

# Business Plan

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National University of Laos



**EESAC's logo has been presented in green and gold which represent sustainable growth and development. Additionally, the burb represents ideation which derives from varies field of studies, then, working out together with entrepreneurial education and skills to be success in business world.**

Entrepreneurial Education and Skills Advancement Center (EESAC)  
Dongdok Village, Xaythany District, Vientiane Capital, Lao PDR

Website URL (Facebook page: <https://www.facebook.com/profile.php?id=100086461099169>)  
Email address/contact details: [eesac-nuol@nuol.edu.la](mailto:eesac-nuol@nuol.edu.la) or [nuol.eesac@gmail.com](mailto:nuol.eesac@gmail.com)



## Contents

<b>I. Executive Summary .....</b>	<b>3</b>
<b>II. Instructions: Knowledge center description.....</b>	<b>4</b>
Knowledge center’s Worksheet .....	4
<b>III. Services.....</b>	<b>5</b>
<i>Service Description Worksheet.....</i>	<i>8</i>
<b>IV. Marketing Plan.....</b>	<b>9</b>
4.1. Trends in the target market .....	9
<b>V. Operational Plan .....</b>	<b>12</b>
c) Location .....	14
d) Personnel .....	14
<b>VI. Management &amp; Organization.....</b>	<b>15</b>
<i>Management Worksheet .....</i>	<i>16</i>
<i>Organization Chart .....</i>	<i>20</i>
<b>VII. Financial Plan.....</b>	<b>21</b>
<b>VIII. Acknowledging UN’s Sustainable Development Goals.....</b>	<b>22</b>



## I. Executive Summary

Entrepreneurship significantly contributes to economic expansion. Entrepreneurs in particular introduce cutting-edge innovations, goods, and services. Employment opportunities are also created via entrepreneurship. By 2020, Lao PDR would need more than 500.000 new startup business owners to support social-economic development. However, entrepreneurship supports and human capital occur to be unprecedented problems that highly need to be addressed.

The Department of SME Promotion (DOSMEP), Ministry of Industry and Commerce (MoIC), is in charge of the government's 2016–2020 SME Development Plan. The plan includes seven pillars. In that two of them are in line with what **EESAC** aims to address. For instance, insufficient entrepreneurial knowledge and challenges in becoming successful entrepreneurs will be addressed by providing entrepreneurial education training and mobilizing entrepreneurial capability through consultant services on developing a business plan including but not limited to financial management, accounting, marketing, human resources management, logistics and operation. Additionally, as being a higher educational institution and having an important role to play in improving the well-being of society.

**EESAC** mainly seeks to provide the benefits to the service users to generate business idea and goal, develop specific skills, improve knowledge, gain confidence, and plan better through competitive training materials developed by EU experts who have successfully assisted and coached several entrepreneurs. Unlike other competitors such as *Toh-Lao*, **EESAC** applies the knowledge-transfer approach withdrawn from the ToTs provided by EU trainers and experts of ENCORE project. Also, the trainers of **EESAC** are the professional trainers and professors with well-equipped knowledge and experience in various fields.

The core **EESAC**' service is the materials and approach of the training and counselling which are brought from the EU expertise and then are tailored to the needs and challenges faced by the service users and delivered by the trainers who are the professors and the experts in the field of entrepreneur, finance and accounting, human resources management, marketing, and logistics and business operation from the Faculty of Economics and Business Management, the National University of Laos.

**EESAC** will become a center of national's entrepreneurial education and skills advancement hub which address entrepreneurial challenges and supports social-economic development. Furthermore, **ESSAC** houses professionalism of various fields and has boarder networking. Of note, as **EESAC** is being supported by the expert team from ENCORE under Erasmus program for training and supervisory, it is highly confident that the knowledge-transfer will become sustainable to support SMEs and startups in the Lao PDR.



