



BUSINESS PLAN

Poland - Spain - Italy - Portugal - Turkey

YES
Young Enterprising Students

 Erasmus+

OPEN ACCESS

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School café PTAKU

The Maria Kownacka Primary School no 33 in Częstochowa - Poland

Summary

Using gained knowledge, the students from class 5 c have decided to start a mini-company - a school café at the Maria Kownacka Primary School no. 33 in Czestochowa - Poland. The main aim is to spend nice time in a pleasant atmosphere. The potential customers will be people at different age as well as students and other people who visit

our school. The school webpage will be used to advertise the mini company but also a board in front of the school shop. The information about products will be placed on the board. The role of this business plan is to control the activities taken by students.

Company Description

1. Company name

School café "PTAKU"
ul. Gosczyńskiego 9/11
42-200 Czestochowa Poland

2. Legal Status

Students activity within the framework of students' co-op PTAKU.

3. Coverage

Gastronomy

Market analysis

SWOT analysis



Low prices
Weak and nice service
Nice atmosphere
Good quality products

Can occur market competition
Low products
Changing customers' tastes



Product/Service

In our café you will be able to buy cakes, biscuits, healthy food , seasonal products. Our offer will characterised by the best quality and the best service.

Market

Market analysis

The café will be run by students and there is no market competition. For sure we will gain new customers.

Customers

Our customers will be students, parents and teachers.

Suppliers

The products will be bought in a supermarket.

Prices

The prices will be established to assure sales and they will reflect the dynamics of cost, market demand and profit objectives. The discounts are planned to our regular customers.

Marketing/Sales

Advertisement strategy

The promotional materials will be placed on boards, school newspaper and a school radio broadcasting center. We will promote the school café and we will encourage to engage our services.

Management

Opening hours 9.40- 12.30

Management board

Task division

Board

Manager: Iga Surlej
Assistant Manager: Szymon Aleksandrowicz
Secretary: Maksymilian Bodzioch

Supervisory board:

Maciej Sowiński
Marcelina Szczepanik
Amelia Trójczak

Audit board:

Victoria Szrajber
Zuzanna Wosik
Wiktor Wąsiński

Financial Projections

Capital expenditure

Our own contribution 100 zł

Product's name	Products	Price	Amount	Cost
Cake	Flour	2 zł	2 kg	4 zł
	Sugar	2.50 zł	1 kg	2.50 zł
	Eggs	0.50 zł	6	3 zł
	Coca powder	5 zł	1 bag	5 zł
	Bananas	2 zł	3 bananas	2 zł
Total costs				16.50

table 1. Capital expenditure

Product's name	The cost of investing	Sales costs	Revenue (Sales costs – the cost of investing)
Cupcakes	20 zł	15 zł	35 zł
Chocolate biscuits	19 zł	18 zł	37 zł
Chocolate cake	28 zł	25 zł	53 zł
Strawberry	15 zł	15 zł	30 zł
Healthy sandwiches	30 zł	25 zł	55 zł

table 2. Revenues

BOPAMO

Orokieta Herri Eskola – Zarautz - Spain



Executive Summary

Starting with a brain storming, 5th and 6th grade students decided to start a mini company. Analyzing the surrounding needs and market offers, they decided to create little boxes to use when you are charging your mobile phone.

The main aim is to answer to the necessity of charging the mobile phones in an ordinated and clean way.

The potential customers will be the people that use a mobile phone.

The school's social nets and different information panel and the school radio broadcast, will be used to advertise the product.

The role of this business plan is to control the activities taken by students.

Company Description

1. Company name

BOPAMO (Bolsa para móvil)
Araba, 56
20800 Zarautz (Gipuzkoa)
Basque Country

2. Legal Status

Students activity within the framework of students' co-op BOPAMO.

3. Coverage

Mechanical solutions for digital tools



Market analysis

SWOT analysis



- Low prices
- Practical
- Big market
- Good quality product
- Easy to take away

- Can occur market competition
- Production time
- Depending on the material used for production, they don't have a long life



Product/Service

Our product will bring you the opportunity to charge your mobile phone in an organized and tidy way. You won't find cables all around and nobody will step on your phone due to a distraction.

