

PROPUESTA

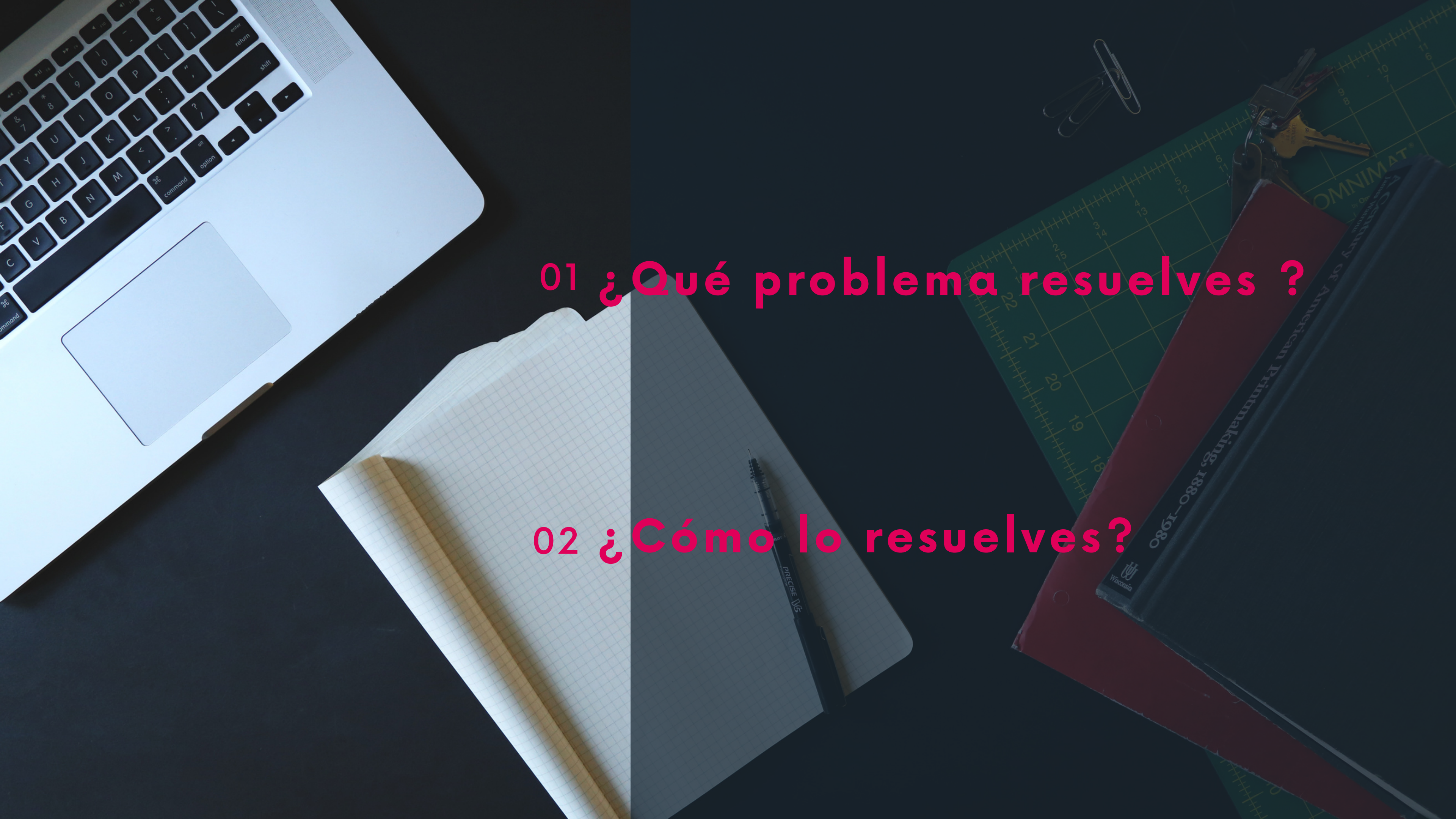
PLAN DE NEGOCIO

YOLANDA ROSADO



A blurred office scene with people working at a desk. In the foreground, a person's hand is visible near a laptop. In the background, another person is holding a pen. The desk is cluttered with papers, a calculator, and a pen holder. A semi-transparent dark rectangle is overlaid in the center, containing the text "CREAR VALOR" in pink and "FASE 1" in white.

