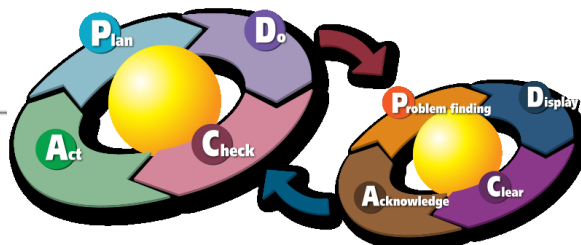


# Technology and Production Plan, Innovation, R&D

- Technology, Production Processes, Automated Control Systems
- Production Demand (Space, Background, Machinery, Equipment, Inputs – Material, Energy, Work); Time Demand of Production
- Transportation and Logistics, Industrial Logistics
- Production Costs – Structure, Calculations; Controlling
- Outer Factors (Legislative, Production Standards ČSN EN ISO)
- Product Certification, Conformity Declaration
- ISO 9000, ISO 14000, TQM, EFQM (6σ, Kaizen,...)
- Work Safety (Plan) and Fire Protection (Risk Analysis)
- Innovation, Research and Development, University Cooperation
- IPR Protection, Patent, Technology Transfer



# Project Personal Provision

## ➤ Human Resources (Employees, Outsourcing of Services)

- Number of Employees, Shifts, Even Opportunities
- Expected Qualifications of Employees (Drivers License, ICT, English Skills, Certificates) and Other Skills (Practical Experiences)
- Competences, Responsibilities, Motivation, Remuneration
- Personal Agencies, Brigade-work, Fluctuation
- Labor Code (CZ Act. No. 262/2006 Coll.)



# Project Area (Site) Provision

- **Office Room and Production Area (Purchase/Lease)**
  - Project Dimensions, Facility Conversion (Adaptation)
  - Locality, Traffic Accessibility, Parking Places, Public Traffic, Neighborhood
  - Networks (Electricity, Gas, Water, Waste, Internet), Territory Devel. Plan
  - Brownfields, Business Zones and Parks, Incubators
  - Real Property Operational Costs, Facility Management, RES





# Project Marketing Proposal

Sales and Marketing Mix (Product, Price, Place, Promotion, Distribution, Processes, People)

- Ways and Costs of Promotion (Internet, FB, Press, Radio, TV, Billboards, Direct Marketing, ...)
- Ways and Costs of Distribution (Packings, B2B vs. B2C, Retail Chains, Shops, Internet)
- Setting of Margin and Product Prices, Calculations:
  - ✓ Variable Costs (direct, operational) and Fix Costs (investments, overheads)
  - ✓ Down Limit – Costs; Up Limit – Competition
- Definition of Goals and Milestones of Success in Time:
  - ✓ Prognosis of Sales (Revenues); Market Share