## II. Instructions: Knowledge center description

### Knowledge center's Worksheet

<b>Knowledge Center's Name</b>	Entrepreneurial Education and Skills Advancement Center (EESAC)
<b>Knowledge Center's Mission Statement / Value proposition</b>	Fostering the youth innovative ideas into actions, building the core competitiveness of SMEs, promoting entrepreneurial initiatives through coordination among our partners and effective consulting. -
<b>Knowledge Center's Vision</b>	Create innovative excellence for SMEs and startups.
<b>Goals &amp; Milestones</b>	<ol style="list-style-type: none"> <li>1. Provides entrepreneurial education training to students and organizations</li> <li>2. Provides consultant services on developing a business plan including but not limited to financial management, accounting, marketing, human resources management, logistics, and operation</li> </ol>
<b>Target Market</b>	<ul style="list-style-type: none"> <li>• Students</li> <li>• Individuals</li> <li>• Organization</li> </ul>
<b>Industry/ Competitors</b>	<ol style="list-style-type: none"> <li>1. LJI (Lao-Japan Human Resource Development Institutions) – SUSU: Startups Scale-up</li> <li>2. Katalyst (108Job corporation cooperate with EU)</li> <li>3. Toh-Lao</li> <li>4. LNCC</li> <li>5. SMEs Promote Department (MOIC)</li> </ol>



## III. Services

### 3.1. EESAC Services

EESAC aims to provide two main streams of services.

- 1) **Training services:** will offer the entrepreneurial education training in the format of training modules on the topics including: principles of entrepreneurship, design thinking, business planning, and ideation and mind set.
- 2) **Counselling services:** will provide consultant services on developing a business plan including but not limited to financial management, accounting, marketing, human resources management, and logistics and operation.

### 3.2. The Problems the EESAC's Services Solve

The services that EESAC will provide depart from the problems found in the status-quo research which has been conducted on the existing body of knowledge of entrepreneurial education and skills. Therefore, some problems highlighted below used as a guideline to formulate the strategy in the form of training and counselling services aiming at mitigating them as much as possible.

- ***Entrepreneurship supports***

There are skill gaps in knowledge of business formalization procedures, basic financial literacy, and business operational skills.

- ***Entrepreneurship human capital***

Young people and students lack entrepreneurial spirits, attitudes and skills. This is due to the fact that the curriculum on entrepreneurship is insufficient to prioritize and motivate the youth to find entrepreneurship as a new area of occupation.



### 3.3. EESAC's Benefits, Features, and USP of the Services

- The myriad benefits of **EESAC**'s services provided through training and counselling are as follows:

1. Generate business idea and goal
2. Develop specific skills
3. Improve knowledge
4. Gain confidence
5. Plan better

- The unique features of **EESAC**'s services are

1. Training and counselling services are organized and provided by well-known professors who are well-equipped with knowledge and experience in business management training and counselling. They are also the experts in the field of entrepreneur, finance and accounting, human resources management, marketing, and logistics and business operation from the Faculty of Economics and Business Management, the National University of Laos.

2. The training materials and counselling approach are tailored to meet the needs of the target audiences by focusing on the important aspects and challenges of entrepreneurship.

3. **EESAC** provides the training and counselling through the approach called the integrated-knowledge transfer. This is the usage of the training methods and materials modified and withdrawn from the ToTs provided by EU trainers and experts of **ENCORE** project.

- The USP of **EESAC**' service is that materials and approach of the training and counselling are brought from the EU expertise and then are tailored to the needs and challenges faced by the service users and delivered by the trainers who are the professors and the experts in the field of entrepreneur, finance and accounting, human resources management, marketing, and logistics and business operation from the Faculty of Economics and Business Management, the National University of Laos.



### 3.4. ESSAC's Competitive Advantage

The factors that give **EESAC** a competitive advantage are the training materials, deliver approach, and trainers. Firstly, **EESAC** is the center of Education which easily access to students and young energetic people who are potential entrepreneur. Thus, this could be a concrete networking in the future; further, many organizations both public and private sectors are interested in collaborate with NUOL as a long-term partner. These can help to recruit or work together with mentors from business sector. Secondly, under the cooperation with international Universities, we can access to professors to support training and international network. Thirdly, **EESAC** uses the training materials developed by EU experts who have successfully assisted and coached several entrepreneurs. Second, unlike other competitors such as *Toh-Lao*, **EESAC** experts of ENCORE project. Lastly, the trainers of **EESAC** are the professional trainers and professors with well-equipped knowledge and experience in various fields.



