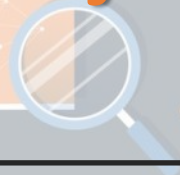




# Business start-up project

BUSINESS PLAN



## Writing a product launch file

1. Present the company's business plan
- 2 Complete the Financial documents
3. Draw up the commercial and technical file

- Convincing investors to finance your project or your managers

- You have €10,000 in personal funds

The remainder of the funds will come from a bank loan of up to €1,000,000.

Groups of 2 students

The background is a stylized illustration of a city street at night. The scene is dominated by glowing signs and a crowd of people. Signs with the text 'COMING SOON' and 'PRODUCT LAUNCH' are visible on buildings and hanging from poles. The crowd consists of many small, stylized human figures in various poses, suggesting a busy, populated area. The overall color palette is dark with bright highlights from the signs and the crowd.

## Assessment criteria

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### **Project realism :**

a company you know, or set up a company with a product or service that interests you

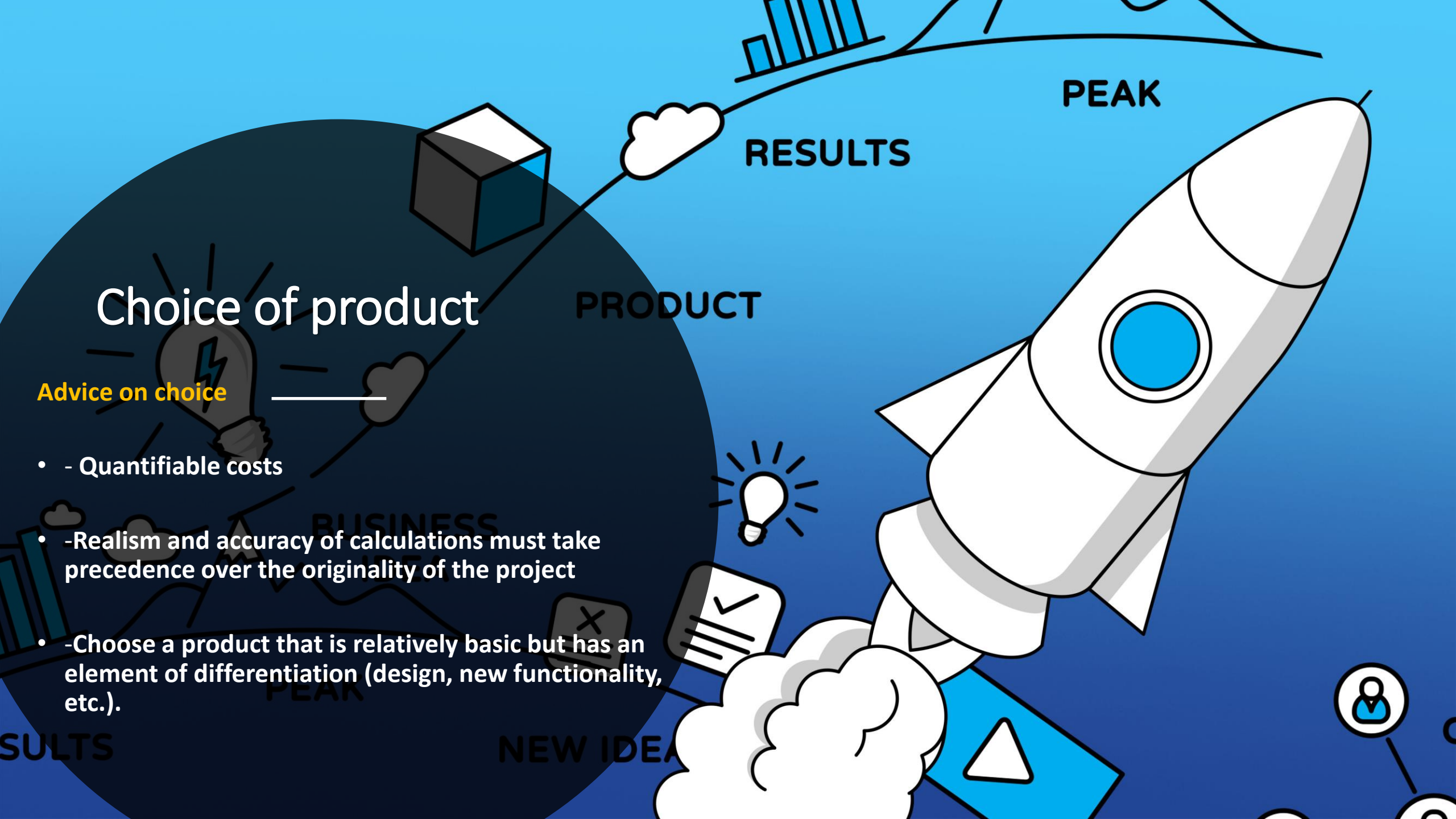
**The level of detail** in the file is as close to reality as possible

