

PLAN & WORK

CYPRUS 2019 YOUTH EXCHANGE

*Inside you have many tips how
to start and run your own
career*

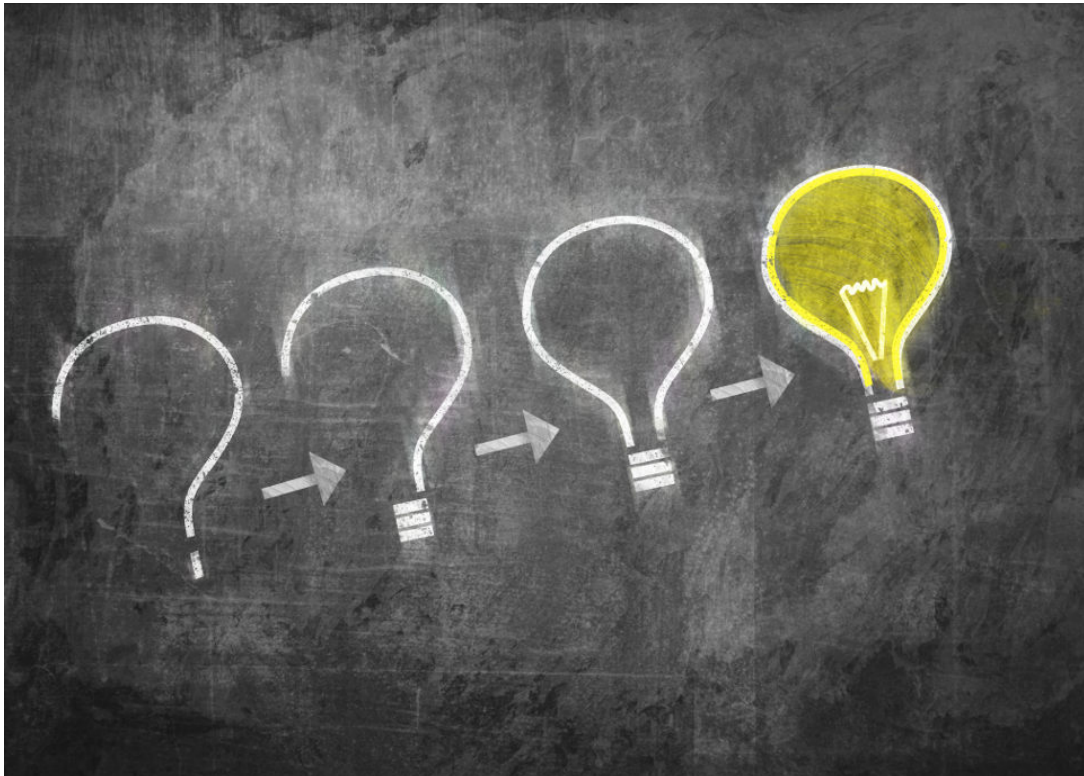
Top 4 tips to start your business

It goes without saying that anyone in the world would like to set up his/her own business. Some people manage to do it and others just end up dreaming. Do you know why? The answer is simple: business owners are not afraid to take risks and they know how to prepare for a future business, yet the rest do not.

So, if you belong to the second type of people do not worry. Here are some useful tips JUST FOR YOU. Read them and start acting.

Tip 1. Analyse your business idea

It is completely ok to dream and strive for it, anyway there is a great BUT. Anything may seem possible while one is dreaming, yet when it comes to realization, you need to be sure it is feasible. Before you get started, find out if there is a demand for your products or services. It's also useful to find out who your competitors are and whether the market can sustain your business. Each business structure and type can have different legal requirements, so it's important you understand these requirements before you decide what is best for your business.



Tip 2. Analyse yourself

Operating a small business is not just about working for yourself, it's also about having the necessary management skills, industry expertise, technical skills, finance and of course a long-term vision to grow and

succeed. At the outset it's important to consider whether you really understand what's involved and whether you're suited to business and self employment. This also includes the insurance of having good supporters and staff. As a future owner and manager of a business you need to know your strengths and weaknesses well. If you think you lack some skills and want to develop them further, consider investing in training for yourself or your employees.



Tip 3. Target your customers

Customers are the ones who can make any business a success or a failure. Knowing who you'll be serving for can help you define your business. Do some research into your potential (or existing) customers or clients, and their habits - this means checking out who will be buying or using your goods and services, and how they normally do this. Understanding your customer base and how to direct them to your business is important.

Tip 4. Create a business plan

Planning is the most important part of any business. A little planning can go a long way in ensuring your business is a success. Creating business and marketing plans can help you identify goals and develop strategies for achieving them. Your basic business plan should be drafted before you go into business, but, once started, you should always be thinking about what you can add to it. It should contain some core information, such as why you want to go into business, and what your goals for the business are. It doesn't need to be long or complicated - it should be clear and to-the-point.

Written by Diana Margaritan

3 questions to the reveal the "Formula of success"

In the frames of the series "The formula of success" we met the famous business lady and restaurant owner Diana who answered some of our questions very sincerely.

Diana, thank you for having us. So, lots of people wonder how you started your business. Tell us a bit about it?

