

TITLE OF THE SESSION	PART 4: BUSINESS PLANNING
Event number	4.3. Financial Decision to ensure Business Sustainability
What are we going to do today	<ul style="list-style-type: none"> • Presentation of the theoretical part & Reflection on the theory (20min) • Reflection on the theoretical part (20min) • Activity 1: Creating a business idea (80min) • Break (15min) • Activity 2: Preparing an investment plan (90min) • Questions and evaluation session (15min)
Overall description	<p>During this session you will deepen your knowledge on the Financial Management of an enterprise and investments and you will be trained on finding funding opportunities. More specifically, you will review the following:</p> <ul style="list-style-type: none"> • Financial Management • Investments • Funding Opportunities • Dividend Decisions • Debt Payoff Strategy
Key learning points	<p>You will:</p> <ul style="list-style-type: none"> • Determinate the total amount of assets to be held in your firm. • Compose these assets with the risk complexions of the firm. • Select such sources of funds which will make optimum capital structure. • Properly use your business' funds to achieve the goal of wealth maximization and risk minimization. • Decide how to distribute or retain the profits of your business.

	<ul style="list-style-type: none"> • Make the right decisions with your money, so you don't go into debt.
What will you prepare during this session	<ul style="list-style-type: none"> • Design all strong aspects of your business idea • Prepare an investment plan
To do list AFTER this session	The main outcome of the Business Planning sessions is to prepare a (sustainable) business plan, with a solid marketing and financial plan. For this reason, after completing this third session, you have to understand whether your business idea is competitive or not.
Additional comments and instructions	To ensure your competitiveness you need to identify the factors that affect the state of competitiveness in a business environment apart from the actual competitors. A good method for doing so, is the 5 forces of porter. Develop the 5 forces of porter analysis for your entrepreneurial idea and present your analysis to your mentor during the next session.

PROJECT NUMBER: 2020-EL01-KA204-078802



Co-funded by the
Erasmus+ Programme
of the European Union

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.