

EEE – European Equine Entrepreneur
Student company

Picknpull



30 October 2017 – 23 March 2018

Denmark
Finland
England
The Netherlands

Entrepreneur plan
Studentcompany
Picknpull

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Introduction

We are 8 students from 4 different countries who are starting a student company. This amazing opportunity is offered us by the EEE. This stands for European Equine Entrepreneur. In this project we had to invent or improve a product that is used in the horse world. After we agreed on a product we had to make a plan off how to make and sell it. It was quite the challenge to find out how much the different parts would cost in every country. After we made a prototype, we were very proud and excited.

The next step is the excusal selling part. For this we wrote a plan of how to do it. The plan is what this paper is about. We think about ways to advertises and many more thinks.

The goal is that the students really run the company in each country but that we can ask for help from our teachers. In our case it is J. Gruppen.

I will leave you no longer in excitement, in the next pages our amazing product will be presented!

Staff and employees

In this chapter we will talk about the staff and their motivations. Each student wrote a little piece with their personal motivation:

Judith Dorrestijn

The Netherlands:

Most of the time, when I need to write a motivation letter, I find this really hard. But with this project, the sentences of my motivation float on paper. I was really proud and excited that I was chosen to join the group! It is a great challenge and opportunity where I think I learn a lot. The study I take in school is all about horses and management business, and with this project we put all the things I learned in a real business! I am really excited and curious about whether it will sell.



I really think we have a product that will sell quite good! It is really cool that we have our own company and that we are in charge of everything!

Overall I am really curious and excited how it is going to be and how many poopscoop's we will sell!

Merel Rietveld

The Netherlands:

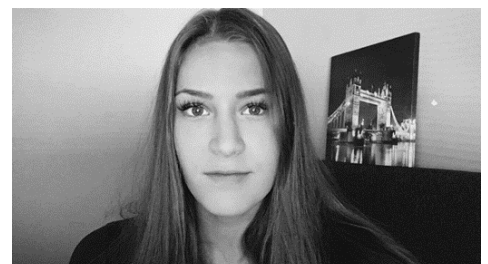
When I heard that this was coming and just a few students where ask for it, I directly told it to my parents. They said that this could be a great opportunity for my English experience and learning about how to set up a company like this. I thought the same. I was exited from the beginning, so I send a mail to Jan that I would love to join. It's all for the experience and I like to be one of the first one to trying this. It's a big challenge for me to do this, I like to challenge myself.



Noora Keihäskoski

Finland:

My name is Noora Keihäskoski and I'm riding instructor student from Finland. I didn't know what this project was going to include (before monday morning at the airport) but I wanted to do something international and I'm intrested about working in a business.



Nina Ojala
Finland:

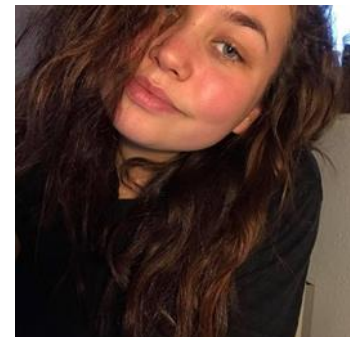
My name is Nina and I'm 18-years old student from Finland. I joined this project out of interest since I didn't really know what I was getting myself into. I was curious to see what it takes to create product and make it worth selling. Also I wanted to see Denmark.



Laura ...
Denmark:

My name is Laura and I'm 18 years old.

When my teacher asked if I wanted to be part of this innovation project, I thought it could be a really good idea to say yes, because it was an opportunity to learn about starting your own company and thinking outside the box. It's also a great opportunity because you're working with people your own age and with the same mindset as you; they want to be the best and they want to learn. It's also a great opportunity to improve the horse world with your product, and that's a great motivation factor, because I want to improve the horse world as much as possible.



Ann-Sofie ...
Denmark:

My motivation.

