

## Guide of a feasible entrepreneurial project - Concretion of the guidelines for the development of an entrepreneurial project

(návod, jak realizovat uskutečnitelný podnikatelský projekt: kroky potřebné k uskutečnění úspěšného podnikatelského projektu a zároveň autoevaluace udržitelnosti podnikatelského záměru)

### Concretion of the guidelines for the development of an entrepreneurial project (More than 50% implies feasible project)

Previous actions	Nothing Very low 1	Little Low 2	Quite High 3	A lot Very high 4	Punctuation action by action (1-4)
Choose a solid team.	There is no interaction among them. They work individually.	They get some results from time to time.	They are used to working in groups.	They work cohesively and find solutions for the problems.	
Make a good SWOT analyses.	It is not done properly, only superficially. Few items investigated.	Only some items deeply investigated.	Investigated deeply, but some details are missing.	Done properly. A lot of information is recorded.	
Business plan that includes a market research.	It is not done properly, only superficially. Market research is missing.	Only some items deeply investigated. Market research is done but not very well.	Investigated deeply, but some details of market research are missing.	Done properly. A lot of information is recorded. Complete market research.	
Create a road map (strategical planification).	It is not done properly, only superficially. Aims and strategies are not defined.	Aims and strategies are not clear. Only few activities developing the strategies.	Strategies are clear and developed the aims, but there are not enough activities to achieve the aims.	The goals are SMART (specific, measurable, achievable, relevant and time bound). Strategies are specific and there are enough activities.	
Plan a budget for your project and how to get the capital.	Budget is not planned properly. No ideas about finding funds.	Budget is planned but some details are missing. The ways to get the capital are not realistic.	Budget is planned with almost all the details but is not completed. The way to get the capital could be possible.	Budget is done perfectly with a lot of details. The way to get the capital are clear and feasible.	
Share responsibilities and divide the project in smaller ones. (organization structure).	The organization structure is not defined. Responsibilities are not shared.	The organization structure is defined but responsibilities are not shared properly.	The organization structure works but some responsibilities are not distributed properly.	The organization structure is well defined. Responsibilities are shared properly.	
Companies identity (logo, name, motto, vision, legal form and so on).	The company identity is not defined.	The company identity is partially defined but some items are missing..	The company identity is defined but some items are not very well developed.	The company identity is well defined and the items correspond to the aims of the company.	
Finding out about conditions: laws, rules, certificate, permission.	Conditions are not taken into consideration.	Only few conditions are taken into account but not the important ones.	The most important conditions are taken into account but some are missing.	All the conditions are taken into account.	
Total Punctuation "Previous Actions"					

During project implementation	Nothing Very low 1	Little Low 2	Quite High 3	A lot Very high 4	Punctuation action by action (1-4)
Set progress reporting guidelines and to control the project development.	There are no guidelines and the control is not done.	The guidelines are not clear. The control is not done properly.	The guidelines are clear but the control is not done properly.	The guidelines are clearly defined. The control of the project is well done.	
Be aware of possible risks.	No risks are taken into account.	Only few risks have been considered but not the important ones.	Almost all risks are taken into account.	All risks have been considered.	

Acknowledge and publish the small goals achieved.	There is no dissemination of the goals achieved.	Some goals are published but sometimes not in the right way.	Most of them are published and acknowledged.	There is a full dissemination of the goals achieved and it is done properly.	
Foster shared leadership and responsibilities.	Responsibilities are not shared within the management staff.	The shared leadership is defined but responsibilities are not shared properly.	Leadership is shared but responsibilities are not distributed properly.	Leadership is fully shared and responsibilities are distributed properly.	
Use of the new technologies and social media for the developing and promotion of the project.	New technologies and social media are not used.	Some new technologies are used but not enough; not enough promotion is done through social media.	New technologies are used but not enough; promotion is done through social media.	New technologies and social media are used properly.	
Motivate the staff. Promote an optimistic and positive working atmosphere.	Staff are not satisfied with the atmosphere nor motivated with any plan.	Some members of the staff are satisfied and motivated.	A greater part of the staff are motivated and satisfied with the atmosphere.	Staff are satisfied with the atmosphere and motivated due to a specific plan.	
Quality control (budget, aims, production, services and so on).	There is no quality control.	The quality control is not done properly. Only a few parts are checked.	The quality control is done. Some parts are missing.	The quality control is done properly. All parts are checked regularly.	
Training for employees to get some skills.	No training is done nor planned.	Only some training is done. The activities are not suitable.	Training is done. Some activities are not suitable.	Training is well planned and done. Activities are proper.	
Total Punctuation "During Project Implementation"					

Project Evaluation	Nothing Very low 1	Little Low 2	Quite High 3	A lot Very high 4	Punctuation action by action (1-4)
Feedback of customers and employees (questionnaires, interviews, surveys and so on).	There is no research to get feedback.	Some research is done but questionnaires, interviews and surveys are not well structured.	Research is done but the feedback is not used for further actions.	Research is done and the feedback is used for further planning.	
Measure the profits of the project.	Profits are not measured.	Profits are not measured in a proper way.	Profits are measured but the management team do not take it into consideration.	Profits are measured and further actions are planned.	
Progress indicators. (number of supplied products or services)	There are no progress indicators.	There are only few progress indicators and/or they are not measured in a proper way.	The progress indicators are measured but the data is not used for the project improvement.	The progress indicators are measured and the data is used for the project improvement.	
Market share.	The information on the market share is not searched.	Only little or not relevant information is found.	The market share is investigated but the data is not used for the project improvement.	The market share is investigated and the data is used for the project improvement.	
Impact on the local community, society and environment.	The impact is not examined.	Only little or not thorough examination is done.	The impact is investigated but the data is not used for the project improvement.	The impact is investigated and the data is used for the project improvement.	
Measure the development of the company.	The development is not measured.	The company development is not measured in a proper way.	The company development is measured but the management team do not take it into consideration.	The company development is measured and further actions are planned.	
Total Punctuation "Project Evaluation"					

<b>TOTAL PUNTIATION OF THE PROJECT</b>	
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