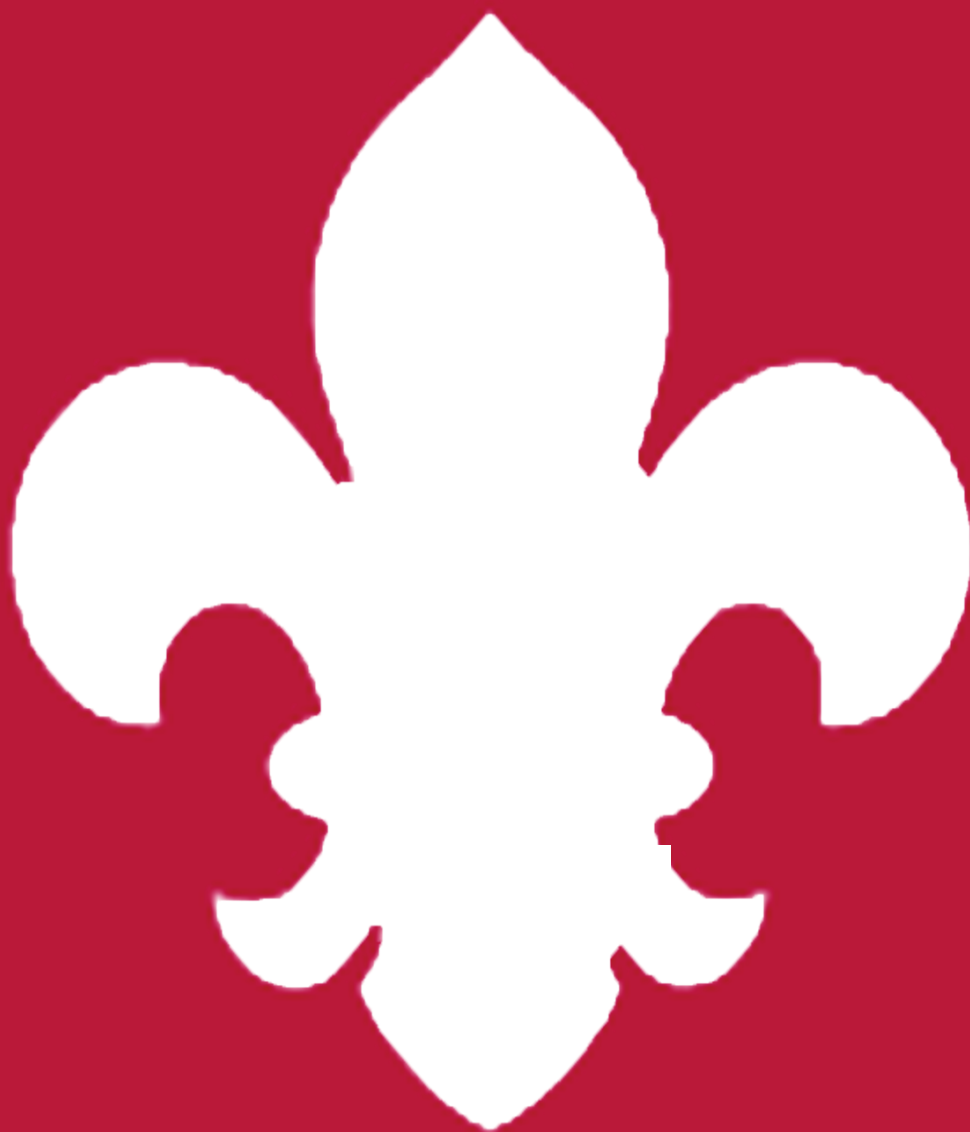


GILWELL BUSINESS NEWS



2017

Making decisions

Decisions. They push our life forward, everything depends on our choices. A lot of them are tough, a lot of them keep you up at night. One unimportant childhood decision can have huge impact on your adult life. One huge, difficult decision may turn out to be much less of a problem than it used to be. Making choices is a difficult art, a battle of morals and materialism, a clash between your current and future needs, a mixture of probabilities and certainties. They get overwhelming, but we're here to help you.

During the Erasmus+ project Business Basics we have interviewed a few participants from several countries, Bulgaria, Greece, Turkey, Cyprus, Czech Republic and Belgium and Latvia. Like in other states the youngsters in these countries have to deal with the question what to do after finishing a high school.

In most of the interviewed countries are the universities for free, in some cases, Belgian students are paid by government and in the Czech Republic universities are free for students younger than 26.

