

Resources: Use what you have

2021

STAY FOCUSED, Stick With It

YOU CAN DO THIS

TAKE THE FIRST STEP

# 10

# Achievable Goals to Set our business plan for Palmieri-Rampone-Polo

BE BETTER



1

## Need to fulfill

Get second-hand school books to satisfy students needs to attend different school courses

2

## How to fulfill the need

Initiate a digital business through communication campaign to reach our students on the social pages of the school

3

## How business is unique

In our school community there isn't this type of service "Take a book"/ "Leave a book"



4

## Key stakeholders

Look for help among peers, teachers, mentors



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## Size of market

approximately 600 people

6

## Target market

All pupils who attend different courses at school

DON'T GIVE UP

YOU CAN DO THIS

7

## Our promotional strategy

Persuade others using media appropriately to support our vision

8

## Revenues streams

If we assume a participation of 70% of the 600 students of the school and a payment of € 3 each to join the exchange program, there will be  $3 \times 420 = 1.260$

9

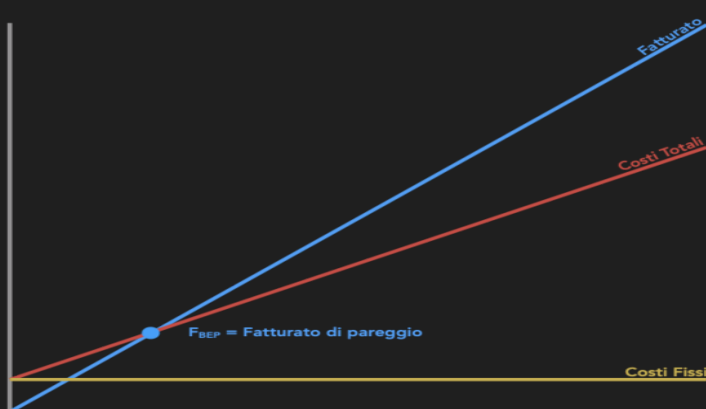
## Budget

We can judge the cash-flow needs of the project. We can create a plan for the financial and economic long-term sustainability

10

## Plan for breaking even

HELP OUR PROJECT



BE KIND