My name is Ann-Sofie and I am 18 years old. When my teacher told me about this innovation project and asked me if I would like to join it, I thought it could be a really clever idea to say yes, because it was a good opportunity to learn how to start our own company and thinking outside the box. With this project, we are meeting other people with the same interest for horses like I have myself.



I would like to help the horse world, with producing some new stuff for the horses and the stable personnel, and when we meet people from different countries, we have a big chance at producing some nice products for the horse world.

Emily Boyce
England:

My name is Emily Boyce. I live in Dorking, a town in England just outside of London. When told about the EEE trip I was curious, it sounded like an amazing opportunity. I am so happy I got the place, as it has introduced me to the professional business industry, as well as given me an insight to equestrian industries around Europe. I have learnt valuable new skills, exchanged ideas, and met new people whom I hope to stay in contact with. I have especially enjoyed coming all the way to Denmark for it.



Delphine Sparks-Wech
England:

Piece of Motivation

My name is Delphine Sparks-Wech, I live in the local area of Dorking, Surrey and study at Brinsbury College. I was very interested when I heard about the European Entrepreneur Project that was taking place in Denmark. I have really enjoyed getting the opportunity to work with other people from different countries and cultures to form a product design which can be taken forward as a profitable business worldwide. The project has given me lots of new skills in a wide range and prepares me for a future in business planning. Overall I have really enjoyed my visit to Denmark.



The team

The Dutch part of the EEE project contains of two students:

- Merel Rietveld
- Judith Dorrestijn

Before the project began we didn't know each other. Although we had been going to the same school for two years, we didn't even recognise the other when officially meeting for the first time. We both follow the same educations at Aeres MBO Barneveld. This is an Equine Entrepreneur educations. Both in the third and last year.

It was a little bit weird in the beginning. We really had to get to know each other. After the week in Denmark, we discovered that we work really good together. We have the same ideas and vision.

This Dutch part of the EEE project is going to be a success because we both work really hard and put in a lot of effort to make it a success!

The success begins with putting the team together and matching to task with the right person. In the Netherlands Merel and Judith share all the tasks. These tasks are:

- Manager
In most company's there is one person in charge. This person is held responsible for managing, organizing and marinating the co-operation.
In the Netherlands we share the responsibilities.
- Secretary
The is job al all about communication and making protocols. Because we are with a very small team of two persons, it is easy to maintain with the two of us.
- Personnel manager
This position involves the hour registrations, planning and solving conflict. The first to talks we simply write down for our self's. If we get in a conflict, we will ask for help from our teacher J. Gruppen.
- Financial manager
This involves all the financial tasks. Due to the fact that Merel and I live quite far away from each other, we buy our materials separately. Which means that we do our own payments, administration and evaluation.
- Marketing manager
This part is a little divergent then the others. Most of the point above, we do mostly for our self's. The marketing we really do together. Thinking about ways to connect with the market and the buyers.
- Production manager
This we do both together and for our self's. We brainstorm and do a lot of research together. But the actual buying and production, we mostly do apart.

Legal set up

When people start a company there are a view thing that need to be sort out. One of those this is the legal set up. This is very important considering insurance and finance.

The student company has a legal set up called the student company.

This requires shareholders to start the company financial. This is so called the seed money.

With this money we will buy the martials for the first Picknpull.

Our shareholders have no saying in the company. The shareholders lend us money in the beginning and in the end of this project, we pay back the money with a little extra, which we get out of the selling's.

Problems and solutions with the Picknpull

There are a few foreseen problems. The problems and the solutions are lined up underneath:

- The wheels

The problem with the wheels is that they can't be too big because the Picknpull will fall out. Either they can't be too small because then it will be very hard to pull the Picknpull around.

The solutions are wheels that are a perfect fit. The way we adjust them to the poopscoop is a very important thing. One way to adjust is an axle on the bottom of the poopscoop. This way the wheels and place of the axle result in a high Picknpull.

