

PROPUESTA

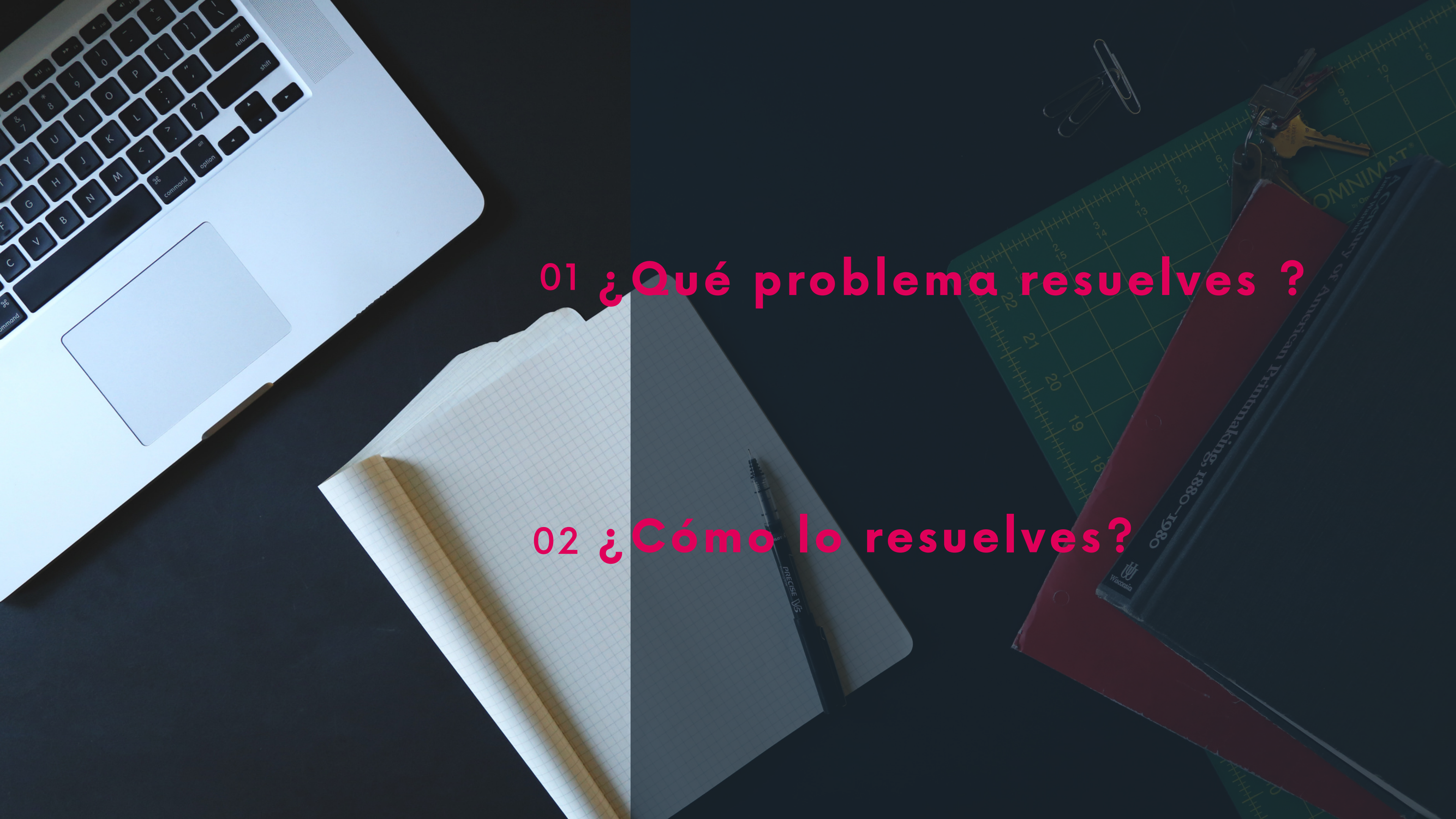
PLAN DE NEGOCIO

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, there are two open notebooks with grid paper; one is white and the other is grey. To the right, a green ruler with yellow markings is placed diagonally. Below the ruler is a red folder or book cover. On the far right, a black book spine is visible with the text 'History of American Primmaking, 1880-1980' and a 'University of Wisconsin' logo. A silver paperclip and a set of keys are also visible near the top right.

