**Formular de aplicare pentru concursul planurilor de afaceri/Plan de afacere**

* 1. **Datele de contact ale aplicantului**

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| --- | --- |
| **Nume/ Prenume** |  |
| **Adresă**  |  |
| **Telefon/adresa de email** |  |

* 1. **Informații generale despre afacere**

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| --- | --- |
| **Ideea de afacere** |  |
| **Obiectivul general al Planului de Afacere** |  |
| **Suma totală a proiectului** |  |
| **Contribuția beneficiarului** |  |

* 1. **Descrierea ideii de afacere** (de unde a venit ideea de afacere, ce problemă/probleme ale clienților rezolvă ideea de afacere, scopul afacerii, factorii de succes, ce formă de organizare juridică veți avea*)*

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* 1. **Descrierea produselor/serviciilor (**gama de produse/servicii ale afacerii, caracteristicile de bază: formă, gust, design, ambalaj, care esteprețul de comercializare a produselor / prestare a serviciilor**).**

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* 1. **Piața de desfacere și consumatorii (**clienții afacerii, de unde sunt ei, prezentați informație după diferite criterii: demografice, preferințe, ocupații, venit mediu, câți clienți estimați să aveți primul an de activitate)

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* 1. **Concurența (**3 concurenți, cu accent pe punctele lor forte, punctele lor slabe și avantajele afacerii dvs.**)**

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* 1. **Amplasarea afacerii** (unde va fi amplasată afacerea, care sunt avantajele plasamentului pentru clienți)

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* 1. **Promovarea afacerii (**ce metode de promovare vor fi utilizate, atât în mediul online, cât și în mediul offline, câți bani sunt planificați pentru promovare**)**

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* 1. **Personalul afacerii (**câte persoane vor fi implicate în afacere, ce funcții, responsabilități vor avea, cum va fi remunerată munca lor **)**

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* 1. **Indicatori financiari (**care sunt veniturile, cheltuielile, profitul pentru fiecare an de activitate din PA**)**

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* 1. Indicați posibile riscuri:

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* 1. Propuneți strategii pentru a le depași

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