## *Service Description Worksheet*

<p><b>The problems (needs) of the customers to be solved</b></p>	<ul style="list-style-type: none"> <li>• There are skill gaps in knowledge of business formalization procedures, basic financial literacy, and business operational skills.</li> <li>• Young people and students lack entrepreneurial spirits, attitudes and skills. This is due to the fact that the curriculum on entrepreneurship is insufficient to prioritize and motivate the youth to find entrepreneurship as a new area of occupation.</li> </ul>
<p><b>Special Benefits/ Unique selling points of services offered</b></p>	<ul style="list-style-type: none"> <li>• The USP of <b>EESAC</b>' service is that materials and approach of the training and counselling are brought from the EU expertise and then are tailored to the needs and challenges faced by the service users and delivered by the trainers who are the professors and the experts in the field of entrepreneur, finance and accounting, human resources management, marketing, and logistics and business operation from the Faculty of Economics and Business Management, the National University of Laos.</li> </ul>
<p><b>Overview of Service</b></p>	<ul style="list-style-type: none"> <li>• <b>EESAC</b> will offer the entrepreneurial education training in the format of training modules on the topics including: principles of entrepreneurships, design thinking, business planning, and ideation and mind set.</li> <li>• Furthermore, it will provide consultant services on developing a business plan including but not limited to financial management, accounting, marketing, human resources management, and logistics and operation.</li> </ul>
<p><b>How are the services being offered in practice?</b></p>	<ul style="list-style-type: none"> <li>• <b>EESAC</b> will conduct three trainings per year both online and offline to students, individuals, and organizations.</li> <li>• Also, it will provide consultant services to advance their skills and be ready for the entrepreneurial journey via online and offline to students with concrete business idea and/or business plan, but don't know where and how to process, and the individuals who are preparing for joining a business plan competition and/or start-up/pitching.</li> </ul>





## IV. Marketing Plan

### 4.1. Trends in the target market

Overall, entrepreneurship plays a significant role in economic growth. Particularly, entrepreneurs introduce innovative technologies, products and services. The entrepreneurship also creates employment opportunities. Lao PDR needs more than 500.000 new startups entrepreneurs to boost social economic development by 2020. The government had put in place a 2016-2020 SME Development Plan, under the responsibility of the Department of SME Promotion (DOSMEP), Ministry of Industry and Commerce. The consisted of seven pillars. In that two of them are aligned with the services of the **EESAC**. For instance, to ensure that the entrepreneurs and the youth access to consulting services, including business plan training, strategy and standardization and entrepreneurship education. Also, the educational institution should focus on building awareness on entrepreneurship through trainings and workshops, junior high school and enhance capacity building for incubator centers in universities. According to the report from the Ministry of Industry and Commerce (MoIC) in 2021, there are 180,498 enterprise units across the country that have registered with the MoIC, and these enterprises are in several business sectors. Furthermore, ICT and logistics are the business unit sectors that have attracted young entrepreneurs and investors. The reason is that there are several communication companies in Laos provide good internet connection services which makes the accessibility to online platforms and e-commerce websites much easier than before. As such, there is an increase in high demand for online services and logistics such as food and product delivery, and this leads to different needs and preferences of customers for various services to satisfy those needs. For instance, in 2021, there were 112 startup teams including students and current entrepreneurs participated in Lao Startup Award, and there were only 12 teams were in the final selection round. The winner for this year was the startup called “Wayha Booking”, it is an application used for booking several public transportations in Laos. From the discussion above, it implies that the market for **EESAC** who seeks for entrepreneurial education and skill mobility is growing and it tends to change depending on the consumption tendency of the market it serves.



## 4.2. Target customers

The target customer of EESAC is divided into two groups. The first target group is for the training, and the second one is for the counselling service.

- **Training service users are:**
  - Students, alumni and researchers
  - Individual entrepreneurs
  - MSMEs and SMEs

who don't have any idea about entrepreneurship, but are interested in receiving the training that includes the principles of entrepreneurship, design thinking, business planning, ideation and mind set.