01 ¿Qué problema resuelves ?

02 ¿Cómo lo resuelves?

A person in a white shirt is standing at a desk, holding a pen over a calculator and some papers. The desk also has 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.

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

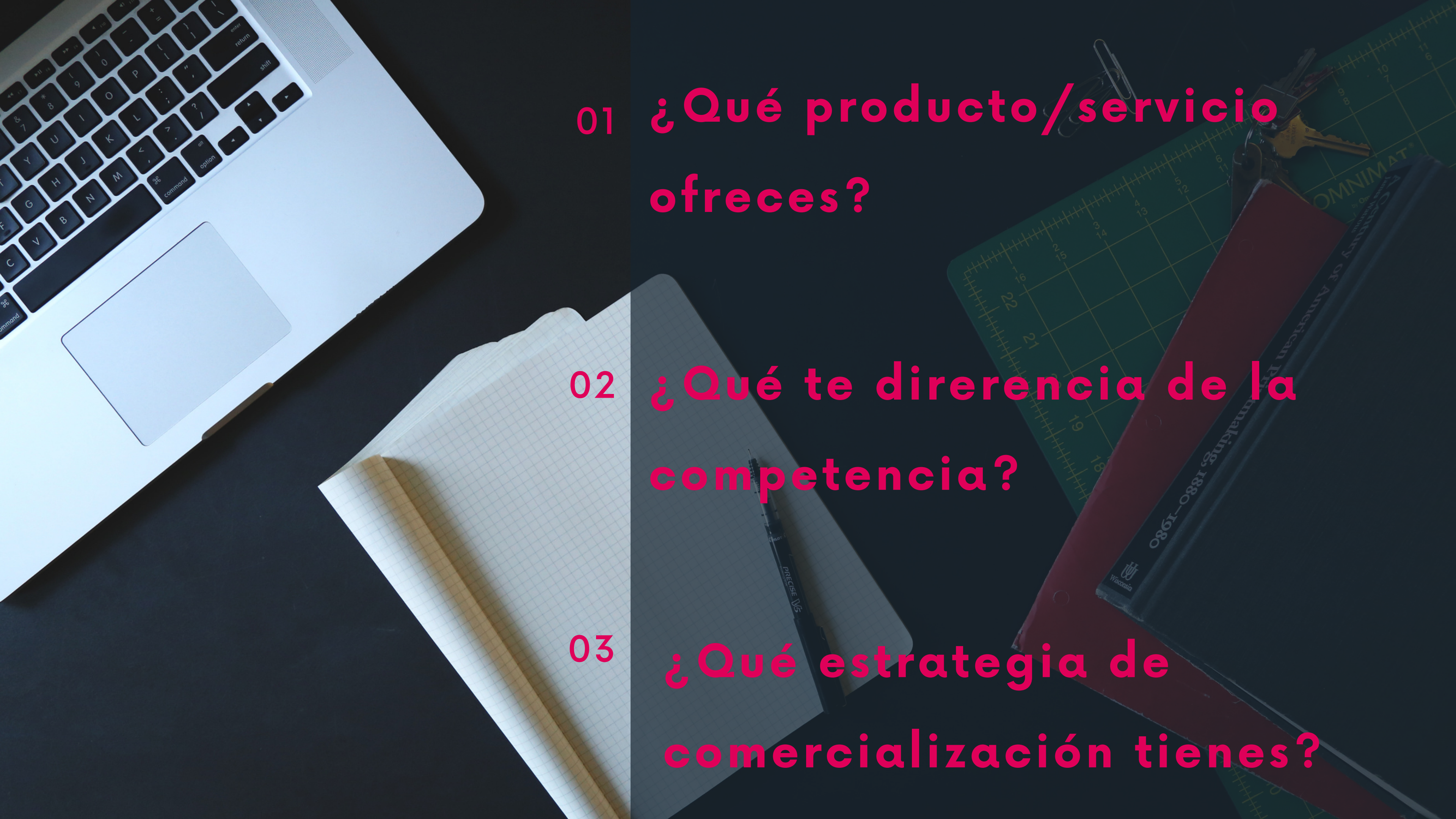
OBSTÁCULOS

RESULTADOS

A 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.

ENTREGAR VALOR

FASE 3

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 ¿Qué producto/servicio
ofreces?

02 ¿Qué te diferencia de la
competencia?

