



Girişimcilik Kitapçığı

YOUTH WORK IN GREEN ENTREPRENEURSHIP (TRAINING COURSE FOR YOUTH WORKERS) İSİMLİ PROJENİN GİRİŞİMCİLİK KİTAPÇIĞI

SOSYAL HİZMET UZMANLARI DERNEĞİ AYDIN ŞUBESİ

İş bu kitapçık Youth Work In Green Entrepreneurship (Training Course For Youth Workers) isimli projenin uygulanması aşamasında İngilizce olarak kullanılmış olup proje sahibi kurum SEGA'nın

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izniyle yaygınlaştırma çalışması olarak Türkçe'ye çevrilmiştir. Girişimcilik konusunda meslektaşlarımız bilgi sahibi olmadığından yanlış çeviriler olması ihtimaline karşın orijinali de metin içinde korunmuştur.

Excercise - Entrepreneurs' competences / **EGZERSİZ- GİRİŞİMCİNİN YETERLİLİKLERİ**

Competences YETERLİLİKLER	Level/ SEVİYE			
	Need to be developed GELİŞTİRİLMESİ GEREK	Basic knowledge BASİT BİLGİ	Has knowledge to some degree BELLİ BİR SEVİYEYE KADAR BİLGİ SAHİBİ	Excellent Competences HARİKA YETERLİLİK
Key bussiness competences / ANAHTAR İŞ YETERLİLİKLERİ				
Sale/ SATIŞ				
Production / ÜRETİM				
Financies/ FINANS				
Accounting/ MUHASEBE				
Human resources/ İNSAN KAYNAKLARI				
Competences related to the topic / KONUYA İLİŞKİN YETERLİLİKLER				
Expertise/ UZMANLIK				
Skills/ BECERİLER				
Market Awareness/ PAZAR FARKINDALIĞI				
Detecting problems/ PROBLEMLERİ BELİRLEME				
Detecting opportunities/ FIRSATLARI BELİRLEME				
Competences related to resources / KAYNAKLARA İLİŞKİN YETERLİLİKLER				
Information about business idea/ İŞ FİKRİ HAKKINDA BİLGİLER				
Business Financing/ İŞ FİNANSMANI				
Venue of the Business/ İŞİN MEKANI				

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Equipment and machinery/ EKİPMAN VE MAKİNA				
Repromaterial support				
Support people/ DESTEK KİŞİLER				
Competences related to determination/ KARARLILIĞA İLİŞKİN YETERLİLİKLER				
Business is my primary focus/ İŞ BENİM ÖNCELİKLİ ODAĞIM				
Ready for Action/ HAREKETE GEÇMEYE HAZIRIM				

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Excercise: Write your entrepreneurial characteristics / **GİRİřİMCİ KARAKTERLERİNİZİ YAZINIZ.**

HER DAİREYE 1
GİRİřİMCİLİK
KAREKTERİNİZİ
YAZIN

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Excercise: Goal setting / **EGZERSİZ: HEDEF BELİRLEME**

A. How to formulate a GOAL / **A. HEDEF NASIL FORMÜLE EDİLİR**

1. Always starts with 1st person Singular - I, What would you like to be/to do/ to have? /

HER ZAMAN 1. TEKİL ŞAHISLA BAŞLAYIN. BEN, NE YAPMAK İSTİYORUM, NEYE SAHİP OLMAK İSTİYORUM VB.

2. The verb is always in PRESENT TENSE: I do / I have / I am /

FİİL HEP ŞİMDİKİ ZAMAN OLMALI: YAPIYORUM, SAHİBİM VB.

- To create something - Activities that are related to something important /
BİRŞEYLER YARATABİLMEK İÇİN- ÖNEMLİ ŞEYLERLE BAĞLANTILI EGZERSİZLER

- What I want to do...../
YAPMAK İSTEDİĞİM ŞEYLER.....

- To have or possess something - Always it is a goal/
SAHİP OLMAK İSTEDİĞİM ŞEYLER- BU HER ZAMAN BİR HEDEFTİR

- Means: I will work on/
ÜZERİNDE ÇALIŞACAĞIM ŞEY DEMEKTİR.

- Making personal changes - defining personal standards in work, skills, status..../
KİŞİSEL DEĞİŞİKLİKLER YAPMA – İŞ HAYATINDAKİ KİŞİSEL STANDATLARI, BECERİLERİ, STATÜSÜYÜ VB. TANIMLA

3. I want to be..... /**BEN OLMAK İSTİYORUM**

4. Goals are short term (up to one year), middle term (up to three years), or long term (up to 5 years or beyond)./

KISA VAADELİ (1 YIL KADAR), ORTA VAADELİ (3 YIL KADAR) YA UZUN VAADELİ (5 YIL VEYA DAHA FAZLA) PLANLARINIZ.

5. Process of setting goal /

HEDEF BELİRLEME SÜRECİ

S	Specific BELİRLİ
M	Mesurable ÖLÇÜLEBİLİR
A	Achievable ULAŞILABİLİR
R	Realistic GERÇEKÇİ
T	Time bounded ZAMAN SINIRLI

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1. Specific: You know what exactly you want (I have company, I sale to...,Iam the owner to..., earn money)/

BELİRLİ: TAM OLARAK NE İSTEDİĞİNİ BİLİYORSUN (ŞİRKET SAHİBİYİM,SATAÇAĞIM ,.....SAHİBİYİM, MİKTAR PARA KAZANMAK ...)