CREAR VALOR
FASE 1

A collage of study-related items on a dark background. In the top left, a portion of a silver laptop is visible, showing the keyboard and trackpad. Below it, a stack of white graph paper notebooks is shown, with the top notebook slightly offset. To the right of the notebooks is a green ruler with yellow markings. Further right is a red folder or book cover. On top of the red folder is a black book with white text that reads "History of American Primmaking, 1880-1980" and a "University of Wisconsin" logo. A silver paperclip is attached to the top of the red folder. A black pen with "PRÉCISE V5" written on it lies on the bottom notebook. The text "01 ¿Qué problema resuelves ?" is overlaid in pink on the upper right portion of the image.

01 ¿Qué problema resuelves ?

02 ¿Cómo lo resuelves?

A blurred background image of a business meeting. A person in a white shirt is standing and holding a pen, gesturing towards a desk. On the desk, there is a laptop, a calculator, a pen holder with several pens, and some sticky notes. The scene is brightly lit, suggesting a window in the background.

CAPTURAR VALOR

FASE 2

A collage of office supplies on a dark background. In the top left, a portion of a silver laptop is visible, showing the keyboard and trackpad. Below it, there are several notebooks: one with a yellow cover, one with a white cover, and one with a red cover. A green ruler is placed diagonally across the right side. A silver paperclip is at the top right, and a set of keys is attached to the red notebook. The text "01 ¿Quién es tu cliente?" is overlaid in the center in a pink, sans-serif font.

01 ¿Quién es tu cliente?

02 ¿Cómo logras tus ingresos?

CLIENTE

1

DEMOGRÁFICO

Edad
Localización
Nivel de educación
Empleo

2

HÁBITOS

Intereses
Pasatiempos
Pasiones
Aficiones

3

DIGITAL

¿Usa redes sociales ?
¿Con qué frecuencia?
¿Qué redes sociales?

