

Models of Social Enterprise

Delivered by:
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Facilitated by:
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Agenda

- ▶ Developing a business model canvas
- ▶ The difference between business models and business plans
- ▶ Testing social enterprise business assumptions
- ▶ Getting the balance right: social impact versus economic realities
- ▶ The role of the Business Plan in social enterprise development
- ▶ Conducting a SWOT analysis

Business Model Canvas

- ▶ Nine key areas to explore when testing social enterprise assumptions underpinning a business model

Getting the Balance Right

- ▶ Are there any trade-offs between social impact versus economic realities?
- ▶ What is your enterprise's positioning strategy?

Getting the Balance Right

“Positioning is the act of designing the company’s offering and image to occupy a distinct place in the target’s mind.”

Philip Kotler

In other words:

Owning a piece of the customer’s mind!

Positioning: Gives people a reason to buy from a company!

Getting the Balance Right

Positioning Elements:

- Product, Company, Competition, Users

How you can differentiate:

- Product Differentiation, Service Differentiation, Staff Differentiation, Image Differentiation

Economic Realities vs Social Impact Trade-offs

Pricing issues to consider:

- ▶ Direct competition
- ▶ Indirect competition - substitute products/services
- ▶ What are the customer's needs (problem/solution)?
- ▶ What aspects of the product or service are most important to the customer/beneficiary?
- ▶ What is the ability of the customer to pay?

Business Plan Development

- ▶ Sections of a business plan
- ▶ Data required
- ▶ Stakeholder implications

SWOT Analysis

- ▶ The importance of a thorough Strength, Weaknesses, Opportunities and Threats Analysis

Review

- ▶ What are the implications for your social enterprise concept arising from the topics covered this evening?
- ▶ Is there anything that you have identified that may impede your progress?
- ▶ Facilitator contact details:
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