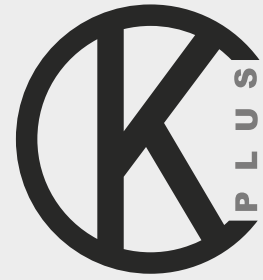


Successful Business Start-Up
AND Build a New Career
Our Compact Coaching Course
Supports You with Both



Kompetenzcoaching

AZAV certified
No.: 31T0422044

100% ELIGIBLE FOR FINANCING WITH AVGS* MEASURE-NO.: 435/39/20

* Activation and Placement Voucher from the German Employment Agency (Agentur für Arbeit/Jobcenter). Our coaching is free of charge with AVGS voucher.

- + You don't have an AVGS voucher yet? **We can assist you.**
- + The approved number of lesson hours on your AVGS voucher deviates from our course? **We will find a solution for you.**
- + You prefer part-time instead of full-time coaching? We can do it.
- + You need **individualized coaching times**? This is possible (as allowed by law).
- + Forget about the commute and start out **from the comfort of your home**. You only require an internet connection and a compatible device.

We are there for you!

Direct extension to your experienced advisors for a free of charge, detailed consultation:

 **0561 940 390 74**

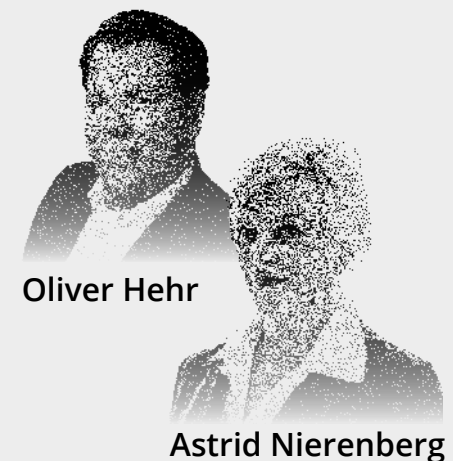
BUSINESS START-UP COACHING YOUR COMPACT ALL-INCLUSIVE COACHING PACKAGE

All the important topics,
clearly arranged in 6 sections

Everything included: **business idea evaluation - business plan - business knowledge**
Main emphasis **individually** discussed and agreed upon.
Includes detailed and nonbinding **consultation**

PLUS Kompetenzcoaching GmbH

- 📍 Ludwig-Erhard-Str.10
D-34131 Kassel
- ☎ +49 561 940 390 74
- ✉ info@pluscoaching.eu
- 🌐 www.pluscoaching.eu



Oliver Hehr

Astrid Nierenberg



Daniela Lorenz

Yasmin Corréus

BUSINESS START-UP COACHING (130 UE*)

PRIVATE LESSONS + INDIVIDUALLY
TARGETED + ACROSS GERMANY



* 1 lesson unit (UE) of 45 minutes



Potential Analysis

20 UE

- + competence diagnosis and development
- + professional and personal requirements
- + personal resources and outsourcing options
- + continuing education und subsidies + + +



Market Orientation

20 UE

- + information gathering methods
- + legal requirements + frameworks
- + industry analysis / potential analysis of the target market
- + target group analysis and trends (NOW and in the FUTURE)
- + sales analysis + + +



Business Strategy

20 UE

- + vision und goals / EFQM-model
- + product and pricing policy / communication and distribution policy
- + aktive memberships and interest groups
- + planning of implementation steps + + +



Financial Planning & Risk Management

26 UE

- + capital requirements and sources / cost and sales planning
- + liquidity planning / rentability forecast
- + financing and banks / business plan
- + funding options research (regional and national) + + +



Marketing

30 UE

- + marketing channels / cooperation management
- + affiliate-marketing / search engine marketing (SEO, SEA)
- + social media marketing and potential channels
- + direkt marketing / website design + + +



Time Management & Start-Up Preparation

14 UE

- + principles of effective time management
- + time wasters and stress factors
- + communication basics and conflict-free communication
- + lean mail management
- + organization and accounting + + +



please mark if applicable