4

PSICOLÓGICOS

Necesidad primordial
Preocupaciones
Miedos
Deseos
Ambiciones

PERFIL DEL CLIENTE IDEAL EN BASE A SUS SENTIMIENTOS

QUÉ VE

QUÉ OYE

QUÉ PIENSA

QUÉ DICE

QUÉ SIENTE

QUÉ HACE

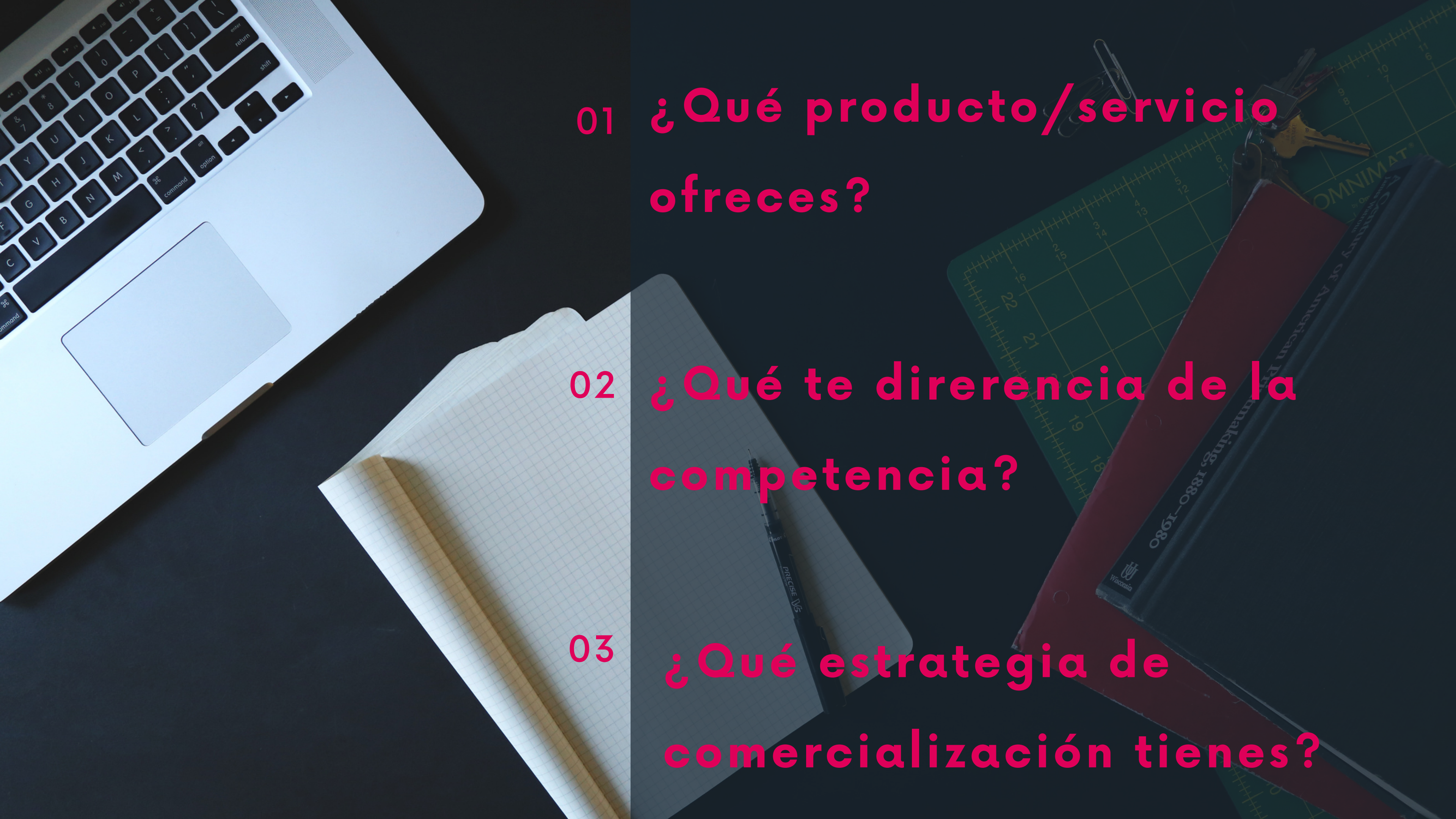
OBSTÁCULOS

RESULTADOS

A blurred office scene with people working at a desk. In the foreground, a person's hand is visible near a laptop. In the background, another person is holding a pen. The scene is overlaid with a semi-transparent dark rectangle containing the text "ENTREGAR VALOR" in pink and "FASE 3" in white.

ENTREGAR VALOR

FASE 3

A collage of office supplies including a laptop, notebooks, a ruler, and keys. The background is a dark, textured surface. The text is in a bold, pink, sans-serif font.

01 ¿Qué producto/servicio
ofreces?

02 ¿Qué te diferencia de la
competencia?

03 ¿Qué estrategia de
comercialización tienes?