2. Measurable: That is what the person can measure and control (registered companywith two employees, income of 50.000eur... I sale 2000 pieces / per year.... earn 1.000 eur monthly... work with 20 clients / monthly /

ÖLÇÜLEBİLİR: KİŞİNİN ÖLÇEBİLECEĞİ VE KONTOL EDEBİLECEĞİ KONUALR (İKİ ÇALIŞANI OLAN KAYITLI ŞİRKET, 2000 ADET SATTIĞIMDA 50.000 EURO GELİR/ HER YIL..., AYLIK 1000 EURO KAZANMAK..., 20 MÜŞTERİ İLE ÇALIŞMAK / AYLIK)

3. Achievable: something made previously, I made that previously, there are concrete opportunities that are on my side/

ULAŞILABİLİR: DAHA ÖNCE YAPILMIŞ BİR ŞEY, DAHA ÖNCE YAPTIĞIM BİR ŞEY, BENİM TARAFIMDA OLAN SOMUT FIRSATLAR VAR

4. Realistic: Can be achieved by your own engagement.../

GERÇEKÇİ: KENDİ KATILIMINIZLA ELDE EDİLEBİLİR...

5. Time bounded: Exactly to what time it could be done/

SINIRLI ZAMAN: TAM OLARAK NE ZAMAN YAPILABİLECEĞİ.

B. Classification of GOALS/ HEDEFLERİN SINIFLANDIRILMASI

1. Family, home/ AİLE, EV

2. Money and property / PARA VE MÜLKİYET

3. Career, work, profession, personal improvement/ KARIYER, İŞ, MESLEK, KİŞİSEL GELİŞİM

4. Social interpersonal relations (culture, social, politics, etc)./ KİŞİLERARASI SOSYAL İLİŞKİLER (KÜLTÜR, SOSYAL, POLİTİK, VB)

5. Hobby, pleasure and recreation./ HOBİ, ZEVLİK VE REKREASYON (YAŞAM KALİTESİNİN ARTMASI İÇİN YAPILAN ÇALIŞMALARIN TÜMÜ)

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SETTING GOALS / HEDEF BELİRLEMEK

Goals should be well defined, measurable, time bounded, achievable... with one word to be set SMART/ **HEDEFLER İYİ TANIMLANMIŞ, ÖLÇÜLEBİLİR, ZAMAN SINIRI OLAN VE ULAŞILABİLİR OLMALIDIR. SMART KELİMESİNİN BAŞ HARFLERİYLE KISALTILABİLİR ...**

WHAT I WILL ACHIEVE IN MY FIRST 3 YEARS OF MY BUSINESS /
İŞİMİN İLK 3 YILINDA NELER BAŞARACAĞIM

1. Define one goal that will be reached in the first 3 years:(use SMART)/
İLK 3 YIL İÇİNDE ULAŞILABİLECEK BİR HEDEF TANIMLAYIN. (SMART I KULLANIN)

and two short goals reaching in the first year/ **VE İLK YIL İÇİNDE ULAŞILACAK İKİ KISA HEDEF**
a.

b.

2.What I need for achieving these goals/ **BU HEDEFLERE ULAŞMAK İÇİN NEYE İHTİYACIM VAR:**

3.How you will measure the progress? How you will know that you had achieved your goal? /
İLERLEMİYİ NASIL ÖLÇECEKSİN? HEDEFİNE ULAŞTIĞINI NASIL ANLARSIN?

4. How problems/obstacles you expect? What could prevent you from achievingthe goals?/
NASIL SORUNLAR/ ENGELLER BEKLİYORSUN? HEDEFLERİNİZE ULAŞMANIZI NE ENGELLER?

Taking into consideration Personal aspect:/ **KİŞİSEL YÖNÜNÜZÜ DİKKATE ALARAK:**

Taking into consideration Community/Society aspect: /
TOPLULUK/ TOPLUM YÖNÜNÜ DİKKATE ALARAK:

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Exercise: Achieving goals/ **ALİŞTİRMA: HEDEFLERE ULAŞMA**

- Prepare list of people and institutions/organizations that can help you (you need them) to succeed your goals./
HEDEFLERİNİZE ULAŞMANIZDA SİZE YARDIMCI OLABİLECEK KİŞİ VE KURUM/ KURULUŞLARIN LİSTESİNİN HAZIRLAYIN.
- How they will support you? What you will do for them? /
SENİ NASIL DESTEKLEYECEKLER? ONLAR İÇİN NE YAPACAKSIN?