Market

Market analysis

The product is new in the market and the potential customers are a lot.

Customers

Our customers will be students, parents and teachers.

Suppliers

Two kinds of materials will be used to produce two different BOPAMO depending on the quality. To buy both, cardboard and 3D printer ink or PLA, we will use the school's suppliers.

Prices

The prices will be established to assure sales and they will reflect the dynamics of cost, market demand and profit objectives. The discounts are planned to our regular customers.

Marketing/Sales

1. Advertisement strategy

The promotional materials will be placed on boards, on the school's webpage and social nets and in the school radio. We will promote our product and we will encourage to buy it.

Methods of sale

1. Opening hours

Everyday ten minutes after school's last lesson and in school parties and community days.

Management

Task division

Board

Manager: Aitor Alcibar
 Assistant Manager: Libe Centeno
 Secretary: Manex Madariaga

Supervisory board:

Markel Atxutegi
 June Atxutegi
 Markel Gonzalez

Audit board:

Uxue Sorreluz
 Jon Castañeda
 Aitana Mugica

Financial Projections

Our own contribution 182 €

Product's name	Products	Price	Amount	Cost
Cardboard BOPAMO	Cardboard	0.25 euros	100	25 euros
	Crayons	6 euros/24 crayons	72	18 euros
	Scissors	3 euros	6	18 euros
	Glue	3 euros	10	30 euros
Plastic BOPAMO	PLA	27 euros	3	91 euros
			Total costs	182 euros

table 1. Capital expenditure

Product's name	The cost of investing	Sales costs	Revenue (Sales costs - the cost of investing)
Cardboard BOPAMO	91 euros	2 eurosx200	309 euros
Plastic BOPAMO	91 euros	5 eurosx30	150 euros
Total revenues			277 euros

table 2. Revenues



School café JUNIOR

Primary School no 34, Częstochowa - Poland

Summary

This business plan is a project of setting up a business activity in the way of a cafe called "Junior". It will provide services in eating in place or to go. The cafe will mainly be a place for 34 Primary School students.

Location

34 Primary School in Częstochowa

Opening hours

Monday to Friday: 8 a.m.– 4 p.m.

Objectives

There is a high demand for our services. The students need to drink or eat something during a break or after the lessons.

Risks

Difficulties in making the expected profit.

Advantages

Perfect location.

Disadvantages

Collecting the needed contribution

Staff

Hiring a salesperson (8 hours a day) and a cleaner (1 hour a day) after opening hours.

Promotion and advertisement methods

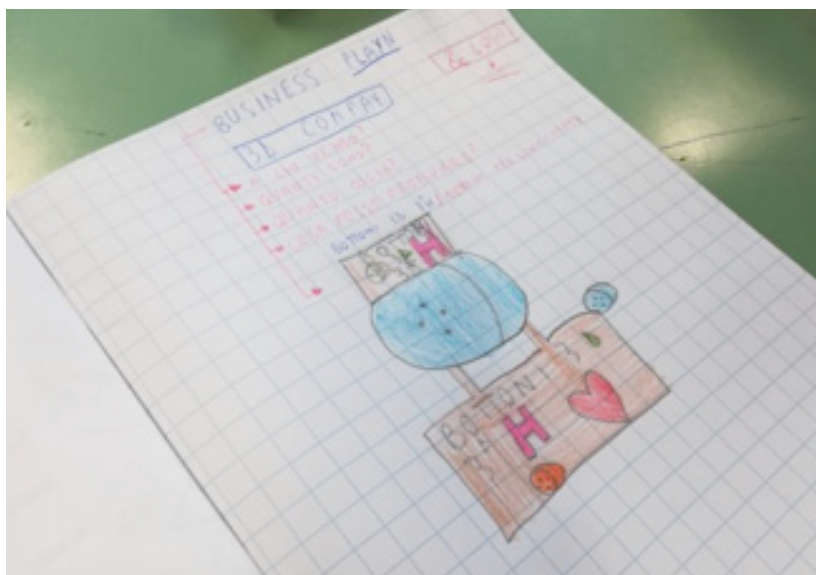
Posters, promotion

3D Buttons

IC Carducci-Gramsci Bagheria - Italy

Introduction

Today, more and more, the final consumer wants a personalized product. His 3d printer manages to meet this need. We can think of making everything but we want to start from a small object which, however, helps to create our style. The button is a small detail but allows us to stand out. We want to demonstrate what we know how to do and to think about becoming small entrepreneurs with what we have available. Today we make a small button, tomorrow we will see...



