

Minutes of the final meeting in Tübingen, 2nd to 5th June 2011 The immigrant's business plan, Leonardo Partnership

Organiser of the meeting and project-coordinator



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Thursday, 2nd June		Arrival of participants at Tübingen
	20.00	Welcome dinner at Wurschküche
Friday, 3rd June	9.00	team training: Welcome the participants and presenting the agenda
	9.45	Departure to Reutlingen

Visit of the project "Startnetz Reutlingen"

Startnetz Reutlingen is a project from the city of Reutlingen to support especially "small business foundations" from e.g. unemployed people. We could talk with one of the founders of the project and with a Greek female business founder who participates in the project.

The main idea of the project is to offer workshops for business founders and the opportunity of building networks. The topics of the workshops are: Writing a business plan, marketing, communication, financing, accounting, and many more. Through networking the project intends to trigger mutual support. Especially marginalised people suffer from less self-confidence fewer contacts to other people. In addition the project offers cheap office space for business foundations. One female business founder from Greece took the opportunity and opened her travel agency in the building of "Startnetz Reutlingen". She told us about her experiences and the support through the project.

10.30

After the visit we discussed the project as one best practice example for ethnic minority and marginalised business founders. The overall feedback was very positive. Partners mentioned the following pros and cons:

- free space for beginners for low costs
- good marketing possibilities for free through public relations of the project itself
- clearly directed to the target group
- co-working
- fruitful for local community
- excellent workshop offers

- get addicted to low costs
- better preparation to realistic costs
- danger of "overprotection"
- permanent pressure of not being funded any more

	12.30 - 14.00	Return to Tübingen and Lunch
	14.00 - 14.30	Presentation from Rekval on the situation of ethnic minority business founders in Czech Republic
	14.30 - 15.30	<p>Workshop on marginalised business founders After our exchange with experts of this topic in the morning we put our focus in the afternoon on the Franchise system. The leading question was if Franchise is an opportunity for marginalised business founders. Therefore team training prepared three case studies (see annex 1) Partners divided into three groups and got information material on the Franchise system. Each group discussed its case study and the pros and cons of Franchise for the person in the example.</p>
	15.30 - 15.45	Coffee break
	15.45 - 17.00	<p>Presentation of the workshop results and discussion Every group presented its results (see annex 2) and we jointly analysed the topic. In general project partners don't assess Franchising as a better opportunity for marginalised business founders. Especially the averaged high costs are a disadvantage which doesn't adjust the more intensive counselling offers from the Franchise company.</p>
	19.30	Dinner at Al Dente
Saturday, 4th June	9.00 - 9.30	Discussion about a Belgium report "How tolerant are Belgians towards ethnic minorities?" and conclusions for our project
	9.30 - 10.00	Testing the web-based guideline
	10.00 - 10.30	Presentation from team training on the situation of ethnic minority business founders in Germany
	10.30-10.45	Coffee break
	10.45 - 12.00	<p>Final evaluation All partner organisations participated in the final evaluation and wrote down on different cards positive and negative aspects of the whole project. The following aspects were mentioned as in need of improvement:</p> <ul style="list-style-type: none"> - tasks were not always equally shared between the partners - complicated structure of the application form - change of project coordinator - project management was not tight enough at the beginning, time was lost through it - better integration of learners - communication between the meetings

People evaluated the following aspects as very positive:

- The guidelines are a useful tool for further implementation
- Interesting exchange of best practice
- New tools and ideas, broaden our knowledge
- Steering group meetings
- Getting to know new people, friendly cooperation
- To see that the "problem" is more or less the same in all countries
- Investigate more into this topic
- The partnership and the coordinator became capable of understanding difficulties and handled them in a flexible manner

12.00 - 13.00 **Steering group: Preparation of the final report**

15.00 - 17.00 sightseeing

20.00 Farewell dinner

Sunday, 5th June

Departure

Annex 1:

