

ORIENTATION 6: CREATING/DEFINING A BUSINESS IDEA

(This step can be skipped if there has been a business idea developed by the CEO and agreed by the members of the company and the teacher/facilitator)

Objectives

The students are able to:

- Observe the problems and the needs of the surrounding and find solutions in the form of a business idea
- Express opinions and ideas in a discussion
- Present the idea resulted from the discussion

Introduction

Business idea is the first step in setting up a business. A good business idea starts from an idea that answers the needs and problems of many. With the increasingly intense business competition, the demand for creativity in business increases. However, with time and technological development, the complexity of the needs and problems of the society grows, which becomes an opportunity to develop a business idea.

Instrument and Material Preparation

- Plano Paper & Marker

Activities

No	Activities	Duration
1	The facilitator directs the employees to make groups based on the departments. The CEO may join the group with the least number of members. For a class containing two companies, each company can group themselves into three.	5'
2	<ul style="list-style-type: none"> ▪ Every group will discuss a business idea and answer the questions regarding the following matters: <ul style="list-style-type: none"> • The background of the selection of the business idea • The products or services offered • Targeted market • Product/service price range • The planned advantages of the products/services compared to the products/services of the same type ▪ The business idea may be generated by: <ul style="list-style-type: none"> • Observing the existing problems, either personal problems, the problems of others, or environmental problems, and then finding the solutions for those problems using products or services that can be developed. • Observing unfulfilled needs of the society. • Learning from the existing business ideas by: observing, imitating, modifying. • Observing the current trend ▪ In the discussion process, that all people can propose their ideas freely is stressed; no one is allowed to criticize the ideas of others directly or indirectly; everyone encourages others to explore the idea as well as possible; everyone 	30'

	<p>must build the ideas of others in order to create as many ideas as possible.</p> <ul style="list-style-type: none"> ▪ Finding accessible references from the Internet ▪ The answers can be in the form of writing or a description picture of the products/service. 	
3	<p>After the task is complete, each group is welcomed to present their groups' discussion results for 5 minutes. Other groups are welcomed to pose questions and offer feedback.</p>	30'

Output

- Company business ideas approved by the teacher/facilitator

References

Genadinik, Alex. 2014. Business & Start-up Ideas: A comprehensive Guide on Business and Start-Up Ideas Based on Coaching Over 1,000 Entrepreneurs. Createspace Independent Pub