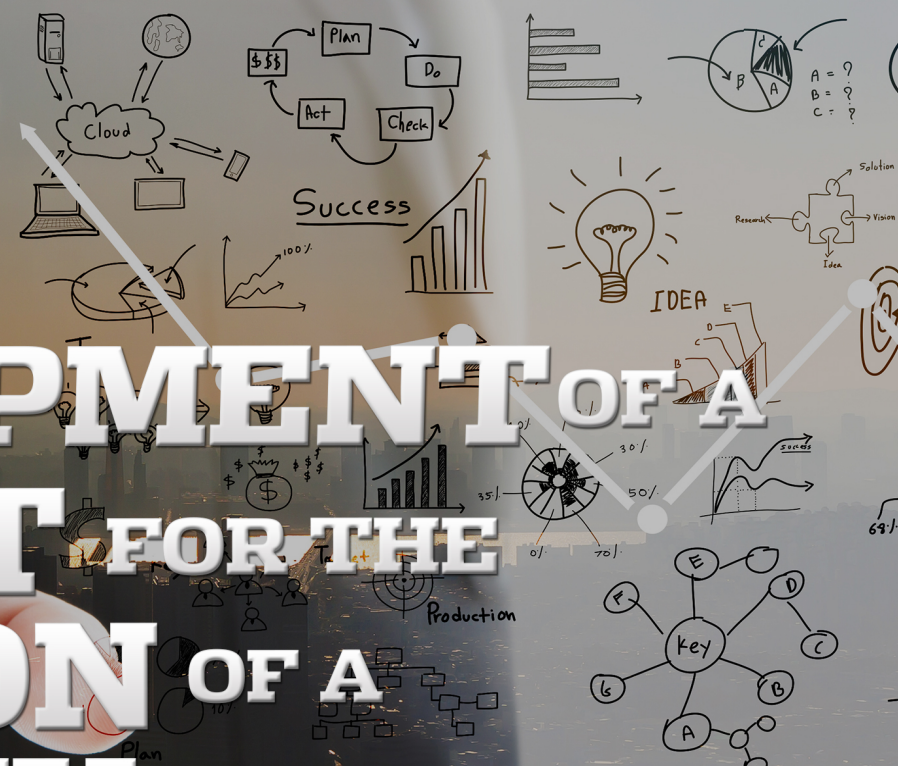




**DEVELOPMENT OF A  
PROJECT FOR THE  
CREATION OF A  
COMPANY  
(BUSINESS PLAN)**



# Unit III Introduction

## **INTRODUCTION**

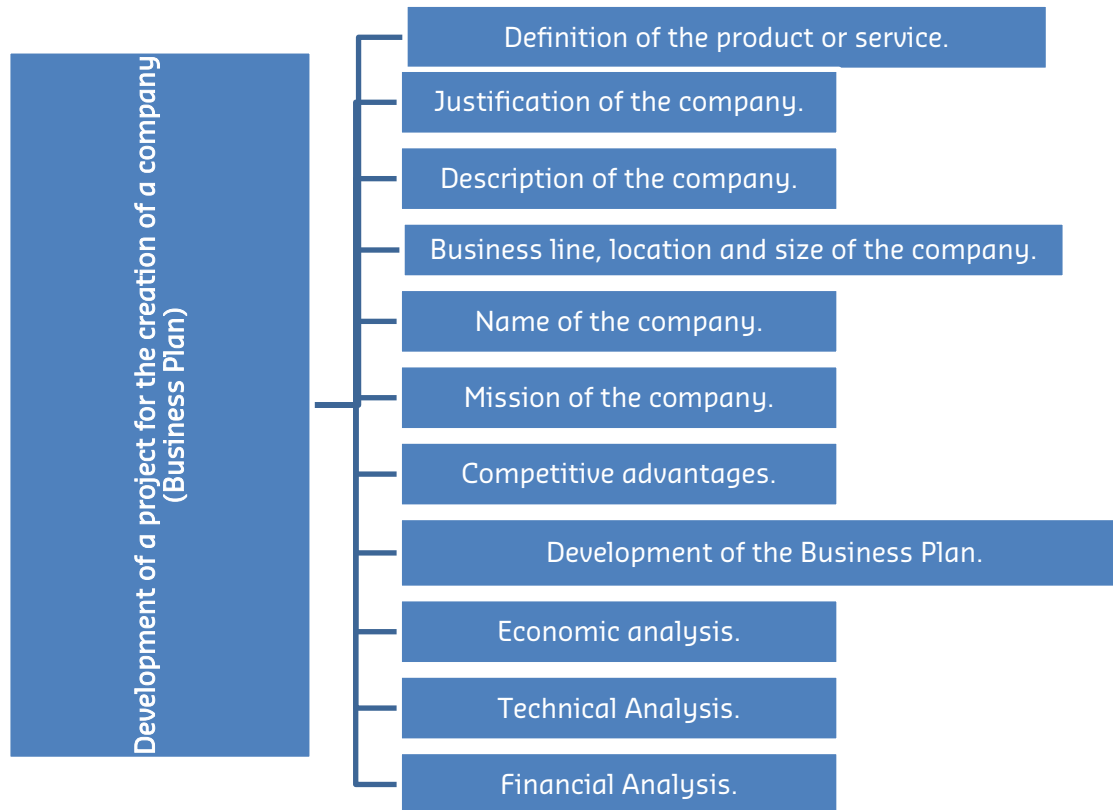
Welcome to Unit 3, here we will discuss topics related to the company, from basic concepts to how to develop a business plan, also to complement the components to make a project that come to be the different types of analysis. We invite you to participate in the forum and to give you the opportunity to watch the videos that are recommended throughout the Unit, these will facilitate the learning process.

## **UNIT OBJECTIVE**

- The student knows the most important aspects of a company.
- The student identifies the line of business of a company.
- The student learns the steps to elaborate a business plan and its importance.
- The student is able to elaborate simple analyses of a company to which he/she has access.

# Unit III Introduction

## MAP OF CONTENT



## UNIT EVALUATION

EVALUATION	Points
BUSINESS PLAN ACTIVITY	10
CASE STUDY ACTIVITY	5
UNIT EVALUATION	5
<b>TOTAL</b>	<b>20</b>

# Unit III Introduction

## UNIT ACTIVITIES

TOPIC	SUBTOPIC	ACTIVITY
Development of the project for the creation of a company (Business Plan)	Definition of the product or service.	
	Justification of the company.	
	Description of the company.	
	Business line, location and size of the company.	
	Name of the company.	
	Mission of the company.	
	Competitive advantages.	
	Development of the Business Plan	Business plan.
	Economic Analysis.	
	Technical Analysis.	
	Financial Analysis	Business Creation.

# Unit III Introduction

## UNIT EXERCISES

TOPIC	SUBTOPIC	ACTIVITY
Development of the project for the creation of a company (Business Plan)	Definition of the product or service.	Forum: Regional Products.
	Justification of the company.	
	Description of the company.	
	Business line, location and size of the company.	
	Name of the company.	Company name.
	Mission of the company.	Forum Company mission.
	Competitive advantages.	
	Development of the Business Plan	
	Economic Analysis.	Practical Case: Cosmetics Bella S.A.
	Technical Analysis.	
	Financial Analysis	