Individuals that can support you / SİZİ DESTEKLEYEBİLECEK KİŞİLER	With what? - What kind of support?/ NE İLE? – NE TÜR BİR DESTEK?
Home – Family/ EV- AİLE	
Friends / ARKADAŞLAR	
Institutions / KURUMLAR	
Experts / Organizations UZMANLAR/ ORGANİZASYONLAR	
Suppliers of materials and services / MALZEME VE HİZMET ÜRETİCİLER	
Financies (banks, accounting, insurance) / FİNANSLAR (BANKA, MUHASEBE, SİGORTA)	
Costumers (companies, individuals, collaborators) / MÜŞTERİLER (ŞİRKETLER, BİREYLER, ORTAK ÇALIŞANLAR)	
Other/ DİĞER	

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Exercise - SWOT analyze/ **ALİřTIRMA SWOT ANALİZİ**

	Positive influence / POZİTİF ETKİ	Negative influence/ NEGATİF ETKİ
INSIDE FACTORS/İÇ ÖĞELER	Strengths/ GÜÇLÜ YÖNLERİ	Weaknesses/ ZAYIF YÖNLERİ
OUTSIDE FACTORS/ DIř ÖĞELER	Opportunities/ FİRSATLAR	Threats / TEHDİTLER

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Exercise - Description of the product/service

What you will be transfer for money? /

ALIŞTIRMA: ÜRÜN/ HİZMET TANIMI PARA İÇİN NE DEVİR EDECEKSİNİZ?

A. Defining of the products / services /

ÜRÜNLERİN/ HİZMETLERİN TANIMLANMASI

B. Choose 4 or group products/services in 4 groups /

ÜRÜN / HİZMETLERİ 4 GRUPTA TOPLAYIN

C. Price / **FİYAT**

Product/ ÜRÜN	Description of what it is made / NE YAPILDIĞINA DAİR AÇIKLAMA	How it is Measured/ NASIL ÖLÇÜLÜR	Sale Price/ SATIŞ FİYATI	Service/ HİZMETLER
A				
B				
C				
D				

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Exercise - Description (profile) of your potential client and how you will communicate with them /

ALİŞTIRMA- POTANSİYEL MÜŞTERİLERİNİZİN VE ONLARLA NASIL İLETİŞİM KURACAĞINIZIN TANIMI (PROFİLİ)

Aim: Availability to recognize of the client and discover the way incommunication with them. /

AİM: MÜŞTERİYİ TANIMA VE ONLARLA İLETİŞİM KURMANIN YOLUNU KEŞFETME BECERİSİ.

Results: Clear image of the client how to communicate and offer the product/ service./

SONUÇLAR: MÜŞTERİYLE NASIL İLETİŞİM KURULACAĞI VE ÜRÜN/ HİZMETİN NASIL SUNULACAĞI KONUSUNDA NET BİR İMAJ.

1. Describe who could be your product/service/

ÜRÜN/ HİZMETİN KİMLERİN İŞLERİNE YARAYACAĞINI AÇIKLAYIN.

(individual/group, place of living, gender, age, other characteristics)

(BİREY/ GRUP, YAŞAM YERİ, CİNSİYET, YAŞ, DİĞER ÖZELLİKLER)

Note: Which segment of group of clients you would like to have?

HANGİ MÜŞTERİ GRUBU BÖLÜMÜNE SAHİP OLMAK İSTİYORSUNUZ?

2. What are **client' needs** that are fed by your product/service?/

SİZİN ÜRÜNÜNÜZLE/ HİZMETİNİZLE MÜŞTERİNİZİN BESLENEN İHTİYAÇLARI NELERDİR?

- a).....
- b).....
- c).....

3. Which of the abovementioned needs does your product/service satisfy better than the competition? /

ÜRÜNÜNÜZ/ HİZMETİNİZ YUKARIDA BELİRTİLEN İHTİYAÇLARDAN HANGİLERİNİ RAKİPLERİNİZDEN DAHA İYİ KARŞILIYOR?

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Exercise: Analyzing competition / **ALIŞTIRMA: REKABET ANALİZİ**

Note: Identify real competition. / **NOT: GERÇEK REKABETİ TANIMLAYIN**

Analyze is done according to three main competitive products / services : /
ANALİZ ÜÇ ANA REKABETÇİ ÜRÜN/ HİZMETE GÖRE YAPILIR:

- A) YOUR product/service/ **SENİN ÜRÜN/ HİZMET**
- B) Competitive product/service 1 / **RAKİBİNİN ÜRÜNÜ/ HİZMETİ 1**
- C) Competitive product/service 2 / **RAKİBİNİN ÜRÜNÜ/ HİZMETİ 2**

Each of the product/ services is marked with 1 to 5/ (1 is lowest rating, and 5 is highest)/

ÜRÜN/ HİZMETLERİN HER BİRİ 1 İLA 5 İLE BELİRLENMİŞTİR. (1 EN DÜŞÜK VE 5 EN YÜKSEK)

A) Quality/ **KALİTE**

Points/ İŞARETLER	YOUR product/service ÜRÜN/HİZMETİNİZ	Competition 1 RAKİP 1	Competition 2 RAKİP 2
Quality of the product/ ÜRÜN KALİTESİ			
Speed of delivery/ TESLİMAT HIZI			
Identification in the market / PAZARDA ÖZDEŞLEŞME			

B) PRICE/ **FİYAT**

PRODUCT/SERVICE/ ÜRÜN/ HİZMET	SALES PRICE/(YOUR PRODUC/SERVICE) /SATIŞ FİYATI (ÜRÜNÜN/HİZMETİN)	COMPETITION 1 RAKİP 1	COMPETITION 2 RAKİP 2

