

Case Study

Business Builder

Business Improvement Projects

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IN ACTION

**Business
Builder and
other tools
from the
European
CCIs to assist
would-be
entrepreneurs**

Most of the European Chambers of Commerce provide services for people who want to start a business.

It is an activity in the DNA of many Chambers, such as the French or Italian ones. In this case study, we present two tools designed to support would-be entrepreneurs, Business Builder proposed by the French CCIs, and another one developed by the Italian CCI of Bolzano.

Both are focused on how to do a business plan.

Summary

A business plan is a tool essential for all those launching themselves in an entrepreneurial adventure, but too often it is perceived as a stage too long and complex that many "impatient" to open their business want to jump with the risks that everyone can imagine. Unfortunately, some consultants believe that the business plan is exceeded and that the "business model" is sufficient, ignoring the different functions of the two tools.

Why

Aspiring entrepreneurs want to have tools guiding them in building their business plan, especially when they do not have the financial resources to turn to a consultant or adequate competencies to deal independently with the drafting of the business plan.

What

CCI Business Builder is the platform of the French Chambers of commerce and industry to help you build your business project and allow you to write a professional business plan.

You will be able to access useful resources for your project and connect with a specialist advisor from your local CCI (<https://business-builder.cci.fr/>).

At the address: <https://www.camcom.bz.it/it/servizi/sviluppo-dimpresa/creazione-dimpresa/businessplan> you can download an Excel file, developed by the Italian CCI of Bolzano, that allows the would-be entrepreneur to write a business plan - so to speak - basic.

Business Builder is a free platform, already used by more than 80.000 users, to which you can subscribe for free through registration with email and password. It is in French.

CCI Business Builder Une plateforme CHAMBRE DE COMMERCE ET D'INDUSTRIE

? ? ? Saverio Primavera

Le tableau de bord de mon compte

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MES TESTS

- [Testez votre détermination](#)
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MES RESSOURCES

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Envie de tout savoir sur la création d'entreprise ?

5 jours pour Entreprendre

CCI FRANCE

5 jours pour maîtriser les étapes et les principaux facteurs-clés de succès d'une création d'entreprise, concevoir et modéliser votre projet et situer votre projet par-rapport aux bonnes pratiques entrepreneuriales

Pour en savoir plus : 5jpe.cci.fr

[Finalement je vais me lancer](#)

With CCI Business Builder, you will benefit from:

- a supported journey to building your business creation, recovery or development project
- explanations at each stage of your project's construction
- resources for success at every step
- a business plan carried out in a workmanlike manner.

A great added value are the three online tests for the assessment of entrepreneurial attitudes, and the opportunity to participate in the course "5 jours pour Entreprendre" (5 days to start).

The Bolzano Chamber of Commerce offers would-be entrepreneurs several services to start their businesses. From the dedicated page, you can download a free Excel file, called the Business Plan, divided into 12 sheets (including two instructions and a glossary) that help the aspiring entrepreneur to describe his business idea, target market, investment plan, turnover forecasts, etc. The file is very simple, intuitive and accessible even to those unfamiliar with economic issues. The CCI also provides additional services, such as guidelines, access to facilities, training, etc. No data is available on the number of users of the service. In Italian and German.



The screenshot shows the website for the Chamber of Commerce of Bolzano (C.C.I.A.A. di Bolzano). The header includes the logo and the text "C.C.I.A.A. di BOLZANO". A search bar is located in the top right corner. The main navigation bar is red and contains the following links: "SERVIZI | RAPPRESENTANZA DEGLI INTERESSI | CHI SIAMO | NOVITÀ". Below the navigation bar, there is a breadcrumb trail: "Home » Servizi » Sviluppo d'impresa » Creazione d'impresa » Businessplan". The main content area is divided into two columns. The left column is a sidebar menu with the following items: "Servizi", "Sviluppo d'impresa", "Creazione d'impresa", "Businessplan" (highlighted in red), "Pool di esperti", "Consulenza", "Linea guida", "Agevolazioni", "Giornata Start up 2019", "Brevetti e marchi", "Servizio innovazione", "audit famigliaelavoro", "Successione d'impresa", "Cooperazione d'impresa", and "Finanziamento d'impresa". The right column is titled "Businessplan" and contains the following text: "Passo dopo passo verso il traguardo! Avete un'idea imprenditoriale e volete fare il grande passo per mettervi in proprio? Allora è importante sapere come realizzare la propria idea: la redazione di un business plan è il modo ideale. Il business plan, ovvero il piano economico-finanziario dell'azienda, è un concetto imprenditoriale scritto in cui l'imprenditore o l'imprenditrice prendono in considerazione tutti i fattori decisivi per la creazione di un'impresa di successo. Una pianificazione dettagliata ed accurata rende possibile una verifica della fattibilità e della redditività dell'idea imprenditoriale, come pure una previsione realistica del fabbisogno finanziario. Con l'aiuto di questo modello in formato Excel potete creare il vostro business plan individuale." Below this text, there is a "Download" section with two links: "Business plan - download gratuito" and "Suggerimenti per la protezione delle macro in Microsoft Excel 2007". At the bottom, there is a section titled "I vostri vantaggi" with one link: "La forma scritta porta a riflessioni ponderate."

“A business plan is an essential tool, but too often it is perceived as a stage too long and complex that many "impatient" to open their business want to jump”

Final considerations

Both tools are user-friendly and therefore can also be used by people who do not have a specific business preparation, causing them to reflect on the objectives of their business project, how to achieve them, and the economic and financial aspects of the choices made.

The CCI Business Builder also has the merit of incorporating some aptitude tests that even the Italian CCIs had years ago (the Self-evaluation test of entrepreneurial attitudes) but fell into disuse.

On the other hand, those tools, which help to conceptualize and make clear ideas that often have still nebulous contours, can never replace the confrontation with experts who, thanks to their experience, can help to look well in the face an idea that you are in love with but that maybe is not the right one!

“Too often would-be entrepreneurs fall in love with a business idea that is not the right one!”

PRONTO is a project funded by the Erasmus+ programme. PRONTO incorporates best practice project management enabling micro and small businesses to plan and implement high impact business improvement projects.

More information on www.pronto-project.eu



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