HABLA DE TÍ, QUE TE CONOZCAN*ii*

QUIÉN SOY

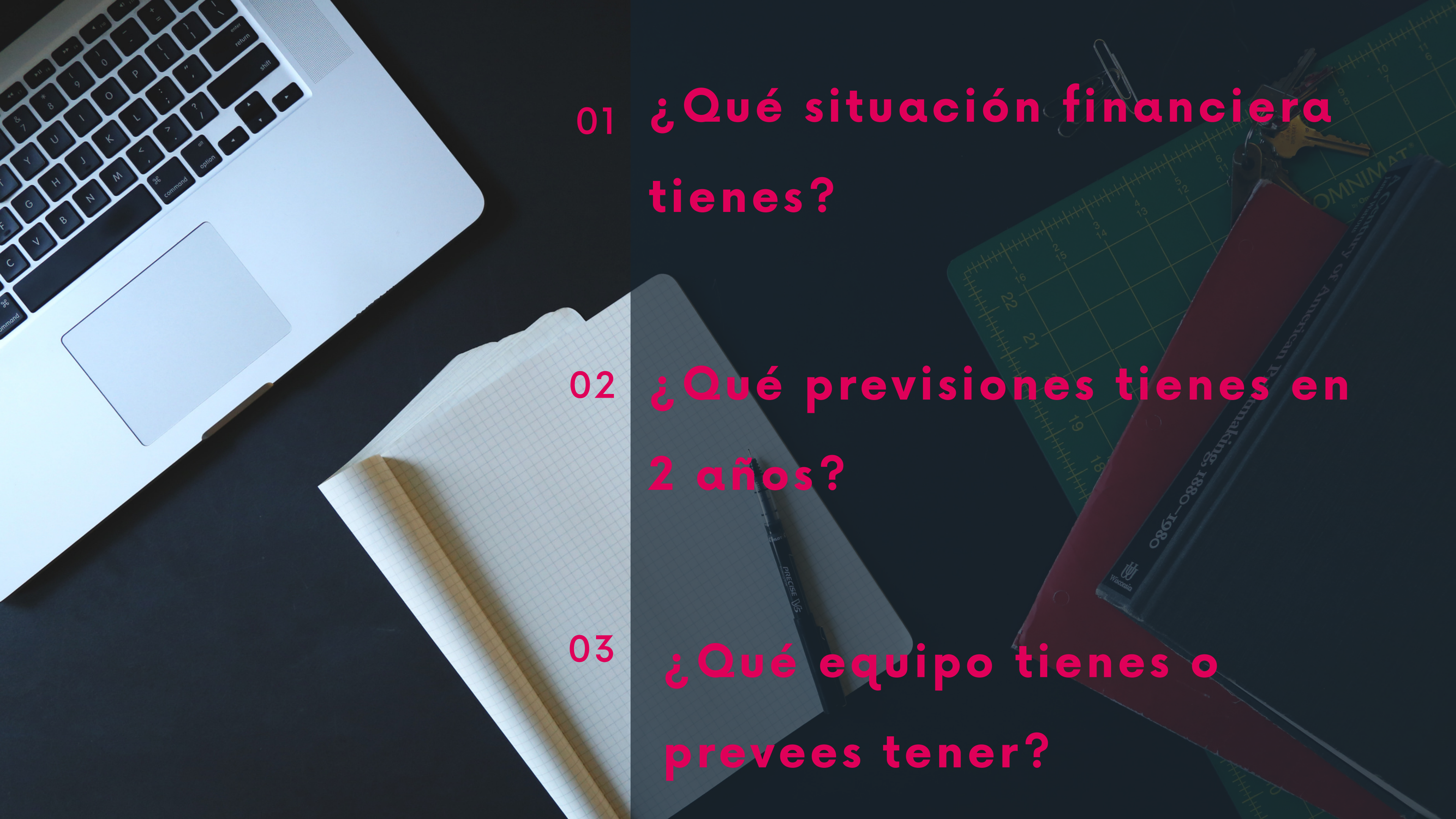
A QUIÉN AYUDO

**QUÉ
CONSIGUEN**

**CÓMO LO
HAGO**

A blurred office scene with people working at a desk. In the foreground, a person's hand is visible near a calculator. In the background, another person is holding a pen. A semi-transparent dark rectangle is overlaid in the center, containing the text "RECURSOS" in pink and "FASE 4" in white. To the right, a pen holder with several pens and a stack of colorful sticky notes are visible.

RECURSOS
FASE 4

A collage of office supplies including a laptop, notebooks, a ruler, and keys. The background is a dark, textured surface. The text is overlaid on the right side of the image.

01 ¿Qué situación financiera tienes?

