



B- LAND

Promote and Strengthen Business Development Skills in Rural Communities

Module 1

General knowledge on how to start a business

Developed by Valencia InnoHub, Spain



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Case study 1

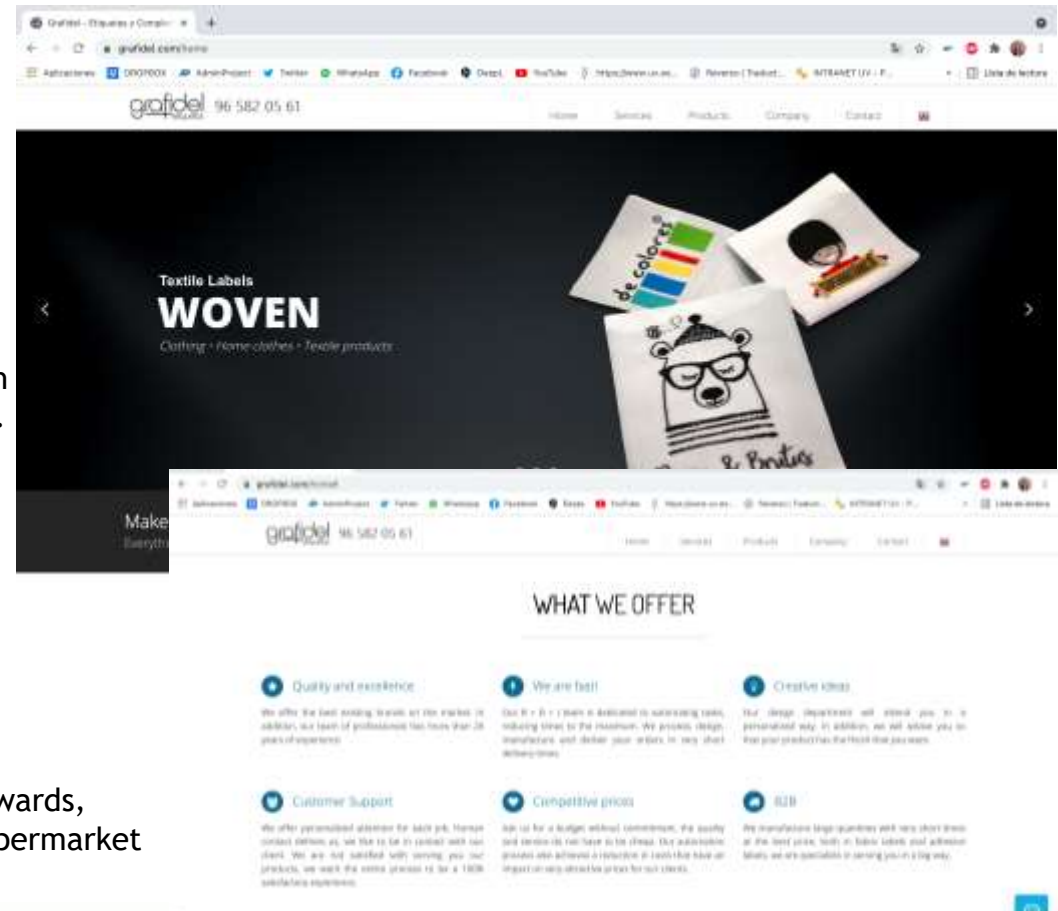
Grafidel Etiquetas

Grafidel Etiquetas is an SME located in Campo de Mirra, a small town in Alicante, Spain. It is dedicated to the production of labels for all types of packaging, clothing, products, etc. and they do it with different types of materials, offering quality products.

Is a company with 20 years of experience in the sector that has been expanding its workforce over the years and investing in R & D & i in order to be able to develop its activity in a professional, profitable and efficient way.

The environment in which the company is located is rural, an urban nucleus of 417 inhabitants, in which Grafidel Etiquetas has been able to position itself outwards, working with important companies such as the Aldi supermarket chain.

After explaining the case study, dive into the web and recognise the characteristics of rural enterprises and the rural business environment and the constraints according to what you have learnt in this module.





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Case study 2

Business Model Canvas

Think about your dream business.

Remember what you have learnt in this module and the steps you need to take to ask yourself the necessary questions to make your business profitable (type of business, customers, area, competitors, employees, etc.). Make a deep reflection, because it will lead to future results that will mark the future of your business. Take advantage of all the resources you have in the module, including the extra help videos.

