

Starting a business, the essentials to succeed in your project



AE-3 3 Days (21 Hours)

Description

This training will allow you to plan and organize the stages of development of your business creation project. A structured approach will show you how to anticipate the stages of development of your business and mark its progress.

Who is this training for ?

For whom

All audiences.

Prerequisites

None.

Training objectives

- Structuring and planning your business creation process Choose the most appropriate legal structure Master the key concepts of management and finance Carry out a market study and build a marketing development plan Design a business plan and know how to present it

Training program

Organiser la création

- Definition and challenges of a project.
- Managing a project.
- Understanding the convergence of project management/business creation.
- Practical work Collective reflection on the structuring of participants' business creation approaches from the angle of project management methodology.

Approfondir les dimensions marketing et ventes

- Carry out a market study.
- Define your market.
- Analyze demand.
- Make sales forecasts.
- Build a marketing development plan.
- Validate the turnover structure (business model).
- Define the launch mix.
- Establish the sales plan.
- Practical work Reflection on the operational marketing aspects of the participants' projects.

Maîtriser les concepts clés de la gestion et de la finance

- Evaluate needs and resources.
- Prepare the forecast income statement.
- Calculate the cash flows and profitability of the project.
- Identify and contact potential financiers.
- Practical work Participants work on a spreadsheet by creating financial tables for their project.

Choisir une structure juridique appropriée

- The individual company.
- The SARL and the EURL.
- The limited company and the SAS.
- Civil society.
- Practical work Participants structure the legal structure of their project: definition of contributions, distribution of shares, decision-making bodies.

Développer son aisance relationnelle

- Understand yourself to better manage the dynamic of creation.
- Know how to surround yourself and lead a team of collaborators.
- Succeed in your negotiations.
- Practical work Scenarios: knowing how to negotiate.
- Analysis of the behaviors implemented.

Réaliser son business plan

- Prepare the key elements and figures.
- Write the business plan.
- Present the document.
- Practical work The participants build their business plan.
- Presentation to the group followed by discussions.