03 ¿Qué estrategia de
comercialización tienes?

HABLA DE TÍ, QUE TE CONOZCAN*ii*

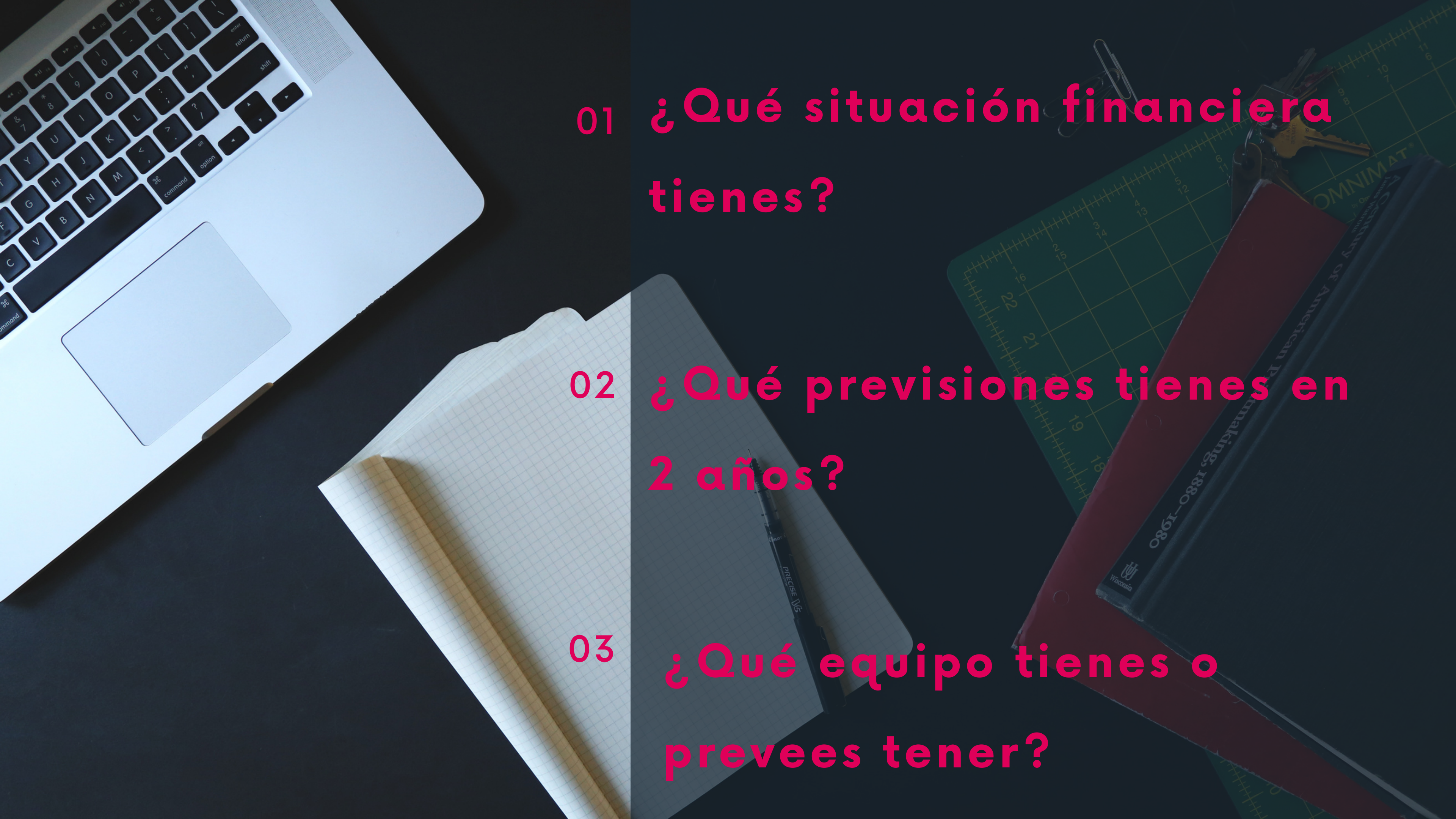
QUIÉN SOY

A QUIÉN AYUDO

**QUÉ
CONSIGUEN**

**CÓMO LO
HAGO**

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 in a bold, pink, sans-serif font.

01 ¿Qué situación financiera tienes?

