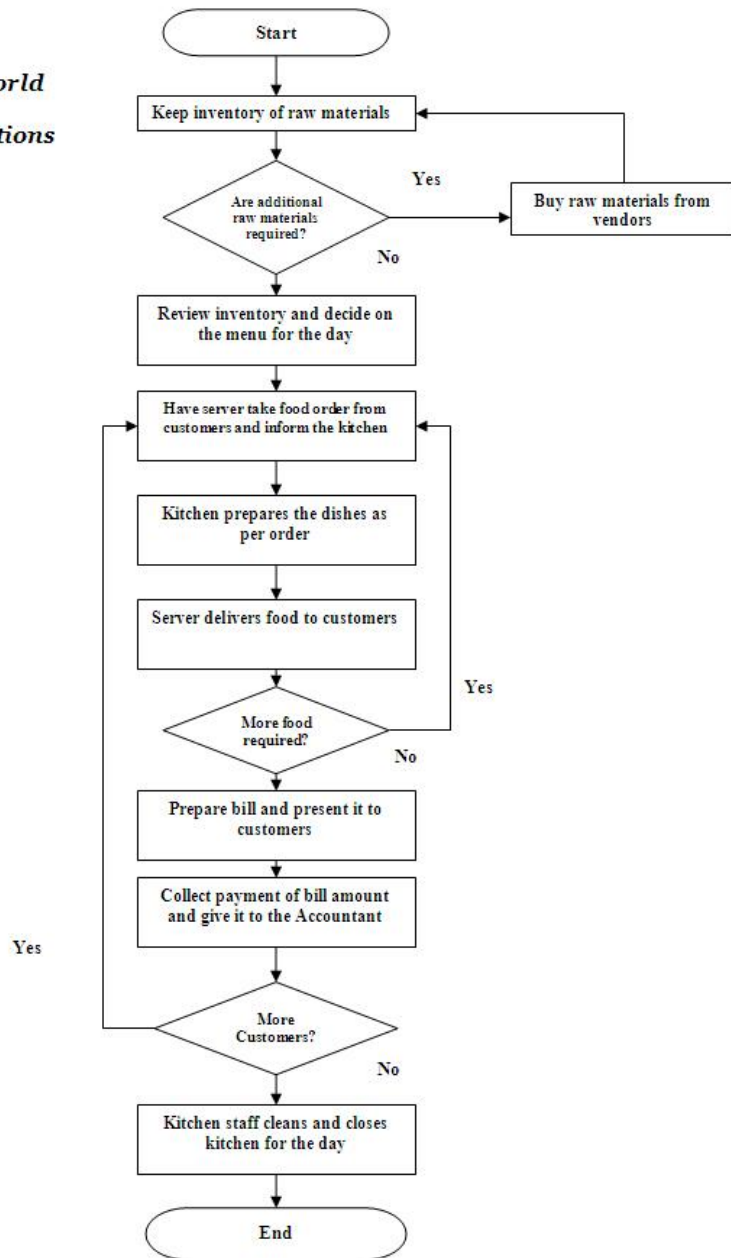
Create an Operational Flow Chart that you can use to identify your core operations. Look at the following example. If your business idea is a service or has multiple products/services, refer to *Appendix 25* for examples for these scenarios.

Business Operations

Understanding Core Business Operations

Use a flow chart to arrange the operations in the manner you would perform them to produce and deliver your product or service. This will give you an insight into the operational cycle of your business.

Yummy World Core Operations



Operational Flow Chart Example

Think of the following questions, and discuss your ideas with your partner. It might be helpful to write your ideas on a sheet of paper.

- What are the materials that are required to provide your product or service to the customer?
- Who will provide you with the materials required to make your product or provide your service? At what stage in your process will you require these materials?
- Who is the intended recipient of your product or service? How is the order for the product or service received?
- What are the steps to be taken for the delivery of the product or service once an order is received? How is the payment made for the product or service?
- How will you use a flow chart to present the sequence of your operations?

For help on how to do certain tasks, look at the following groups in the *Help Guide*:

- **Graphics Group 4:** Getting to Know the Draw Software (**NOTE:** This group name will change depending on the Help Guide version being used.)
- **Graphics Group 5:** Using the Drawing Tools
- **Graphics Group 6:** Changing the Look of Lines and Shapes
- **Graphics Group 7:** Adding Words to Your Drawings
- **Graphics Group 8:** Working with Objects in Your Drawings
- **Graphics Group 9:** Adding Special Effects
- **Word Processing Group 6:** Designing Your Pages

NOTE: If an Internet connection is available, the flow chart can also be created using the online application Webspiration. Refer to *Appendix 16 - How to create a flow chart online* for instructions.



Do It

1. Start the word processing software, and open a new, blank document.
2. Make the page margins or the empty spaces along the edges of the page smaller so you have more room for your information.
3. To help you size and position objects on the page, show the rulers and the document's grid. To help you move and size objects with greater precision, make sure that the snap to grid option is turned off. (For help, see Word Processing Skill 6.3: To use the page grid to place and size objects and Word Processing Skill 6.2: To show or hide the ruler.)
4. Draw a text box in the empty space to the left of the page. Inside the text box, type a title for your flow chart. Change the look of the title if you wish..
5. In the empty space to the right of the page, draw an oval or terminator shape. (See Appendix 15 for basic flow chart shapes.) (For help, see Graphics Skill 4.5: To use the Drawing toolbar.
6. Inside this shape, type **"Start"** to indicate the starting point of the operational flow chart process. (For help, see Graphics Skill 9.6: To put words inside a shape.)
7. Make the shape bigger or smaller. Then, change the look of the words as you wish.

If an Internet connection is available, the flow chart can also be created using the online application Webspiration. Refer to *Appendix 16 - How to create a flow chart online* for instructions.

8. Below this shape, draw a one-way arrow or a connector. (See Appendix 15 for basic flow chart shapes.) (For help, see Graphics Skill 5.5: To draw an arrow.)
9. Below this arrow, draw a rectangle. (See Appendix 15 for basic flow chart shapes.)
10. Inside this rectangle, type words to describe a process, task, action or operation as the first step to get your product or service ready for the customer.
11. Continue adding individual steps as rectangles connected by one-way arrows, till the product or service is delivered.
12. From the information you decided on with your partner during planning time, when your operational process reaches a decision point, draw a diamond shape or decision box. (See Appendix 15 for basic flow chart shapes.) (For help, see Graphics Skill 5.8: To draw triangles, diamonds, and other common shapes.)
13. Inside this shape, type the decision in the form of a question.
14. Answer the question by drawing two paths emerging out of the diamond shape. Draw text boxes and type a possible answer for each path. (**NOTE:** Each path must re-enter the process or exit the decision point.) (For help, see Graphics Skill 7.1: To make a box so you can add words to a drawing and Graphics Skill 5.5: To draw an arrow.)
15. Repeat steps 11 – 14 till you reach the last step in the process.
16. Draw an oval or terminator shape. (See Appendix 15 for basic flow chart shapes.)
17. Inside this shape, type “**End**” to indicate the end point of the operational flow chart process.
18. Double-click your Course folder on your desktop.
19. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**. Rename the new folder as “**operational_plan**”.
20. Double-click the *operational_plan* folder. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**.
21. Rename the new folder as “**session_14_operational_flow_chart**”.
22. Save your work in the *session_13_operational_flow_chart* folder.

Since this is a high level flow chart for the core operations, some of the minor tasks may not be listed in this. The support functions such as marketing and administration are not a part of the flow chart but are necessary for the successful operation of a business.



Review It

Look at the flow chart that you have prepared on business operations. Make sure you have taken care to include the following elements:

- Different tasks in the core operations have been identified.
- Steps are sequentially arranged.
- The correct flow chart shapes (boxes and connectors) have been used.
- The flow of information from one box/branch to another is clear.

If any of these elements are missing, add them now. You should also make any other desired changes. Remember to save your work when you are finished.



Share It

Be prepared to discuss your answers to the following questions during sharing time:

- How did the flow chart help in providing an overview of your core operations?
- What are some other ways that you can think of to represent process steps in your business operations?
- Which of the computer skills that you learned today might you use again?

Reflection Journal

Reflect on the activity that you just completed. Record your answers to the following questions in your Reflection Journal.

1. What was the biggest challenge in creating your operational flow chart, and how did you overcome that challenge?
2. Review your flow chart. Can you think of any other functions or supporting tasks that will be necessary to run your business? For example, what happens to the payments that are collected from the customers? Who manages the money? Who pays the vendors, and when does that happen? Who takes care of the employees? What does the business owner do?

Session 14

Organisational Structure

Think of the people who will perform the tasks. The number of people required has to be decided in a realistic way. For example, if the business idea is such that it just requires 4 people, and their budget is limited, you cannot have an organisation chart with 15 people.

In the previous session you learnt that business operations include both core operations and support functions. You also created an operational flow chart to identify the core operations of your business and reflected on some of the other functions that are necessary to run the business. To ensure that your business operations are performed efficiently, you will have to hire or appoint people not only for your core operations but also for the supporting tasks. In this session, you will identify all the key people required to do the different core tasks for operating your business smoothly, and define their roles.

For instance, in Session 13, in the operational flow chart for Yummy World Restaurant, one of the key tasks identified was “Kitchen prepares the dishes as per the customer’s order”. If you were starting the Yummy World Restaurant, how many people will you need to work in the kitchen? What will be their various tasks or functions? Who will be in charge? Similarly, for the business idea that you have created, you will need to think about the core operations and other support functions that you have identified, and determine what kinds of jobs you will need to fill, and how those jobs will relate to one another.

In many businesses, some of the high level functions of the core-operations are:

Creating the product or service or Production: This function will include all the tasks that will help in the actual creation of the product or service. Some of the tasks include obtaining the raw materials, manufacturing the product or providing the service, packaging the product or service and storage of the product.

Taking care of the customers or Customer Service: This function will include all tasks related to interaction with customers. Some of the tasks include attending to the customers, taking orders from the customers, sales of the product or service, delivering the product or service to the customer and attending to the customer’s queries and problems.

Some of the high level support functions are:

Overall Management: This function entails the overall supervision of the business and is usually done by the business owner.

Marketing: This function includes tasks such as devising promotion and advertising strategies and interacting with the vendors and media for marketing related activities.

Managing Money or Finance: This function includes all tasks related to managing finances of the organisation such as recording the income and expenses of the company, preparing bills and invoices, making required payments and paying taxes.

Managing people and other resources or Administration: This function includes all the tasks related to the general administration of the organisation. Some of the tasks that come under this function are recruiting employees, management of employees and other resources and calculating salaries and wages.

To ensure that these operations are performed efficiently, you will have to decide who will perform these tasks, how many people are required to perform these tasks and how can you group or split these tasks. Usually in small organisations, many of these tasks are performed by the owners themselves with the assistance from a few different people, whereas in medium to large organizations, these functions are organized as different *departments*, with a large number of people working in each department.

While grouping the tasks and deciding on the people to perform the tasks, it is important to consider the size of your organisation and the budget allocated for the resources.

Some of the roles may have higher authority than the others.

Once you identify the tasks and assign them to different people, you will also have to think about the reporting structure; i.e. who will report to whom. Who will have a higher authority? What will be their titles or *designation*? Some of the roles may have higher authority than the others. For example, the principal of your school will have a higher authority than the teachers. The teachers report to the principal. You can organise the different designations and show the reporting structure using an *Organisational Chart*.

An organisational chart is a diagram that shows the structure of an organisation, listing the people with designations and clearly showing the hierarchy and the reporting relationships. It gives a complete picture of the human resources of an organisation at one glance.



Plan It

Create a multimedia presentation containing the following elements:

- Tables which show the responsibilities of various designations
- An Organisational Chart

Look at the following example. If your business idea is a service or has multiple products/services, refer to *Appendix 26* for examples for these scenarios.

Organisational Structure	
Yummy World	

Task Distribution Table		
Designation/ Number	Tasks/ Responsibilities	Reporting Structure
General Manager (GM)/ Owner (1 person)	<ul style="list-style-type: none">•Overseeing the entire business operations•Maintain records of sales, income and expenses•Employee recruitment and management•Devise and implement marketing strategies•Manage Vendors and Supplies	
Accountant & Administrative Assistant (1 person)	<ul style="list-style-type: none">•Manage bills, invoices and payments•Assist in payroll management	Reports to GM

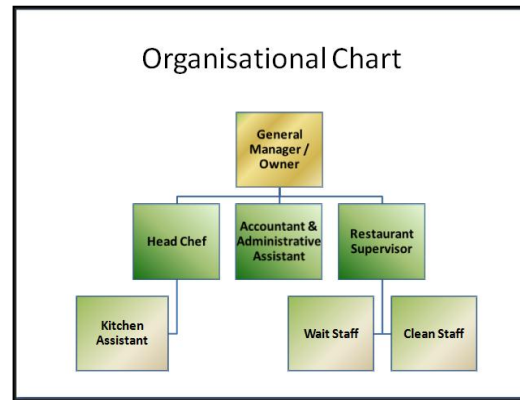
Business Operations

Organizational Structure

Designation/ Number	Tasks/Responsibilities	Reporting Structure
Head Chef (1 person)	<ul style="list-style-type: none"> • Prepares Menu and recipes • Takes orders and prepares dishes for serving • Supervision of the Kitchen staff • Quality control 	Reports to GM
Kitchen Assistant (1 person)	<ul style="list-style-type: none"> • Assist in cooking and getting orders out • Maintain pantry and Kitchen 	Reports to Head Chef

Designation/ Number	Tasks/ Responsibilities	Reporting Structure
Restaurant Supervisor (1 person)	<ul style="list-style-type: none"> • Managing Customer Orders • Taking care of customers. • Supervision of Waiters and Clean Staff 	Reports to GM
Waiters (3 people)	<ul style="list-style-type: none"> • Take orders and inform kitchen • Serve food • Take payments 	Reports to Restaurant Supervisor
Clean Staff (1 person)	<ul style="list-style-type: none"> • Clean Tables 	Reports to Restaurant Supervisor

Designation/ Number	Tasks/ Responsibilities	Reporting Structure
Restaurant Supervisor (1 person)	<ul style="list-style-type: none"> • Managing Customer Orders • Taking care of customers. • Supervision of Waiters and Clean Staff 	Reports to GM
Waiters (3 people)	<ul style="list-style-type: none"> • Take orders and inform kitchen • Serve food • Take payments 	Reports to Restaurant Supervisor
Clean Staff (1 person)	<ul style="list-style-type: none"> • Clean Tables 	Reports to Restaurant Supervisor



Organisational Structure Presentation Example

Think of the following questions, and discuss your ideas with your partner. It might be helpful to write your ideas on a sheet of paper.

- Using the data from the previous session (Operational Flow Chart), what are the various tasks of your core operations?
- What are the various tasks that you can list for your key support functions?
- How will you group these tasks? How many people will you need to do those tasks?
- Who will supervise these tasks? What would be the reporting relationships?

For help on how to do certain tasks, look at the following groups in the *Help Guide*:

- **Multimedia Group 3:** Building Presentations
- **Multimedia Group 4:** Making Slides Look Good
- **Multimedia Group 5:** Adding Pictures to Your Pages
- **Multimedia Group 6:** Adding Pictures and Artistic Effects



Do It

1. Start the multimedia software, and open a new, blank presentation.
2. Insert a title slide, and type the title of your presentation "**Organisational Structure**". Then in the box below, type the name of your business.
3. Insert a title and table slide. Click the title text box at the top of the slide. Type "**Task Distribution Table**" as the slide title. In the box below add a table with three columns and as many rows as the designations in your business that you decided with your partner during planning time.
4. In the first column type "**Designation/Number**" as that column heading. Type "**Tasks/Responsibilities**" in the second column and "**Reporting Structure**" in the third column as column headings.
5. In the empty cells below the first column heading, type the designations that will be assigned to the people who will fulfill the responsibilities in each department. Mention the number of people for each designation.
6. In the empty cells below the second column heading type a few words or a sentence describing the tasks that have to be performed by the person(s).
7. In the empty cells below the third column heading, type a few words describing who has to report to whom.
8. If the text overflows in one slide, repeat steps 3-7 till all the information is accommodated.
9. Change the look of the words in both the top title text box and the table.
10. Change the appearance of information in your table. (For help, see Multimedia Skill 5.11: To make changes to a table in a slide.)
11. Insert a title and diagram or organisational chart slide. Click the title text box at the top of the slide. Type "**Organisational Chart**" as the slide title. In the box below, add an organisational chart. Fill in the boxes with the designations specified in your table in the previous slides. (For help, see Multimedia Skill 6.9: To create an Organizational Chart. **NOTE:** Start with the highest designation and accordingly fill in the designations specified in your table. The lowest row will contain those designations which do not have staff under them.) You can add as many boxes as the number of designations in your organisation.
12. To help the presentation flow smoothly from one slide to the next, add transitions between all of the slides.
13. Return to Slide 1 and apply a standard or custom colour scheme to change the colour of the text and background of all your slides. (**NOTE:** If you are using OpenOffice.org Impress, access the Master Pages in the right Tasks pane and select from the Available for Use template options.) (For help, see Multimedia Skill 4.2: To pick and use a colour scheme.)
14. Double-click your Course folder on your desktop.
15. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**. Rename the new folder as "**organisational_structure**".
16. Double-click the *organisational_structure* folder. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**.
17. Rename the new folder as "**session_14_organisational_structure**".

18. Save your work in the *session_14_organisational_structure* folder.



Review It

Look over your presentation. Make sure it has the following elements:

- A title slide that introduces the presentation.
- A slide with the tables outlining the people required, their designations, their responsibilities and the reporting details for your business operations.
- A slide with the diagrammatic representation of the organisational structure.
- Appropriate titles for each slide.
- The same colour scheme and transition effect on all slides.

If any of these elements are missing, add them now. You should also make any other desired changes. Remember to save your work when you are finished.



Share It

Be prepared to discuss your answers to the following questions during sharing time:

- How did the operational flow chart help you identify the various tasks in your organisation?
- How did you identify the number of people you require to run the operations?
- How did the organisational chart help you to organise the various designations in your organisation and identify the reporting structure?
- In your organisational structure. What are the designations where decision making authority will be least and where it will be most?
- Why is it important to include an organisational chart as a part of your business plan?

Reflection Journal

Reflect on the activity that you just completed. Record your answers to the following questions in your Reflection Journal.

1. What was the biggest challenge in creating an organisational structure presentation, and how did you overcome that challenge?
2. Consider all the activities that you have completed so far in this course. In what way do you believe these activities might be useful to you in putting together a business plan for your business idea?

Sessions 15 - 16

Developing the Business Plan

As a part of this course, you have generated business ideas and chosen one business idea for which you have performed market research analyses, and developed financial, marketing, operational and organisational plans. Now, you will use the end products from those activities to prepare a business plan presentation for your business idea.

Look at the business plan presentation given in this session. If you had to create a similar presentation, which of the activities you have completed previously would you use? Browse through the activities that you have completed in the previous sessions and identify which activities can be used for different components.

A business plan is an outline which summarises the goals of a business enterprise, background information about the enterprise, details about the product or service being offered, and the ways to achieve the business goals. It offers information on the business idea, the steps to implement the idea and set up the business.

A business plan is very helpful when you are setting up your business as it will help you go through the steps of setting up a business in an organised and efficient way. It is also of great use to investors and other stakeholders as it helps them to understand your business concept and the implementation of your idea. The components of a business plan typically are:

- **Summary of the Business:** A Business plan usually has a summary of business at the beginning of the presentation. This includes information such as the name of the business, industry, funding and reasons for starting the business.
- **Business Description:** After a brief summary of the business, it helps to talk about the business a little more in detail. This section can contain information such as description of your business, location, target market and business goals.
- **Market Research:** This section has information about the market research that has been done as part of the business planning. Research can include Surveys, Competitor Analysis, and SWOT Analysis.
- **Marketing Strategy:** This section will explain the marketing strategy for the business. Generally this section will include the information regarding the 4 Ps and any related topics such as marketing budget.
- **Operational Plan:** This section will provide information about the operational plan for the business. Typically this section will have the operational flow chart and associated explanations.
- **Organisational Structure:** This section will contain information about the organisational structure. The organisational chart and related information are included here.
- **Financial Plan:** This section will explain the financial plan for the business in detail. This section, generally, includes information about Startup costs, Sales Forecast, Budget and any other finance spreadsheet.
- **Conclusion:** You can include a few words about your next plan of action for your business idea in this section.

Business Plan

Developing the Business Plan

Beginning today and continuing through the next session, you will create a 15-minute presentation on the various components of your business plan using the end products of the activities that you have completed in the previous sessions.

Similar to the process you used to complete the activities in the earlier sessions, you will plan, do, review and share as you complete your business plan presentation. This Technology and Entrepreneurship course will conclude with a showcase, which will be a separate event after you complete these two sessions, when you will present your business plan to an audience that may include other students, family members, community leaders and invited guests. Presenting your business plan to an audience will help you gain a new point of view, as they may provide fresh inputs and suggestions about your business idea. You will also get to watch and listen to other teams' presentations.



Plan It

Create a business plan **presentation** using the completed end products from all the previous sessions.

Look at the Business Plan Example given in this Session. Try to limit the presentation time to last no more than 15 minutes as it has to be presented to an audience. So, choose the information which you think is important and would like to share with the audience while you plan and create the presentation.

<p>Yummy World</p> <p>Business Plan Presentation By Mahesh and Sangita</p> <p><i>Yummy World</i> Pamper your taste buds</p>	<p>TABLE OF CONTENTS</p> <ul style="list-style-type: none">• Summary of Business• Business Description• Market Research• Marketing Strategy• Operational Plan• Organisational Structure• Financial Plan• Conclusion
<p>Section 1</p> <p>SUMMARY OF BUSINESS</p> <p><i>Yummy World</i> Pamper your taste buds</p>	<p>SUMMARY OF BUSINESS</p> <ul style="list-style-type: none">• Product Name: Yummy World• Type of Business: Restaurant – Food and Beverages• Name of the Owners: Mahesh and Sangita• Funding information: 10% of the investment will be made from our personal accounts, 20% through bank loan and the rest will be funded by investors.

SUMMARY OF BUSINESS

- **Personal Statement:** We want to start this restaurant as we love food and cooking. Along with quality, efficiency and affordability, we bring variety with our restaurant which will serve world cuisine with a delicious set-menu.

SECTION 1 - SUMMARY OF BUSINESS

Section 2

BUSINESS DESCRIPTION

Jummy World
Pamper your taste buds

BUSINESS DESCRIPTION

Who are we?

- Medium-sized family restaurant.

What we offer?

- Multi-Cuisine - Authentic dishes from different cuisines.
- Table service.
- Buffet Menu -Set menu which will change everyday
- Quality food.
- Moderate price.



SECTION 2 - BUSINESS DESCRIPTION

LOCATION & TARGET

Where are we located?

- The restaurant will be centrally located, close to offices, shopping malls and other places where crowds are expected.



Who are we targeting?

- 15 – 45 year age group, who like to eat out on a regular basis.



SECTION 2 - BUSINESS DESCRIPTION

BUSINESS GOALS

What are our Goals?

- Main focus on serving quality food at a great value.
- Customer satisfaction.
- Menu variety and pleasant atmosphere.
- Employ friendly and efficient staff.
- Controlling costs at all times, in all areas.
- No compromise on the taste or authenticity.



SECTION 2 - BUSINESS DESCRIPTION

Section 3

MARKET RESEARCH

Jummy World
Pamper your taste buds

Market Research



We conducted a survey and performed a SWOT Analysis, and Competitor Analysis to analyse our business idea.

- **Survey:** We used a survey questionnaire to find out whether our restaurant fulfils a need in the community and if we have potential customers.
- Based on the survey:
 - The response to the restaurant idea was most positive
 - The restaurant business idea has a high rate of success

SECTION 3 - MARKET RESEARCH

COMPETITOR ANALYSIS

	A	B	C	D	E
1	Competitor Analysis				
2	Rating - Strength = 3; At par = 2; Weakness = 1				
3	Features	My Business	Competitor 1	Competitor 2	Competitor 3
4	Description	A multi-cuisine restaurant with focus on quality authentic food at affordable prices	A mid-sized restaurant with a vast menu having a lot of dishes	A quick service fast food type of restaurant and moderate to low prices	A high-end restaurant which gives importance to quality, presentation of food and ambience
5	Concept (Includes the restaurant theme/ambience and other related features)	3	2	2	3
6	Accessibility (Includes being close to customers, convenience and other related factors)	2	2	3	3
7	Pricing (Average cost of the dishes)	3	2	3	1
8	Variety (Variety of dishes in menu)	2	3	1	3
9	Quality (Includes both the food quality and the service quality)	3	2	1	3
10	Brand Recognition	1	2	3	3
11	Advertising	2	2	1	3
12	Total Rating	16	15	14	19
13	Average	2.285714286	2.142857143	2	2.714285714

We found out that we will face direct competition from other restaurants in the location charging similar price in the menu. We need to build our recognition and popularity as a quality restaurant with affordable price.

SWOT ANALYSIS


	Helpful <small>In achieving the objectives</small>	Harmful <small>In achieving the objectives</small>
Internal <small>Attributes of the organisation</small>	Strengths <ol style="list-style-type: none"> 1. Good relationship with vendors 2. A central location 3. Quality food at affordable prices 4. Well-trained staff 5. International Cuisine 	Weaknesses <ol style="list-style-type: none"> 1. Limited budget for marketing 2. Lack of popularity of restaurant 3. Constant effort needed to stay fresh in customer's mind 4. Lack of customer loyalty in the brand as the brand is new
External <small>Attributes of the environment</small>	Opportunities <ol style="list-style-type: none"> 1. Focusing on a set-menu world cuisine 2. Internet Marketing 3. Need for healthy and quality food 4. Need for exclusivity rather than quantity 5. Branches in new locations 6. Introducing the concept of other forms of dining such as take-aways, fast-food 	Threats <ol style="list-style-type: none"> 1. Tough competition from direct competitors 2. Recession reducing customer's expenditure

SECTION 3 - MARKET RESEARCH

Section 4

MARKETING STRATEGY


Jummy World
Pamper your taste buds



PRODUCT POSITIONING


- **Position** - Our restaurant will be one of a kind restaurant, serving exotic dishes from all over the world. We aim to position our restaurant as the one stop solution for all food lovers who want quality at affordable prices.
- **Unique Selling Proposition (USP)** - Will be its delicious Set-Menu. The menu items will change everyday to offer authentic dishes of the world.
- **Focus** - Will be on quality rather than quantity.

SECTION 4 - MARKETING STRATEGY




PRICING

- Our restaurant's pricing will be at par with similar restaurants but the quality will match that of the best restaurants in the city.
- The calculated price for one Set-Meal is Rs. 200.




SECTION 4 - MARKETING STRATEGY




PLACE(DISTRIBUTION)

- Our restaurant will be located in a central location near to offices, malls and other places which will have a lot of people thus attracting a lot of customers.
- Take-away option will also be provided along with in-house dining.




SECTION 4 - MARKETING STRATEGY



PROMOTION

Our restaurant plans to use the following advertising methods:



- Monthly advertisements in newspapers and magazines specialising on food.
- Radio jingles and TV commercials in local channels.
- Flyers and Posters.
- Direct mailers and newspaper or magazine inserts.
- Low budget Internet marketing including Web site, Wikis, Social Media Marketing and Email marketing.
- Participation in promotional events such as food festivals and exhibitions.