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EXERCISE: Planing sales - Assesment of monthly income in the first and following years/

ALİŞTIRMA: SATIŞLARIN PLANLANMASI – İLK VE SONRAKİ YILLARDA AYLIK GELİRİN DEĞERLENDİRİLMESİ

month*/ AYLAR	1	2	3	4	5	6	7	8	9	10	11	12	Tot.
Product/Service/ ÜRÜN/ HİZMET													
Quantity/ MİKTAR													
Sales price / SATIŞ FİYATI													
turnover A / CİRO A													
Product / Service / ÜRÜN/HİZMET													
Quantity/ MİKTAR													
Sales price/ SATIŞ FİYATI													
turnover B/ CİRO B													
Product/Service/ ÜRÜN/HİZMET													
Quantity/ MİKTAR													
Sales price/ SATIŞ FİYATI													
turnover C/ CİRO C													
Product/Service/ ÜRÜN/HİZMET													
Quantity/ MİKTAR													
Sales price/ SATIŞ FİYATI													
turnover D/ CİRO C													
Total turnover/ TOPLAM CİRO													
A+B+C+D													

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Exercise: PLANNING PRODUCTION/ **ALİŞTIRMA: ÜRETİM PLANLAMASI**

1. Describe the production/service process /**ÜRÜN/ HİZMET SÜRECİNİ TANIMLAYIN.**

.....

.....

.....

2. Infrastructure/ **ALTYAPI**

Objects/ Infrastructure(new and old) / NESNELER/ ALTYAPI (YENİ VE ESKİ)	A: present value/ A: BUGÜNKÜ DEĞER	B: time of expiring (amortization) in years/ B: YIL OLARAK SONA ERME ZAMANI	Annual amortization (A/B) / YILLIK AMORTİSMAN
TOTAL			

For example - buildings has 40 years of duration = 2.5% from the procurement value would be annual amortization costs./ **ÖRNEĞİN – BİNALARIN 40 YILLIK SÜRESİ VARDIR = SATIN ALMA DEĞERİNİN %2.5’İ YILLIK AMORTİSMAN MALİYETLERİ OLACAKTIR.**

3. Equipment, machines and vehicles/ **EKİPMAN, MAKİNE VE ARAÇLAR**

New machines, equipment, Tools/ YENİ MAKİNE, EKİPMAN, ARAÇLAR	A: presentvalue/ A: BUGÜNKÜ DEĞER	B: time of expiring (amortization) in Years / B: YIL OLARAK SONA ERME ZAMANI	Annual amortization(A/B) YILLIK AMORTİSMAN
Vehicles/ TAŞITLAR			
Total/ TOPLAM			

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4. A. Raw materials and supplies/ HAMMADE VE MALZEMELER

type of raw materials/ HAMMADE TÜRÜ	Quantity for 1 Year/ 1 YILLIK MİKTAR	Unit price / BİRİM FİYATI	Total costs/ TOPLAM MALİYETLER
Total/TOPLAM			

5. Fuel / Energy / YAKIT / ENERJİ

Type of Fuel / Energy / ENERJİ/ YAKIT TİPİ	Quantity for 1 Year / 1 YILLIK MİKTAR	Unit price/ BİRİM FİYATI	Total costs/ TOPLAM MALİYETLER
Total/ TOPLAM			

5. Human resources/ İNSAN KAYNAKLARI

	Work position/ ÇALIŞMA POZİSYONU	Number of workers/ ÇALIŞAN SAYISI	Number in months/ AYDA ÇALIŞA N SAYISI	Total months/ TOPLAM AYLAR	Gross monthly salary/ BRÜT AYLIK MAAŞ	Annual salary/ YILLIK MAAŞ
1	<i>ex. Self- employed / ÖRN. KENDİ KENDİNE- ÇALIŞAN</i>	1				
2						
3						
4.						
Total / TOPLAM						

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6. Planning the realization of the production annually / ÜRETİMİNİN YILLIK OLARAK GERÇEKLEŞMESİNİN PLANLANMASI

	Product / Service ÜRÜN / HİZMET			
Planned production in units / BİRİMLERDE PLANLANAN ÜRETİM				
January/ OCAK				
February /ŞUBAT				
March /MART				
April/ NİSAN				
May /MAYIS				
June /HAZİRAN				
July /TEMMUZ				
August /AĞUSTOS				
September/ EYLÜL				
October /EKİM				
November/ KASIM				
December /ARALIK				
Total/ TOPLAM				

Total quantity for one year of all products/services expressed as a calculated quantity of one product/service: /

BİR ÜRÜN/ HİZMETİN HESAPLANAN MİKTARI OLARAK İFADE EDİLEN TÜM ÜRÜN/ HİZMETLERİN BİR YILLIK TOPLAM MİKTARI:

7. Costs for production- Price formulation / ÜRETİM MALİYETLERİ – FİYAT FORMÜLASYON

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Exercise: COSTS / **ALİŞTIRMA: MAALİYET**

Monthly operating expenses incurred during the first and subsequent business years /

