

Portfolio ACTION PLAN: - LCVP.

- OBJECTIVES
- RESEARCH
- RESEARCH ANALYSIS
- ACTIONS/SCHEDULES
- RESOURCES
- EVALUATION METHODS.

SEE STATE EXPLAIN EXAMPLE

BUSINESS PLAN

- DETAILS
- PRODUCT
- PERSONNEL
- FINANCE
- PRODUCTION
- MARKETING
- OTHER

- REASONS**
- DAY TO DAY DECISIONS
 - ANTICIPATE CHALLENGES
 - WORTHWHILE
 - BENCHMARK
 - BUILT EMPLOYEES.

93 SLO'S

- FORMING
- STORMING
- NORMING
- PERFORMING



TEAM

- ADVANTAGES**
- > WORK SHARE EXPERTISE/SKILLS
 - ↑ MORALE.
 - AVOIDS DISPUTES.

SWOT

Strengths	Weaknesses	INTERNAL
Do Well	Do Badly	
Opportunities	Threats	EXTERNAL
NEW MARKETS NEW PRODUCTS	COMPETITION CHANGE IN TASTE ECONOMY	

Analysis.

IR Industrial Relations

IS EDUCATION IMPORTANT?
TRAINING, unemployment

CONTRACT OF EMPLOYMENT

- ANNUAL
- START
- WAGES.

RECRUITMENT

EQUAL OPPORTUNITIES.

EMPLOYER/EMPLOYEE

- RIGHTS - contract, laws, equal pay.
- RESPONSIBILITIES, respect, actual.

LEGISLATION

1. EMPLOYMENT EQUALITY
2. HEALTH/SAFETY
3. YOUNG PERSONS ACT.

STAKEHOLDERS.

- EMPLOYEES
- EMPLOYERS.
- CONSUMERS
- SUPPLIERS
- INVESTORS
- GOVERNMENT.

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LCVP 2017

CASE STUDY

- SCHOOL
- HOME
- ENTERPREISING
- COMMUNITY

ENTREPRENEUR

- QUALITIES**
- ATTRIBUTES =
 - AMBITIOUS.
 - DETERMINED
 - HARD WORKING
 - FLEXIBLE
 - MOTIVATED.
- SKILLS**
- ACQUIRE
 - PLANNING
 - LEADING
 - COMMUNICATING
 - TIME MNG.

Amy's CHOCOLATE

START



Amy's PROFILE

- LANGUAGE DEGREE / FURTHER
- WORKED IN LARGE COMPANY
- EMPLOYEE - MARKETING
- SUCCESSFUL - PROMOTED.
- CAREER
- HOBBY - COOKING sell locally
- ENTREPRENEUR SET UP BUSINESS.
- MOTIVATED / LOCAL COMMUNITY
- HIGH STANDARDS
- EMPLOYEE - TEAM APPROACH. / MANAGER.

Career

- INVESTIGATION

Amy's CHOCOLATE

- FINANCE**
- FAMILY
 - SAVINGS
 - OTHER AS EXPAND.
 - SHORT - LONG TERM
- PREMISES**
- AWARDS ? CRITERIA**
- EXPANS.
 - PROFITABILITY
 - QUALITY
 - DELECTIVITY
 - IMAGE.
- LOANS DELAY EXPENSES**
- GRANTS CONDITIONS**
- RETAINED EARNINGS**

IDEA GENERATION

- DIVERSIFICATION** - GIFTS - HAMPERS
- PARTIES
 - EGG MAKING/DECORATING
 - OTHERS?
- Ingredients** - local ? ownership OPTIONS FOR Amy.
- SILETRADER
 - PARTNERSHIP
 - COMPANY

MARKET RESEARCH

- A DESK 3 FIELD
- INTERNET
 - CSO
 - REPORTS
 - QUESTIONNAIRES
 - OBSERVATION
 - INTERVIEWS

MARKETING MIX

- PRODUCT
- PRICE
- PLACE
- PROMOTION

4Ps

QUESTIONNAIRE

- DIRECT RESPONSE
- MULTIPLE CHOICE
- OPEN ENDED

MARKETING

ADVERTISING

SALES PROMOTION

- Personal selling
- ADVERTISING
- SALES PROMOTION
- PR.

SUPPORT & TRAINING

- LOCAL ENTERPRISE OFFICES
- SMALL FIRM ASSOCIATIONS
- FINANCIAL INSTITUTIONS
- ENTERPRISE ICELAND
- BORD SI2.

WHY SET UP YOUR OWN BUSINESS?

- BE YOUR OWN BOSS
- PENSION
- ENJOYMENT.
- RISK / REWARD
- HOLIDAYS.

ICT

- INTERNET
- E-mail
- SOFTWARE PACKAGES
- MOBILE/VIDEO
- FINANCIAL PACKAGES

BENEFITS OF LOCAL ENTERPRISES TO THE LOCAL COMMUNITY

- EMPLOY LOCAL PEOPLE
- OTHER BUSINESSES BENEFIT
- ATTRACTED OTHERS
- HELP LCVP - VISIT IN/OUT / WORK EXP.
- HELP INFRASTRUCTURE
- EMPLOYMENT
- SOCIAL SERVICES
- JOB CREATION
- TRANSPORT
- EDUCATION
- FINANCIAL INSTITUTIONS
- ECONOMIC ACTIVITIES
- TOURISM
- BUSINESS
- VOLUNTARY

Caroline McHale 2017

MOP.