**SME CASE STUDY (A MATERIAL FOR SEMINAR PAPER)**

One day a notary sent to you a special letter…

Read it carefully and do what the lawyer wants from you (see the following questions below the letter):

**Dear Sir, dear Madam,**

**I have just finished the inheritance proceedings after your great-grandfather Kleofáš Novák, who mentioned in his last will that he wants to bequeath his real estate in Karvina to someone who has an entrepreneurial spirit. Since we found out that you are currently studying SU OPF Karviná as Erasmus+ student, and you are the only relative of Kleofáš Novák, who was a respected tailor in the village, I decided to inherit the real estate. This is a house and other areas that you can use for your business. You could sale unnecessary land and use money to start your business.**

**TASK 1:**

**Look to Appendix and see information about the land and house. Estimate the price of the land you want to sell (If you want to sell).**

With the money you received for the sale of land and with the donated real estate (see the letter from the notary), you decided to do business. Choose a lucrative field. So that you are not alone, we want at least 5 employees in your company. For future development in the coming years, you can use other resources, at least in the same amount as the funds donated by your great-grandfather. We also want the company you start to be beneficial to your region and have the prerequisites for successful development in the future…

**Task2:**

**Decide what you will do business in. Based on the "Lean Canvas method", compile the basic pillars of your business, answer the following questions clearly and concisely. The subject of your group's business must be different from other groups.**

**1. Provide basic information about your business.**

**2. What products (products / services) will you provide?**

**3. What unique value will you provide to your customers?**

**4. Who will be your customers?**

**5. What are your competitive advantages?**

**6. What sales methods will you have?**

**7. What communication channels will you use with customers?**

**8. What will be the key activities of your business?**

**9. What key business resources will you need? Within human resources, who will form the company's management team?**

**10. What key partners will you need for your business?**

**Task 3 Personnel policy in a small business**

Find out how much staff you will really need for your organization. Analyse the expected activities (list and briefly describe all the activities that will need to be performed in your organization; assign the expected time burden to them; set requirements for employees who will perform individual activities; design the organizational structure; group and assign defined activities to the created organizational structure and describe the individual jobs.

**Task 4 Sources of financing business activities**

• What funding do you have now? (after completing previous tasks)

• Do these funds correspond in scope to the needs of the business plan? (compare the compiled estimate of expected costs for the implementation of the plan in the form of a table)

• If they do not match, what external financial resources will be needed to implement your business plan?

• Do you have an idea where and under what conditions you will get these resources? (give an example of possible financing of your needs)

**Task 5 Risks of the business plan**

• What types of risks can occur in your business? Define possible risks and emphasize economic and financial risks.

• How and how will your risks be minimized? Comment on the described risks. What measures will you take to avoid endangering your business?

**Process all information as one document. At the end of the semester, a presentation of your plan will take place in 10 minutes.**

Appendix:

Information about house

<https://www.sreality.cz/en/detail/sale/commercial/other-commercial-buildings/stary-jicin--/3633403468>

**For sale other commercial properties 2 300 m² Starý Jičín, district Nový Jičín**

The location is only indicative, the property is located in a marked area on the map 11 000 000 CZK (4 783 CZK per m²)

G Very low performance

* Total price: **11 000 000 CZK per property**
* Price per m²: **4 783 CZK**
* Order ID: **669676**
* Update: **Today**
* Building: **Brick**
* Property status: **For renovation**
* Property location: **Quiet part of municipality**
* House type: **Two-story**
* Built-up area: **1100 m2**
* Usable area: **2300 m2**
* Parking: **5**
* Electricity: **230 V, 400 V**
* Transportation: **Highway, Road, Urban public transportation, Bus**
* Energy Performance Rating: **Class G Coll. 78/2013 complying with**