İLK VE SONRAKİ YILLARDA GERÇEKLEŞEN AYLIK İŞLETME GİDERLERİ

MONTH* AY	FIXED/ VARIABLE/ SABİT /DEĞİŞKEN	1	2	3	4	5	6	7	8	9	10	11		12	Bk.
CURRENT COSTS FOR MATERIALS/ MALZEMELER İÇİN GÜNCEL MALİYETLER	v														
CURRENT COSTS FOR TRADE GOODS / TİCARİ MALLAR İÇİN GÜNCEL MALİYETLER	v														
COSTS FOR COOPERATIVES (SUBCONTRACT) / İŞBİRLİKÇİLER İÇİN MALİYETLER (TAŞERON)	v														
Maintenance and repairs/ BAKIM VE TAMİRAT	v														
Promotion/ PROMOSYON- TANITIM	v														
Other/Nonpredictedcosts/ DİĞER/ ÖNGÖRÜLEMİYEN MALİYETLER	v														
Gross salary (owner)/ BRÜT MAAŞ (MAL SAHİBİ)	f														
Gross salary (without owner) / BRÜT MAAŞ (MAAL SAHİBİ OLMAYAN)	f														
Travel costs (owner and employees) / SEYAHAT MALİYETLERİ (MAL SAHİBİ VE ÇALIŞAN)	f														
Rent (office, workshops, machines, etc)/ KİRA (OFİS, ATÖLYE, MAKİNE VB.)	f														
Energy, water, heating / ENERJİ, SU, ISINMA	f														
Costs for motor vehicles (petrol, service, registration, insurance etc.)/ MOTORLU TAŞITLARI İÇİN MALİYETLER (PETROL, SERVİS, MOTORLU TAŞIT VERGİSİ, SİGORTA VB.)	f														
Cost for transportation by others/ BAŞKALARI TARAFINDAN GERÇEKLEŞTİRİLEN TAŞIMA MASRAFLARI	f														
Credit / Loan interest/ KREDİ/ KREDİ FAİZİ	f														
Other / Unpredictedcosts/ DİĞER / TAHMİN EDİLMİYEN MALİYETLER	f														
Administrative Costs/ YÖNETSEL MALİYETLER	f														
Bank provision / BANKA PROVİZYONU															
Maintenance of Computing / BİLGİ İŞLEM BAKIMI															

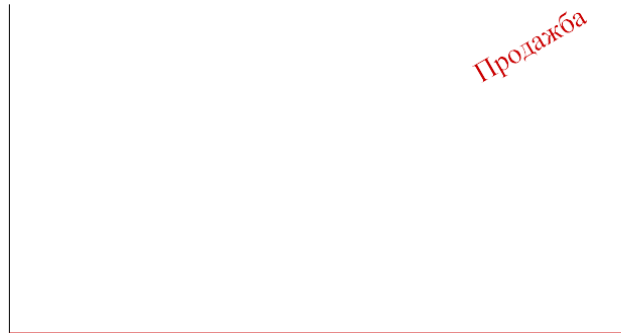
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Taxes / VERGİLER															
Insurance/ SİGORTA															
Accounting / MUHASEBE															
Cleaning the venue/ MEKAN TEMİZLİĞİ															
Costs for annual Accounting/ YILLIK MUHASEBE MAALİYETLERİ															
Anti-fire device/ KLİMA, VANTİLATÖR VB.															
Unexpected costs / BEKLENMEDİK MALİYETLER															
total Administrative costs / TOPLAM İDARİ MALİYETLER															
TOTAL OPERATIVECOSTS/ TOPLAM İŞÇİ MALİYETLERİ (AŞINMA PAYI İLE BİRLİKTE) (without amortization)															

* Don't forget that costs for Variable costs variate in different months/ *DEĞİŞKEN MALİYETLERİN FARKLI AYLARDA DEĞİŞTİĞİNİ UNUTMAYINIZ.

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Exercise: Analyzing the sales / **ALİŞTIRMA: SATIŞLARIN ANALİZ EDİLMESİ.**



- monthly sales / income **AYLIK SATIŞ/GELİR** , 6000 coffees x 3 eur = 18.000 eur.
- Monthly costs for 6000 coffees = **15.000 eur. AYLIK 6000 KAHVE İÇİN 15000 EURO MALİYET**

Exercise: **ALİŞTIRMA**

1. Calculate profit and /**KÂR HESAPLAMA VE**
2. Profitability rate (profit) / **KARLILIK ORANI (KÂR)**

PROFITABILITY **KARLILIK**

- monthly sales / income , 6000 coffees x 3 eur = 18.000 eur.
- Monthly costs for 6000 coffees = 15.000 eur.

PROFIT A-B = 3.000 eur / **KÂR A-B=3000 EURO.**

Answer: Profitability rate is 16,66% (3.000 eur divided with total income).