When we adjust the wheels on the sides, the Picknpull will be less high. Thinking about this fact, it is good to try both ways with the best wheels.

- The handle

The handle of the Picknpull was a little bit tricky. The regular poopscoop is the way that it is easy to pick up while walking. The Picknpull's handle needs to be longer to pull it behind you.

The solution to this problem are poopscoop's with adjustable handles. These are already sold on the market, so these will be our basis.

The product

The product we invented is the Picknpull.

The Picknpull is a poopscoop on wheels. While brainstorming on whether what would be a good product, we thought about things we missed in the horse world. We had a lot of ideas but the Picknpull jumped out. We all knew the struggle of carrying the poopscoop that is heavily loaded. It is quite easy to make ourself's and in all four countries it is a new product.

The Picknpull:

The Picknpull is really a poopscoop on wheels. This way you can easily pull the poopscoop behind you. It works on all sort of ground: sand, mud and flat stones. The product is ergonomic for the human body and very handy when you work with it on a regular basis. Like a riding instructor in a riding school.

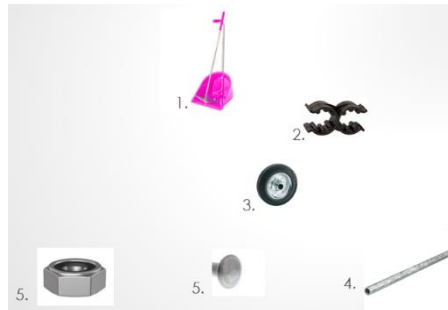
The manual

As soon as the decision was made that the Picknpull was our product, there was the question how to produce it and what kind of materials needed.

Underneath is described a list with the materials and a step by step manual:

Materials:

1. Poopscoop and rake
2. 2 wheels
3. A axle
4. Bolts and nuts
5. Little pieces to iron to support the poopscoop



Tools:

1. Duct tape
2. Drill
3. Metal screw
4. Hammer
5. Screwdriver
6. Measuring tape
7. File
8. Pencil

The manual:

1. Step 1: put some duct tape on the poopscoop
2. Step 2: measure where you drill the hole:
 - a. 4 cm
 - b. 2,9 cm
 - c. 3,1 cm
 - d. 4,1 cm
3. step 3: drill the hole
4. Step 4: take the duct tape off
5. Step 5: put the axle through the poopscoop
6. Step 6: slide one bolt on each side of the poopscoop
7. Step 7: slide one wheel on each side of the poopscoop
8. Step 8: attach one nut on the end of the axle to secure the wheels

Protecting the Picknpull

When someone invents a new product, there is a law that allows the inventor to officially document the product as his/her idea. In all the four countries this law is active. After a little bit of research, we discovered that it was too expensive to put work to it.

The result of this is that anyone else can make and sell the Picknpull. For this reason, we waited quite a long time with going public with it. This way, we really had the first Picknpull idea on the market.

Mission

We started this student company because we were chosen to take part in this interesting project. The excusal product was chosen due to a view points.

We needed to make or improve a product that was suitable for the horse world. It had to be easy to make and easy to be used and sold.

This is where Picknpull comes in the picture. It is both a new as improved product. It is very easy to make and hopefully also easy to sell. The Picknpull probably will sell good, based on the enthusiastic reactions.

All eight of us really thought that this was the best idea. Not only for us, as the points above prove. But also for the horse people it is a really good product.

Most horse-company have a regular poopscoop, but it is not really good for the health of the human body. The normal poopscoop can get really heavy and difficult to carry around. When doing this to long, your body can get really sore. The Picknpull is not only easy to use, it is also very ergonomic.

Our mission is to sell enough Picknpull's to make a profit out of the selling's. The second, equally import point, is to make it easier for horse people to take care of the living aria of their horse.

Vision

With the vision, comes the financial situation. The overall goal of this project is a good product and that at the investor's get their money back. It would be really good if we could give a little extra, that we got out of the profit.