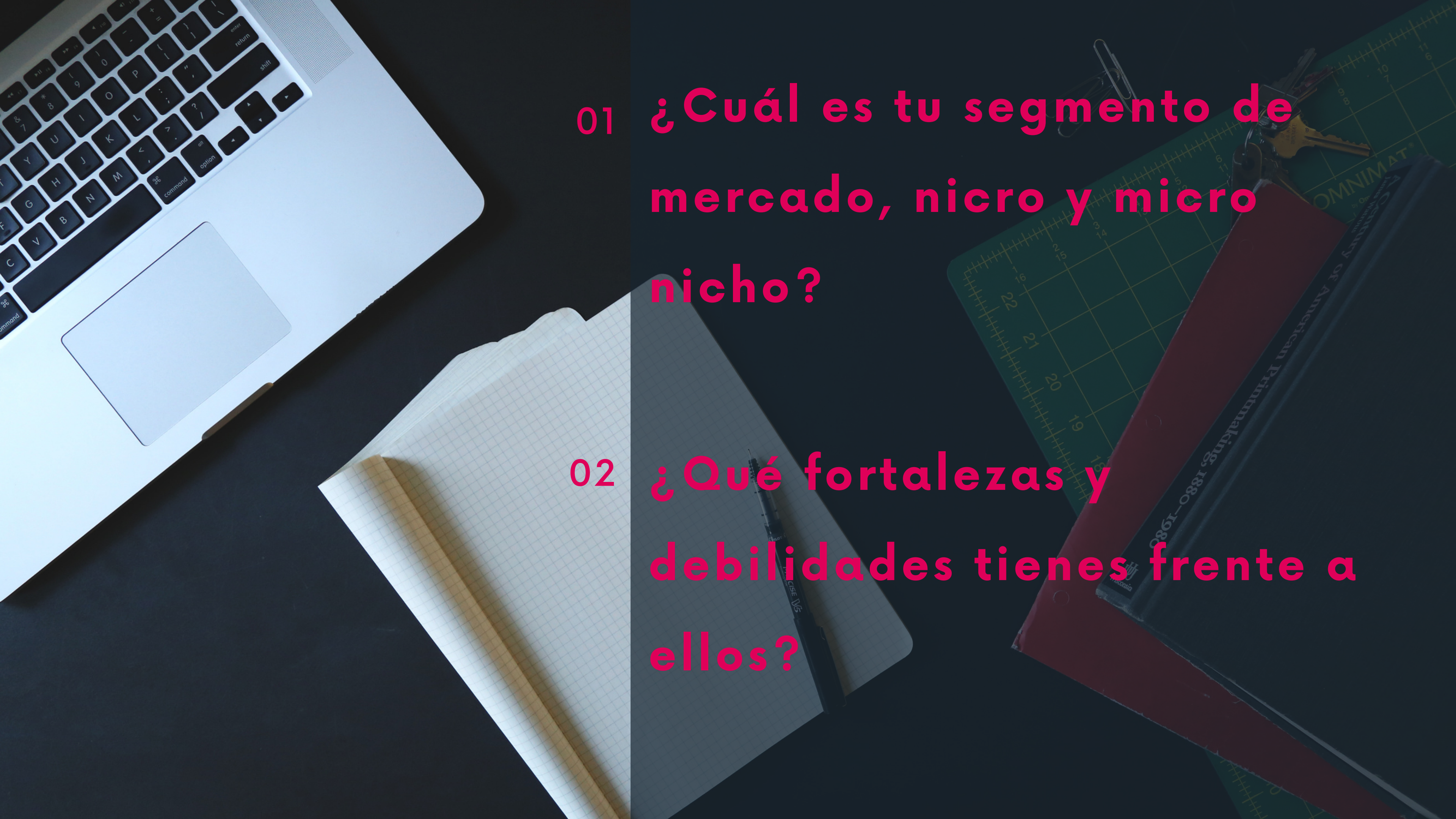
02 ¿Qué previsiones tienes en 2 años?

03 ¿Qué equipo tienes o prevees tener?

A person in a white shirt is standing at a desk, holding a pen over a large sheet of paper with charts and graphs. A hand is visible on the left, using a calculator. On the right, there is a laptop, a pen holder with several pens, and some sticky notes. The background is a bright, out-of-focus office space with large windows.

LA COMPETENCIA

FASE 6

A collage of office supplies including a laptop keyboard, a notebook, a ruler, and a book. The background is dark, and the objects are arranged in a way that suggests a workspace. The text is overlaid on the right side of the image.

01 ¿Cuál es tu segmento de mercado, nicho y micro nicho?

02 ¿Qué fortalezas y debilidades tienes frente a ellos?

ANÁLISIS DAFO

DEBILIDADES

Factores internos que limitan las posibilidades.

