

E.TWINNING PROJECT 1PVEN & 1PCOM Professional Part Planning

November → January

Step 1: Creation of the company structure

➤ Role definition :

- Search for the missions of the different positions (CEO, administrative department, financial department, sales & marketing department...)
- Create cover letters and CVs according to the targeted positions
- interviews and assignment of duties.

➤ Creating the corporate identity :

- Search for a name submitted to the vote of both classes
- Creation of the Company Logo: proposals submitted to the vote of both classes.

Step 2: Market Analysis

➤ Research of the charity receiving the donation and the product

- Completion of a survey questionnaire to be administered within the high school (Consumer survey: which products would they be willing to buy to help a charity, which one? (proposal of products in the questionnaire, masks, bags, etc.)
- Analysis of the questionnaire.
- Choice of the product, choice of the charity benefiting from the action.

February --> April

Step 4: Creation of the business plan

- Search for suppliers of the selected product(s)
 - bid solicitation (conditions of sale and purchase price)
 - Choice of supplier(s)
 - Ordering products
- Marketing plan
 - Fixing the selling price
 - Preparation of the argument
 - Preparation of POS material
 - Planning of sales actions
- Promotion of the product and actions
 - Social network communication
 - Web site creation
- Sales Shares
 - Realization of sales
 - Calculation of profitability and profit to be paid out
- Donation submission
 - Organization and realization
 - Photo report
 - Creation of a slide show of the main stages of the project for presentation and closing of the projec