Once you have the answers, try to fill in the following template to create your own Business Model Canvas. Don't worry if you don't get it right the first time, reflect several times and ask yourself as many questions as you need in order to have positive and useful results for the future.



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Case study 2

Business Model Canvas

Designed for:
Designed by:
Date:
Version:

The Business Model Canvas

| | | | | |
|--|---|--|---|---|
| <p>Key Partners </p> <p>Who are we helping to create value? Who are we helping to get to market? Which Key Resources do we acquire from partners? Which Key Activities do partners perform?</p> <p>Partnerships to create value: Distribution Manufacturing Procurement Logistics Research and development</p> | <p>Key Activities </p> <p>What Key Activities do our Value Propositions require? Key Activities to produce the Value Proposition Customer Relationship Management Channel Partners</p> <p>Activities to perform: Production Distribution Logistics Procurement Research and development</p> | <p>Value Propositions </p> <p>What does the customer get in return? What does the customer expect to be different and better? What bundles of products and services are we offering to each Customer Segment? Which customer needs do we address?</p> <p>Value Propositions to create: New products New services New channels New customer relationships New revenue streams New cost structures</p> | <p>Customer Relationships </p> <p>What kind of relationship does each of our Customer Segments expect us to establish and maintain with them? What value does our relationship bring? How do they interact with the rest of our business model? How costly are they?</p> <p>Customer Relationships to create: Personal assistance Self-service Automated services Communities Co-creation</p> | <p>Customer Segments </p> <p>Who are we creating value for? Who are our target customer segments?</p> <p>Customer Segments to create value for: New segments New niches New geographies New channels</p> |
| <p>Key Resources </p> <p>What Key Resources do our Value Propositions require? Key Resources to produce the Value Proposition Channels to reach Customer Relationships Key Activities</p> <p>Key Resources to create: Human Financial Physical Intellectual Social</p> | | <p>Channels </p> <p>Through which channels do our Customer Segments want to be reached? What are our channels' cost structures? How do we generate revenue? Which value propositions are best served through our channels? Which channels are most profitable? How do we get the right mix of channels?</p> <p>Channels to create: 1. Direct 2. Indirect 3. Hybrid 4. Distribution partners 5. Retailers 6. Agents 7. Intermediaries 8. Resellers 9. Wholesalers 10. Distributors 11. Retailers 12. Agents 13. Intermediaries 14. Resellers 15. Wholesalers 16. Distributors</p> | <p>Cost Structure </p> <p>What are the most important costs of our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>Cost Structure to create: 1. Fixed costs 2. Variable costs 3. Semi-variable costs 4. Fixed overheads 5. Variable overheads 6. Fixed costs 7. Variable costs 8. Semi-variable costs 9. Fixed overheads 10. Variable overheads</p> | <p>Revenue Streams </p> <p>For what value are our customers really willing to pay? For what do they really pay? How do they really pay? How much are they willing to pay? For which customer segments are revenue streams most profitable?</p> <p>Revenue Streams to create: 1. Transactional sales 2. Recurring sales 3. Usage-based sales 4. Performance-based sales 5. Subscription 6. Advertising 7. Commission 8. License 9. Royalty 10. Rental 11. Leasing 12. Resale 13. Brokerage 14. Intermediation 15. Commission 16. License 17. Royalty 18. Rental 19. Leasing 20. Resale</p> |

DESIGNED BY: Business Model Foundry AG
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Case study 3

SWOT ANALYSIS

The **SWOT** (Strengths, Weaknesses, Opportunities and Threats) is a tool that allows the entrepreneur to analyse the reality of his company, brand or product in order to be able to make decisions for the future.

The SWOT can be a good start when we consider a new business project as it helps to establish strategies to make it viable. It can also become a tool for reflecting on the situation of a company that has already been created.

The SWOT analysis is divided into two parts:

- **Internal analysis: (Strengths and Weaknesses).** In this phase, a snapshot of the situation of the company or business project is taken, considering its Strengths and Weaknesses.
- **External analysis: (Threats and Opportunities).** Both Threats and Opportunities belong to the world outside the company but should be taken into account either to overcome them, in the case of threats, or to take advantage of the opportunities offered by the external market.

Once the analysis has been carried out, it is necessary to define a strategy that will lead to the enhancement of the strengths, overcome the weaknesses, control the threats and benefit from the opportunities.

Now that you are clear on what a SWOT is, develop your own based on the weaknesses, threats, strengths and opportunities you find when thinking about your business.



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THANK YOU FOR YOUR ATTENTION!