FORTALEZAS

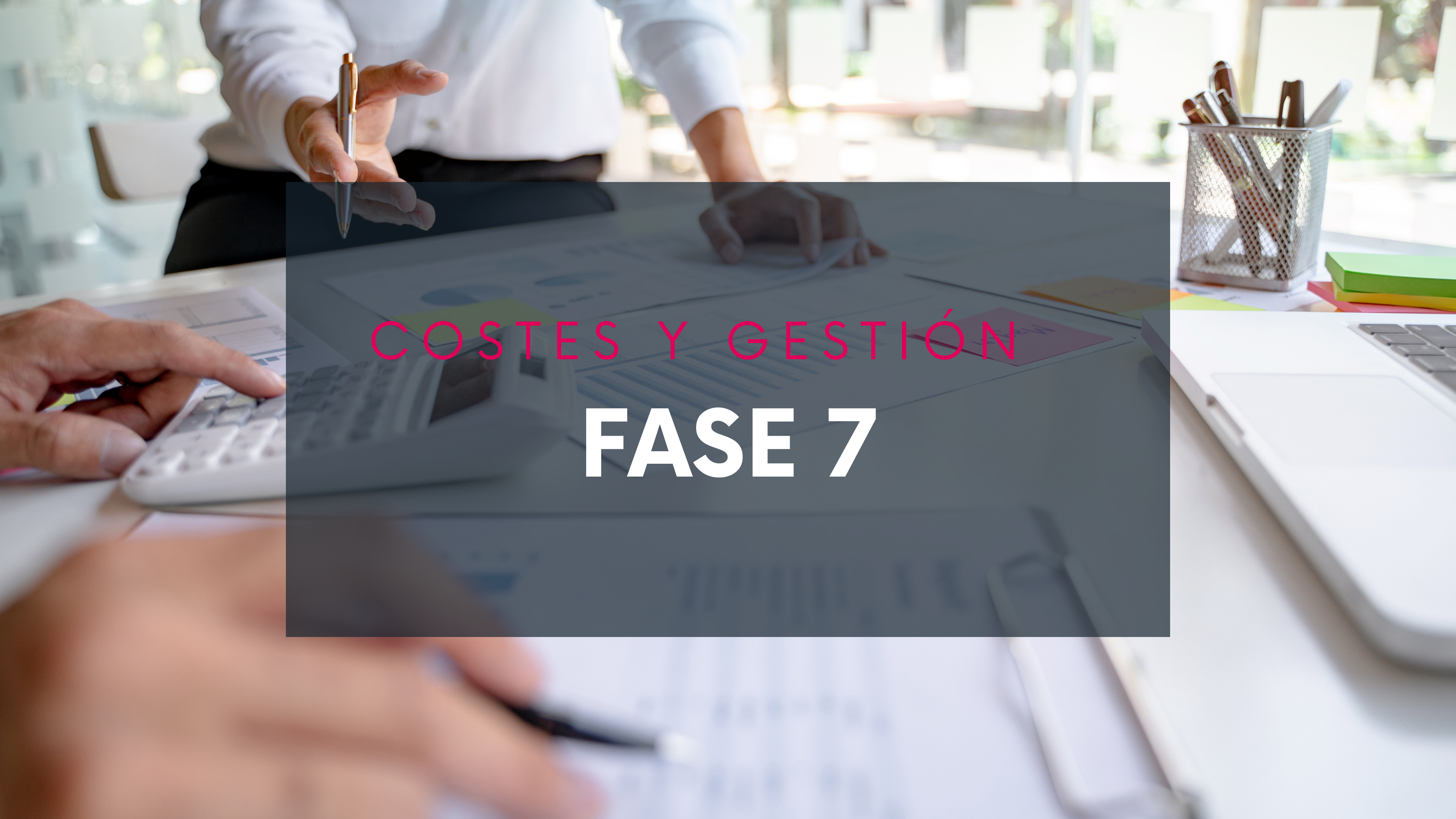
Factores internos que aportan ventaja competitiva.

AMENAZAS

Factores externos que impiden llegar a la meta u objetivo..

OPORTUNIDADES

Factores externos que aportan ventaja competitiva.

A person in a white shirt is holding a pen and pointing at a document on a desk. A calculator and a laptop are also visible. The background is a bright, modern office with large windows.