- **Counselling service users are:**
  - Students, alumni with concrete business idea and/or business plan, but don't know where and how to proceed
  - Individuals who are preparing for joining a business plan competition and/or start-up
  - Entrepreneurs
  - MSMEs and SMEs

These consumers are the ones that have an idea about entrepreneurship, but in need for the consultation to advance their skills and be ready for the entrepreneurial journey. The consultation services for this group of consumers include but not limited to financial management, accounting, marketing, human resources management, and logistics and operation.

## 4.3. Marketing and advertising

**EESAC** will integrate traditional and modern marketing strategy approach to communicate with the target consumers. The reasons for using both channels online and offline marketing strategies is to meet as many targets as possible. Digital marketing can help save time to communicate with consumers, and it is cost effective. These days, consumers are online everywhere and every time. Also, using offline marketing strategy can help **EESAC** gain trust and increase its visibility. Therefore, the marketing strategy includes social media marketing, content marketing, trade shows, and

networking. The focus is on social media marketing. **EESAC** can use social media platforms such as Facebook to communicate with the target audiences as these social media websites are well-known and popular



in Laos. Furthermore, the National University of Laos (NUoL) often organizes some events where there are thousands of participants come and join them. **EESAC** will join these events that match with its theme and organize a panel discussion related to entrepreneurial, co-host with NUoL to arrange startup day and invite several startups to join. Through these events, **EESAC** can grow networking and increase awareness.

- Facebook will be used a platform to post content and make announcement.
  - Weekly contents uploading
- Trade shows and networking
  - To set up **EESAC** booth at least two times per year
  - To co-host with NUOL to organize an event once a year

## V. Operational Plan

No.	Training topic	Objective of training	Target audiences	Time of year	Remark
1	Introduction to Business Model Canvas	<ul style="list-style-type: none"> <li>- To educate target audiences to basic knowledge of BMC.</li> <li>- The target audiences can write their own business model.</li> </ul>	<ul style="list-style-type: none"> <li>• Students/ Researchers</li> <li>• Individual Entrepreneurs</li> <li>• MSMEs /SMEs</li> </ul>	3	It can be short training by topic.
2	Business plan and environment	<ul style="list-style-type: none"> <li>- To understand the business ecosystem.</li> <li>- To increase the target audiences' business plan writing skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Students/ researchers</li> <li>• Individual Entrepreneurs</li> <li>• MSMEs /SMEs</li> </ul>	3	It can be arrange as continues training.
3	Marketing information and analysis include subtopic listed below: <ul style="list-style-type: none"> <li>- Survey methodology</li> <li>- Data analysis</li> <li>- Marketing strategy</li> <li>- Marketing STP (segmentation, target and positioning)</li> </ul>	<ul style="list-style-type: none"> <li>- To provide technical training to increase trainees' entrepreneurial skills.</li> <li>- To increase their capability in market analysis and strategic planning.</li> </ul>	<ul style="list-style-type: none"> <li>• Students/ researchers</li> <li>• Individual Entrepreneurs</li> <li>• MSMEs /SMEs</li> </ul>	3	<ul style="list-style-type: none"> <li>- It can be short training by topic.</li> <li>- It can be arrange as continues training.</li> </ul>



No.	Training topic	Objective of training	Target audiences	Time of year	Remark
4	Introduction to entrepreneurship include subtopic of: <ul style="list-style-type: none"> <li>- Ideation</li> <li>- Mind set (Fixed and growth mind set)</li> </ul>	<ul style="list-style-type: none"> <li>- Create entrepreneurship mind set to the trainees.</li> </ul>	<ul style="list-style-type: none"> <li>• Students/ researchers</li> <li>• Individual Entrepreneurs</li> <li>• MSMEs /SMEs</li> </ul>	3	- It can be short training by topic.
5	Pitching skills include: <ul style="list-style-type: none"> <li>- PowerPoint preparation skills</li> <li>- Presentation skills</li> <li>- Pitching simulation</li> </ul>	<ul style="list-style-type: none"> <li>- To increase trainees' self-confidence.</li> <li>- To increase their communication skills.</li> <li>- To increase their ability in persuasive.</li> </ul>	<ul style="list-style-type: none"> <li>• Students/ researchers</li> <li>• Individual Entrepreneurs</li> <li>• MSMEs /SMEs</li> </ul>	2	- It can be short training by topic.



## Location

The Entrepreneurial Educational and Skills Advancement Center (EESAC) is located in C building, the Faculty of Economics and Business Management, the National University of Laos.

