

# The Plan of “Initiative for Equal rights contest”

Short description of the idea (in few sentences): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Where would you want to run your **business/initiative** (region/country, etc.): \_\_\_\_\_

Name of your business/initiative \_\_\_\_\_

*Mission* (e.g. contribution to gender equality, women empowerment & female rights) - \_\_\_\_\_

\_\_\_\_\_

*Vision* (e.g. to provide education for 30 girls in rural places of Algona region)- \_\_\_\_\_

\_\_\_\_\_

*Slogan!* - \_\_\_\_\_

Logo (OPTIONAL)



## Product / service

What product/service are you going to sell/provide:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What **social impact** will it have (if applicable)?

\_\_\_\_\_

\_\_\_\_\_

**Market analysis.** For this task you can carry out some research online (google) or through other channels. Firstly, try to find (or think of) some existing businesses, which offer similar services/products.

What do you like about their produce/services? What makes them unique? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How will your business/initiative differ from them? (If applicable) how can you improve their business/initiative? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## SWOT Analysis

<p><b>Strengths</b> – positive characteristic internal to your business/initiative. They are within your control (e.g. cool product)</p>	<p><b>Weaknesses</b> – aspects that place you at a disadvantage. You need to enhance these areas (e.g. low interest from people)</p>
<p><b>Opportunities</b> – external factors that represent reasons your business/initiative is likely to prosper (e.g. possible EU funding)</p>	<p><b>Threats</b> – Factors beyond your control that place your business/initiative at risk. How to tackle them? (e.g. laws limiting women's opportunities)</p>

## Goals, objectives, strategy

**Objectives.** What do you want to/do achieve in 3 years (e.g. increase the number of women in labor force in your city):

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**Strategy.** What actions are required to reach the objectives (e.g. partnership – collaborating with an NGO): \_\_\_\_\_

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## Marketing & Sales.

What's your **Creative Marketing Strategy** for your product/service? How will you market the **social aspect** of your business/initiative?

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- Target groups / potential customers: \_\_\_\_\_

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- Main marketing channels (e.g. FB, web): \_\_\_\_\_

**How do you plan to sell it?**

- Sales channels (e.g. shops, online): \_\_\_\_\_

**Finances (only approximations are needed)**

**Expenses**- these are usually big at first as there are big business implementation expenses (to buy a building, space, equipment, etc.) and afterwards account only to monthly expenditures, such as wages and rent. However, every business is unique and may differ in its expenses over the years.

Type of expense	Starting up (1 <sup>st</sup> year)	Established (2 <sup>nd</sup> -3 <sup>rd</sup> year)	Total:
Investments (buying equipment, etc.)			
Expenses for running the business (rent, wages, materials)			
ANNUAL marketing expenses			
Other			
<b>Total:</b>			

What will be the main source of **income**? Please note that you may only have one product/service to sell, in this case 2<sup>nd</sup> & 3<sup>rd</sup> rows might not be needed. However, some businesses sell few types of services/products at the same time (e.g. breakfast & cooking lessons)

Pricing (how much will you sell your product/service for): \_\_\_\_\_

Product /service	Price of 1 unit (e.g. ticket to a theatre)	Number of units sold on average per month	Total ANNUAL revenues (unit price * units sold * 12)
(optional)			
optional)			
<b>Total:</b>			

**Balance:**

	Starting up (1 <sup>st</sup> year)	Established (2 <sup>nd</sup> -3 <sup>rd</sup> year)	Throughout the whole period
Revenues			
Expenses			
Balance (revenues – expenses):			

Is your social business **self-sustainable**? \_\_\_\_\_  
\_\_\_\_\_

Is it possible to get any **outside funding**? *List sources:* \_\_\_\_\_  
\_\_\_\_\_

If so (and if applicable), how much outside money would you need to run the company? \_\_\_\_\_ / year

Free space:

