



Instituto Superior de Economia e Gestão

UNIVERSIDADE TÉCNICA DE LISBOA

DESDE 1911

BUSINESS LAW
2012/2013 – 2.º SEMESTRE

BUSINESS CREATION

1. Business Idea
2. Business Members: Strengths and Weaknesses
3. Business Company
 - a) Mission
 - b) Values
 - c) Objectives
 - d) Organizational Structure
 - e) Business Organogram
4. Business Plan
 - a) Business Activity
 - b) Stakeholders Mapping
 - c) Consumers Needs
 - d) Business Strategy
 - d1) Differentiation Strategy: Product; Image; Service; People?
 - d2) Functional Strategy: Value Chain
 - d3) International Strategy: Porter Diamond Model
4. Marketing Plan
 - a) External Environment: Porter Five Forces Analyzes

b)Internal Environment: SWOT Analyzes

c)Market Analyzes

d)Competitors Analyzes

e)Consumers Analyzes

f)Economics Analyzes

g)Distribution Channels Analyzes

h)Positioning

i)Market Segmentation: Geographic; Demographic; Psychographic; Socioeconomic;

j)Marketing Mix: Product; Promotion; Place; Price

5.Communication Plan

a)Target

b)Communication Objectives

c)Communication Strategy

d)Communication Actions: Action; Target; Timetable; Price; Evaluation

Examples: Logotype; Institutional Brochure; Mupis, Outdoors; Store Opening; Advertisement (Radio, Television, Newspapers; Internet); Sponsorships; Merchandising; Internet Site; Direct Emails; Invitations for Parties

6.Juridical Plan

a)Company Type

b)Company Members

c)Company Name

d)Company Object

e)Head Office

f)Capital

g)Participation Amount and Input Nature of each Member

h)Closing Date of the Annual Exercise

i)Profits Distribution Clauses

j)Preference Rights

k)Company Board Designation

l)Changes to the Company Contract

m)Duties and Rights of the Members

n)Bonds Authorized

o)Jurisdiction

p)Steps to Incorporation: Company Name Certificate Application; Certificate Registration; Deposit of Capital; Deed of Incorporation; Registration with Tax Authorities; Registration With the Company Registry; Social Security (Competent Authority; Documents; Emission Date; Expiration Date)