

VIII Businessplan und Unternehmensgründung

A business plan significantly increases your chances of success!



implementation
Umsetzung, Durchführung

assessment
Beurteilung, Bewertung

funds
Geldmittel



Going international

Now let's use the basics of the chapter "Businessplan und Unternehmensgründung" in English!

Exercise 1

Complete the following text about the business plan with the words from the box.

targets → financial requirements → funds → business idea

A business plan outlines an entrepreneur's _____
and steps to bring it alive. It helps implement _____
and attract investors who can provide necessary _____.
Key elements include an executive summary and _____.

Exercise 2

Match the components of a business plan to the correct explanations.

- | | | |
|------------------------------------|-----------------------|--|
| 1 Executive Summary | <input type="radio"/> | Range of products and services |
| 2 Company profile | <input type="radio"/> | Assessment of the sales market |
| 3 Product and services | <input type="radio"/> | Factors that can have a positive or negative impact on the company's development |
| 4 Market potential and competition | <input type="radio"/> | Specific amount of estimated funds needed to carry out the business |
| 5 Marketing | <input type="radio"/> | Quick overview of the entire plan |
| 6 Chances and risks | <input type="radio"/> | Planned steps for putting the business idea into practice |
| 7 Financial requirements | <input type="radio"/> | 4 Ps of the business |
| 8 Implementation schedule | <input type="radio"/> | Description of business idea, key persons, legal form, location etc. |

Exercise 3

Every business has one ultimate goal: to gain more customers, close more sales and improve profits. Therefore, a marketing strategy is important to attract attention. Describe the core aspects of the 4 Ps in a marketing strategy in your own words.

Praxisbeispiele helfen mir, die Zusammenhänge zwischen betriebswirtschaftlichen Themen besser zu verstehen.



Rechtsformen, Lieferklauseln, Materialwirtschaft etc. - viele Themen aus der HAK kommen auch später im Berufsleben vor!

IX Fächerübergreifende Case Study

Sie finden

- Themenbereich Unternehmensrechtliche Grundlagen/[Seite 324](#)
- Themenbereich Internationale Geschäftstätigkeit und Verbuchung/[Seite 325](#)
- Themenbereich Marketing/[Seite 327](#)
- Themenbereich Material- und Warenwirtschaft/[Seite 328](#)
- Themenbereich Unternehmensrechnung/[Seite 330](#)