We came to the conclusion, that in Greece, Turkey, Bulgaria and Belgium youngsters feel the pressure from the society, that it's necessary to go to the university and it's not very common to take a gap year. Whereas youngsters in Latvia and Cyprus feel that the society starts to be more open and supportive for other ways of getting an experience such as gap year could be.

In many countries, the youth are pushed by families to study at an university to raise the chance of finding more job opportunities after the graduation. Nevertheless being an qualified person with an university title doesn't have to mean that you will be successful and get a suitable position on the labour market. For example nowadays in Cyprus there is a problem with overqualification. The graduates have problems to find a job in their field. And one can find a lot of people with 2 or more titles working as bartenders.

This point is bringing us to an idea, that is useful to know the demand for your occupation on the labour market before starting to study, so we will know if our position is needed. We can also use the option of several youth programs which can help us to get a practical experience abroad such as EVS or Internships to higher or chances with looking for a job.

In order to make a profitable decision, you should gather as much info as you can, not only by reading books/articles but also by asking people about personal experiences which can often prove much more helpful.

Another step is organizing this information. Break it down into pros and cons. Ask yourself about your priorities and start working towards them. If you really can't decide, flip a coin, you'll know what you want more before it lands.

Your first CV

A CV is where you present yourself, your traits, your skills and experience. It's a vital and obligatory part of getting a job so it is important that you know how to do that correctly. We're going to give you some tips and guidelines about looking professional which will raise your chances of getting a job:

DO

- 1) Make your name take up a lot of space at the top of the CV
- 2) Give them your email address (the address should be formal), phone number
- 3) Talk about your strongest traits, for example "Good Leader"; "Fast Worker". They shouldn't be longer than 3 lines. Use a bullet list for that.
- 4) Point your previous jobs out (volunteering experience also counts) and include bullet lists about your successes in them as well as the responsibilities given to you by the employers.
- 5) Include a cover letter, which will briefly describe who you are, what jobs you come from etc.
 - Put all your languages in a table and assign one of the three levels to speaking, writing and reading. The levels are:
 - Basic - you can communicate your basic needs
 - Intermediate - You can fully interact with people and make a living in a foreign country
 - Advanced - you can use business-specific language and fluently speak

DON'T

- 1) Make your CV longer than 2 pages
- 2) If you're at an university, unless you went to a profiled high school (musical, technical) write about it, afterwards of course include your educational experience.
- 3) Put your photos on it, unless your country's laws say otherwise. In that case, use a formal photo.
- 4) Say you can use a piece of software on a basic level if you can't use at least 30% of it.
- 5) Send the same CV to every company, make an unique CV for every position you apply for.

Always take a printed version of your CV to the interviews, even if your employer has a digital version of it.

EU Opportunities for Youth to gain work or other experience.

We are really fortunate to be a part of European Union and that gives us so many opportunities but the problem is that a lot of EU citizens don't even acknowledge them.

Marta is 19 years old highschool graduate. All her classmates and friends are going to college but she feels a little bit left out. She doesn't know what she wants to do further and what she wants to study, even more, she already missed the deadlines for university application.

European Voluntary Service is perfect option for Marta as she has a lot of free time, because EVS can be as long as 12 months and during the volunteering she can explore different cultures and by this get to know herself and her competences better and gain some useful skills.

To find out more, visit https://europa.eu/youth/volunteering_en

Emily is 14 years old. She is a really active girl. She plays tennis in her free time and participates in her school's council. During her free time she loves to travel with her family but she would like to go somewhere by herself to gain some knowledge that can be useful.

Youth Exchange is wonderful option for Emily as she is really young (14y/o) to go somewhere abroad to meet people from different cultures and gain knowledge as you can participate in youth exchanges as you are 13-30 y/o and their duration is from 5-21 days.

To find out more, visit https://ec.europa.eu/programmes/erasmus-plus/opportunities-for-individuals/young-people/youth-exchanges_en

Peter is 33 years old with bachelor degree in business, he worked at a bakery for the last 6 years. He decided to open his own bakery, he already has a concept and business plan, but he feels that he doesn't have enough experience.

Peter should apply for the EYE program in which you can gain experience in different countries by working with people in the same businesses and gaining skills, knowledge and practical experience.

To find out more, visit http://ec.europa.eu/growth/smes/promoting-entrepreneurship/support/erasmus-young-entrepreneurs_en

Laura is 25 years old student currently studying medicine at an university. She is tired of the routine and she would love to experience something new.

ERASMUS programme allows students to go to a different country for 1 or 2 semesters as an exchange student and allows you to broaden your future job perspectives.

