



Lesson: Business plan

Activity: Preparation a business plan for a social enterprise

Template: Short business plan for a Social enterprise

Your business idea

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About you

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Target group/users

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Employees

SWOT analysis

Strengths	Weaknesses
Opportunities	Threats

Step 1: Market testing



Step 2: Starting of the business

Step 3: Business development



Branding strategy

* Problem

*Solution to the problem

*Uniqueness

*Business model and Finances

* Experience and development

Logo of your SE