Not only the money counts. The Picknpull shows that it is a good product that is easy to use but very ergonomic. The Picknpull will improve the health of regular users that have the ever going struggle with the normal poopscoop.

It would be really great if we sell a lot of the Picknpull's so that we improve the horse world!

SWOT-analysis

With the SWOT-analysis we get a good picture of what our

Strong points,

Weak points,

Opportunities

And threats are.

This will help us realising how very we have already come but also what we still can improve.

We have a clear vision of the opportunities and weakness outside our business.

Strong points

- In all four countries this is a new product
- It is easy to make our self's
- It is quite cheap to sell to our costumers
- The Picknpull is really helping the people on short term as well as long term
- 9/10 people in de horse world need a poopscoop and can easily switch to the Picknpull
- It is really easy to use

Weak points

- It was quite hard to figure out how to adjust the wheels. Would it be more supportive if the axle was running through the poopscoop or adjusted on the bottom? And lose bolts, would that be an option? With all the above standing point, we are experimenting what is the best option.
- The handle. The handle of the regular poopscoop is rather short. This is done on propose, so that it is easy to carry around while loaded. But for the Picknpull, it is much easier to have a longer handle to pull it behind you. In the Netherlands we discovered poopscoop with adjustable handles. This way it is easy to adjust the handle to the user's height.

Opportunities

- The Picknpull is a really new product in all four countries. This gives us the really great position to shell. In the hole horse world, we can reach people
- We had really good reactions on the Picknpull. Even bigger company's loves it, and wanted to either sell it for us or buy it from us.
- Because of the adjustable handle it is a product, suitable for everyone. Just easily chance the height and everyone can work with it.

Threats

- A bigger company takes over the idea and will sell on its own
- We can't get enough Picknpull sold because the smaller public isn't interested

Target audience

Our customers are people who work with horses. This can be professional as well as private. With professional we mean the company's. These companies can be riding schools, training areas or horse event places. With this company's we will reach large group of people. This gives us the unique opportunity which is that a lot of people can use the Picknpull and share their experiences. This can help us selling more Picknpull's!

With private we mean people who have their horse stabled at home. This is a good group to sell our product to as well. When the private group is positive about the Picknpull, they will tell their friend to buy one as well. This is basically the cheapest and best commercial a company can get.

Competition

We basically have no competition. The Picknpull is a unique product in all four countries. The closest thing to competition is the regular poopscoop. This is cheaper but less effective in use. Second is the chance that a bigger company picks up the idea and starts selling it on their own. But until that happens, the Picknpull is quite competition-free!

Collaboration

2 October till 6 October we all went to Denmark. We went there to create a new product for the horse market. The first day we met, we had a talk about ourselves so, we got to know each other better. After that, we created ideas for a product and write them down. In the beginning we all were a little bit shy, but when the first Ideas came in we were fanatic. Some off us were shy for a little bit longer.

The second day the Dutch ones said that we could make groups from every country one. Each group had to take one product and write down what is possible with that product. Also how to make it better and which material to use. We had some negative and positive things on paper.

We did this for one hour. It was a good thing to do, every country could say what they want to say.

For Finland was it more difficult to make contact, but at the end of the week we could talk normal with each other.

Now everybody is back in their country, we discovered that it is hard to keep contact. I think because of this we can't go as fast as I hoped we would. So now we are making purposes. Holland and England are hoping to sale each 10 Picknpull's before Christmas.

Usp's

From normal poopscoop to a Picknpull

The first image is the normal product. We used this product to find out whether our idea was possible to make out of a normal poopscoop. There are many brands, but we used imperial riding.



The second image you see a replica of a small version of a poopscoop made out of cardboard. We made this one so that everybody had a vision on what we had in mind.

We named our poopscoop Picknpull, because it is really what you're doing. You pick the poopscoop and pull behind you.