COSTES Y GESTIÓN

FASE 7

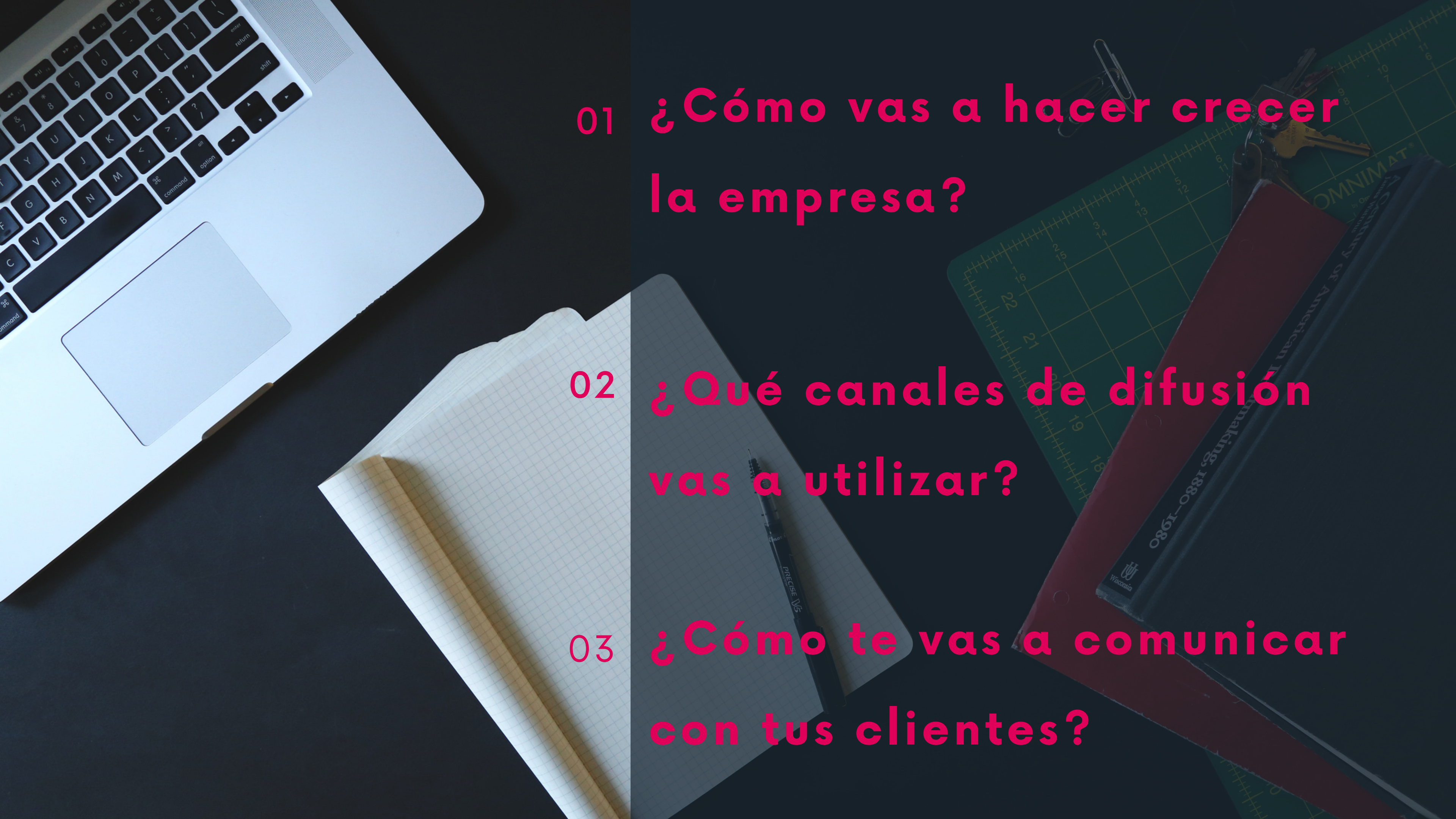
A collage of office supplies including a laptop, notebooks, a ruler, and keys. The background is a dark, textured surface. In the top left, a portion of a silver laptop is visible, showing the keyboard and trackpad. Below it, a stack of white and yellow graph paper is shown. To the right, a green ruler with yellow markings is placed diagonally. A red folder or notebook is also visible, along with a set of keys hanging from it. The text "01 ¿Qué gastos tiene o tendrá?" is overlaid in a bright pink color on the right side of the image.

01 ¿Qué gastos tiene o tendrá?

A collage of office supplies including a laptop, notebooks, a ruler, and keys. The background is a dark, textured surface. In the top left, a portion of a silver laptop is visible, showing the keyboard and trackpad. Below it, a stack of white and yellow graph paper is shown. To the right, a green ruler with yellow markings is placed diagonally. A red folder or notebook is also visible, along with a set of keys hanging from it. The text "02 ¿Qué responsables hay?" is overlaid in a bright pink color on the right side of the image.

02 ¿Qué responsables hay?

