



B- LAND

Promote and Strengthen Business Development Skills in Rural Communities

Module 2

Management of micro or SMEs

Case Studies

Developed by Biognosis



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Case Study 1: Small Business Definitions

The case

The European Commission aims to promote entrepreneurship and improve the business environment for SMEs. Given their importance to Europe's economy, SMEs are a major focus of EU policy. The Juncker plan, which supported more than 1 million SMEs, will continue financing SMEs activities during the next term with additional resources

The definition of an SME is important for access to finance and EU support programmes targeted specifically at these enterprises.

Use the [SME self-assessment tool](#) to determine whether your organisation qualifies as a small and medium-sized enterprise

Take a look on the overview of the main funding opportunities available to European SMEs, please visit:
<http://europa.eu/!RT38Ny>

See more information in https://ec.europa.eu/growth/smes/sme-definition_en.



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Case Study 2: The Business Idea

The case

You are about to start a rural community business and looking for profitable ideas.

Take a look at the following video <https://www.youtube.com/watch?v=rJxQB7chJLc> and then choose 3 of the presented ideas.

Accordingly define the 7 important things to do before starting a rural business for each business idea you choose

and

Additionally define the:

1. Customer's Concept of Value,
2. Perceived benefits can be derived from various value sources and
3. Perceived costs.



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Case Study 3: The business plan

The case

You are probably aware that, like all businesses, there is a need and benefit from having a good business plan. Writing a business plan involves forecasting what can happen within the environment in which you are operating, so it encourages you to consider how you might need to adapt to changing circumstances, protect yourself against risks, and take advantage of any opportunities that arise.

Read a useful guide.

https://plunkett.co.uk/wp-content/uploads/Introduction_to_Preparing_a_Business_Plan_for_a_Rural_Community_Business_Jan_2018.pdf

and then

1. Create your own business plan following all necessary steps.
2. Take care of the finishing touch of your business plan so to make it presentable and understandable to other people.
3. Try making it easy to read, ensuring that the contents are backed up by any relevant supporting documents.



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Case Study 4: The Marketing plan

The case

You would like to expand your business and you would like to determine the best marketing strategy for you and the roadmap to get there.

Watch a useful video

https://www.youtube.com/watch?v=4ti_uK60nLk

And then

1. Do a swot analysis of your business idea
2. Use this worksheet provided in the next slide as a starting point for the development of a successful marketing plan.



MARKETING PLAN WORKSHEET	
What are your marketing objectives?	
1.	
2.	
3.	
What market do you serve? Who are your customers?	
1.	
2.	
3.	
Who are your competitors? What features distinguish your product service from theirs?	
1.	
2.	
3.	
What is your product/service?	
1.	
2.	
3.	
What is the best way to get your product/service into the hands of targeted customers?	
1.	
2.	
3.	
How do you plan to promote (make people aware of) your business, product/service?	
1.	
2.	
3.	
How do you plan to price your product/service?	
1.	
2.	
3.	
How much money and time can you set aside for your marketing activity?	
1.	
2.	
3.	
Notes:	



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Supplementary Material

Business Plan

The Explainer: Writing Great Business Plans:

https://www.youtube.com/watch?v=SaZcT3N6EXI&ab_channel=HarvardBusinessReview

The ideal business plan | George Koukis | TEDxChalkida:

https://www.youtube.com/watch?v=6VZNs1Eyrh8&ab_channel=TEDxTalks

How to Write a Business Plan: https://www.youtube.com/watch?v=SMr_uLZV-eM&ab_channel=U.S.SmallBusinessAdministration

Session 1, Part 1: Introduction and Overview of Business Plans:

https://www.youtube.com/watch?v=ZcPNcoTbkIU&ab_channel=MITOpenCourseWare

business management 101, business management definition, basics, and best practices:

https://www.youtube.com/watch?v=HAplU-mR3F0&ab_channel=BusinessExplained



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Supplementary Material

Marketing

The essential guide to small business marketing: <https://smallbusiness.co.uk/the-essential-guide-to-small-business-marketing-2542147/>

Business Management

How to Manage a Small Business: https://www.youtube.com/watch?v=hjJUly_MLBQ&ab_channel=DavidBarnett

Business Fundamentals

Marketing Your Small Business: https://www.youtube.com/watch?v=mM6PvonOMDU&ab_channel=CityofTorontoBusiness

Selling Skills for Small Business: https://www.youtube.com/watch?v=oNz20a7vYXA&ab_channel=CityofTorontoBusiness

Employing and Managing Staff: https://www.youtube.com/watch?v=2yo8BubL-QY&ab_channel=CityofTorontoBusiness



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THANK YOU FOR YOUR ATTENTION!