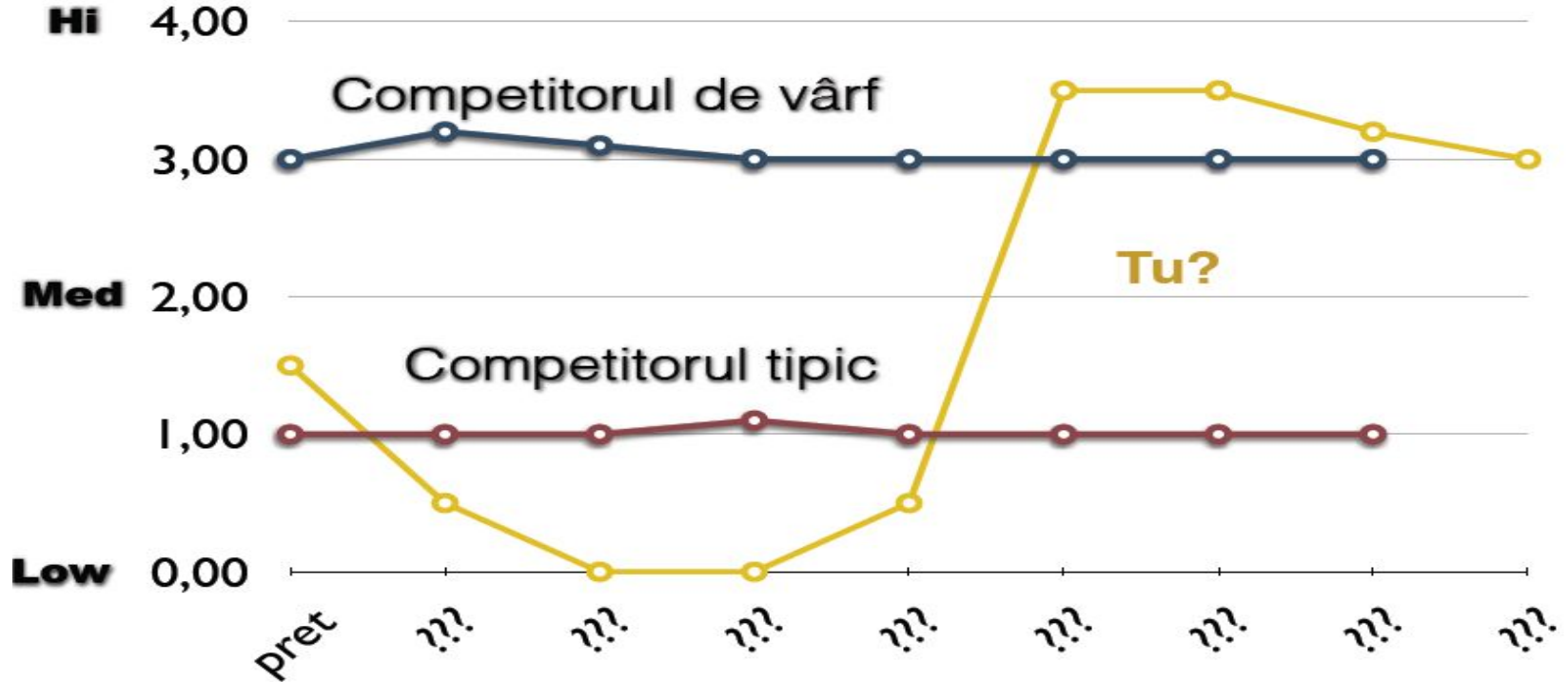


Strategie pentru Antreprenori

Industria ta



Strategie pentru Antreprenori

3. Plan Strategic – Marketing

➤ IDENTITATE – BRANDING: vizual, mesaj

➤ AMBASADORI

CANALE DE COMUNICARE – piata relevanta / clienti target

➤ ONLINE

➤ EMAIL MARKETING

➤ MEDIA

CONTINUT DE VALOARE

TESTIMONIALE

CHESTIONARE CLIENTI



Strategie pentru Antreprenori

3. Plan Strategic – Vanzari

- CAMPANII, PACHETE PROMOTIOANALE, SUPLIMENTE
- CANALE DE DISTRIBUTIE
- DISCOUNTURI
 - atentie la impact
 - Ex: pret vanzare 100 RON, adaos comercial 20 RON
 - discount 5% ⇔ **33%** vanzari in plus pentru a genera acelasi rezultat
 - Urmarire impact in profit/rezultat.*
- AFTER SALE
-  Experienta clienti: Cumparare, Livrare, Utilizare, Suplimente, Mentenanta, Inlocuire, Upgrade.

Strategie pentru Antreprenori

3. Plan Strategic – Angajati, colaboratori

- cultura afacerii, interactiunea cu clientii
- sistem de evaluare a performantei
- proceduri operationale
- control intern
- angajati vs colaboratori PFA/SRL



Strategie pentru Antreprenori

3. Plan Strategic – financiar, legal, administrativ

Forme de organizare a afacerii – raspundere antreprenor

- PFA
- SRL
 - Microintreprindere
 - SRL-D

Inregistrare platitor TVA

Inregistrare puncte de lucru

Operator date cu caracter personal

RAPORTARE LUNARA: rezultate P&L, CF, kpi, buget, analiza break-even

RISK MANAGEMENT

BUSINESS INTELLIGENCE: context macroeconomic, industrie



Strategie pentru Antreprenori

3. Plan Strategic – Comunitate, CSR

Cum ajut comunitatea?

Cum sunt vazut de comunitate?



Strategie pentru Antreprenori

4. Instrumente– Analiza SWOT

Puncte tari

- Gama larga de servicii
- Primul centru care a oferit acest serviciu in Romania.
- Exclusivitate produs
- Expertiza si renumele

Oportunitati

- Educarea slaba
- Parteneriate cu clinici, spitale, gradinite si scoli.
- Situarea in zona rezidenta pentru familii cu buget peste medie.
- Analiza clientela; profil clienti fideli, motive renuntare

Puncte slabe

- Afacerea nu are o identitate puternica.