The third image is our real replica poopscoop. You can see that this is the same product as the first picture only with wheels. The axle where the wheels are attached to, goes through the Picknpull. This poopscoop is easy to take with you when it is heavily loaded with dropping of the horse.



Why is this product different from the normal product?

The main difference between the normal poopscoop and the poopscoop on wheels (Picknpull) are the wheels. But there are more differences between a normal poopscoop and the Picknpull, you can change the sizes of the rod, where the handle is on, to your own sizes.

You cannot see that on the third image, because we made that one to try out the wheels and by then we discover that the rod has to be longer to pull it. And after testing it on different places we knew for sure that the rod had to be longer. The problem with the rod, we still need to figure out.

When all this is going the way we want to and we make a profit, there is already a second idea to improve the Picknpull even more. This is a valve. This way, when you pull the Picknpull behind you, the droppings stay in the poopscoop. This is only if we are making profit and we have the time to find out if it is really necessary. We are putting this idea on hold for now, because it takes more time and more money to make it. That would say that the Picknpull would be more expensive than without a valve.

Marketing

Network

To have a good company making profit you have to work on your networks. Networks are other companies who helps you to set up your own company by making promotion for your product. You could do this by sharing it on your Facebook page with friends. Our company would be more well-known and maybe more people would be interested in our product. This is also good for the shareholders.

By now we have the companies we get our stuff to make the Picknpull's. In every country we have different companies with we are working with. We try to buy more for less. And we go to companies where the stuff isn't that expensive but still delivers good quality.

Sometimes we are lucky to find a sponsor. Some give us stuff for free and sometimes they will give discount.

On our own Facebook page, we invited our own friends who we thought were interested in the Picknpull.

There is also a company who is willing to put it on their website if we want. They like our product a lot. They already bought two Picknpull's, and are happily using it. In all the countries the Picknpull's are already loved, but we need to have the right products, before we sell it.

Communication channels

As communication channels we will use our Facebook page and mouth to mouth publicity. We don't have a website because that would cost us money and time to keep it up. We also have to make the site only in English, because everybody knows a little bit English and it would be too much work to make it in every language.

Communications strategies

Holland is going to stay in contact with the costumers. The Dutch will give the costumers their number and ask them if they want to keep in touch. It is important for us to know how the costumers think about the Picknpull after a little while. Do they have tips to make it better?

Customer relationship

We need costumers to buy our product. After that it is very important to keep the costumer happy about us and the product. The product has to be available on any time that the costumer wants to have the product.

If a customer complains about the product, we will try to solve the problem professionally. We always stay friendly to the customers and keep them happy.

To keep the customer happy, we make our promises about the product true and fair. The product needs to be working for a very long time. It can't be broking after one-day or one week. When used normally.

Products

When we started thinking about Ideas, we asked ourselves; what is a good product to sell, can we make profit out of it and if it is easy to make it ourself's. We had a lot of ideas, so we wrote down the positives and negatives opposite to each other. After three days of thinking we decided that the poopscoop on wheels could work out the best. We did a lot of research through Facebook and called people who we thought would be interested in this product. One of the teachers bought us some materials and helped us to make an poopscoop on wheels. After we put together the first Picknpull, we tested it on the street and in the riding arena.

Sales channels

We sell it on our Facebook pages and we go to companies and people of who we think will buy our product. With the term 'companies' we mean not only small companies, but also the bigger companies in the different countries. We prefer companies who host events so that a lot of people come in contact with the Picknpull. When these people see and use the Picknpull, they maybe wanted to know more about the Picknpull.

Also in the Dutch are negotiating with a company called Epplejeck. This is horse-riding shop which has eleven locations in Holland. They talked to the person in charge of the offer in the shops. He really liked the idea and maybe he would like to sell it in all of the eleven locations. So then we are not only doing it through Facebook and the events but also in a real store(s).