- The size of your location: 7 x 8 meters
- The type of building: one story concrete building
- Accessibility for customers, employees, suppliers and transportation if necessary: it is easy to notice the office since it is located in the building next to the kindergarten, and on the street.

## Personnel

- FEB staffs and professors teaching in related fields such as business management, economics, accounting, finance and so forth.
- The center requires at least five permanent employees, include one center's director, two deputy directors, and two professional staffs. Moreover, we would need temporary staffs as trainers which at least four persons.
- Include job descriptions.
  1. The center's director in charge of drafting the policies and strategic plan for the center, leading various activities such as building the center, organizing training to trainer, and advising the services on various topics to students and ordinary people who want to become entrepreneurs. More importantly, he is a technical transfer knowledge.
  2. The deputy director of the center are a leader and technical transfer knowledge by providing training and mentoring services on various topics to trainers, students and ordinary people who want to become entrepreneurs. More importantly, he is a technical transfer knowledge.
  3. One professional staff is responsible for monitoring, evaluating, and inputting information to the board of EESAC in order to improve strategic plans, marketing plans, and operations to be more efficient. In addition, he is a trainer at EESAC.
  4. One professional staff is the contact person of the center when there are clients who come to register for the training, spreading useful information to society, and he is also the center's data collector and database administrator after monitoring and evaluating the implementation of various tasks. In addition, he is a trainer at EESAC.
  5. Student volunteers (please find their responsible in Bio 11)



- The pay role is going to be in hourly base on staffs' working hour.
- We are going to announce to internal staffs and primarily select from their interesting; than their major of education. For external temporary staffs, we concern more on their working experiences, which will related to our center operating tasks.
- Staff training is going to arrange by 'learning by doing' and we are going to work together and learn to growth together. We can transfer all the knowledge and lesson learnt from Encore's TOT 1 to 4 sessions to them before they become our members. Furthermore, we can enlarge their knowledge and experiences by conducting seminar from our stakeholders such as microfinance association, Women business' association, and so forth.

## VI. Management & Organization

Person	Bio	Role
<p>Asst. Prof. Dr. Visansack KHAMPHENGVONG</p>	<p>He is a senior lecturer and researcher at the Faculty of Economics and Business Management. Where he teaches various subjects including Business Accounting, Managerial Accounting, International economic Investment, and Economic integration. He completed his doctoral degree from Beijing Institute of Technology, China, and his research area on Foreign Direct investment. Dr. Khamphengvong is fluent in Lao, Thai, English, and Chinese. He worked both with national and international organizations, he is not only a lecturer and researcher but also responsible for International Relations at the faculty. He experiences instructed the research in various fields including Foreign Direct Investment, trade and poverty reduction, social and economic impact, and Accounting Information systems. His research area is on the perspective of Laotian on the Belt and Road initiative's Impact on Social and Economic Development in Laos. Dr. Khamphengvong is now working on the impact factor of how foreign investors loan money aboard investing in Laos. He currently is a director of EESAC. He is the center's direct manager, drafts the policies and strategic plan for the center, leading various activities such as building the center, organizing training to trainer, and advising the services on various topics to students and ordinary people who want to become entrepreneurs. More importantly, he is a technical transfer knowledge.</p>	<p>Director</p>