- Dependenta de
- Piata serviciilor de sanatate si wellness este foarte competitiva
- Reticenta

Amenintari

- Competitia cu centrele medicale mari
- Lipsa de incredere si cunoastere
- Competitia cu centrele de wellness mari



4. Instrumente – Business Canvas

KEY PARTNERS Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform?	KEY ACTIVITIES What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams? KEY RESOURCES What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?	VALUE PROPOSITIONS What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each segment? Which customer needs are we satisfying? What is the minimum viable product?	CUSTOMER RELATIONSHIPS How do we get, keep, and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they? CHANNELS Through which channels do our customer segments want to be reached? How do other companies reach them now? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?	CUSTOMER SEGMENTS For whom are we creating value? Who are our most important customers? What are the customer archetypes?
COST STRUCTURE What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive?		REVENUE STREAMS For what value are our customers really willing to pay? For what do they currently pay? What is the revenue model? What are the pricing tactics?		



Key Partnerships



3rd party
machine
manufacturers

IFC

Rainforest
Alliance

Key Activities



Procurement &
production

Marketing & club
maintenance

Key Resources



Cup-
factory

Cup-
patent

Distribution
network

Value Propositions



Easy to
use
perfect
espresso

Customer Relationships



Nespresso
Club

Channels



Nespresso.
com

Nespresso
boutiques

Stands in
up-end
warehouses

Machines
sold
anywhere

Customer Segments



Upper
segment
home

Upper
segment
office

Cost Structure



Coffee
procurement

Manufacturing

Distribution

Marketing

Revenue Streams



Small
revenue
on
machines

Big
revenue
on cups

Strategie pentru Antreprenori

4. Discutii si concluzii





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