



Aalst

GO! Handelsschool

ondernemen - organiseren - communiceren



**Students Actively Learning
Entrepreneurial Skills**

BUSINESS PLAN CHALLENGE



**Students Actively Learning
Entrepreneurial Skills**

CHALLENGE A

THE SPORTS SHOP



DECIDE WHAT PRODUCTS YOU ARE GOING TO SELL

- General sport items
- Food - equipment – sportswear?
- Sport specific articles?
(Bicycle store, boxing store, NBA store, ...)
- Gender-specific articles

CHALLENGE B

SPORTS INFRASTRUCTURE

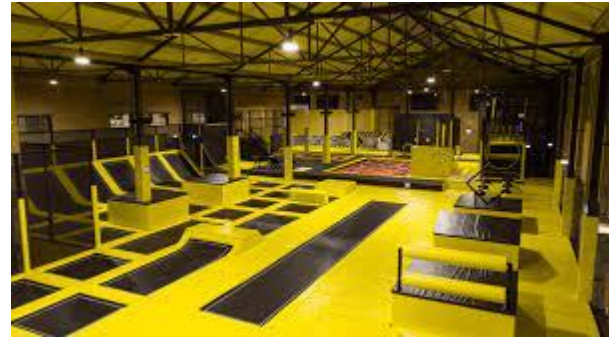


- WHAT DO WE MEAN BY SPORTS INFRASTRUCTURE?

Any basic physical system that enables people to do and to participate in sports (sports buildings & materials)

- EXAMPLES:

Fitness, bowling, dance centre, rollerskate, padel terrain, outdoors adventure parc, trampoline park , golf, paintball.....



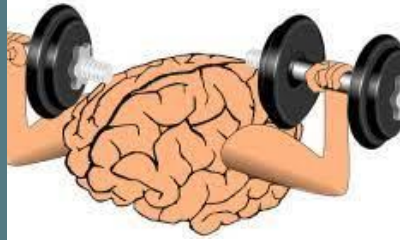
CHALLENGE C: SPORTS COACHING & TRAINING SERVICES

- WHAT IS SPORTS COACHING?

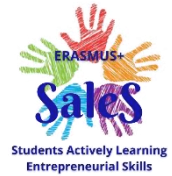
Sports coaching can be defined as the process of motivating, guiding and training an individual or a group in preparation for any sporting hobby, career, or event.

- EXAMPLES:

Think of 1on1 guidance working as a sportscoach (athletes), mental or personal coach, yoga teacher, dance instructor, physical trainer, fitness instructor, nutritional advisor, revalidation support, ...



1. PRODUCT



DETERMINE YOUR PRODUCT :

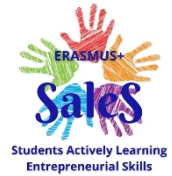
- determine which service you want to offer as an independent service provider

WHICH OF OUR CUSTOMERS NEEDS OR PROBLEMS ARE WE HELPING TO SOLVE WITH OUR SERVICE?

- With what question or problem are people coming to you for help?

CHARACTERISTICS
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

2. PEOPLE



WHAT PEOPLE ARE INVOLVED IN YOUR BUSINESS: think of customers, staff, partners, suppliers, ...

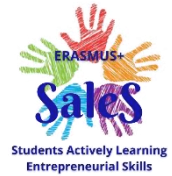
WHO WILL BE YOUR MOST IMPORTANT CUSTOMERS?

WHY THIS CHOICE?

WHO ELSE WOULD BE INTERESTED BY YOUR SERVICE?

ARE YOU GOING TO WORK WITH PARTNERS (with experts with another knowhow), STAFF OR WILL YOU WORK ALONE?

3. PLACE



WHAT ELEMENTS/CRITERIA WILL DETERMINE YOUR CHOICE OF LOCATION FOR YOUR SERVICE?

Think of space needed, accessibility, level of comfort, @ home or on location, city or countryside, ...

4. PROMOTION (1/2)



HOW WILL YOU FIND YOUR FIRST CUSTOMERS?

HOW WILL YOU TELL THE WORLD ABOUT YOUR BUSINESS?

WHAT MEDIA WILL YOU USE TO COMMUNICATE ABOUT YOUR SERVICES (choose 2 online & 2 offline media)

ONLINE (website, social media, newsletter, influencer, online advertising (google ads), ... – Explain how you will make sure that your message reaches the customers that you need.

OFFLINE (poster, flyer, brochure, advertising in specific magazines, ...) – Explain how you will reach your customers with the medium of your choice.

4. PROMOTION (2/2)

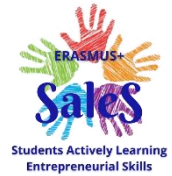


NOW PREPARE YOUR PROMOTION

Make a draft or a briefing for your marketing bureau :

- Write the text for your online promotion / describe the photo that you want to add
- Make a draft/model of 1 offline promotion e.g. create a poster, write a flyer, ...
- Fitting & attractive housestyle – logo/colours

5. PRICE (1/2)



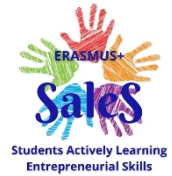
HOW MUCH MONEY DO YOU THINK YOU WILL NEED TO GET STARTED?

What will be your major costs to be able to start (investments, stock, expert training, building rent, marketing, salaries, ...)

WHERE WILL YOU FIND THAT MONEY?

How do you convince someone to lend you money?

5. PRICE (2/2)

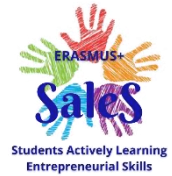


WHAT PRICE IS YOUR CUSTOMER PAYING FOR YOUR SERVICES?

(based on competition price, your expected costs, market research,),

HOW MUCH MONEY ARE YOU GOING TO EARN PER WEEK?

Summary: PRESENTATION



PRESENT YOUR BUSINESS PLAN TO THE JURY

- Make a PowerPoint
- Use all the elements from your placemats :
 - Product
 - People
 - Place
 - Promotion
 - Price
- Choose a template & images that fit your company housestyle & product offer
- Each country adds a slide to indicate the opportunities & practical problems they expect with this kind of business in their country