Financial plan

Underneath is the correct financial plan described:

Balance Picknpull per 10/10

	Debit		Credit
Discription	amount	Discription	amount
<u>Fixed assets</u>		<u>Equity</u>	
		Share capital	€ 120,00
		Net result	€ -
Total fixed assets	€ -	Total equity	€ 120,00
<u>Current assets</u>		<u>debt</u>	
Crossing costs	€ -	Loan	€ 30,00
Stock		Net wages to be paid	€ -
Vat to be received	€ -	Vat to be paid	€ -
Cash register	€ -	Payroll tax	€ -
Bank	€ 150,00	Corporation tax	€ -
Total current assets	€ 150,00	Total strangeness	€ 30,00
Balance total	€ 150,00	Balance total	€ 150,00

Cost per product

Picknpull without axle

Product	How much	One piece	Total
Poopscoop	1	€ 17,50 £ 15,40 kr 130,23	€ 17,50 £ 15,40 Kr 130,23
Wheels	2	€ 4,59 £ 4,01 Kr 34,16	€ 9,18 £ 8,02 Kr 68,31
Bout	2	€ 0,13 £ 0,12 Kr 0,97	€ 0,26 £ 0,23 Kr 1,94
Tap bold	2	€ 0,50 £ 0,44 Kr 3,72	€ 1,00 £ 0,89 Kr 7,44
Closing plate	2	€ 1,92 £ 1,71 Kr 14,29	€ 3,84 £ 3,41 Kr 28,58
Washer	4	€ 0,10 £ 0,09 Kr 0,74	€ 0,40 £ 0,36 Kr 2,98
Total	13	€ 24,74 £ 21,98 Kr 184,13	€ 32,19 £ 28,60 Kr 239,58

Picknpull with the axle through the poopscoop

Product	How much	One piece	total
Poopscoop	1	€ 17,50 £ 15,40 kr 130,23	€ 17,50 £ 15,40 Kr 130,23
Wheels	2	€ 2,49 £ 2,21 Kr 18,53	€ 5,00 £ 4,44 Kr 37,22
Rigid ring	2	€ 2,70 £ 2,40 Kr 20,10	€ 5,39 £ 4,79 Kr 40,12
End ring	2	€ 2,00 £ 1,78 Kr 14,89	€ 3,99 £ 3,54 Kr 29,70
Axle	1	€ 3,99 £ 3,54 Kr 29,70	€ 3,99 £ 3,54 Kr 29,70
Total	8	€ 28,68 £ 25,48 Kr 213,40	€ 35,87 £ 31,86 Kr 267,00

Picknpull with the axle attached on the bottom

Product	How much	One piece	total
Poopscoop	1	€ 17,50 £ 15,40 kr 130,23	€ 17,50 £ 15,40 Kr 130,23
Wheels	2	€ 4,59 £ 4,01 Kr 34,16	€ 9,18 £ 8,02 Kr 68,31
Bout	2	€ 0,13 £ 0,12 Kr 0,97	€ 0,26 £ 0,23 Kr 1,94
Lock nut	2	€ 0,49 £ 0,44 Kr 3,65	€ 0,98 £ 0,87 Kr 7,30
Closing	6	€ 0,10 £ 0,09 Kr 0,74	€ 0,60 £ 0,53 Kr 4,47
Red copper saddle	4	€ 0,45 £ 0,40 Kr 3,35	€ 1,80 £ 1,60 Kr 13,40
PVC tube	½	€ 0,39 £ 0,35 Kr 2,90	€ 0,20 £ 0,18 Kr 1,49
Axle	½	€ 3,59 £ 3,19 Kr 26,72	€ 1,80 £ 1,60 Kr 13,40
Total	18	€ 27,24 £ 24,20 Kr 202,76	€ 32,32 £ 28,72 Kr 240,57

Contact details

Students

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Conclusion

We hoop that the product will sell as we think it would be. We hoop that every country can make a good profit, and make the customer happy.

The communication can be better between all the country's, but it is really difficult. Everyone has his or her own life and they aren't busy with the company all the time