

Key competences to prepare our students for an entrepreneurial mindset

(KEM)



Evaluation of Business Plans

Name of product/service to be evaluated:	Golden Girls
Country:	Germany
First name of evaluator:	group of students
Country of evaluator:	Finland
<p>Examine whether the business idea would also work in your country. Give reasons. Pay special attention to target group and competition.</p> <ul style="list-style-type: none"> - the idea would work well in Finland, Finnish people like riding and there is need for therapy, too - the target group and competition are well considered - this idea could work in Finland, because we have people who suffer from mental problems and they could benefit greatly from this kind of therapy and there is not much competition in this field - the idea is good and there are only a couple of therapeutic riding centers in Finland 	
<p>Have a look at the costs, e.g. employer's salary, living expenses, other cost components. Compare them with the costs in your country.</p> <ul style="list-style-type: none"> - compared to Finland the prices are low as well as the salaries - we think all the costs would be higher in Finland (maybe not the salaries) - everything is more expensive in Finland - I think that in my country almost everything is more expensive - the costs seem quite similar to what we have in Finland - the cost list was hard to read and understand (the numbers were jumping and I did not know if they were montly, weekly or daily costs...though I do not know the field) - list of costs was difficult to read and sounded a bit unrealistic - in Finland the lessons are cheaper 	
<p>Further comments concerning the business idea:</p> <ul style="list-style-type: none"> - SWOT analysis was good and colourful and pretty - good and different idea, but will there be enough customers? - the idea sounds a bit different - the company could do a deal with a vet, so the company could get cheaper nursing for the horses - activities during weekend is a good idea, nature trips would be fantastic! - competition and marketing were not considered thoroughly enough - it is unrealistic that the company could manage the lessons with only one employee - the location is good (near the school and houses for disabled people) 	