SECTION 4 - MARKETING STRATEGY

PROMOTION BUDGET AND LAUNCH STRATEGY

- We will promote the brand heavily during the initial period, and then gradually reduce the promotional activities once we have built an awareness of the brand in the market.
- The annual budget set for the marketing and promotion activities will be used in the following manner:
 - 50% of the amount will be used in the first quarter during the launch period
 - 25% in the second quarter
 - 15% in the third quarter
 - 10% in the fourth quarter

Advertisement Yummy World_Web Page

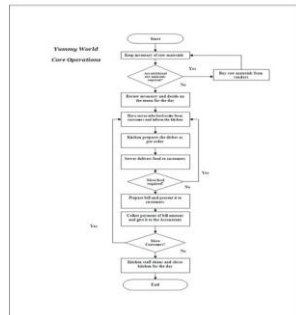
SECTION 4 - MARKETING STRATEGY

Section 5

OPERATIONAL PLAN

Jummy World
Pamper your taste buds

OPERATIONAL FLOW CHART



SECTION 5 – OPERATIONAL PLAN

Section 6

ORGANISATIONAL STRUCTURE



ORGANISATIONAL STRUCTURE

Organisational Chart



SECTION 6 – ORGANISATIONAL STRUCTURE

Section 7

FINANCIAL PLAN



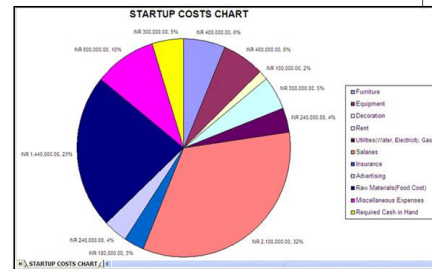
STARTUP COSTS

- The startup costs have been estimated as follows:

	A	B
1	Restaurant Startup Costs	
2	Item	Cost in Year 1
3	Furniture	INR 400,000.00
4	Equipment	INR 400,000.00
5	Decorations	INR 100,000.00
6	Rent	INR 300,000.00
7	Utilities (Water, Electricity, Gas)	INR 240,000.00
8	Salaries	INR 2,100,000.00
9	Insurance	INR 180,000.00
10	Advertising	INR 240,000.00
11	Raw Materials (Food Cost)	INR 1,440,000.00
12	Miscellaneous Expenses	INR 600,000.00
13	Required Cash in Hand	INR 300,000.00
14	TOTAL COSTS	INR 6,300,000.00

SECTION 7 – FINANCIAL PLAN

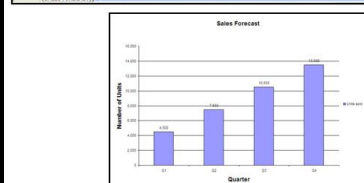
STARTUP COSTS



SECTION 7 – FINANCIAL PLAN

SALES FORECAST

	A	B	C	D	E	F
1	Annual Sales Forecast					
2		Q1	Q2	Q3	Q4	Year 1 Forecast
3	Units sold	4,500	7,500	10,000	13,000	35,000
4	Unit price	INR 200.00	INR 200.00	INR 200.00	INR 200.00	INR 200.00
5	TOTAL EARNINGS	INR 900,000.00	INR 1,500,000.00	INR 2,000,000.00	INR 2,600,000.00	INR 7,000,000.00



SECTION 7 – FINANCIAL PLAN

BUDGET


- The quarterly budget for the first year has been estimated as follows:

	A	B	C	D	E	F
1	Quarterly Budget (INR)					
2		Q1	Q2	Q3	Q4	Total
3	REVENUE	INR 900,000.00	INR 1,500,000.00	INR 2,000,000.00	INR 2,600,000.00	INR 7,000,000.00
4	EXPENSES	INR 1,440,000.00	INR 2,100,000.00	INR 2,400,000.00	INR 2,600,000.00	INR 8,540,000.00
5	Net Income	INR 460,000.00	INR 400,000.00	INR 600,000.00	INR 1,000,000.00	INR 1,460,000.00
6	Raw Materials (Food Cost)	INR 900,000.00	INR 1,440,000.00	INR 1,800,000.00	INR 2,160,000.00	INR 6,300,000.00
7	Salaries	INR 525,000.00	INR 525,000.00	INR 525,000.00	INR 525,000.00	INR 2,100,000.00
8	Utilities (Water, Electricity, Gas)	INR 60,000.00	INR 60,000.00	INR 60,000.00	INR 60,000.00	INR 240,000.00
9	Rent	INR 75,000.00	INR 75,000.00	INR 75,000.00	INR 75,000.00	INR 300,000.00
10	Insurance	INR 45,000.00	INR 45,000.00	INR 45,000.00	INR 45,000.00	INR 180,000.00
11	Advertising	INR 60,000.00	INR 60,000.00	INR 60,000.00	INR 60,000.00	INR 240,000.00
12	Raw Materials (Cost of Raw Materials per unit) x 200 and per quarter	INR 180,000.00	INR 288,000.00	INR 360,000.00	INR 432,000.00	INR 1,440,000.00
13	Miscellaneous Expenses	INR 150,000.00	INR 150,000.00	INR 150,000.00	INR 150,000.00	INR 600,000.00
14	Required Cash in Hand	INR 300,000.00	INR 300,000.00	INR 300,000.00	INR 300,000.00	INR 1,200,000.00
15	TOTAL EXPENSES	INR 1,440,000.00	INR 2,100,000.00	INR 2,400,000.00	INR 2,600,000.00	INR 8,540,000.00
16	NET INCOME	INR 460,000.00	INR 400,000.00	INR 600,000.00	INR 1,000,000.00	INR 1,460,000.00

SECTION 7 – FINANCIAL PLAN

CONCLUSION

- From this business plan, we believe our business idea has a high potential for success. We hope to showcase our business plan to financiers and other stakeholders to get their opinions about our business idea and help us implement it successfully.



Business Plan Example

Review the Business Plan Example and discuss the following questions with your partner. It might be helpful to write your ideas on a sheet of paper.

- What are the sections you will have in your business plan presentation? How do you plan to organise your business plan? From where will you get the required information for the slides? Consider the various activities that you completed and documents you prepared in the previous sessions and saved in folders corresponding to the business plan components. This will help you identify and organise the information that you need.
- Which of the activity end products that you have created will go into the business plan?
- Would you like to add a summary of your business in the business plan? If so? What points will you include in the summary? (**NOTE:** If you wish to include the funding information as given in the Business Plan Example, refer to *Appendix 12- Sources of Funds* and decide on how you will arrange the amount for your business.)
- What information do you want to include in the title slide of the presentation?
- Do you plan to have a Table of Contents that will show the various sections in your presentation?
- Do you require title slides for each section?
- How do you plan to include any spreadsheet and other documents in the presentation?
- Would you like to use your brand logo in your presentation?

Review your presentation plan. If any questions have not been answered, answer them now. Make any other desired changes as well.

Before you start working on your presentation, you must share your plan with a staff member who will want to hear your answers to the above questions. Be prepared for the staff member to ask you additional questions as well. You might even be directed to do more planning and to share your revised plan before approval is given.



Do It

Now that you and your partner have put together a plan and have received approval from a staff member, it is time to start creating your presentation. Remember that you have very limited time to create this presentation, so it is important to use your time wisely. Remember the following suggestions:

1. Create the slides as per your presentation plan. Look at the Business Plan Example to see how a presentation might look when completed.
2. Go through each session folder and gather all the information you require. Determine which activities you want to include as is, which activities you want to summarise and any activities which you want to leave out. Once you have gathered and compiled all the information you require for your business plan, include appropriate title slides for each section. Feel free to add any other relevant detail that you consider important for your business plan to each of the sections.
3. Make any changes to headings of the slides, include any additional elements or images and type any additional information, as required.
4. Embed any associated documents to the slides.
5. Add or check the links to the slides, as required. Ensure that the linked documents are in the same computer where your presentation will be made.
6. Verify that the design of the slides, the colours, the fonts and other visual elements are uniform throughout the presentation.
7. Add any animations and transitions that you wish to include in the presentation.
8. Double-click your Course folder on your desktop.
9. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**. Rename the new folder as "**business_plan**".
10. Double-click the *business_plan* folder. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**.
11. Rename the new folder as "**session_15-16_business_plan**".
12. Save your work in the *session_15_16_business_plan* folder.



Review It

Developing the Business Plan

Now that you have completed your business plan presentation, you need to review your presentation and make any changes required. Look over your presentation and make sure it has the following elements:

- All the sections of the business plan as mentioned in the introduction to this session
- A title slide and appropriate section titles.
- All the animations and transition and links included in the presentation are working properly.
- Similar fonts, colours and visual elements in all the slides that make the presentation seem uniform and well put-together.

If any of these elements are missing, add them now. You should also make any other desired changes. Remember to save your work when you are finished.

It is highly recommended that you share your presentation with a staff member and make changes based on the feedback.

You also need to practice your presentation. The goal is to present all the information in 15 minutes or less. Make sure that you and your partner know which parts each of you are presenting.

- Practice your presentation from start to finish. Make sure that it can be completed in 15 minutes. If you feel that you have too much information, review your presentation and identify the key areas where you need to spend most of your time. Other slides can be explained quickly, in order to save time.
- Make sure that each of you speak slowly and clearly so that the audience understands you.
- Make sure your presentation and any associated links, transitions, animation and sounds work properly on the presentation computer.
- Role-play and pose questions to each other as the audience would and prepare your answers.
- Print any materials that you might require for the presentation.



Share It

On the day of the showcase, which will be announced by your staff member, you will present your business plan to a select audience. You will also get a chance to watch and listen to the presentation of your classmates.

Remember the following points during your presentation:

- When it is your turn, remember to speak slowly and make your points clearly so that the audience understands what you are saying.
- Go through the slides of your business plan and tell the audience about your business idea.
- When you are finished, allow members of the audience to ask questions.
- As other teams present their business plans, watch and listen quietly.
- Make note of things they have done similarly and things that they have done differently from your team.
- Pay attention to the different business ideas presented. Try to understand the business ideas and how you would have prepared the business plan for those ideas.

Reflection Journal

You have now reached the end of the course. Reflect on the course and record your answers to the following questions in your Reflection Journal.

1. How did participating in the *Technology and Entrepreneurship* course benefit you?
2. What technology skills did you learn through this course?
3. How has the course developed an interest for entrepreneurship in you? How do you plan to further develop your entrepreneurial skills?
4. If this presentation had to be made to potential investors, what changes would you make to the presentation? What additional information would you include?

Appendix 1

Qualities of an Entrepreneur

1. **Enthusiasm:** Entrepreneurs are enthusiastic about their business ideas and must believe in the product or service that is being sold.
2. **Innovation and Creativity:** *Innovation* is something new or different; *creativity* is thinking differently rather than the traditional way. Entrepreneurs must be innovative and creative and think differently to come up with solutions and ideas.
3. **Commitment:** Entrepreneurs must be committed to their business and determined to succeed even in the face of difficulties.
4. **Courage:** Entrepreneurs must show courage. They must be prepared to face big challenges and overcome obstacles.
5. **Ability to Set Goals:** Entrepreneurs must be able to set goals for the future and work towards achieving the goals.
6. **Ability to Make Decisions:** Entrepreneurs must know how to prioritise and make decisions quickly.
7. **Flexibility/Openness to Change:** Entrepreneurs must be open to change and new methods and must be able to adapt to different situations easily.
8. **Independence and Initiative:** Entrepreneurs must be able to think and work independently and take initiative. They should be ready to take control and take responsibility to be successful.
9. **Leadership Skills:** Entrepreneurs must possess good leadership skills. They should be able to lead and inspire people and recognise talent.
10. **Hard Work and Determination:** Entrepreneurs must never give up and should be prepared to work long hours. They should have a positive outlook about things and be determined to succeed.
11. **Motivated and Energetic:** Entrepreneurs must be energetic and be self-motivated. They should also be able to motivate the team and bring out the best.
12. **Self-Confidence:** Entrepreneurs must believe in themselves. Self-confidence inspires belief from others.
13. **Drive to Succeed:** Entrepreneurs must work to succeed. Even the occasional failure should be taken as an opportunity to learn and a stepping stone to success.
14. **Taking Risks:** Entrepreneurs must be able to take calculated risks and make sacrifices to succeed.

Appendix 2

Creating a Course Folder

Create a Course folder with subfolders where you will save any supporting material relating to entrepreneurship.

1. Close the windows to any open programs and return to your desktop.
2. Make certain that nothing on your desktop is selected (folders and programs are not highlighted).
3. Using the right mouse button, click once in the middle of the desktop to display a shortcut menu.
Note: Use the right mouse button (called “right-clicking”) for accessing shortcut menus. The rest of the time, use the left mouse button.
4. On the shortcut menu, point to **New**, and then click **Folder**.
5. A new folder appears on your desktop.
6. Rename the folder by typing your *first name* followed by an underscore, and then your partner’s *first name* (for example, anushka_bimla). Press **Enter**. If the New Folder text is not selected, right-click the folder, and then click **Rename**.
Note: This folder will be referred to as your Course folder throughout this course.
7. Double-click your Course folder.
8. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**. Rename the new folder as “support_documents”.
9. Double-click the support_documents folder. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**. Rename the new folder as “session_1_research”.

Save any supporting material relating to entrepreneurship in the *session_1_research* folder.

Appendix 3

Internet Safety for Youth

Privacy is important. When you interact on the Internet, you give out personal information. You have the right and the opportunity to decide who has access to your personal information, and how that information is used. It's also important to protect yourself. If you register to use a site, create a blog or wiki, or join a social network, you need to insure against *identity theft* and *insure your personal safety*.

Be Aware of Who can See Your Information

You should be aware that when you interact on the Internet, particularly if you register to use a Web site, create a public blog or wiki, or join a social network, there are many people who might have access to the information that you show online. Depending on your privacy settings, your personal information may be available to the general public. Be cautious about the personal details you disclose. Your information or postings may potentially be viewed by:

Advertisers:	The Internet is typically used by people or companies that want to sell you something.
Sexual Predators:	Some adults or older youth use the Internet to develop improper and dangerous relationships with children.
Colleges:	If you apply to college, many colleges want to know more about you than just your grades or test scores, or what you wrote in your application. Many search the Internet to seek additional information about their applicants.
Potential Employers:	If you apply for a job, many employers want to know what type of person you are beyond what is indicated in the job application, and search the Internet to seek information about their job applicants.
Parents:	Many parents use the Internet to keep informed of their children's activities.
General Public:	If you participate in some Internet sites, any member of the general public may view information about you or posted by you.

Be aware that once you put something online, it may be difficult or impossible to take back. Even if you delete information from your profile or site, older versions may still be available to others.

Protect Your Privacy and Your Personal Safety

There are some "common sense" rules that you can follow to help protect your identity and your personal safety.

DO:

- Before you sign up for a Web site or post information to a public site, be sure to check the Privacy Policy. These are typically posted on the site, and are accessible to review before you sign up or enter personal information. You should be sure that the Web site will not share your information with others without your authorisation, or gives you the opportunity to control access to your information through Security Settings.
- Once you join the site, be sure to set the Security Settings or Privacy Settings. This will allow you to control who has access to the information that you put online. Be aware that the "default" settings most often allow the Web site to share your information. You have to take *affirmative steps* to limit disclosure of your information.

- Protect other people's privacy as well as your own. Make sure that you don't post information about others that will reveal their identity or personal information, or otherwise expose them to harm.

DO NOT:

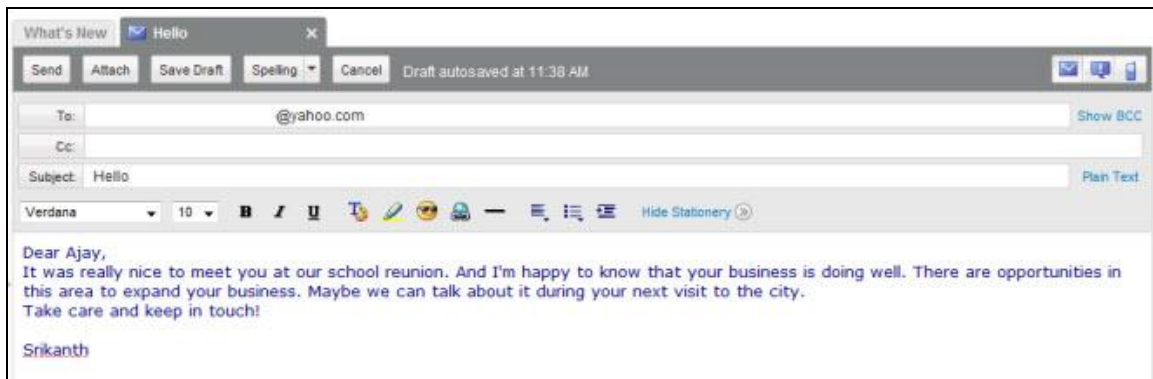
- Don't put anything online that would allow people to recognise you or find you. When registering for a Web site, writing a blog or wiki, or posting to a social networking site, do NOT use your:
 - Last name (family name): In most cases, when registering for a Web site, you should *avoid using your real name*. Either make up a name or use a nick name that you can easily remember.
 - Photos
 - Address
 - Phone number
 - Date of Birth (Note: In some cases, you may be required to provide your birth date to sign up for an online service, as may laws require that you be a minimum age).
 - School name or Team name
 - Travel Plans
 - Family Information (identities)
 - Financial information
 - Identification numbers
 - Credit Card or Bank information
- Don't ever give out your screen name, user name, user ID, or password.
- Don't give information to strangers (anyone you don't know in real life). If a site or a person makes you uncomfortable, or asks for more information than you want to share, leave the site or refuse to provide the information.
- Don't "accept" or give access to "friends" you don't personally know in real life. People on the Internet may *not* be who they claim to be. Predators and pedophiles often represent themselves as being a young person, when they often are not. They try to establish a relationship or gain your trust posing by as a young person and then will attempt to meet you in person. *This is inappropriate and dangerous.*
- Don't put others at risk:
 - Don't say bad things about others
 - Don't post pictures or give personal information about others
 - Don't post information about others that would allow them to be identified
- Don't ever talk about sex on the Internet.
- Never agree to meet someone in person that you met on the Internet.

Appendix 4

Create an Email Account

Have you ever needed an efficient way to communicate? One way of sending and receiving messages instantly is through the computer using electronic mail or 'email' as it is popularly known. Whether for business or personal use, you can use email to communicate instantly.

Look at the following example.



Email Message Example

To communicate with the help of the computer using email, you will need:

- An email address
- A password
- The email address of the person to whom you wish to send the email
- Internet connection

To use email, you need to first register for an email account on a Web site that offers such a service.

Steps on How to Create an Email Account and send Emails

Select An Email Service

1. Start the web browser.

For help, see:

Web Technologies Skill 1.1: To open a web browser

Or, Web Technologies Skill 3.1: To open a web browser

2. Click to place your cursor in the Address or Location bar. Type email.


For help, see:

Web Technologies Skill 1.4: To go to a page on the Web

Or, Web Technologies Skill 3.4: To go to a page on the Web

3. Press the **Enter key** on your keyboard. You will notice that a list of popular Web sites offering free email services will appear.
4. Click on a Web site that interests you.

Note: If you are unable to decide which Web site to select, you can take help from others you know who have already created their email accounts.

Note: To select a Web site move your cursor over it. You will notice the cursor changes to a hand .

Create An Email Account

1. Read the page and look for **Sign Up** or **Create an Account**. Then, click on it.
2. You will be directed to the registration page which appears like a form.
3. Fill in the registration details in the boxes, such as your:

- Name and Surname
- Date of Birth
- Country or Location
- Gender (whether you are male or female)
- Postal Code

Note: You will notice that some boxes have the drop-down menu which allows you to select one option from several choices. Just click on the down arrow and move your cursor to the option you would like to choose. When it is highlighted, click on it.

4. Type your desired email ID or login/username.

Note: You can create your email ID or login/username as you wish. You can have your name, your birthday, favourite place or a combination of these as your email ID or login name. For e.g. name@example.com

Note: An e-mail address has two parts. The user name, that is, the name by which you choose to identify your account and the name of the e-mail service provider. For e.g. *name@example.com* is an e-mail address in which *name* is your email ID or username and *example* is the e-mail service provider. The symbol @ differentiates the user from the e-mail service provider.

Look at the following examples:

- name@example.com
- name.surname@example.com
- birthday@example.com
- favouriteplace_favouritenumber@example.com

Note: You will notice that some boxes have the drop-down menu which allows you to select one option from several choices. Just click on the down arrow and move your cursor to the option you would like to choose. When it is highlighted, click on it.

5. Click **Check** or **Check Availability** to see if the email ID or login/username you created is available.

Appendix 4

Create an Email Account

Note: Sometimes an email ID or username may already be taken, so it is important that the email ID you create is unique. If the e-mail address you typed already exists, the page provides four alternative e-mail addresses for you to choose from. You can either click one of the four e-mail addresses or type a new username.

6. In the box below, type a password for your email ID. Type your password again.

Note: When you type the password, every character in the password will appear as dots. This is to prevent unauthorized users from viewing and misusing your password.

7. Choose a question in the **Security Question** box. Or, if you wish, you can type your own question. Then, type an answer to your question.

Note: You will notice that some boxes have the drop-down menu which allows you to choose one option from several choices. Just click on the down arrow and move your cursor to the option you would like to choose. When it is highlighted, click on it.

This question, in combination with your answer, will be used by the Web site to identify your account information and provide a new password in case you forget your current password.

8. Type the characters you see in the box or picture.
9. Click the **'I Accept'** box to agree to follow the terms of service.
10. Click **Create My Account**.
11. Your email account is created and you are now registered to send and receive emails on that Web site.

Note: Some Web sites will directly take you to your account. While for some, a welcome screen is displayed with your email account details. Click **Continue**.

12. You will notice that you are directed to your email account.

READ AND COMPOSE (TYPE) AN EMAIL MESSAGE

1. Click **Inbox**. Then click on the welcome message to read it.
2. To compose a new message, click **New** or **Compose Mail**.

Note: Some Web sites will have the drop-down menu which allows you to choose one option from several choices. Just click on the down arrow and select **Email message**.

3. Click the **'To'** box and type the email address of the person you wish to send your message.

Note: If you want to include more than one address in the **To** box, type a semicolon after each address, for e.g., name@example.com; name_number@sample.com.

4. If you wish to send a copy of your message to another person, type the e-mail address of that person in the **'Cc'** box.

Note: Cc stands for Carbon Copy.

5. Type a short title of your message in the **Subject** box.

Note: The Subject box usually contains a short title about your message, for example, "Hello" or "Greetings".

6. Click on the space below the Subject box. Type your message.

Send Your Email

Click **Send** to send your message.

Check New Email Message

1. To check if you have received new messages in your inbox, click **Inbox**.

Note: A list of email messages will be displayed in the Inbox. The messages in the list are organized in chronological order. The name of the sender, the subject, the date and the size of the message are listed along with the message.

2. Click on a message to open it.

Delete Email Message

To delete a message or several messages, click **Inbox**. Select the check box beside the messages you want to delete, and then click **Delete**.

Reply To An Email Message

1. To reply to a message, select the message. Then, click **Reply**.

Note: Some Web sites will have the drop-down menu which allows you to choose one option from several choices. Just click on the down arrow and move your cursor to the option you would like to choose. When it is highlighted, click on it.

2. You will notice that you will be directed to the compose page. The sender's email address and subject will already be filled in.
3. Click on the space below the **Subject** box. Type your message.
4. If you wish to attach a file to your email, see *Attach a file to your email*.
5. If you wish to save the message as a draft, click **Save Draft** or **Save Now**.
6. Click **Send** to send your message.

Sign Out Of Your Email Service

Click **Sign Out** to exit your email service.

Sign In To Your Email Service With Your Email Account

1. Now that you have registered with an email service provider, you can send and receive email messages using your own email account.
2. To send an email using your email account, click to place your cursor in the **Address** or **Location** bar. Type the address of the Web site where you have created your email account.

For help, see:

Web Technologies Skill 1.4: To go to a page on the Web

Or, Web Technologies Skill 3.4: To go to a page on the Web

3. Type your email address in the **email ID** or **Username** box.
4. Type your password in **Password** box.
5. Click **Sign In**.
6. To compose an email, see *Read and compose (type) an email message*.

Appendix 4

Create an Email Account

7. To send an email with an attachment, see *Attach a file to your email*.
8. To view messages in your Inbox, see *Check new email message*.
9. To delete a message, see *Delete email message*.
10. To reply to a message, see *Reply to an email message*.
11. Click **Sign Out** to exit your email service.

Appendix 5

Bookmarking and Tagging Web Pages on Your Computer

A common feature of most Web browsers is the tool to 'bookmark' a Web page or a Web site. By bookmarking a Web site, you can access it without having to type the Web site address each time you want to visit.

Note: The instructions given below are specific to bookmarking Web sites locally, i.e., the Web sites you have bookmarked on a particular computer can only be accessed on that computer. Bookmarked Web sites will differ from computer to computer.

How to Bookmark a Web page on Your Computer

1. Start the Web browser. (For help, see Web Technologies Skill 1.1: To open a Web browser or Web Technologies Skill 3.1: To open a Web browser.)
2. Click to place your cursor in the Address or Location bar. Type the address of the Web site for which you would like the information. (For help, see Web Technologies Skill 1.4: To go to a page on the Web or Web Technologies Skill 3.4: To go to a page on the Web.)

Note: Make sure that you type the Web site address correctly since a typing error may take you to a different Web site that does not work.
3. Press the **Enter** key on your keyboard or click the **Go** button. Then, wait as the Web page loads on your computer.
4. If you would like to visit this page or any Web site again, you can bookmark it. (For help, see Web Technologies Skill 1.5: To bookmark a favourite page on the Web or Web Technologies Skill 3.5: To bookmark a favourite page on the Web.)

Note: If you wish, you can store this Web site in the default folder or you can choose to create a new folder to store your bookmarked Web sites.
5. If you are using Mozilla Firefox^{*1}, to store your bookmarked Web site in a new folder, on your Bookmarks Toolbar, click **Bookmarks | Bookmark This Page**. Then, next to the Folder field, click **Show all the bookmarked folders** button to expand the menu. Click **New Folder**. Type the name that you want for your folder. To tag the Web site, add the relevant words in the **Tags** field. Click **Done**.
6. If you are using Internet Explorer*, to store your bookmarked Web site in a new folder, on your Favorites Toolbar, click **Favorites | Add to Favorites**. Then, click **New Folder**. Type the name that you want for your folder. Click **Create**. Then, click **Add**.
7. Follow steps 5 or 6, depending on your Web browser to add more bookmarks and/or tag them.
8. Click the **Close** button at the top-right corner of the browser window to exit.

¹ Other names and brands may be treated as the property of others.

Note:

If you are using Mozilla Firefox*:

1. To quickly search for the Web site that you have tagged on your computer, click **Bookmarks Recent Tags**. Select the Web site from the tag list.
2. To tag or organise already bookmarked Web sites click **Bookmarks | Bookmark This Page**. Then, below the Folder field, tag your Web site by adding words in the **Tags** field. Click **Done**.