CEVAP: KARLILIK ORANI %16,66 (3000 EURO TOPLAM GELİRE BÖLÜNDÜĞÜNDE)

What percent of the sales price is profit? /**SATIŞ FİYATININ YÜZDE KAÇI KÂRDIR?**

It is 0.5eur (16,66% from 3 eur)/ **BU 0.5 EURO'DUR. (3 EURO'DA %16,66)**

WHAT IS PROFITABILITY THRESHOLD/ **KARLILIK EŞİĞİ NEDİR –**

Amount of products that needs to be sold to cover all monthly costs. It is calculated with dividing total month costs with sales price of the product. (A/B)/

TÜM AYLIK MAALİYETLERİ KARŞILAMAK İÇİN SATILMASI GEREK ÜRÜN MİKTARI. TOPLAM AYLIK MALİYETLERİN ÜRÜNÜN SATIŞ FİYATINA BÖLÜNMESİYLE HESAPLANIR.

A) Total monthly costs = 15.000 eur /**TOPLAM AYLIK MALİYET= 15000 EURO.**

B) Sales price of product = 3 eur /**ÜRÜNÜN SATIŞ FİYATI: 3 EURO**

Answer: Profitability threshold is 5000 coffees, showing that: /

CEVAP: KARLILIK EŞİĞİNİN 5000 KAHVE OLDUĞUNU GÖSTERMEKTEDİR:

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- If we sale 5000 coffees we cover total monthly costs/
5000 KAHVE SATARSAK AYLIK MAALİYETİ KARŞILARIZ
- Every another coffee we sale is PROFIT /
SATTIĞIMIZ ÖTEKİ HER KAHVE KÂRDİR.

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EXERCISE : INVESTMENT PLAN **ALİŞTIRMA: YATIRIM PLANI**(=

	1.1. Own investment in fixed assets Buildings, land/ BİNALAR, ARSALAR GİBİ SABİT VARLIKLARDA OLAN YATIRIMLAR	estimated value / TAHMİNİ DEĞER
1		
2		
3		
4		
	Machinery, equipment, stationery and furniture/ MAKİNE, EKİPMAN, KIRTASIYE VE MOBİLYA	
1		
2		
3		
4		
5		
6		
7		
8		
	Tool / ARAÇ	
1		
2		
3		
	Vehicles / TAŞITLAR	
1		
2		
3		
	Other existing assets / DİĞER MEVCUT VARLIKLAR	
1		
2		
3		
	TOTAL 1.1. /TOPLAM 1.1.	
	1.2. Investments in fixed assets Land/ SABİT KIYMETLERE YAPILAN YATIRIMLAR ARAZI	Dealers Cost / SATICI MAALİYETİ
1		
2		
	Objects/ EŞYA	
	Reconstruction / adaptation. / YENİDEN YAPILANDIRMA/ ADAPTASYON	
1		
2		
3		
4		
5		
	Machinery, equipment, stationery and furniture / MAKİNA, MALZEME , KIRTASIYE VE MOBİLYA	
1		
2		

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3		
4		
5		
6		
7		
8		
	Motor vehicles / MOTORLU ARAÇLAR	
	Other investments/ DİĞER YATIRIMLAR	
1		
2		
3		
	TOTAL 1.2	

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B: CURRENT ASSETS MEVCUT VARLIKLAR

	2.1. Investments in current assets/ GÜNCEL VARLIKLARDAKİ YATIRIMLAR	
	2.1.1. Purchase of initial stock of material. / TEMİN EDİLEN İLK MALZEME STOĞU	
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
	2.1.2 Procurement of fuel/energy / YAKIT/ENERJİ TEDARİĞİ	
1		
2		
	TOTAL INVESTMENTS IN CURRENT ASSETS 2.1 GÜNCEL VARLIKLARDA TOPLAM YATIRIM	
	2.2. Own Stock of MaterialS/ SAHİP OLUNAN MALZEME STOĞU	
1		
2		
	TOTAL CURRENT ASSETS2.2 / TOPLAM GÜNCEL VARLIKLAR 2.2.	
	TOTAL 2 (2.1 +2.2.) /TOPLAM 2(2.1 +2.2.)	

3. Other initial costs / DİĞER İLK GİDERLER	
3.1. One time initial costs (licenses, reports, etc / BİR DEFAYA MAHSUS İLK GİDERLER (LİSANS, RAPOR VB)	
3.2. Rent advance/ KİRA ÖN ÖDEMESİ	
3.3. Other initial costs /DİĞER İLK GİDERLER	
TOTAL 3: TOPLAM 3	

TOTAL INVESTMENTS / TOPLAM YATIRIMLAR 1.1. +1.2. +3 +3	
--	--

4. Own funds / ELDE OLAN SERMAYE	
5. Support from other programmes / DİĞER PROGRAMLARDAN DESTEKLER	
In total/TOPLAM	

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EXERCISE – PLAN FOR ORGANIZATION AND MANAGEMENT

ALİŞTIRMA- ORGANİZASYON VE YÖNETİM İÇİN PLAN

1. Legal form (which legal form you will choose for your business - circle)

YASAL EVRAK (İŞLETMENİZ İÇİN HANGİ YASAL BİÇİMİ SEÇECEKSİNİZ- DAİREYE ALIN)

a) Craftsman/ **ZANAATKAR**

b) Sole trader/ **ŞAHİS İŞLETMESİ**

c) LLC (Limited liability company of one person)/ **TEK KİŞİLİK LİMİTED ŞİRKET**

d) LLC (Limited liability company) / **LİMİTED ŞİRKET**

Other (write)/ **DİĞER (YAZIN)** _____

2. Management and working structure(YÖNETİM VE ÇALIŞMA YAPISI)

Founder **KURUCU**.....

Manager **YÖNETİCİ**.....

Employees **ÇALIŞANLAR**

3. Qualification of the entrepreneur: GİRİŞİMCİNİN NİTELİKLERİ:

.....

.....

.....

.....

4. Number of employed and their qualifications: İSTİHDAM EDİLENLERİN SAYISI VE NİTELİKLERİ:

.....

.....

.....

5. Administrative costs (describe all costs that are related to the successful work)

İDARİ GİDERLER (BAŞARILI ÇALIŞMA İLE İLGİLİ TÜM GİDERLERİ AÇIKLAYIN)

Description of the costs MAALİYETLERİN TANIMI	EUR
Bank fees BANKA ÜCRETLERİ	480
Maintenance of computing BİLGİ İŞLEM BAKIMI	240
Annual communal tax YILLIK TOPLUMSAL VERGİ	700
Insurance SİGORTA	600
Accounting MUHASEBE	2400
Costs for venue (cleaning, maintenance, etc) MEKAN İÇİN MALİYETLER (TEMİZLEME, BAKIM VB.)	240
Costs for delivering final annual accounting YILLIK NİHAİ MUHASEBE İÇİN MALİYETLER	240
Unforeseen costs ÖNGÖRÜLEMİYEN MALİYETLER	1800
Total annual costs for administration of the business İŞLETMENİN YÖNETİMİ İÇİN TOPLANAN YILLIK MALİYET	6700
Monthly average AYLIK ORTALAMA	558.5

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DESCRIPTION OF THE BUSSINESS IDEA/ İŞ FİKRİNİN AÇIKLANMASI

I.Information about the idea FİKİR HAKKINDA BİLGİ

1. What type is your idea? Describe. (ex. sales, production, trade, service etc.):

NE TÜR FİKRİN VAR? TANIMLAYIN (SATIŞ, HİZMET, TAKAS VB.)

2. What is the situation with competition? What is the state with interest for yor bussiness (clients)? etc.

REKABETLE İLGİLİ DURUM NEDİR? İŞİNİZİN MÜŞTERİLERİNİZ İÇİN İLGİ DURUMU NEDİR?

3. What are the business goals? What are expectations from the investment? İŞ HEDEFLERİ NELERDİR? YATIRIMDAN BEKLENTİLER NELERDİR?

4. Description of the business idea İŞ FİKRİNİN TANIMI

Explain: what you will do precisely? what is your "product"? To whom you will bedirect your products/services? (buyers/clients)

AÇIKLAYINIZ: TAM OLARAK NE YAPACAKSINIZ? 'ÜRÜNÜNÜZ' NEDİR? ÜRÜNLERİNİZİ/ HİZMETLERİNİZİ KİME YÖNLENDİRECEKSİNİZ? (ALICILAR/ MÜŞTERİLER)

Explain: What are YOUR goals and how you will reach them.

AÇIKLAYINIZ: HEDEFLERİNİZ NELERDİR VE ONLARA NASIL ULAŞACAKSINIZ.

How you will do? What is the equipment?

NASIL YAPACAKSINIZ? EKİPMAN NELERDİR?

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5. Number of planned employments in the business?

İřLETMEDE PLANLANAN İSTİHDAM SAYISI?

.....

.....

.....

.....

.....

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II. Details for the entrepreneur GİRİŞİMCİ İÇİN DETAYLAR

Name / surname /İSİM-SOYİSİM

Address /ADRES

Phone/ e-mail /TELEFON – E POSTA

Education and training:

EĞİTİM VE ÖĞRETİM:

What are the skills for the business? İŞ İÇİN GEREKLİ BECERİLER NELERDİR?

Experience DENEYİM

_____Months AYLAR

_____Years YILLAR

Describe your experience related to the business: İŞLE İLGİLİ DENEYİMİNİZİ AÇIKLAYINIZ:

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MARKETING PAZARLAMA

III. Describe your products/services and how you will promote them.

ÜRÜNLERİNİZİ/ HİZMETLERİNİZİ VE BUNLARI NASIL TANITACAĞINIZI AÇIKLAYINIZ.

IV. What are your clients? Describe them concretely with names. (ex. individual, companies, markets, other specific entities...)

MÜŞTERİLERİNİZ KİMLER? ONLARI İSİMLERİYLE SOMUT OLARAK TANIMLAYINIZ. (ÖRN. BİREYLER, ŞİRKETLER, PAZARLAR, DİĞER BELİRLİ KURULUŞLAR...)

V. Comparison of your product/service with the competition.

ÜRÜNÜNÜN/ HİZMETİN RAKİPLERİYLE KARŞILAŞTIRILMASI.

A) Comparison- quality and price: **KARŞILAŞTIRMA- KALİTE VE FİYAT:**

B) What are your main competitions? **ANA RAKİPLERİNİZ NELERDİR?**

VI. What is your business location? Describe. **İŞ YERLERİN NELERDİR? AÇIKLAYINIZ.**

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VII. Size of the market (estimate how much of your product/service is now sold in the market you will cover - show information about the total quantity and/or value of sales in the territory where you will work/municipality/the whole country).