To find out more, visit <https://esn.org/erasmus>

Although there are lots of positives that come with participating in these kinds of projects, someone who would be interested should count the risks of choosing to participate. For example there could be businesses that might take advantage of your volunteering. Also, if you are interested beware that if you find a business or organization who is in the list for the first time it is not guaranteed that their treatment will be good and that is why it is crucial that you make a review on them after volunteering, so you can prevent future participants from making the wrong choice and also the EU can blacklist bad businesses. By doing this you will help in making a list of completely safe choices. Another thing is that the EU funding for all these programs can be almost enough only for the accommodation cost abroad so you need to know that you must have some money in order to pay for your living for as long as you stay abroad.

In general, non-formal education is the way participants learn things in these projects. We, as people who have already participated in some projects, suggest that you have to know that they are mostly full-time projects so you need to fully participate also. Sometimes you will also have to prepare homework. In these kind of projects people from different cultures and countries meet so you have to be respectful to them and patient because it can happen that you are all born and raised in different ways and cultures.

Getting ready to start a business

Want to start a business? Wish to get in charge of something bigger? Create your own success? First, let's go over a couple things.

Business plan

This is how you'll introduce others to your business idea. Knowing what to do is, obviously, fundamental, so write a business plan. A document in which you will find all the necessary information as to how to run your dream business, what to invest in etc..

Your business plan should include::

- Your company's name and logo
- A description of what you're selling
- Some basic pricing
- A marketing plan
- Any other information you'd like to keep

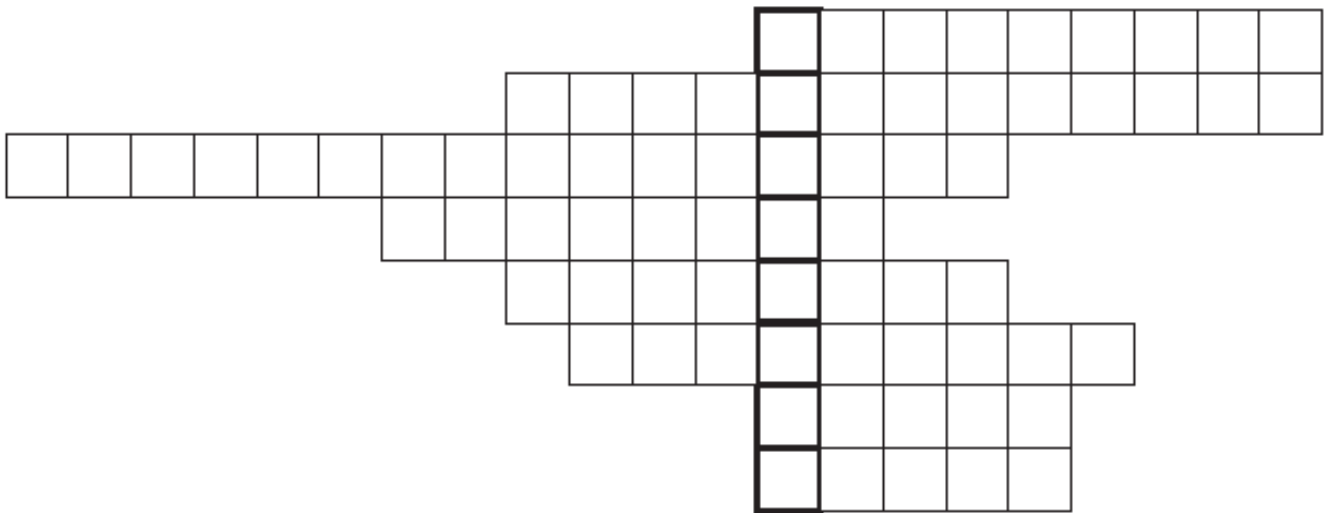
Cost analysis

You need to analyse what you'll need to spend on in order for your business to thrive. Write down your fixed and variable costs, save 6 times your monthly expenses, because for the first 6 months your business is probably not going to break even. What is breaking even? It's a state when your business doesn't generate profit or loss. In order to know how to achieve your break even point, you will have to perform a **break even analysis**.

Know your enemy

You need to see what there's a demand for, your future rivals' average pricing and their strategy. That will let you counteract them possibly take over the market. Find out what could possibly make you better than them and take full advantage of that. Do some surveys, ask around, gather info and make it into charts.

GAME



1. cost - not making a loss, no profit as well
2. Skill used to achieve mutual understanding
3. The ability to turn ideas into business
4. An activity performed in order to understand something
5. Costs
6. Practical knowledge earned by training/observing
7. ... media are a good way to advertise
8. Something you need to do in front of a client