Appendix 6

Bookmarking and Tagging Web Pages on a Social Bookmarking Web site

Social bookmarking Web sites allow you to save and annotate Web sites you want to find later, and also make it easy to share and “tag” Web sites with key words. These tags are used to categorise and organise your favorite Web sites; then other users can take these bookmarks and add them to their own collection. A social bookmarking site is also like a search engine, except that it only searches entries on its database that other people have recommended (or tagged).

Online bookmarking sites are very similar to the favorites or bookmarks you keep on your computer, except that you can access them from any Internet-connected computer. You can usually import your current computer-based favorites so you can access them online.

Important Notes:

- The instructions given below are specific to a social bookmarking site and may differ from other social bookmarking sites. The site below is a *suggested* site only. You or the staff member may select another bookmarking site to use for this activity.
- To access the bookmarking site suggested below, you will need to register for the site. To register for this or any social networking site, you may need to first set up an active email account. Please consult with the staff member on how to set up an email account. (Refer to *Appendix 4- Create an Email Account*). However, *before* you set up an email account or register for a social bookmarking site or any other external Web site, you must become familiar with some basic rules regarding Internet Safety (Refer to *Appendix 3 - Internet Safety for Youth*). Please make sure that the staff member reviews basic rules of Internet Safety *before* registering on any Web site.

How to Bookmark a Web Page or Web Site on a Social Bookmarking Web Site

1. Start the Web browser. (For help, see Web Technologies Skill 1.1: To open a Web browser or Web Technologies Skill 3.1: To open a Web browser.)
2. Click to place your cursor in the Address or Location bar. Type <http://www.diigo.com/>. (For help, see Web Technologies Skill 1.4: To go to a page on the Web or Web Technologies Skill 3.4: To go to a page on the Web.)
Note: Make sure that you type the Web site address correctly since a typing error may take you to a different Web site that does not work.
3. Press the **Enter** key on your keyboard or click the **Go** button. Then, wait as the Web page loads on your computer.
4. Click **Join Diigo** to create your account.
5. Type your desired Username in the **Username** box.
6. Fill in the registration details in the boxes, such as your:
 - Name and Surname (**Note:** It is **strongly** recommended that you do NOT use your real name. Please use a name that you will remember, but that is different than your real name)
 - Email
7. In the box below, type a password. Type your password again.

Appendix 6

Bookmarking and Tagging Web Pages on a Social Bookmarking Web site

Note: When you type the password, every character in the password will appear as dots. This is to prevent unauthorised users from viewing and misusing your password.

8. Type the characters you see in the box.
9. Click **Continue**.
10. You will be directed to a page to set up your profile. Fill in the basic information in the boxes. Then click **Save and continue**. Or, you can click **Skip** and fill in the details later.
11. You will be directed to a page to find and add your friends who are using the same site. Fill in the required information in the boxes. Then click **Find your Friends**. Or, you can click **Skip** and fill in the boxes later.
12. Click **Sign In**. Type in your username and password to sign into your account.

Note: You will be sent an email to activate your account. Access your email and click on the link in the message where it directs you to activate your Diigo² account. Once you click the link to activate your account, you will be directed to a page to install the Diigo toolbar. As you will be working on a common computer, it is advised that you do not install the tool bar and skip this page.

13. Once you have signed in to your Diigo account, click on **My Library**.
14. When you sign in for the first time, you will not have any saved bookmarks, you can add bookmarks or import bookmarks directly from your browser that you had saved earlier on your computer. To import bookmarks:
 - If you are using Mozilla Firefox*,
 - Click the **Tools** link located at the top right of the page. . Then click **Import Bookmarks** from the list.
 - From your browser toolbar, click **Bookmarks | Organize Bookmarks**. A Library window will pop-up.
 - Click **Import and Backup**. Then, click **Export HTML** and save the file to a location on your computer. Close the pop-up window.
 - Select the exported file by following the instructions given on the Web page. Type **Tags** in the field box provided. Select your privacy settings. Click **Import Now**.
 - Or, you can directly add a bookmark by typing or copy-pasting the Web site address in the box below **Add a bookmark** in the My Library page. Then, click **Add**.
 - You will be directed to **Add New Bookmark** page. By default, the URL, Title and Description of the Web site will be automatically filled in. You can choose to edit these fields as you wish. Type in the tag words in the **Tags** field box. Select your privacy settings from the **Privacy** drop down box. Click **Add New Bookmark**.
 - You may be directed to the Web site you bookmarked. Just click the **Back** button on your browser toolbar to go to your Diigo page.
 - If you are using Internet Explorer*
 - Click the **Tools** link located at the top right of the page. .
 - From your browser toolbar click **File | Import and Export**. A wizard window will pop-up. Click **Next**.
 - Select **Export Favorites**. Then, click **Next**.

² Other names and brands may be treated as the property of others.

Bookmarking and Tagging Web Pages on a Social Bookmarking Web site

- Select the folder you want exported and then click **Next**.
 - Export the file to a location on your computer. Click **Next**. Then, click **Finish** and click **OK**.
 - Select the exported file by following the instructions given on the Web page. Type tags in the field box provided. Select your privacy settings. Click **Import Now**.
- 15.** To directly add a bookmark by click the **Tools** link located at the top right of the page. Right- click **Post to Diigo** and select **Add to Favorites**.
- 16.** Go to the Web site you want to bookmark. In your browser toolbar, click **Favorites | Post to diigo**. You will be directed to **Add New Bookmark** page. By default, the URL, Title and Description of the Web site will be automatically filled in. You can choose to edit these fields as you wish. Type in the tag words in the **Tags** field box. Select your privacy settings from the **Privacy** drop down box. Click **Add New Bookmark**.
- 17.** You will be directed to the Web site you bookmarked. Just click the **Back** button on your browser toolbar to go to your Diigo page.
- 18.** Click the **Close** button at the top-right corner of the browser window to exit.

Note: To add and edit tags for already bookmarked Web sites, do the following:

- 1.** Go to **My Library**.
- 2.** Go to the bookmarked Web site you want to edit.
- 3.** Click **Edit**.
- 4.** Make necessary edits in the boxes provided.
- 5.** Click **Save**.

Appendix 7

Create Your Reflection Journal

Option A - Create and save your Reflection Journal

1. Double-click your Course folder on your desktop.
2. Right-click inside the folder to display a shortcut menu. Point to **New**, and then click **Folder**. Rename the new folder as "**reflection_journal**".
3. Double-click the **reflection_journal** folder.
4. Start the word processing software, and open a new, blank document.
5. Save the document as **<your name>_reflection_journal**.
6. Open this document every time you have to write your reflection journal entries
7. Remember to save your work once you are finished.

Option B - How to Post a Blog

This appendix includes the steps and suggestions for registering in a blogging site and posting blogs for the Intel® Learn Technology and Entrepreneurship Course for your own personal journal. These instructions apply to the blog site, www.blogger.com*.

Important Notes:

- The instructions given below are specific to a blog site and may differ from other blog sites. The site below is a *suggested* site only. You or the staff member may select another blog site to use for this activity.
- To access the blog site suggested below, you will need to register for the site. To register for this or any external site, you may need to first set up an active email account. Please consult with the staff member on how to set up an email account. (Refer to *Appendix 4– Create an Email Account*). However, *before* you set up an email account or register for a blog site or any other external Web site, you must become familiar with some basic rules regarding Internet Safety. Please make sure that the staff member reviews basic rules of Internet Safety *before* registering on any Web site (Refer to *Appendix 3 – Internet Safety for Youth*).
- When you set up your blog site, be sure to make it available *only* to other learners and the staff member for this course. Do not give permission to others to view or comment on the site created for this course.

Select a Blog Site

1. Start the Web browser.

(For help, see Web Technologies Skill 1.1: To open a Web browser or Web Technologies Skill 3.1: To open a Web browser.)

2. Click to place your cursor in the Address or Location bar. Type <https://www.blogger.com/start>.

(For help, see Web Technologies Skill 1.4: To go to a page on the Web or Web Technologies Skill 3.4: To go to a page on the Web.)

Note: Make sure that you type the Web site address correctly since a typing error may take you to a different Web site that does not work.

3. Press the **Enter** key on your keyboard or click the **Go** button. Then, wait as the Web page loads on your computer.

Register for a Blog Account

1. If you already have a Google account, sign in by typing your **Username** and **Password**. Click **SIGN IN**. Proceed to step 5.

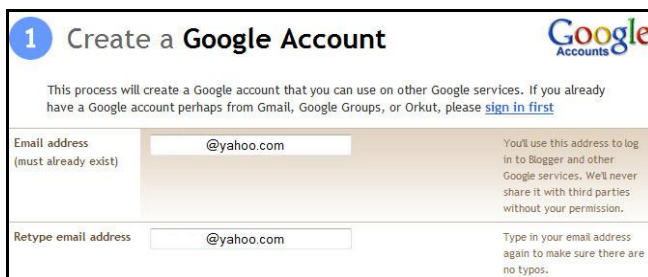
A blue-themed sign-in form for Blogger. It has a title "Sign in to use Blogger with your Google Account". Below the title are two input fields: "Username (Email):" with the text "@gmail.com" and "Password (?)" with masked characters. There is a "Remember me (?)" checkbox. A blue "SIGN IN" button is at the bottom left, with a mouse cursor clicking it.

2. If you don't already have a Google account, click **CREATE A BLOG**.



3. You will be directed to the registration page which looks like a form. Type your email address in the box provided. Retype your email address in the box below.

Note: You can use any email address to sign up for a Google account.

A registration form titled "1 Create a Google Account" with the Google Accounts logo. It includes a disclaimer: "This process will create a Google account that you can use on other Google services. If you already have a Google account perhaps from Gmail, Google Groups, or Orkut, please [sign in first](#)". There are two input fields for "Email address (must already exist)" and "Retype email address", both containing "@yahoo.com". To the right of the email fields is a note: "You'll use this address to log in to Blogger and other Google services. We'll never share it with third parties without your permission." and "Type in your email address again to make sure there are no typos."

4. Type your password in the box provided. Retype your password in the box below.

A form for creating a password. It has two input fields: "Enter a password" and "Retype password", both with masked characters. Between the fields is a "Password strength:" indicator showing a green bar and the word "Strong".

5. Type a display name that you would like for your blog post.

A form with a label "Display name" and an input field containing the text "My Journal".

6. You may be asked to verify some random letters on the screen. Type the letters you see in the box.

A "Word Verification" form. It shows a distorted image of the word "knerrove" in green. Below the image is an input field containing the text "knerrove" and a small accessibility icon.

Appendix 7

Create Your Reflection Journal

7. Click to place a checkmark next to the **I accept the Terms of Service** box to agree to the terms.



8. Click **CONTINUE**.



9. Type a title for your blog and an address.



10. Click **Check Availability** to see if the blog address you created is available.

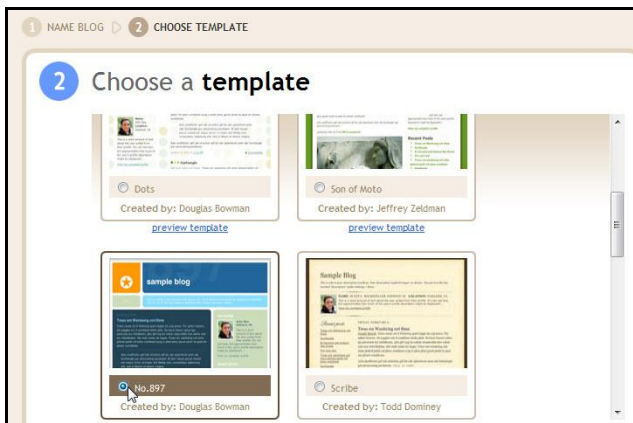
Note: Sometimes a blog address may already be taken, so it is important that the blog address you create is unique. If the blog address you typed already exists, the page provides alternative blog addresses for you to choose from. You can either click one of the addresses or type a new blog address.

11. Click **CONTINUE**.

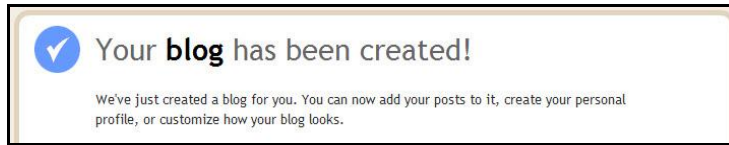


12. Choose a template from the library by clicking the circle next to the name of the template. Then, click **CONTINUE**.

Note: You can change the template later if you wish.



13. Your blog is created.

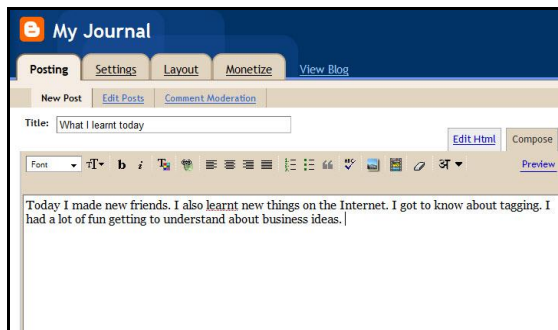


Post a Blog

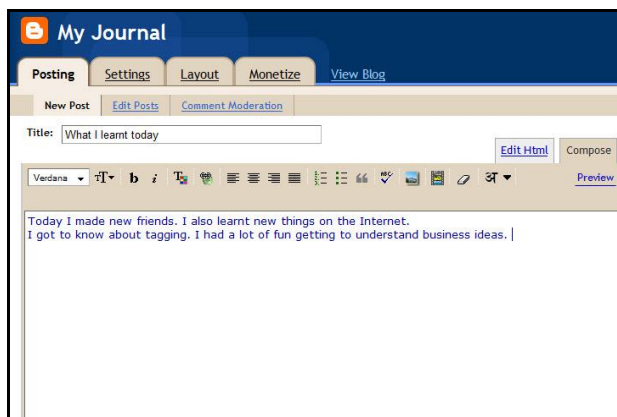
1. Click **START BLOGGING**.



2. Use the text editor to create posts for your blog. You can type as much as you want.



3. You can change the look of your words, the alignment, or even the colour of your text by using the toolbar above the text box. You can even add an image, video or a link to your text.



4. Click **PUBLISH POST** to post your blog entry.



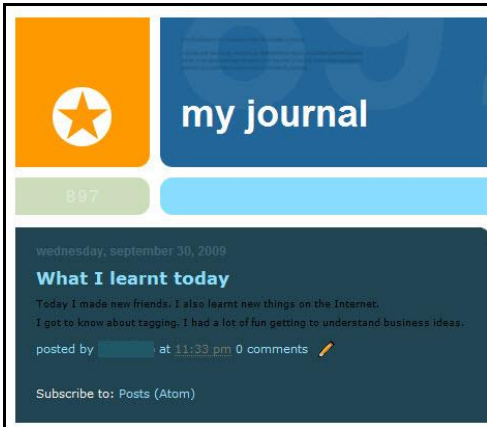
Appendix 7

Create Your Reflection Journal

- Click the **View Blog** link to view the blog you just posted.



- Your blog is ready for viewing.



- If you wish to edit the blog post you just created, click the icon that looks like a pencil.



- If you wish to add a new post, click the **New Post** link. These links can be found on the top right corner of your home page or in the edit page.



- Click **Sign Out** to exit your blog site.



- Now that you have a blog account, just sign in to your blog site with your account details to add or update your blog posts.

Security Settings for Viewing Your Blog

- Sign in to your blog site with your account details.

2. You will land on your Dashboard page. Click **Settings**.



3. In the Settings tab, click **Permissions**.



4. In the Permissions page, select the option **Only people I choose**.



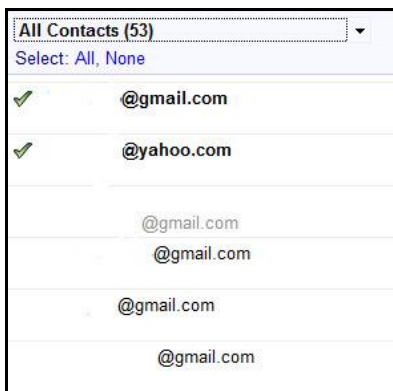
5. In the **Invite some people to read your blog** box, type the email addresses of the other learners and your facilitator for this course and proceed to step 11.



6. Or, if you already have the email addresses of the other learners and your facilitator for this course, on your contacts list in your Gmail account, click **Choose from contacts**.



7. Click the email addresses to select the other learners and your facilitator for this course that you want, to read your blog.



Appendix 7

Create Your Reflection Journal

8. If you wish to save this list as a group, click **Save as Group...**



9. Type a name you would like for your group. Then, click **OK**.



10. Click **Done**.



11. Then, click **Invite**.



12. The email addresses you selected will be added to your Blog Readers list. If you have missed out adding any email addresses of the learners. Click **Add Readers**.



13. Repeat steps 5 - 11.

Security Settings for Posting Comments to Your Blog

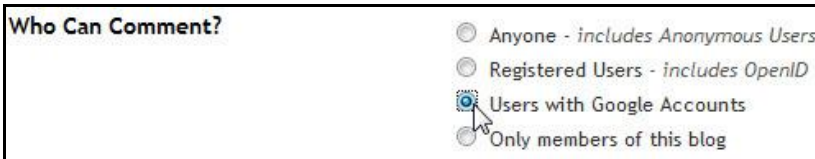
1. Sign in to your blog site with your account details.
2. You will land on your Dashboard page. Click **Settings**.



3. In the Settings tab, click **Comments**.



4. Select **Users with Google Accounts** from the Who Can Comment list.



5. Select **Always** from the Comment Moderation list.



6. Click **Save Settings**.



7. To view and comment on other learners' blogs, you need to accept the invitation sent by them.
 - a. Login to your email account, and open the invitation email.
 - b. Click on the link provided in the email. This will take you to the Blog invitation page.
 - c. Login with your details and click **ACCEPT INVITATION**.
 - d. Click **View Blog** to view and add comments to the blog.

For other questions, visit the help section at blogger.com: <http://www.google.com/support/blogger/>

Appendix 8

Common Reasons for Becoming an Entrepreneur

1. It will give me personal satisfaction.
2. I have always wanted to do this.
3. I want to be my own boss, and like to do things my own way.
4. I want to do something different.
5. I want to be rich and make a lot of money.
6. I want to be innovative and creative.
7. I want to be a pioneer and start something new.
8. I like the challenge it provides.
9. I want to give back to the society.
10. I want to change the way things are done.
11. I want to pass on my vision/wealth to the next generation.
12. I am inspired by people who have done it before.
13. I want to achieve something great.
14. It gives me independence and freedom.
15. It gives scope for innovation and creativity.
16. I can take a take a long term view of things.
17. I have a lot of great ideas and I want to implement them.
18. I want to be an inspiration and example to others.
19. I enjoy being a leader.
20. This is the only way to success.

Appendix 9

How to Create a Mind Map Online

This document includes the steps and suggestions for registering in an online productivity suite and posting content for the Intel® Learn Technology and Entrepreneurship Course. These instructions apply to the site, www.mywebspiration.com/.

Important Notes:

- The instructions given below are specific to an online collaborative site and may differ from other sites. The site below is a *suggested* site only. You or the staff member may select another site to use for this activity.
- To access the site suggested below, you will need to register for the site. To register for this or any external site, you may need to first set up an active email account. Please consult with the staff member on how to set up an email account. (Refer to *Appendix 4- Create an Email Account*). However, *before* you set up an email account or register for a site or any other external web site, you must become familiar with some basic rules regarding *Internet Safety* (Refer to *Appendix 3- Internet Safety for Youth*). Make sure that your course facilitator reviews basic rules of Internet Safety *before* registering on any web site.
- When you register for this site, be sure to make it available *only* to other learners and the staff member for this course. Do not give permission to others to view or comment on the site created for this course.

Select an online collaborative site

1. Start the web browser.

(For help, see Web Technologies Skill 1.1: To open a web browser or Web Technologies Skill 3.1: To open a web browser.)

2. Click to place your cursor in the Address or Location bar. Type <http://www.mywebspiration.com/>.

(For help, see Web Technologies Skill 1.4: To go to a page on the web or Web Technologies Skill 3.4: To go to a page on the web.)

Note: Make sure that you type the Web site address correctly since a typing error may take you to a different website that does not work.

3. Press the **Enter** key on your keyboard or click the **Go** button. Then, wait as the Web page loads on your computer.

Register for a Mywebspiration Account

1. Click **SIGN UP**.



2. Think of a username and type it in the **Username** box.
3. Type your email address in the **Email address** box.
4. Type a password in the **Password** box.
5. Retype your password in box below to confirm.

Appendix 9

How to Create a Mind Map Online

6. Fill in the registration details in the boxes, such as your:

- Name and Surname
- Age
- Postal or Pin Code
- **Note:** You will notice that some boxes have the drop-down menu which allows you to select one option from several choices. Just click on the down arrow and move your cursor to the option you would like to choose. When it is highlighted, click on it.

7. Click to place a checkmark next to the **Terms of Use** box to agree to the terms.

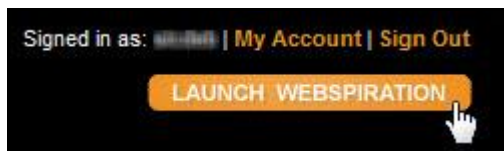
8. Click **Sign Up**.

9. Your account has been created.

Note: Once your account is created, you will receive an email notification with details of your account information.

Create a New Diagram

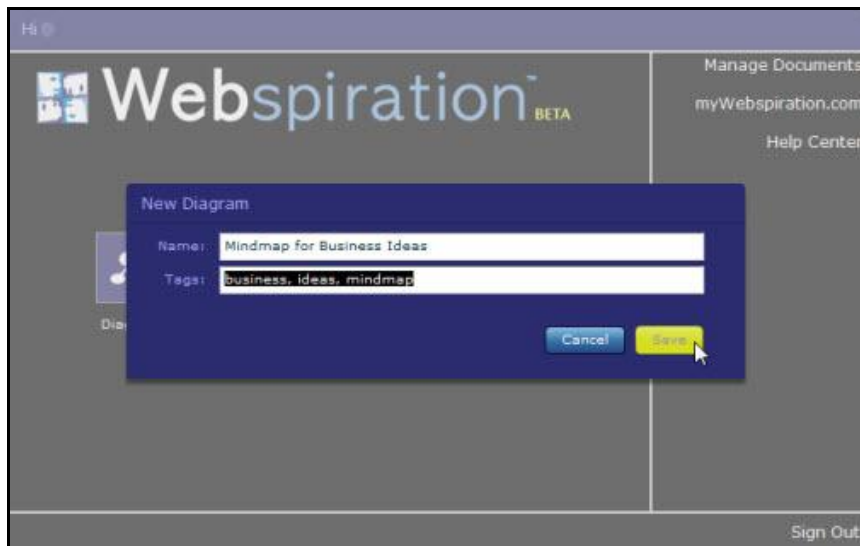
1. Click **LAUNCH WEBSPIRATION**.



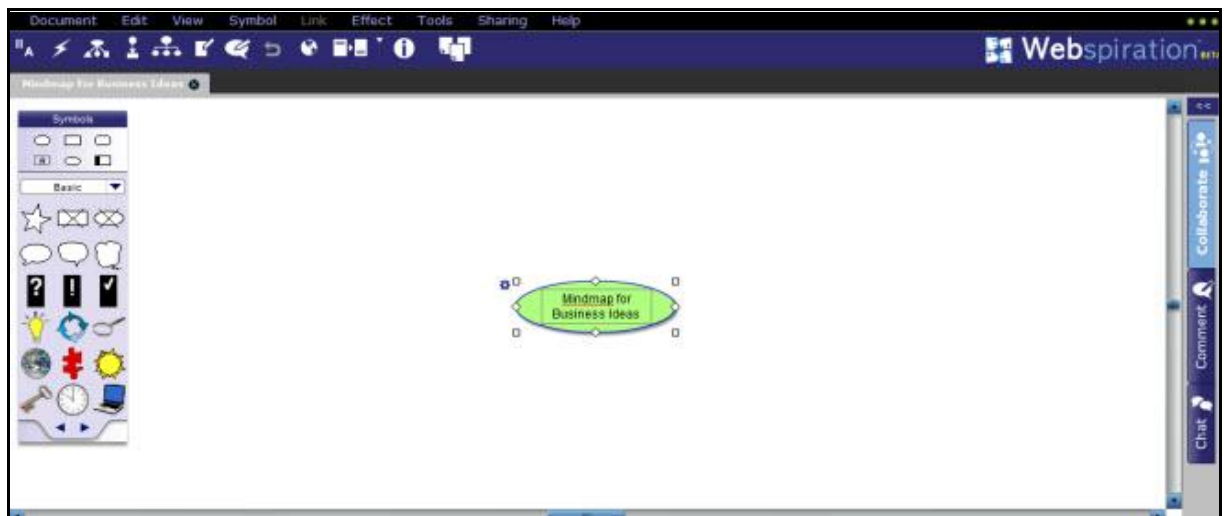
2. Click **Diagram**.



3. In the **Name** box, type a title for your diagram. Add tag words in the **Tags** box. Then, click **Save**.

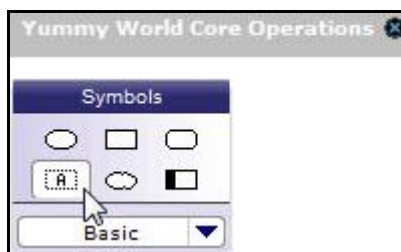


4. Your new diagram is created. You will notice a symbol with your document name is automatically created in the workspace.



Create your mind map

1. Use the Symbols Palette to select a text box.



Appendix 9

How to Create a Mind Map Online

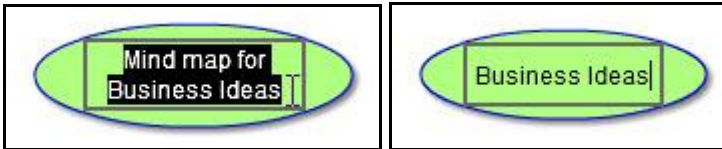
2. Hold the left mouse button and drag the text box on your workspace.



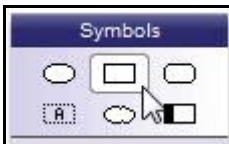
3. Inside this text box type a title for your mind map. You can change the look of your words, or size, or even the colour of your text by using the toolbar located at the bottom of the page.



4. Click the oval shape that is already present on your workspace. Select the text and type “**Business Ideas**” to indicate the central topic of the mind map.



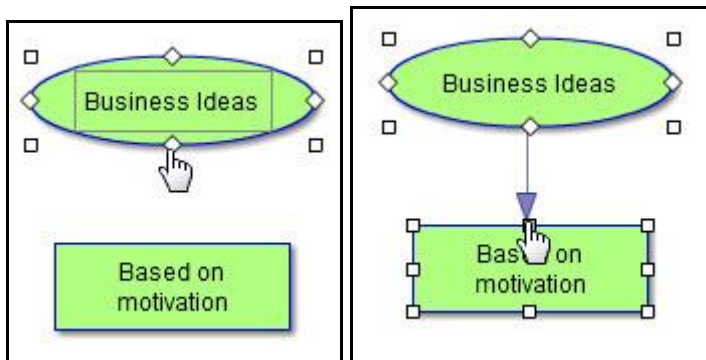
5. Select the rectangle shape from the Symbols palette. (See Appendix 15 for basic flow chart shapes.)