PAZAR BÜYÜKLÜĞÜ (GİRMEYİ DÜŞÜNDÜĞÜNÜZ PAZARDA UÜRÜN/HİZMETİNİZİN NE KADAR TALEP GÖRDÜĞÜNÜ TAHMİN EDİN- ÇALIŞMAYI DÜŞÜNDÜĞÜNÜZ BÖLGEDE Kİ - BELEDİYE/BÖLGE YADA TÜM ÜLKEDE- TOPLAM MİKTAR VE/VEYA SATIŞ DEĞERİ HAKKINDA BİLGİ VERİN)

VIII. How you will communicate with the clients?

MÜŞTERİLERLE NASIL İLETİŞİM KURACAKSINIZI?

IX. What will be the method of distribution? - Sales channels for your products

DAĞITIM YÖNTEMİ NE OLACAK? ÜRÜNÜNÜZÜN SATIŞ KANALLARI NEDİR?

X. A key factor to your success: BAŞARINIZIN ANAHTAR ÖĞESİ NEDİR?

XI. A key risk factor :ANAHTAR RİSK ÖĞESİ NEDİR?

INITIAL INVESTMENT

XII. What funds are needed to start the business?

İŞE BAŞLAMAK İÇİN HANGİ SERMAYELERE İHTİYAÇ VAR?

1. Fixed assets: _____ eur /TL.

SABİT VARLIKLAR

2. Variable assets: _____ eur /TL

DEĞİŞKEN VARLIKLAR

3. Other starting costs: _____ eur/TL.

DİĞER BAŞLANGIÇ MASRAFLARI

Total funds for starting the business: _____ eur/TL.

İŞE BAŞLAMAK İÇİN GEREKEN TOPLAM SERMAYE

Own funds: _____ eur/TL

ELDE OLAN SERMAYELER

Other support funds: _____ eur/TL

DİĞER DESTEK SERMAYELERİ

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XIII. PLANNED BALANCE SHEET /**PLANLANMIŞ DENGİ SAYFASI**

Annual operating costs for the business idea /**İŞ FİKRİ İÇİN YILLIK YÖNETİM GİDERLERİ**

N.	Description of the costs GİDERİN TANIMI	Unit BİRİMÖ	Needed Amount İHTİYAÇ DUYULAN MİKTAR	Price FİYAT	Total in EUR TOPLAM TL
I	Total Fixed Costs TOPLAM SABİT GİDERLER				
	Gross salary Owner BRÜT MAAŞ SAHİBİ				
	Gross salaries for employed (without owner) İŞ SAHİBİ HARİÇ ÇALIŞANLAR İÇİN BRÜT MAAŞLAR				
	Travel costs SEYEHAT GİDERLERİ				
	Rent (office, machinery, etc) KİRA (OFİS, MAKİNA VS.)				
	Energy, water, etc.				
	Maintenance of the vehicles (registration, insurance, services...) ARAÇLARIN BAKIMI (SİGORTA, SERVİS VB)				
	Costs for other Transportation DİĞER ULAŞIMLAR İÇİN GİDERLER				
	Loan interest/fee BORÇ FAİZİ/ÜCRET				
	Other costs (unpredicted) TAHMİN EDİLEMİYEN DİĞER GİDERLER				
	Administrative Costs YÖNETİM GİDERLERİ				
II	Variable costs DEĞİŞKEN GİDERLER				
	Materials MALZEMELER				
	Trade goods TİCARİ ÜRÜNLER				
	Costs for cooperators (Sub-contracts)				

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	İřBİRLİđİ GİDERLERİ (ALT SÖZLEřMELER)				
	Maintenance/Repairs BAKIM/TAMİR				
	Promotion PROMOSYON				
	Other costs (unpredicted) TAHMİN EDİLEMEYEN Dİđer GİDERLER				
Total					

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Planned revenues from products/services / **ÜRÜN-HİZMETİN PLANLANAN HASILATI**

N.	Description of the service/product HİZMETİN/ÜRÜNÜN TANIMI	Unit BİRİM	Planned annual sale -Amount /PLANLANAN YILLIK SATIŞ MİKTARI	Price/ ÜCRET	Total Annual sale in EUR TOPLAM YILLIK SATIŞ MİKTARI TL
	A				
	B				
	C				
	D				
Total					

TOTAL PLANNED SALE (for 1 year) _____ EUR /TL
TOPLAM PLANLANAN SATIŞ (1 YILLIK)

Profit /Gain **KAR/KAZANÇ**

Gain..... eur. (income – costs) **KAZANÇ----- TL (GELİR-MAALİYET)**

Profitability rate..... %. (planned profit/ total revenue) x 100

KARLILIK ORANI ----- % (PLANLANAN KAR /TOPLAM HASILAT) X100

XIV. SWOT

STRENGTHS GÜÇLER	WEAKNESS ZAYIFLIKLAR
OPPORTUNITES FIRSATLAR	THREADS TEHLİKELER