

INTRODUCTION

- + WWW.STUDENTENTERPRISE.IE
- + My Enterprise
- + Idea Generation
- + What I already know ...



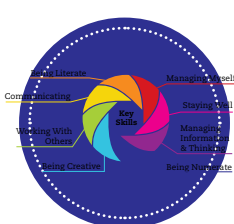
1. Resources

- + Student Resources - Student Enterprise Programme
- + People (expertise/experience/skills/competencies/characteristics)
- + Funding
- + Materials



10. Lessons Learned

- + Impact of my enterprise on my community
- + My plans going forward
- + If I were to change something...
- + IMPACT ON SOCIETY



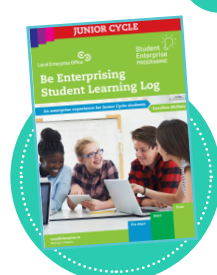
9. Skills & Reflections

- + Key Skills, entrepreneurial skills & wellbeing
- + What have I activated & embedded?



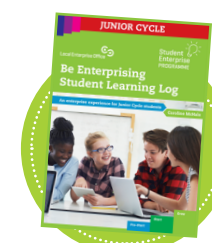
2. Production & Intellectual Property

- + Job/Batch/Mass
- + Raw Materials
- + Labour
- + Overheads
- + Quality Control
- + Stock Control



3. Market Research

- + Desk Research
- + Field Research
- + Findings – graphs/charts
- + Developing Opinions
- + Research Conclusions
- + Focus: consumers, competitors, regulations



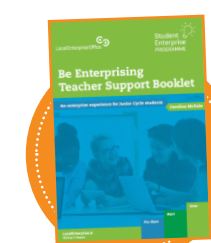
4. Customer Segmentation

- + General market (Needs/Wants?)
- + Niche market
- + Local/national/global
- + On/Offline



5. Marketing Mix & Planning

- + Product (& standards)
- + Price
- + Promotion
- + Place (Packaging)
- + Social media



6. Unique Selling Point

- + Why consumers would buy my product
- + Competitors' products
- + Intellectual Property Patents, Copyright, Trademarks etc..



7. Finance

- + Capital: loans, shares, grants
- + Summary of:
 - + Cashflow Forecast
 - + Income Statement 1 & 2
 - + Financial Statement



8. Problems

- + SCOT/SWOT Analysis ...
- + Strengths/Challenges/Weaknesses
- + Opportunities & Threats



Consider Ethics & Sustainability

Advertising, research, funding, production etc.
Climate change, Carbon footprint, waste

Consumer & employee rights



Now that you have completed your support material you can create your 10 point poster plan