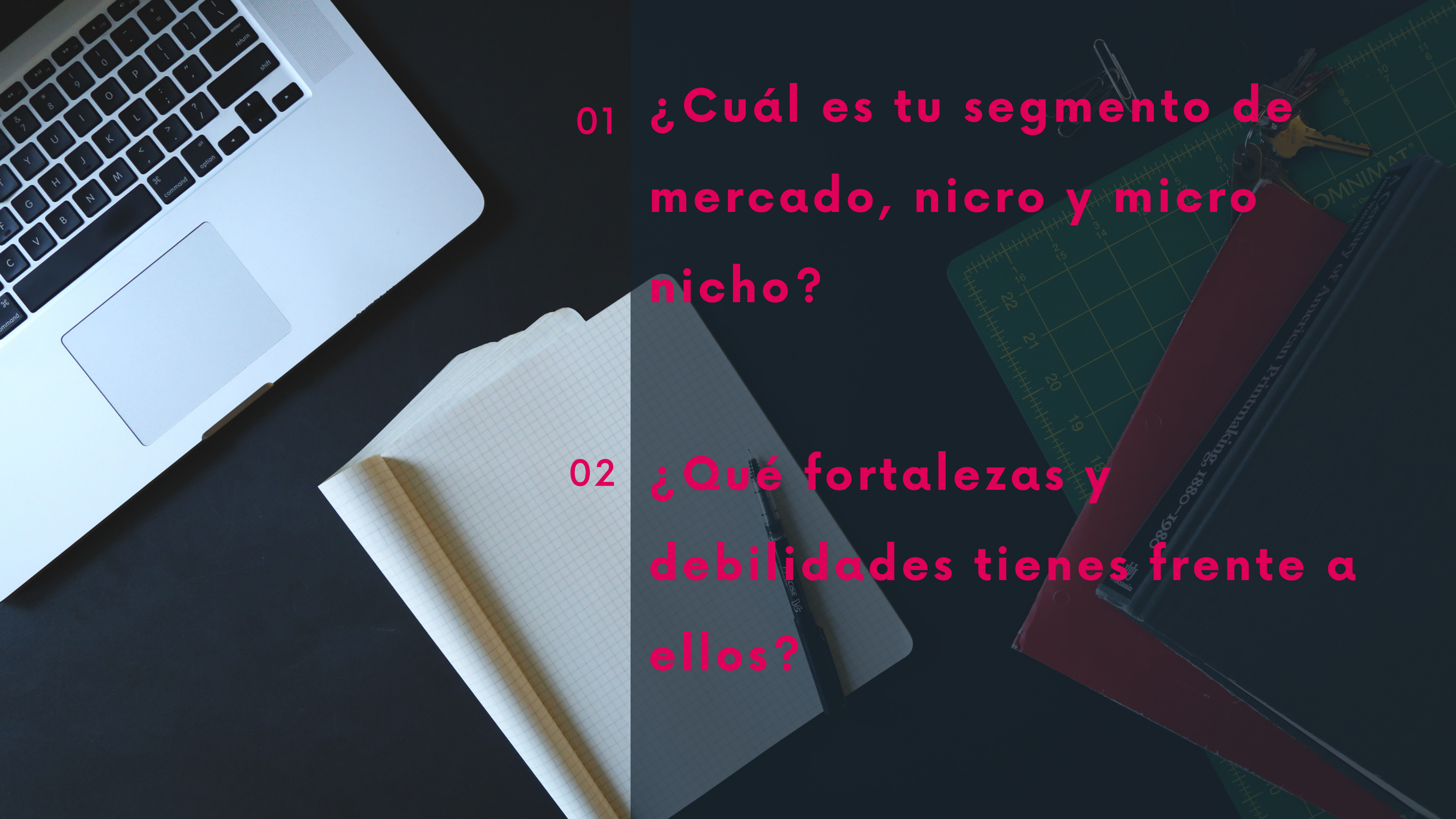
02 ¿Qué previsiones tienes en 2 años?

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 5

A collage of office supplies including a laptop keyboard, a notebook, a ruler, and a book. The background is a dark, textured surface. 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.



COSTES Y GESTIÓN

FASE 6

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.