<p>Dr. Toulany THAVISAY</p>	<p>He received a Ph.D. in Global Business in 2019 from Hanyang University, Seoul, South Korea. Currently, he is a lecturer and a researcher at the Faculty of Economics and Business Management. His main teaching subject includes International Business, Business Ethics, Digital Marketing, and Business Research Methodology. Besides, he is also a visiting professor to Solbridge International Business School, Daejeon, South Korea. Dr. Thavisay has published several research papers in the international peer-reviewed journals such as Journal of Retailing and Consumer Services, Korean Social Science Journal, Service Marketing Journal, Actual Problems of Economics, and Sustainability. His main research area includes marketing management, technology and adaptation, e-commerce, development, tourism, and SMEs. Prior to joining the higher education situation, Dr. Thavisay worked for international private companies. He used to be a venue/operational manager at the Silver Heritage Group, an assistant manager at Korean Trade and Investment Agency (KOTRA). Dr. Thavisay also works for several projects. For instance, he is working for ASTRA project which is capacity building in research and fund-raising strategies for teachers and researchers at higher education institutions. He is also a freelance consultant working for USAID on building Lao national handicraft branding and strategy. Dr. Thavisay is also a certified master trainer. He currently is a deputy director of EESAC. More importantly, he is a leader and technical transfer knowledge by providing training and mentoring services on various topics to trainers, students and ordinary people who want to become entrepreneurs. More importantly, he is a technical transfer knowledge.</p>	<p>Deputy Director</p>
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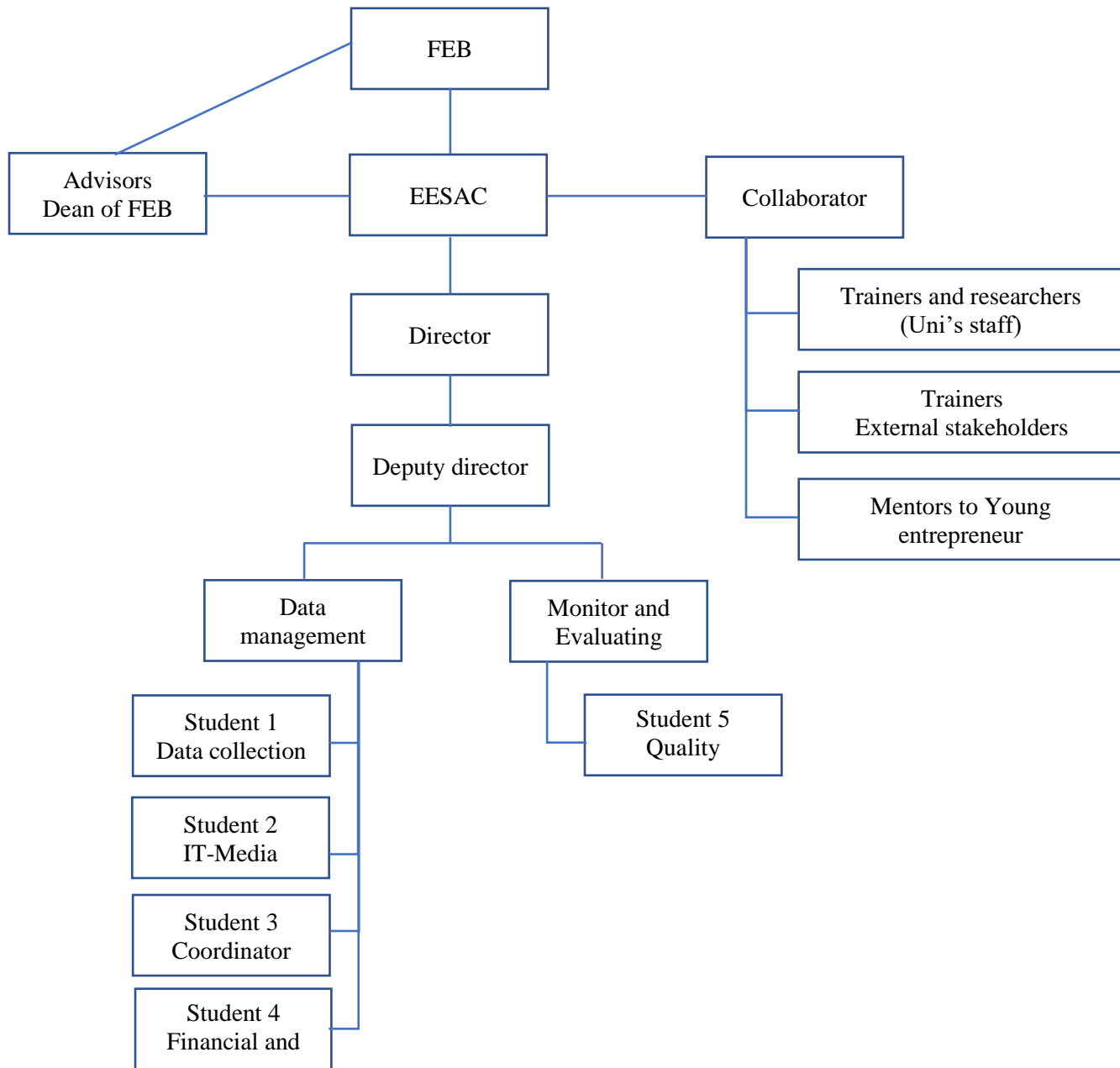
<p>Prof. Dr. Phouphet KYOPHILAVONG</p>	<p>He is a Dean of Faculty of Economics and Business Management. He has been carrying out research on issues including SMEs, macroeconomic management, economic integration, energy, natural resources and poverty, contributing to such publications as the <i>International Review of Economics &amp; Finance</i>, <i>Research in International Business and Finance</i>, <i>Economic Modelling and others</i>. He has directed numerous research projects and works closely with government agencies in Laos and international organizations such as ERIA, OECD, Asian Development Bank, World Bank, Japan International Cooperation Agency and Mekong River Commission (MRC). He has been a visiting scholar at Pukyong National University, Nagoya University, University of Laval, Kobe University, and Nanyang Technological University, as well as Fulbright U.S.-ASEAN Visiting Scholar at Harvard University. He is editor in chief of the <i>Lao Journal of Economics and Management</i>. He is also an essential person in the project's administration of the ENCOR project at NUOL, who directly leads and consults on the work related to the EESAC.</p>	<p>Advisor</p>
<p>Asst. Prof. Anitta PHOMMAHAXAY</p>	<p>She is a senior lecturer and researcher at the Faculty of Economics and Business Management. She had obtained her master degree in Public Policy, University of Tokyo, Japan. Her main teaching subject includes International trade and investment Law, International Payments, Economics Business, Advance international finance. She has been conducting research on various topics, including FDI and economic growth, trade liberalization, and poverty reduction. She has published her research in both local and international journals and conferences. She has been a visiting scholar at Mekong institution, Khon Kaen University, Thailand. She has also been a secretary for master's degrees under the MOU between NUOL and the NEU (National Economics University) Ha Noi, Vietnam project. Phommahaxay is fluent in Lao, Thai, Vietnamese and English. She is a member of the ENCOR management team and is a facilitator for all work related to the ESAAC, such as coordinating the work between NUOL and EESAC's administrators and documentaries between EESAC and other institutions outside of NUOL. In addition, she works as an assistant in the operation of the EESAC such as co-training and co-mentoring services on various topics to trainers, students and ordinary people who want to become entrepreneurs.</p>	<p>Collaborator</p>



