



Title	Duration	Objectives	Content
Implement entrepreneurial ideas successfully Business Plan	3-5 Days	<ul style="list-style-type: none"> ▪ Realistic estimation of the future business development. ▪ Present the finished business plan convincingly and competently to the house bank or manufacturer bank. Regardless of the business idea, reorganisation or succession of the company. 	7 modules will be developed: <ul style="list-style-type: none"> ▪ Description of the entrepreneurial <ul style="list-style-type: none"> ▪ factors of success ▪ risks ▪ estimation of future development ▪ Strategic orientation incl. vision and mission ▪ Organisation of the structure and personnel planning ▪ Investment planning ▪ 3-years-planning (sales, costs, returns) ▪ Capital budgeting ▪ Action planning
Target Group			
Executives and manager of car dealership groups (branches) and car dealerships.			

Comments

Many roads lead to a successful entrepreneurial future, but the right direction has to be followed, in accordance with the situation of the company and its objectives.

The entrepreneurial basic conditions in the market and the technologies to be used within the company are changing so rapidly today, that the implementation of the company-defined strategy has to be analysed regularly and constantly in a returning process.

Entrepreneurial ideas are to be described in benchmark figures, to be planned, to be documented in measures and financially to be evaluated.

An efficient business plan offers this safety, that should be practically adapted to the size of the company and ideally should be established with the principles of the balanced scorecard as a strategic controlling.

According to the commercial banks, the automotive trading is very risky. We share this estimation, but by a serious business plan and efficiently controlling the risks can be minimized.