Partena PROFESSIONAL

DreamsLab by Partena Professional



BUSINESS PLAN

Surname:	First name:
Date of birth:	National register number:
Email:	Phone:
Address:	



DREAMS LAB

The **Dreams Lab from Partena Professional** gives the companies of tomorrow a boost through professional **support** during every phase of project development.



DREAMS WORK

Three group workshops to put the finishing touches on your business project. Learn which tools you can use to manage your project from A to Z.



BUSINESS PLAN

Want to draw up a business plan?
There's no reason to go it alone!
The Dreams Lab helps you prepare your business plan.



POP-UP STORES

Partena Professional offers you the **unique opportunity to test out your concept for free at a number of fantastic locations in Belgium.**



THE ENTREPRENEUR

1. Personal details

Current status: .....

Access to the profession: .....

2. Principal reason for existing

2.1. How did you come up with the idea for this project?

2.2. Can you describe your education and professional experience, highlighting those elements that are important to your entrepreneurial project?
Include your CV

2.3. What are your knowledge and skills? What kinds of knowledge or skills do you lack?



THE PROJECT

1. Description of the project

2. Company details

2.1. Company name

What is the name of your company? .....

2.2. Start date: .....

3. Your offer

3.1. Complete list of products/services

3.2. Value proposition

What kinds of customer need(s) or problem(s) do you meet or solve?

How have you validated your value proposition?

Have you already offered your products/services to potential customers? If so, what was their feedback?

4. Core activities

4.1. What kinds of activities are essential to the functioning of your business

How does your business work?



1. SWOT: analysis of your environment

A SWOT analysis is a strategic tool that helps you analyse your project by identifying internal elements (strengths and weaknesses) over which you have direct control and external elements (opportunities and threats) that depend on environmental factors over which you have no control.

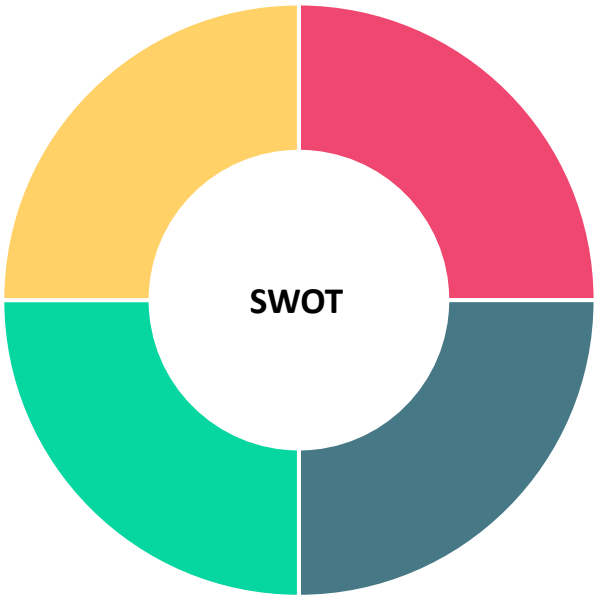
As an entrepreneur, this analysis allows you to better understand your strengths, identify what is standing in the way of your development and make strategic decisions that ensure the long-term success of your business.

STRENGTHS

- Advantages
- Capabilities
- Goods, people
- Experience
- Financial reserves
- Value proposition
- Price, value, quality

WEAKNESSES

- Disadvantages
- Gaps in capabilities
- Cash flow
- Suppliers
- Experience
- Areas for improvement
- Causes of lost revenue



OPPORTUNITIES

- Areas for improvement
- New segments
- Industrial trends
- New products
- New innovations
- Main partnership

THREATS

- Changes in the economy
- Obstacles encountered
- Competitor actions
- Political influence
- Environmental impacts
- Loss of key personnel
- Market demand



	STRENGTHS	WEAKNESSES
INTERNAL		

	OPPORTUNITIES	THREATS
EXTERNAL		



CUSTOMER SEGMENTS

Create a questionnaire and send it to potential customers to learn more about their profile, expectations, buying habits and intentions, and about the attractiveness of your product. Have your product tested to determine the maximum price customers are willing to pay for your product, etc.

Include your questionnaire and the results obtained (don't forget to mention the sample survey).

1. Who are your most important customers?

Who do you create value for?

Who is your ideal customer?

Who are your non-customers?

Are your customers B2B or B2C?

2. Describe your customer type using the persona principle

A persona is a fictitious representation of your ideal customer. This persona represents a group of customers with similar needs, behaviours and motivations. Creating a persona provides you with better insight into who your customers are, what they want and how you can make them a suitable offer.



CUSTOMER RELATIONS

How do you cultivate relationships with your customers?

How can you maintain and further develop relationships with your customers?



CHANNELS

1. Distribution channels: Channel used

How will you distribute your products/services?

From which location? State the address of the registered office and place of business.

What is your geographical reach?

What are the characteristics and advantages of this location for your business?

Do you need a building for your project? ☐ Yes ☐ No

What are the advantages of this building? Provide as much information about the building as possible.



2. Communication channels

2.1. Communication strategy

How will you promote your business?

What kinds of communication tools will you use?

Do you have a logo? ☐ Yes ☐ No

What is your communication strategy?

Do you have a communications budget?



CURRENT SOLUTIONS

1. Analysis of the competition

1.1. What kinds of professionals are already operating in your sector?

DIRECT COMPETITION			
	Competitor 1	Competitor 2	Competitor 3
Who			
Where			
Price			
Quality			
Publicity			
Customer type			
Reputation			
Advantages			
Strengths			
Weaknesses			



1.2. What do you know about your indirect competition?

1.3. How do you plan to stand out from your competitors?



MOST IMPORTANT PARTNERS AND RESOURCES

1. What kinds of material resources do you have?

2. The team

Do you have an accountant? ☐ Yes ☐ No Name: .....

Do you have a lawyer? ☐ Yes ☐ No Name: .....



3. What kinds of organisational resources do you have?

What is your production capacity or activity ceiling?

How many customers can you receive per day? Per week?

What does a typical work week or month look like?

How seasonal are your activities? What are the peak and off-peak periods?

What are your opening days and hours? Will you schedule an annual closure period?

When do you plan to go on holiday?



STRATEGY

1. What are your short-term ambitions (less than a year)?

2. What are your long-term ambitions (more than a year)?

3. What kinds of actions will you take to achieve the goals you have set for yourself?

Thank you!



Development is driven by the freedom to try new things.
Françoise Dalle

PARTENA Business Counter npa (accredited by RD of 11/06/2003)
Registered office: Rue Ravenstein 36, 1000 Brussels – Correspondence address: PO Box 22000, 1000 Brussels
Phone: 02/549.74.70 - www.partena-professional.be
COMPANY NO.: 408.661.790 – Bank account No.: 732-0048143-82 - IBAN: BE25 7320 0481 4382 - BIC: CREGBEBB