**Demonstrate the financial viability** of the project to convince investors

# Choice of product

## Advice on choice

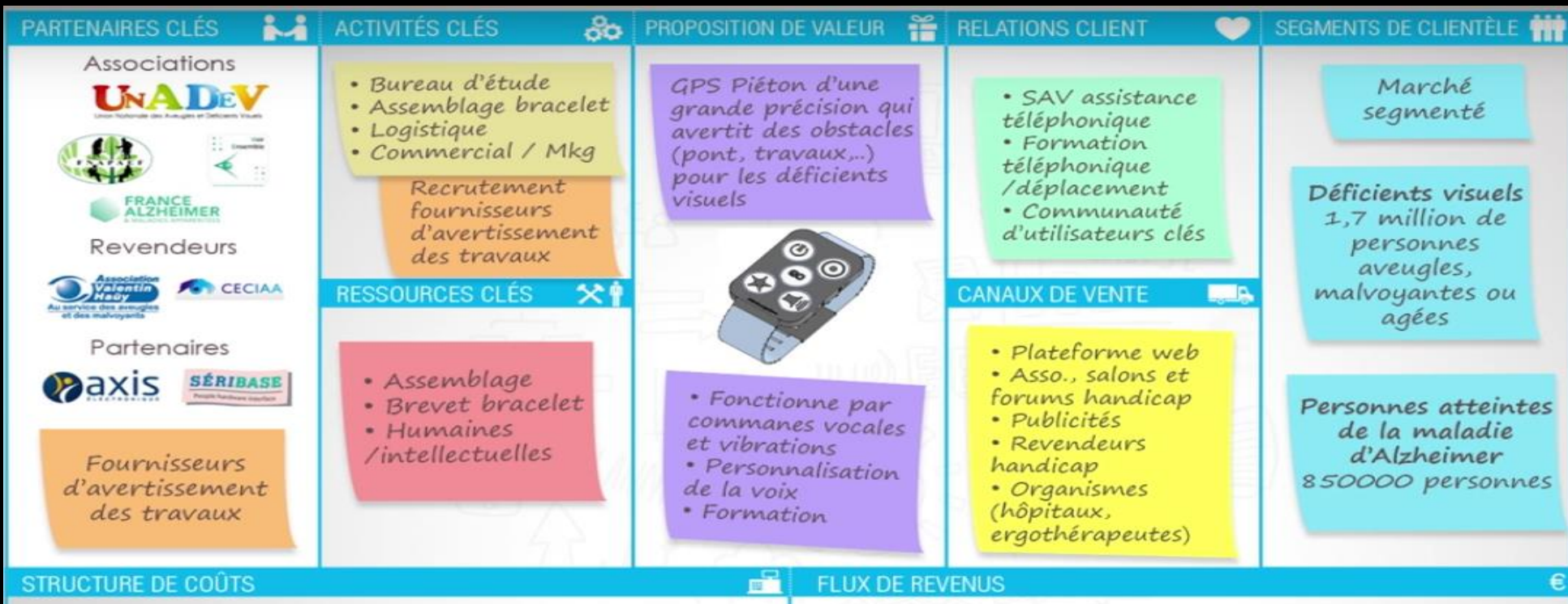
- - Quantifiable costs
- - Realism and accuracy of calculations must take precedence over the originality of the project
- - Choose a product that is relatively basic but has an element of differentiation (design, new functionality, etc.).