Franchising for marginalised business founders, case studies

Example A

Silvio, a 27 year old Italian, wants to open a mobile shop from "Mobi" in Cologne. He was born in Germany and has a certificate of Secondary Education. After finishing school he has been continuing to work with his parents in their Italian restaurant "Basilico" until today. His parents will retire next year and go back to Italy. Silvio doesn't want to run the restaurant alone, especially due to the fact that he has to work until midnight every day. Therefore his parents intend to sell the restaurant. He speaks German fluently but is weak in Grammar. He has no savings but his parents would give him around 15.000 Euros. A friend told him that "Mobi" is searching for new franchisees. "Mobi" is a big telecommunication provider in Germany and carries on about 1000 shops and 6000 selling points. Part of their portfolio are mobile phones and contracts for mobiles, fixed line networks and internet.

"Mobi" conditions for a franchisee:

- Minimum Capital investment: 10.000 Euros
- Start up fee: 3.000 Euros
- Franchise fee: --
- Advertising fee: --

Example B

Steffi is 34 years old and living in Regensburg. She has a 9 year old daughter and is a single mother. She studied English and her big dream was to work as an interpreter. Since this job involves lots of travelling she dismissed her dreams and works currently as a freelance translator for scientific texts. But she doesn't earn enough money and has the idea to open a language school for children. By being self-employed she hopes that she could better combine her private and working life.

In the newspaper she finds an announcement from the company "Kids English Club": For children 2 years and up they offer language courses in a playful way. Steffi has no savings.

"Kids English Club" conditions for a franchisee:

- Minimum Capital investment: 2.500 Euros
- Start up fee: 900 Euros
- Franchise fee: minimum 9 percent of the lesson fees
- Advertising fee: 500 Euros a year

Example C

Hilde is a 54 year old actively lady with two grown-up children. She is seller in a supermarket by trade and can't work any longer in her job as a result of health problems. Her husband is already retired and receives a small pension. Her daughter suggested her to work as a wedding planer due to her organizational capability. Together with her husband she has savings in the amount of 10.000 Euros.

"Dream Wedding Agency" conditions for a franchisee:

- Minimum Capital investment: 9.900 Euros
- Start up fee: 9.900 Euros
- Franchise fee: 150 Euros in the first year, 200 Euros in the second year, 250 Euros from the third year forward
- Advertising fee: 1,5% from net sales, minimum 50 Euros per month

Task 1: Please think about how you would coach your client. Give reasons for your approach/questions/recommendations.

Task 2: Please note down some remarks for 1) coaches and 2) prospective marginalised business founders in the field of franchising in regard to our guideline. Please keep in mind your target group from the examples (A: migrants, B: single parents, C: elderly people)



Annex 2: Results of the workshop

Example A

- Market analysis . How many selling points are there? !
 what is their strategy (Mobil...)
 what is their market share
- Is "Silvio" serious enough about this project.
 "new venture".
 mature enough / ready to work alone
- What were his skills & capacities acquired during his work in the family business?
- Is he aware of the risks? Has he a plan B?
- Network : is there an Italian one? / Does he need it?
- What are his future perspectives? Is he interesting in Electronics b?

Resume : Money YES / Qualifications NO
 More savings NO
 Ability to work on his own?
 Motivation ? Personal competencies?
 Vision for the future?
 SWOT Analysis : Market, Company, etc

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Example B

- market analysis ← Bavarian city (welfare), English lessons? young children
- gather information about franchise
- target the public + the offer
- Trainings + material (pedagogical + room) = Grund
- Insurance + security
- Taxes, Insurance, personal fees charges (Dr, school, ...)
- Motivation / skills / competences
- Network
- TIME (single mother with daughter (9 years old))
- No savings / money for franchise? 3900€ to start



Example C

- very important to do a market analysis and the image of the franchiser
- gather information about the duration of the contract
- ask the franchiser for more data

- target group elderly people:

Is the person still flexible enough?

Does she know enough about the job?

How high is her motivation?

Business Plan: How long would it take to pay the loan back?

→ check for insurance costs

- positive aspects: more working experience, higher flexibility (children grown-up), often better network, consciousness for risk