******

***PLAN DE AFACERE***

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| ***Denumire companie:*** |

***Componenta echipei:***

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***Mentori:***

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1. **Misiunea echipei - <** *de ce infiintati aceasta afacere?caror nevoi raspunde ?ce oportunitati valorificati?*

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1. **Motto si logo afacere**

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**4 . Localizarea afacerii :** *< adresele propuse>*

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| Adresa sediului social: ………………………………………….……………….…………………............................................. .....................................................................................................................................................................  Adresa locului în care se va desfasura activitatea: …………………………………………………...............................  ........................................................................................................................................................ |

**5. Domeniul propus de activitate:**

*<activitatile pe care compania le va desfasura pentru a obtine venituri (codul CAEN) Specificati activitatea principala si maximum 3 activitati secundare, daca este cazul>*

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| Activitate principala : ..................................................................................................................  Activitate secundara: .....................................................................................................................  Activitate secundara: ....................................................................................................................  Activitate secundara ..................................................................................................................... |

**6. Capital social initial :** ..............................  **Lei**

**7. DESCRIEREA AFACERII PROPUSE**

**7.1.** \***Descrierea pe scurt a afacerii propuse pentru finantare**  *<Explicati foarte pe scurt:*

*- care vor fi produsele si/sau serviciile oferite de societate*

*- care va fi piata tintă si cum se va asigura desfacerea*

*- în ce fel de spatiu se va desfăsura activitatea (tip / dimensiuni) si cum veti dobândi accesul la acest spatiu*

*- numărul de angajati necesari pentru ca activitatea să poata demara*

*+ cum ati ajuns la aceasta idee de afaceri>, alte informații relevante*

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**8. PROIECTUL DE INVESTITII – in RON -**

**8.1. Obiectul investiţei** *<specificaţi toate tipurile de investiţii pe care trebuie sa le faceti pentru a demara afacerea >*:*<Detaliaţi: Ce materii prime si auxiliare va sunt necesare. Preturile sunt mereu aceleasi, sau exista o sezonalitate a preturilor?*

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| ***Nr crt*** | ***Denumire echipamente/materiale*** | ***Valoare estimata*** |
| *1* | *Echipamente/Materiale*  *....................................................*  *...................................................*  *...................................................*  *...................................................*  *...................................................*  *...................................................*  *...................................................* |  |
| *2* | *Alte costuri (dacă este cazul)*  *.................................................*  *..................................................*  *...................................................*  *...................................................* |  |
|  | ***TOTAL*** |  |

**<Mentionati furnizorii relevanti pentru afacerea dvs >**

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**8.2. Obiectivele proiectului de investitii si planul de activitati si implementare:**

*<Furnizaţi câteva detalii asupra proiectului. Care sunt obiectivele urmarite? De ce este necesara realizarea acestei investitii? Care sunt activitatile ce trebuie desfasurate pentru a se atinge obiectivele propuse? Care va fi ordinea efectuarii investitiilor/cheltuielilor mentionate? Care sunt rezultatele planificate?*

**8.2.1. Obiectivele proiectului**

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**8.2.2. Activitatile planificate** *<etape achiziiti, productie>*

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**8.2.3. Rezultate estimate** *<numar produse, valoare, design produs, etc>*

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## 8.3. Graficul de realizare a proiectului de investiţie propus (program detaliat pe faze de implementare a proiectului şi pe activităţi)

* Data estimată de început: ………….......................................
* Data estimată de terminare a activităţilor investitionale: ………………..................................

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| **Activitatea/Data** |  |  |  |  |
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**9. Prezentarea produselor**

**9.1 \*Descrierea produselor/ lucrărilor care fac obiectul afacerii**

<Descrierea produsului: caracteristici fizice (dimensiuni/greutate, formă, culoare, design, capacităţi, performante / nevoi satisfacute / beneficii pentru clienti> si/sau

<Principalele avantaje competitive ale produselor/serviciilor ce vor fi oferite de întreprinderea dvs. | de ex: preţ, calitate, caracteristici speciale, altele - detaliaţi>

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**9.2 Volumul fizic si valoric al productiei /serviciilor**

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| **Denumire produs/serviciu** | **Cantitate** | **PU**  **(mediu)** | **Val totala**  **(RON)** |
| 1. |  |  |  |
| 2. |  |  |  |
| 3. |  |  |  |
| 4. |  |  |  |
| 5. |  |  |  |
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**9.3. Analiza pieței de desfacere și a concurenței**

*<Descrieţi detaliat piaţa careia i se adresează serviciile / produsele rezultate din implementarea proiectului: care este zona in care se vor distribui produsele/serviciile, cât de mare este piata, numărul clienţilor potenţiali pentru aceste produse / servicii. Sunt aceşti clienţi exclusiv la nivel local? >*

**9. 3.1. Zona geografica in care se vor comercializa produsele**

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**9.3.2. Clientii care vor cumpăra produsele / serviciile**

*<Cui veti vinde mărfurile/serviciile: persoane fizice, companii, en-grosisti, institutii publice; Ce nevoi ale clienţilor vor satisface produsele şi serviciile dvs. în viitor, De ce vor cumpara acestia de la dvs? >*

*<În cazul în care deja aveti în vedere potentiali clienti, precizati numele câtorva clienti si furnizati detalii despre profilul acestora >*

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**9.3.3 Concurenţii potenţiali**

*<Detaliaţi: cine vor fi concurenţii Dvs. potenţiali, ce poziţie au ei pe piaţa în momentul de faţă? În plus, completaţi şi tabelul de mai jos>*

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**9.4. Strategia de Marketing**

**9.4.2. Promovarea vânzărilor:** *<Detaliaţi: Cum vor afla potenţialii clienţi despre produsele Dvs.? Ce buget veţi aloca pentru promovarea produselelor? Ce metode pentru publicitate veţi folosi? Ce alte metode de promovare veti folosi?>*

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**9.6. Schema organizatorică**

*Care va fi structura de personal ?Ce responsabilitati va avea fiecare membru(financiar, promovare vz, etc) ce atributii are fiecare om din afacere?*

**Organigrama**

**9.7. Analiza SWOT a echipei/afacerii** *<Precizati minimum 3 aspecte pentru fiecare sectiune a analizei SWOT>*

\***Puncte tari**

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\***Oportunitati**

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**9.8. Alte aspecte relevante** *<De exemplu: alte elemnte care vor fi necesare pentru implementarea proiectului propus? >*

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