Summary

Using gained knowledge, the students from fourth class have decided to start a mini-company - a Buttons Industry at the E.Loi Primary School in Bagheria - Italy. The main aim is to spend nice time in a pleasant atmosphere. The potential customers will be people at different age as well as students and other people who visit our school.

The school webpage will be used to advertise the mini company but also a board in front of the school shop. The information about products will be placed on the board. The role of this business plan is to control the activities taken by students.

Company Description

1. Company name

Bottoni 3d – 3h
Via C.Traina ,4
90011 Bagheria-Italy

2. Legal Status

Students activity withing the framework of students' co-op PTAKU.

3. Coverage

Custom 3d manufacture

Market analysis

1. SWOT analysis



- Product customization
- Nice service
- Innovative product
- No competitors

- Still new market
- Low products
- Changing customers' tastes



Product/Service

The market is basically new. Our products would be an absolute novelty and we would have no competitors.

Market

Market analysis

The market is basically new. Our products would be an absolute novelty and we would have no competitors.

Suppliers

The products will be bought on line

Customers

Our customers will be students, parents and teachers.

Prices

The prices will be established to assure sales and they will reflect the dynamics of cost, market demand and profit objectives. The discounts are planned to our regular customers.

Marketing/Sales

1. Advertisement strategy

The promotional materials will be placed on boards, school newspaper and a school radio broadcasting center. We will promote the 3d company and we will encourage to engage our services.

Management

Opening hours 9.40- 12.30

Management board

Task division

Board

Manager : Greta Grado
 Assistant Manager: Rachele Fricano
 Secretary: Elena Bartolone

Supervisory board:

Riccardo Passantino
 Giovanna Maggiore
 Federica Morreale

Audit board:

Marlene Scalisi
 Aurora Terrana
 Carmelo Tumminello

Financial projections

Product's name	Products	Price	Amount	Cost
3d button	Pla	19,88/Kg	10 g	0,198 €
	Electric energy	0,3€ Kw/h	10 min	0,075 €
Total costs				0,273 €

table1. Capital expenditure

Final price is 1,50 €

MYBAG X12

Astoria International School, Lisbon - Portugal



Introduction

We saw the need to create this backpack for many reasons, so we can carry around our computer without being robbed, charge our phones without needing electricity and keeping your drinks cool or warm and stylish at the same time.



Special features

- Sustainable materials
- Waterproof
- Phone charger
- Hidden zipper anti-theft
- A container for liquids
- Powered by solar energy
- Back-up energy

Target Audience

- Students
- Business Men/Women
- People who travel for business

Company name's

Kanakir Z02

Management

Founders: Caetano Santos and Nzaji Eduardo
 Designer/Creator: Caetano Santos
 CEO: Pedro Traça
 Vice-CEO: Uzair Zakir

Market

1. SWOT analysis



Product customization
 Accessible pricing
 Ground-breaking product

A bit heavy
 Duration 4025 AmH
 Depends on weather conditions



<h3>Market analysis</h3> <p>The market is competitive given that there is a wide offer but ours is innovative.</p>	<h3>Suppliers</h3> <p>The product will be available at certain types of stores and bought through our website.</p>
<h3>Marketing/Sales Strategy</h3> <p>Advertisements on social media, word to mouth, offering product to influencers to generate a buzz.</p>	<h3>Prices</h3> <p>The launching price will be 60€/Unit (standard) and will be re-evaluated later on. The customization will cost 10€.</p>