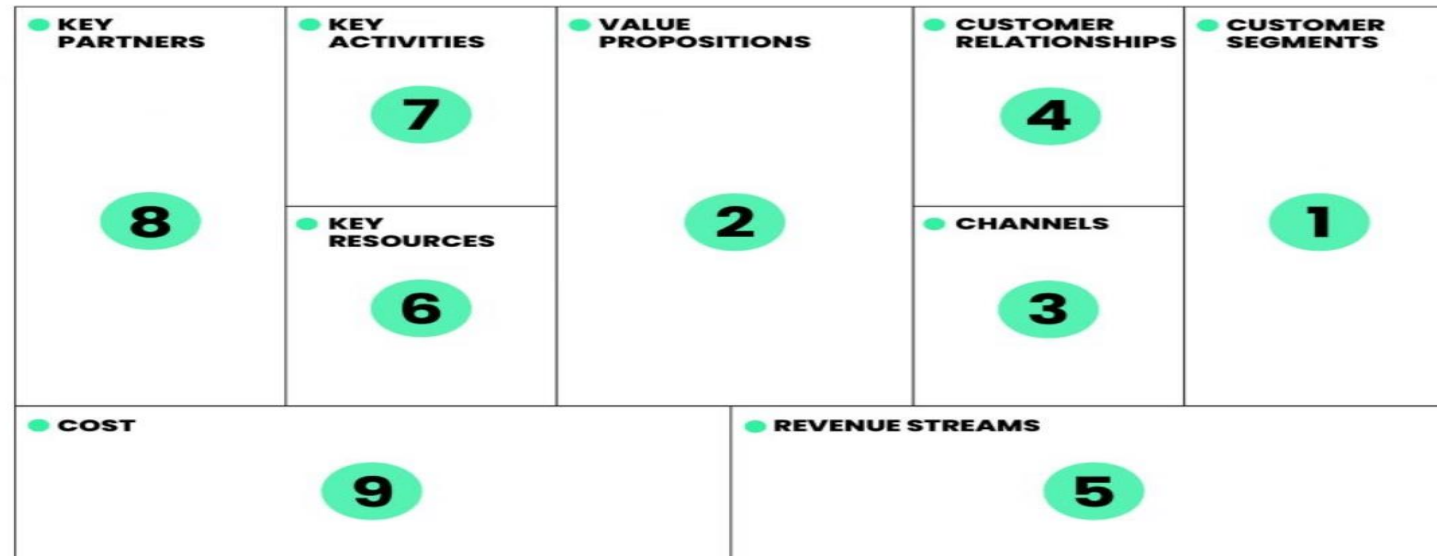
## Le business model

- What value for your customers?
- How does it organise itself to meet a customer need and make money?
- Find a coherent value proposition and strategy around it

**IKEA quality designer furniture at low prices, easy to transport**



## BUSINESS MODEL CANVAS



## Project content

- -Completing my Business Canvas
- -Writing my business plan
- -Drawing up my financial file
- -Drawing up my data sheet
- -Drawing up my SWOT



# The business plan

## Presents the key components of your business project

a management tool, but also a communication tool for partners and financial backers

- Demonstrate the viability of your project
- Studying the market,
- Set up a commercial strategy,
- Drawing up financial forecasts
- Choosing a legal status





# Market research

Find out more about the chances and conditions for the success of your project

What do you want to sell? To whom?

How are you going to sell it?

Who are your competitors?

Are there any specific regulations governing this market?

A prime location?



## Legal status

- significant impact on both your business and your personal and family life

### Things to consider before choosing it :

- your company's activities,
- your financial and family concerns,
- but also the image you wish to project of your company...

**1 PRESENTATION SYNTHÉTIQUE DE MON PROJET .....**

**2 MON MARCHÉ .....**

- A Le marché visé.....
- B La concurrence .....
- C La clientèle .....
- D La part de Marché visée.....

**3 MES PRODUITS ET MES SERVICES.....**

- A La description de mon/mes produit(s) et/ou service(s) .....
- B Mes avantages concurrentiels.....
- C Mes points de vigilance .....
- D La propriété industrielle .....
- E La fabrication (conception & développement) .....

**4 MA STRATÉGIE MARKETING.....**

- A Le positionnement marketing (réponse aux besoins clients)..
- B Le positionnement commercial (prix, promotions...) .....
- C La distribution .....
- D La Communication .....
- E La stratégie à moyen terme.....

