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Business Plan

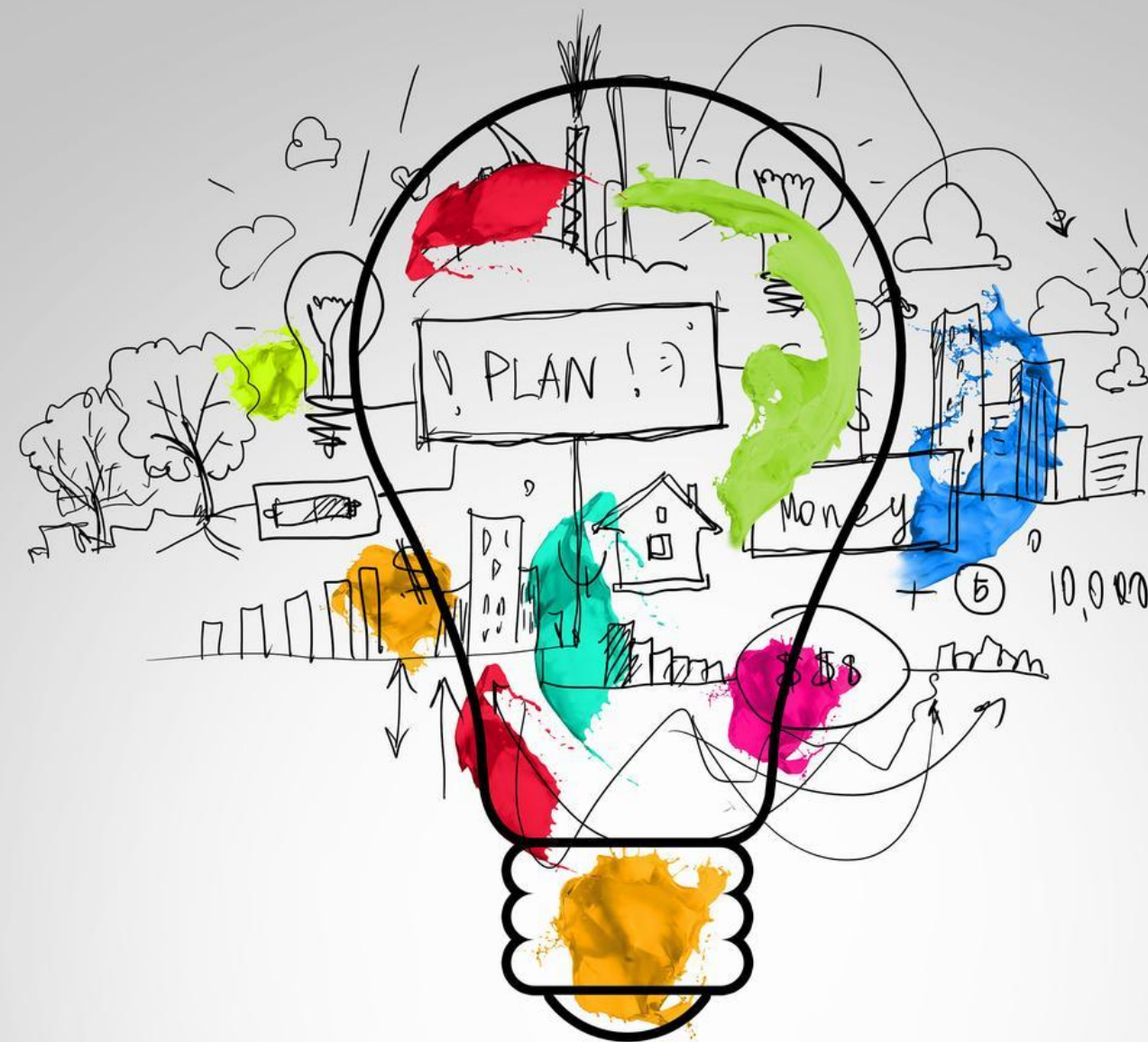
Model bussiness plan in a nutshell

Hands on Workshop

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ΔΡΑΜΑΣ



About Our Company

A Brief Story About The Company

Provide a description of the company. This is the about section

- Brief introduction of the company
- What the company does (products or services)
- When and where it was founded
- Who the founders or team are
- Key achievements or milestones

Short example:

- “We are a startup founded in 2023, offering eco-friendly products



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Vision

- The vision describes the future goals of a company
- It shows where the company wants to be in the long term
- It reflects ambition and direction
- It focuses on the future (what we want to achieve)

Example:

“Our vision is to become a global leader in sustainable products.”



Mission

- 01** The mission is the core purpose of a company
- 02** It explains why the company exists
- 03** It describes what the company offers to its customers
- 04** It focuses on the present (what we do now)



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Major Factor



- Key elements that affect the success of the business
- Market demand (Do people need the product?)
- Competition (Who are our competitors?)
- Target audience (Who are our customers?)
- Costs and resources (Money, people, materials)
- Technology and innovation

Optional example:

- “Understanding customer needs and staying ahead of competitors are major factors for success.”