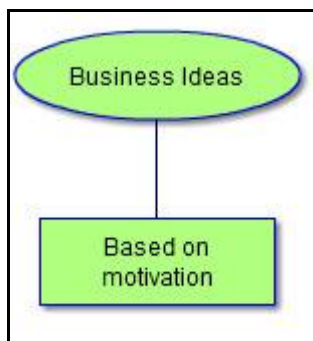
6. Hold the left mouse button and drag the rectangle shape below the oval shape on your workspace.
7. Inside this rectangle, type a word or few words that describe a **source** for generating a business idea you decided with your partner during planning time. Make the shape bigger or smaller. Click one of the square-shaped connection points, hold your left mouse button and drag it outward or inward. You can change the look of your words, or size, or even the colour of your text by using the toolbar located at the bottom of the page.



8. Draw a line connecting this source box to the **central** topic box. To connect the two shapes, select the shape where you want the link to begin. Then, click one of the diamond-shaped connection points, hold your left mouse button and drag it to the connection point of the other shape.



9. Click the connector to change the arrow style. Then, click the **Arrow Direction** tool located at the bottom of the page. Select **No Arrows**.



10. Next to this box where you typed the source for a business idea, draw another rectangle. Then, type a **keyword** or keywords in the rectangle that associate with the source you typed in earlier. Draw as many rectangles as the number of keywords you associate with this source. Make the boxes bigger or smaller as needed. Branch out the boxes by drawing and connecting lines to the source box.
11. Next, you will show the possible **business ideas** that are generated from the keywords listed. Draw a rectangle and inside this, type the business idea that you had decided with your partner during planning time. Draw as many rectangles as the number of business ideas that can be generated from

Appendix 9

How to Create a Mind Map Online

the keywords listed earlier. Branch out these rectangles with the shapes that you drew in step 10 by drawing and connecting lines.

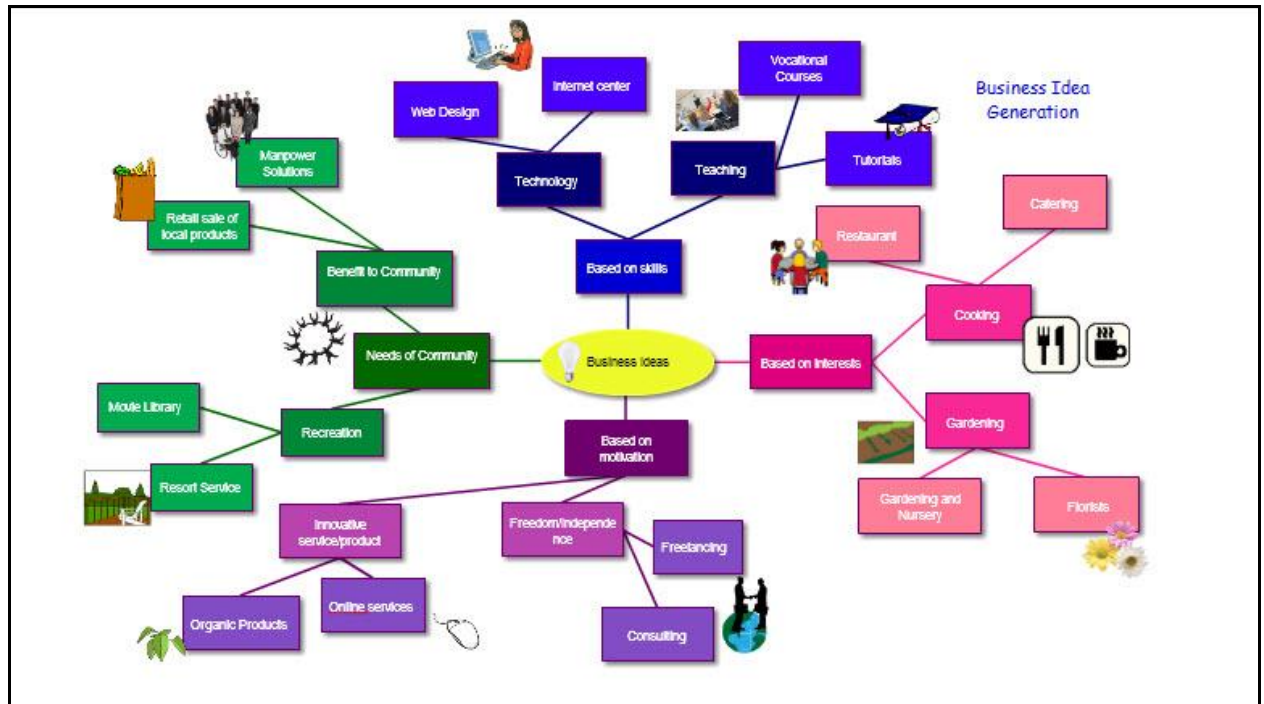
12. Make the boxes bigger or smaller as needed. You can also change the look of words inside the boxes. Move the shapes as you think fit.
13. Use the toolbar located at the bottom of the page, or the **Effect** tool, to add colour to the boxes and lines. Maintain the same colour for each of the main topics and its branches. You may want to choose a lighter or darker colour shade for the boxes as they branch out.
14. To make your presentation more attractive, add pictures next to the boxes to represent your ideas. Scroll through the **Symbols Palette** library to select and add the pictures. Or, click **Edit | Insert Graphic | From File** on the toolbar to select a picture from your computer. Make sure you resize and move each picture as needed.
15. Repeat steps 7 - 14 for the remaining sources, keywords and business ideas that you had identified and listed while planning with your partner. (**NOTE:** You can draw or copy and paste the shapes and lines around the empty space on the workspace. If you choose to copy and paste the shapes, use

the **Copy and Paste options** tool



. Select the existing text in the boxes and replace with new information.)

16. Take a screenshot of the mind map. (For help, see Graphics Skill 3.17: To take and save a picture of what is on your screen, or a screenshot.) Save the picture for use in an electronic presentation. (For help, see Graphics Skill 3.14: To save a picture for different uses.) Then, exit the graphics paint software.



17. Double-click your Course folder on your desktop. Locate the folder "**marketing_research**".
18. Double-click the **marketing_research** folder. Locate the folder "session_2_generating_business_ideas".
19. Save the image in the *session_2_generating_business_ideas* folder.
20. Click **Document | Close** to close the document.
21. Or, click **Document | Quit** to exit the panel.
22. To update your documents, Click **LAUNCH WEBSPIRATION**. Then, click **Recently Opened** and select the document you want to edit.
23. Now that you have an account, just sign in to the site with your account details.

Appendix 10

Description of Costs

Every business is different, and has different types of expenses. Some very small businesses, particularly those that do not need to operate with a facility like an office or storefront, or hire employees, may have only a few of the expenses listed below. On the other hand, those that do need a facility like an office or a storefront, or which need equipment or employees, may need to invest in most of the expenses listed below in order to start the business. Below are typical types of expenses for many new businesses. For the business you want to create, consider which of the types of expenses below you might need to incur to start your business.

Initial costs/One-time costs: These are costs that are incurred when you start your business and are not a part of repeated spending. Areas which involve initial costs include the following:

- 1. Furniture:** If you need an office or have a place for customers, you are also likely to need furniture for your business office. It is bought for continued use and not for resale; for example, desks and chairs, chest of drawers and so on. You may also acquire furniture on rent as an alternative to purchasing.
- 2. Equipment:** Generally, many businesses will need office equipment such as computers and printers, as well as communication equipment such as telephone and fax machine. Also, you should consider the equipment and machinery you will need to run your special type of business. For example, if you are making a product, you will need the types of machinery and tools that are needed to carry out manufacturing, trading or production activities. If you are opening a restaurant, you will need equipment for cooking. If you are operating a delivery service, you will need a bicycle or a vehicle to get around and make deliveries.
- 3. Land and Building:** Some businesses will need a place or facility to conduct their business. Entrepreneurs must either take office premises on rent or buy their own property. If you buy property, your own premises, you will have to spend a lump-sum amount from your funds or arrange for mortgage, whereas if you use somebody else's premises you will have to pay rent to that person.

Note: If furniture, equipment and/or property are acquired on rent, it will become an ongoing expense which is explained later in the document. Similarly if a property is purchased on a mortgage loan, it will become an ongoing expense.
- 4. Cash in Hand:** This is the minimum amount that you need to have to run the business operations until you start generating revenue from your sales. Although this is not an expense, this has to be included in the startup costs as this amount is required to start the business. This is estimated taking into consideration your expenses and your expected earnings.

Ongoing/Recurring costs: In most business, these costs have to be incurred regularly every month in order to perform the relevant business operations. Areas which involve ongoing costs are:

1. **Utilities:** Utilities refers to water, electricity and gas. These are required for operating any business that uses a facility, and payments for these services are made on a monthly basis.
2. **Rent/Mortgage Payments:** Rent refers to the periodic payment made for the use of furniture, equipment or office premises. Generally, it is paid on a monthly basis. A business has to spend on rental payments if these items are not bought by paying the required amount. Similarly, if a property is purchased on a mortgage loan, periodic payments have to be made for the repayment of the loan.
3. **Salaries:** Salaries are the payments made to the managers and workers who perform business activities. Generally, employees are paid every month for the services they render to your business.
4. **Raw Materials:** Raw materials refer to the inputs used for making a product; for example, in a restaurant the ingredients that go into making a food item are the raw materials. A furniture manufacturer would use wood as raw material to make his products. Raw material costs are dependent on the production and sales of your products or services and are therefore a variable cost.
5. **Insurance:** In many locations, it is a government requirement that Insurance policies are taken to ensure that business does not go through a financial loss because of the destruction of property such as furniture, equipment, land and building in case of an unexpected happening such as a fire or theft. The premium payment on these policies involves repeated spending.
6. **Advertising:** These refer to the costs that are incurred to generate awareness of a business and its products or services; for example, placing an announcement of your Opening day in the newspapers. Every business has to spend money to attract customers and keep itself ahead of competitors.
7. **Miscellaneous Expenses:** These refer to all the areas where money is spent to conduct business which are not covered by the other terms used to refer to costs; for example, costs incurred on transportation of goods from one place to another and on proper storage and packaging of goods to keep them safe and well preserved.

Note: There are certain costs that will differ from one business idea to another. One such cost is the *Raw Materials* cost. If the business idea involves making products such a candle then there is a need to spend on raw materials such as wax. On the other hand, if the business idea involves providing a service such as tutoring, then there will not be any costs on raw materials. Similarly, if the business idea is to buy a product from the manufacturer and sell it to the customer there will be no cost on raw material. However, in this case, the cost that is incurred will be the cost of buying the product from the manufacturer. For example, for selling pencils in your shop you will have to incur the costs of buying pencils from the manufacturer.

Appendix 11

Estimating Costs

Research plays an important role for estimating your startup costs. While you will be using guess estimates or estimates based on approximations for your exercise on startup costs, in a real-life scenario, you will have to do proper research before you decide on the startup costs.

Equipment, Furniture, Decoration etc: Research various vendors and distributors and get their price lists. Find out if they will offer any discounts for bulk purchases.

Property Costs: Look around the locality in which you want to set up the office, and ask for the rental prices and property prices in such localities. Make a rough estimate based on your research.

Utilities: These are fixed costs that will depend on your location. Find out if the rent includes utilities costs. Estimate based on your requirement.

Salaries: Do you have a rough guess about how many employees you may need? You will be doing a proper organisational chart later in the course. Based on your count of how many employees you require, estimate the salaries. You should be aware of how much the competitors and the market is paying for similar people. Do not forget to include a salary for yourself.

Insurance: This will be provided by insurance companies. Talk to different insurance companies and find out what the insurance costs will be. Choose the best offer.

Advertising: While estimating this cost, you will not only have to consider how much you will be spending on the actual promotion, but also how much you will be paying the advertising agencies. Consider the promotional methods you want to use and research the costs for those methods. Other expenses include printing costs for your promotional material.

Raw Materials and Miscellaneous Expenses: Costs such as raw materials, transportation and some other miscellaneous expenses recur every month. Talk to different vendors, get their price lists, compare, and enquire about their deals and offers. Negotiate and renegotiate for a long term relationship.

Appendix 12

Sources of Funds

Every business needs to arrange for required funds before it can start operating. Funds are needed to buy equipment, raw material as well as for the day to day operations of the business. Many entrepreneurs face the dilemma of identifying the various sources of finance and choosing the right source because their personal savings may not be enough for their needs. Some of the most common sources of finance for any business include:

1. **Bank Loans:** Most entrepreneurs may find that their personal savings are not sufficient to start and operate a business. In such a case, they apply for a Bank loan. The duration of these loans varies from short term to long term. Interest has to be paid on the money borrowed.
2. **Personal Savings:** Sometimes, entrepreneurs may invest their own money in the business. However, personal savings are usually limited and may be insufficient to satisfy all the financial needs of the business.
3. **Venture Capital:** There are groups of individuals or companies in the market that study business proposals and decide to fund them if the proposal is attractive. They are called Venture Capitalists. They analyse a business plan to evaluate whether the business will be profitable. If the entrepreneur has a well prepared business plan, the investor or venture capitalist will arrange for the required funds. Most venture capitalists look for high profits and are even willing to provide guidance for the success of the business.
4. **Loans from friends and family:** Entrepreneurs may also arrange for funds by borrowing money from their friends and family. This is an easier way to raise money as the interest on such a loan may be low or not required, as compared to a bank loan.

Appendix 13

Advertising and Promotion Methods

Knowing what methods are available for promotion helps you decide on the best mix of promotion for your product or service. Some things to consider while choosing your promotion mix (different methods of promotion) are the relevance of the promotional method for your product or service, the reach of the promotional medium, the cost for the promotion and how it will help you achieve your business goals. Following is a list of the most common types of promotion methods.

Offline Marketing: This method of marketing involves advertising and promotion through more traditional media such as newspapers, radio and television:

- **Print Advertising:** Print advertising includes newspapers and magazines. You can use this type of advertising to target a particular market based on who reads the newspaper or magazine. For example, if you are in the food business, you can advertise in a cookery magazine which will reach the desired target market. You can also limit the advertisement to the region. For example, if you want to target the audience in region X, you can publish your advertisement only in the newspapers which are circulated in that region.
- **Television and Radio Advertising:** These are advertisements that are aired on television and radio. Today, there are various channels on both radio and TV that you can choose to reach your target market. These advertisements reach a wide audience, but they are comparatively more expensive than the other forms of advertising.
- **Flyers and/or Brochures:** A very low-tech and low-cost way to advertise is to produce and distribute flyers or brochures about your business. These can be distributed in places where potential customers are likely to see them, including at their homes, places of work or posted in public places such as community kiosks. This would be very appropriate for a small business operating on a small budget, or a new business in a community where many of the potential customers live and work in an area in close proximity to the business.
- **Point of Sale Display (POP/POS):** POS is a form of promotion that is found near, on, or next to the point of purchase, such as the billing counter, a restaurant table, a ticket counter. They are intended to draw the customers' attention to products or services and any offers that you may have on them. A best example of POS is a display stand placed at the billing counter.
- **Outdoor Advertising:** Outdoor advertising is also called out-of-home advertising. As the name implies, it is advertising which is usually used to target customers in locations outside of homes. Examples of outdoor advertising are hoardings or billboards, kiosks and advertisements on buses.
- **Direct Mail:** In this form of promotion, brochures and flyers related to the products or services are sent through the mail to the target market, and usually have a message which will prompt the customer to take an action which will generate sales. To use direct mail as a promotional method, you need to have a database of the target market with their address lists. A new form of direct mail

is email marketing, where the promotional material is sent to the customer's email address instead of the postal address.

- **Public Relations:** Public relations is communications often in the form of news distributed in a non-personal form in media which may include newspaper, magazine, radio, television, Internet or other form of media for publication. Such communication may consist of a variety of activities or events where your business has participated. These activities are published with the intention of creating a positive image for the business and the product or service. Public relations activities may include establishing a visible presence at trade shows and other public or private events. It may also include the preparation and distribution of press releases, which are newsworthy articles, intended to be published in the media for the purpose of showcasing the activities of the business to the public.
- **Sales Promotion:** This form of promotion can be used seasonally. Sales promotions are short term incentives, which encourage buying of products or services, such as seasonal discount offers, gift coupons and so forth.
- **Other Methods:** Other than these, the business can also participate in events such as trade shows, fests, exhibitions, etc, to promote its product or service.

Online Marketing: This form of marketing involves marketing through the Internet. Online marketing has opened up incredible avenues for businesses. There are numerous online methods to reach prospective customers, which are really affordable and will fetch results. Some of the online promotion methods include:

- **Business Web site:** Irrespective of whether your business is on an online venture or a traditional business set-up, it helps to have an online identity. The business Web site should not only have information about your business and product or service, but you should also use this space to promote your business.
- **Banner Advertisements:** These are graphic advertisements, which can also be video advertisements that are placed on relevant Web sites. These Web sites will link to the business Web site, when a visitor clicks on the banner advertisement, thereby creating recognition for your business and also getting traffic to your Web site.
- **Pay-Per-Click Advertisements or Search Engine Marketing:** This form of Internet marketing promotes the product or service offered or the Web site by increasing its visibility on search engines such as Google and Yahoo*. By paying these search engines, businesses can make their pay-per-click advertisements appear on the search engine page when the relevant keywords are searched. For example, if a customer searches for restaurant or world cuisine, Yummy World may appear not only in the search results, but also as an advertisement in the side bar.
- **Search Engine Optimisation:** This is non-paid form of Internet marketing where using various methods, the businesses ensure that the Web site turns up in the top search results when relevant keywords are searched in a search engine such as Google or Yahoo. One of the key factors to ensure that your Web site shows up in the web results is to include the keywords that your prospective customers may use to search for products or services similar to yours, while writing descriptions in your business Web site.

- **Email Marketing:** As described earlier, email marketing is a form of online direct mail method. Your business advertisements and promotional offers are sent out to email addresses of potential customers.
- **Affiliate Marketing:** In this form of Internet promotion, the business allows other Web sites to have links to their Web site. These other Web sites are called affiliates. Affiliates are paid whenever a customer visits your Web site through the affiliate's Web site. This form of promotion is more useful for online businesses.

Social Media: Other than the above methods described, there are several other innovative methods of Internet marketing. Some of the examples include having a presence on the social media Web sites, blogs, wikis, providing bookmark links, providing subscription feeds and so forth.

Appendix 14

How to Create a Wiki

This document includes the steps and suggestions for registering in a wiki site and posting content for the Intel® Learn Technology and Entrepreneurship Course or for your own personal wiki. These instructions apply to the wiki site, www.wikispaces.com*.

Important Notes:

- The instructions given below are specific to a wiki site and may differ from other wiki sites. The site below is a *suggested* site only. You or the staff member may select another wiki site to use for this activity.
- To access the wiki site suggested below, you will need to register for the site. To register for this or any external site, you may need to first set up an active email account. Please consult with the staff member on how to set up an email account. (Refer to *Appendix 4- Create an Email Account*). However, *before* you set up an email account or register for a wiki site or any other external web site, you must become familiar with some basic rules regarding *Internet Safety* (Refer to *Appendix 3 - Internet Safety for Youth*). Make sure that your course facilitator reviews basic rules of Internet Safety *before* registering on any web site.
- When you set up your wiki site, be sure to make it available *only* to other learners and the staff member for this course. Do not give permission to others to view or comment on the site created for this course.

Select a Wiki Site

1. Start the web browser.

(For help, see Web Technologies Skill 1.1: To open a web browser or Web Technologies Skill 3.1: To open a web browser.)

2. Click to place your cursor in the Address or Location bar. Type <http://www.wikispaces.com/>.

(For help, see Web Technologies Skill 1.4: To go to a page on the web or Web Technologies Skill 3.4: To go to a page on the web.)

Note: Make sure that you type the Web site address correctly since a typing error may take you to a different website that does not work.

3. Press the **Enter** key on your keyboard or click the **Go** button. Then, wait as the Web page loads on your computer.

Register for a Wiki Account

1. Think of a username and type it in the **Username** box.
2. Type a password in the **Password** box.
3. Type your email address in the **Email** box.
4. Click **Get Started**.

Appendix 14

How to Create a Wiki



A registration form for Wikispaces. It has a text input field containing 'debwikiproject', a password field with eight dots, another text input field containing '@gmail.com', and a red 'Get Started' button with a mouse cursor pointing at it.

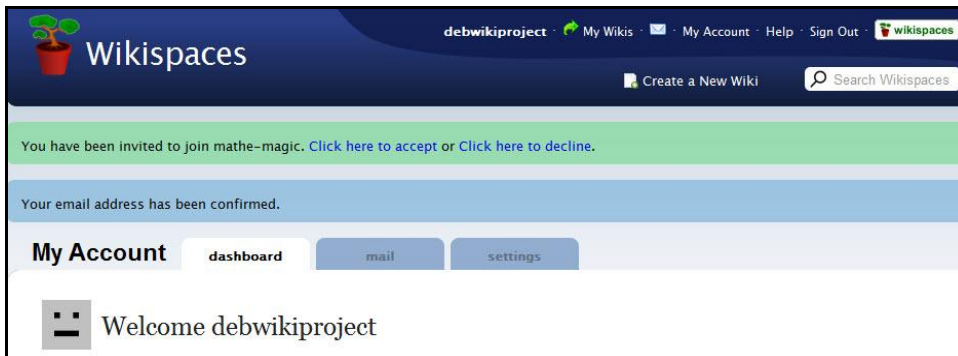
5. Your wiki account has been created.

Confirm Email Address for Wiki Invite

1. Once your wiki account is created, you will receive an email notification asking you to confirm your email. Open your email account and click on the link given in the mail message.



2. Once you click the link, your email address is confirmed and you will be directed to your wiki page.



Create a New Wiki

1. Click the **Create a New Wiki** link.



2. Type a name for your wiki.



Wiki Name

Note: Sometimes a wiki name may already be taken, so it is important that the wiki name you create is unique. If the wiki name you typed already exists, the page prompts you to choose another wiki name.

3. Choose who can view and edit your wiki space.



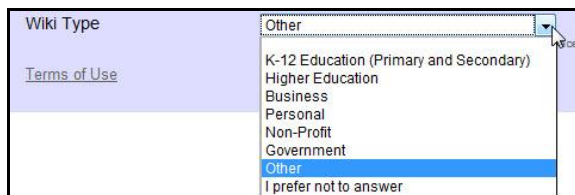
Wiki Permissions

☐ Public (free)
Everyone can view and edit your pages.

☒ Protected (free)
Everyone can view pages, only wiki members can edit them.

☐ Private (first 30 days free)
Only wiki members can view and edit pages.

4. Choose the wiki type from the list.

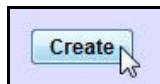


Wiki Type

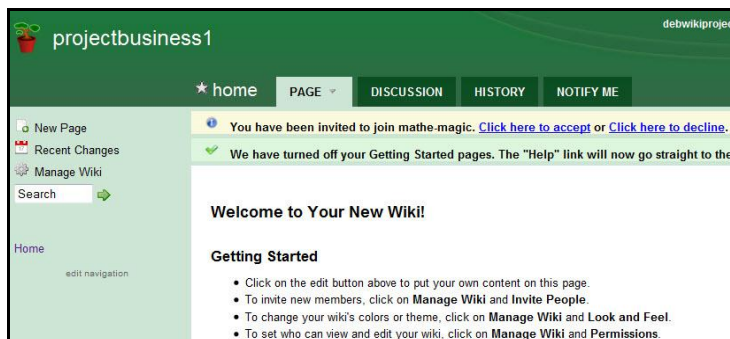
[Terms of Use](#)

- K-12 Education (Primary and Secondary)
- Higher Education
- Business
- Personal
- Non-Profit
- Government
- Other**
- I prefer not to answer

5. Click **Create**.



6. Your new wiki is created.



Add Content to Wiki

1. Click **Edit** button to edit or update content on the current page.



Appendix 14

How to Create a Wiki

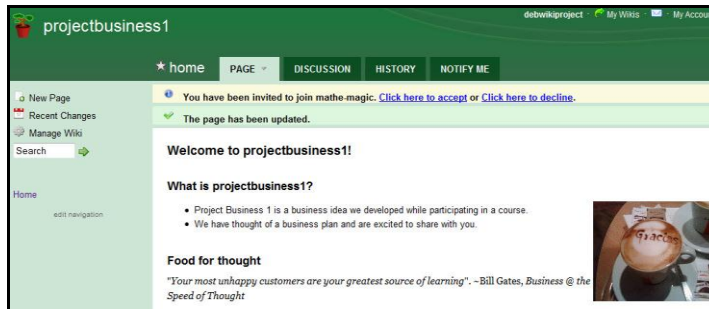
2. Use the text editor box to type content for your wiki page. You can change the look of your words, the alignment, or even the colour of your text by using the toolbar above the text box. You can even add an image, video or a link to your page.



3. Click **Save** when you are done editing your page.



4. You will notice the updates to your page.



Add New Pages to Wiki

1. To add new pages to your wiki, click the **New Page** link on the left sidebar.



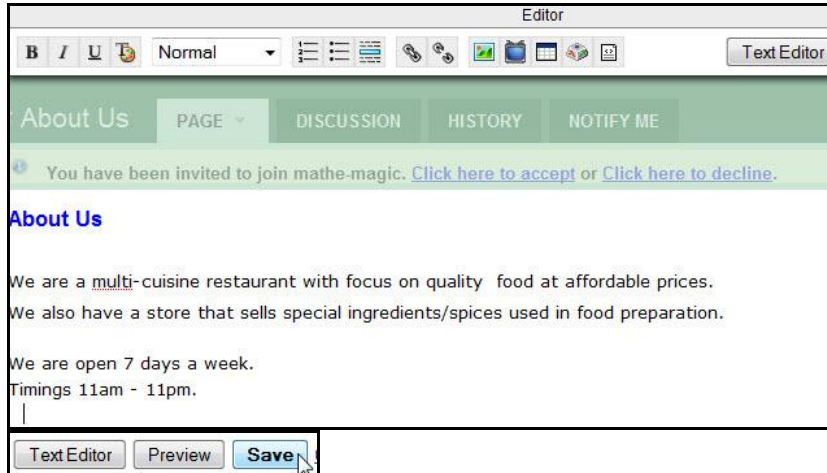
2. Type a page name and add tags.

A screenshot of the form for creating a new page. It has a 'Page Name' field with the text 'About Us' and an 'Add Tags' field with the text 'about' and 'history' separated by a comma.

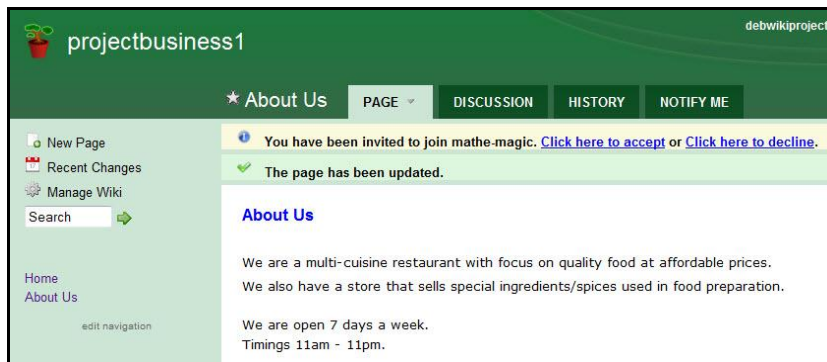
3. Click **Create**.