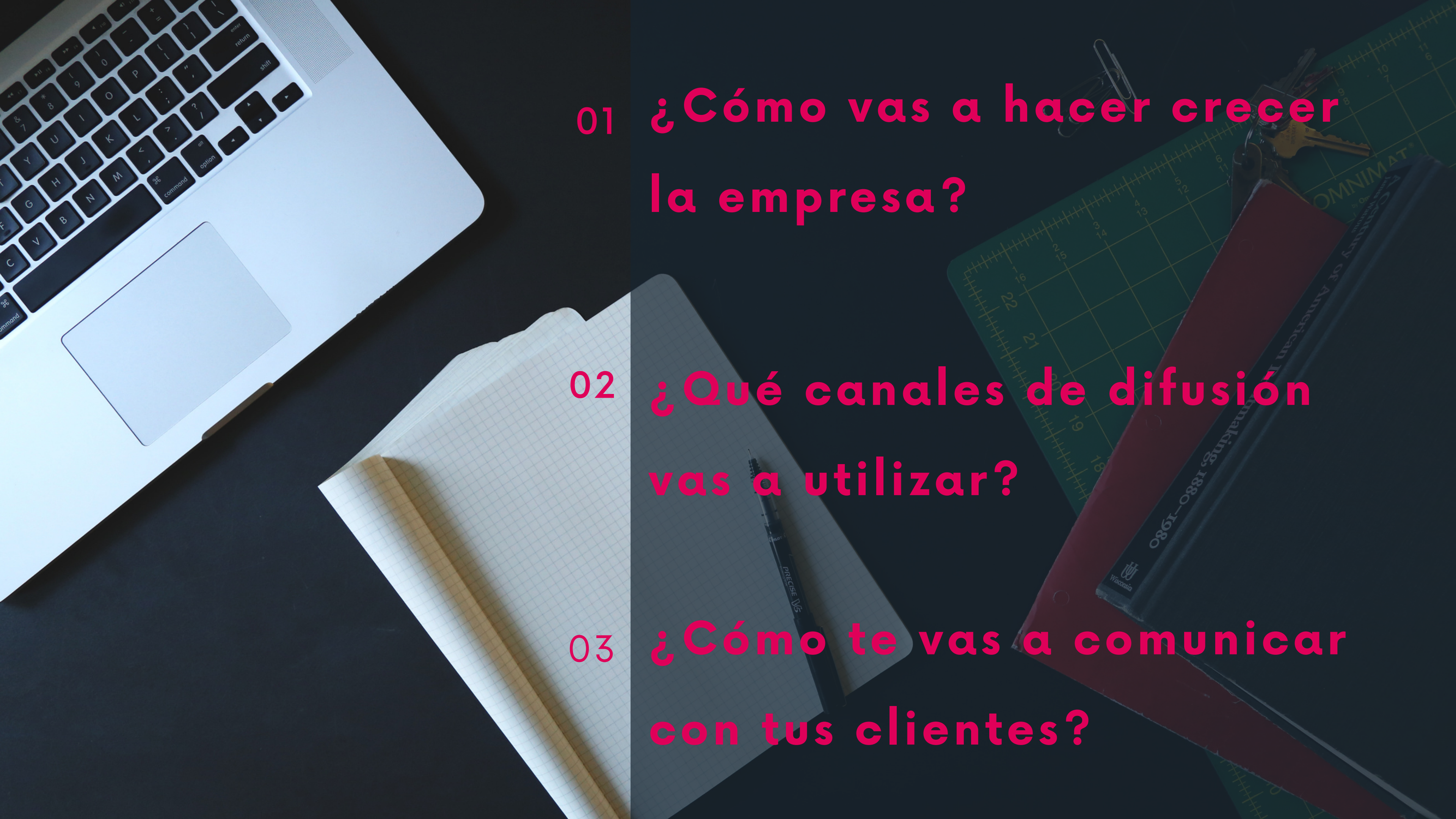
01 ¿Qué gastos tiene o tendrá?

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?

A person in a white shirt is standing at a desk, holding a pen over a laptop. The desk is cluttered with various items: a calculator, a pen holder with several pens, a stack of colorful sticky notes, and a laptop. The background is a bright, out-of-focus office space with large windows. The text "MARKETING FASE 7" is overlaid on the image in a bold, sans-serif font. "MARKETING" is in red and "FASE 7" is in white.