**5 MON ORGANISATION .....**

- A La forme juridique.....
- B Choix du statut.....
- C L'équipe.....

# The financial file

- **Complete the Excel file, explaining your figures in detail and demonstrating the financial viability of the project.**
- **-Income statement**
- **-Balance sheet**
- **-Financing plan**
- **Break-even point**

# Produce a data sheet

Present the technical aspects of the product or service, draw up plans, present the functionalities...

## POIGNÉES



**À GARDE :** Protection des mains contre les risques d'écrasement. Poignées montées à chaud : ne glissent pas !



**FERMÉES :** Les mains adoptent la position la plus confortable au fur et à mesure de la manutention.

## TUBES

Ø25 mini - Ø28 ou Ø35 mm suivant les charges.  
Peinture époxy fine structure mate, résistance au brouillard salin 1000 heures.

## BANDAGE AU CHOIX

**CAOUTCHOUC (CC)** pour sols lisses.

**PNEUMATIQUES (PN)** pour sols accidentés.

**INCREVABLES ((INC)** bandage souple increvable  
CU maxi conseillée pour une ergonomie optimale 200 kg.

**ETOILES** pour le franchissement de trottoirs & escaliers.



ERGONOMIE

## TABLIER

Support de pose de la charge transportée. Tablier droit & incurvé pour assurer le maintien de tous les types de charges : cartons, bacs, seaux, tonneaux, bouteilles...

## BASCULEMENT ASSISTÉ

**BREVET FIMM : SOULAGE LES EFFORTS DE L'OPÉRATEUR AU NIVEAU DE LA NUQUE, DES ÉPAULES ET DU DOS.**

- Effort de basculement réduit de plus de 50%
- Equilibre optimisé de la charge
- Absorption des vibrations lors du roulage
- Dépose de la charge progressive



15 modèles



21 modèles

## BAVETTES

**FIXE :** Chargement facilité par l'épaisseur de la bavette : adapté à tous types de charges.

**REPLIABLE :** destiné au maintien de charges volumineuses types électroménager.

**MIXTE FIXE + REPLIABLE :** la combinaison gagnante pour manutentionner tous les types de charges. La bavette repliable est maintenue fermée et ne gêne pas l'utilisation en bavette fixe simple.

# Example of a data sheet



## Station d'épuration biologique Filtre compact Xylit X-Perco® France QT 5 EH

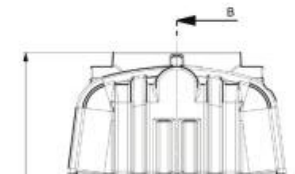
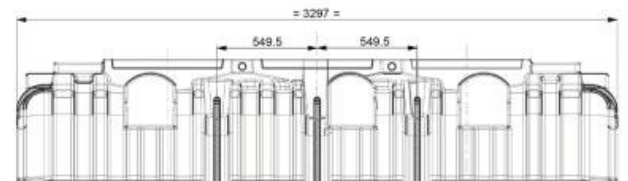
- Média filtrant naturel et local (Xylit)
- Performant, fiable et robuste
- Parfaite intégration paysagère
- Installation rapide (1 cuve prête à poser)
- Emprise au sol limitée (4m<sup>2</sup>)
- Fréquence de vidange espacée
- Fonctionnement par intermittence autorisé
- Zéro énergie. Absence de consommation électrique
- Sortie haute et basse en un seul produit

