Business Development Training (5 Days)

Day 1: Business Launch – 2 x 4 training hours

Idea, Value Proposition, Business Model

- Methodology for developing a business idea
- How is a business idea born?
- Value proposition
- Tools for effective planning (Business Model Canvas, BMC)
- Business model

Day 2: Business Launch – 2 x 4 training hours

Market Research, Marketing & Sales

- Defining stakeholders and target groups
- Creating buyer personas
- Market survey and market research
- Visibility, marketing goals, marketing planning
- Sales

Day 3: Business Launch – 2 x 4 training hours

Legal Forms of Business in Hungary

- Sole proprietorships and partnerships – for-profit and non-profit
- Statutory regulations
- Taxation related to different legal forms

Day 4: Business Launch – 2 x 4 training hours

Finance – Business Presentation

- Startup costs
- Unit price / pricing
- Fixed and variable costs
- Taxation
- Break-even point
- Financial forecasts and funding sources
- Business presentation fundamentals, pitch deck creation

Day 5: Business Launch

Operations, HR, Action Plan & Business Presentation

- Designing operational processes
- Organizational development and human resource planning
- Action plan