I am also thankful for the invitation. Well, I have always been dreaming of owning a business, specifically a restaurant because I love to cook and that industry really interested me as a teenager. I was eager to open a set of restaurants in my country and then if possible enlarge it to other countries as well. I knew it was going to be hard to achieve so I decided to start from a small snack bar and turn it into a large restaurant. I asked some of my friends and relatives to help me with this. Thus, it worked and now I have what I have.



Nice. Anyway I guess you and your team encountered lots of hardships on the way to a successful business. How did you overcome them and what would you advice those who want to own a business but are afraid of facing obstacles?

Sure. No one said the way was easy but if you have got the motivation, if you have a professional and devoted staff, if you are eager to achieve the best and are indulged in your work, success won't be late. Of course, some lost their motivation some decided to step back and left the team in an unwanted situation but still my enthusiasm and the efforts of the staff led to success. My advice is the following: do not be afraid to fail, do not think you will not make it till the end do not listen to what others say, just believe in yourself and act as a united organism, right after that you'll get what you aimed for.



It is obvious that you are in great relationships with your employees and that is what the customers always mention in their reviews. I'm eager to reveal the secret of this successful cooperation.

Yeah, I cannot deny that fact. You know, it is not only about business and money but the humanity and care as well. I love my employees and often do not refer to them as just my workers because they are the ones who make my business prosper all the time. I take care of them, respect their rights and befriend with them. It is always a pleasure to do something good for your friend rather than just work for your boss. Sometimes I may work instead of them and that's what the real leader would do. So, you see, there's no formula and it is extremely simple.

Diana Margarian was speaking

“Planning a future is something more than finishing popular studies profile”

– today we talk with John Smith, successful businessman, who tells us what is important while planning job career.

Do you like your job?

Yes, I love it. I do what I always wanted and I get payed very well.

So you must be very lucky...

It has nothing to do with luck. I just planned my career at a very beginning. I always wanted to work with animals, to help them and support, and now I have my own foundation that does it. Konfucjusz said that you should choose job you love and you will never work a day in your life, and that's about me.



So how to do that? It seems so easy...

It is, but many people have a problem that they do not believe it is possible. They are afraid to dream, plan and realize it. They follow the trends and go in the main stream. For example they go and study marketing, because it is popular, not because they are creative...

Do you think this is the reason why there are so many frustrated workers nowadays?

Yes, I am absolutely sure, this is the reason. People do not plan their future. They do not think about the 3 or 5 years plan. And they do not have goals to achieve. They go to university, study something, which is not interesting for them and then they are one of those corporation workers that go every day to the office and for the rest of their lives do boring things.



So what should young people start with when they think about future?

They should jump at the opportunities they have in their neighborhood. They may volunteer and gain experience, and what is very important – take part in international youth exchanges that open their eyes and show what is important in finding a job.

Maria Janiak was speaking

Do's and dont's in your CV

– play with us

Find words referring to good and bad practices in your CV and put them into the right column in the table below

a	q	c	g	e	n	d	e	r	z	x	s	d	f
z	b	s	u	x	p	a	s	d	f	g	b	n	m
x	f	g	h	p	h	o	t	o	a	s	d	f	v
c	s	a	q	e	d	f	g	h	j	k	l	p	k
v	d	w	o	r	k	a	s	s	d	f	g	h	j
b	f	g	h	i	k	l	m	n	b	v	c	x	z
k	l	k	j	e	h	g	s	f	d	s	v	s	a
m	p	o	i	n	u	y	k	t	r	e	o	w	q
k	e	d	u	c	a	t	i	o	n	j	l	h	g
l	i	o	u	e	y	t	l	r	e	w	u	s	d
d	r	i	v	i	n	g	l	i	c	e	n	s	e
h	g	f	d	s	a	z	s	x	c	v	t	b	f
l	p	o	i	u	y	t	r	e	w	q	e	d	n
o	i	u	j	m	n	h	y	t	g	h	e	q	m
w	e	d	c	v	f	r	t	g	b	n	r	w	j
s	x	z	a	q	w	e	r	t	y	u	i	e	u
s	d	f	g	h	j	k	l	o	p	i	n	d	y
a	q	w	e	r	t	y	u	i	o	p	g	x	z

DO's	DONT's



TOP 5 points to consider when looking for a job

1

Firstly, think of what character you have. (Are you angry?, are you understanding? Are you cold against people?, are you shy etc...) (*your character also determines the job. Don't forget that!)

2

what if you have skills?
Are your skills enough for the job you dream of?

If yes, that's great! If not, it is up to you to have this competence. You can get it by studying and gaining experience. It will just be a little late.

3

Review your features, your skills and your ability and "How can I, what can I do?, how can I be happy will I m working?" It is very important to be happy in your work. If you're not happy, life will be harder and more booting for you. You should enjoy while you are work.

4

do you have the right skills for the job you want? For example you can cook very well and you are fast but you are working at he bank. You can't think enough analytically, you can't find solutions to problem you may have..You enjoy cooking maybe you can be a great cook

5

your job should let you take time for yourself and your loves ones. (your job should not interfere with your social life)

Written by Ecem Ergene

Correct answers – do's: work, experience, education, skills; dont's: photo, gender, driving license, volunteering