MARKETING
FASE 7

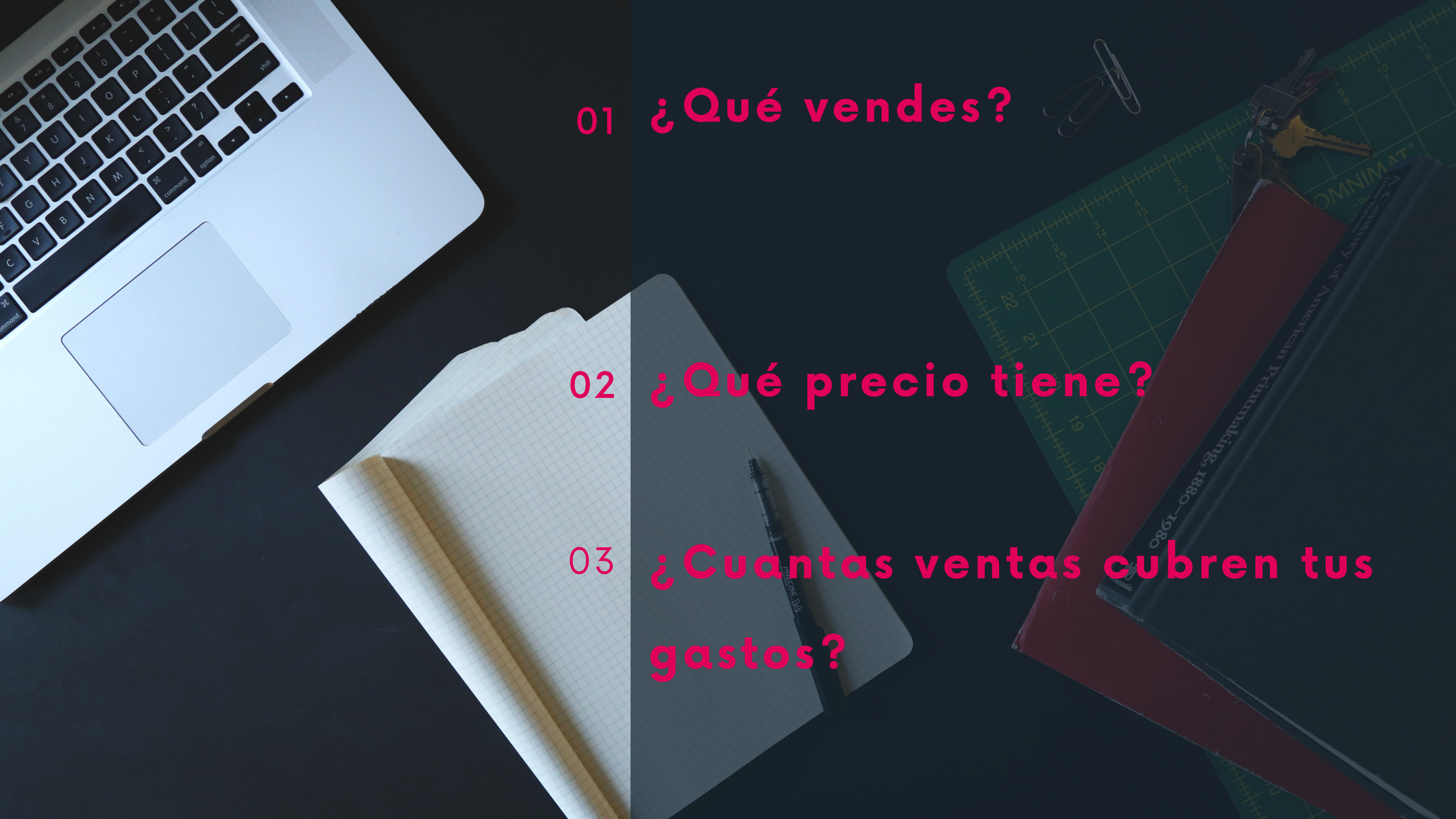
A collage of office supplies including a laptop, notebooks, a ruler, and keys. The background is a dark, textured surface. The text is in a bold, pink, sans-serif font.

01 ¿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 8

A collage of office supplies including a laptop, notebooks, a ruler, a pen, and keys. The background is a dark, textured surface. The items are arranged in a way that suggests a workspace or a desk. The text is overlaid on the image in a bright pink color.

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. 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.

INGRESOS

01

VENTAS

02

COMISIONES

03

etc.

GASTOS

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