4. Add content to the page. Click **Save** when you are done editing your page.



5. Your new page has been created.



6. Repeat steps 1-4 to add more pages to your wiki.
7. Click **Sign Out** to exit your wiki site.



8. Now that you have a wiki account, just sign in to your wiki site with your account details to add or update your wiki pages.

Appendix 14

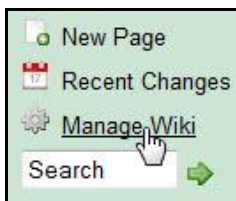
How to Create a Wiki

Security Settings for Your Wiki

1. Sign in to your wiki site with your account details. You will land on your Dashboard page.
2. Or, if you are already signed in, go to your Dashboard page.
3. In the Favorite Wikis section, click your wiki page.



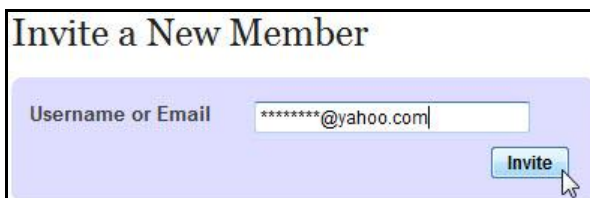
4. Click **Manage Wiki**.



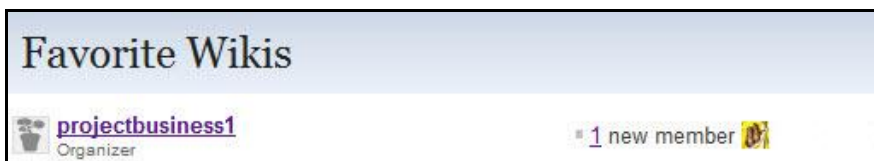
5. In the People section, click **Members**.



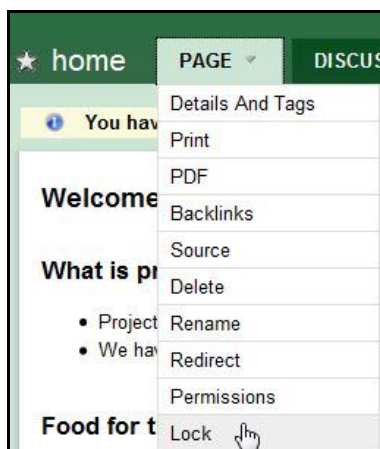
6. In the Invite a New Member section, enter the email address of the other learners and your facilitator for this course. Click **Invite**.



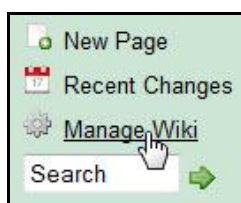
7. Once a member accepts your invitation, the member username will appear in your Favorite Wikis section against your wiki space name.



8. If you wish to restrict members from editing your pages, go to the page you wish to restrict editing. Click **PAGE** and then select **Lock**.



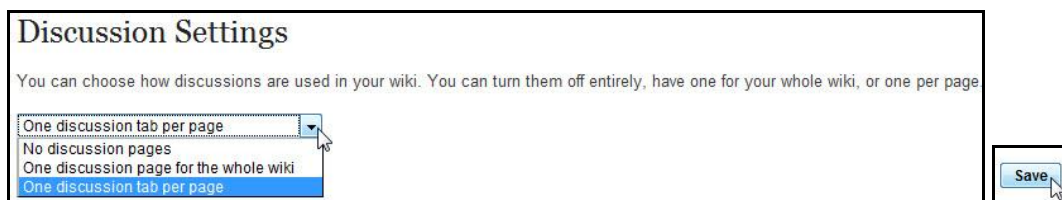
9. You can choose how members can contribute in the discussions on your wiki pages, click Manage Wiki.



10. In the Settings section, click **Wiki Info**.



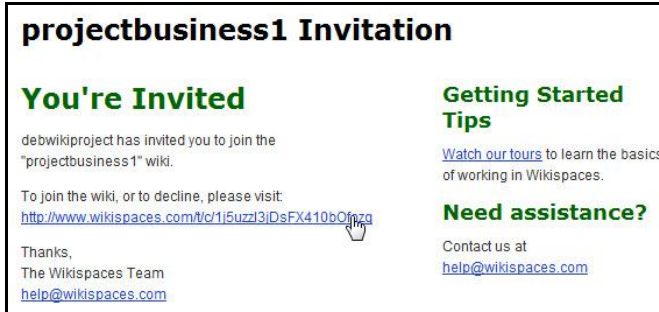
11. In the Discussions Settings section, select one option. Then, click **Save**.



12. To view and comment on other learners' wiki spaces, you need to accept the invitation sent by them.
- Login to your email account, and open the invitation email. Click on the link provided in the email. This will take you to the wiki page.

Appendix 14

How to Create a Wiki



- b. Login with your details and click **Sign In**.

The screenshot shows a login page titled "Request membership to projectbusiness1". It has a green header bar. Below the header, it says: "To sign in to an existing wikispaces account, please enter your username or email address, and password, below." There are two input fields: "Username" with the text "@yahoo.com" and "Password" with masked characters "*****". A "Sign In" button is located at the bottom right of the form, with a mouse cursor hovering over it.

- c. You can view the pages and contribute to the discussions depending on the permissions set by the wiki admin.

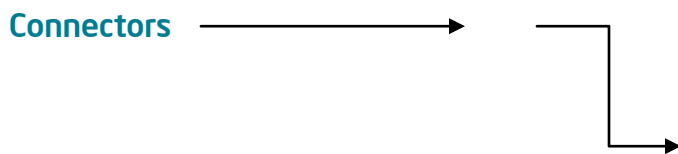
For other questions, visit the help section at wikispaces.com: <http://www.wikispaces.com/help>

Appendix 15

Basic Flow Chart Shapes



This shape tells you where the flow chart begins and ends. You need to enter the words to show the entry and exit points of the flow chart. For example, you can enter "Start" or "Begin" to show the start of the flow chart and "End" or "Exit" to show the end of the flow chart.



The connectors show the sequence of the flow chart. These are lines with an arrow at one end. Flow charts are usually drawn top to bottom or from left to right.



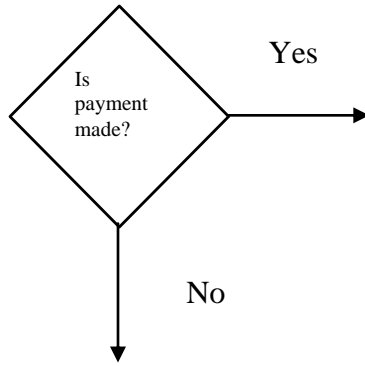
A rectangle is the most common shape in the flow chart. It is used to show a process, task, action or operation.. The text in the rectangle almost always includes a verb, for example, "Take order" "Give invoice" "Make payment".



To indicate a decision, a trapezium is used in the flow chart. A decision is usually shown with a question and the flow chart shows which sequence to follow based on the answer to the question. In the example below, if your answer is "yes", you follow the sequence to the right and if your answer is "no" you follow the sequence below.

Appendix 15

Basic Flow Chart Shapes



Appendix 16

How to Create an Operational Flow Chart Online

This document includes the steps and suggestions for registering in an online productivity suite and posting content for the Intel® Learn Technology and Entrepreneurship Course. These instructions apply to the site, www.mywebspiration.com/.

If you have already registered for the Web site, you can omit the instructions for registration and just login to the site to create the flow chart.

Important Notes:

- The instructions given below are specific to an online collaborative site and may differ from other sites. The site below is a *suggested* site only. You or the staff member may select another site to use for this activity.
- To access the site suggested below, you will need to register for the site. To register for this or any external site, you may need to first set up an active email account. Please consult with the staff member on how to set up an email account. (Refer to *Appendix 4 - Create an Email Account*). However, *before* you set up an email account or register for a site or any other external web site, you must become familiar with some basic rules regarding *Internet Safety* (Refer to *Appendix 3 - Internet Safety for Youth*). Make sure that your course facilitator reviews basic rules of Internet Safety *before* registering on any web site.
- When you register for this site, be sure to make it available *only* to other learners and the staff member for this course. Do not give permission to others to view or comment on the site created for this course.

Select an online collaborative site

1. Start the web browser.

(For help, see Web Technologies Skill 1.1: To open a web browser or Web Technologies Skill 3.1: To open a web browser.)

2. Click to place your cursor in the Address or Location bar. Type <http://www.mywebspiration.com/>.

(For help, see Web Technologies Skill 1.4: To go to a page on the web or Web Technologies Skill 3.4: To go to a page on the web.)

Note: Make sure that you type the Web site address correctly since a typing error may take you to a different website that does not work.

3. Press the **Enter** key on your keyboard or click the **Go** button. Then, wait as the Web page loads on your computer.

Register for a Mywebspiration Account

1. Click **SIGN UP**.



2. Think of a username and type it in the **Username** box.
3. Type your email address in the **Email address** box.

Appendix 16

How to Create an Operational Flow Chart Online

4. Type a password in the **Password** box.
 5. Retype your password in box below to confirm.
 6. **Fill in the registration details in the boxes**, such as your:
 - Name and Surname
 - Age
 - Postal or Pin Code
 - **Note:** You will notice that some boxes have the drop-down menu which allows you to select one option from several choices. Just click on the down arrow and move your cursor to the option you would like to choose. When it is highlighted, click on it.
 7. Click to place a checkmark next to the **Terms of Use** box to agree to the terms.
 8. Click **Sign Up**.
 9. Your account has been created.
- Note:** Once your account is created, you will receive an email notification with details of your account information.

Create a New Diagram

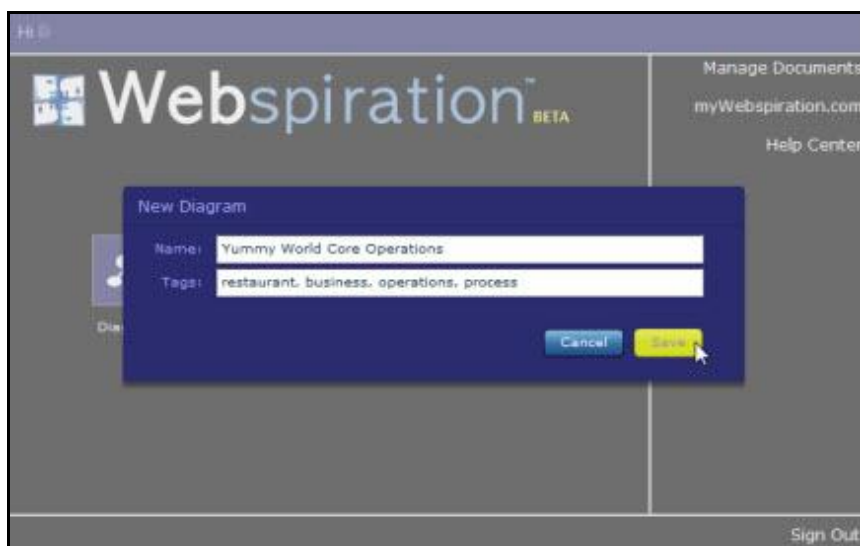
1. Click **LAUNCH WEBSPIRATION**.



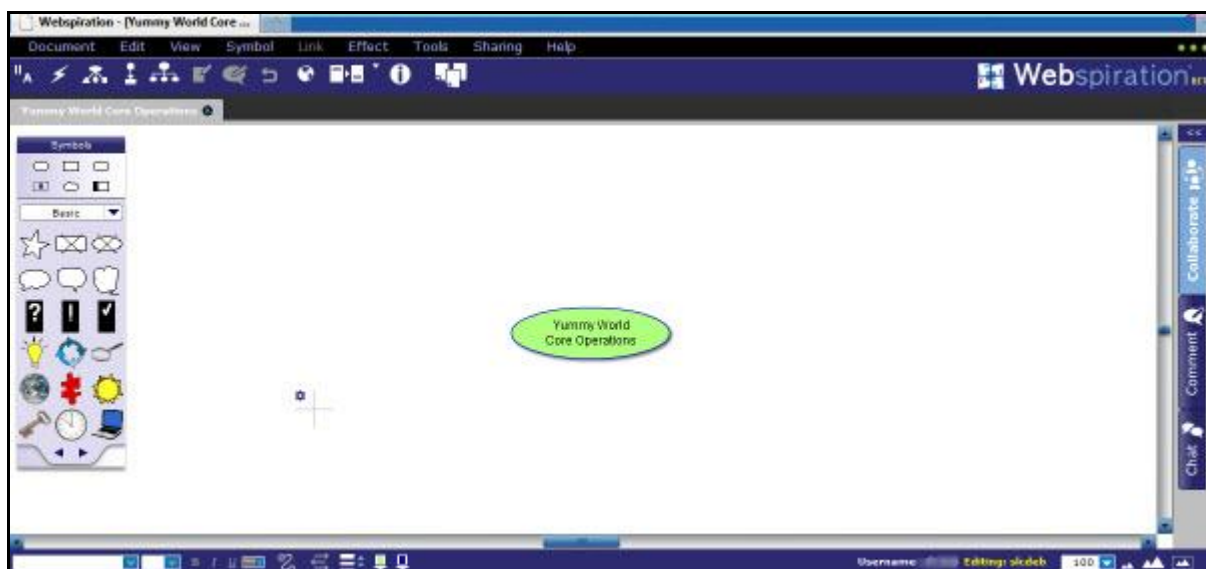
2. Click **Diagram**.



3. In the **Name** box, type a title for your diagram. Add tag words in the **Tags** box. Then, click **Save**.



4. Your new diagram is created. You will notice a symbol with your document name is automatically created in the workspace.

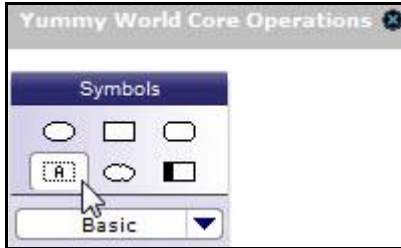


Appendix 16

How to Create an Operational Flow Chart Online

Create your operational flow chart

1. Use the Symbols Palette to select a text box.



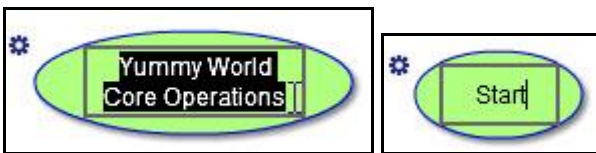
2. Hold the left mouse button and drag the text box on your workspace.



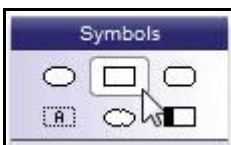
3. Inside this text box type a title for your flow chart. You can change the look of your words, or size, or even the colour of your text by using the toolbar located at the bottom of the page.



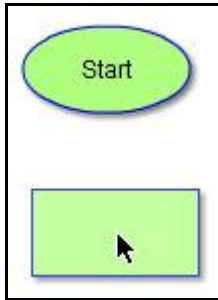
4. Click the oval shape that is already present on your workspace. Select the text and type 'Start' to indicate the starting point of the operational flow chart process.



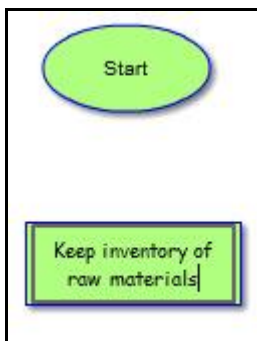
5. Select the rectangle shape from the Symbols palette. (See Appendix 15 for basic flow chart shapes.)



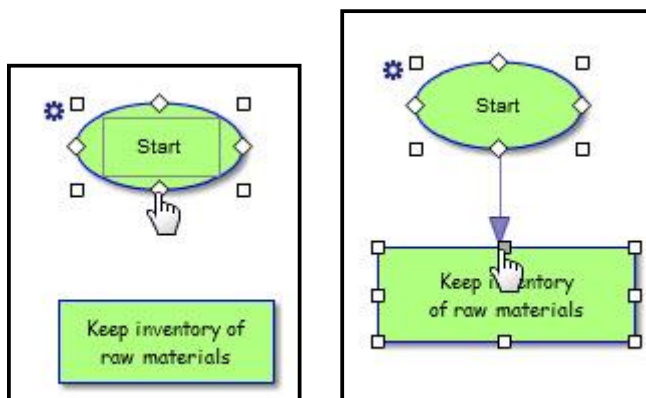
6. Hold the left mouse button and drag the rectangle shape below the oval shape on your workspace.



7. Inside this rectangle, type words to describe a process, task, action or operation as the first step to get your product or service ready for the customer. Make the shape bigger or smaller. Click one of the square-shaped connection points, hold your left mouse button and drag it outward or inward. You can change the look of your words, or size, or even the colour of your text by using the toolbar located at the bottom of the page.



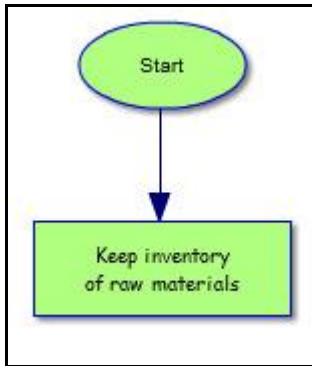
8. To connect the two shapes, select the shape where you want the link to begin. Then, click one of the diamond-shaped connection points, hold your left mouse button and drag it to the connection point of the other shape.



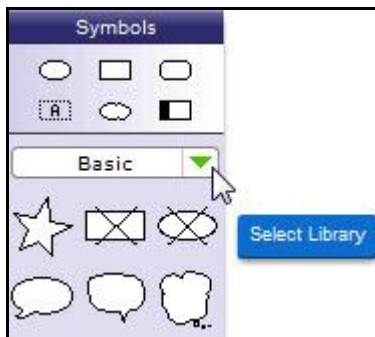
Appendix 16

How to Create an Operational Flow Chart Online

9. Notice that the two shapes are now connected.



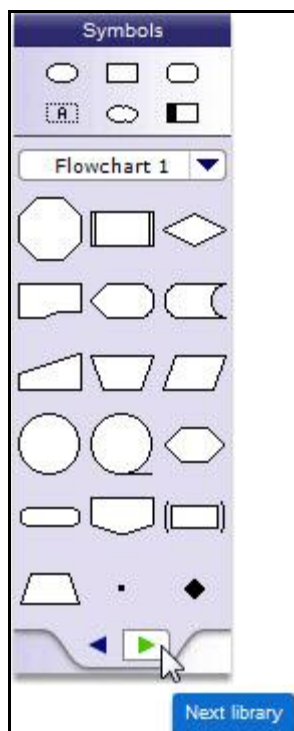
10. Continue adding individual steps as rectangles connected by one-way arrows, till the product or service is delivered.
11. From the information you decided on with your partner during planning time, when your operational process reaches a decision point; add a diamond shape or decision box. (See Appendix 15 for basic flow chart shapes.)
12. To add a diamond shape or decision box, click the down arrow next to the Symbol Library name to view the Symbols Library menu.



13. Go to **Thinking-Planning** and pick **Flowchart 1**.



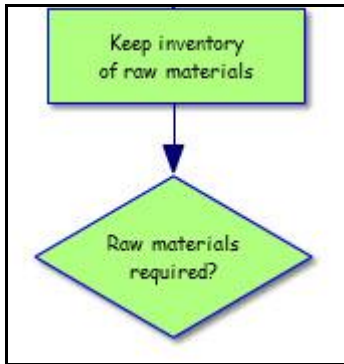
14. Or, you can also scroll through the arrows at the bottom of the Symbols Palette.



Appendix 16

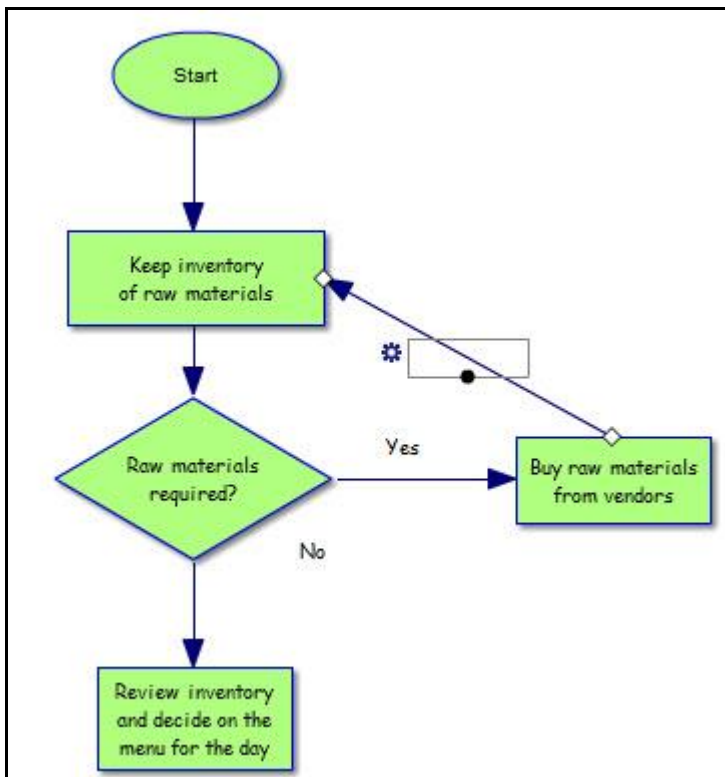
How to Create an Operational Flow Chart Online

15. Inside this shape, type the decision in the form of a question.

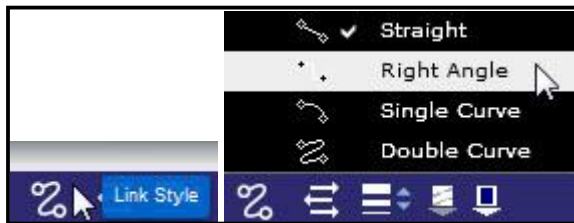


16. Answer the question by drawing two paths emerging out of the diamond shape. Draw text boxes and type a possible answer for each path. (NOTE: Each path must re-enter the process or exit the decision point.)

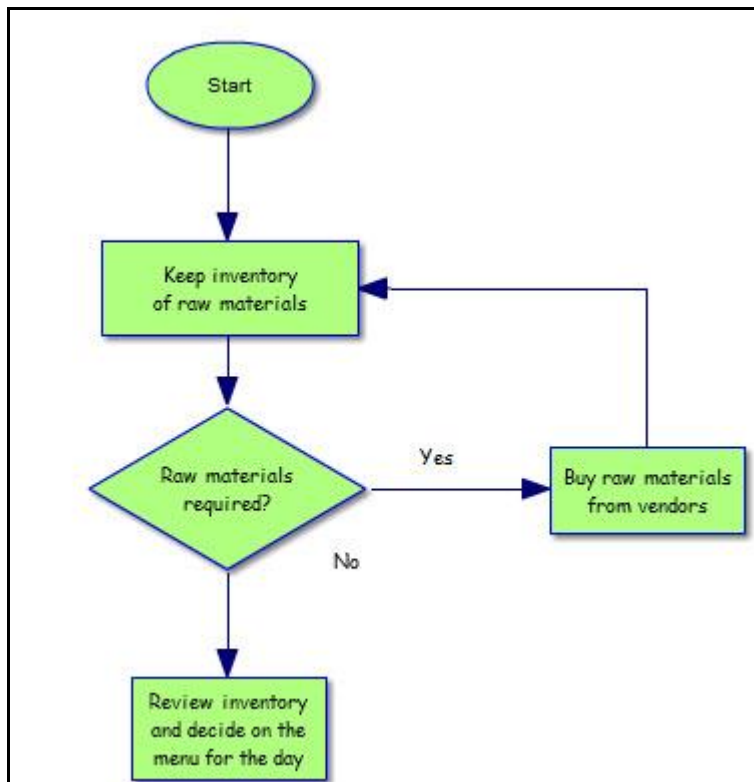
17. You may notice that your connectors are not linked correctly between shapes.



18. Click the connector to change the link style. Click the Link **Style** tool located at the bottom of the page. Select **Right Angle**.



19. You will notice your connector style has changed.



20. Repeat steps 10 - 18 till you reach the last step in the process.
21. Draw an oval or terminator shape. (See Appendix 15 for basic flow chart shapes.)
22. Inside this shape, type **"End"** to indicate the end point of the operational flow chart process.
23. Click **Document | Close** to close the document.
24. Or, click **Document | Quit** to exit the panel.
25. To update your documents, Click **LAUNCH WEBSPIRATION**. Then, click **Recently Opened** and select the document you want to edit.
26. Now that you have an account, just sign in to the site with your account details.

Appendix 17

Analysing Your Business Idea – Additional Examples

Service Business Idea Example – Internet Cafe

	A	B	C	D	E
1	Competitor Analysis				
2	Rating - Strength = 3; At par = 2; Weakness = 1				
3	Features	My Business	Competitor 1	Competitor 2	Competitor 3
4	Description	An Internet cafe with latest technology and focus on high speed broadband connectivity at affordable prices.	A stationery shop having a lot of services such as printing and scanning including Internet browsing facility.	A mid-sized Internet service provider with dial up connectivity and moderate to low prices.	A posh Internet cafe which gives importance to quality, comfort and ambience and offers beverages like tea and coffee.
5	Concept (Includes the technology used in the Internet café, seating arrangement, ambience and other related features)	3	2	2	3
6	Accessibility (includes being close to customers, convenience and other related factors)	3	2	3	3
7	Pricing (Average cost of Internet usage)	3	2	3	1
8	Facilities (Services offered along with surfing)	2	3	1	3
9	Quality (includes both Internet connection quality and the service quality)	3	1	2	3
10	Brand Recognition	1	2	3	3
11	Advertising	2	2	2	3
12	Total Rating	17	14	16	19
13	Average	2.428571429	2	2.285714286	2.714285714

Competitor Analysis Example

A		B	
1	Questions for SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis		
2			
3	Strengths		
4	What advantages do I have over my competitors?	1. Good relationship with elected community leaders. 2. A central location.	
5	What are the main skills/strengths of my business?	1. High speed broadband at affordable prices. 2. Trained assistants for troubleshooting help.	
6	What does my business offer to keep customers coming back?	1. Spacious cubicles for privacy and latest computer systems. 2. Attractive customer loyalty program.	
7	Weaknesses		
8	Where does my business lack funds?	1. Limited budget for advertising and frequent technological upgradation.	
9	What needs improvement?	1. Lack of awareness among customers of our presence in market.	
10	What are the difficulties to overcome?	1. Absence of customer loyalty in a cut throat competitive scenario.	
11	Opportunities		
12	What are the areas that competitors are missing?	1. Latest computer systems with technologically advanced USB ports compatible with iphones, ipods and other latest gadgets. 2. Separate cubicle for each user with arrangement for internet calls. 3. Knowledgeable Staff.	
13	What are the new technologies that will help your business?	1. Growing trend of Wi-fi and Wi-Max options. 2. Digital scanning and printing. 3. Internet Marketing.	
14	What are the new needs of customers?	1. Need for high speed broadband connection as well as provision for wireless connection. 2. Need for latest games and chatting software. 3. Growing popularity of social networking sites.	
15	In what other areas can I expand my business?	1. Branches in new locations. 2. Introducing the concept of online payments of bills as well as job application services including writing and posting resumes for best results.	
16	Threats		
17	Are there successful or popular competitors?	1. Yes. Tough competition from direct competitors.	
18	Are there too many competitors?	Yes	
19	Are there any unfavourable conditions?	1. Yes, recession has decreased customer's expenditure. 2. Technology becomes obsolete sooner than expected. 3. Constant price cuts by competitors to lure customers. 4. Declining cost of internet access to home users.	

