

PRAKTIČNA AKTIVNOST: TVOJA POSLOVNA PRILOŽNOST

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ZAMISLI IN PRILOŽNOSTI: Odkrivanje priložnosti

Srednja stopnja: Učenci lahko prepoznajo priložnosti za zadovoljitev potreb, ki še niso niso bile izpolnjene.

Namen

Glavni cilj te dejavnosti je:

- Ppredeliti glavni koncept/pojem/ "Odkrivanja priložnosti";
- Ppredeliti primere "poslovnih priložnosti" za ustvarjanje vrednosti za druge;
- Pripraviti analizo SWOT in
- Od ideje do dejanj.

Rezultati učenja

Ta praktična dejavnost je namenjena odkrivanju priložnosti. Kako prepoznati poslovno idejo, ki ima potencial za dodano vrednost za stranke in za podjetnike (promet, dobiček, zadovoljstvo, dobro počutje). Raziskovanje in razvijanje ideje za priložnost je stalen proces. Ko to počnete, že ocenjujete priložnost: ocenjujete, ali je ideja lahko privlačna, izvedljiva in uspešna.

Učenci bodo morda želeli oceniti tudi, ali gre za priložnost zanje osebno; če opazite/odkrijete/ priložnost, to še ne pomeni, da jo dejansko želite uresničiti.



Opis dejavnosti in nalog

Razmislite in odgovorite na naslednje vprašanje: Zakaj mora podjetnik prepoznati priložnosti?

Oglejte si odgovore v spodnjih točkah.

- Da bi prišli do zamisli.
- Da bi našli rešitve za težave.
- Da bi bil inovativen.

Prvi korak

Izvedite naslednje ustvarjalne naloge o odkrivanju priložnosti v svoji rutini in v svoji družini.

A) Vaša rutina: Zaprite oči in si predstavljajte svoj vsakdanjik. Nato zapišite vse, kar počnete na dan. Ali lahko prepoznate kakšne skrite priložnosti?


B) Vaše povezave/veze: Zapišite vse člane svoje družine in njihovo delo. Razmislite o tem, kakšne pogovore ali vprašanja imate zanje. O teh vprašanjih se pogovorite s svojimi družinskimi člani in prijatelji. Morda se tu skriva kakšna priložnost.

Drugi korak


Igra "Poišči priložnost": Prikazana bo vrsta scenarijev in slik. Oglejte si slike, prepoznajte morebitne težave in poiščite priložnosti za oblikovanje rešitev. Ali lahko prepoznate priložnosti?




Image attribution - [‘Long queue of unhappy customers/patients at the hospital pharmacy or drug store’](#), by Brother UK, licensed under [CC BY 2.0](#)



- You could develop an app for the local store to let people know when it is busy. Could the app have a sign-up time section? So that individuals could arrive for their allocated time, rather than waiting in a long line.
- You could get in touch with the shop to see if you could help work in the queue to take people’s orders or be on the till helping to reduce the queue size.
- You could find out from the store if there is some way entertainment could be provided for in the queue. Can you think of any entertainment ideas? Can you sing or juggle?
- You could use the queue to gather market research for projects. You could let the store know that you are helping to keep people interested by asking them questions. This can help improve customer service satisfaction for the store and also give you the chance to network with the community.



- You could set up an online class to teach a language with your peers through social media.
- You could run an exercise class with friends to get fit, then advertise this to the public.
- You could learn a new skill which might provide you with more opportunities later on (knitting, painting, drawing)
- You could speak to friends and family finding out what they are doing and if they have any ideas during the self-isolation period.



- You could complete some research in your local community about this issue, find out what is already happening and whether there are any groups forming.
- You could create awareness leaflets to place in local communities centres, restaurants, cafes and other shops.
- You could find an area that is highly littered and create a clear-up day with your peers. Tidying and removing the plastic bags from that area.
- You could get involved with a charity involved in plastic waste (for instance the work done by Precious Plastic)

Metodologija



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Študija primera 1 - Inkpact

Charlotte Pearce, ustanoviteljica in izvršna direktorica podjetja Inkpact, deli vpogled v razvoj svojega podjetja. Prisluhnite, kako govori o priložnosti in kako je ukrepala.

Charlotte Pearce Video -

<https://www.youtube.com/watch?v=omqdkhSY4OE&feature=youtu.be>

Študija primera 2 - Reach Robotics

Silas Adenkule, ustanovitelj in director Reach Robotics deli vpogled v razvoj njegovega podjetja.

Prisluhnite mu, kako je izkoristil prednosti ponujenih priložnosti.

Silas Adekunle Video - <https://www.youtube.com/watch?v=L5CMvD7orME>

Razmislite in odgovorite na naslednje vprašanje: Kaj ljudem preprečuje, da bi "odkrili priložnosti"?

- Negotovost glede tega, kaj storiti.
- Brezskrbnost in neupoštevanje priložnosti.
- Zapiranje družbenih omrežij in sodelovanje le z majhno skupino znanih ljudi.
- Neupoštevanje tega, kar se že dogaja v skupnosti.

Podporni viri

[Entrecom4ALL project](#)

[Entrepreneurship4ALL project](#)

Trajanje: 3 ure

Stopnja usposobljenosti: EQF2



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