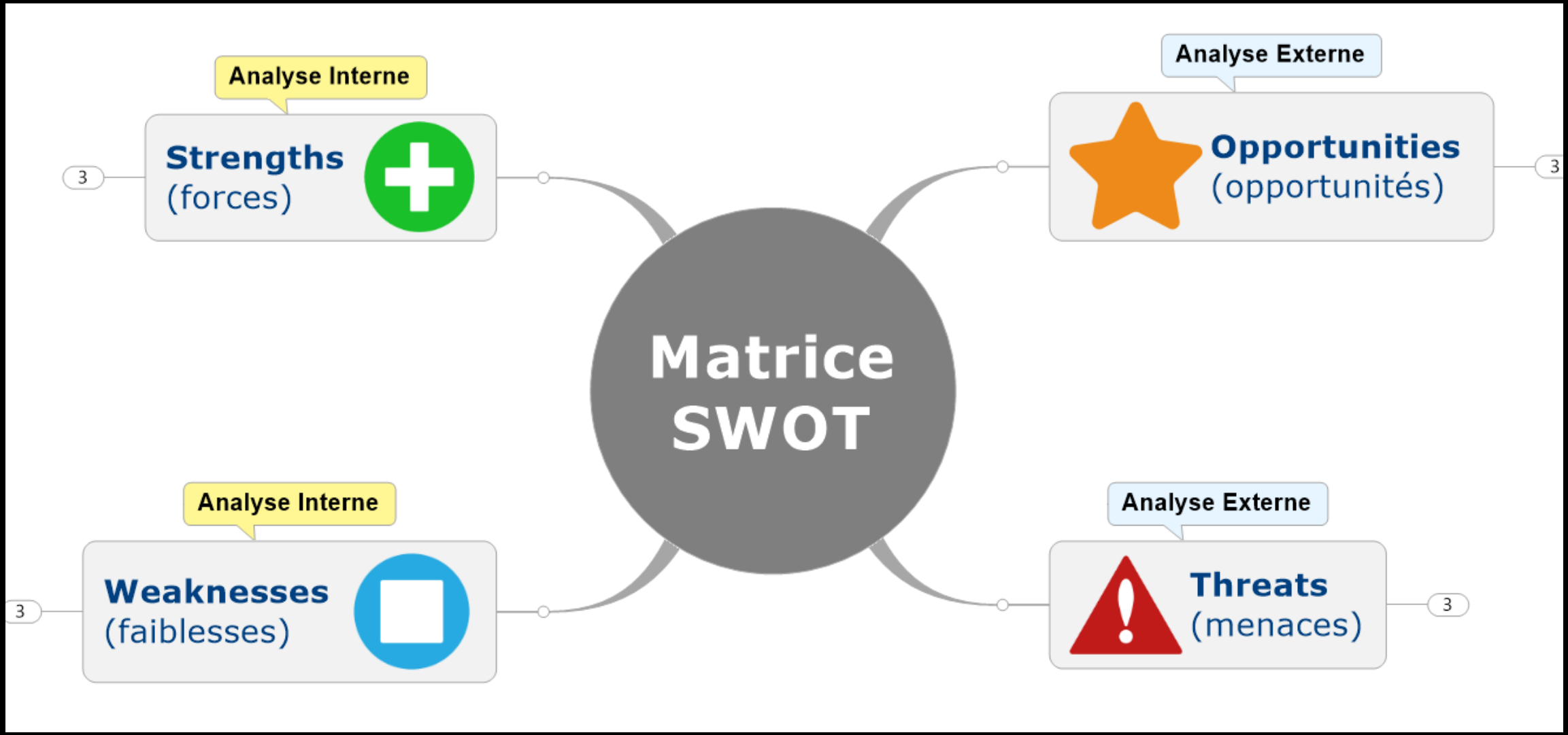


Illustration non contractuelle

### DIMENSIONS\* ET POIDS DE LA CUVE

Code produit	Vol total (m <sup>3</sup> )	Vol FTE* (m <sup>3</sup> )	L (cm)	I (cm)	H (cm)	H <sub>IN</sub> (cm)	H <sub>OUT</sub> Basse (cm)	H <sub>OUT</sub> Haute (cm)	Poids** (T)	Regard(s) d'accès (cm)
XPRQT-05-1	5,4	2,4	330	120	176	152	7	148	1,170	3 x Ø60







## ENGLISH-VERSION

Home Page

Business Model

Business plan

Strategy

Financial documents

Technical details

# Home Page

The aim of this project is to draw up a business plan in preparation for setting up your own company.

This will help you to convince investors to help finance your future business.

All the documents can be downloaded from:

:

[projet2050.net](http://projet2050.net)





**Come up with an idea to  
launch the product...**

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**Groups of 2 or 3 students**

**And now to work**

# Contents of the file

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- - Business Canvas
- - Business plan
- - SWOT matrix
- - Financial file for first year of business (income statement, balance sheet, etc.)

