

## 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](#)