SWOT Analysis Example

A		B	C
1		Helpful In achieving the objectives	Harmful In achieving the objectives
2	Internal attributes of the organization	Strengths 1. Good relationship with elected community members. 2. A central location. 3. Spacious cubicles with latest computer systems. 4. Trained staff for troubleshooting assistance. 5. High speed broadband connection.	Weaknesses 1. Limited budget for advertising and frequent technological upgradation of software. 2. Lack of awareness among consumers of business presence. 3. Absence of customer loyalty.
3	External attributes of the environment	Opportunities 1. Focusing on uninterrupted high speed browsing. 2. Internet Marketing. 3. Need for fast connection including Wifi. 4. Need for latest games and chatting software. 5. Branches in new locations. 6. Introducing the concept of online bill payments and job application services. 7. Growth in use of Internet and social networking, digital scanning, digital photography and printing.	Threats 1. Tough competition from direct competitors. 2. Recession reducing customer's expenditure. 3. Fast changes in technology. 4. Constant price cuts by competitors.

SWOT Diagram Example

Appendix 17

Analysing Your Business Idea - Additional Examples

Product_Service Business Idea Example - Greeting Card and Gift Wrapping

	A	B	C	D	E
1	Competitor Analysis				
2	Rating - Strength = 3; At par = 2; Weakness =1				
3	Features	My Business	Competitor 1	Competitor 2	Competitor 3
4	Description	Home business involving sale of customised cards with exclusive designs and expert gift wrapping services	A large toy shop with wide variety of games and also provides cards and gift wrapping services	A mid-sized stationary shop with limited variety of cards but moderate to low prices	A one of a kind gift shop which gives importance to quality, comfort and ambience and provides imported gift items with different styles of gift wrapping
5	Concept (Includes the ambience, exclusivity of product and service and other related features)	2	2	1	3
6	Accessibility (includes being close to customers, convenience and other related factors)	3	1	2	3
7	Pricing (Average cost of product or service)	3	2	3	1
8	Facilities (Services offered along with product such as delivery of packages)	1	3	1	3
9	Quality (includes both materials used and design features)	3	1	1	3
10	Brand Recognition	1	2	2	3
11	Advertising	2	2	2	3
12	Total Rating	15	13	12	19
13	Average	2.142857143	1.857142857	1.714285714	2.714285714
Competitor Analysis / Sheet 2 / Sheet 3					

Competitor Analysis Example

	A	B
1	Questions for SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis	
2		
3	Strengths	
4	What advantages do I have over my competitors?	1. Friendly relations with most residents of the colony. 2. A home based location within the colony.
5	What are the main skills/strengths of my business?	1. Personalised card messages. 2. Customised designing of cards and gift wrapping.
6	What does my business offer to keep customers coming back?	1. Attention to individual requirements. 2. Attractive customer loyalty program.
7	Weaknesses	
8	Where does my business lack funds?	1. Limited budget for advertising and acquiring software such as photoshop for computerised designs.
9	What needs improvement?	1. Lack of awareness among customers of the existence of our business.
10	What are the difficulties to overcome?	1. Limited offering i.e. handmade cards and gift wrapping.
11	Opportunities	
12	What are the areas that competitors are missing?	1. Personalised messages which are tailored to different occasions and relationships. 2. Exclusive handmade products.
13	What are the new technologies that will help your business?	1. Customised designing of e-cards using appropriate software. 2. Internet Marketing.
14	What are the new needs of customers?	1. Need for highly customised and exclusive gifts and cards. 2. Growing popularity and awareness of the social networking.
15	In what other areas can I expand my business?	1. Opening a shop. 2. Introducing the concept of customised designing of e-cards.
16	Threats	
17	Are there successful or popular competitors?	1. Yes. Tough competition from direct and indirect competitors.
18	Are there too many competitors?	Yes
19	Are there any unfavourable conditions?	1. Yes, recession has decreased customer's expenditure. 2. New designs and craft items come up everyday. 3. Constant price cuts by competitors to increase customer base. 4. Multiple types of products and services being offered by competitors such as home delivery of gifts and dispatch of cards.
Competitor Analysis / SWOT Analysis / Sheet 3 /		

SWOT Analysis Example

	A	B	C
1		Helpful In achieving the objectives	Harmful In achieving the objectives
2	Internal attributes of the organization	Strengths 1. Friendly relations with residents of colony 2. A home bases location within the colony 3. Personalised card messages 4. Customised designing of cards and gift wrapping 5. Attention to individual requirements	Weaknesses 1. Limited budget for advertising and acquiring software such as photoshop for computerised designs 2. Lack of awaress among consumers of the existence of business 3. Limited offering i.e handmade cards and gift wrapping
3	External attributes of the environment	Opportunities 1. Personalised messages which are tailored to different occasions and relationships 2. Internet Marketing 3. Exclusive handmade products 4. Customised desgining of e cards through appropriate softwares 5. Opening a shop 6. Need for highly customised and exclusive gifts and cards 7. Growing popularity and awarness of the social networking	Threats 1. Tough competition from direct and indirect competitors 2. Recession reducing customer's expenditure 3. New designs and craft items come up everyday 4. Constant price cuts by competitors 5. Multiple types of products and services being offered by competitors such as home delivery of gifts and cards

Competitor Analysis / SWOT Analysis / **SWOT Diagram** /

SWOT Diagram Example

Appendix 18

Finalising Your Business Idea – Additional Examples

Service Business Idea Example – Internet Cafe

An Internet Cafe Business Idea

By
Rajiv and Anita

BUSINESS DESCRIPTION

About Us:

- Medium-sized Internet café offering browsing services at affordable prices.

Our Services:

- High Speed Browsing – Fast and uninterrupted broadband connectivity.
- Trained Staff for assistance.
- Webcams and Headsets available for video chatting and Internet calls.
- Access to Online Games and popular social networking and chatting sites.
- Cubicles with secure connection for safe online transactions and privacy.

**BUSINESS GOALS**

Our Goals:

- Main focus on providing a high speed connection at very affordable prices.
- Customer satisfaction.
- Privacy and safe connection.
- Knowledgeable staff.

**LOCATION AND TARGET MARKET**

Our location:

- The Internet café will be located in the main market near the university campus area, close to all colleges and student boarding lodges.



Our Customers:

- 15 – 35 year age group, who use the Internet for work and like to surf the Internet on a regular basis.

**MARKET SURVEY**

We conducted a survey and performed a SWOT Analysis, and Competitor Analysis to analyse our business idea.

Survey: We used a survey questionnaire to find out whether our Internet cafe fulfils a need in the community and if we have potential customers.

- Based on the survey:
 - The response to the Internet cafe idea was most positive
 - The Internet cafe business idea has a high rate of success

**SWOT ANALYSIS**

	A	B	C
		Helpful In achieving the objectives	Harmful In achieving the objectives
1	Internal attributes of the organization	Strengths <ol style="list-style-type: none"> 1. Good relationship with elected community members. 2. A central location. 3. Spacious cubicles with latest computer systems. 4. Trained staff for troubleshooting assistance. 5. High speed broadband connection. 	Weaknesses <ol style="list-style-type: none"> 1. Limited budget for advertising and frequent technological upgradation of software. 2. Lack of awareness among consumers of business presence. 3. Absence of customer loyalty.
2	External attributes of the environment	Opportunities <ol style="list-style-type: none"> 1. Focusing on uninterrupted high speed browsing. 2. Internet Marketing. 3. Need for fast connection including WiFi. 4. Need for latest games and chatting software. 5. Branches in new locations. 6. Introducing the concept of online bill payments and job application services. 7. Growth in use of Internet and social networking, digital scanning, digital photography and printing. 	Threats <ol style="list-style-type: none"> 1. Tough competition from direct competitors. 2. Recession reducing customer's expenditure. 3. Fast changes in technology. 4. Constant price cuts by competitors.
3			

COMPETITOR ANALYSIS				
Competitor Analysis				
Features	My Business	Competitor 1	Competitor 2	Competitor 3
1. Description	An Internet café with latest technology and focus on high speed broadband connectivity at affordable prices.	A cafe/retail shop selling a lot of services such as printing and scanning including internet browsing facility.	A mid-sized Internet service provider with set-up connectivity and moderate to low prices.	A public Internet café which gives importance to quality, comfort and customer service and offers beverages like tea and coffee.
2. Concept	Includes the technology used in the Internet café, seating arrangement, furniture and other related features.			
3. Accessibility				
4. Convenience and other related factors				
5. Pricing				
6. Services offered along with the service				
7. Quality				
8. Location and the service quality				
9. Brand Recognition				
10. Other factors				
11. Overall				
12. Summary				

We found out that we will face direct competition from other Internet café's in the location charging similar prices for Internet usage. Some of them are even providing additional services. We need to build our reputation and popularity as a reliable Internet café with high speed connection at an affordable price.

Business Idea Presentation Example

Product_Service Business Idea Example - Greeting Card and Gift Wrapping

A Greeting Cards and Gift Wrapping Business Idea

By
Gautam and Abha

BUSINESS DESCRIPTION**About Us:**

- Home based business offering personalised cards and gift wrapping services at affordable prices.

Our Services:

- Customised Cards—Attention given to individual requirements to suit different occasions and relationships.
- Exclusive and Handmade designs.
- Gift wrapping services offered including use of high quality wrapping paper.
- Availability of different options for decoration of gift wrapped item.

**BUSINESS GOALS****Our Goals:**

- Main focus on providing exclusive and personalised cards at very affordable prices.
- Customer satisfaction.
- Attention to customer needs.
- Hand made designs and expertise in gift wrapping.

**LOCATION AND TARGET MARKET****Our location:**

- The cards as well as gift wrapping will be provided from home. Business located in a residential colony to provide easy access to all residents.

**Our Customers:**

- 10 – 55 year age group, interested in wishing their friends and family on important occasions.

**MARKET SURVEY**

We conducted a survey and performed a SWOT Analysis, and Competitor Analysis to analyse our business idea.

Survey: We used a survey questionnaire to find out whether our greeting cards and gift wrapping services business fulfills a need in the community and if we have potential customers.

Based on the survey:

- The response to the greeting cards and gift wrapping services business idea was most positive.
- The greeting cards and gift wrapping services business idea has a high rate of success.

COMPETITOR ANALYSIS

Competitor Analysis				
Features	My Business	Competitor 1	Competitor 2	Competitor 3
1. Description	Home business involving sale of customised cards with exclusive designs and expert gift wrapping services.	A large toy shop with wide variety of games and also provides cards and gift wrapping services.	A mid-sized stationary shop with limited variety of cards, but exclusive gift wrapping services.	A one of a kind gift shop which gives customers the quality, variety and price and provides regional gift items with different styles of gift wrapping.
2. Includes the audience, exclusivity of products and service and other related features.	2	2	3	3
3. Includes being close to customers.	2	3	2	3
4. Convenience and other related factors.	2	2	3	3
5. If of products or services.	2	2	3	3
6. Features/ services offered along with products.	2	3	3	3
7. Includes both materials used and design.	2	3	3	3
8. Includes.	2	3	3	3
9. Brand recognition.	2	2	3	3
10. Customer.	2	2	3	3
11. Cost.	2	2	3	3
12. Profit.	2	2	3	3
Average	2.142857143	2.571428571	2.714285714	2.714285714

We found out that we will face direct and indirect competition from other gift centers in the location charging similar prices for various products and services. Some of them are even providing additional facilities such as home delivery of cards and gifts as well as gift packaging. We need to build our reputation and popularity as a reliable business providing personalised and exclusive handmade cards at an affordable price along with expert gift wrapping services.

SWOT ANALYSIS			
	A	B	C
1		Helpful In achieving the objectives	Harmful In achieving the objectives
Internal Attributes of the organisation		Strengths <ol style="list-style-type: none"> 1. Friendly relations with residents of colony 2. A home based location within the colony 3. Personalised card messages 4. Customised designing of cards and gift wrapping 5. Attention to individual requirements 	Weaknesses <ol style="list-style-type: none"> 1. Limited budget for advertising and acquiring software such as photoshop for computerised designs 2. Lack of awareness among customers of the existence of business 3. Limited offering i.e handmade cards and gift wrapping
2		Opportunities	Threats
External Attributes of the environment		<ol style="list-style-type: none"> 1. Personalised messages which are tailored to different occasions and relationships 2. Internet Marketing 3. Exclusive handmade products 4. Customised designing of e cards through appropriate softwares 5. Opening a shop 6. Need for highly customised and exclusive gifts and cards 7. Growing popularity and awareness of the social networking 	<ol style="list-style-type: none"> 1. Tough competition from direct and indirect competitors 2. Recession reducing customer's expenditure 3. New designs and craft items come up everyday 4. Constant price cuts by competitors 5. Multiple types of products and services being offered by competitors such as home delivery of gifts and cards
3			

Business Idea Presentation Example

Appendix 19

Estimating Startup Costs - Additional Examples

Service Business Idea Example - Internet Cafe

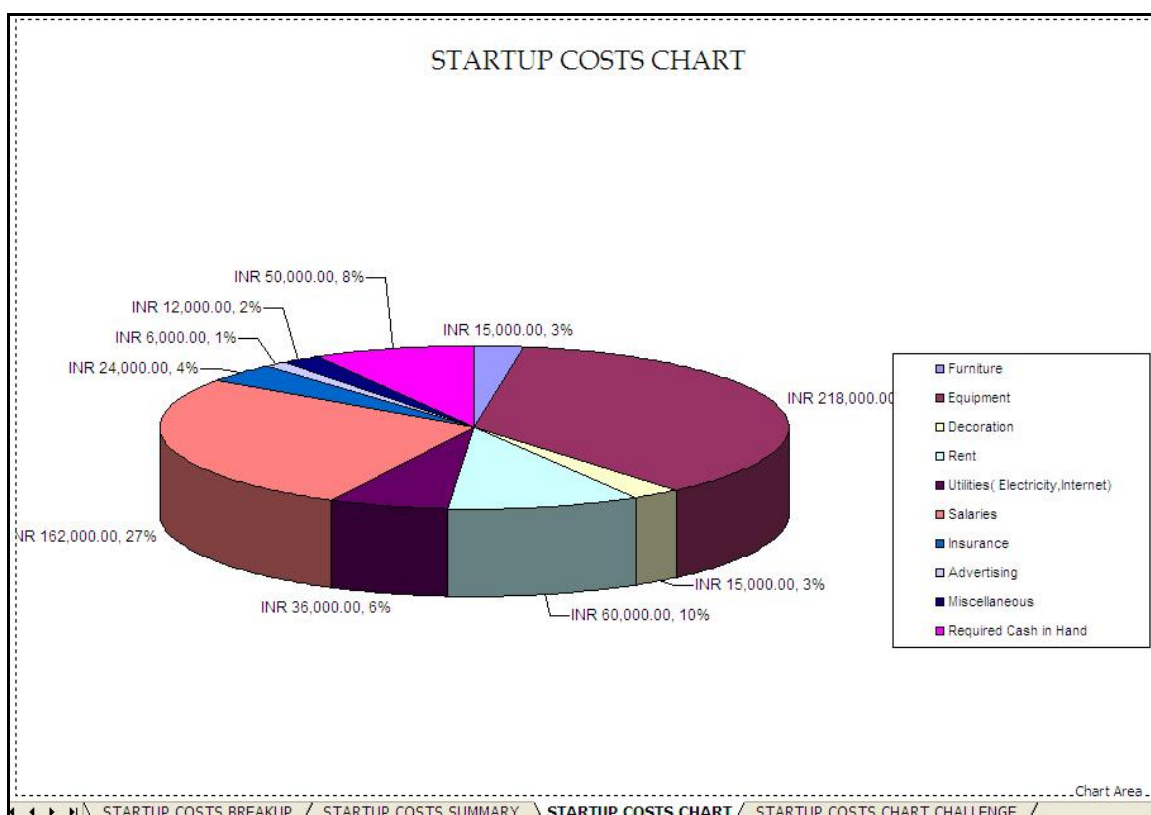
	A	B	C	D
1	STARTUP COSTS BREAKUP			
2	ONE TIME COSTS			
3	FURNITURE			
4	ITEM	UNITS	AMOUNT PER UNIT	TOTAL COST
5	CHAIRS	20	INR 250.00	INR 5,000.00
6	COMPUTER TABLES	10	INR 1,000.00	INR 10,000.00
7	TOTAL COST			INR 15,000.00
8	EQUIPMENT			
9	ITEM	UNITS	AMOUNT PER UNIT	TOTAL COST
10	COMPUTERS	10	INR 20,000.00	INR 200,000.00
11	AIR CONDITIONERS	1	INR 10,000.00	INR 10,000.00
12	WEB CAMS	5	INR 400.00	INR 2,000.00
13	SCANNER	1	INR 3,000.00	INR 3,000.00
14	HEADSETS	5	INR 400.00	INR 2,000.00
15	COMMUNICATION (PHONE)			INR 1,000.00
16	TOTAL COST			INR 218,000.00
17	DECORATION			
18	ITEM	UNITS	AMOUNT PER UNIT	TOTAL COST
19	LIGHTING	5	INR 400.00	INR 2,000.00
20	FIXTURES			INR 6,000.00
21	FITTINGS			INR 7,000.00
22	TOTAL COST			INR 15,000.00
23	TOTAL ONE TIME COSTS			INR 248,000.00
24	ONGOING/RECURRING COSTS			
25	UTILITIES			
26	ITEM	AMOUNT PER MONTH	TOTAL COST PER YEAR	
27	ELECTRICITY	INR 2,000.00	INR 24,000.00	
28	INTERNET CONNECTION	INR 1,000.00	INR 12,000.00	
29	TOTAL COST		INR 36,000.00	
30	SALARIES			
31	JOB POSITION	AMOUNT PER MONTH	TOTAL COST PER YEAR	
32	CENTER DIRECTOR	INR 7,500.00	INR 90,000.00	
33	CENTER STAFF	INR 4,000.00	INR 48,000.00	
34	PEON	INR 2,000.00	INR 24,000.00	
35	TOTAL COST		INR 162,000.00	
36	INSURANCE			
37	ITEM	AMOUNT PER MONTH	TOTAL COST PER YEAR	
38	GENERAL (THEFT, FIRE)	INR 200.00	INR 2,400.00	
39	TOTAL COST		INR 24,000.00	
40	MISCELLANEOUS			
41	ITEM	AMOUNT PER MONTH	TOTAL COST PER YEAR	
42	REPAIRS AND MAINTENANCE	INR 1,000.00	INR 12,000.00	
43	TOTAL COST		INR 12,000.00	
44	ADVERTISING			
45	CHANNEL	AMOUNT PER MONTH	TOTAL COST PER YEAR	
46	DIRECT (MAIL, BROCHURES, FLIERS)	INR 500.00	INR 6,000.00	
47	TOTAL COST		INR 6,000.00	
48	RENT			
49	ITEM	AMOUNT PER MONTH	TOTAL COST PER YEAR	
50	OFFICE PREMISES	INR 5,000.00	INR 60,000.00	
51	TOTAL COST		INR 60,000.00	
52	TOTAL ONGOING/RECURRING COSTS		INR 300,000.00	
53	GRAND TOTAL OF STARTUP COSTS		INR 548,000.00	

Startup Costs Breakup Worksheet Example

Estimating Startup Costs - Additional Examples

	A	B
1	Internet Cafe Startup Costs	
2	Item	Cost in Year 1 (INR)
3	Furniture	INR 15,000.00
4	Equipment	INR 218,000.00
5	Decoration	INR 15,000.00
6	Rent	INR 60,000.00
7	Utilities(Electricity,Internet)	INR 36,000.00
8	Salaries	INR 162,000.00
9	Insurance	INR 24,000.00
10	Advertising	INR 6,000.00
11	Miscellaneous	INR 12,000.00
12	Required Cash in Hand	INR 50,000.00
13	TOTAL COSTS	INR 598,000.00

Startup Costs Summary Worksheet Example



Startup Costs Chart Example

Appendix 19

Estimating Startup Costs - Additional Examples

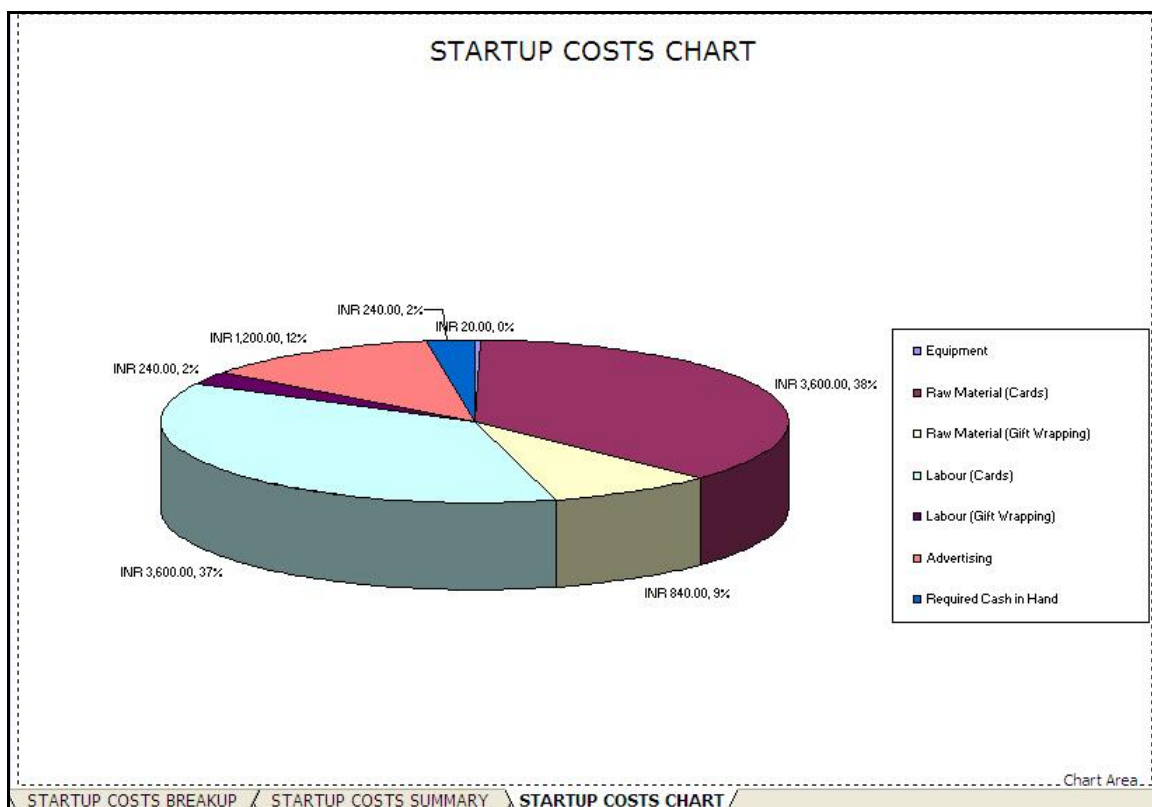
Product_Service Business Idea Example - Greeting Card and Gift Wrapping

	A	B	C	D	E	F	G	H
1	STARTUP COSTS BREAKUP							
2	ONE TIME COSTS				COMMON COSTS			
3	EQUIPMENT							
4	ITEM	UNITS	AMOUNT PER UNIT	TOTAL COST	ITEM	UNITS	AMOUNT PER UNIT/MONTH	TOTAL COST
5	SCISSORS	1	INR 20.00	INR 20.00	SCISSORS	1	INR 20.00	INR 20.00
6	TOTAL COST			INR 20.00	RIBBON ROLLS	24	INR 10.00	INR 240.00
7	TOTAL ONE TIME COSTS			INR 20.00	POSTERS, DIRECT MAIL, CATALOGUES		INR 100.00	INR 1,200.00
8	ONGOING/RECURRING COSTS				TOTAL COSTS			INR 1,460.00
9	RAW MATERIAL (FOR GREETING CARDS)							
10	ITEM	UNITS	AMOUNT PER UNIT	TOTAL COST				
11	CHART PAPER	120	INR 10.00	INR 1,200.00				
12	GLUE TUBE	12	INR 30.00	INR 360.00				
13	ENVELOPES	240	INR 5.00	INR 1,200.00				
14	COLOUR CRAYONS BOX	12	INR 70.00	INR 840.00				
15	TOTAL COST			INR 3,600.00				
16	RAW MATERIAL (FOR GIFT WRAPPINGS)							
17	ITEM	UNITS	AMOUNT PER UNIT	TOTAL COST				
18	WRAPPING PAPER	60	INR 10.00	INR 600.00				
19	TAPE	12	INR 20.00	INR 240.00				
20	TOTAL COST			INR 840.00				
21	LABOUR FOR GREETING CARDS							
22	ITEM	AMOUNT PER HOUR	TOTAL COST PER YEAR (240 HOURS)					
23	EFFORT IN DESIGNING CARDS	INR 15.00	INR 3,600.00					
24	TOTAL COST		INR 3,600.00					
25	LABOUR FOR GIFT WRAPPING							
26	JOB POSITION	AMOUNT PER HOUR	TOTAL COST PER YEAR (24 HOURS)					
27	EFFORT IN GIFT WRAPPING	INR 10.00	INR 240.00					
28	TOTAL COST		INR 240.00					
29	ADVERTISING							
30	CHANNEL	AMOUNT PER MONTH	TOTAL COST PER YEAR					
31	POSTERS, DIRECT MAIL, CATALOGUES	INR 100.00	INR 1,200.00					
32	TOTAL COST		INR 1,200.00					
33	TOTAL ONGOING/RECURRING COSTS		INR 9,500.00					
34	GRAND TOTAL OF STARTUP COSTS		INR 9,500.00					
35	STARTUP COSTS BREAKUP / STARTUP COSTS SUMMARY / STARTUP COSTS CHART							

Startup Costs Breakup Worksheet Example

	A	B
1	Greeting cards and gift wrapping Startup costs	
2	Item	Cost in Year 1 (INR)
3	Equipment	INR 20.00
4	Raw Material (Cards)	INR 3,600.00
5	Raw Material (Gift Wrapping)	INR 840.00
6	Labour (Cards)	INR 3,600.00
7	Labour (Gift Wrapping)	INR 240.00
8	Advertising	INR 1,200.00
9	Required Cash in Hand	INR 240.00
10	TOTAL COSTS	INR 9,740.00

Startup Costs Summary Worksheet Example



Startup Costs Chart Example

Appendix 20 Pricing – Additional Examples

Service Business Idea Example – Internet Cafe

	A	B	C	D
1	TOTAL COST		SELLING PRICE PER UNIT	
2	Items	Amount (INR)	TOTAL COST	INR 548,000.00
3		Total Costs in Year 1	DESIRED PROFIT (20% of the Total cost)	INR 109,600.00
4	Rent	INR 60,000.00	COST PLUS PROFIT	INR 657,600.00
5	Utilities(Electricity, Internet)	INR 36,000.00	TOTAL UNITS EXPECTED TO BE SOLD	21,840
6	Salaries	INR 162,000.00	SELLING PRICE PER UNIT*	INR 30.11
7	Insurance	INR 24,000.00	NOTE: One unit for our business is one hour of internet usage. Total Units estimated to be generated for internet usage per day per computer: 10 Total Units estimated to be generated per week per computer: 60 (10*6 days) Total Units estimated to be generated per year per computer: 3,120(60*52 weeks) If atleast 8 computers are occupied every hour out of the ten available then Total Units generated per year: 21,840 (3120*7)	
8	Advertising	INR 6,000.00		
9	Miscellaneous	INR 12,000.00		
10	Furniture	INR 15,000.00		
11	Equipment	INR 218,000.00		
12	Decoration	INR 15,000.00	* The Selling Price Per Unit is calculated by dividing the Cost Plus Profit by the Total Number of Units Expected to be Sold	
13	TOTAL COST	INR 548,000.00		