MARKETING
FASE 8

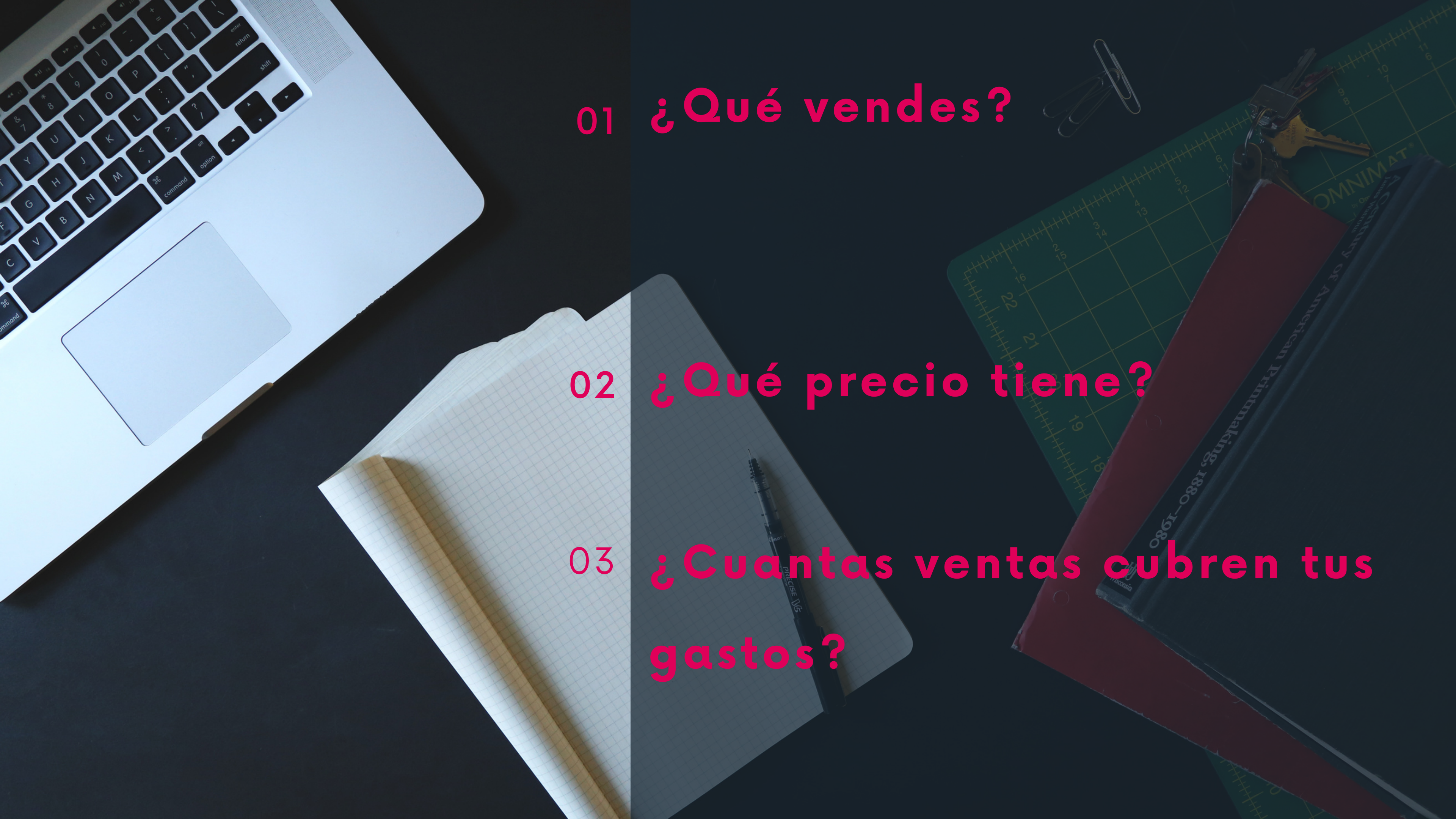
A collage of office supplies including a laptop, notebooks, a ruler, and keys. The background is a dark, textured surface. On the left, a silver laptop is partially visible. In the center, there are several notebooks with grid patterns. On the right, a green ruler and a set of keys are visible. The text is overlaid on the right side of the image.

01 ¿Cómo vas a hacer crecer
la empresa?

02 ¿Qué canales de difusión
vas a utilizar?

03 ¿Cómo te vas a comunicar
con tus clientes?

VENTAS
FASE 9

A collage of office supplies including a laptop, notebooks, a ruler, a pen, and keys. The background is a dark, textured surface. The text is overlaid on the right side of the image.

01 ¿Qué vendes?

02 ¿Qué precio tiene?

03 ¿Cuántas ventas cubren tus gastos?

A collage of office supplies including a laptop, notebooks, a ruler, and keys.

INGRESOS

01

VENTAS

02

COMISIONES

03

etc.

GASTOS

- 01 **HERRAMIENTAS
DIGITALES**
- 02 **COMISIONES**
- 03 **etc.**