<p>Asst. Prof. Lindara VONGPHACHANH</p>	<p>She is a senior lecturer. She had obtained her master degree in Business Management, major in financial management, from NIDA, Thailand in 2007 and started working as a lecturer at FEB since Oct 2007. She responsible for finance and investment unit, and has instructed in many classes like business finance, real estate finance, financial analysis, and risk management and insurance. Apart from teaching, she is a supervisor to the Career Counselling Office's volunteers which provides training and counselling services to students who is seeking jobs, internships, and major guiding to pupils. She has been strongly contributed to school activities and education. She is a QE board member of the ENCORE project at NUOL. In addition, she works as an assistant in the operation of the EESAC such as co-training and co-mentoring services on various topics to trainers, students and ordinary people who want to become entrepreneurs.</p>	<p>Trainer</p>
<p>Mr. Banthom MANIRAT</p>	<p>He is a lecturer at the Faculty of Economics and Business Management, National University of Laos. Where he teaches various subjects including Business Finance, Advance Finance Managements, Finance Analysis, Business Analysis, Security Analysis, Investment Management, Credit Managements. BANTHOM completed his Master of Business Administration (Industrial Administration and Development), Thailand. BANTHOM is fluent in Lao, Thai and English. Presently, he is now working on the need to develop accounting and financial knowledge. He is responsible for monitoring, evaluating, and inputting information to the board of EESAC in order to improve strategic plans, marketing plans, and operations to be more efficient. In addition, he is a trainer at EESAC.</p>	<p>Monitor and Evaluating</p>
<p>Mr. Somchith SOMPASEUTH</p>	<p>is a young enthusiastic lecturer, counselor, and financial officer at the Faculty of Economics and Business Management, National University of Laos. Somchith hold a Bachelor's Degree in Education (Pedagogic Methodology), Master of Business Administration (MBA). Somchith gives lecture in several subjects including: Business Ethics &amp; Good Governance, Business Communication, Cross Cultural Management, and Business Negotiation. Besides his lecture and research works, Somchith also contributes as consulting team to Sithandone Special Economic Development Zone (SEZ), Lao Logistics State Enterprise (LLSE), Somchaynuek Group, and some other domestics and International business firms. He is the contact person of the center when there are clients who come to register for the training, spreading useful information to society, and he is also the center's data collector and database administrator after monitoring and evaluating the implementation of various tasks. In addition, he is a trainer at EESAC.</p>	<p>Data Management</p>