YOUNG STEPS - Cooperative Shop

Hürriyet İlkokulu, Dalaman/ Muğla - Turkey

Summary

On the behalf of Erasmus+ project and the knowledge that they have got during the activities , the students from class 3A and 3B decided to start a mini-company – a school shop (cooperative) called “Young Steps” in Hürriyet Primary School Dalaman, Turkey. The main aim of the coopertaive is to make the students buy fresh homemade food and traditional gifts. The potencial customers will be people at diffrent age ,students ,parents,school community and other people who will visit our school. The school webpage and local newspapers will be used to advertise the mini company,we will also use posters and aboard in the school.The product information and pictures will be on the posters and school board. By the help of business plan the students will easily control the company and

follow every step of the cooperative.One of the and the most impoartant positive side of the mini company is that the shop will be supported by school community and parents.The parents will prepare homemade fresh food for the company and the company will not pay any money for the home made food.The parents will support the school cooperative because they want the students to eat fresh food at schooland learn how to earn their own money .The schedule will be perpared for the parents and they will follow the schedule and follow their day for the food.They will know what to get and on which day.Each parents of the students will take part in this shedule once a year.

Company Description

1. Company name

School Coopertaive Shop “Young Steps”
Altuntas mah.Cami sokak no:5
48770 Dalaman/Muğla
Türkiye

2. Legal Status

Students Project Activity-Mini School Shop-School Cooperative.

3. Coverage

Gastronomy, Gifts

Market analysis

1. SWOT analysis



- Low prices
- Home made food
- Different Products
- Good quality products
- Fresh Products

- No market competition
- Less options
- Different tastes
- Less types of products



Product

The school cooperative shop ,you can buy homemade food,cakes,fruits,handmade gifts,toys. The quality of the shop will be high quality and service.The students will do their best for the cooperative.

Market

Market analysis

The cooperative will be run by students and there is no market competition. With high quality products, the company will get new customers. The quality of the shop will be made everything easy for the students.

Suppliers

The products will be home made foods. The parents will prepare the food and get the school according to the schedule prepared by students. Every parent will know which day they will cook and get to shop. Traditional gifts will be prepared by other classes in the school and the products will change according to the students' interest. Sometimes it may be possible to get food from supermarket for wide the products choice.

Customers

Our customers will be students, parents and teachers.

Prices

The prices will be established according to the market demand and profit objectives. The discounts will be possible for regular customers or buy in huge numbers. On the other hand it will be possible to make discount on home made fresh food.

Marketing/Sales

Advertisement strategy

The company will use promotional materials and they will announce them on boards, school webpage and posters. The students will be encouraged to take part in the shop activities. The products names and pictures will be placed on school boards, school gates. Monthly posters will be prepared and the students will follow what they are going to have in the shop regularly.

Management

Opening hours 9.10- 15.30 (The shop will be just open at break times for 10 minutes)

Management board

Task devision

Board

Manager : Arın Alp Güçlü
Assistant Manager: Azra Yağmur Girgin
Secretary : Erdem Güngör

Supervisory board:

Nisa Orhan
Azra Özer
Atakan Noğay

Audit board:

Berra Demir
Efe Altay Türkmen
Polat Kaya

Finance

Our own contribution 200 TL

Product's Name	Products	Price	Amount	Cost	How many
<u>Shooping bags</u>	Fabric	10 TL	<u>18 metres</u>	180	25 bags
Pencil Box	Materials	5 TL	20	100	6 boxes
Home made <u>cake</u>	Parents <u>will support</u>	-	20	20 TL	20

table 1. Capital expenditure

Product's name	The cost of investing	Sales costs	Revenue (Sales costs - the cost of investing)
Home made cakes	-	1 TL	1 TL
<u>Börek</u>	-	1 TL	1 TL
Fresh Juice	-	1 TL	1 TL
Popcorn	-	2 TL	2 TL
<u>Mercimek Köfte</u>	-	1 TL	1 TL
<u>Shooping Bags</u>	20 TL	15 TL	35 TL
<u>Keyrings</u>	3 TL	5 TL	8 TL
Gift	-	4 TL	4 TL

table 2. Revenues