Pricing Worksheet Example

Product_Service Business Idea Example - Greeting Card and Gift Wrapping

	A	B	C	D
1	TOTAL COMMON COSTS		Costs Calculation for Individual Product and Service	
2	Items	Amount (INR)	TOTAL COST	INR 1,460.00
3		Total Costs in Year 1	Number of Products	1
4	Scissors	INR 20.00	Number of Services	1
5	Ribbon Rolls	INR 240.00	Total Number of Products and Services	2
6	Advertising	INR 1,200.00	Cost incurred per item	INR 730.00
7	TOTAL COST	INR 1,460.00		
8				
9	TOTAL COST (GREETING CARDS)		SELLING PRICE PER CARD	
10	Items	Amount (INR)	TOTAL COST	INR 7,930.00
11	Raw Materials	INR 3,600.00	DESIRED PROFIT (20% of the Total cost)	INR 1,586.00
12	Labour	INR 730.00	COST PLUS PROFIT	INR 9,516.00
13	Common Costs	INR 3,600.00	TOTAL UNITS EXPECTED TO BE SOLD	240
14	TOTAL COST	INR 7,930.00	SELLING PRICE PER UNIT*	INR 39.65
15			NOTE: One unit for our business is one greeting card.	
16			Total Units estimated to be generated per month: 20 cards	
17			Total Units estimated to be generated per year: 240(20*12 months)	
18				
19			* The Selling Price Per Unit is calculated by dividing the Cost Plus Profit by the Total Number of Units Expected to be Sold	
20	TOTAL COST (GIFT WRAPPING)		SELLING PRICE PER GIFT WRAPPING	
21	Items	Amount (INR)	TOTAL COST	
22	Raw Materials	INR 840.00	DESIRED PROFIT (20% of the Total Cost)	INR 362.00
23	Labour	INR 240.00	COST PLUS PROFIT	INR 2,172.00
24	Common Costs	INR 730.00	TOTAL UNITS EXPECTED TO BE SOLD	120
25	TOTAL COST	INR 1,810.00	SELLING PRICE PER UNIT	INR 18.10
26			Total Units estimated to be sold per month: 10 gift wrappings	
27			Total Units estimated to be sold per year: 120 (10*12 months)	
28			One unit of business is one gift wrapping which takes about 12 minutes	
PRICING / PRICING CHALLENGE /				

Pricing Worksheet Example

Appendix 21

Preparing Your Budget – Additional Examples

Service Business Idea Example – Internet Cafe

	A	B	C	D	E	F
1	Sales Forecast					
2		Q1	Q2	Q3	Q4	Total
3	Units sold	2730	4460	6490	8160	21840
4	Unit price (One hour of Internet Usage)	INR 30.00	INR 30.00	INR 30.00	INR 30.00	INR 30.00
5	TOTAL EARNINGS	INR 81,900.00	INR 133,800.00	INR 194,700.00	INR 244,800.00	INR 655,200.00
6						
7	Note:					
8	1) The total units generated per annum is estimated at 21840 units. These units have been distributed over the 4 quarters.					
9	2) The Unit price is obtained from the Pricing Sheet.					
10	SALES FORECAST / BUDGET / SALES FORECAST CHART /					

Sales Forecast Worksheet Example

	A	B	C	D	E	F
1	BUDGET (YEAR 1)	QUARTERLY AMOUNT (INR)				
2	ITEM	Q1	Q2	Q3	Q4	Total
3	EXPECTED EARNINGS					
4	Sales from hours of internet usage	INR 81,900.00	INR 133,800.00	INR 194,700.00	INR 244,800.00	INR 655,200.00
5	TOTAL EARNINGS	INR 81,900.00	INR 133,800.00	INR 194,700.00	INR 244,800.00	INR 655,200.00
6	EXPECTED SPENDING					
7	Rent	INR 15,000.00	INR 15,000.00	INR 15,000.00	INR 15,000.00	INR 60,000.00
8	Utilities(Electricity, Internet)	INR 9,000.00	INR 9,000.00	INR 9,000.00	INR 9,000.00	INR 36,000.00
9	Insurance	INR 6,000.00	INR 6,000.00	INR 6,000.00	INR 6,000.00	INR 24,000.00
10	Salaries	INR 40,500.00	INR 40,500.00	INR 40,500.00	INR 40,500.00	INR 162,000.00
11	Advertising	INR 1,500.00	INR 1,500.00	INR 1,500.00	INR 1,500.00	INR 6,000.00
12	Miscellaneous	INR 3,000.00	INR 3,000.00	INR 3,000.00	INR 3,000.00	INR 12,000.00
13	Furniture	INR 15,000.00				INR 15,000.00
14	Equipment	INR 218,000.00				INR 218,000.00
15	Decoration	INR 15,000.00				INR 15,000.00
16	TOTAL SPENDING	INR 323,000.00	INR 75,000.00	INR 75,000.00	INR 75,000.00	INR 548,000.00
17	NET EARNINGS	-INR 241,100.00	INR 58,800.00	INR 119,700.00	INR 169,800.00	INR 107,200.00
18						
19	Note: 1)The Sales data has been taken from the Sales Forecast					
20	2) The costs have been taken from the Start-up Costs and divided evenly over 4 Quarters					
21	SALES FORECAST / BUDGET / SALES FORECAST CHART /					

Budget Worksheet Example

Product_Service Business Idea Example - Greeting Card and Gift Wrapping

	A	B	C	D	E	F
1	Sales Forecast (Greeting Cards)					
2		Q1	Q2	Q3	Q4	Total
3	Units sold	30	50	70	90	240
4	Unit price(One Greeting Card)					
5		INR 40.00	INR 40.00	INR 40.00	INR 40.00	INR 40.00
6	TOTAL EARNINGS	INR 1,200.00	INR 2,000.00	INR 2,800.00	INR 3,600.00	INR 9,600.00
7	Note:					
8	1) The total units generated per annum is estimated at 2496 units. These units have been distributed over the 4 quarters.					
9	2) The Unit price is obtained from the Pricing Sheet.					
10						
11	Sales Forecast (Gift Wrapping)					
12		Q1	Q2	Q3	Q4	Total
13	Units sold	15	20	35	50	120
14	Unit price (One Gift Wrapping)					
15		INR 18.00	INR 18.00	INR 18.00	INR 18.00	INR 18.00
16	TOTAL EARNINGS	INR 270.00	INR 360.00	INR 630.00	INR 900.00	INR 2,160.00
17	Note:					
18	1) The total units have been distributed over the 4 quarters.					
19	2) The Unit price is obtained from the Pricing Sheet.					
20	SALES FORECAST / BUDGET / SALES FORECAST CHART (CARDS) / SALES FORECAST CHART (GIFTS) /					

Sales Forecast Worksheet Example

	A	B	C	D	E	F
1	BUDGET (YEAR 1)					
2	ITEM	Q1	Q2	Q3	Q4	Total
3	EXPECTED EARNINGS					
4	Sales from Greeting Cards	INR 1,200.00	INR 2,000.00	INR 2,800.00	INR 3,600.00	INR 9,600.00
5	Sales from Gift Wrapping	INR 270.00	INR 360.00	INR 630.00	INR 900.00	INR 2,160.00
6	TOTAL EARNINGS	INR 1,470.00	INR 2,360.00	INR 3,430.00	INR 4,500.00	INR 11,760.00
7	EXPECTED SPENDING					
8	Equipment	INR 20.00				INR 20.00
9	Raw Materials (Greeting Cards)	INR 900.00	INR 900.00	INR 900.00	INR 900.00	INR 3,600.00
10	Raw Materials (Gift Wrapping)	INR 210.00	INR 210.00	INR 210.00	INR 210.00	INR 840.00
11	Labour (Greeting Cards)	INR 900.00	INR 900.00	INR 900.00	INR 900.00	INR 3,600.00
12	Labour (Gift Wrapping)	INR 60.00	INR 60.00	INR 60.00	INR 60.00	INR 240.00
13	Advertising	INR 300.00	INR 300.00	INR 300.00	INR 300.00	INR 1,200.00
14	TOTAL SPENDING	INR 2,390.00	INR 2,370.00	INR 2,370.00	INR 2,370.00	INR 9,500.00
15	NET EARNINGS	-INR 920.00	-INR 10.00	INR 1,060.00	INR 2,130.00	INR 2,260.00
16						
17	Note: 1)The Sales data has been taken from the Sales Forecast					
18	2) The costs have been taken from the Start-up Costs and divided evenly over 4 Quarters					
19	SALES FORECAST / BUDGET / SALES FORECAST CHART (CARDS) / SALES FORECAST CHART (GIFTS) /					

Budget Worksheet Example

Appendix 22

Developing a Marketing Strategy - Additional Examples

Service Business Idea Example - Internet Cafe


INTERNET CAFÉ

MARKETING STRATEGY
By:
Rajiv and Anita

PRODUCT POSITIONING


Position - Our Internet Café will have latest technology and computer systems providing reliable and safe connectivity. We aim to position our Internet Café as the one stop solution for all those who want high speed internet access at affordable prices.

- Unique Selling Proposition (USP)-Will be its high speed broadband connection. The connectivity will provide an uninterrupted and smooth surfing, chatting, gaming and calling experience.
- Focus- Will be on quality of internet usage experience.




PRICING

- The Internet Café pricing will be at par with similar businesses, but the quality of service will match that of the best internet café's in the city.
- The calculated price for one hour of internet use is Rs. 30



PLACE (DISTRIBUTION)

- Our Internet café will be located in the main market near the university campus area, close to all colleges and student boarding lodges, which will help to attract a lot of customers.




PROMOTION

Our Internet Cafe plans to use the following Advertising and promotion methods:

<ul style="list-style-type: none"> ■ Advertising <ul style="list-style-type: none"> ➢ Radio ➢ Newspaper ads ➢ Flyers ➢ Posters ➢ Direct mailers ➢ Magazine inserts ➢ Internet marketing 	<ul style="list-style-type: none"> ■ Promotion <ul style="list-style-type: none"> ➢ Happy Hours (Lower rates for surfing during these hours) ➢ Coupons (entitlement to a free trial for an online game) ➢ Membership Card (Extra hours for surfing provided without any charge)
--	--

PROMOTION BUDGET AND LAUNCH STRATEGY

- We will invest a lot of time, effort and money in promoting our brand in the initial period, and then gradually lessen the promotional activities once brand awareness has been generated in the market.
- The annual budget set for the marketing and promotion activities will be used in the following manner:
 - 60% of the amount will be used in the first quarter during the launch period
 - 20% in the second quarter
 - 10% in the third quarter
 - 10% in the fourth quarter



Marketing Strategy Presentation Example

Product_Service Business Idea Example – Greeting Card and Gift Wrapping



DELIGHT CARDS

MARKETING STRATEGY
By: Gautam and Abha

PRODUCT POSITIONING

Position - Our business will provide handmade exclusive cards and expert gift wrapping services. We aim to position our business as the ultimate destination for all those who want to wish their loved ones in their own special way.

- Unique Selling Proposition (USP)-Will be its personalised messages and customised designs. The cards will be designed as per the preferences of the client. We will also provide gift wrapping services.
- Focus- Will be on exclusivity provided by customised and handmade cards.



PRICING



- The pricing for cards will be at par with similar businesses, but the quality of cards and exclusivity of cards provided will match that of the best gift shops in the city.
- The calculated price for one card is Rs. 40
- The gift wrapping services will cost Rs. 18 for each gift wrapped.

PLACE (DISTRIBUTION)



Our business will be run from home. We will be thus situated in a residential colony which will help to attract a lot of residents as it will provide them with easy access.



PROMOTION

Our business plans to use the following advertising and promotion methods:

Advertising	Promotion
<ul style="list-style-type: none"> Posters Word of mouth Internet marketing 	<ul style="list-style-type: none"> Lower rates for students Discounts (entitlement to a free card after buying 10 cards) Loyalty Card (Special prices for cards and gift wrapping to those who promise us their loyalty)

PROMOTION BUDGET AND LAUNCH STRATEGY



- The annual budget set for the marketing and promotion activities will be used in the following manner:
 - 50% of the amount will be used in the first quarter during the launch period
 - 30% in the second quarter
 - 10% in the third quarter
 - 10% in the fourth quarter
- We will invest a lot of time, effort and money in promoting our brand in the initial period, and then gradually lessen the promotional activities once brand awareness has been generated in the market.

Marketing Strategy Presentation Example

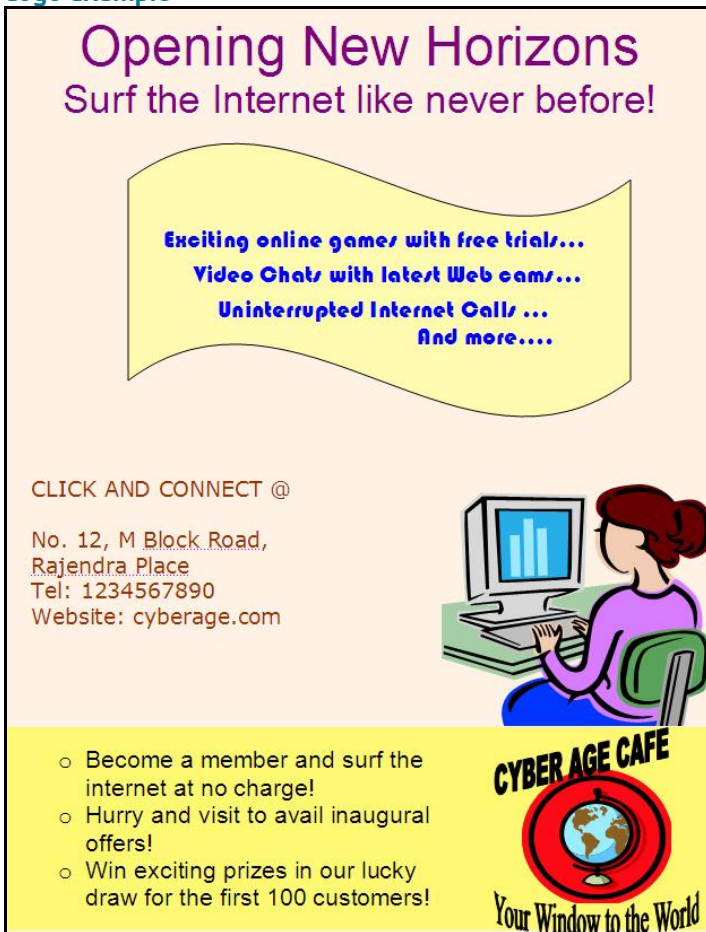
Appendix 23

Branding and Advertising Your Business – Additional Examples

Service Business Idea Example – Internet Café



Logo Example



Advertisement Example

Product_Service Business Idea Example – Greeting Card and Gift Wrapping



Logo Example




Advertisement Example

Appendix 24

Creating a Web Site for Your Business - Additional Examples



Service Business Idea Example - Internet Cafe

	
<p><u>Home</u> <u>Services</u> <u>Rates</u> <u>Contact Us</u></p> <p>Sign up to receive updates on Latest Offers</p> <p>Name <input type="text"/></p> <p>Email <input type="text"/></p> <p>Suggestions</p> <input type="text"/>	<p>Warm Greetings from Cyberage Café!</p> <p>We welcome you to our new age technology center where we provide you with an unforgettable experience in the cyberworld. Seat yourself in the warm and private comfort of your own space and browse the Internet like never before. No disconnects while surfing. No voice lags while calling. No disturbance while building a high score as a player in a game of your choice. All the latest games in the market at your disposal. Everything you have ever dreamed of is now just a click away...</p> <p>Come visit us to Click and Connect!</p> <p>Copyright2009@cyberage.com</p>



Web site Home Page Example

	 <p style="text-align: center;"><i><u>WE KNOW WHAT YOUR HEART DESIRES</u></i></p> <p style="text-align: center;">GREAT SERVICES AT GREAT SAVINGS!</p>
<p><u>Home</u> <u>Services</u> <u>Rates</u> <u>Contact Us</u></p>	<p>SURFING: Planning a Holiday? Looking for investment options? Or wanting to listen to the latest songs? Browse Web sites on any topic that strikes your fancy and do it with high speed broadband connectivity. We use technology that allows you to use fast and secure internet. Shop online, download music and do much more at the speeds that we offer. Enjoy quick downloading of files- audio, video or text!</p>
<p>Sign up to receive updates on Latest Offers</p> <p>Name <input style="width: 150px;" type="text"/></p> <p>Email <input style="width: 150px;" type="text"/></p> <p>Suggestions</p> <div style="border: 1px solid black; height: 40px; width: 150px;"></div>	<p>GAMING: Want to enter the world of fantasy but on your own terms? Download the best selling PC games. Play the character of your choice in a game of your choice from the latest offerings in gaming. Play a free trial before you pay for your gaming hours!</p> <p>CHATting: Can't wait to share the latest gossip with your friend in Australia? Looking forward to your weekly conversation with your cousins in Singapore? All the people you want to talk to are just a click away. The high quality Web cams and headsets that we use will make them seem right next to you!</p>
<small>Copyright2009@cyberage.com</small>	

Web site Services Page Example


	
<p><u>Home</u> <u>Services</u> <u>Rates</u> <u>Contact Us</u></p> <p>Sign up to receive updates on Latest Offers</p> <p>Name <input type="text"/></p> <p>Email <input type="text"/></p> <p>Suggestions</p> <input type="text"/>	<p>Avail attractive offers on internet access, game applications, internet calling and more!</p> <p>Our rates are designed to suit every pocket. Select an option that fits your needs and budget. Also enjoy great offers with the options.</p> <ul style="list-style-type: none"> ○ Rate per hour: Rs 30 ○ Use 20 hours in a month and get 2 hours free ○ Use 50 hours in a month and get 10 hours free ○ Become a member and get free gift vouchers and additional discounts <p>Come visit us to Click and Connect!</p> <p><small>Copyright2009@cyberage.com</small></p>

Web site Rates Page Example

	 <p>Come visit us to Click and Connect!</p>
<p><u>Home</u> <u>Services</u> <u>Rates</u> <u>Contact Us</u></p> <p>Sign up to receive updates on Latest Offers</p> <p>Name <input type="text"/></p> <p>Email <input type="text"/></p> <p>Suggestions <input type="text"/></p>	<p><u>Cyberage Café</u></p> <p>No. 12, M block Road, Rajendra Place (Landmark: Opposite Aura Shopping Mall) Tel: 1234567890 Email: info@cyberage.com</p> <p>Working Hours: Monday- Saturday 9 am- 9 pm</p> <p>Copyright2009@cyberage.com</p>

Web site Contact Us Page Example


Product_Service Business Idea Example - Greeting Card and Gift Wrapping

<p>Delight Cards</p>  <p><i>Gifts of Love</i></p>	
<p> Home Services Rates Contact Us </p> <p>Sign up to receive updates on Latest Offers</p> <p>Name <input type="text"/></p> <p>Email <input type="text"/></p> <p>Suggestions</p> <input type="text"/>	<p>Warm Greetings from Delight Cards!</p> <p>We invite you to a world where words bring to life your heart's desire. Browse through the catalogue we have created for you and pick cards to match your mood. All messages original and exclusively written for you. Each card will say only what you would like for it to tell your loved ones. Words from the heart for relationships of the heart. We also specialise in customized gift wrapping...</p> <p>Come visit us and let people you care for know you care!</p> <p><small>Copyright2009@delightcards.com</small></p>



Web site Home Page Example

<h2>Delight Cards</h2>  <p><i>Gifts of Love</i></p>	 <p><i>Every relationship is special!</i></p> <p><i>THE BEST AT GREAT PRICES!</i></p>
<p> Home Services Rates Contact Us </p> <p>Sign up to receive updates on Latest Offers</p> <p>Name <input type="text"/></p> <p>Email <input type="text"/></p> <p>Suggestions</p> <input type="text"/>	<p>CARDS: Planning to wish your Grandmother on her birthday? Looking for the right words to tell your best friend how much she is appreciated? Or wanting to wish your parents a Happy Wedding Anniversary? Browse our catalogue of cards to suit every occasion. We customize the design of the card and personalise the message so that you get just the kind of card you wanted!</p> <p>GIFT WRAPPING: Want to gift your grandfather a watch on his retirement? Come visit us and we will wrap it up, giving the gift a special touch that makes it precious for your loved ones!</p> <p>Copyright2009@delightcards.com</p>

Web site Products and Services Page Example

<h2>Delight Cards</h2>  <p><i>Gifts of Love</i></p>	
<p>Home Services Rates Contact Us</p> <p>Sign up to receive updates on Latest Offers</p> <p>Name <input type="text"/></p> <p>Email <input type="text"/></p> <p>Suggestions <input type="text"/></p>	<p>Avail attractive offers on bulk buys!</p> <p>Our rates are reasonable and we have rewarding loyalty programs for our regular customers.</p> <ul style="list-style-type: none"> ○ Rate per card: Rs 40 (includes all material) ○ Rate per gift wrapping: Rs. 18 (includes all material) <p>Come visit us to give your Gift of Love!</p> <p>Copyright 2009 @delightcards.com</p>

Web site Rates Page Example

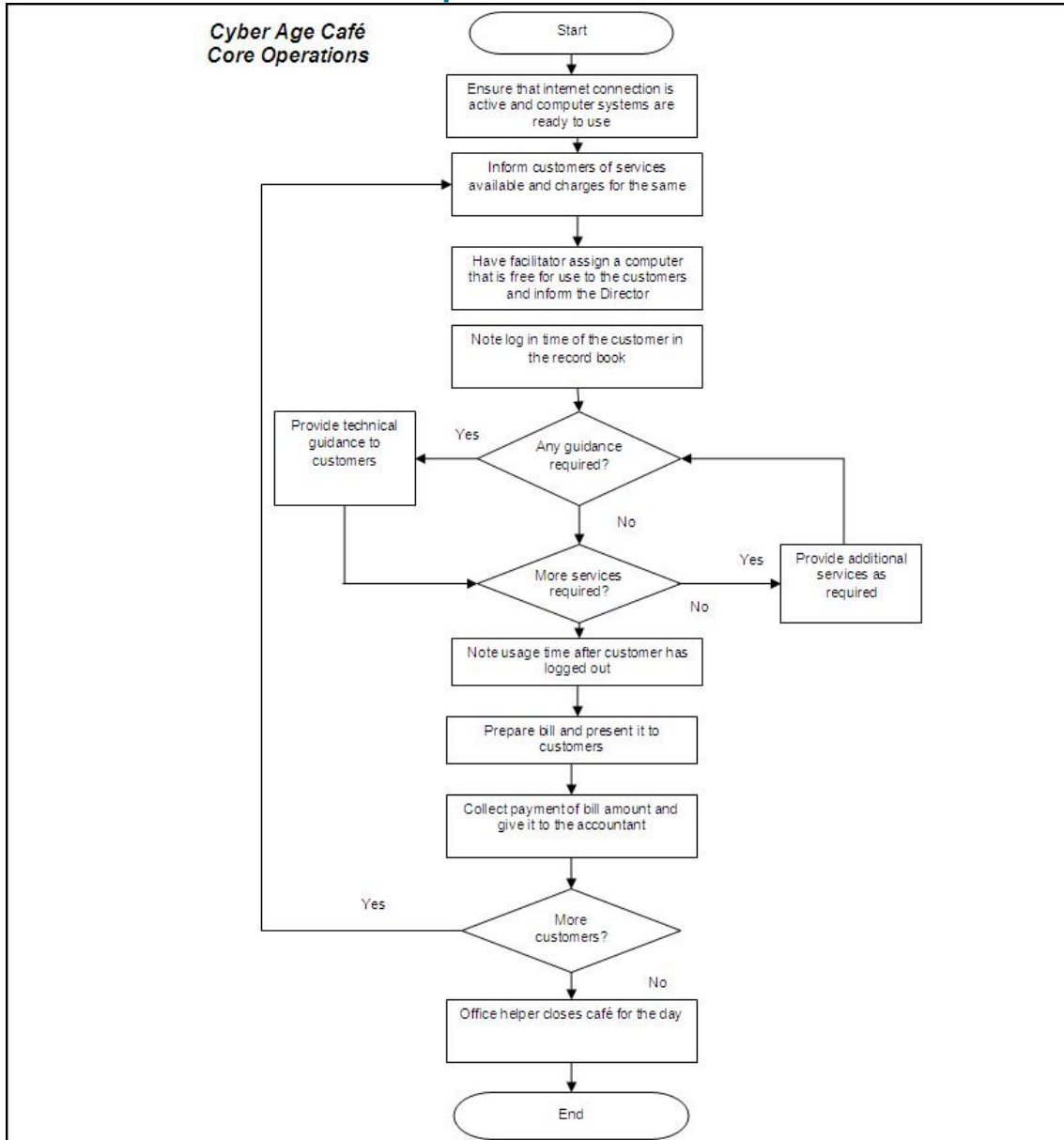
<h2>Delight Cards</h2>  <p><i>Gifts of Love</i></p>	 <p>Come visit us to give your Gift of Love!</p>
<p> Home Services Rates Contact Us </p> <p>Sign up to receive updates on Latest Offers</p> <p>Name <input type="text"/></p> <p>Email <input type="text"/></p> <p>Suggestions</p> <input type="text"/>	<p><u>Delight Cards</u></p> <p>No. 14, M block, Greater Kailash II</p> <p>Tel: 1234567890</p> <p>Website: giftsoflove.com</p> <p>Email: info@giftsoflove.com</p> <p>Working Hours: Monday- Saturday 9 am- 9 pm</p> <p>Copyright2009@delightcards.com</p>