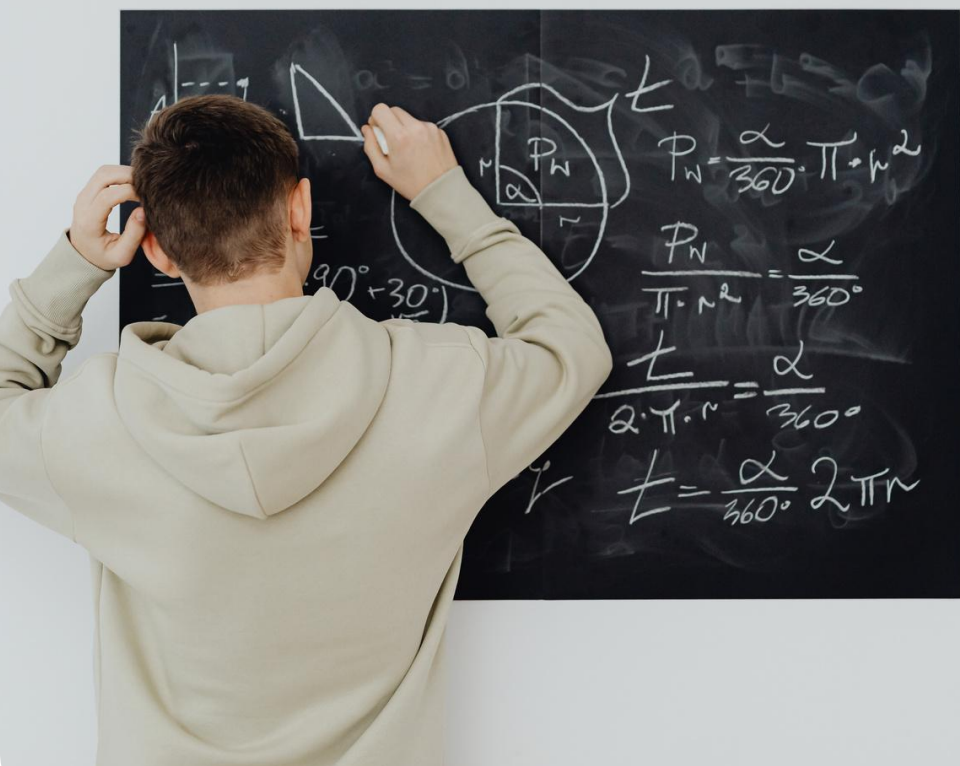
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Problem

A Brief Story About The Problems

The problem describes a specific issue or need in the market, identifying who is affected and why it matters. It explains the importance of solving this issue and highlights the consequences if it remains unresolved.



Example: “Many students struggle to find affordable and healthy food options near campus.”



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Solution

A Brief Story About The Solution

The solution explains how the company plans to solve the identified problem. It describes the product or service offered, how it meets customer needs, and what makes it effective and valuable compared to other alternatives.

Example

“Our solution is a mobile app that helps students find affordable and healthy meals near their campus quickly and easily.”



SWOT what?

A Brief Story About The Solution

SWOT Analysis is a strategic tool used to evaluate a business by identifying its Strengths, Weaknesses, Opportunities, and Threats. It helps companies understand their internal advantages and disadvantages, as well as external factors that could impact their success.





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S

Strengths: What the company does well

Examples:

- Best Prices
- Innovative Mindset
- Recently Built Platform & Website
- Strong Brand Image & Equity

W

Weaknesses: Areas that need improvement

Examples:

- Long Term Investment
- Product Insurance Costs are Raising
- To Price Competition
- Public Policies and Procedures





Opportunities: External chances for growth

- Long Term Investment
- Product Insurance Costs are Raising
- High Level of Third Party Turnover Due



Threats: External risks or challenges

- High Level of Employee Turn Over
- New Competitors From Other Country
- Impact of Climate Change

Business Model Canvas



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KEY PARTNERS

- Investors
- Regulators
- Influencers
- IT Communities
- Mass Media Companies
- Academics
- Good Distributors
- Big Retail Companies

KEY ACTIVITIES

- Technology R&D
- Production
- Licensing
- Distribution
- Data Analytics
- Sales & Marketing

KEY RESOURCES

- Brand
- Platform
- Employees
- Website
- Supply Chain

VALUE PROPOSITIONS

- Market Driven
- Relate to Society
- Easy to Use
- Awards
- Unlimited Access
- High Technology
- Lifetime Guarantee

CUSTOMER RELATIONSHIPS

- On Demand
- Ease of Use
- After Sales
- Community Gathering

CHANNELS

- Word of Mouth
- Adsense
- Social Media
- Offline Advertising

CUSTOMER SEGMENTS

- Content
- Languages
- Trending Topics
- Geographical

COST STRUCTURE

- Production
- Licensing
- Marketing
- General Operational
- Infrastructure
- Research and Development

REVENUE STREAMS

- Subscription Model
- Market Place Invasion
- Future Model - Premium Licensing
- Advertising

4P's Marketing Table

PROMOTION

- Online Marketing
- Influencer
- Direct Marketing
- Advertising
- Endorsing

PRODUCT

- Quality
- Features
- Branding
- Equity
- Warranties

PLACE

- Market Coverage
- Market Exposure
- Channels
- Inventory
- Supply Chain

PRICE

- Discounts
- Allowance
- Payments Term



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