## Organization Chart



The student volunteers are needed to facilitate the centers' activities and events which could be divided into five teams:

1. Administration team: responsible for filing, asking letters, and documentary works; moreover, this team also collect the CVs and statistics of staffs, volunteers, and event visitors.



2. Protocol and coordinators team: responsible for coordinators between the EKC and corporations, create corporation's database, being moderators, and protocol services.
3. IT-media team: responsible for work art and graphic design, as well as photography and video editors. Further, they also manage the face book page.
4. Finance and Assets team: responsible for budgeting, and sponsorship seeking.
5. Quality assurance team: monitors and assessment training courses and all activities and events provided to assure the center's strategic plans are going in the right direction.

## VII. Financial Plan

It is going to be more in detail in appendices. The table below illustrates estimated annually operational cost, which is exclude the fixed cost of the center.

No.	Contents	Quant.	Unit	Budget per time (USD)	Budget per annum (USD)
1	Grand opening	1	time	1,587.22	1,587.22
2	Staffs' TOT	3	time	299.68	899.03
3	Booth exhibition in public events	4	time	290.01	1,160.04
4	Training to interested students (15 students)	5	time	250.16	1,250.80
5	Training to interested people (15 people)	6	time	250.16	1,500.97
6	Monitoring and evaluation (meeting)	14	time	30.00	420.00
7	Stakeholders' meeting	4	time	50.00	200.00
8	Conduct Business Plan Contest	1	time	7,758.89	7,758.89
9	Panelists' discussion	2	time	444.04	888.09
10	Incubation lab operating expense per annum	1	time	300	300.00
11	Other expense	1	time	100	100.00
12	Compensation to board of directors \$80 x 2 people	12	time	160	1,920.00
13	Compensation to staffs \$50 x 2 people	12	time	100	1,200.00
<b>Total</b>					<b>19,185.04</b>



## VIII. Acknowledging UN’s Sustainable Development Goals

EESAC’s operation would respond to the UN’s SDGs #1, #4, #8, and #9 via providing entrepreneurial training and counselling services to students, individuals and organizations. Trainees will obtain not only knowledge and skills provided by the center, but also generate their idea into developing a prototype through our incubator lab, this will assist the creation of new startups coupling with fostering and strengthening the existing entrepreneurs in their lacking skills such as marketing, accounting, finance, and so forth; which ultimately return long-term benefit to themselves and society. Thus, we would like to show our gratitude to ENCORE project to offer advices, equipment, materials, and TOT to establish EESAC.

## VIII. SWOT

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>- The first center that offers education (business Ideas, startup) training for students.</li> <li>- Provide education and consulting for individuals and organizations.</li> <li>- Offers various consultation &amp; training: financial management, accounting, marketing, human resources management etc.</li> <li>- Build out facilitates services for both online and offline.</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>- New born type of center</li> <li>- Lack of knowledge about the center by stakeholders</li> <li>-</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>- Easy access for the center services by NUOL staff and students.</li> <li>- The Centre located at the National University of Laos (NUOL), provides entrepreneurs with the opportunity to network with university researchers</li> <li>- Strengthen staffs and experts on specific areas.</li> <li>- The center has a good connection with famous organizations like Business woman’s association, Young entrepreneur association of Laos, Lao microfinance association, SME promotion fund.</li> </ul>	<p><b>Threats.</b></p> <ul style="list-style-type: none"> <li>- Competition by other consulting organization.</li> <li>- Economic fluctuation.</li> </ul>



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