Web site Contact Us Page Example

Appendix 25

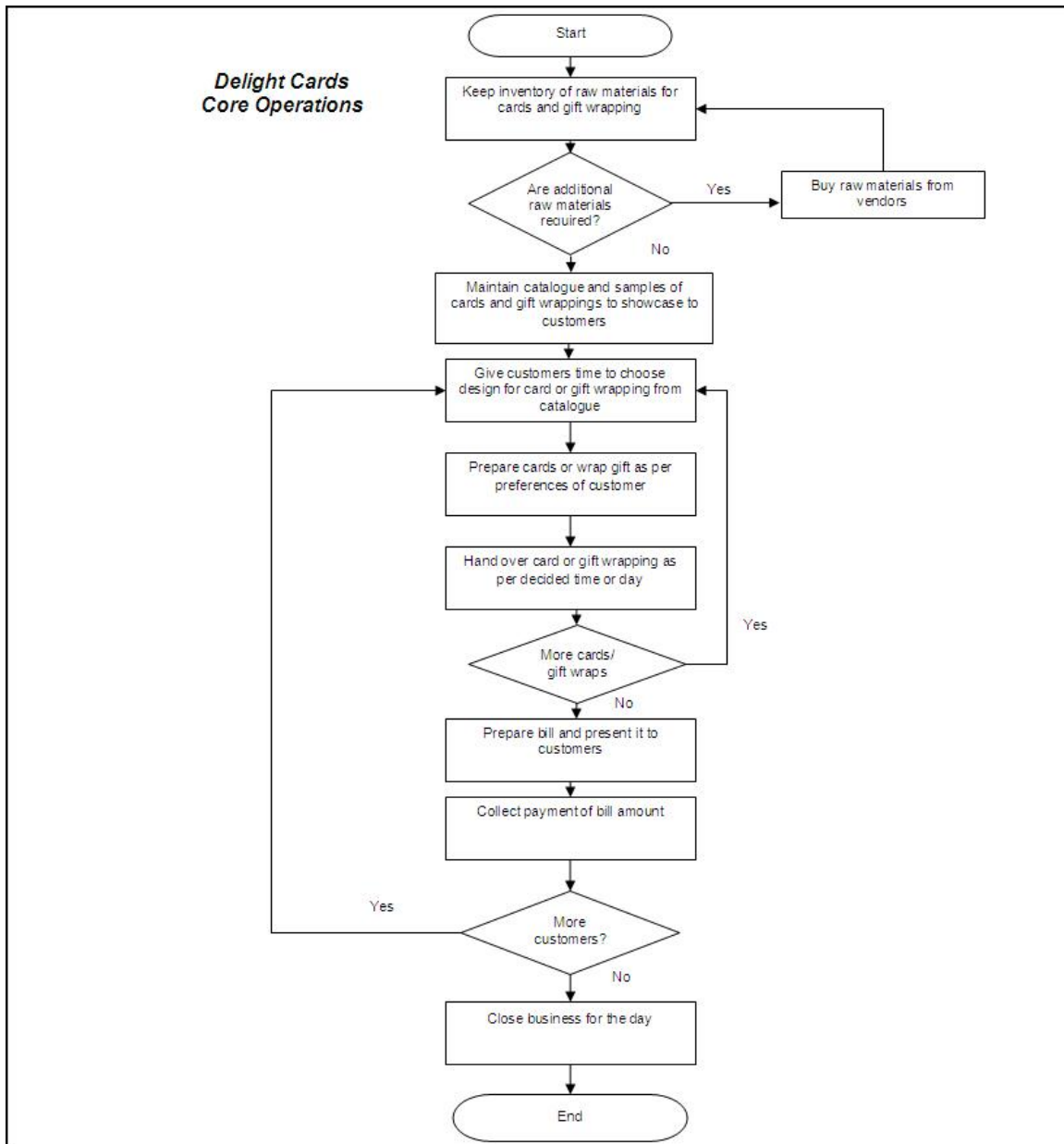
Understanding Core Business Operations –
Additional Examples

Service Business Idea Example – Internet Café



Operational Flow Chart Example

Product_Service Business Idea Example – Greeting Card and Gift Wrapping



Operational Flow Chart Example

Appendix 26 Organisational Structure – Additional Examples

Service Business Idea Example – Internet Cafe

Organisational Structure

Cyber Age Cafe

Task Distribution Table

Designation/ Number	Tasks/Responsibilities	Reporting Structure
Center Director/ Owner (1 person)	<ul style="list-style-type: none">● Overseeing the entire business operations● Maintain records of sales, income and expenses● Employee recruitment and management● Devise and implement marketing strategies● Manage Vendors and Supplies	

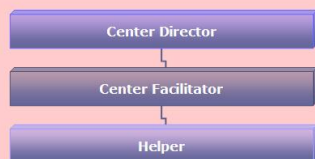
Task Distribution Table

Designation/ Number	Tasks/ Responsibilities	Reporting Structure
Center Facilitator (1 person)	<ul style="list-style-type: none">● Manage bills, invoices and payments● Assist in payroll management● Supervision of the office staff● Managing Customer services such as providing technical guidance when necessary.● Ensuring customer satisfaction.	Reports to Director

Task Distribution Table

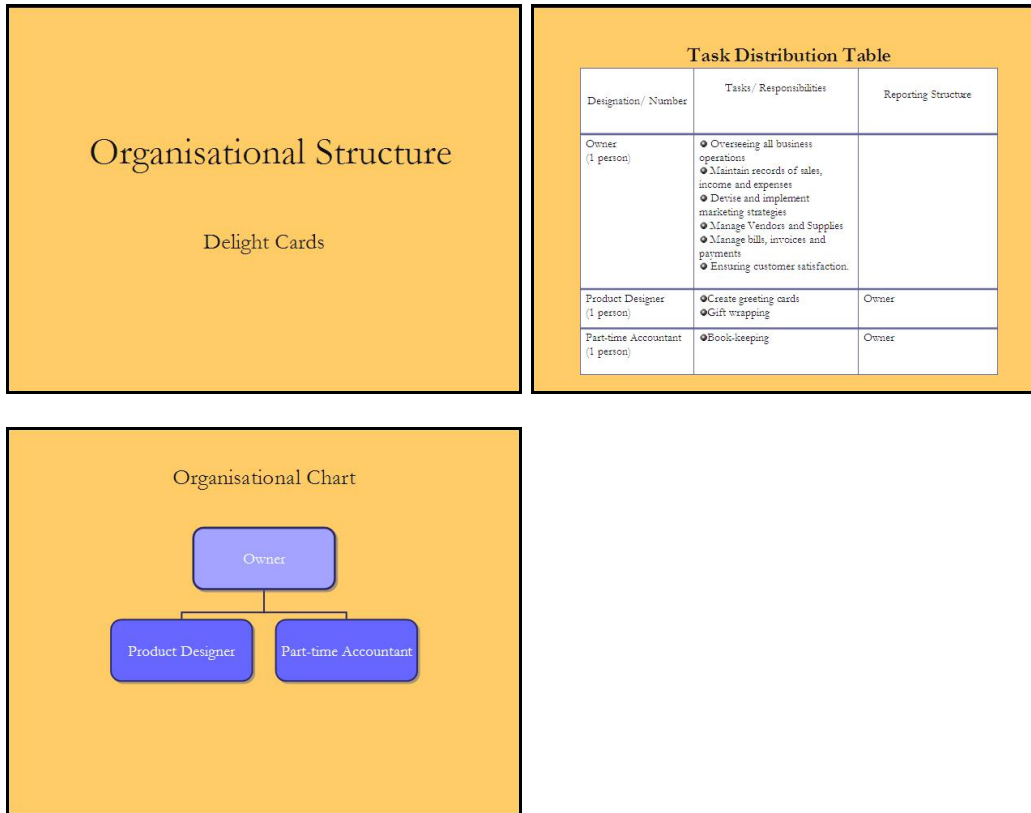
Designation/ Number	Tasks/ Responsibilities	Reporting Structure
Helper (1 person)	<ul style="list-style-type: none">● Get café ready for customers daily● Close café for the day● Serve tea and snacks to office staff● Clean all equipment● Guide customers to computers that are free for use	Reports to Center Facilitator

Organisational Chart



Organisational Structure Presentation Example

Product_Service Business Idea Example – Greeting Card and Gift Wrapping



Organisational Structure Presentation Example

Appendix 27

Glossary

Administration: a function that involves the general management of an organisation. Typical activities handled by Administration include hiring and managing staff, accounting, managing payroll, maintaining documents and records, ordering materials and supplies, establishing operating procedures and rules and so forth.

Advertisement: a form of communication used to create awareness and provide information about a product or service. Advertisements may be announced through different media such as print, television, radio and internet.

Brand: mark, symbol, images or name that is used to distinguish your product/service and business from that of competitors.

Branding: creating an identity or reputation for your business and its product or service.

Budget: financial estimate of earnings and expenses over a period of time. It is a forecast which helps in knowing and planning the business expenses, so that the business can run without difficulty.

Business Goals: a statement or a target that a business hopes to achieve to be successful within a specified time period. They may be in the form of financial goals such as desired profit or marketing goals such as capturing a large number of customers, quality service and so on.

Business Plan: an outline which summarises the goals of a business enterprise, background information about the enterprise, details about the product or service being offered, and the ways to achieve the business goals. It offers information on the business idea, the steps to implement the idea and set up the business.

Closed-ended questions: questions where the respondents choose from among the answer choices given in the questionnaire.

Competitor Analysis: a method used to compare your business with the identified competition on various factors. It helps in identifying areas where your business has an advantage over its competitors as well as areas where your business needs improvement.

Core Operations: essential functions that have to be performed to provide the product or service to the customers in a timely and efficient way.

Cost price: the amount you spend on making the product or service or each unit available to the customer.

Customer Service: a function that involves looking after the requirements of the customers and attending to any problems faced by them regarding the use of a product or service..

Data: collected information from surveys, research or interviews which may be used to analyse a particular issue or idea.

Department: division within the organisation. Departments may be created on the basis of functions, products or locations. For example, departments based on functions are classified as Administration, Marketing, Customer Service and so on.

Designation: a title given to a person performing a particular set of tasks in an organisation. For example, Marketing Manager is a designation which is given to a person performing a set of tasks related to marketing function.

Direct Mailers: promotional material such as newsletters or catalogues which is sent directly through mail to the target market. Direct mailers can be sent via post or email.

Earnings: income that a business generates over a period of time.

Expenses: amount of money that a business has to spend in order to generate earnings.

Feedback: a response to a particular activity or idea. Feedback can be obtained through surveys and is used to analyse the idea or activity for which feedback is given.

Finance: function of maintaining records of the earnings and expenses of the business. It also involves ensuring that adequate funds are available at all times for the smooth operation of the business, and may involve the investment of the business' financial assets.

Flow chart: a visual representation of a series of actions directed to achieve results.. An operational flow chart provides a visual representation of the core operations of the business.

Flyer: a printed advertisement, usually using just one sheet or paper, to promote a product or a service. It is intended for circulation among potential customers through various methods.

4 Ps: term used to denote the four main areas in which strategic decisions are taken for the effective marketing of a product or service. The areas are Product (Service) Positioning, Place of availability or distribution method, Pricing and Promotion.

Home page: main page of a Web site which opens when anyone navigates to the site. It has links to the other Web pages of the Web site and serves as the introductory and summary page of the Web site.

Industries: business activities or enterprises grouped together because they are involved in a common or similar enterprise, either manufacturing similar or related products or providing similar or related services. For example, Food and Beverages Industry or Travel and Tourism Industry.

Keyword: word used as a reference point for finding other words or information. In the context of Internet search, a keyword is used to find information on a subject. In the context of the Mind Map, a keyword helps you in finding other words or ideas by association.

Market Research: a systematic collection and analysis of data related to the target market, competitors and market conditions such as economy among other things, to understand their potential impact on a business

Marketing: a function that involves market research, and the development and implementation of marketing strategies, to ensure effective promotion and sale of the product or service.

Marketing Strategy: a comprehensive plan which explains the approach a business will take towards the 4Ps (see above) and the usage of the marketing budget to achieve the marketing goals.

Net Earnings: difference between the earnings and expenses. It refers to the excess of earnings over expenses. If the Net Earnings are negative, it means that the business is incurring a loss. Negative net earnings are often seen in the initial phase of the business as start-up expenses are often high, and it takes time before earnings exceed expenses.

Office premises: the physical place where work related tasks are typically performed in many businesses that employ office workers.

One- time costs: costs that are incurred when you start your business and are not a part of repeated spending.

Ongoing/Recurring Costs: costs that have to be incurred regularly (every month, quarter, or year) in order to perform the relevant business operations.

Open-ended questions: questions that allow the respondents to write their own thoughts, rather than select from the given answers.

Organisational Chart: visual representation of the organisational structure.

Organisational Structure: formal arrangement of departments and job designations across the organisation.

Place (Distribution): the place of availability or the distribution method through which the customers obtain the product or service. This is one of the 4 Ps and decisions are taken on how to make the product or service available to the customer as a part of your Marketing Strategy. They include identifying the various methods of distribution and making a choice amongst them for delivering the product or service to the customer.

Press releases: announcements made to news media which mention achievements of or information related to the business.

Price: is the amount for which a product or service is sold to the customer. This is one of the 4 Ps and decisions are taken on the price that should be set for the product or service as a part of the Marketing Strategy.

Product (Service) Positioning: is the process through which the product or service is established in the market. This is one of the 4Ps and decisions are taken about the product or service including branding, labeling and packaging as part of the Marketing Strategy.

Production: function performed to make the product or service ready for use by the customer.

Promotion: is the process by which information about the product or service is made known to the customer. This is one of the 4 Ps and decisions are taken on the different ways to communicate the value and utility of the product or service to the buyer as a part of the Marketing Strategy. They include decisions on promotional strategy, advertising methods, choice of advertising media and so on.

Rating scale: a tool used to measure Quantitative Data.

Selling price: amount that is charged to customers for each unit of product or service.

Special offers: promotional and sales offers by the business, usually in the form of selling the products or services at reduced prices for a limited period of time.

Startup Costs: costs that are incurred at the time of setting up business. While some of these may have to be incurred regularly to keep the business running, others are incurred only once during the initial phase.

Survey Questionnaire: method of collecting information by posing a series of questions and requires respondents to give answers or information.

SWOT Analysis: method used to examine the strengths, weaknesses, opportunities and threats of a business. Strengths and weaknesses are typically based on the factors found in the organisation itself such as the employees, the qualities of the product or service and so forth. Opportunities and threats are most frequently based on the factors outside of the organisation such as competitors, market conditions and other such factors but could also include internal factors.

Tagline: few words that help in association and recollection of the product or service offered by your business.

Target market: group of customers which offer maximum potential as prospective buyers and for whom a product or a service is offered. The business offers products and services according to the needs and preferences of the target market.

Unit: single quantity of your product or service.

USP-Unique Selling Proposition: feature that differentiates your product or service from other similar products or services in the market and makes it more attractive to the buyer.



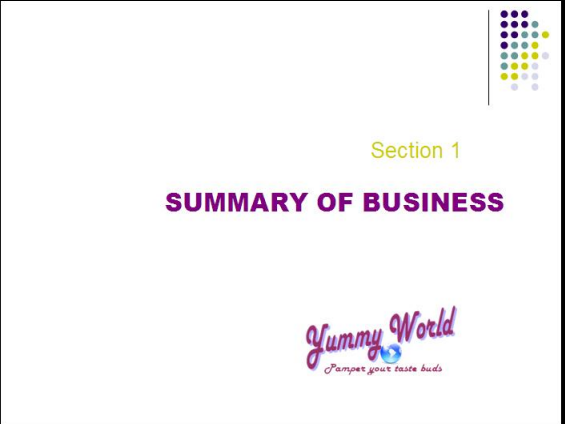
Vendors: individuals or organisations that supply goods and services to a business.

Web page: a single page or document appearing on the Internet.

Web site: a group of inter-linked Web pages containing information on a specific topic that can be accessed through the Internet.

Appendix 28

Business Plan Example

 <p>Yummy World Business Plan Presentation By Mahesh and Sangita</p> <p><i>Yummy World</i> Pamper your taste buds</p>	 <p>TABLE OF CONTENTS</p> <ul style="list-style-type: none">• Summary of Business• Business Description• Market Research• Marketing Strategy• Operational Plan• Organisational Structure• Financial Plan• Conclusion
 <p>Section 1 SUMMARY OF BUSINESS</p> <p><i>Yummy World</i> Pamper your taste buds</p>	 <p>SUMMARY OF BUSINESS</p> <ul style="list-style-type: none">• Product Name: Yummy World• Type of Business: Restaurant – Food and Beverages• Name of the Owners: Mahesh and Sangita• Funding information: 10% of the investment will be made from our personal accounts, 20% through bank loan and the rest will be funded by investors.
 <p>Section 2 BUSINESS DESCRIPTION</p> <p><i>Yummy World</i> Pamper your taste buds</p>	 <p>SUMMARY OF BUSINESS</p> <ul style="list-style-type: none">• Personal Statement: We want to start this restaurant as we love food and cooking. Along with quality, efficiency and affordability, we bring variety with our restaurant which will serve world cuisine with a delicious set-menu.

BUSINESS DESCRIPTION

Who are we?

- Medium-sized family restaurant.

What we offer?

- Multi-Cuisine - Authentic dishes from different cuisines.
- Table service.
- Buffet Menu -Set menu which will change everyday
- Quality food.
- Moderate price.



SECTION 2 - BUSINESS DESCRIPTION

LOCATION & TARGET

Where are we located?

- The restaurant will be centrally located, close to offices, shopping malls and other places where crowds are expected.



Who are we targeting?

- 15 – 45 year age group, who like to eat out on a regular basis.



SECTION 2 - BUSINESS DESCRIPTION

BUSINESS GOALS

What are our Goals?

- Main focus on serving quality food at a great value.
- Customer satisfaction.
- Menu variety and pleasant atmosphere.
- Employ friendly and efficient staff.
- Controlling costs at all times, in all areas.
- No compromise on the taste or authenticity.



SECTION 2 - BUSINESS DESCRIPTION

Section 3

MARKET RESEARCH



Market Research

We conducted a survey and performed a SWOT Analysis, and Competitor Analysis to analyse our business idea.

- **Survey:** We used a survey questionnaire to find out whether our restaurant fulfils a need in the community and if we have potential customers.
- Based on the survey:
 - The response to the restaurant idea was most positive
 - The restaurant business idea has a high rate of success

SECTION 3 - MARKET RESEARCH

COMPETITOR ANALYSIS

Competitor Analysis				
Rating - Strength = 3; At par = 2; Weakness = 1				
Features	My business	Competitor 1	Competitor 2	Competitor 3
Description	A multi-cuisine restaurant with focus on quality authentic food at affordable prices	A mid-sized restaurant with a vast menu having a lot of dishes	A quick service fast food type of restaurant and moderate to low prices	A high-end restaurant which gives importance to quality, presentation of food and ambience
Concept (Includes the restaurant theme, ambience and other related features)	3	2	2	3
Accessibility (Includes being close to customers, convenience and other related factors)	2	2	3	3
Pricing (Average cost of the dishes)	3	2	3	1
Variety (Variety of dishes in menu)	2	3	1	3
Quality (Includes both the food quality and the service quality)	3	2	1	3
Brand Recognition	1	2	3	3
Advertising	2	2	1	3
Total Rating	16	15	14	19
Average	2.285714286	2.142857143	2	2.754285714

We found out that we will face direct competition from other restaurants in the location charging similar price in the menu. We need to build our recognition and popularity as a quality restaurant with affordable price.

SWOT ANALYSIS

	Helpful <small>In achieving the objectives</small>	Harmful <small>In achieving the objectives</small>
Internal <small>attributes of the organisation</small>	Strengths <ol style="list-style-type: none"> 1. Good relationship with vendors 2. A central location 3. Quality food at affordable prices 4. Well-trained staff 5. International Cuisine 	Weaknesses <ol style="list-style-type: none"> 1. Limited budget for marketing 2. Lack of popularity of restaurant 3. Constant effort needed to stay fresh in customer's mind 4. Lack of customer loyalty in the brand as the brand is new
External <small>attributes of the environment</small>	Opportunities <ol style="list-style-type: none"> 1. Focusing on a set-menu world cuisine 2. Internet Marketing 3. Need for healthy and quality food 4. Need for exclusivity rather than quantity 5. Branches in new locations 6. Introducing the concept of other forms of dining such as take-away, fast-food 	Threats <ol style="list-style-type: none"> 1. Tough competition from direct competitors 2. Recession reducing customer's expenditure

SECTION 3 - MARKET RESEARCH

Section 4

MARKET STRATEGY



SECTION 4 - MARKET STRATEGY



PRODUCT POSITIONING

- **Position** - Yummy World will be one of a kind restaurant, serving exotic dishes from all over the world. We aim to position Yummy World as the one stop solution for all food lovers who want quality at affordable prices.
- **Unique Selling Proposition (USP)** - Will be its delicious Set-Menu. The menu items will change everyday to offer authentic dishes of the world.
- **Focus** - Will be on quality rather than quantity.

SECTION 4 - MARKET STRATEGY



PRICING

- Yummy World pricing will be at par with similar restaurants but the quality will match that of the best restaurants in the city.
- The calculated price for one Set-Meal is Rs. 200.



SECTION 4 - MARKET STRATEGY



PLACE(DISTRIBUTION)

- The restaurant will be located in a central location near to offices, malls and other places which will have a lot of people thus attracting a lot of customers.
- Take-away option will also be provided along with in-house dining.



SECTION 4 - MARKET STRATEGY



PROMOTION

Yummy world plans to use the following advertising methods:

- Monthly advertisements in newspapers and magazines specialising on food.
- Radio jingles and TV commercials in local channels.
- Flyers and Posters.
- Direct mailers and newspaper or magazine inserts.
- Low budget Internet marketing including Web site, Wikis, Social Media Marketing and Email marketing.
- Participation in promotional events such as food festivals and exhibitions.



SECTION 4 - MARKET STRATEGY

PROMOTION BUDGET AND LAUNCH STRATEGY

- We will promote the brand heavily during the initial period, and then gradually reduce the promotional activities once we have built an awareness of the brand in the market.
- The annual budget set for the marketing and promotion activities will be used in the following manner:
 - 50% of the amount will be used in the first quarter during the launch period
 - 25% in the second quarter
 - 15% in the third quarter
 - 10% in the fourth quarter



Advertisement



Yummy World Web Page

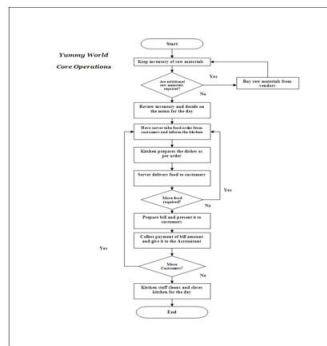
SECTION 4 – MARKET STRATEGY

Section 5

OPERATIONAL PLAN



OPERATIONAL FLOW CHART



SECTION 5 – OPERATIONAL PLAN

Section 6

ORGANISATIONAL STRUCTURE



ORGANISATIONAL STRUCTURE

Organisational Chart



SECTION 6 – ORGANISATIONAL STRUCTURE

Section 7

FINANCIAL PLAN



Appendix 28

Business Plan Example

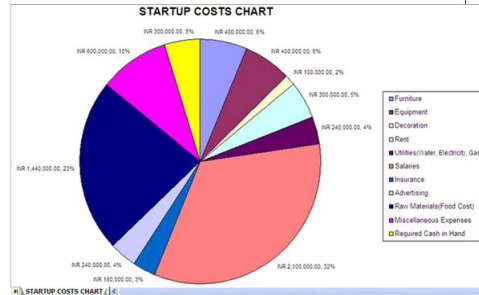
STARTUP COSTS

- The startup costs have been estimated as follows:

	A	B
1	Restaurant Startup Costs	
2	Item	Cost in Year 1
3	Furniture	INR 400,000.00
4	Equipment	INR 400,000.00
5	Decorations	INR 100,000.00
6	Rent	INR 300,000.00
7	Utilities (Water, Electricity, Gas)	INR 240,000.00
8	Salaries	INR 2,100,000.00
9	Insurance	INR 180,000.00
10	Advertising	INR 240,000.00
11	Raw Materials (Food Cost)	INR 1,440,000.00
12	Miscellaneous Expenses	INR 600,000.00
13	Required Cash in Hand	INR 300,000.00
14	TOTAL COSTS	INR 6,300,000.00

SECTION 7 – FINANCIAL PLAN

STARTUP COSTS



SECTION 7 – FINANCIAL PLAN

SALES FORECAST

	A	B	C	D	E	F
1	Annual Sales Forecast					
2		Q1	Q2	Q3	Q4	Year 1 Forecast
3	Units sold	4,000	7,000	10,000	13,000	34,000
4	Unit price	INR 200.00	INR 200.00	INR 200.00	INR 200.00	INR 200.00
5	TOTAL EARNINGS	INR 800,000.00	INR 1,400,000.00	INR 2,000,000.00	INR 2,600,000.00	INR 6,800,000.00

Note: 1) The total units produced per annum is estimated at 36,000 units. These units have been distributed over the 4 quarters.

2) The unit price is obtained from the pricing sheet.

3) The unit price is obtained from the pricing sheet.



SECTION 7 – FINANCIAL PLAN

BUDGET

- The quarterly budget for the first year has been estimated as follows:

	A	B	C	D	E	F
1	QUARTERLY BUDGET					
2		Q1	Q2	Q3	Q4	Total
3	ITEM					
4	Expected Expenses	INR 600,000.00	INR 1,500,000.00	INR 2,100,000.00	INR 2,700,000.00	INR 6,900,000.00
5	Salaries	INR 500,000.00	INR 1,500,000.00	INR 2,100,000.00	INR 2,700,000.00	INR 6,900,000.00
6	Expected Expenses	INR 600,000.00	INR 1,500,000.00	INR 2,100,000.00	INR 2,700,000.00	INR 6,900,000.00
7	Salaries	INR 500,000.00	INR 1,500,000.00	INR 2,100,000.00	INR 2,700,000.00	INR 6,900,000.00
8	Utilities (Water, Electricity, Gas)	INR 60,000.00	INR 60,000.00	INR 60,000.00	INR 60,000.00	INR 240,000.00
9	Insurance	INR 45,000.00	INR 45,000.00	INR 45,000.00	INR 45,000.00	INR 180,000.00
10	Salaries From Meals	INR 525,000.00	INR 525,000.00	INR 525,000.00	INR 525,000.00	INR 2,100,000.00
11	Advertising	INR 60,000.00	INR 60,000.00	INR 60,000.00	INR 60,000.00	INR 240,000.00
12	Raw Materials (Cost of Raw Materials per unit * 400 * Units sold per quarter)	INR 180,000.00	INR 300,000.00	INR 420,000.00	INR 540,000.00	INR 1,440,000.00
13	Miscellaneous Expenses	INR 150,000.00	INR 150,000.00	INR 150,000.00	INR 150,000.00	INR 600,000.00
14	Furniture	INR 400,000.00	INR 400,000.00	INR 400,000.00	INR 400,000.00	INR 1,600,000.00
15	Equipment	INR 400,000.00	INR 400,000.00	INR 400,000.00	INR 400,000.00	INR 1,600,000.00
16	Decorations	INR 100,000.00	INR 100,000.00	INR 100,000.00	INR 100,000.00	INR 400,000.00
17	TOTAL EXPENSES	INR 1,605,000.00	INR 2,115,000.00	INR 2,715,000.00	INR 3,415,000.00	INR 9,850,000.00
18	NET EARNINGS	INR 1,995,000.00	INR 2,485,000.00	INR 2,785,000.00	INR 2,785,000.00	INR 10,050,000.00

Note: 1) The sales data has been taken from the sales forecast.

2) The fixed costs have been taken from the start-up costs and divided evenly over 4 quarters.

3) The variable costs of raw materials and miscellaneous costs have been calculated by multiplying the estimated unit costs obtained from the start-up costs with the units sold per quarter obtained from the sales forecast.

4) The unit price is obtained from the pricing sheet.

SECTION 7 – FINANCIAL PLAN

CONCLUSION

- From this business plan, we believe our business idea has a high potential for success. We hope to showcase our business plan to financiers and other stakeholders to get their opinions about our business idea and help us implement it successfully.

SECTION 7 – FINANCIAL PLAN